



Video Metrix®

A Comprehensive View of the Online Video Landscape

As TV continues to travel everywhere, online video is becoming an increasingly effective and relevant medium to conveniently reach and engage audiences. Comprehensive viewing intelligence combined with demographics provides an invaluable platform for improved media planning.

comScore Video Metrix® provides the transparent, end-to-end video measurement required to ensure scalability, growth and success in the online video marketplace. Powered by comScore's unique ability to separate video advertising and video content, **Video Metrix Reach/Frequency™** is also available to simplify the planning of online video campaigns, and to assess the best fit to reach your target audience with video experiences. Learn more at www.videometrix2.com.

Highlights

Objective. Delivers industry-focused, third-party reporting of all competitors in the video-viewing marketplace.

Advanced. Employs comScore's leading Unified Digital Measurement™ methodology for the most accurate and comprehensive view of the video marketplace.

Complete. Provides the industry's only comprehensive measurement of the video marketplace, with the ability to track top television programs, video advertising, top television programs, viral videos and syndicated traffic.

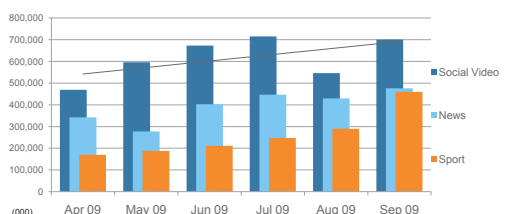
Familiar. Classifies video-viewing activity by TV dayparts for effective cross-media planning and GRP comparisons.

Understand where growth is happening, what categories, genres or platforms will best fit your campaign objectives, and how you can leverage consumer interest in your business.

Video Metrix helps you answer key questions, such as:

- What are the best video sites to reach my desired audience?
- Who is watching video on my site? How engaged are they?
- How do I compare with key competitors in terms of unique viewers, growth, overall viewing, monetization strategy and time spent?
- Do I reach the same audiences as my competitors, or is there a niche audience that is unique to me?

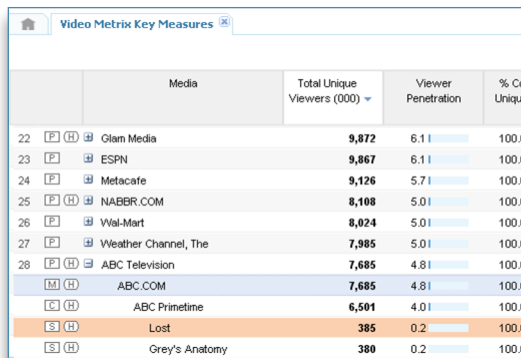
Key Trends in U.S. Online Video Viewing



Benefits

For Advertisers and Agencies

- Identify who is watching online video and the frequency of their viewing
- Learn where to reach viewers most effectively by demographic, site or genre
- Cut through the clutter of online video and effectively target new audiences where they are most engaged
- Plan against ad-only or content-only breakouts of publishers' video inventory using our unique Video Metrix Reach/Frequency tool



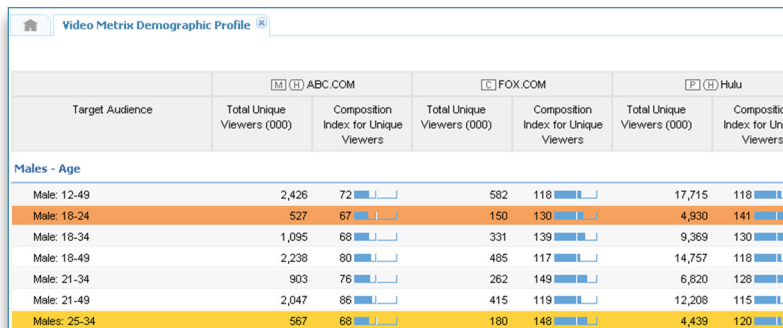
	Media	Total Unique Viewers (000)	Viewer Penetration	% Co Unique
22	Glam Media	9,872	6.1	100.0
23	ESPN	9,867	6.1	100.0
24	Metacafe	9,126	5.7	100.0
25	NABER.COM	8,108	5.0	100.0
26	Wal-Mart	8,024	5.0	100.0
27	Weather Channel, The	7,985	5.0	100.0
28	ABC Television	7,685	4.8	100.0
	ABC.COM	7,685	4.8	100.0
	ABC Primetime	6,501	4.0	100.0
	Lost	385	0.2	100.0
	Grey's Anatomy	380	0.2	100.0



Analyze key trends in online video using Video Metrix Key Measures Reports.

For Publishers

- Showcase the value of your audiences in terms of size, composition, reach and demographics
- Position your online video business for continued growth and monetization
- Utilize comScore's tags to best represent the unique advantages of your video network
- Understand competitors' monetization strategies with ads and content video ratios



Target Audience	ABC.COM		FOX.COM		Hulu	
	Total Unique Viewers (000)	Composition Index for Unique Viewers	Total Unique Viewers (000)	Composition Index for Unique Viewers	Total Unique Viewers (000)	Composition Index for Unique Viewers
Males - Age						
Male: 12-49	2,426	72	582	118	17,715	118
Male: 18-24	527	67	150	130	4,930	141
Male: 18-34	1,095	68	331	139	9,369	130
Male: 18-49	2,238	80	485	117	14,757	118
Male: 21-34	903	76	262	149	6,820	128
Male: 21-49	2,047	86	415	119	12,208	115
Males: 25-34	567	68	180	148	4,439	120

Understand the demographic composition of audiences on specific video sites.

“comScore's panel-centric Unified approach is a long awaited solution for online video measurement. With this comprehensive online video measurement service, CBS Interactive has the ability to get accurate insight into its many forms of video viewership.”

— David Poltrack, Chief Research Officer, CBS Corp. and President, CBS Vision, CBS Worldwide

LEARN MORE

To discover how comScore can help you compete and succeed in the digital world, please contact us today at learnmore@comscore.com or visit www.comscore.com.



comScore

Measuring the digital world.™