

August 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 an all-time high of 188 million US Internet users watched 37.7 billion online content videos in August, while video ad views totalled 9.5 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 August with 150.2 million unique viewers, followed by Yahoo! Sites with 55 million, Microsoft Sites with 53.7 million, VEVO with 49.3 million and Facebook.com with 47.7 million. Nearly 37.7 billion video content views occurred during the month, with Google Sites generating the highest number at 13.8 billion, followed by AOL, Inc. with 725 million. Google Sites had the highest average engagement among the top ten properties.

Top US Online Video Content Properties Ranked by Unique Video Viewers August 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	188,016	37,689,484	1,335.4
Google Sites	150,198	13,772,310	443.4
Yahoo! Sites	55,045	529,006	58.6
Microsoft Sites	53,671	522,426	40.6
VEVO	49,282	595,187	41.4
Facebook.com	47,717	261,212	16.1
AOL, Inc.	45,685	725,166	62.8
Viacom Digital	38,690	405,298	50.3
NDN	37,508	396,026	73.2
Grab Media, Inc.	29,928	231,550	40.6
Amazon Sites	27,874	103,926	16.0

**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,/b>

Americans viewed 9.5 billion video ads in August, with each of the top 4 video ad properties delivering more than 1-billion video ads. Google Sites ranked first with more than 1.7 billion ads, followed by BrightRoll Video Network with 1.4 billion, Adap.tv with 1.2 billion, Hulu with 1.1 billion and SpotXchange Video Ad Marketplace with 911 million. Time spent watching video ads totaled 3.5 billion minutes, with BrightRoll Video Network delivering the highest duration of video ads at 717 million minutes. Video ads reached 54% of the total US population an average of 58 times during the month. Hulu delivered the highest frequency of video ads to its viewers with an average of 51, while Google Sites delivered an average of 19 ads per viewer.

Top US Online Video Ad Properties Ranked by Video Ads* Viewed August 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	9,508,826	3,545	57.6	53.7
Google Sites	1,746,820	142	19.2	29.6
BrightRoll Video Network**	1,351,741	717	10.5	41.8
ADAP.TV†	1,158,088	564	12.2	30.9
Hulu	1,055,895	405	50.7	6.8
SpotXchange Video Ad Marketplace†	911,265	466	15.1	19.7
TubeMogul Video Ad Platform**	909,620	282	12.3	24.1
Tremor Video**	783,160	391	11.9	21.4
Specific Media**	764,067	325	7.4	33.9
Auditude, Inc.**	708,822	186	13.6	17.0
Videology**	441,377	219	7.1	20.2

Note: In addition to data changes resulting from the overall methodology improvements with August 2012 Video Metrix data, (see note below) the data for Hulu experienced a decline due to the refinement of tag collection mechanisms unique to it. As a reminder, comScore advises caution when interpreting month-over-month trends.

*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

Top 10 YouTube partner channels by unique viewers

The August 2012 YouTube partner data revealed that video music channel VEVO (47.6 million viewers) maintained the top position in the ranking, followed by Warner Music with 24.8 million. Machinima drew 21.9 million viewers, followed by Maker Studios Inc. with 20.9 million and FullScreen with 18.9 million. Among the top 10 YouTube partners, Machinima demonstrated the highest engagement (85 minutes per viewer) followed by Maker Studios (47 minutes per viewer). VEVO streamed the greatest number of videos (569 million), followed by Machinima (529 million).

Top YouTube Partner Channels* Ranked by Unique Video Viewers August 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	47,590	568,663	40.5
Warner Music @ Youtube	24,765	144,751	19.5
Machinima @ YouTube	21,860	528,647	85.0
Maker Studios Inc. @ YouTube	20,909	263,177	46.7
FullScreen @ YouTube	18,946	120,567	19.0
BroadbandTV @ YouTube	11,117	69,173	17.9
Schmooru @ YouTube	9,136	24,927	9.5
Big Frame @ YouTube	8,411	54,395	22.3
Alloy @ YouTube	7,867	39,644	15.3
MOVECLIPS @ YouTube	6,855	20,379	8.1

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

Other notable findings from August 2012 include:

- 87.3% of the US Internet audience viewed online video.
- The duration of the average online content video was 6.7 minutes, while the average online video ad was 0.4 minutes.
- Video ads accounted for 20.1% of all videos viewed and 1.4% of all minutes spent viewing video online.

A Note about August 2012 Video Metrix Reporting

With the release of August 2012 US Video Metrix data, comScore introduced three important methodological enhancements to our estimates that will affect data on a go-forward basis. The first enhancement is the incorporation of updated demographic universe estimates based on data from the 2010 US census, which provides an improved accounting of the percentage of the population falling into each demographic segment. The second enhancement is an improvement in comScore's enumeration survey methodology to better represent persons in cell-phone only households. The third and final enhancement is a new technique to account for cookie rejection in Safari browsers, for sites measured via comScore's Unified Digital Measurement (UDM) methodology. Due to the effects of the changes to the August 2012 US Video Metrix data, comScore advises caution when interpreting month-over-month trends.

For more, visit: <https://www.bizcommunity.com>