



Connecting the Marketing Community

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Internet Video by the Numbers

By Jodi Harris

At the iMedia Entertainment Marketing Summit, comScore's Erin Hunter presented compelling data on who internet video-based campaigns are reaching and how to better develop plans that engage these target audiences.

It's certainly no secret that in the world of the web, video-based entertainment plays a large part in what gets users online and keeps them coming back. This is good news for entertainment marketers, of course. But it also presents some very specific opportunities and challenges when planning a video-based campaign. This includes the question of how to identify the audience segments that are most appropriate to your brand or property, and where to find them in the cluttered video landscape. Not to mention the importance of determining what their other online interests and priorities are, in order to make your campaign as relevant as possible.

At the iMedia Entertainment Marketing Summit, which took place June 26 at the Beverly Hills Hotel, comScore EVP Erin Hunter presented some key research from the comScore World Matrix on who video consumers are, what they do when they're online and some key video trends and consumption habits. Here's what Summit attendees learned.



Online entertainment is huge

Of the 766 million people online worldwide every month, 570 million go online for entertainment. This means that three out of every four internet users on the planet visit an entertainment site every month, Hunter explained, adding that the average time users spend on entertainment has grown from 96 minutes to over 2 hours in just a year. Moreover, this 75 percent reach for the category is second only to portal (90 percent reach) and search (83 percent reach) worldwide usage.

Reach vs. reach and engagement

While movie sites have built solid reach -- increasing visitor rates from 192 million to 226 million in the last year -- TV sites have done a better job of building reach *and* engagement. TV site visitors increased from 210 million to 275 million in 2007; but while movie sites retained their average rate of 13 minutes spent per site, TV site rates increased from 27 to 41 minutes.

According to Hunter, this increased engagement seems to be driven by the availability of full-length episodes and strong cross-promotions between TV and web.

"Movie sites reach more people, but they are there for a much shorter time frame, coming in to get info then moving on," she said.

To get some perspective on the true value of marketing to the online entertainment audience, Hunter shared data showing that while 30 million people, on average, tune in to see an episode of "American Idol" two times a week, the web reaches 26 million moviegoers and 27.3 million heavy TV watchers *every day*.

Another key point made by Hunter is that many moviegoers can't be reached via other offline media. comScore data shows that 48 percent of surveyed moviegoers were light watchers of TV, or didn't watch TV at all; 49 percent don't subscribe to newspapers, 46 percent don't subscribe to magazines, and 52 percent listen to little or no radio. This gives interactive media a distinct advantage over other platforms.

Breaking down the demographics

While the gender breakdown of the video-consuming audience seems to be about equal, men tend to use streaming video 27 percent more often and spend an average of 40 percent more time with video than women do. Yet, women tend to be slightly more interested in streaming entertainment-related video than men.

Hunter also noted data that showed movie category viewers skew slightly younger (25- to 34-year-olds); online TV-related video viewers are more likely to be 25- to 34-year-olds.

Streamers' interests

Hunter shared results showing that consumers who streamed video on the top four TV network (ABC, NBC, CBS and FOX) websites are also very interested in:

- Regional and local information for their neighborhoods
- Community sites and women's interest topics
- Family health and home
- Information about education.

Conclusion

Hunter finished her presentation with some key points and suggestions for marketers:

- As the web grows, entertainment will become a bigger part of what consumers use it for. Smart marketers should keep this in mind as they determine their budget allocations for interactive media.
- It's important for entertainment marketers to be paying attention to online trends, because the audience certainly is. Try to leverage new tools and trends, like widgets, when developing new campaigns, to keep your plans fresh and current with film and TV fans.
- Demographic information shows that internet video reaches a broad overall audience, with a slight female skew for most entertainment types. So, it is vital that your team or agency have tools in-hand to locate and target the demographic audience you are looking for.

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