

Google Sites Surpasses 10 Billion Video Views in August

Average Video Viewer Watched Nearly 10 Hours of Online Video During the Month

RESTON, Va., Sept 28, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released August 2009 data from the comScore Video Metrix service, showing that 161 million U.S. Internet users watched online video during the month, the largest audience ever recorded. Online video reached another all-time high in August with more than 25 billion videos viewed during the month, with Google Sites accounting for more than 10 billion.

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

Top 10 Video Content Properties by Videos Viewed

Google Sites continued to rank as the top U.S. video property in August as it surpassed the 10 billion videos viewed threshold, representing 40 percent of all videos viewed online. YouTube.com accounted for 99 percent of all videos viewed at the Google Sites property. Microsoft Sites ranked second with 547 million (2.2 percent) followed by Viacom Digital with 539 million videos viewed (2.1 percent) and Hulu with 488 million (1.9 percent).

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

August 2009

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

Source: comScore Video Metrix

Property	Videos (000)	Share (%) of Videos
Total Internet	25,366,195	100.0
Google Sites	10,051,924	39.6
Microsoft Sites	546,547	2.2
Viacom Digital	539,471	2.1
Hulu	488,255	1.9
Fox Interactive Media	380,115	1.5
Yahoo! Sites	355,226	1.4
Turner Network	298,991	1.2
CBS Interactive	168,993	0.7
Disney Online	162,934	0.6
AOL LLC	156,871	0.6

*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

More than 161 million viewers watched an average of 157 videos per viewer during the month of August. Google Sites attracted 121.4 million unique viewers during the month (82.8 videos per viewer), followed by Microsoft Sites with 54.9 million viewers (10 videos per viewer) and Yahoo! Sites with 51.6 million viewers (6.9 videos per viewer).

Top U.S. Online Video Content Properties* by Unique Viewers
August 2009

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

Source: comScore Video Metrix

Property	Unique Viewers (000)	Average Videos per Viewer
Total Internet	161,109	157.4
Google Sites	121,393	82.8
Microsoft Sites	54,859	10.0
Yahoo! Sites	51,583	6.9
Fox Interactive Media	48,914	7.8
Viacom Digital	42,415	12.7
Hulu	38,513	12.7
CBS Interactive	35,688	4.7
Turner Network	28,151	10.6
AOL LLC	28,092	5.6
Facebook.com	24,229	4.1

*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 August, Tremor Media ranked as the #1 video ad network with a potential reach of 68 million viewers, or 42.2 percent of the total viewing audience. YuMe Video Network ranked second with a potential reach of 59.1 million viewers (36.7 percent penetration) followed by ScanScout Network with 57.6 million viewers (35.7 percent).

Top U.S. Online Video Ad Networks by Potential Unique Viewers

August 2009

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

Source: comScore Video Metrix

Property	Unique Viewers (000)	Viewer Penetration
Total Internet : Total Audience	161,109	100.0
Tremor Media - Potential Reach	68,010	42.2
YuMe Video Network - Potential Reach	59,100	36.7

ScanScout Network - Potential Reach	57,581	35.7
-----	-----	----
Broadband Enterprises Video Network - Potential Reach	54,858	34.1
-----	-----	----
BrightRoll Video Network - Potential Reach	53,369	33.1
-----	-----	----
Advertising.com Video Network - Potential Reach	52,996	32.9
-----	-----	----
SpotXchange Video Ad Network - Potential Reach	47,304	29.4
-----	-----	----
Break Media Video Ad Network - Potential Reach	35,672	22.1
-----	-----	----
Digital Broadcasting Group (DBG) - Potential Reach	26,537	16.5
-----	-----	----
TidalTV - Potential Reach	21,101	13.1
-----	-----	----

Other notable findings from August 2009 include:

- The top video ad networks in terms of their actual delivered reach were: Tremor Media Video Network (19.5 percent penetration of all online video viewers), BrightRoll Video Network (16.2 percent penetration), and BroadbandEnterprises.com (14.8 percent penetration).
- 81.6 percent of the total U.S. Internet audience viewed online video.
- The average online video viewer watched 582 minutes of video, or 9.7 hours.
- 120.5 million viewers watched nearly 10 billion videos on YouTube.com (82.6 videos per viewer).
- 44.9 million viewers watched 340 million videos on MySpace.com (7.6 videos per viewer).
- The average Hulu viewer watched 12.7 videos, totaling 1 hour and 17 minutes of videos per viewer.
- The duration of the average online video was 3.7 minutes.

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.

Follow Us on Twitter

twitter.com/comScore

twitter.com/m_abraham

twitter.com/gfulgoni

SOURCE comScore, Inc.

<http://www.comscore.com>

Copyright (C) 2009 PR Newswire. All rights reserved