



Nielsen Online

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News Release

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WEEKDAYS OUTPACE WEEKENDS FOR ONLINE VIDEO VIEWING, ACCORDING TO NIELSEN ONLINE

Nielsen Online Releases Topline VideoCensus Data for October

New York, NY – December 17, 2008 – Nielsen Online, a service of The Nielsen Company, today announced that 65 percent of online video viewers stream content between 9am – 5pm Monday through Friday, compared to 51 percent of online video viewers who log on between 6am – 8pm on weekends (see Table 1). With a 96 percent broadband penetration among at work Web visitors in October and many employees spending nearly eight hours a day at their computers, workdays are prime time for online video viewing.

Table 1: Unique Viewer* Composition Percent by Daypart (U.S., Home and Work)

Daypart	Unique Viewer Comp %
Mon-Fri, 6am-9am	27
Mon-Fri, 9am-5pm	65
Mon-Fri, 12pm-2pm	34
Mon-Fri, 5pm-8pm	49
Mon-Fri, 8pm-11pm	43
Mon-Fri, 11pm-6am	25
Weekend, 6am-8pm	51
Weekend, 8pm-11pm	23
Weekend, 11pm-6am	14

Source: Nielsen Online, VideoCensus, October 2008

*A unique viewer is anyone who viewed at least one video stream during the month.

Nielsen Online today also provided overall online video usage and top online brands ranked by video streams for September and October 2008. In October, time per viewer increased by 10 percent, while the number of unique viewers and total streams remained relatively flat month-over-month.

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Table 2: Overall Online Video Usage (U.S.)

	Sep-08**	Oct-08	Percent Change
Unique Viewers (000)	124,023	120,711	-3
Total Streams (000)	8,829,389	8,894,164	1
Streams per Viewer	71.2	73.7	4
Time per Viewer (min)	156.4	171.7	10

Source: Nielsen Online, VideoCensus

Note: Includes progressive downloads and excludes video advertising.

**September time per viewer results have been updated since their original release, reflecting a change in methodology. Other September metrics have been updated to reflect the removal of video advertising streams from September Yahoo! results.

Table 3: Top Online Brands ranked by Video Streams for October 2008

Brand	Total Streams (000)	Unique Viewers (000)
YouTube	5,077,720	82,553
Fox Interactive Media	244,216	18,481
Hulu	206,068	9,069
MSN/Windows Live	183,858	13,394
Nickelodeon Kids and Family Network	181,084	6,565
NBC Universal	175,183	9,649
Yahoo!	169,331	18,826
ESPN	134,337	7,775
CNN Digital Network	133,643	8,263
MTV Networks Music	99,787	4,417

Source: Nielsen Online, VideoCensus

Note: Includes progressive downloads and excludes video advertising.

Table 4: Top Online Brands ranked by Video Streams for September 2008**

Brand	Total Streams (000)	Unique Viewers (000)
YouTube	5,352,898	81,865
Fox Interactive Media	242,428	19,250
Yahoo!	212,626	22,053
MSN/Windows Live	164,776	10,975
Nickelodeon Kids and Family Network	162,924	6,148
hulu	142,261	6,323
ESPN	127,794	8,433
CNN Digital Network	117,690	9,441
MTV Networks Music	97,199	4,757
Disney Online	87,116	9,145

Source: Nielsen Online, VideoCensus

Note: Includes progressive downloads and excludes video advertising.

**September results have been updated since their original release, reflecting the removal of video advertising streams from September Yahoo! results.

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 Online.