

comScore launches online video measurement service in Turkey

ANKARA, TURKEY: comScore, Inc has launched [Video Metrix](#) in Turkey. This online video measurement service, which was the first to market in the US more than four years ago, has been developed to enable the company's clients to succeed in the online video marketplace.



The debut Video Metrix report in Turkey showed that nearly 3 billion online videos were viewed by 20.2 million unique viewers in February 2011.

"At Nokta, we are firm believers in the value of transparency - not just to our business, but to the marketplace as a whole," says Tümay Asena, CEO at Nokta Medya. "After a quick and easy tag implementation process, we are now looking forward to being able to showcase the full value of our video offering in ways that suit both the targeting needs of media planners, and the Nokta business model. The introduction of Video Metrix, comScore's video measurement service, will make a true difference to the Turkish market."

Facebook most popular online video destination in Turkey

Social networking site Facebook is not only among the leading web destinations in Turkey, but it also ranked as the most popular destination for online video with 17 million viewers in February 2011. During the month, viewers watched nearly 792 million videos on Facebook, for an average of 46.6 videos per viewer in February 2011. Google Sites ranked second, largely driven by viewers of YouTube videos, with 15.4 million unique viewers and 690 million videos watched during the month. Dailymotion.com ranked third with nearly 14.9 million unique viewers, followed by the largest Turkish platform Nokta Medya. More than 7 million Turkish internet users watched a total of 43.6 million online videos from Nokta.com.

Top 10 Turkish Online Video Properties* by Total Unique Viewers (000)		
February 2011 Total Turkey, Age 15+ - Home & Work Locations** Source: comScore Video Metrix		
Property	Total Unique Viewers(000)	Videos (000)
Total Internet : Total Audience	20,203	2,909,891
Facebook.com	16,990	791,846
Google Sites	15,390	690,194
Dailymotion.com	14,883	167,312
Nokta.com Medya	7,088	43,595
Mynet AS.	6,755	37,049
Vdivodo.com	4,775	17,146
Yahoo! Sites	4,165	14,416
Timsah.com	3,017	11,751
Zapkolik.com	2,925	9,129
Haber365.com	2,674	15,783

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

**Excludes visitation from public computers such as Internet cafes or access from mobile phones or PDAs

"Online video viewing has become an essential part of the digital consumer experience in Turkey with 9 out of 10 internet users consuming video content every month," said Mike Read, senior vice president and managing director, comScore Europe.

"Despite its high user penetration, online video remains a relatively nascent industry with continued growth potential as consumers begin to shift from primarily short-form user generated content to long-form professionally-produced content."

Young audience shows highest engagement with online video

In February 2011, 89% of the Turkish online population consumed online video and watched an average of 144 videos per person totalling 14.8 hours of viewing time during the month. Online video engagement, however, showed significant differences by age and gender. Males between the ages of 15-24 viewed 200 videos each, accounting for an average of 20.8 hours of online video viewing during the month, while females in this age group viewed just 12 hours and watched 122.5 videos on average. Online video appealed least to females over 55 years of age, who only spent 8.4 hours watching 91.1 videos per viewer during the month.

Demographic Profile of Online Video Viewers in Turkey February 2011 Total Turkey, Age 15+ - Home & Work Locations Source: comScore Video Metrix		
Target Audience	Total Internet	
	Videos per Viewer	Hours per Viewer
Total Audience	144.0	14.8
All Males	164.0	17.1
All Females	114.1	11.3
Males - Age		
Male: 15-24	200.2	20.8
Males: 25-34	159.5	17.0
Males: 35-44	128.0	12.7
Male: 45-54	120.7	12.5
Male: 55+	102.1	11.6
Females - Age		
Female: 15-24	122.5	12.0
Females: 25-34	105.1	11.0
Females: 35-44	113.9	10.9
Female: 45-54	110.1	10.3
Female: 55+	91.1	8.4

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