

U.S. Online Video Viewing Surges 13 Percent in Record-Setting December

RESTON, Va., Feb 04, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- Americans View 14.3 Billion Videos during the Month as YouTube Paces Growth

comScore (Nasdaq: SCOR), a leader in measuring the digital world, today released December 2008 data from the comScore Video Metrix service showing that U.S. Internet users viewed a record 14.3 billion online videos during the month, representing an increase of 13 percent versus the previous month. YouTube led the growth charge, accounting for 49 percent of the incremental gain in videos viewed versus November.

(LOGO: <http://www.newscom.com/cgi-bin/prnh/20080115/COMSCORELOGO>)

Google Sites Adds to Lead in Video Market Share

In December, Google Sites once again ranked as the top U.S. video property with 5.9 billion videos viewed (41 percent online video market share), with YouTube.com accounting for more than 99 percent of all videos viewed at the property. Fox Interactive Media ranked second with 445 million videos (3.1 percent), followed by Yahoo! Sites with 330 million (2.3 percent) and Viacom Digital with 291 million (2.0 percent). Hulu continued its growth trajectory, climbing 6 percent versus November to 241 million videos viewed.

Top U.S. Online Video Properties* by Videos Viewed December 2008

Total U.S. - Home/Work/University Locations
Source: comScore Video Metrix

Property	Videos (000)	Share (%) of Videos
Total Internet	14,318,722	100.0
Google Sites	5,905,854	41.2
Fox Interactive Media	444,865	3.1
Yahoo! Sites	330,025	2.3
Viacom Digital	290,558	2.0
Microsoft Sites	247,903	1.7
Hulu.com	240,585	1.7
AOL LLC	197,135	1.4
Turner Network	183,948	1.3
Disney Online	148,434	1.0
ESPN	102,542	0.7

* Rankings based on video content sites; excludes video server networks.
Online video includes both streaming and progressive download video.

Google Sites Surpasses 100 Million Viewers in December

Nearly 150 million U.S. Internet users watched an average of 96 videos per viewer in December. Google Sites surpassed 100 million online video viewers during the month, representing two out of every three Internet users who watched video. Fox Interactive ranked second with 56.9 million viewers, followed by Yahoo! Sites (42.8 million) and AOL LLC (31.5 million).

Top U.S. Online Video Properties* by Unique Viewers

December 2008

Total U.S. - Home/Work/University Locations

Source: comScore Video Metrix

Property	Unique Viewers (000)	Average Videos per Viewer
Total Internet	149,587	95.7
Google Sites	100,092	59.0
Fox Interactive Media	56,895	7.8
Yahoo! Sites	42,761	7.7
AOL LLC	31,522	6.3
Microsoft Sites	29,534	8.4
Viacom Digital	27,370	10.6
Hulu.com	24,572	9.8
Turner Network	20,499	9.0
Time Warner - Excl. AOL	17,294	2.8
CBS Corporation	14,840	3.7

* Rankings based on video content sites; excludes video server networks.
Online video includes both streaming and progressive download video.

Other notable findings from December 2008 include:

- 78.5 percent of the total U.S. Internet audience viewed online video.
- The average online video viewer watched 309 minutes of video, or more than 5 hours.
- 98.9 million viewers watched 5.9 billion videos on YouTube.com (59.2 videos per viewer).
- 48.7 million viewers watched 367 million videos on MySpace.com (7.6 videos per viewer).
- The duration of the average online video was 3.2 minutes.
- The duration of the average online video viewed at Hulu was 10.1 minutes, higher than any other video property in the top ten.

About comScore

comScore, Inc. (NASDAQ: SCOR) is a global leader in measuring the digital world and preferred source of digital marketing intelligence. For more information, please visit www.comscore.com/companyinfo.

SOURCE comScore, Inc.

<http://www.comscore.com>

Copyright (C) 2009 PR Newswire. All rights reserved