

YouTube Draws 5 Billion U.S. Online Video Views in July 2008

Americans Watch 558 Million Hours of Online Video During the Month, According to comScore Video Metrix

RESTON, Va., Sept 10, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore (Nasdaq: SCOR), a leader in measuring the digital world, today released July 2008 data from the comScore Video Metrix service, reporting that Americans viewed more than 11.4 billion videos for a total duration of 558 million hours during the month.

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

Google Sites Maintains Dominant Position

In July, Google Sites once again ranked as the top U.S. video property with more than 5 billion videos viewed (representing a 44 percent share of the online video market), with YouTube.com accounting for more than 98 percent of all videos viewed at the property. Fox Interactive Media ranked second with 446 million videos (3.9 percent), followed by Microsoft Sites with 282 million (2.5 percent) and Yahoo! Sites with 269 million (2.4 percent). Hulu ranked eighth with 119 million videos, representing 1 percent of all videos viewed.

Top U.S. Online Video Properties* by Videos Viewed
 July 2008
 Total U.S. - Home/Work/University Locations
 Source: comScore Video Metrix

Property	Videos (000)	Share (%) of Videos
Total Internet	11,425,890	100.0
Google Sites	5,044,053	44.1
Fox Interactive Media	445,682	3.9
Microsoft Sites	282,748	2.5
Yahoo! Sites	269,452	2.4
Viacom Digital	246,413	2.2
Disney Online	186,700	1.6
Turner Network	171,065	1.5
Hulu	119,357	1.0
AOL LLC	95,106	0.8
CBS Corporation	69,316	0.6

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

More than 142 million U.S. Internet users watched an average of 80 videos per viewer in July. Google Sites also attracted the most viewers (92.1 million), who watched an average of 55 videos per person. Fox Interactive attracted the second most viewers (54.9 million), followed by Yahoo! Sites (37.6 million) and Microsoft Sites (32.6 million).

Top U.S. Online Video Properties* by Unique Viewers
 July 2008
 Total U.S. - Home/Work/University Locations
 Source: comScore Video Metrix

Property	Unique Viewers (000)	Average Videos per Viewer
Total Internet	142,507	80.2
Google Sites	92,130	54.7
Fox Interactive Media	54,845	8.1
Yahoo! Sites	37,610	7.2
Microsoft Sites	32,640	8.7
AOL LLC	22,959	4.1
Viacom Digital	21,142	11.7
Turner Network	18,666	9.2
Disney Online	15,899	11.7
Time Warner - Excl. AOL	15,345	3.2
Amazon Sites	11,690	2.5

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

Other notable findings from July 2008 include:

- 75 percent of the total U.S. Internet audience viewed online video.
- Americans spent a total of 558 million hours watching online video during the month.
- The average online video viewer watched 235 minutes of video.
- 91 million viewers watched 5 billion videos on YouTube.com (54.8 videos per viewer).
- 51.4 million viewers watched 400 million videos on MySpace.com (7.8 videos per viewer).
- The duration of the average online video was 2.9 minutes.

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 and preferred source of digital marketing intelligence. For more information, please visit <http://www.comscore.com/boilerplate>.

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