

November 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 183 million US Internet users watched online video content in November for an average of 20.5 hours per viewer. The total US Internet audience viewed 40.9 billion videos.

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 November with 151.6 million unique viewers, while VEVO ranked second with 55.4 million. Facebook.com ranked third with 50.8 million viewers, followed by Yahoo! Sites with 50.4 million and Viacom Digital with 47.4 million. More than 40 billion videos views occurred during the month, with Google Sites generating the highest number at 20.5 billion.



The average viewer watched 20.5 hours of online video content, with Google Sites (7.4 hours) and Hulu (3 hours) demonstrating the highest engagement among the top ten properties.

**Top US Online Video Content Properties Ranked by Unique Video Viewers November 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	183,160	40,890,925	1,229.2
Google Sites	151,563	20,463,820	444.5
VEVO	55,381	871,672	71.3
Facebook.com	50,797	268,148	19.1
Yahoo! Sites	50,397	518,848	50.7
Viacom Digital	47,431	514,469	56.2
Microsoft Sites	44,715	588,691	43.8
AOL, Inc.	43,399	468,959	52.7
Hulu	31,347	1,048,094	199.3
NBC Universal	29,105	106,914	18.3
Turner Digital	27,816	200,696	30.1

**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 of the content is counted as a distinct video stream.*

Top 10 video ad properties by video ads viewed

Americans viewed 7.2 billion video ads in November, with Hulu generating the highest number of video ad impressions at more than 1.3 billion, followed by Tremor Video in second with 1.1 billion. Adap.tv crossed the 1 billion mark for the first time earning the #3 spot, followed by BrightRoll Video Network with 722 million and Specific Media with 513 million. Time spent watching video ads totalled more than 3 billion minutes during the month, with Tremor Video delivering the highest duration of video ads at 594 million minutes. Video ads reached 53% of the total US population an average of 45 times during the month. Hulu delivered the highest frequency of video ads to its viewers with an average of 44.

Top US Online Video Ad Properties Ranked by Video Ads* Viewed November 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	7,213,918	3,080	45.4	52.4
Hulu	1,320,504	565	44.4	9.8
Tremor Video**	1,076,607	594	16.7	21.2
Adap.tv†	1,004,273	551	12.6	26.3
BrightRoll Video Network**	721,863	449	8.0	29.8
Specific Media**	512,882	247	6.1	27.8
CBS Interactive	395,760	163	16.3	8.0
TubeMogul Video Ad Platform**	360,191	177	6.6	18.1
Microsoft Sites	350,353	136	8.7	13.3
AOL, Inc.	346,828	208	7.9	14.5
SpotXchange Video Ad Marketplace**	296,814	170	10.0	9.8

Note: In November 2011 Video Metrix data, TIDAL.TV (now known as Videology) was inadvertently omitted from the data due to a processing error. This issue will be corrected with December 2011 data and the entity will be reported under its new name, Videology.

**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

The November 2011 YouTube partner data revealed that video music channels VEVO (53.4 million viewers) and Warner Music (31.1 million viewers) maintained the top two positions. Gaming channel Machinima ranked third with 19.6 million viewers, followed by Schmooru with 12.4 million, Maker Studios with 9.3 million and disney jimmykimmel with 8.8 million. Among the top 10 YouTube partners, VEVO demonstrated the highest engagement (71.1 minutes per viewer) and highest number of videos viewed (845 million), while Machinima exhibited the second highest engagement (68.5 minutes per viewer) and number of videos viewed (327 million).

Top YouTube Partner Channels* Ranked by Unique Video Viewers November 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)	Minutes per Viewer
VEVO @ YouTube	53,364	845,459	71.1
Warner Music @ YouTube	31,108	211,341	29.0
Machinima @ YouTube	19,614	327,121	68.5
Schmooru @ YouTube	12,418	68,718	22.7
Maker Studios @ YouTube	9,302	77,595	31.8
disneyjimmykimmel @ YouTube	8,847	15,807	9.1
FullScreen @ YouTube	8,617	36,099	16.7
Demand Media @ YouTube	7,406	20,318	9.6
BigFrame @ YouTube	6,913	32,511	17.9
IGN @ YouTube	6,604	27,938	18.4

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

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Other notable findings from November 2011 include:

- 85.9% of the US Internet audience viewed online video.
- The duration of the average online content video was 5.5 minutes, while the average online video ad was 0.4 minutes.
- Video ads accounted for 15.0% of all videos viewed and 1.3% of all minutes spent viewing video online.

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