



Google Sites' Share of Online Video Market Expands to 31 Percent in November 2007, According to comScore Video Metrix

Time Spent per Viewer Up 29 Percent Since Beginning of 2007

RESTON, Va., Jan 17, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore (Nasdaq: SCOR), a leader in measuring the digital world, today released its comScore Video Metrix report for November 2007, indicating that more than 75 percent of U.S. Internet users watched a video online (including both streaming video and progressive downloads), averaging 3.25 hours of video per person during the month. Google Sites, which includes YouTube.com, increased its video market share by more than two percentage points to 31.3 percent from October to November.

Google Expands Lead in Online Video Market Share

Americans viewed nearly 9.5 billion online videos in November, with Google Sites once again ranking as the top U.S. video property with 3 billion videos viewed (31.3 percent share of all videos viewed), 2.9 billion of which occurred at YouTube.com (30.6 percent). Fox Interactive Media ranked second with 419 million videos viewed (4.4 percent), followed by Yahoo! Sites with 328 million (3.5 percent) and Viacom Digital with 304 million (2.6 percent).

Top U.S. Online Video Properties* by Videos Viewed

November 2007

Total U.S. - Home/Work/University Locations

Source: comScore Video Metrix

Property	Videos Viewed (MM)	Share (%) of Videos
Total Internet	9,491	100.0%
Google Sites	2,966	31.3%
Fox Interactive Media	419	4.4%
Yahoo! Sites	328	3.5%
Viacom Digital	245	2.6%
Time Warner Network	184	1.9%
Microsoft Sites	181	1.9%
Disney Online	96	1.0%
ABC.com	88	0.9%
ESPN	87	0.9%
Break	47	0.5%

* Rankings based on video content sites; excludes video server networks.

Online video includes both streaming and progressive download video.

In total, 138 million Americans -- approximately three in four U.S Internet users -- viewed online video in November. Google Sites also captured

the largest online video audience with 76.2 million unique viewers, followed by Fox Interactive Media with 46.3 million and Yahoo! Sites with 37.3 million.

Top U.S. Online Video Properties* by Unique Video Viewers

November 2007

Total U.S. - Home/Work/University Locations

Source: comScore Video Metrix

Property	Unique Viewers (000)	Percent of all U.S. Internet Users
Total Internet	138,383	75.9%
Google Sites	76,187	41.8%
Fox Interactive Media	46,349	25.4%
Yahoo! Sites	37,300	20.5%
Time Warner Network	31,212	17.1%
Microsoft Sites	28,470	15.6%
Viacom Digital	23,522	12.9%
Disney Online	10,361	5.7%
ESPN	10,128	5.6%
ABC.com	9,969	5.5%
CBS Corporation	8,336	4.6%

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

Other notable findings from November 2007 include:

- 74.5 million people viewed 2.9 billion videos on YouTube.com (39 videos per viewer).
- 43.2 million people viewed 389 million videos on MySpace.com (9 videos per viewer).
- Online viewers watched an average of 3.25 hours (195 minutes) of online video during the month, representing a 29-percent gain from the 2.52 hours (151 minutes) watched in January 2007.
- The average online video duration was 2.8 minutes.
- The average online video viewer consumed 69 videos.

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. 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 analysts 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 800 clients, including global leaders such as AOL, Microsoft, Yahoo!, BBC, Carat, Cyworld, Deutsche Bank, France Telecom, Best Buy, The Newspaper Association of America, Financial Times, ESPN, Fox Sports, Nestle, Starcom, Universal McCann, the United States Postal Service, Verizon, ViaMichelin, Merck and Expedia. For more information, please visit <http://www.comscore.com>.

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