

January 2011 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 171 million US Internet users watched online video content in January for an average of 14.5 hours per viewer. The total US Internet audience engaged in nearly 4.9 billion viewing sessions during the course of the month.



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 January with 144.1 million unique viewers. VEVO captured the #2 ranking with 51.0 million viewers, followed by Yahoo! sites with 48.7 million viewers. Viacom Digital took the fourth position with 48.1 million viewers, while AOL, Inc. drew 44.5 million viewers. Google sites had the highest number of viewing sessions with 1.9 billion, and average time spent per viewer at 283 minutes, or 4.7 hours.

Top US Online Video Properties by Video Content Views Ranked by Unique Video Viewers January 2011 Total US - Home/Work/University Locations Source: comScore Video Metrix			
Property	Total Unique Viewers (000)	Viewing Sessions (000)	Mminutes per Viewer
Total Internet : Total Audience	171,180	4,887,682	870.8
Google sites	144,058	1,912,534	283.4
VEVO	51,025	121,013	91.9
Yahoo! sites	48,721	193,020	38.0
Viacom Digital	48,141	119,634	61.1
AOL, Inc.	44,525	167,754	22.5
Facebook.com	42,058	122,623	15.4
Microsoft sites	38,142	149,641	62.0
Turner Digital	28,205	88,721	26.6
Fox Interactive Media	25,400	57,604	18.2
Hulu	24,958	127,042	236.4

Top 10 video ad properties by video ads viewed

Americans viewed more than 4.3 billion video ads in January, with Hulu generating the highest number of video ad impressions at nearly 1.1 billion. Tremor Media Video Network ranked second overall (and highest among video ad networks) with 503.7 million ad views, followed by ADAP.TV (432 million) and Microsoft sites (415 million). Time spent watching videos ads totalled 1.7 billion minutes during the month, with Hulu streaming the largest duration at 434 million minutes. Video ads reached 45% of the total US population an average of 32 times during the month. Hulu delivered the highest frequency of video ads to its viewers with an average of 44.6 over the course of the month.

Top US Online Video Properties by Video Ads* Viewed Ranked by Video Ads Viewed January 2011 Total US - Home/Work/University Locations Source: comScore Video Metrix				
Property	Video Ads (000)	Total Ad Mminutes (MM)	Frequency (Ads per Viewer)	% Reach Total US Population
Total Internet : Total Audience	4,344,426	1,729	32.0	45.0%
Hulu	1,080,902	434	44.6	8.0%
Tremor Media Video Network**	503,683	300	8.7	19.1%
ADAP.TV**	431,908	259	8.7	16.5%

Microsoft sites	414,644	156	11.1	12.4%
BrightRoll Video Network**	348,381	208	4.9	23.5%
SpotXchange Video Ad Network**	318,832	205	8.7	12.2%
CBS Interactive	211,593	60	8.6	8.1%
Viacom Digital	193,685	104	8.1	8.0%
Crosspoint Media**	185,127	60	7.1	8.7%
ABC Television	154,716	64	22.3	2.3%

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

***Indicates video ad network*

Other notable findings from January 2011 include:

- The top video ad networks in terms of their potential reach of the total US population were: Tremor Media at 46.8%, BrightRoll Video Network at 41.9% and Break Media at 40.7%.
- 83.5% of the US Internet audience viewed online video.
- The duration of the average online content video was 5.0 minutes, while the average online video ad was 0.4 minutes.

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