



Nielsen Online

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## Media Alert

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### **TIME SPENT VIEWING VIDEO ONLINE PER VIEWER UP 49 PERCENT YEAR-OVER-YEAR IN MAY 2009, ACCORDING TO NIELSEN**

**New York, NY – June 11, 2009** – Nielsen provides overall online video usage and top online brands ranked by video streams for May 2009. Year-over-year, unique viewers, total streams, streams per viewer and time per viewer were up, led by a 49 percent growth in time per viewer.

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

	May-09	Year-Over-Year	Month-Over-Month
Unique Viewers (000)	133,797	12.8%	14.7%
Total Streams (000)	10,043,049	34.8%	6.2%
Streams per Viewer	75.1	19.6%	-7.3%
Time per Viewer (min)	188.7	48.9%	-8.3%

Source: Nielsen Online, VideoCensus

Note: Includes progressive downloads and excludes video advertising.

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

Video Brand	Total Streams (000)	Unique Viewers (000)
YouTube	6,048,666	95,357
Hulu	382,322	10,106
Yahoo!	208,202	25,224
Fox Interactive Media	190,135	16,029
ABC.COM	175,102	6,309
Nickelodeon Kids and Family Network	153,414	5,699
MSN/Windows Live	148,358	12,454
Turner Sports and Entertainment Digital Network	141,350	6,848
MTV Networks Music	126,929	6,733
CBS Entertainment Network	98,228	6,647

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. Online video viewing is tracked according to video player, which can be used on site or embedded elsewhere on the Web. For example, if a "Saturday Night Live" clip from NBC.com is embedded on a personal blog, that video would be attributed to NBC because of the NBC video player.

A unique viewer is anyone who viewed a full episode, part of an episode or a program clip during the month. A stream is a program segment. VideoCensus measurement does not include video advertising.

***About Nielsen:***

The Nielsen Company's online and mobile solutions deliver comprehensive, independent measurement and analysis of digital audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behavior. Nielsen enables clients to make informed business decisions about their digital and mobile 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)

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