

News Release

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TV, VIDEO & MOVIE CONTENT CONSUMPTION ONLINE ALMOST DOUBLES

Over the last year the numbers of Britons visiting TV, video and movie sites is up 28%; the total UK time spent on these sites up 91%

London – November 6th, 2007 – Nielsen Online, a service of The Nielsen Company, today reveals the increasing degree to which Britons are using the Internet for TV, video and movie content.

- Almost 21 million Britons visited a TV, video or movie-related website in Sept 07 – a 28% increase in visitors since Sept 06
- The TV/Video/Movie sector online is now visited by 63% of Britons online; up from 55% in Sept 06 – a growth rate of 15%
- The total time Britons spend consuming content from TV/Video/Movie sites almost doubles – increasing 91% from 641 million minutes in Sept 06 to 1.2 billion minutes in Sept 07

Growth of TV/Video/Movie Sector* – UK September 2006-2007

TV/Video/Movie Sector*	September 2006	September 2007	% Growth
Unique UK Audience (millions)	16.3	20.8	+28%
UK Active Reach	55%	63%	+15%
Total UK minutes (millions)	641	1,223	+91%

Source: Nielsen Online, UK NetView, home & work data, including applications, September 2006 - 2007

*TV/Video/Movie' sector is a custom category compiled by the Nielsen Online PR team

E.g. between Sept 06 & Sept 07, the number of Britons visiting the sector increased from 16.3 mil - a 28% growth

Alex Burmaster, Internet Analyst, Nielsen Online, comments “Britons are displaying an increasingly significant appetite for supplementing their viewing habits online. Whether it’s additional content relating to a particular TV programme or actually watching episodes or videos through their computer, we are starting to see a significant spread of entertainment consumption from the so-called ‘lean-back’ method of TV to the ‘lean-forward’ method of the PC.”

The most popular TV, Video and Movie websites

- YouTube is the most popular and most engaging TV, video or movie site being visited by 9.4 million Britons who spend a combined total of almost half a billion minutes on the site
- The top ten contain four major broadcasters, two social media video sites, two movie information sites and two sites for general TV content

10 most popular TV, Video & Movie Sites* by UK audience - September 2007

Rank	TV/Video/Movie Site*	Unique UK Audience (millions)	UK Active Reach	Total UK minutes (millions)
1	YouTube	9.4	28%	499
2	BBC <i>(TV/movie sites only)</i>	6.7	20%	62
3	Lycos Europe Movie	3.0	9%	37
4	Sky <i>(TV/movie sites only)</i>	3.0	9%	41
5	ITV	2.1	6%	29
6	Channel 4	2.1	6%	12
7	Google Video	1.8	5%	14
8	Odeon	0.9	3%	5
9	TV-links.co.uk	0.8	2%	71
10	TV.com	0.8	2%	10

Source: Nielsen Online, UK NetView, home & work data, including applications, September 2007

*TV/Video/Movie' sites is a custom list compiled by the Nielsen Online PR team

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“The fact that YouTube is the most popular site in this sector shows the power of social media as an entertainment form - and the threat or opportunity it poses for traditional media players, depending on your point view. It’s also interesting to note that TV-links.co.uk - the ninth most popular site and, amongst the top ten, second only to YouTube in terms of total audience time - has now been closed after claims it was illegally providing links to download film content and TV shows.

Whilst the legality of the site is in question, the appetite that people have for watching this type of content online isn’t. It is an example of the potential audiences that await media content owners – particularly when it comes to back catalogues – if they can just get their content up and available online.”

ENDS

EDITOR’S NOTES

Please source all information to [Nielsen Online](#) (Nielsen Online is the new name for services previously marketed under the Nielsen//NetRatings and Nielsen BuzzMetrics brands)

Methodology

All figures in this release come from NetView - the Nielsen//NetRatings panel of around 45,000 UK Internet users who have opted in to download a meter which records all their PC, online and application usage on a continual and ongoing basis.

*Please note that the ‘**TV/Video/Movie**’ sector is a custom category compiled by the Nielsen Online PR team. While it is not meant to be exhaustive, it provides a good idea of the sector. We periodically review the sector and add new sites, so the results may change accordingly.



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 behaviour, 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.

About The Nielsen Company:

The Nielsen Company is a global information and media company with leading market positions and recognized brands in marketing information (ACNielsen), media information (Nielsen Media Research), online intelligence (Nielsen Online, which is comprised of NetRatings and BuzzMetrics), mobile insight (Nielsen Mobile), trade shows, and business publications (*Billboard*, *The Hollywood Reporter*, *Adweek*). The privately held company is active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA. For more information, please visit, www.nielsen.com.

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