

September 2011 US online video rankings

RESTON, US: comScore, Inc has released data from the [comScore Video Metrix](#) service showing that 182 million US Internet users watched online video content in September for an average of 19.5 hours per viewer. The total US Internet audience engaged in 39.8 billion video views.



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 September with 161 million unique viewers, while VEVO ranked second with 57.3 million. Microsoft Sites climbed to the #3 position with 54 million viewers, followed by Viacom Digital with 53.4 million and Facebook.com with 49.9 million. Nearly 40 billion videos views occurred during the month, with Google Sites generating the highest number at 18.6 billion. The average viewer watched a record 19.5 hours of online video content, with Google Sites (6.3 hours) also demonstrating the highest engagement.

**Top US Online Video Content Properties Ranked by Unique Video Viewers September 2011
Total US - Home/Work/University Locations Content Videos Only (Ad Videos Not Included)
(Source: comScore Video Metrix)**

Property	Total Unique Viewers (000)	Videos (000)*	Mminutes per Viewer
Total Internet : Total Audience	181,915	39,813,781	1,167.9
Google Sites	161,406	18,609,393	378.0
VEVO	57,348	748,163	60.2
Microsoft Sites	53,972	735,911	39.3
Viacom Digital	53,424	633,598	53.8
Facebook.com	49,891	252,521	16.1
Yahoo! Sites	46,104	526,745	49.4
AOL, Inc.	41,850	408,157	55.9
NBC Universal	29,772	95,518	15.3
Turner Digital	28,594	240,980	33.2
Hulu	27,051	642,405	180.3

**A video is defined as any streamed segment of audiovisual content, (both progressive downloads and live streams).*

For long-form, segmented content, (e.g. television episodes with ad pods in the middle) each segment the content is counted as a distinct video stream.

Top 10 video ad properties by video ads viewed

Americans viewed more than 6.8 billion video ads in September, with Hulu generating the highest number video ad impressions at more than 1 billion. Tremor Video ranked second overall (and highest among video ad exchanges/networks) with 811 million ad views, followed by Adap.tv (803 million) and BrightRoll Video Network (665 million). Time spent watching video ads totalled more than 2.9 billion minutes during the month, with Adap.tv delivering the highest duration of video ads at 450 million minutes. Video ads reached 50% of the total US population an average of 45.3 times during the month. Hulu delivered the highest frequency of video ads to its viewers with an average of 38.2.

Top US Online Video Ad Properties Ranked by Video Ads* Viewed September 2011 Total US - Home/Work/University 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	6,882,064	2,947	45.3	50.3
Hulu	1,020,984	414	38.2	8.8
Tremor Video**	811,070	425	13.7	19.6
Adap.tv†	803,407	450	11.6	22.9
BrightRoll Video Network**	664,962	391	8.9	24.9
Specific Media**	592,657	295	7.3	26.9
TidalTV.com**	358,039	217	6.8	17.5
Auditide, Inc.**	343,832	205	8.7	13.1
Undertone**	336,655	158	10.7	10.4
SpotXchange Video Ad Marketplace**	329,439	196	7.7	14.3
CBS Interactive	280,467	122	10.4	9.0

*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

September marks the second month of official rankings for comScore YouTube Partner Reporting within the Video Metrix offering, providing a comparison of viewership across thousands of YouTube partners and their channels. The data revealed that video music channels VEVO (57.3 million viewers) and Warner Music (28.5 million viewers) maintained the top two positions. Gaming channel Machinima ranked third with 17 million viewers, followed by Maker Studios with 9 million, Demand Media with 6.8 million and Revision3 with 5.4 million. Within the top 10 partners, Machinima demonstrated the highest engagement with 61.9 minutes per viewer on average, while accounting for the second most videos viewed (249 million) after VEVO.

Top YouTube Partner Channels* Ranked by Unique Video Viewers September 2011 Total US - Home/Work/University Locations Content Videos Only (Ad Videos Not Included) (Source: comScore Video Metrix)

Property	Total Unique Viewers (000)	Videos Viewed (000)	Minutes per Viewer
VEVO @ YouTube	57,267	724,488	57.6
Warner Music @ YouTube	28,808	183,711	28.5
Machinima @ YouTube	17,036	249,005	61.9
Maker Studios @ YouTube	9,028	71,833	32.1
Demand Media @ YouTube	6,833	19,901	9.8
Revision3 @ YouTube	5,400	17,785	14.9
IGN @ YouTube	5,286	18,782	14.9
FullScreen @ YouTube	4,959	17,768	14.9
Associated Press AP @ YouTube	4,279	7,768	7.0
Clevertv @ YouTube	4,205	8,616	8.3

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

Other notable findings from September 2011 include:

- 85.3% of the US Internet audience viewed online video.
- The duration of the average online content video was 5.3 minutes, while the average online video ad

was 0.4 minutes.

- Video ads accounted for 14.7% of all videos viewed and 1.4% of all minutes spent viewing video online.

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