

YouTube Surpasses 100 Million U.S. Viewers for the First Time

--Americans' Time Spent Viewing Jumps 15 Percent versus Previous Month

RESTON, Va., March 4, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore (Nasdaq: SCOR), a leader in measuring the digital world, today released January 2009 data from the comScore Video Metrix service showing that U.S. Internet users viewed 14.8 billion online videos during the month, representing an increase of 4 percent versus December 2008. YouTube led the growth charge, accounting for 91 percent of the incremental gain in the number of videos viewed versus December, as it surpassed 100 million viewers for the first time.

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

Google Sites Adds to Lead in Video Market Share

In January, Google Sites once again ranked as the top U.S. video property with 6.4 billion videos viewed (43 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 552 million videos (3.7 percent), followed by Yahoo! Sites with 374 million (2.5 percent) and Viacom Digital with 288 million (1.9 percent). Megavideo climbed 15 percent (103 million videos) in January to capture a spot in the top ten for the first time.

Top U.S. Online Video Properties* by Videos Viewed
January 2009
Total U.S. - Home/Work/University Locations
Source: comScore Video Metrix

Property	Videos (000)	Share (%) of Videos
Total Internet	14,831,607	100.0
Google Sites	6,367,638	42.9
Fox Interactive Media	551,991	3.7
Yahoo! Sites	374,161	2.5
Viacom Digital	287,615	1.9
Microsoft Sites	267,475	1.8
HULU.COM	250,473	1.7
Turner Network	195,983	1.3
AOL LLC	184,808	1.2
Disney Online	141,452	1.0
MEGAVIDEO.COM	102,857	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 January

More than 147 million U.S. Internet users watched an average of 101 videos per viewer in January. Google Sites grew to 102 million online video viewers during the month, or more than two out of every three Internet users who watched video. Fox Interactive ranked second with 62.1 million viewers, followed by Yahoo! Sites (41.9 million) and Microsoft Sites (30.0 million).

Top U.S. Online Video Properties* by Unique Viewers
January 2009
Total U.S. - Home/Work/University Locations

Source: comScore Video Metrix

Property	Unique Viewers (000)	Average Videos per Viewer
Total Internet	147,322	100.7
Google Sites	101,870	62.5
Fox Interactive Media	62,109	8.9
Yahoo! Sites	41,859	8.9
Microsoft Sites	30,042	8.9
AOL LLC	27,198	6.8
HULU.COM	24,448	10.2
CBS Corporation	24,215	4.2
Viacom Digital	24,126	11.9
Turner Network	22,979	8.5
Disney Online	13,435	10.5

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

Other notable findings from January 2009 include:

- 76.8 percent of the total U.S. Internet audience viewed online video.
- The average online video viewer watched 356 minutes of video (approximately 6 hours), up 15 percent versus December.
- 100.9 million viewers watched 6.3 billion videos on YouTube.com (62.6 videos per viewer).
- 54.1 million viewers watched 473 million videos on MySpace.com (8.7 videos per viewer).
- The duration of the average online video was 3.5 minutes, up from 3.2 minutes per video in December.
- The duration of the average online video viewed at Megavideo was 24.9 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.

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