



comScore Releases July 2011 U.S. Online Video Rankings

comScore Announces Availability of New YouTube Partner Reporting

RESTON, Va., Aug. 22, 2011 /PRNewswire/ -- comScore, Inc. (NASDAQ: SCOR), a leader in measuring the digital world, today released data from the [comScore Video Metrix](#) service showing that 180 million U.S. Internet users watched online video content in July for an average of 18.5 hours per viewer. The total U.S. Internet audience engaged in a record 6.9 billion viewing sessions.

(Logo: <http://photos.prnewswire.com/prnh/20080115/COMSCORELOGO>)

YouTube Partner Reporting Now Available in Video Metrix

comScore is now able to provide [YouTube Partner Reporting](#) within the Video Metrix offering, for a never-before-seen look at viewership across hundreds of YouTube partners and their channels. This new feature provides a comprehensive and granular view of the unique audiences within different YouTube partner channels, enabling advertisers to more-easily create and optimize campaigns across specific channels to reach desired target audiences. The July data release for YouTube Partner Reporting includes dozens of beta partners, while comScore and Google plan to initiate reporting of more partners with the release of August data.

[A first look](#) at select YouTube partners from the current list of beta partners revealed that Machinima reached 16.9 million viewers with the highest engagement at 1.2 hours per viewer over the course of the month. Maker Studios drew 11.4 million viewers, who viewed an average of 8.9 videos, while Demand Media attracted 15.2 million viewers.

Channels with particularly niche audiences included Maker Studios with 50 percent of their viewers falling between the ages of 12-24, and IGN with 70 percent of its audience being male viewers. In addition, men account for 83 percent of the time spent viewing Revision3's shows, whereas women account for over 66 percent of the time spent viewing Alloy's YouTube videos. Howcast was also notable in that 75 percent of its viewing audience had children in their households. comScore is proud to be the first and only measurement source available to provide the industry with YouTube insights of this caliber.

Select YouTube Partner Channels*			
July 2011			
Total U.S. — Home/Work/University Locations			
Source: comScore Video Metrix			
Property	Total Unique Viewers (000)	Videos Viewed (000)	Minutes per Viewer
VEVO @ YouTube	59,709	844,053	65.8
Warner Music @ YouTube	31,251	197,090	28.5
Machinima @ YouTube	16,926	265,409	72.7
Demand Media @ YouTube	15,222	46,189	12.2
Maker Studios @ YouTube	11,445	101,912	38.1
Revision3 @ YouTube	7,594	25,858	15.7
Clevvertv @ YouTube	7,302	17,572	10.3
Associated Press (AP) @ YouTube	6,580	14,467	8.3
IGN @ YouTube	5,863	21,845	16.4
Next New Networks @ YouTube	4,772	21,039	17.5

**YouTube Partner Reporting based on online video content viewing and does not include claimed UGC content*

For more information about [comScore Video Metrix YouTube Partner Reporting](#), please visit comscore.com/youtube or email youtube@comscore.com.

Top 10 Video Content Properties by Unique Viewers

Google Sites, driven primarily by video viewing at YouTube.com, ranked as the top online video content property in July with 158.1 million unique viewers, while VEVO ranked second with 62.1 million. Facebook.com climbed to the #3 position with 51.4 million viewers, followed by Microsoft Sites with 49.5 million and Viacom Digital with 47.3 million. Total viewing sessions reached another all-time high in July at nearly 6.9 billion, with Google Sites crossing the 3 billion mark to account for more than 40 percent of all viewing sessions online. The average viewer watched 18.5 hours of online video content during the course of the month, with Google Sites (5.9 hours) and Hulu (3.4 hours) exhibiting the highest engagement.

Top U.S. Online Video Content Properties Ranked by Unique Video Viewers July 2011			
Total U.S. — Home/Work/University Locations			
Source: comScore Video Metrix			
Property	Total Unique Viewers (000)	Viewing Sessions (000)	Minutes per Viewer
<i>Total Internet : Total Audience</i>	180,303	6,886,195	1,107.0
Google Sites	158,073	3,009,051	353.7
VEVO	62,053	502,683	66.0
Facebook.com	51,449	186,384	17.9
Microsoft Sites	49,474	308,141	39.0
Viacom Digital	47,301	274,510	62.6
Yahoo! Sites	46,322	227,405	41.0
AOL, Inc.	42,009	288,904	58.5
Turner Digital	29,996	118,017	33.5
Hulu	24,368	160,974	205.5
NBC Universal	21,823	59,649	20.8

Top 10 Video Ad Properties by Video Ads Viewed

Americans viewed more than 5.3 billion video ads in July, with Hulu generating the highest number of video ad impressions at 963 million. Adap.tv ranked second overall (and highest among video ad exchanges/networks) with 674 million ad views, followed by Tremor Video (639 million) and BrightRoll Video Network (522 million). Time spent watching video ads totaled more than 2.4 billion minutes during the month, with Hulu delivering the highest duration of video ads at 409 million minutes. Video ads reached 49 percent of the total U.S. population an average of 35.9 times during the month. Hulu delivered the highest frequency of video ads to its viewers with an average of 40.4 over the course of the month.

Top U.S. Online Video Ad Properties Ranked by Video Ads* Viewed July 2011				
Total U.S. — Home/Work/University Locations				
Source: comScore Video Metrix				
Property	Video Ads (000)	Total Ad Minutes (MM)	Frequency (Ads per Viewer)	% Reach Total U.S. Population
<i>Total Internet : Total Audience</i>	5,344,224	2,408	35.9	49.3%
Hulu	962,887	409	40.4	7.9%
Adap.tv †	674,349	396	10.9	20.5%
Tremor Video**	639,235	347	10.8	19.6%
BrightRoll Video Network**	521,624	302	7.5	23.0%
Specific Media**	470,559	243	7.0	22.4%
TidalTV.com**	375,251	214	7.2	17.2%
SpotXchange Video Ad Network**	334,825	204	8.6	13.0%
Auditudo, Inc.**	302,341	180	8.1	12.4%
Viacom Digital	272,257	111	11.8	7.7%
Microsoft Sites	252,482	116	10.7	7.8%

*Video ads include streaming-video advertising only and do not include other types of video monetization, such as overlays, branded players, matching banner ads, homepage ads, etc.

**Indicates video ad network

†Indicates video ad exchange

Other notable findings from July 2011 include:

- 86.0 percent of the U.S. Internet audience viewed online video.
- The duration of the average online content video was 5.3 minutes, while the average online video ad was 0.5 minutes.
- Video ads accounted for 12.4 percent of all videos viewed and 1.2 percent of all minutes spent viewing video online.

About comScore

comScore, Inc. (NASDAQ: SCOR) is a global leader in measuring the digital world and preferred source of digital business analytics. For more information, please visit www.comscore.com/companyinfo.

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