

Number of Hulu Video Viewers Increases 42 Percent in February, According to comScore Video Metrix

--Americans' Consumption of Online Videos Declines 12 Percent due to Abbreviated Month

RESTON, Va., March 24, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore (Nasdaq: SCOR), a leader in measuring the digital world, today released February 2009 data from the comScore Video Metrix service showing that U.S. Internet users viewed 13.1 billion online videos during the month of February, representing a decline of 12-percent versus January due mainly to the month of February having three fewer days. YouTube.com comprised the largest share within the U.S. market, accounting for 41 percent of online videos viewed and just under 100 million unique viewers.

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

Google Sites Holds onto Video Market Share Lead, Hulu Joins Top 5

In February, Google Sites continue to rank as the top U.S. video property with 5.3 billion videos viewed (41 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 463 million videos (3.5 percent), followed by Yahoo! Sites with 353 million (2.7 percent), Hulu with 333 million (2.5 percent) and Microsoft Sites with 259 million (2.0 percent). Hulu climbed two positions in the ranking to #4, after experiencing a 33-percent jump in video views on the heels of its Super Bowl commercial at the outset of the month.

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

February 2009

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

Source: comScore Video Metrix

Property	Videos (000)	Share (%) of Videos
Total Internet	13,072,164	100.0
Google Sites	5,348,579	40.9
Fox Interactive Media	462,620	3.5
Yahoo! Sites	353,489	2.7
Hulu	332,504	2.5
Microsoft Sites	259,002	2.0
Viacom Digital	248,103	1.9
Turner Network	169,486	1.3
AOL LLC	117,119	0.9
Disney Online	116,104	0.9
CBS Interactive	111,762	0.9

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

Hulu.com Reaches One-Quarter of Total Internet Video Viewer Population

More than 145 million U.S. Internet users watched an average of 90 videos per viewer in February. Google Sites maintained its lead with nearly 100 million viewers during the month, representing 69 percent of those who watched video. Fox Interactive ranked second with 53.8 million viewers, followed by Yahoo! Sites (41.8 million), and Hulu (34.7 million). Of the top ten video properties, Hulu experienced the largest increase in unique viewers compared to January, growing 42 percent to 34.7 million viewers.

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

February 2009

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

Source: comScore Video Metrix

Property	Unique Viewers (000)	Average Videos per Viewer
Total Internet	145,177	90.0
Google Sites	99,395	53.8
Fox Interactive Media	53,794	8.6
Yahoo! Sites	41,679	8.5
Hulu	34,731	9.6
Microsoft Sites	28,490	9.1
CBS Interactive	24,574	4.5
AOL LLC	22,778	5.1
Viacom Digital	22,051	11.3
Turner Network	20,119	8.4
Disney Online	12,699	9.1

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

Other notable findings from February 2009 include:

- 75.5 percent of the total U.S. Internet audience viewed online video.
- The average online video viewer watched 312 minutes of video (more than 5 hours).
- 98.8 million viewers watched 5.3 billion videos on YouTube.com (53.8 videos per viewer).
- 41.2 million viewers watched 384 million videos on MySpace.com (8.5 videos per viewer).
- The duration of the average online video was 3.5 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.

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