

4 Out of 5 Internet users in Australia viewed online video in July

SYDNEY, AUSTRALIA: comScore, Inc yesterday, 9 September 2010, released its July 2010 rankings of the top video properties in Australia based on data from its [comScore Video Metrix](#) service. The report found that 81% of Australia's Internet population viewed video online in July, with an average viewer watching more than 7 hours of video during the month.



"Online video has evolved to become an essential part of Australians' daily web experience," said Amy Weinberger, comScore vice president for Australia and New Zealand. "As advertisers look for ways to engage with consumers in an increasingly fragmented digital environment, online video offers the ability to reach large audiences in an engaging environment where ads tend to perform well."

Google accounts for more than half of online video market

In July, Internet users in Australia watched a total of 970 million online videos, with Google Sites ranking as the top video property with 539 million videos viewed, representing 55.5% market share. YouTube.com accounted for more than 99% of all videos viewed at the Google property. Microsoft Sites ranked second with 29.6 million videos (3.0% market share), followed by Facebook.com with 12.5 million videos viewed (1.3% market share).

Top Video Properties Based on Total Videos Viewed* July 2010 Total Audience Australia, Age 15+ - Home & Work Locations Source: comScore Video Metrix		
	Videos (000)	Share of Videos Viewed
Total Internet : Total Audience	970,450	100.0%
Google Sites	539,060	55.5%
Microsoft Sites	29,594	3.0%
Facebook.com	12,497	1.3%
Megavideo.com	10,434	1.1%
Vevo	7,759	0.8%
Yahoo! Sites	5,889	0.6%
Dailymotion.com	5,014	0.5%
Fox Interactive Media	3,955	0.4%
Telstra Corporation Limited	3,107	0.3%
Metacafe	2,976	0.3%

**Rankings based on video content sites; excludes video server networks. Online video includes both streaming and progressive download video.*

Average viewer watched 90 videos in July

In Australia, 10.7 million unique video viewers watched an average of 90.8 videos per viewer during the month. Google Sites also attracted the largest video audience with 8.5 million viewers during the month (64 videos per viewer), followed by Microsoft Sites with 3.3 million viewers (9.0 videos per viewer) and Facebook.com with 2.7 million viewers (4.7 videos per viewer).

Top Video Properties Based on Total Unique Viewers* July 2010		
Total Audience Australia, Age 15+ - Home & Work Locations Source: comScore Video Metrix		
	Total Unique Viewers (000)	Videos per Viewer

Total Internet : Total Audience	10,689	90.8
Google Sites	8,462	63.7
Microsoft Sites	3,279	9.0
Facebook.com	2,669	4.7
VEVO	1,670	4.6
Yahoo! Sites	1,262	4.7
Fox Interactive Media	893	4.4
Metacafe	754	4.0
Viacom Digital	700	3.4
Break Media	673	4.4
News Interactive Pty Limited	631	3.3

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Top video ad networks by potential reach

In July, SpotXchange ranked as the top video ad network in Australia with a potential reach of 5.4 million viewers, or 50.7% of the total viewing audience. Adconion Video Network ranked second with a potential reach of 5.1 million viewers (48.1% penetration) followed by YuMe Video network with a potential reach of 4.1 million viewers (38.0% penetration).

Top Online Video Ad Networks by Potential Reach of Unique Viewers July 2010 Total Audience Australia, Age 15+ - Home & Work Locations Source: comScore Video Metrix		
	Total Unique Viewers (000)	Viewer Penetration
Total Internet : Total Audience	10,689	100.0%
SpotXchange Video Ad Network - Potential Reach	5,415	50.7%
Adconion Video Network - Potential Reach	5,137	48.1%
YuMe Video Network - Potential Reach	4,065	38.0%
ScanScout Network - Potential Reach	3,763	35.2%
BrightRoll Video Network - Potential Reach	2,979	27.9%
BBE - Potential Reach	2,892	27.1%
Break Media - Potential Reach	2,522	23.6%
Tremor Media - Potential Reach	2,222	20.8%
Digital Broadcasting Group (DBG) - Potential Reach	1,663	15.6%
TidalTV - Potential Reach	1,355	12.7%

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