



comScore Releases April 2010 U.S. Online Video Rankings

Vevo Scales Rankings in Online Video Market, Attracting 1 out of 4 Viewers in April

RESTON, Va., June 1, 2010 /PRNewswire via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released April 2010 data from the comScore Video Metrix service showing that 178 million U.S. Internet users watched online video during the month. Recently launched in December 2009, Vevo (which includes viewing from the Vevo channel on YouTube) attracted 43.6 million viewers in April, representing a quarter of the U.S. online video audience.

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

Top 10 Video Content Properties by Videos Viewed

U.S. Internet users watched 30.3 billion videos in April, with Google Sites ranking as the top video property with 13.1 billion videos, representing 43.2 percent of all videos viewed online. YouTube accounted for the vast majority of videos viewed at the property. Hulu ranked second with 958 million videos, or 3.2 percent of all online videos viewed. Microsoft Sites ranked third with 644 million (2.1 percent), followed by Viacom Digital with 384 million (1.3 percent) and Yahoo! Sites with 371 million (1.2 percent).

Top U.S. Online Video Content Properties* by Videos Viewed
April 2010
Total U.S. - Home/Work/University Locations
Source: comScore Video Metrix

Property	Videos (000)	Share of Videos (%)
Total Internet : Total Audience	30,317,131	100.0
Google Sites	13,087,462	43.2
Hulu	958,176	3.2
Microsoft Sites	643,711	2.1
Viacom Digital	383,776	1.3
Yahoo! Sites	370,947	1.2
Vevo	331,730	1.1
Fox Interactive Media	320,372	1.1
CBS Interactive	316,930	1.0
Turner Network	304,729	1.0
AOL LLC	237,356	0.8

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

Top 10 Video Content Properties by Viewers

Nearly 178 million viewers watched an average of 171 videos per viewer during the month of April. Google Sites attracted 136.3 million unique viewers during the month (96.0 videos per viewer), followed by Yahoo! Sites with 49.5 million viewers (7.5 videos per viewer), and Fox Interactive Media with 43.8 million viewers (7.3 videos per viewer). Vevo jumped 4 positions in the April ranking taking the #4 spot with 43.6 million viewers, an average of 7.6 videos per viewer.

Top U.S. Online Video Content Properties* by Unique Viewers
April 2010

Total U.S. - Home/Work/University Locations
 Source: comScore Video Metrix

Property	Unique Viewers (000)	Average Videos per Viewer
Total Internet : Total Audience	177,840	170.5
Google Sites	136,279	96.0
Yahoo! Sites	49,496	7.5
Fox Interactive Media	43,762	7.3
Vevo	43,588	7.6
FACEBOOK.COM	41,335	5.6
Microsoft Sites	40,161	16.0
CBS Interactive	39,268	8.1
Hulu	38,714	24.7
Viacom Digital	38,455	10.0
Turner Network	32,591	9.4

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

Top Video Ad Networks by Potential Reach

In April, Tremor Media ranked as the top video ad network with a potential reach of 92.6 million viewers, or 52.1 percent of the total video viewing audience. ScanScout Network ranked second with a potential reach of 80.7 million viewers (45.4 percent penetration) followed by Advertising.com Video Network with 78.4 million viewers (44.1 percent).

Top U.S. Online Video Ad Networks by Potential Reach of Unique Viewers
 April 2010
 Total U.S. - Home/Work/University Locations
 Source: comScore Video Metrix

Property	Unique Viewers (000)	Viewer Penetration
Total Internet : Total Audience	177,840	100.0
Tremor Media - Potential Reach	92,601	52.1
ScanScout Network - Potential Reach	80,723	45.4
Advertising.com Video Network - Potential Reach	78,390	44.1
YuMe Video Network - Potential Reach	76,762	43.2
BBE - Potential Reach	69,770	39.2
Adconion Video Network -Potential Reach	67,688	38.1
Break Media Network - Potential Reach	67,391	37.9
SpotXchange Video Ad Network - Potential Reach	67,310	37.8

TidalTV - Potential Reach	65,698	36.9
BrightRoll Video Network -Potential Reach	59,229	33.3

Other notable findings from April 2010 include:

- The top video ad networks in terms of their actual reach delivered were: Joost Video Network (by Adconion Media Group) with 36.6 percent penetration of online video viewers, BrightRoll Video Network with 19.5 percent, and BBE with 18.5 percent.
- 83.5 percent of the total U.S. Internet audience viewed online video.
- 135.7 million viewers watched 13.0 billion videos on YouTube.com (96.0 videos per viewer).
- The average Hulu viewer watched 24.7 videos, totaling 2.5 hours of video per viewer.
- The duration of the average online video was 4.4 minutes.

About comScore

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