

3 out of 4 U.S. Internet Users Streamed Video Online in May

Average American Video Streamer Watched More than 2.5 Hours of Video Online

RESTON, Va., July 17, 2007 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore (Nasdaq: SCOR), a leader in measuring the digital world, today released its comScore Video Metrix report for May 2007, revealing that nearly 75 percent of U.S. Internet users watched an average of 158 minutes of online video per user during the month. Google Sites topped the monthly rankings with both the most unique video streamers and most videos streamed.

Google Tops U.S. Online Video Rankings

May saw Americans view more than 8.3 billion video streams online, and Google Sites once again ranked as the top U.S. streaming video property with 1.8 billion videos streamed (21.5 percent share of streams), 1.7 billion of which occurred at YouTube.com. Fox Interactive Media ranked second with 680 million streams (8.1 percent), followed by Yahoo! Sites with 387 million (4.6 percent) and Viacom Digital with 237 million (2.8 percent).

Top U.S. Online Streaming Video Properties* by Video Streams

May 2007

Source: comScore Video Metrix

Property	Video Streams (MM)	Share (%) of Video Streams
Total Internet	8,357	100.0%
Google Sites	1,796	21.5%
Fox Interactive Media	680	8.1%
Yahoo! Sites	387	4.6%
Viacom Digital	237	2.8%
Time Warner Network	185	2.2%
Microsoft Sites	171	2.0%
ABC.com	100	1.2%
Disney Online	84	1.0%
ESPN	62	0.7%
NBC Universal	58	0.7%

*Rankings based on video content sites; excludes video server networks

In total, nearly 132 million Americans viewed online streaming video in May. Google Sites also captured the largest streaming video audience with more than 64.9 million unique streamers, followed by Fox Interactive Media with 52.7 million and Yahoo! Sites with 35.0 million.

Top U.S. Online Streaming Video Properties* by Video Streamers

May 2007

Source: comScore Video Metrix

Property	Unique Video Streamers (000)	Video Streamer Penetration (%)
Total Internet	131,915	100.0%
Google Sites	64,945	49.2%
Fox Interactive Media	52,737	40.0%
Yahoo! Sites	35,024	26.6%
Time Warner Network	29,479	22.3%

Microsoft Sites	24,394	18.5%
Viacom Digital	19,356	14.7%
Verizon Communications Corporation	15,030	11.4%
ABC.COM	10,799	8.2%
Disney Online	10,114	7.7%
MLB.COM	7,311	5.5%

*Rankings based on video content sites; excludes video server networks

Other notable findings from May 2007 include:

- Online viewers watched an average of 158 minutes of streaming video per streamer.
- The average video stream duration was 2.5 minutes.
- Nearly three out of four (74.3 percent) U.S. Internet users streamed video online.
- More than one out of three (35 percent) U.S. Internet users streamed video on YouTube.com.
- The average online video viewer consumed 63 video streams, or more than two per day.

For 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. 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 consultants 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, NestlA(C), MBNA, Starcom USA, Universal McCann, the United States Postal Service, Merck and Expedia. For more information, please visit <http://www.comscore.com>.

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