

Google Sites Ranked by comScore as Top U.S. Video Property in March 2007

Driven by YouTube, Google Sites Account for 17 Percent of all Video Streams

RESTON, VA, June 4, 2007 – comScore, a leader in measuring the digital world, today released its comScore Video Metrix rankings for March 2007, showing Google Sites as the top U.S. streaming video property with 57.4 million unique people streaming (“streamers”) and 1.2 billion video streams initiated. YouTube.com drove the lion’s share of the video streaming activity at the Google Sites property with 53.5 million unique streamers and 1.1 billion streams initiated.

Google Sites Tops U.S. Online Video Rankings

March saw Americans consume more than 7 billion video streams online, led by Google Sites with 1.2 billion (16.7 percent share of streams). Yahoo! Sites ranked second with 434 million streams (6.2 percent), followed by Fox Interactive with 421 million (6.0 percent) and Viacom Digital with 260 million (3.7 percent).

Top U.S. Online Streaming Video Properties		
March 2007		
Source: comScore Video Metrix		
Property	Video Streams Initiated (MM)	Share (%) of Video Streams Initiated
<i>Total Internet</i>	7,014	100.0%
Google Sites	1,177	16.7%
Yahoo! Sites	434	6.2%
Fox Interactive Media	421	6.0%
Viacom Digital	260	3.7%
Time Warner Network	222	3.2%
Microsoft Sites	151	2.2%
Roo Group, Inc.	96	1.4%
Disney Online	90	1.3%
ABC.com	80	1.1%
ESPN	67	1.0%

In total, more than 126 million Americans viewed online streaming video in March. Google Sites also captured the largest streaming video audience with more than 57 million unique streamers, followed by Fox Interactive Media with 47.4 million and Yahoo! Sites with 34.5 million.

Top U.S. Online Streaming Video Properties		
March 2007		
Source: comScore Video Metrix		
Property	Unique Video Streamers (000)	Reach (%) Among Total U.S. Internet Users
<i>Total Internet</i>	126,635	71.4%
Google Sites	57,376	32.3%
Fox Interactive Media	47,446	26.7%
Yahoo! Sites	34,532	19.5%
Time Warner Network	28,945	16.3%
Viacom Digital	20,245	11.4%
Microsoft Sites	17,933	10.1%
Sony Online	11,956	6.7%
Disney Online	9,801	5.5%
ESPN	8,603	4.9%
ABC.com	7,033	4.0%

Other notable findings from March 2007 include:

- Five out of every seven U.S. Internet users (71.4 percent) streamed video online.
- Three out of every ten (30.1 percent) of U.S. Internet users streamed video on YouTube.com.
- The average online video viewer consumed 55 video streams, or nearly two per day, during the month.
- Online viewers watched an average of 145 minutes of online video in March 2007.

For more information about comScore Video Metrix, please e-mail MediaSolutions@comscore.com or call (650) 244-5408.

About comScore

comScore, Inc. 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 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 more than 700 clients, including global leaders such as AOL, Microsoft, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Fox Sports, Nestlé, MBNA, Starcom USA, Universal McCann, the United States Postal Service, Merck and Expedia. For more information, please visit www.comscore.com.

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