

May 2011 Australian online video rankings

SYDNEY, AUSTRALIA: comScore, Inc, a leader in measuring the digital world, today released a report on the online video market in Australia from its comScore Video Metrix service.



The report showed that more than 10.7 million Australian Internet users watched online video in May, with viewers averaging more than 10 hours of total viewing time during the month. YouTube delivered video to more than 8.6 million viewers in Australia during the month, reaching 3 out of every 5 online users at an average of 70 videos per viewer.

Top 10 video properties by videos viewed

Australian Internet users watched nearly 1.2 billion total videos in May, with Google Sites ranking as the top video property with 613 million videos, representing 52.3% of all videos viewed online. YouTube accounted for the vast majority of videos viewed at the Google Sites property. Microsoft Sites ranked second with 35.6 million videos, or 3.0% of all online videos viewed. Facebook.com ranked third with 16.9 million videos (1.4%), followed by VEVO with 16.4 million videos (also 1.4%) and Yahoo! Sites with 15.6 million videos (1.3%).

Top U.S. Online Video Properties* by Videos Viewed May 2011 Total Australia - Home/Work Locations Source: comScore Video Metrix		
	Videos (000)	Share of Videos
Total Internet : Total Audience	1,171,564	100.0%
Google Sites	612,876	52.3%
Microsoft Sites	35,588	3.0%
Facebook.com	16,900	1.4%
VEVO	16,405	1.4%
Yahoo! Sites	15,643	1.3%
Dailymotion.com	9,999	0.9%
Viacom Digital	8,402	0.7%
Blinkx	6,024	0.5%
Australian Broadcasting Corp.	5,496	0.5%
Justin.tv	5,158	0.4%
Turner Digital	4,917	0.4%

**Rankings based on video content sites; excludes video server networks. Online video includes both streaming and progressive download video.*

Top 10 video properties by viewers

Nearly 10.8 million viewers watched an average of 108.8 videos per viewer during May. Google Sites attracted nearly 8.7 million unique viewers during the month (70.7 videos per viewer), followed by Microsoft Sites with 3.3 million viewers (10.7 videos per viewer) and Facebook.com with 2.9 million viewers (5.9 videos per viewer).

Top Australian Online Video Properties* by Unique Viewers May 2011 Total Australia - Home/Work Locations Source: comScore Video Metrix		
	Total Unique Viewers (000)	Videos per Viewer
Total Internet : Total Audience	10,765	108.8
Google Sites	8,666	70.7
Microsoft Sites	3,322	10.7

Facebook.com	2,873	5.9
VEVO	2,541	6.5
Viacom Digital	2,133	3.9
Yahoo! Sites	1,748	9.0
Dailymotion.com	1,092	9.2
Amazon Sites	886	2.2
Australian Broadcasting Corp.	712	7.7
Metacafe	638	4.2

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Top news sites by total videos viewed

An analysis at video viewing occurring on News/Information sites found that viewers watched an average of 46.6 minutes of video in the category during May, with 17% of the entire online audience viewing video on News/Information sites during the month. Based on total videos viewed, Australian Broadcasting Corporation led as the top destination with nearly 5.5 million videos viewed on the site in May. Australian Broadcasting Corporation also saw the highest average minutes per viewer of the top 5 destinations at 66.6 minutes per viewer during the month.

Yahoo! News Network ranked as the second largest News/Information video destination based on total videos viewed with nearly 1.5 million videos watched on the site in May, followed by News.com.au Sites with 1.46 million videos. CNN Network and HPMG News rounded out the top five with viewers watching a total of 1.38 million videos and 714 000 videos, respectively.

Top News/Information Sites by Total Videos Viewed* May 2011 Total Australia - Home/Work Locations			
Source: comScore Video Metrix			
	Videos (000)	Videos per Viewer	Minutes per Viewer
Total Internet : Total Audience	1,171,564	108.8	611.5
News/Information	17,775	7.8	46.6
Australian Broadcasting Corp.	5,496	7.7	66.6
Yahoo! News Network	1,490	6.4	25.8
News.com.au Sites	1,464	3.4	4.8
CNN Network	1,382	7.2	37.2
HPMG News	714	3.9	22.3

**Rankings based on video content sites; excludes video server networks. Online video includes both streaming and progressive download video.*

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