

## Online Video Viewership Sets New Record in December

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Online video viewership set a new record December 2008 with a 13% increase over the previous month according to a new report released from the comScore Video Metrix service. According to the report, for the first time, more than 14.3 Billion videos were watched in December along by US internet users. As you might expect, Google Sites (which include Youtube) led the growth charge, accounting for 49% of the incremental gain overall in videos viewed versus the previous month. For Youtube in particular, almost 100 million viewers in December watched almost 6 billion videos on Youtube alone.

### Google Sites Add to Lead in Video Market Share

In December, Google Sites once again ranked as the top U.S. video property with 5.9 billion videos viewed (41% online video market share), with YouTube.com accounting for more than 99% of all videos viewed at the property. Fox Interactive Media ranked second with 445 million videos (3.1% ), followed by Yahoo! Sites with 330 million (2.3% ) and Viacom Digital with 291 million (2.0% ). Hulu continued its growth trajectory, climbing 6% versus November to 241 million videos viewed.

### Top U.S. Online Video Properties\* by Videos Viewed December 2008

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

| Property              | Videos (000) | Share (%) of Videos |
|-----------------------|--------------|---------------------|
| Total Internet        | 14,318,722   | 100.0               |
| Google Sites          | 5,905,854    | 41.2                |
| Fox Interactive Media | 444,865      | 3.1                 |
| Yahoo! Sites          | 330,025      | 2.3                 |
| Viacom Digital        | 290,558      | 2.0                 |
| Microsoft Sites       | 247,903      | 1.7                 |
| Hulu.com              | 240,585      | 1.7                 |
| AOL LLC               | 197,135      | 1.4                 |
| Turner Network        | 183,948      | 1.3                 |
| Disney Online         | 148,434      | 1.0                 |

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| Property | Videos (000) | Share (%) of Videos |
|----------|--------------|---------------------|
| ESPN     | 102,542      | 0.7                 |

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

### Google Sites Surpasses 100 Million Viewers in December

Nearly 150 million U.S. Internet users watched an average of 96 videos per viewer in December. Google Sites surpassed 100 million online video viewers during the month, representing two out of every three Internet users who watched video. Fox Interactive ranked second with 56.9 million viewers, followed by Yahoo! Sites (42.8 million) and AOL LLC (31.5 million).

Top U.S. Online Video Properties\* by Unique Viewers December 2008  
Total U.S. - Home/Work/University Locations

| Property                | Unique Viewers (000) | Average Videos per Viewer |
|-------------------------|----------------------|---------------------------|
| Total Internet          | 149,587              | 95.7                      |
| Google Sites            | 100,092              | 59.0                      |
| Fox Interactive Media   | 56,895               | 7.8                       |
| Yahoo! Sites            | 42,761               | 7.7                       |
| AOL LLC                 | 31,522               | 6.3                       |
| Microsoft Sites         | 29,534               | 8.4                       |
| Viacom Digital          | 27,370               | 10.6                      |
| Hulu.com                | 24,572               | 9.8                       |
| Turner Network          | 20,499               | 9.0                       |
| Time Warner - Excl. AOL | 17,294               | 2.8                       |
| CBS Corporation         | 14,840               | 3.7                       |

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

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Other notable findings from December 2008 include:

- 78.5 % of the total U.S. Internet audience viewed online video.
- The average online video viewer watched 309 minutes of video, or more than 5 hours.
- 98.9 million viewers watched 5.9 billion videos on YouTube.com (59.2 videos per viewer).
  
- 48.7 million viewers watched 367 million videos on MySpace.com (7.6 videos per viewer).
- The duration of the average online video was 3.2 minutes.
- The duration of the average online video viewed at Hulu was 10.1 minutes, higher than any other video property in the top ten.

<http://www.reelseo.com/viewership-dec-2008/>

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