

U.K. Internet Users Leading Consumers of Online Video

80 Percent of Surfers Streamed Video in April, Spending 10 Percent of Their Online Time Viewing Video

London, 19 June, 2007 – comScore, a leader in measuring the digital world, today released a study of video streaming in the U.K. The study showed that 80 percent of the U.K. online population (age 15 or older who have accessed the Internet from either a home or a work computer), initiated a video stream in April 2007, compared to 76 percent in the U.S., 79 percent in France, and 70 percent in Germany.

The study also reported that the average U.K. streaming video viewer initiated 80 streams in April 2007, compared to 64 streams per streamer in France and 62 streams per streamer in Germany. By comparison the average streamer in the U.S. initiated 65 streams per streamer in April 2007.

In the U.K. streamers allocated 10 percent of their total time online to viewing video.

“With 8 out of 10 people initiating a stream in the U.K., streaming is clearly mainstream and one of the more popular things to do online – up there with search, email and shopping,” stated Bob Ivins, EVP and managing director of comScore Europe. “What is particularly striking is the fact that those consumers are accessing 16 to 18 streams more, per month, than their counterparts in the U.S., France or Germany, perhaps indicating that the U.K. is further along the adoption curve in enjoying streamed video.”

Online Video Streaming by Country			
April 2007			
Total Online Population Age 15+ – Home and Work Locations*			
Source: comScore Video Metrix			
	Reach of Video Streaming**	% Total Time Online Spent Video Streaming	Video Streams per Streamer
United Kingdom	80%	10%	80
United States	76%	6%	65
France	79%	13%	64
Germany	70%	9%	62

* Excludes traffic from public computers such as Internet cafes or access from mobile phones or PDAs.

** Total Unique Streamers in April 2007 / Total Online Population in April 2007

The study also reported on the most popular streaming sites. Of the 1.98 billion streams that were initiated in the U.K. in April 2007, 38 percent or 608.1 million were initiated at Google Sites (which include YouTube.com). Rounding out the top 5 were Yahoo Sites, with 57.7 million streams, BBC Sites with 32.2 million streams, Fox Interactive Media with 26.1 million streams and Microsoft Sites with 17.3 million streams.

Leading U.K. Online Video Streaming Sites			
April 2007			
Total Online Population Age 15+ – Home and Work Locations*			
Source: comScore Video Metrix			
	Unique Video Streamers and Downloaders (MM)	Video Streams and Downloads Initiated (MM)	Video Streams per Streamer
Total U.K. Internet Audience, Age 15+	24.8	1,982.2	80
Google Sites	16.0	608.1	38
Fox Interactive Media	4.7	26.1	6
Yahoo!			

Sites	4.4	57.8	13
BBC Sites	3.9	32.2	8
Microsoft Sites	3.1	17.3	6

* Excludes traffic from public computers such as Internet cafes or access from mobile phones or PDAs.

About comScore

comScore, Inc. is a 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 transitional behavior, including online and offline purchasing behavior. comScore panellists also participate in survey research that captures and integrates their attitudes and intentions. Through this proprietary technology, comScore measures what matters across a broad spectrum of behaviour and attitudes. comScore analysts apply this deep knowledge of consumer and competitors to help clients design powerful marketing strategies and tactics that deliver superior ROI. For more information please visit www.comscore.com.

Contact:

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