

December 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 38.7 billion online content videos in December, while video ad views totaled 11.3 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 December with 153 million unique viewers, followed by Facebook.com with 58.8 million, VEVO with 51.6 million, NDN with 49.9 million and Yahoo! Sites with 47.5 million. Nearly 38.7 billion video content views occurred during the month, with Google Sites generating the highest number at 13.2 billion, followed by AOL, Inc. with 692 million. Google Sites had the highest average engagement among the top ten properties.

Top US Online Video Content Properties Ranked by Unique Video Viewers December 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	181,717	38,673,322	1,150.2
Google Sites	152,971	13,181,969	388.3
Facebook.com	58,776	419,959	16.4
VEVO	51,640	592,463	39.3
NDN	49,942	510,319	69.5
Yahoo! Sites	47,516	383,514	51.5
AOL, Inc.	42,425	692,467	55.0
Viacom Digital	42,334	431,833	39.4
Microsoft Sites	40,604	472,812	39.4
Amazon Sites	38,129	138,968	10.3
Grab Media, Inc.	34,911	203,512	28.8

**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 11.3 billion video ads in December, with Google Sites ranking first with nearly 2 billion ads. BrightRoll Video Network came in second with 1.8 billion, followed by Liverail.com with 1.8 billion, Adap.tv with 1.5 billion and Hulu with 1.5 billion. Time spent watching video ads totaled 4.1 billion minutes, with BrightRoll Video Network delivering the highest duration of video ads at 966 million minutes. Video ads reached 53% of the total US population an average of 70 times during the month. Hulu delivered the highest frequency of video ads to its viewers with an average of 65, while Google Sites delivered an average of 20 ads per viewer.

Top US Online Video Ad Properties Ranked by Video Ads* Viewed December 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	11,322,657	4,135	69.9	52.6
Google Sites	1,998,861	155	20.0	32.4

BrightRoll Video Network**	1,826,453	966	13.8	43.1
LiveRail.com†	1,797,940	813	18.2	32.1
Adap.TV†	1,541,695	741	11.7	42.9
Hulu	1,454,115	584	64.9	7.3
Specific Media**	988,399	419	7.7	41.6
TubeMogul Video Ad Platform†	783,934	297	8.4	30.3
Tremor Video**	743,969	361	8.6	28.0
Auditade, Inc.**	736,787	153	12.8	18.7
Videology**	632,977	337	7.5	27.3

*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 December 2012 YouTube partner data revealed that video music channel VEVO maintained the top position in the ranking with 50.5 million viewers. Fullscreen climbed into the #2 position for the first time with 31.1 million viewers, followed by Maker Studios Inc. with 30 million, Warner Music with 26 million and Machinima with 26 million. Among the top 10 YouTube partners, Machinima demonstrated the highest engagement (68 minutes per viewer) followed by Maker Studios (44 minutes per viewer). VEVO streamed the greatest number of videos (565 million), followed by Machinima (503 million).

Top YouTube Partner Channels* Ranked by Unique Video Viewers December 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	50,485	564,531	37.9
Fullscreen @ YouTube	31,079	191,159	19.1
Maker Studios Inc. @ YouTube	30,013	362,971	43.6
Warner Music @ YouTube	26,025	141,622	18.1
Machinima @ YouTube	25,994	502,656	68.1
BroadbandTV @ YouTube	13,370	79,937	18.1
Collective Digital Studio @ YouTube	9,281	59,197	20.2
ygent @ YouTube	8,640	25,991	9.4
Alloy Digital @ YouTube	8,582	57,643	25.2
MOVECLIPS @ YouTube	8,471	29,729	9.3

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

Other notable findings from December 2012 include:

- 84.9% 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 22.6% of all videos viewed and 1.9% of all minutes spent viewing video online.

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