

December 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 182 million US Internet users watched online video content in December for an average of 23.2 hours per viewer. The total US Internet audience viewed 43.5 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 December with 157.2 million unique viewers, while VEVO ranked second with 53.7 million. Yahoo! Sites ranked third with 53.3 million viewers, followed by Viacom Digital with 45.8 million and Facebook.com with 42 million. More than 43 billion videos views occurred during the month, with Google Sites generating the highest number at 21.9 billion. The average viewer watched 23.2 hours of online video content, with Google Sites (7.9 hours) and Hulu (3 hours) demonstrating the highest average engagement among the top ten properties.

Top US Online Video Content Properties Ranked by Unique Video Viewers December 2011 Total US - Home and Work Locations Content Videos Only (Ad Videos Not Included) (Source: comScore Video Metrix)			
Property	Total Unique Viewers (000)	Videos (000)*	Minutes per Viewer
Total Internet : Total Audience	181,669	43,472,412	1,389.8
Google Sites	157,188	21,897,734	471.9
VEVO	53,674	801,334	68.0
Yahoo! Sites	53,328	630,605	61.0
Viacom Digital	45,764	506,140	57.5
Facebook.com	42,024	238,671	23.9
Microsoft Sites	41,133	587,842	44.8
AOL, Inc.	40,375	451,496	55.1
Hulu	31,242	776,999	181.2
Amazon Sites	27,818	95,444	17.4
Turner Digital	26,692	211,662	27.3

**A video is defined as any streamed segment of audiovisual content, including 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 7.1 billion video ads in December, with Hulu generating the highest number of video ad impressions at nearly 1.5 billion, followed by Adap.tv in second with 1.1 billion. Tremor Video ranked third with 942 million, followed by BrightRoll Video Network with 872 million and Specific Media with 496 million. Time spent watching video ads totalled more than 3 billion minutes during the month, with Adap.tv delivering the highest duration of video ads at 636 million minutes. Video ads reached 51% of the total US population an average of 46 times during the month. Hulu delivered the highest frequency of video ads to its viewers with an average of 46.

Top US Online Video Ad Properties Ranked by Video Ads* Viewed December 2011 Total US - Home and Work 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	7,115,272	3,009	45.6	51.4
Hulu	1,493,649	621	46.1	10.7

Adap.tv†	1,116,051	636	13.8	26.7
Tremor Video**	941,875	525	16.8	18.5
BrightRoll Video Network**	872,188	536	7.9	36.4
Specific Media**	495,869	235	6.1	27.0
Videology**	455,733	256	8.1	18.6
AOL, Inc.	330,446	212	7.6	14.3
Undertone**	311,226	150	10.3	9.9
Auditude, Inc.**	309,981	136	8.7	11.7
Microsoft Sites	297,531	119	10.4	9.4

*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 December 2011 YouTube partner data revealed that video music channels VEVO (53.5 million viewers) and Warner Music (31.7 million viewers) maintained the top two positions. Gaming channel Machinima ranked third with 22.7 million viewers, followed by Maker Studios with 10.4 million, FullScreen with 9.7 million and Big Frame with 8.3 million. Among the top 10 YouTube partners, VEVO demonstrated the highest engagement (67 minutes per viewer) and highest number of videos viewed (782 million), while Machinima exhibited the second highest engagement (64 minutes per viewer) and number of videos viewed (340 million).

Top YouTube Partner Channels* Ranked by Unique Video Viewers December 2011 Total US - Home and Work Locations Content Videos Only (Ad Videos Not Included) (Source: comScore Video Metrix)			
Property	Total Unique Viewers (000)	Videos (000)	Minutes per Viewer
VEVO @ YouTube	53,464	782,292	66.9
Warner Music @ YouTube	31,665	206,538	29.2
Machinima @ YouTube	22,737	340,057	63.9
Maker Studios @ YouTube	10,404	81,115	29.7
FullScreen @ YouTube	9,698	41,523	18.1
Big Frame @ YouTube	8,336	43,418	19.3
Collective @ YouTube	7,328	59,485	24.6
Demand Media @ YouTube	7,299	19,646	9.3
IGN @ YouTube	6,967	28,035	17.5
Bigpoint @ YouTube	5,772	29,015	19.8

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

Other notable findings from December 2011 include:

- 85.3% of the US Internet audience viewed online video.
- The duration of the average online content video was 5.8 minutes, while the average online video ad was 0.4 minutes.
- Video ads accounted for 14.1% of all videos viewed and 1.2% of all minutes spent viewing video online.

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