

## U.S. Viewers Watched an Average of 3 Hours of Online Video in July

### Google Sites Capture 27 Percent Online Video Market Share

RESTON, Va., Sept 12, 2007 /PRNewswire-FirstCall via COMTEX News Network/ --

comScore (Nasdaq: SCOR), a leader in measuring the digital world, today released its comScore Video Metrix report for July 2007, revealing that nearly 75 percent of U.S. Internet users watched an average of three hours of online video during the month. Google Sites topped the July rankings with both the most unique video viewers and most videos viewed.

### Google Continues to Dominate Online Video Market

July saw Americans view more than 9 billion videos online, with Google Sites once again ranking as the top U.S. video property with nearly 2.5 billion videos viewed (27.0 percent share of videos), 2.4 billion of which occurred at YouTube.com. Yahoo! Sites ranked second with 390 million (4.3 percent), followed by Fox Interactive Media with 298 million (3.3 percent) and Viacom Digital with 281 million (3.1 percent).

#### Top U.S. Online Video Properties\* by Videos Viewed

July 2007

Source: comScore Video Metrix

Property	Videos (MM)	Share (%) of Videos
Total Internet	9,077	100.0 %
Google Sites	2,454	27.0 %
Yahoo! Sites	390	4.3 %
Fox Interactive Media	298	3.3 %
Viacom Digital	281	3.1 %
Disney Online	182	2.0 %
Time Warner Network	181	2.0 %
Microsoft Sites	149	1.6 %
ESPN	75	0.8 %
Veoh.com	53	0.6 %
Comcast Corporation	51	0.6 %

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

In total, nearly 134 million Americans viewed online video in July, or approximately three in four U.S. Internet users. Google Sites also captured the largest online video audience with 67.8 million unique viewers, followed by Fox Interactive Media with 35.8 million and Yahoo! Sites with 35.3 million.

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

July 2007

Source: comScore Video Metrix

Property	Unique Viewers (000)	U.S. Internet Reach
Total Internet	133,646	74.2 %
Google Sites	67,782	37.6 %
Fox Interactive Media	35,834	19.9 %
Yahoo! Sites	35,325	19.6 %
Time Warner Network	26,571	14.8 %
Viacom Digital	22,652	12.6 %
Microsoft Sites	18,847	10.5 %

Disney Online	13,907	7.7 %
ESPN	7,733	4.3 %
MLB.com	7,671	4.3 %
Photobucket.com LLC	6,684	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 July 2007 include:

- Online viewers watched an average of more than three hours of online video during the month (181 minutes).
- The average online video duration was 2.7 minutes.
- Nearly three out of four (74.2 percent) U.S. Internet users viewed video online.
- More than one out of three (36.7 percent) U.S. Internet users viewed video on YouTube.com.
- The average online video viewer consumed 68 videos, or more than two per day.

For more information about comScore Video Metrix, please visit <http://www.comscore.com/contact>

#### About comScore

comScore, Inc. (Nasdaq: SCOR) is a global leader in measuring the digital world. This capability is based on a massive, global cross-section of more than 2 million consumers who have given comScore permission to confidentially capture their browsing and transaction behavior, including online and offline purchasing. comScore panelists also participate in survey research that captures and integrates their attitudes and intentions. Through its proprietary technology, comScore measures what matters across a broad spectrum of behavior and attitudes. comScore analysts apply this deep knowledge of customers and competitors to help clients design powerful marketing strategies and tactics that deliver superior ROI. comScore services are used by more than 700 clients, including global leaders such as AOL, Microsoft, Yahoo!, BBC, Carat, Cyworld, Deutsche Bank, France Telecom, Best Buy, The Newspaper Association of America, Financial Times, ESPN, Fox Sports, Nestle, Starcom, Universal McCann, the United States Postal Service, Verizon, ViaMichelin, Merck and Expedia. For more information, please visit <http://www.comscore.com>.

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