

## Online Video Confirmed as an Effective Vehicle for Reaching the Male 25-34 Segment

### comScore Networks Launches Online Video Metrix Service; Reach of Online Video Increases 18 Percent in the last Six Months

**RESTON, VA, May 23, 2006** - comScore Networks today released an analysis based on its newly launched Video Metrix service, the first-ever monthly reporting of consumer video consumption of both content and ads across the Web along with the demographic characteristics of video viewers. Among notable trends was the marked increase in the number of consumers viewing video online, which grew 18 percent from October 2005 to March 2006. In total, consumers viewed 3.7 billion video streams in March and slightly less than 100 minutes of video content per viewer per month, compared to an average of 85 minutes in October.

While the composition of video consumers is fairly evenly split among males (52 percent) and females (48 percent), the male audience is much more engaged with video, with the average male viewer seeing nearly two hours per month, while females consume approximately one hour and twenty minutes of video per month. Overall, males in the highly-coveted 25-34 age group have the highest intensity of video consumption, with an average of 140 minutes of video consumed per month.

"Video consumption on the Web is rapidly approaching the tipping point for advertisers," said Peter Daboll, president and CEO of comScore Media Metrix. "With two-thirds of consumers accessing the Internet from home using a broadband connection, and publishers continuing to innovate by using the latest technologies to deliver content in a way that engages users, video consumption is poised to become a standard part of the online experience for a majority of consumers. Advertisers will increasingly seek opportunities to reach broad and frequently elusive markets, and do so with a level of engagement and richness that has not previously been available online."

comScore Video Metrix is used by leading video publishers and networks, including Broadband Enterprises, Warner Brothers Interactive, NBC Universal, iFilm, Discovery Communications, Roo Networks, and Video Detective. The service provides key metrics and analysis of video consumption across top properties on the Web and provides demographics, ratings, daypart and site-specific measures to assist in the planning of video advertising buys.

"We use comScore Video Metrix to educate promotional partners at studios and record labels on the effectiveness and reach of streaming video content," said Jed Horovitz, managing member, Video Detective, LLC. "Because we are able to show them so much demographic detail tied directly to video viewing, they are able to put a real value on the materials they provide us."

### Other Key Findings

Additional key findings from the report include:

- Approximately 16 percent of all time spent viewing online video takes place during prime time hours, while 22 percent occurs on the weekend.
- During March, approximately 42 percent of all U.S. Internet users streamed video through an entertainment site, and more than 33 percent did so from a portal.
- On average, consumers spent close to one hour per month viewing Internet video from work locations during March.

In its initial launch phase, the comScore Video Metrix service does not yet include measurement of online video content served through the Flash player.

### **About comScore Networks**

comScore Networks provides unparalleled insight into consumer behavior and attitudes. This capability is based on a massive, global cross-section of more than 2 million consumers who have given comScore explicit 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 global leaders such as AOL, Microsoft, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Fox Sports, Nestlé, MBNA, Universal McCann, the United States Postal Service, Merck and Expedia. For more information, please visit [www.comscore.com](http://www.comscore.com).

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