

# November 2012 US online video rankings

RESTON, US: comScore, Inc, a leader in measuring the digital world, today released data from the [comScore Video Metrix](#) service showing that 182 million US Internet users watched nearly 40 billion online content videos in November, while video ad views reached 10.5 billion.



## 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 November with 153 million unique viewers, followed by NDN with 55.7 million, Facebook.com with 53.8 million, Yahoo! Sites with 52.3 million and VEVO with 52 million. Nearly 40 billion video content views occurred during the month, with Google Sites generating the highest number at 12 billion, followed by AOL, Inc. with 695 million. Google Sites had the highest average engagement among the top ten properties.

Top US Online Video Content Properties Ranked by Unique Video Viewers November 2012 Total US - Home and Work Locations Content Videos Only (Ad Videos Not Included) (Source: comScore Video Metrix)			
Property	Total Unique Viewers (000)	Videos (000)*	Minutes per Viewer
Total Internet : Total Audience	182,050	39,965,466	1,182.9
Google Sites	152,991	12,096,986	377.9
NDN	55,708	551,066	66.4
FACEBOOK.COM	53,808	341,458	14.4
Yahoo! Sites	52,275	418,148	50.5
VEVO	52,010	599,855	38.8
AOL, Inc.	51,418	695,233	45.9
Viacom Digital	43,366	443,171	41.2
Microsoft Sites	37,630	422,765	41.4
Amazon Sites	33,529	107,107	11.8
Collective Video	32,939	149,407	18.9

*\*A video is defined as any streamed segment of audiovisual content, including both progressive downloads and live streams. For long-form, segmented content, (e.g. television episodes with ad pods in the middle) each segment of the content is counted as a distinct video stream. Video views are inclusive of both user-initiated and auto-played videos that are viewed for longer than 3 seconds.*

## Top 10 video ad properties by video ads viewed

Americans viewed 10.5 billion video ads in November, with BrightRoll Video Network ranking first with 1.8 billion ads. Google Sites came in second with 1.7 billion, followed by Hulu with 1.5 billion, Liverail.com with 1.3 billion, Adap.tv with 1.2 billion and TubeMogul Video Ad Platform with 1.1 billion. Time spent watching video ads totalled 3.8 billion minutes, with BrightRoll Video Network delivering the highest duration of video ads at 951 million minutes. Video ads reached 53% of the total US population an average of 64 times during the month. Hulu delivered the highest frequency of video ads to its viewers with an average of 62, while Google Sites delivered an average of 18 ads per viewer.

Top US Online Video Ad Properties Ranked by Video Ads* Viewed November 2012 Total US - Home and Work Locations Ad Videos Only (Content Videos Not Included) (Source: comScore Video Metrix)				
Property	Video Ads (000)	Total Ad Minutes (MM)	Frequency (Ads per Viewer)	% Reach Total US Population
Total Internet : Total Audience	10,468,221	3,844	64.5	52.7
BrightRoll Video Network**	1,774,092	951	12.3	47.0

Google Sites	1,737,302	137	18.1	31.2
Hulu	1,521,715	616	62.5	7.9
LIVERAIL.COM†	1,267,746	555	14.7	28.0
ADAP.TV†	1,182,807	591	10.4	37.0
TubeMogul Video Ad Platform**	1,125,866	402	11.0	33.3
Specific Media**	911,412	401	7.5	39.4
Auditude, Inc.**	813,807	180	12.3	21.4
AdExcite VideoAd Network**	777,430	304	7.2	34.8
Tremor Video**	703,732	343	8.2	27.8

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

\*\*Indicates video ad network

†Indicates video ad exchange/DSP/SSP

## Top 10 YouTube partner channels by unique viewers

The November 2012 YouTube partner data revealed that video music channel VEVO maintained the top position in the ranking with 50.6 million viewers. Maker Studios Inc. climbed into the #2 position for the first time with 28.1 million viewers, followed by Machinima with 26.2 million, Fullscreen with 26 million and Warner Music with 25.8 million. Among the top 10 YouTube partners, Machinima demonstrated the highest engagement (69 minutes per viewer) followed by Maker Studios (38 minutes per viewer). VEVO streamed the greatest number of videos (575 million), followed by Machinima (511 million).

Top YouTube Partner Channels* Ranked by Unique Video Viewers November 2012 Total US - Home and Work Locations Content Videos Only (Ad Videos Not Included) (Source: comScore Video Metrix)			
Property	Total Unique Viewers (000)	Videos (000)	Mnutes per Viewer
VEVO @ YouTube	50,602	574,852	37.9
Maker Studios Inc. @ YouTube	28,150	314,280	38.5
Machinima @ YouTube	26,151	510,776	69.3
Fullscreen @ YouTube	26,035	152,039	17.1
Warner Music @ YouTube	25,781	138,862	17.3
BroadbandTV @ YouTube	12,953	76,734	18.4
ygent @ YouTube	9,544	27,680	9.5
Alloy Digital @ YouTube	8,420	47,149	19.3
Disneyjimmykimmel @ YouTube	8,182	19,258	9.2
Collective Digital Studio @ YouTube	7,659	50,479	20.4

\*YouTube Partner Reporting based on online video content viewing and does not include claimed user-generated content.

## Other notable findings from November 2012 include:

- 85.5% of the US Internet audience viewed online video.
- The duration of the average online content video was 5.4 minutes, while the average online video ad was 0.4 minutes.
- Video ads accounted for 20.8% of all videos viewed and 1.8% of all minutes spent viewing video online.