


February 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 179 million US Internet users watched nearly 38 billion videos of online video content in February.

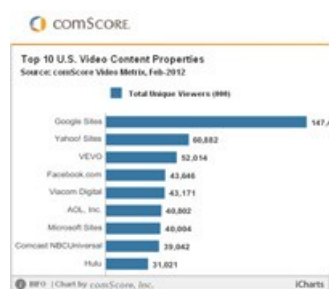
Top 10 video content properties by unique viewers

Google Sites, driven primarily by video viewing at YouTube.com, ranked as the top online video content property in February

 with 147.4 million unique viewers, followed by Yahoo! Sites with 60.9 million, VEVO with 52 million, Facebook.com with 43.6 million and Viacom Digital with 43.2 million. Nearly 38 billion video views occurred during the month, with Google Sites generating the highest number at 16.7 billion, followed by Hulu with 951 million and Yahoo! Sites with 721 million. The average viewer watched 21.8 hours of online video content, with Google Sites (7 hours) and Hulu (3.8 hours) demonstrating the highest average engagement among the top ten properties.

Top US Online Video Content Properties Ranked by Unique Video Viewers February 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	179,112	37,791,580	1,305.8
Google Sites	147,426	16,671,058	418.2
Yahoo! Sites	60,882	721,372	67.8
VEVO	52,014	696,969	60.5
Facebook.com	43,646	239,861	22.7
Viacom Digital	43,171	482,854	60.4
AOL, Inc.	40,802	442,308	46.1
Microsoft Sites	40,004	570,170	53.5
Comcast NBCUniversal	39,042	205,647	29.0
Hulu	31,021	950,969	226.5
Turner Digital	28,997	268,699	31.9

**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.*



Please note: Google Sites figure truncated on original comScore image.

[click to enlarge](#)

Top 10 video ad properties by video ads viewed

Americans viewed 7.5 billion video ads in February, with Hulu delivering a record-high number of video ad impressions at more than 1.5 billion. Google Sites ranked second with 1.1 billion video ads during the month, followed by Adap.tv with 706 million, BrightRoll Video Network with 683 million and Specific Media with 611 million. Time spent watching video ads totalled nearly 3.2 billion minutes, with Hulu delivering the highest duration of video ads at 650 million minutes. Video ads

reached 50% of the total US population an average of 49 times during the month. Hulu delivered the highest frequency of video ads to its viewers with an average of 48, while ESPN delivered an average of 26 ads per viewer.

Top US Online Video Ad Properties Ranked by Video Ads* Viewed February 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	7,495,201	3,184	49.1	50.0
Hulu	1,557,832	650	48.2	10.6
Google Sites	1,124,892	119	15.6	23.5
Adap.tv†	705,719	424	10.6	21.8
BrightRoll Video Network**	683,440	429	6.9	32.4
Specific Media**	611,076	302	7.0	28.5
Tremor Video**	491,050	264	11.4	14.1
ESPN	477,284	165	26.2	6.0
Auditude, Inc.**	411,726	174	10.5	12.8
Microsoft Sites	393,069	154	11.1	11.6
TubeMogul Video Ad Platform**	334,477	148	7.7	14.2

Note: Google Sites' video ad data includes a sizeable increase vs. previous months due to the recent inclusion of certain YouTube ad formats in our reporting. Any changes vs. previous months should not be treated as organic growth. In addition, Google Sites' video ad data currently does not include promoted videos on YouTube or homepage ads.

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

***Indicates video ad network*

†Indicates video ad exchange

Top 10 YouTube partner channels by unique viewers

The February 2012 YouTube partner data revealed that video music channels VEVO (50.8 million viewers) and Warner Music (29.9 million viewers) maintained the top two positions. Gaming channel Machinima ranked third with 22.9 million viewers, followed by Maker Studios Inc. with 14.4 million, FullScreen with 12 million and Warner Bros (The Ellen Show) with 9 million. Among the top 10 YouTube partners, Machinima demonstrated the highest engagement (64 minutes per viewer) closely followed by VEVO (61 minutes per viewer), while VEVO streamed the most videos (674 million) followed by Machinima (344 million).

Top YouTube Partner Channels* Ranked by Unique Video Viewers February 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
VEVO @ YouTube	50,755	674,126	60.5
Warner Music @ YouTube	29,893	185,032	27.7
Machinima @ YouTube	22,910	343,531	63.7
Maker Studios Inc. @ YouTube	14,432	155,108	47.1
FullScreen @ YouTube	11,999	54,648	19.0
Warner Bros (The Ellen Show) @ YouTube	8,992	38,543	17.8
BroadbandTV @ YouTube	8,626	37,847	16.4
Big Frame @ YouTube	8,072	42,810	20.1
Clevertv @ YouTube	7,017	13,105	7.8
Demand Media @ YouTube	6,816	17,420	9.5

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

Other notable findings from February 2012 include:

- 83.8% of the US Internet audience viewed online video.
- The duration of the average online content video was 6.2 minutes, while the average online video ad was 0.4 minutes.
- Video ads accounted for 16.6% of all videos viewed and 1.3% of all minutes spent viewing video online.

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