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Morse: More Dramatic Gains for Online Video Ads/Internet Ad Sales to Advance Slightly

Dr. John Morse of Byron Media predicts continued growth for Internet video usage and its advertising support: He comments, "I see total advertising on the Internet rising slowly over the next couple years, 3-5% per year, while additional advertising for online video will increase 30-35% per year."

Buttressing that view are projections in the *Jack Myers Business Report* which forecast an increase for online video advertising of 115 percent to \$968 million in 2009. Myers projects this to be the fastest growing segment of the media industry through 2012, when it will expand to nearly \$5.0 billion. Data previously reported by *emarketer* indicates Internet ad spending at \$22.8 billion for the year, a growth rate of under two percent.

Jack Myers Business Report, November 30, 2009

emarketer, October, 2009

Viewing of Online Videos Continues to Register Impressive Numbers

According to *ComScore* more than 167 million U.S.-based Web users watched video online during October. All told, they watched 28 billion videos. *Google* led second place *Hulu* by a wide margin, servicing a whopping 38 percent of all videos Americans viewed online, with 99 percent of those videos watched on YouTube.

Hulu delivered 856 million videos, accounting for 3.1 percent of the market and setting a new record for monthly views. *Microsoft* came in third, with 451 million videos viewed on its site, capturing 1.6 percent market share.

ComScore also reported on the total number of viewers that consumed video content during October. The research firm found that the average viewer watched 167 videos during the month. *Google* sites attracted 126 million unique viewers. *Fox Interactive Media* followed *Google*, with 53 million unique viewers. *Yahoo* sites attracted 50 million viewers. Although *Hulu* didn't make the top three in unique viewers, the average user watched 20.1 videos during October, representing another all-time high for the site.

ComScore, November, 2009

Contact Byron Media at 212-726-1093 or John@ByronMedia.com. Our team will find the best ways to slash your research budget and still gather data that will drive sales, marketing and content development. We specialize in consumer "buzz" projects, focus groups, b2b custom studies as well as segmenting viewer/user populations.

