



comScore Data Confirms Reports of 100 Million Worldwide Daily Video Streams from YouTube.com in July 2006

More than 63 Million People Globally Visited the Site During Same Month

RESTON, VA, October 11, 2006 - comScore Media Metrix, a leader in digital media measurement, today announced the results of an analysis of worldwide video streaming activity from YouTube.com, confirming that an average of 100 million video streams were served per day in July 2006.

In July, more than 63 million people (Age 15+) worldwide visited YouTube.com, 16 million of whom came from the U.S. On a daily basis, the site attracted an average of 6.2 million visitors worldwide, with 1.6 million residing in the U.S. The site also ranked as the 17th most visited property worldwide during the month.

YouTube.com - U.S. and Worldwide Traffic and Streaming Video Activity**

Monthly Unique Visitors (000), Monthly Streams Initiated (MM), Daily Streams Initiated (MM)

comScore Media Metrix, August 2006; comScore Video Metrix, July 2006

	Site Traffic		Streaming Activity	
	Jul-06		Jul-06	
YouTube.com	Monthly Unique Visitors (000)	Average Daily Visitors (000)	Monthly Video Streams Initiated (MM)	Average Daily Video Streams Initiated (MM)
U.S.	16,080	1,586	649	21
Worldwide	63,411*	6,205*	2,975	96

*Worldwide Media Metrix data is reported on Persons Age 15+

**Note: Streams are attributed to the property that provides the stream. For example, the YouTube data include streams that occurred on their Web property and on other properties whereby YouTube provided those streams.

While visitation is one metric for measuring a site's popularity, comScore's Video Metrix service possesses the unique capability of measuring actual streaming activity. In July 2006, YouTube served nearly 3 billion video streams worldwide, with slightly less than one-quarter of the total activity streamed to U.S. locations. On an average daily basis for the month, 96 million streams were served worldwide, and 21 million in the U.S.

"Several media outlets have reported that YouTube streamed 100 million videos daily in July, and the results of our recent study corroborate this report," said Gian Fulgoni, Chairman of comScore Networks. "In fact, our daily streaming data show that YouTube.com first surpassed the 100 million threshold on July 17th, which coincides with YouTube's own announcement that they had reached this impressive mark. Our streaming data covering more recent months will be published shortly, and will show that YouTube's streaming total now far surpasses 100 million per day."

About comScore Video Metrix

comScore Video Metrix measures online video content served through all major players, including: Flash, RealPlayer, Windows Media, QuickTime and DivX. The service, which is based on streaming activity among U.S. Internet users, does not include measurement of digital rights management (DRM) content (which is paid, encrypted content), online videos viewed through peer-to-peer (P2P) applications, or offline viewing of video content.

For more information about comScore Video Metrix, please e-mail MediaSolutions@comscore.com or call (650) 244-5408.

About comScore Media Metrix

comScore Media Metrix, a division of comScore Networks, provides industry-leading Internet audience measurement services that report - with unmatched accuracy - details of online media usage, visitor demographics and online buying power for the home, work and university audiences across local U.S. markets and across the globe. comScore Media Metrix continues the tradition of quality and innovation established by its Media Metrix syndicated Internet ratings - long recognized as the currency in online media measurement among financial analysts, advertising agencies, publishers and marketers - while drawing upon comScore's advanced technologies to address important new industry requirements. All comScore Media Metrix syndicated ratings are based on industry-sanctioned sampling methodologies.

About comScore Networks

comScore Networks is a global leader in measuring the digital age. 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 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, Microsoft, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Fox Sports, Nestlé, MBNA, Universal McCann, the United States Postal Service, Merck and Expedia. For more information, please visit www.comscore.com.

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