



Number of Online Videos Viewed in the U.S. Jumps 13 Percent in March to 11.5 Billion

Google Sites Extends Online Video Market Share Lead to 38 Percent on Surge in Viewing at YouTube.com

RESTON, Va., May 12, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore (Nasdaq: SCOR), a leader in measuring the digital world, today released March 2008 data from the comScore Video Metrix service, indicating that U.S. Internet users viewed 11.5 billion online videos during the month, representing a 13-percent gain versus February and a 64-percent gain versus March 2007.

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

Google Sites Extends Lead in Online Video Market Share

In March, Google Sites once again ranked as the top U.S. video property with more than 4.3 billion videos viewed (38 percent share of all videos), gaining 2.6 share points versus the previous month. YouTube.com accounted for 98 percent of all videos viewed at Google Sites. Fox Interactive Media ranked second with 477 million videos (4.2 percent), followed by Yahoo! Sites with 328 million (2.9 percent) and Viacom Digital with 249 million (2.2 percent).

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

March 2008

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

Source: comScore Video Metrix

Property	Videos (000)	Share (%) of Videos
Total Internet	11,476,886	100.0
Google Sites	4,358,306	38.0
Fox Interactive Media	477,621	4.2
Yahoo! Sites	328,087	2.9
Viacom Digital	249,285	2.2
Microsoft Sites	245,453	2.1
Time Warner - Excl. AOL	159,009	1.4
Disney Online	108,055	0.9
ABC.COM	100,051	0.9
AOL LLC	100,044	0.9
ESPN	89,760	0.8

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

Nearly 139 million U.S. Internet users watched an average of 83 videos per viewer in March. Google Sites also attracted the most viewers (85.7 million), where they watched an average of 51 videos per person. Fox Interactive attracted the second most viewers (54.3 million), followed by Yahoo! Sites (37.5 million) and Viacom Digital (26.6 million).

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

March 2008

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

Source: comScore Video Metrix

Property	Unique Viewers (000)	Average Videos per Viewer
Total Internet	138,576	82.8
Google Sites	85,670	50.9

Fox Interactive Media	54,294	8.8
Yahoo! Sites	37,536	8.7
Viacom Digital	26,642	9.4
Microsoft Sites	25,194	9.7
Time Warner - Excl. AOL	22,366	7.1
AOL LLC	21,860	4.6
Disney Online	12,249	8.8
ESPN	10,053	8.9
CBS Corporation	9,486	6.6

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

Other notable findings from March 2008 include:

- 73.7 percent of the total U.S. Internet audience viewed online video.
- 84.8 million viewers watched 4.3 billion videos on YouTube.com (50.4 videos per viewer).
- 47.7 million viewers watched 400 million videos on MySpace.com (8.4 videos per viewer).
- The average online video duration was 2.8 minutes.
- The average online video viewer watched 235 minutes of video.

To request 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. For more information, please visit <http://www.comscore.com/boilerplate>.

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