



## YouTube Continues to Lead U.S. Online Video Market With 28 Percent Market Share, According to comScore Video Metrix

### Nearly 2 in 5 U.S. Internet Users Watched a YouTube Video in September

RESTON, Va., Nov 30, 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 September 2007, revealing that nearly 75 percent of U.S. Internet users watched a video online (including both streaming video and progressive downloads), averaging three hours of video per person during the month. Google Sites, which includes YouTube.com, topped the September rankings with both the most unique video viewers and most videos viewed.

### Google Continues to Lead Online Video Market

September saw Americans view more than 9 billion videos online, with Google Sites once again ranking as the top U.S. video property with 2.6 billion videos viewed (28.3 percent share of videos), 2.5 billion of which occurred at YouTube.com (27.6 percent). Fox Interactive Media ranked second with 387 million (4.2 percent), followed by Yahoo! Sites with 381 million (4.1 percent) and Viacom Digital with 304 million (3.3 percent).

Top U.S. Online Video Properties\* by Videos Viewed  
September 2007  
Total U.S. - Home/Work/University Locations  
Source: comScore Video Metrix

Property	Videos (MM)	Share (%) of Videos
Total Internet	9,211	100.0
Google Sites	2,608	28.3
Fox Interactive Media	387	4.2
Yahoo! Sites	381	4.1
Viacom Digital	304	3.3
Time Warner Network	198	2.2
Microsoft Sites	194	2.1
Disney Online	92	1.0
ESPN	89	1.0
Comcast Corporation	52	0.6
CBS Corporation	48	0.5

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

In total, nearly 136 million Americans, or approximately three in four U.S Internet users, viewed online video in September. Google Sites also captured the largest online video audience with 71.6 million unique viewers, followed by Fox Interactive Media with 41.2 million and Yahoo! Sites with 39.6 million.

Top U.S. Online Video Properties\* by Unique Video Viewers  
September 2007  
Total U.S. - Home/Work/University Locations  
Source: comScore Video Metrix

Property	Unique Viewers (000)	Percent of all U.S. Internet Users
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Total Internet	135,990	74.8
Google Sites	71,589	39.4
Fox Interactive Media	41,187	22.6
Yahoo! Sites	39,553	21.7
Time Warner Network	30,798	16.9
Microsoft Sites	28,066	15.4
Viacom Digital	25,381	14.0
Bodog	16,914	9.3
ESPN	10,746	5.9
Disney Online	10,541	5.8
CBS Corporation	8,212	4.5

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

Other notable findings from September 2007 include:

- Nearly 70 million people viewed more than 2.5 billion videos on YouTube.com.
- More than 38 million people viewed approximately 360 million videos on MySpace.com. MySpace TV accounted for 766,000 viewers and 1.1 million videos.
- Online viewers watched an average of slightly more than three hours of online video during the month (181 minutes).
- The average online video duration was 2.7 minutes.
- The average online video viewer consumed 68 videos, or more than two per day.

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. 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 analysts 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 800 clients, including global leaders such as AOL, Microsoft, Yahoo!, BBC, Carat, Cyworld, Deutsche Bank, France Telecom, Best Buy, The Newspaper Association of America, Financial Times, ESPN, Fox Sports, Nestle, Starcom, Universal McCann, the United States Postal Service, Verizon, ViaMichelin, Merck and Expedia. For more information, please visit <http://www.comscore.com>.

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