

Germany leads Europe in online video viewing

BERLIN, GERMANY: comScore, Inc has released April 2011 data from the comScore [Video Metrix](#) service, showing that Germany leads in online video viewing across several reporting metrics for the European countries currently reported in comScore Video Metrix (France, Germany, Italy, Russia, Spain, Turkey and UK).



"Online video is beginning to compete with traditional television viewing for people's attention, and Internet users in several European countries are leading the way," said Mike Read, comScore SVP of Europe. "Germany is not only the largest European market for online video viewing but also the most engaged at nearly 20 hours per viewer per month, while several other countries are not far behind."

Germany is one of largest online video markets in Europe

Of the markets reported by comScore, Germany ranks as the leader in online video viewing, with 45 million unique viewers watching an average of 187 videos for 19.6 hours per viewer in April. Turkey, with 20.7 million viewers overall, ranked second in terms of engagement with 169 videos viewed for an average 18.7 hours per viewer. The UK emerged as the third strongest online video market in engagement with 166 videos watched for 17.0 hours on average per viewer.

Online Video in Selected European Countries Ranked by Videos per Viewer April 2011 Total Audience; Age 15+ - Home & Work Locations Source: comScore Video Metrix			
	Videos per Viewer	Hours per Viewer	Total Unique Viewers (000)
Germany	186.9	19.6	44,928
Turkey	168.6	18.7	20,732
United Kingdom	166.4	17.0	32,594
Spain	150.9	18.4	18,902
France	131.2	12.8	38,658
Italy	114.8	12.8	18,690
Russia	86.8	9.7	39,840

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

Google Sites ranks as top video property in all markets except Turkey

Google Sites, largely driven by viewing at YouTube, ranked as the leading online video property among all European markets reported in Video Metrix, with the exception of Turkey, where Facebook was the market leader. Facebook is increasing viewership in most countries, and ranked in the top 3 online video destinations in five out of the seven reported European countries. Local online video destinations also ranked among the top 3 in Germany (ProSiebenSat1 Sites), the UK (BBC Sites), France (Dailymotion.com) and Russia (Mail.ru Group). Across markets, Vevo's videos were largely consumed via their YouTube channel.

Top 3 Video Properties in all Reported Video Metrix European Countries Ranked by Total Videos (000) Viewed by Unique Viewers April 2011 Total Audience; Age 15+ - Home & Work Locations Source: comScore Video Metrix			
	Top Properties		
France	Google Sites	Dailymotion.com	Facebook.com
Germany	Google Sites	ProSiebenSat1 Sites	Facebook.com
Italy	Google Sites	Facebook.com	Vevo

Russia	Google Sites	Mail.ru Group	Gazprom Media
Spain	Google Sites	Vevo	Facebook.com
Turkey	Facebook.com	Google Sites	DailyMotion.com
UK	Google Sites	BBC Sites	Vevo

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