

More Than 10 Billion Videos Viewed Online in The U.S. in February

Number of Online Videos Viewed in the U.S. Jumps 66 Percent Versus Year Ago

RESTON, Va., April 16, 2008 /PRNewswire-FirstCall via COMTEX News Network/ -- comScore (Nasdaq: SCOR), a leader in measuring the digital world, today released February 2008 data from the comScore Video Metrix service, indicating that U.S. Internet users viewed more than 10 billion online videos during the month, representing a 3-percent gain versus January (despite February being two days shorter) and a 66-percent gain versus February 2007.

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

Google Sites Extends Lead in Online Video Market Share

In February, Google Sites once again ranked as the top U.S. video property with nearly 3.6 billion videos viewed (35.4 percent share of all videos), gaining 1.1 share points versus the previous month. YouTube.com accounted for 96 percent of all videos viewed at Google Sites. Fox Interactive Media ranked second with 586 million videos (5.8 percent), followed by Yahoo! Sites with 293 million (2.9 percent) and Microsoft Sites with 293 million (2.9 percent).

Top U.S. Online Video Properties* by Videos Viewed
February 2008
Total U.S. - Home/Work/University Locations
Source: comScore Video Metrix

Property	Videos (000)	Share (%) of Videos
Total Internet	10,089,048	100.0
Google Sites	3,567,202	35.4
Fox Interactive Media	586,236	5.8
Yahoo! Sites	293,120	2.9
Microsoft Sites	293,085	2.9
Viacom Digital	218,011	2.2
Time Warner - Excl. AOL	132,734	1.3
Disney Online	130,609	1.3
AOL LLC	114,853	1.1
ABC.COM	98,294	1.0
Comcast Corporation	92,828	0.9

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

Nearly 135 million U.S. Internet users spent an average of 204 minutes per person viewing online video in February. Google Sites also attracted the most viewers (81.8 million), where they spent an average of 109 minutes per person watching video in February. Fox Interactive attracted the second most viewers (55.7 million), followed by Yahoo! Sites (37.1 million) and Microsoft Sites (27.1 million). ABC.com attracted the tenth largest viewing audience, and its viewers exhibited heavy engagement averaging 51 minutes of online viewing per person.

Top U.S. Online Video Properties* by Unique Viewers
February 2008
Total U.S. - Home/Work/University Locations
Source: comScore Video Metrix

Property	Unique Viewers (000)	Average Minutes per Viewer
Total Internet	134,739	203.8
Google Sites	81,791	109.4
Fox Interactive Media	55,741	10.9
Yahoo! Sites	37,111	16.6
Microsoft Sites	27,080	18.8
Time Warner - Excl. AOL	21,329	14.6
Viacom Digital	21,280	29.3
AOL LLC	20,970	7.3
Disney Online	13,245	10.3
ESPN	7,186	22.5
ABC.COM	7,042	51.2

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

Other notable findings from February 2008 include:

- 72.8 percent of the total U.S. Internet audience viewed online video.
- 80.4 million viewers watched 3.42 billion videos on YouTube.com
(42.6 videos per viewer).
- 50.2 million viewers watched 539 million videos on MySpace.com
(10.7 videos per viewer).
- The average online video duration was 2.7 minutes.
- The average online video viewer consumed 75 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. For more information, please visit <http://www.comscore.com/boilerplate>.

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