



Hulu Continues Ascent in U.S. Online Video Market, Breaking Into Top 3 Properties by Videos Viewed for First Time in March

--Average U.S. Viewer Watched 5.5 Hours of Online Video During the Month, According to comScore Video Metrix

RESTON, Va., April 28, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore (Nasdaq: SCOR), a leader in measuring the digital world, today released March 2009 data from the comScore Video Metrix service, showing that U.S. Internet users viewed 14.5 billion online videos during the month, representing an increase of 11 percent versus February.

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

Google Sites Accounts for 41 Percent of U.S. Online Video Market

In March, Google Sites once again ranked as the top U.S. video property with 5.9 billion videos viewed (40.9 percent online video market share), with YouTube.com accounting for more than 99 percent of all videos viewed at the property. Fox Interactive Media ranked second with 437 million videos (3.0 percent), followed by Hulu with 380 million (2.6 percent) and Yahoo! Sites with 335 million (2.3 percent). March represented the first time Hulu has cracked the top three in the ranking of videos viewed.

Top U.S. Online Video Properties* by Videos Viewed
March 2009
Total U.S. - Home/Work/University Locations
Source: comScore Video Metrix

Property	Videos (000)	Share (%) of Videos
Total Internet	14,468,345	100.0
Google Sites	5,919,530	40.9
Fox Interactive Media	437,098	3.0
Hulu	380,102	2.6
Yahoo! Sites	334,724	2.3
Microsoft Sites	288,239	2.0
Viacom Digital	277,753	1.9
CBS Interactive	191,686	1.3
Turner Network	167,323	1.2
Disney Online	125,248	0.9
AOL LLC	105,237	0.7

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

Google Sites Eclipses 100 Million Viewer Threshold Once Again

Nearly 150 million U.S. Internet users watched an average of 97 videos per viewer in March. Google Sites eclipsed the 100 million online video viewer threshold once again, after first achieving the milestone in December 2008. Fox Interactive ranked second with 55.2 million viewers, followed by Yahoo! Sites (42.5 million) and Hulu (41.6 million).

Top U.S. Online Video Properties* by Unique Viewers
March 2009
Total U.S. - Home/Work/University Locations
Source: comScore Video Metrix

Property	Unique Viewers (000)	Average Videos per Viewer
Total Internet	149,410	96.8
Google Sites	100,382	59.0
Fox Interactive Media	55,156	7.9
Yahoo! Sites	42,524	7.9
Hulu	41,564	9.1
CBS Interactive	35,400	5.4
Microsoft Sites	32,194	9.0
Viacom Digital	27,168	10.2
AOL LLC	22,349	4.7
Turner Network	19,644	8.5
Disney Online	12,965	9.7

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

Other notable findings from March 2009 include:

- 77.8 percent of the total U.S. Internet audience viewed online video.
- The average online video viewer watched 327 minutes of video, or nearly 5.5 hours.
- 99.7 million viewers watched 5.9 billion videos on YouTube.com (59.1 videos per viewer).
- 47.4 million viewers watched 349 million videos on MySpace.com (7.4 videos per viewer).
- Hulu accounted for 2.6 percent of videos viewed, but 4.9 percent of all minutes spent watching online video.
- The duration of the average online video was 3.4 minutes.

About comScore

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