



Nielsen Online

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News Release

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NIELSEN ONLINE PROVIDES TOPLINE U.S. ONLINE VIDEO DATA FOR FEBRUARY 2009

New York, NY – March 12, 2009 – Nielsen Online, a service of The Nielsen Company, reports February 2009 overall online video usage and top online brands ranked by video streams.

Table 1: Overall Online Video Usage (U.S.)

	Jan-09	Feb-09	Percent Change
Unique Viewers (000)	135,617	127,613	-5.9%
Total Streams (000)	10,457,785	8,897,943	-14.9%
Streams per Viewer	77.1	69.7	-9.6%
Time per Viewer (min)	178.6	169.3	-5.2%

Source: Nielsen Online, VideoCensus

Note: Includes progressive downloads and excludes video advertising.

Table 2: Top Online Brands ranked by Video Streams for February 2009 (U.S.)

Video Brand	Total Streams (000)	Unique Viewers (000)
YouTube	5,158,727	88,136
hulu	308,806	9,473
Yahoo!	250,425	24,085
Nickelodeon Kids and Family Network	209,465	6,039
Fox Interactive Media	194,255	14,376
ABC.COM	187,128	6,716
MSN/Windows Live	162,900	12,198
Turner Sports and Entertainment Digital Network	125,067	5,961
MTV Networks Music	100,076	4,410
CNN Digital Network	99,846	8,377

Source: Nielsen Online, VideoCensus

Note: Includes progressive downloads and excludes video advertising.

VideoCensus Methodology and Metrics:

Nielsen Online's VideoCensus combines patented panel and census research methodologies to provide an accurate count of viewing activity and engagement along with in-depth demographic reporting. A unique viewer is anyone who viewed at least one video stream during the month. A



stream is a program segment. VideoCensus measurement does not include video advertising.

About Nielsen Online:

Nielsen Online, a service of The Nielsen Company, delivers comprehensive, independent measurement and analysis of online audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behavior, and includes products previously marketed under the Nielsen//NetRatings and Nielsen BuzzMetrics brands. With high quality, technology-driven products and services, Nielsen Online enables clients to make informed business decisions regarding their Internet, digital and marketing strategies. For more information, please visit www.nielsen-online.com. Also, visit our blog at www.nielsen-online.com/blog.

About The Nielsen Company:

The Nielsen Company is a global information and media company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in New York, USA. For more information, please visit, www.nielsen.com.

Editor's Note: Please source all data to Nielsen.