

Video-Sharing Sites Jockey for Position In U.S.

French Video Site Dailymotion.com Stakes a Strong Position in the U.S. Market

RESTON, VA, June 25, 2007 – comScore, a leader in measuring the digital world, today released a study from its comScore Video Metrix service of U.S. video streaming activity at a selection of up-and-coming video-sharing sites. The study examined six video-sharing sites that did not make comScore's ranking of the top 10 U.S. video properties for the month and reveals that French site Dailymotion.com had a particularly strong position in the U.S. video-sharing market in April 2007.

Which Site is the Next YouTube?

Dailymotion.com has taken hold in the U.S., drawing more than 4.7 million video streamers in April. The average video streamer at Dailymotion.com viewed more than 10 videos and nearly one hour of video content in the month. Metacafe.com also generated substantial activity, as 3.7 million streamers viewed 33 million video streams, while Break.com saw 3.1 million streamers view 32 million video streams. Veoh.com, which attracted the smallest video-viewing audience of the group, had the highest level of user engagement with more than 104 minutes per streamer, benefiting from the many full-length videos hosted on the site.

Selected Video-Sharing Sites			
April 2007			
Total U.S. – Home/Work/University Locations			
Source: comScore Video Metrix			
Property	Unique Video Streamers (000)	Video Streams Initiated (000)	Minutes Per Streamer
Dailymotion.com	4,729	49,335	59.7
Metacafe.com	3,738	33,183	15.1
Break.com	3,138	32,164	16.8
Heavy Networks	2,619	5,964	3.2
Revver.com	2,607	8,719	5.4
Veoh.com	1,847	14,554	104.2

"There's been a great deal of speculation in the marketplace about which site is the next YouTube, and each of these next-tier sites has a particular draw," said Erin Hunter, comScore's executive vice president of media and entertainment solutions. "While it will clearly be very difficult for any video site to replicate what YouTube has accomplished, Dailymotion.com is stating the strongest case at the moment, both domestically and internationally."

Coveted 18-34 Year Olds Found At Break.com

comScore also examined the demographic composition of video streamers at these sites, revealing some interesting differences in the age of the audience each site attracts. The coveted 18-34 age segment represented 41 percent of Break.com's audience, followed by Dailymotion.com (37 percent) and Veoh.com (37 percent). Heavy Networks drew the largest share of its video streamers from those younger than 18 years of age (18 percent), while Revver.com and Metacafe.com drew the largest share among people age 35-44 (24 percent).

Demographic Profile of Selected Video-Sharing Sites						
April 2007						
Total U.S. – Home/Work/University Locations						
Source: comScore Video Metrix						
	Percent Composition of Site's Unique Video Streamers					
	By Age Segment					
	2-17	18-24	25-34	35-44	45-54	55+
Dailymotion.com	17%	21%	16%	20%	17%	8%
Metacafe.com	15%	16%	19%	24%	17%	9%
Break.com	12%	21%	20%	21%	17%	10%
Heavy Networks	18%	15%	21%	21%	17%	8%
Revver.com	13%	11%	19%	24%	18%	16%
Veoh.com	18%	21%	16%	21%	17%	7%

Added Ms. Hunter, "The challenge for these video-sharing sites, which rely quite a bit on user-generated content, is monetizing content over which advertisers have little control. That these sites generate such a large share of activity from younger visitors, however, is probably very compelling to advertisers."

For more information about comScore Video Metrix, please visit: http://www.comscore.com/about/info_req.asp

About comScore

comScore, Inc. 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!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Fox Sports, Nestlé, MBNA, Starcom USA, Universal McCann, the United States Postal Service, Merck and Expedia. For more information, please visit www.comscore.com.

Contact:

Andrew Lipsman
Senior Analyst
comScore, Inc.
312-775-6510
press@comscore.com