

July 2010 US online video rankings

RESTON, US: Facebook.com climbs to third in online video content ranking with 46 million viewers. comScore has released July 2010 data from the [comScore Video Metrix](#) service showing that 178 million US Internet users watched online video content during the month for an average of 14.7 hours per viewer.



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 with 143.2 million unique viewers, followed by Yahoo! Sites with 55.1 million viewers. Facebook.com jumped one position to capture the #3 spot with 46.6 million viewers. Google Sites had the highest number of overall viewing sessions with 1.9 billion and average time spent per viewer at 283 minutes, or 4.7 hours. Hulu also had high viewer engagement with an average of 158 minutes (or 2.6 hours) per viewer.

Top US Online Video Properties by Video Content Views Ranked by Unique Video Viewers July 2010 Total US - Home/Work/University Locations Source: comScore Video Metrix			
Property	Total Unique Viewers (000)	Viewing Sessions (000)	Minutes per Viewer
Total Internet : Total Audience	178,148	5,234,655	882.0
Google Sites	143,226	1,884,498	282.7
Yahoo! Sites	55,107	238,322	28.6
Facebook.com	46,571	166,186	18.3
Microsoft Sites	45,558	219,149	40.2
VEVO	43,911	202,091	68.5
Fox Interactive Media	38,136	164,760	27.2
Turner Network	33,442	107,793	25.3
Viacom Digital	30,715	70,617	44.8
Disney Online	28,475	64,104	6.0
Hulu	28,455	153,845	158.0

Top 10 video ad properties by video ads viewed

Americans viewed nearly 3.6 billion video ads in July, with Hulu generating the highest number of video ad impressions at 783 million. Tremor Media Video Network ranked second overall (and highest among video ad networks) with 452 million ad views, followed by BrightRoll Video Network (248 million) and Microsoft Sites (232 million). Video ads reached 44.5% of the total US population an average of 27 times during the month. Hulu delivered the highest frequency of video ads to its viewers with an average of 27.9 over the course of the month.

Top US Online Video Properties by Video Ads* Viewed Ranked by Video Ads Viewed July 2010 Total US - Home/Work/University Locations Source: comScore Video Metrix			
Property	Video Ads (000)	Frequency (Ads per Viewer)	% Reach Total US Population
Total Internet : Total Audience	3,559,928	26.8	44.5
Hulu	783,304	27.9	9.4
Tremor Media Video Network**	451,864	8.0	19.0
BrightRoll Video Network**	248,345	6.0	13.9
Microsoft Sites	232,256	9.1	8.5

Google Sites	219,326	4.6	15.9
Crosspoint Media**	206,269	7.3	9.5
SpotXchange Video Ad Network**	170,895	4.3	13.4
CBS Interactive	134,798	6.1	7.4
BBE**	120,179	4.5	8.9
Viacom Digital	110,810	5.4	6.9

**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/server.*

Other notable findings from July 2010 include:

- The top video ad networks in terms of their potential reach of the total US population were: ScanScou Network at 40.5%, BrightRoll Video Network at 39.4%, and Break Media Network at 38.7%.
- 84.9% of the total US Internet audience viewed online video.
- The duration of the average online content video was 4.8 minutes, while the average online video ad was 0.4 minutes.
- Video ads accounted for 9.8% of all videos viewed and 0.9% of all minutes spent viewing video onlin

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