

## Americans View 34 Percent More Online Videos in November 2008 Compared to Year Ago

### Hulu Sustains Strong Online Viewership on the Heels of October Surge

RESTON, Va., Jan 05, 2009 /PRNewswire-FirstCall via COMTEX News Network/ --

comScore (Nasdaq: SCOR), a leader in measuring the digital world, today released November 2008 data from the comScore Video Metrix service showing that U.S. Internet users viewed 12.7 billion online videos during the month, representing an increase of 34 percent versus year ago.

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

#### Hulu Retains #6 Ranking

In November, Google Sites once again ranked as the top U.S. video property with nearly 5.1 billion videos viewed (representing a 40 percent share of all videos viewed), with YouTube.com accounting for more than 98 percent of all videos viewed at the property. Fox Interactive Media ranked second with 439 million videos (3.5 percent), followed by Viacom Digital with 325 million (2.6 percent) and Yahoo! Sites with 304 million (2.4 percent). On the heels of a surge in viewership in October, Hulu retained its #6 position with 227 million videos viewed (1.8 percent).

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

November 2008

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

Source: comScore Video Metrix

Property	Videos (000)	Share (%) of Videos
Total Internet	12,677,063	100.0
Google Sites	5,107,302	40.3
Fox Interactive Media	439,091	3.5
Viacom Digital	324,903	2.6
Yahoo! Sites	304,331	2.4
Microsoft Sites	296,285	2.3
Hulu	226,540	1.8
Turner Network	214,709	1.7
Disney Online	137,165	1.1
AOL LLC	115,306	0.9
ESPN	95,622	0.8

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

#### Google Sites Draws 98 Million Video Viewers in November

More than 146 million U.S. Internet users watched an average of 87 videos per viewer in November. Google Sites attracted 98 million online video viewers, or approximately two out of every three Internet users who watched video during the month. Fox Interactive ranked second with 58.1 million viewers, followed by Yahoo! Sites (40 million) and Microsoft Sites (35 million).

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

November 2008

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

Source: comScore Video Metrix

Property	Unique Viewers (000)	Average Videos per Viewer
Total Internet	146,064	86.8

Google Sites	97,928	52.2
Fox Interactive Media	58,115	7.6
Yahoo! Sites	39,956	7.6
Microsoft Sites	34,979	8.5
Viacom Digital	27,109	12.0
Hulu	22,456	10.1
AOL LLC	22,442	5.1
Turner Network	20,735	10.4
Disney Online	13,028	10.5
Time Warner - Excl. AOL	12,564	3.6

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

Other notable findings from November 2008 include:

- 77 percent of the total U.S. Internet audience viewed online video.
- The average online video viewer watched 273 minutes of video.
- 97 million viewers watched 5.1 billion videos on YouTube.com (52.3 videos per viewer).
- 52.5 million viewers watched 371 million videos on MySpace.com (7.1 videos per viewer).
- The duration of the average online video was 3.1 minutes.
- The duration of the average online video viewed at Hulu was 11.9 minutes, higher than any other video property in the top ten.

#### 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/companyinfo>.

#### SOURCE comScore

<http://www.comscore.com>

Copyright (C) 2009 PR Newswire. All rights reserved

News Provided by COMTEX