

## Online Video Users

### Highlights

- Online video viewing is growing at a faster pace than many other internet activities.

*http://www.pewinternet.org/Reports/2009/13--The-Audience-for-Online-Video-Sharing-Sites-Shoots-Up.aspx?r=1*

- Americans are heavy users of online video - 69% of internet users have watched or downloaded internet video.

From:

*http://www.pewinternet.org/Reports/2010/State-of-Online-Video.aspx?r=1*

- Online videos are now reaching a mainstream audience. A 2010 eMarketer survey found that 66.7% of internet users, or 147.5 million people, watch online videos each month. That number is expected to increase significantly – by 2014 with a projected 77% of internet users utilizing online video.

From: *http://totalaccess.emarketer.com/Article.aspx?R=1007664*

- Broadband users (75%) are more likely to watch or download video. The rise in social networking and video sharing sites has also increased the popularity of online videos.

From:

<http://www.pewinternet.org/~media/Files/Reports/2010/>

PIP-The-State-of-Online-Video.pdf

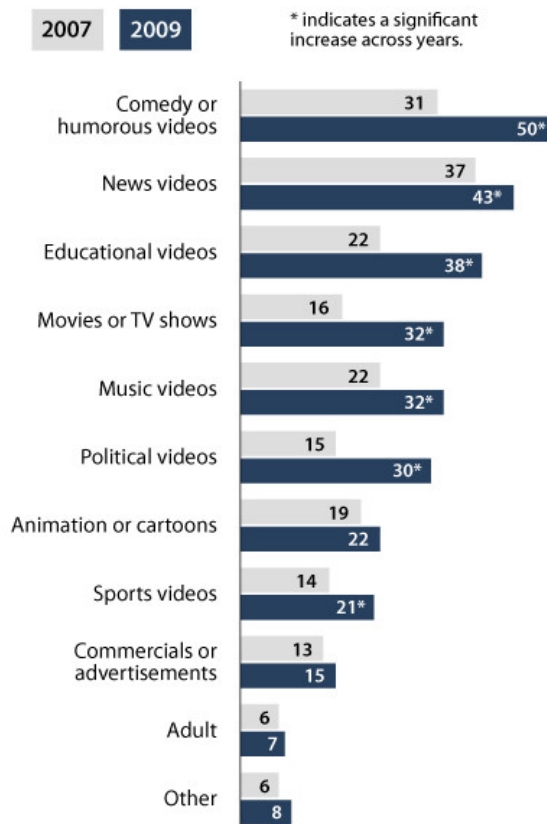
- Online videos are also content that internet users report liking to share. In fact, eMarketer reports that 80%

of internet users share family videos, 63% of internet users share funny videos, 40% of web users share educational videos and 27% of internet users share sports news and highlight videos.

Source: eMarketer, August 2010. Chart 120362.

### Entertaining and informational videos are both popular

% of online adults who say they watch each type of video, by year



Note: In 2007, all internet users were asked if they watched each of these 11 types of video. In the current survey, only those internet users who met the definition of online video watchers/downloaders were asked the types of video they watch, and those figures were then repercentaged based on all internet users.



- Google, which includes YouTube is the top US video property, followed by Hulu and Microsoft.  
From [http://totalaccess.emarketer.com/Chart.aspx?N=0&Nr=P\\_ID:98213](http://totalaccess.emarketer.com/Chart.aspx?N=0&Nr=P_ID:98213)

**Top 10 Online Video Properties Among US Internet Users, Ranked by Videos Viewed, May 2010**

(millions and % of total)

	Videos viewed	% share
1. Google sites	14,628.1	43.1%
2. Hulu	1,174.8	3.5%
3. Microsoft sites	642.0	1.9%
4. Vevo	430.3	1.3%
5. Viacom Digital	346.8	1.0%
6. Yahoo!sites	336.3	1.0%
7. CBS Interactive	333.2	1.0%
8. Turner Network	331.9	1.0%
9. Fox Interactive Media	328.5	1.0%
10. Facebook	245.1	0.7%
<b>Total videos viewed</b>	<b>33,950.9</b>	<b>100.0%</b>

Note: home, work and university locations; includes both streaming and progressive download video; excludes video server networks  
Source: comScore Video Metrix as cited in press release, Jun 24, 2010

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**Demographics**

- Men are more likely than women to watch or download video online (74% vs. 63%).

**Frequency of Online Video Viewing, by Age and Gender, May 2010**

(% of US internet users)

	Daily	Weekly*
<b>Male</b>		
8-11	17%	53%
12-17	22%	68%
18-24	28%	85%
25-34	25%	73%
35-44	15%	57%
45-54	14%	39%
55-64	8%	37%
<b>Female</b>		
8-11	12%	41%
12-17	17%	68%
18-24	19%	68%
25-34	10%	46%
35-44	4%	34%
45-54	3%	21%
55-64	3%	18%
<b>Total</b>	<b>13%</b>	<b>50%</b>

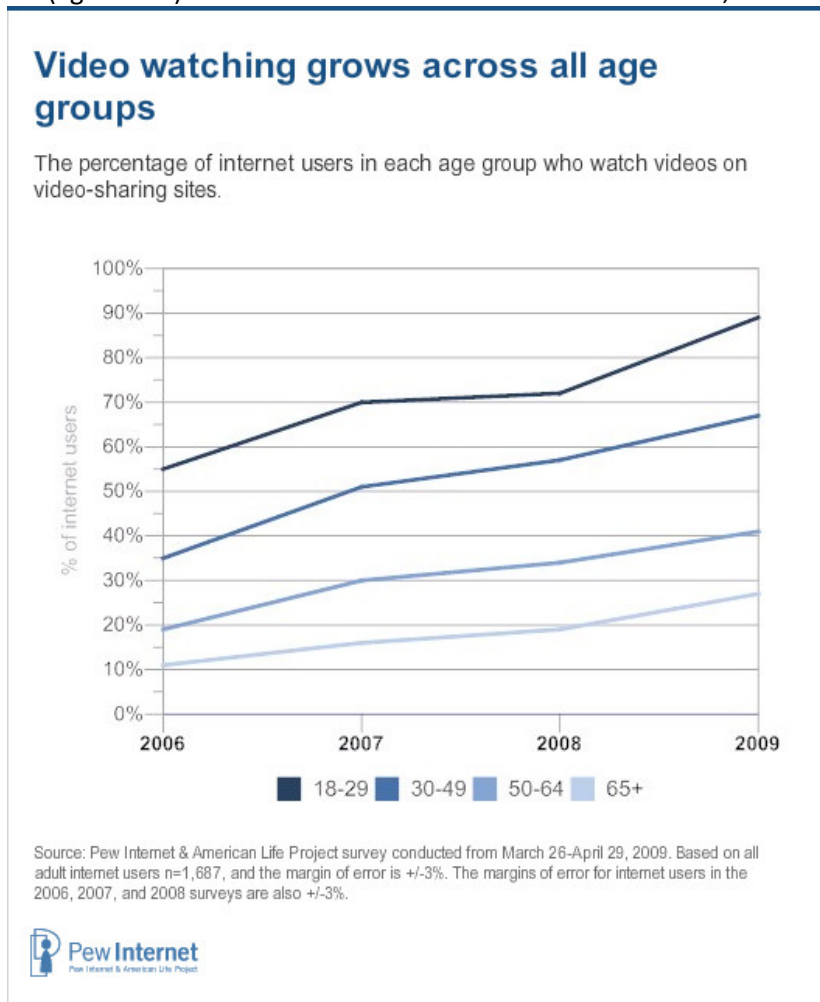
Note: n=2,402; \*includes daily, several times per week and once per week  
Source: Frank N. Magid Associates, "Magid Media Futures 2010: Online Video" sponsored by Metacafe, Jun 29, 2010

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- Young adults (age 18-29) are the heaviest users of online video at 84%, followed by 30-49 year olds at 74%.



- The better educated (some college: 75%, college grads, 75%) and higher earners (\$75,000+ at 78%) are more likely to watch or download online video.
- Hispanics (27%) are the ethnic group most likely to watch online video, followed by whites (20%), then African Americans (15%)

Above demographic facts from <http://www.pewinternet.org/~media/Files/Reports/2010/PIP-The-State-of-Online-Video.pdf>