

94 Million Americans Viewed Online Videos In June, According To comScore Media Metrix Online Video Ratings

New Research Confirms Viability and Unique Advantages of Streaming Video as an Advertising Medium

RESTON, VA, October 13, 2005 - comScore Media Metrix today released the first publicly available analysis of consumer usage of online streaming video content, based on the comScore Media Metrix Online Video Ratings service. In June 2005, more than 94 million people in the U.S., or 56 percent of the domestic Internet population, viewed a streaming video online. Over the three months ending June 2005, the average consumer viewed 73 minutes of streaming video content per month.

comScore Media Metrix Online Video Ratings deliver key metrics and analysis across specific Web sites and content providers, providing visibility into the rapidly-growing streaming media landscape.

"This research confirms that streaming video is now part of the Web experience for a broad base of consumers," said Peter Daboll, president and CEO of comScore Media Metrix. "This technology is changing advertising on the Web, by allowing richer, more emotive connections between brands and consumers."

Key findings from the June 2005 analysis include:

- Male users, who represent 50 percent of the total online population, account for 61 percent of all video streamers.
- Male and female viewers spend virtually the same amount of time viewing online video content (72.4 and 70.6 minutes respectively). However, the 18-34 year-old male segment, which has proven difficult to reach through other media, views a significantly greater 84 minutes of online video content per viewer.
- For the month of June, the Daytime daypart (10 a.m. to 4:30 p.m.) had the most streaming activity with 18 streams per streamer. This was followed closely by Late Night (1 a.m. to 7 a.m.) with nearly 17 streams per streamer and Late Fringe (11 p.m. to 1 a.m.) with 15 streams per streamer.

"Online video is uniquely positioned to break through clutter, changing media preferences, and other obstacles facing advertisers today," noted Mr. Daboll. "comScore is excited to have developed the only technology that can measure this revolutionary change in the advertising landscape."

Media Buyers and Sellers Turn to comScore for Breakthrough Ad Planning Tools

Marketers, advertising agencies and infrastructure providers use comScore Media Metrix services to maximize the precision and impact of online advertising campaigns. The new comScore Media Metrix Online Video Ratings service gives clients, such as Broadband Enterprises, deep perspective on the demographics, engagement, and frequency dynamics of consumers that view streaming video.

"With comScore Media Metrix Online Video Ratings, we now have the tools necessary to give media buyers the utmost confidence in their placements," said Matt Wasserlauf, president and CEO of Broadband Enterprises, which distributes online video content across a network of more than 350 publishers. "comScore helps provide objective viewer metrics as television budgets increasingly migrate to broadband."

For more information about comScore Media Metrix Online Video Ratings, e-mail mediasolutions@comscore.com or visit www.comscore.com.

About comScore Networks

comScore Networks provides unparalleled insight into consumer behavior and attitudes. This capability is based on a massive, global cross-section of more than 2 million consumers who have given comScore explicit 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 global leaders such as AOL, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Nestlé, Bank of America, Universal McCann, the United States Postal Service, GlaxoSmithKline and Orbitz. For more information, please visit www.comscore.com.

Contact:

Andrew Lipsman
comScore Networks
(312) 775-6510
press@comscore.com