

comScore launches online video measurement service in Russia

MOSCOW, RUSSIA: comScore, Inc has announced the launch of Video Metrix in Russia. The online video measurement service, [Video Metrix](#), which was the first to market in the US more than four years ago, has since been launched in numerous markets around the world including the United Kingdom, France, Germany, Italy, Spain and Turkey.



The tool has been developed to enable comScore's clients to gain the insights into online video viewing needed to succeed in the online video marketplace. comScore's Video Metrix report shows that in May 2011, 4 billion online videos were viewed by over 41 million unique viewers in Russia. Since March 2011, the first month under measurement in Russia, the online video audience has grown by 5% and 27% more videos haven been consumed since March 2011.

In Russia, more than a third of all online videos watched on YouTube

Google Sites, which includes video sharing site YouTube, is the most popular destination for online video viewing by a large margin, attracting 30.6 million unique viewers in May 2011. During the month, viewers watched 1.5 billion videos on YouTube, accounting for an average of 50 videos per viewer. Ranking as the second most used online video platform, with over 18 million unique viewers and 165 million videos watched, is the Mail.ru Group. Gazprom Media, owner of Rutube.ru, ranked third with 12.3 million unique viewers and 178 million videos watched, followed by Yandex Sites, the largest search engine provider and most popular website overall in Russia, with 6.5 million unique viewers who watched over 35 million videos.

Top 10 Russian Online Video Properties* by Total Unique Viewers (000) May 2011 Total Russia, Age 15+ - Home & Work Locations** Source: comScore Video Metrix		
Property	Total Unique Viewers (000)	Videos (000)
Total Internet : Total Audience	41,105	3,972,608
Google Sites	30,589	1,533,956
Mail.ru Group	18,351	165,131
Gazprom Media	12,284	177,915
Yandex Sites	6,472	35,262
RosBusinessConsulting	4,698	29,560
VIMEO.COM	4,657	14,744
VEVO	3,194	11,847
DIGITALACCESS.RU	2,643	23,131
24VIDEO.NET	2,433	35,110
Channel One Russia	2,401	19,804

**The data represented is currently not inclusive of video viewing on Vkontakte sites but we are working on measuring their unique streaming protocol.*

Young males show highest engagement with online video

In May 2011, 85% of the Russian internet population viewed online video and watched an average of 97 videos per person, totalling 11 hours of viewing time per person during the month. However, there were significant differences in online video engagement by age and gender. Males between the age of 15-24 were the most engaged in Russia, and viewed an average of 156 videos each for 17.8 hours. Comparatively, females from the same age group consumed on average 11.8 hours of online video content, watching 99 videos per person. Online video appealed the least to females age 55 and older

who spent only 7.9 hours on average watching 69 videos.

Overall, and across all age groups, the gap between male and female online video viewing habits is quite significant. On average, each male watched 32 videos more and spent 3.5 hours more watching online videos than his female counterpart.

Demographic Profile of Online Video Viewers in Russia May 2011 Total Russia, Age 15+ - Home & Work		
Locations Source: comScore Video Metrix		
Target Audience	Total Internet	
	Videos per Viewer	Hours per Viewer
Total Audience	96.6	11.0
All Males	113.0	12.8
All Females	81.0	9.3
Males - Age		
Male: 15-24	155.7	17.8
Males: 25-34	101.5	11.6
Males: 35-44	83.8	9.5
Male: 45-54	82.2	9.2
Male: 55+	98.6	10.6
Females - Age		
Female: 15-24	98.6	11.8
Females: 25-34	72.3	8.4
Females: 35-44	71.6	7.5
Female: 45-54	77.3	8.8
Female: 55+	69.3	7.9

Clients support Video Metrix in Russia

"For the first time, with the launch of Video Metrix a more complete picture of video consumption in Russia is available. Now we understand how video is viewed not only on the top leading specialised multimedia sites, but on a multitude of sites with video players. It is highly important to our clients to know how many videos unique visitors view on average, how much time is spent on video content and many other types of data available. From now on, we are going to refer to the Video Metrix data and take it into account when evaluating the market and our business," says Mikhail Ilyichev, CEO of RuTube.

Adds Vladimir Dolgov, country manager of Google Russia: "We're pleased with the arrival of comScore's Video Metrix service to Russia. As a key player in this market, we strongly believe that reliable video measurement will help the industry develop and grow. As insight about the scale of video consumption continues to be made available, there will be an even greater propensity to trust the digital medium to build brands."