



Nielsen Online

The Nielsen Company  
770 Broadway  
New York, NY 10003  
[www.nielsen-online.com](http://www.nielsen-online.com)

## News Release

Media Contacts:  
Michelle McGiboney (408) 941-2930  
pr.us@nielsen.com

### **NIELSEN ONLINE PROVIDES TOPLINE U.S. ONLINE VIDEO DATA FOR MARCH 2009**

**New York, NY – April 13, 2009** – Nielsen Online, a service of The Nielsen Company, reports March 2009 overall online video usage and top online brands ranked by video streams.

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

	Feb-09	Mar-09	Percent Change
Unique Viewers (000)	127,613	130,075	1.9%
Total Streams (000)	8,897,943	9,672,341	8.7%
Streams per Viewer	69.7	74.4	6.7%
Time per Viewer (min)	169.3	190.7	12.6%

Source: Nielsen Online, VideoCensus

Note: Includes progressive downloads and excludes video advertising.

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

Video Brand	Total Streams (000)	Unique Viewers (000)
YouTube	5,479,609	89,407
hulu	348,520	8,865
Yahoo!	231,795	24,761
Fox Interactive Media	207,528	14,719
Nickelodeon Kids and Family Network	196,160	6,391
ABC.COM	176,931	6,881
MSN/Windows Live	168,907	12,076
Turner Sports and Entertainment Digital Network	137,621	5,822
MTV Networks Music	123,888	6,337
CNN Digital Network	103,453	9,021

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](http://www.nielsen-online.com). Also, visit our blog at [www.nielsen-online.com/blog](http://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](http://www.nielsen.com).

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