



[About comScore](#)
[comScore Marketer](#)
[Marketing Solutions](#)
[Media Metrix](#)
[Methodology](#)
[Press Center](#)

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[Press Center Home](#)

[Press Releases](#)

[- Press Release](#)

[Data Center](#)

[Recent Media Coverage](#)

[Word on the Street](#)

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Press Release

'Primetime' U.S. Video Streaming Activity Occurs on Weekdays Between 5-8 P.M.

Bolstered By Youtube.Com, Google Ranks as Top U.S. Streaming Video Property in January According to comScore Video Metrix

RESTON, VA, March 21, 2007 – comScore, a leader in digital media measurement, today released the latest data on the U.S. streaming video market from its Video Metrix service. In January, nearly 123 million people in the U.S. (70 percent of the total U.S. Internet audience) viewed 7.2 billion videos online. The average video streamer viewed 59 streams during the course of the month – nearly two videos per day – and viewed an average of 151 minutes of video online during the month, with the average viewing time per video registering 2.6 minutes.

U.S. Streaming Video Market Overview* January 2007 Source: comScore Video Metrix	
	Total U.S. Internet Audience
Unique Streamers& Downloaders (000)	122,872
Reach (% of Total U.S. Internet Audience)	70.0%
Streams& Downloads Initiated (MM)	7,239
Streams Per Streamer	58.9
Total Minutes (MM)	18,559
Minutes Per Streamer	151.0
Minutes Per Video Stream	2.6

** Note: "Streams" (which includes both streaming and progressive download video) are attributed to the property that provides the stream, including embedded videos viewed on another site.*

Google Sites was the top streaming video property in January, as measured by total unique streamers (54.7 million) and total video streams initiated (1.167 billion). The lion's share of video streaming activity at the property occurred via YouTube.com, which accounted for 992 million video streams initiated.

Weekdays from 5-8 P.M. Deliver Highest Relative Consumption of Online Video

comScore also conducted an analysis of U.S. video consumption by daypart, which showed that people were relatively more likely to view video on weekdays than on the weekend. In fact, peak relative viewing occurred between the hours of 5:00-8:00 P.M. on weekdays, when video consumption was 60 percent higher than average. Meanwhile, the highest relative video consumption on weekends occurred between the hours of 7:00-11:00 P.M., when streamers viewed 31 percent more video than average.

"Marketers have a great opportunity to leverage Internet video in conjunction with their traditional TV buy and essentially double their 'primetime' commercial airing hours," said Erin Hunter, executive vice president of comScore. "'Primetime' TV viewing occurs between 8:00 and 11:00 P.M., while 'primetime' viewing of online video occurs during the preceding block of time – between 5:00 and 8:00 P.M. on weekdays. Shrewd marketers will utilize a multi-channel strategy to capitalize on these adjacent 'primetime' blocks in order to maximize their marketing impact."

Video Consumption Analysis by Daypart
January 2007
Source: comScore Video Metrix

Daypart Time Segments	Daypart Hours as a Percent of Total Week	Daypart Share of Weekly Video Consumption
Weekday Total	71.4%	74.7%
Monday - Friday, 1:00 A.M. - 7:00 A.M.	17.9%	5.9%
Monday - Friday, 7:00 A.M. - 10:00 A.M.	8.9%	6.9%
Monday - Friday, 10:00 A.M. - 5:00 P.M.	20.8%	30.5%
Monday - Friday, 5:00 P.M. - 8:00 P.M.	8.9%	14.3%
Monday - Friday, 8:00 P.M. - 11:00 P.M.	8.9%	11.8%
Monday - Friday, 11:00 P.M. - 1:00 A.M.	6.0%	5.4%
Weekend Total	28.6%	25.3%
Saturday - Sunday, 1:00 A.M. - 8:00 A.M.	8.3%	2.8%
Saturday - Sunday, 8:00 A.M. - 1:00 P.M.	6.0%	5.4%
Saturday - Sunday, 1:00 P.M. - 7:00 P.M.	7.1%	8.5%
Saturday - Sunday, 7:00P.M. - 11:00 P.M.	4.8%	6.2%
Saturday - Sunday, 11:00P.M. - 1:00 A.M.	2.4%	2.3%

**Daypart Index = (Daypart Share of Weekly Video Consumption / Daypart Hours as a percent of Total Week) x 100*

Note: comScore Video Metrix measures online video content served through all major formats, including: Flash, RealPlayer, Windows Media, QuickTime and DivX. The service, which is based on streaming activity among U.S. Internet users, does not include measurement of digital rights management (DRM) content (which is paid, encrypted content), online videos viewed through peer-to-peer (P2P) applications, or offline viewing of video content.

For more information about comScore Video Metrix, please e-mail MediaSolutions@comscore.com or call (650) 244-5408.

About comScore Media Metrix

comScore Media Metrix, a product line of comScore, provides industry-leading Internet audience measurement services that report details of online media usage, visitor demographics and online buying power for the home, work and university audiences across local U.S. markets and across the globe. comScore Media Metrix continues the tradition of quality and innovation established by its Media Metrix syndicated Internet ratings – long recognized as a currency in online media measurement among financial analysts, advertising agencies, publishers and marketers – while drawing upon comScore's advanced technologies to address important new industry requirements. The comScore Media Metrix syndicated ratings are based on industry-sanctioned sampling methodologies.

About comScore

comScore, Inc. is a global leader in measuring the digital age. This capability is based on a massive, global cross-section of more than 2 million consumers who have given comScore permission to confidentially capture their browsing and transaction behavior, including online and offline purchasing. comScore panelists also participate in survey research that captures and integrates their attitudes and intentions. Through its proprietary technology, comScore measures what matters across a broad spectrum of behavior and attitudes. comScore consultants apply this deep knowledge of customers and competitors to help clients design powerful marketing strategies and tactics that deliver superior ROI. comScore services are used by global leaders such as AOL, Microsoft, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Fox Sports, Nestlé, MBNA, Universal McCann, the United States Postal Service, Merck and Expedia. For more information, please visit www.comscore.com.

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