



comScore Releases August 2010 U.S. Online Video Rankings

Facebook.com Secures Second Place in Online Video Content Ranking with 59 Million Viewers

RESTON, Va., Sept 30, 2010 /PRNewswire via COMTEX News Network/ -- comScore, Inc. (Nasdaq: SCOR), a leader in measuring the digital world, today released data from the comScore Video Metrix service showing that 178 million U.S. Internet users watched online video content in August for an average of 14.3 hours per viewer. The total U.S. Internet audience engaged in more than 5.2 billion viewing sessions during the course of the month.

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Top 10 Video Content Properties by Unique Viewers

Google Sites, driven primarily by video viewing at YouTube.com, ranked as the top online video content property with 146.3 million unique viewers. Facebook.com jumped one position to capture the #2 spot with 58.6 million viewers, for a total of 243 million viewing sessions. Yahoo! Sites ranked third with 53.9 million viewers, followed by VEVO with 45.4 million. Google Sites had the highest number of overall viewing sessions with 1.9 billion and average time spent per viewer at 270 minutes, or 4.5 hours.

Top U.S. Online Video Properties by Video Content Views
Ranked by Unique Video Viewers
August 2010
Total U.S. - Home/Work/University Locations
Source: comScore Video Metrix

Property	Total Unique Viewers (000)	Viewing Sessions (000)	Minutes per Viewer
Total Internet : Total Audience	177,622	5,230,690	860.4
Google Sites	146,274	1,903,240	269.5
Facebook.com	58,596	243,210	20.5
Yahoo! Sites	53,929	229,087	31.6
VEVO	45,357	205,838	69.0
Fox Interactive Media	43,127	153,923	13.1
Break Media Network	42,410	167,054	25.9
Microsoft Sites	39,322	219,296	50.7
NBC Universal	32,833	65,059	14.8
Viacom Digital	32,257	76,458	49.5
Turner Network	29,776	90,716	24.9

Top 10 Video Ad Properties by Video Ads Viewed

Americans viewed more than 3.8 billion video ads in August, with Hulu generating the highest number of video ad impressions at 790 million. BrightRoll Video Network ranked second overall (and highest among video ad networks) with 469 million ad views, followed by Tremor Media Video Network (442 million) and Microsoft Sites (234 million). Video ads reached 45 percent of the total U.S. population an average of 28 times during the month. Hulu delivered the highest frequency of video ads to its viewers with an average of 30 over the course of the month.

Top U.S. Online Video Properties by Video Ads* Viewed
 Ranked by Video Ads Viewed
 August 2010
 Total U.S. - Home/Work/University Locations
 Source: comScore Video Metrix

Property	Video Ads (000)	Frequency (Ads per Viewer)	% Reach Total U.S. Population
Total Internet : Total Audience	3,811,351	28.3	45.1
Hulu	789,859	30.2	8.8
BrightRoll Video Network**	468,545	7.2	21.9
Tremor Media Video Network**	441,678	6.9	21.4
Microsoft Sites	233,949	8.8	8.9
Google Sites	216,607	4.5	16.1
Break Media Network	204,360	5.4	12.6
Crosspoint Media**	191,366	7.0	9.2
SpotXchange Video Ad Network**	172,263	5.1	11.3
CBS Interactive	170,242	6.5	8.8
BBE**	160,603	4.8	11.2

*Video ads include streaming-video advertising only and do not include other types of video monetization, such as overlays, branded players, matching banner ads, homepage ads, etc.

**Indicates video ad network/server

Other notable findings from August 2010 include:

- The top video ad networks in terms of their potential reach of the total U.S. population were: Break Media at 46.4 percent, BrightRoll Video Network at 45.0 percent, and ScanScout Network at 44.5 percent.
- 85.1 percent of the total U.S. Internet audience viewed online video.
- The duration of the average online content video was 4.8 minutes, while the average online video ad was 0.4 minutes.
- Video ads accounted for 10.7 percent of all videos viewed and 1.0 percent of all minutes spent viewing video online.

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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