



Nielsen Online

The Nielsen Company  
770 Broadway  
New York, NY 10003  
[www.nielsen-online.com](http://www.nielsen-online.com)

## News Release

Media Contact:  
Suzy Bausch (408) 941-2965

### **NIELSEN ONLINE COMBINES PANEL AND SERVER MEASUREMENT METHODS TO DELIVER COMPREHENSIVE ONLINE VIDEO METRICS**

#### **New VideoCensus Service Provides Accurate Stream Counts and Granular Audience Demographic Profiles**

Women Lead Online Network TV Viewing; Men Drawn to Consumer Generated Media

**NEW YORK– February 14, 2008** – Nielsen Online, a service of The Nielsen Company, today announced the full release of VideoCensus, the first and only syndicated online video measurement service to combine patented panel and server research methodologies. Early findings reveal differences in how men and women consume video content and that online there is a new primetime.

"The growth projections for both online video consumption and video advertising revenue are phenomenal, and the market requires an innovative approach to measurement. The driving force behind the development of VideoCensus was the unanimous call from our clients to deliver the most relevant and accurate dataset possible," said Dave Osborn, vice president, video measurement and media products, Nielsen Online. "With this release, we've taken a huge step in addressing the market's need to harmonize panel- and server-based metrics and we are delighted by the accolades of major industry players who are supporting our forward thinking approach," he continued.

#### **INDUSTRY SUPPORT**

"As a leader in online video, Turner requires excellence in research methodology," said Jack Wakshlag, chief research officer for Turner Broadcasting System and VideoCensus client. "We've been debating the accuracy of panels and servers for years. VideoCensus measurement ends the debate about accurate counts of our video volume in the marketplace, while also providing Turner with relevant, high-quality audience demographics."

"Comprehensive measurement of the online digital video landscape is equally important to marketers and publishers," added Judit Nagy, vice president, consumer insights for Fox Interactive Media. "As with online audience measurement, having a reliable and trusted source for video metrics is a must-have for the industry, and Nielsen Online is taking a leadership role by making technology advancements for the future."

"As a leading provider of Internet video, it's imperative that MTV Networks has accurate tracking and reporting of streaming volume across our sites," said Colleen Fahey Rush, executive vice president,



research, MTV Networks. "Products like Nielsen Online's VideoCensus are essential in helping us meet that need, and capture the full value of our vast online library."

## **DECEMBER VIDEOCENSUS FINDINGS: TV NETWORKS VS. CONSUMER GENERATED MEDIA**

### **WOMEN ENJOY NETWORK TV ONLINE; MEN DRAWN TO CGM**

Video streams at broadcast network TV Web sites were nearly two times more likely to be viewed by women age 18-34 than men, who accounted for 22 percent and 12 percent of streams, respectively. For the top four Consumer Generated Media Web sites, streams were two and a half times more likely to be viewed by men 18-34 than women, who accounted for 27 percent and 11 percent of streams, respectively.

**Table 1: Stream Composition Percent among Women and Men 18-34 (U.S., Home and Work)**

Target Group	Network TV Web Sites	CGM Web Sites
Women 18-34	22%	11%
Men 18-34	12%	27%

Source: Nielsen Online, VideoCensus

### **NETWORK TV VIEWER LOYALTY**

Among network TV Web sites, there was relatively low viewer overlap, whereas among CGM Web sites, most viewers also watched video content on YouTube.

**Table 2: Network TV Web Site Viewer Overlap (U.S., Home and Work)**

Network TV Site	ABC.COM	NBC.com	CBS Television	FOX Broadcasting
ABC.COM	NA	16%	5%	4%
NBC.com	24%	NA	7%	8%
CBS Television	21%	17%	NA	10%
FOX Broadcasting	18%	20%	10%	NA

Source: Nielsen Online, VideoCensus Note: Please read from left to right. For example, only 24 percent of viewers at NBC.com also viewed video content on ABC.com

**Table 3: CGM Web Site Viewer Overlap (U.S., Home and Work)**

CGM Web Site	Viewer Overlap with YouTube
Myspace.com	84%
Veoh	93%
Break.com	87%

Source: Nielsen Online, VideoCensus

"Network Web sites are destinations for fans to deepen their experience – they go to see favorite scenes, episodes and outtakes. These viewers are very loyal and engaged and the Web site is a place to become immersed in the program," said Michael Pond, media analyst, Nielsen Online. "With shorter clips and a viral nature, CGM Web sites are much more about discovery, and consumers are likely to view content on more than one."

### **A NEW PRIMETIME ONLINE**

Nielsen Online reported that streaming activity at the top network TV Web sites over-indexed during the weekday lunchtime hours of 12 p.m. – 2 p.m. At consumer generated media Web sites, the most popular time for viewing was during late night hours on the weekend, between 11 p.m. and 6 a.m.

"These results indicate that the largest appetite for streaming broadcast content is during the noontime hours, when viewers take a break from work to catch up on the shows they enjoy," said Pond. "Primetime visitors to network Web sites primarily enhance their TV viewing experience with



features like online voting, Web-only promotions and other program specific content, although there is some interest in streaming network content during the evening as well."

**Table 4: Stream Composition Index by Daypart (U.S., Home and Work)**

Web Site Genre	Mon-Fri, 12p.m.-2p.m.	Weekend, 11p.m-6a.m.
Network TV	150	89
CGM	78	131

Source: Nielsen Online, VideoCensus Note: An average composition index is 100.

#### **U.S. TOPLINE VIDEO CONSUMPTION METRICS (EXCLUDES VIDEO ADVERTISING)**

- 116.7 million unique viewers, or 73 percent of active Web users, watched approximately 6.2 billion video streams in December 2007
- The average viewer spent nearly two hours and 10 minutes watching online video content in the month of December
- Each viewer watched nearly 54 video streams during the month

The No. 1 video site in December was YouTube, with 2.6 billion streams during the month, followed by Yahoo! with 371.9 million streams and Fox Interactive Media with 364.1 million streams (see Table 5).

**Table 5: Top 10 Online Video Destinations ranked by Total Video Streams for December 2007 (U.S., Home and Work)**

Video Web Brand	Total Streams (000)	Unique Viewers (000)
YouTube	2,635,408	67,157
Yahoo!	371,922	26,596
Fox Interactive Media	364,113	18,650
Nickelodeon Kids and Family Network	177,461	6,966
MSN/Windows Live	111,700	7,174
ESPN	110,480	6,824
Disney Online	104,799	8,999
Turner Entertainment New Media Network	74,798	4,865
Google	60,113	10,656
Veoh	57,919	2,131

Source: Nielsen Online, VideoCensus

**Table 6: Top 10 Online Video Kids, Games & Toys Destinations for December 2007 (U.S., Home and Work)**

Video Web Brand or Channel	Total Streams (000)	Unique Viewers (000)
Nickelodeon Kids and Family Network	177,461	6,966
Disney Online	104,799	8,999
Cartoon Network	25,402	1,199
PBS Kids	5,081	630
EverythingGirl.com	2,937	1,255
AG Properties Network	2,068	131
LEGO	1,999	373
Yahoo! Kids	1,702	1,103
4Kids Entertainment Network	1,579	123
AOL KOL (Kids)	1,577	392

Source: Nielsen Online, VideoCensus



**About VideoCensus:**

Nielsen Online's VideoCensus is the first and only syndicated online video measurement service to combine patented panel and census research methodologies, providing an accurate count of viewing activity and engagement along with in-depth demographic reporting.

**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](http://www.nielsen-online.com).

**About The Nielsen Company:**

The Nielsen Company is a global information and media company with leading market positions in marketing information (ACNielsen), media information (Nielsen Media Research), online intelligence (NetRatings and BuzzMetrics), 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 Haarlem, the Netherlands, and New York, USA. For more information, please visit, [www.nielsen.com](http://www.nielsen.com).

# # #

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