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Internet Shopping Up 4% During Holiday Season/Strong Gains for DVR's & On-Line Videos

Consumers spent \$29.1 billion online in the just completed holiday shopping season. The four-percent increase over last season featured distinct periods of strong spending growth surrounding the Thanksgiving-Black Friday timeframe and the final shopping week leading up to Christmas.

Green Tuesday (December 15) featured the heaviest online spending day on record coming in at \$913 million. It was one of nine individual spending days to surpass \$800 million during the 2009 holiday season. Meanwhile, Cyber Monday (Monday, Nov. 30), propelled by aggressive retailer promotions, ranked as the second heaviest spending day of the season, the highest it has ever ranked on this list, with \$887 million in spending. The top five categories to show the greatest growth were:

Retail Category	Percent Change in Dollar Sales
Jewelry & Watches	20%
Consumer Electronics	15%
Event Tickets	8%
Computer Hardware	7%
Books & Magazines	6%

comScore, December, 2009

Viewing of DVR's and Online Videos Shows Healthy Growth over the Past 12 Months

A.C. Nielsen reports that DVR growth was up 21.1% over 2008 and online videos showed a healthy 34.9% gain. Also, the three screens of television, Internet and mobile showed a sharp uptick in consumer usage indicating that viewers are clearly adding video platforms to their weekly schedule rather than replacing them.

In 3Q09, the average American watched 31 hours of TV per week, with 31 minutes spent in playback mode with their DVR. In addition, each week the average consumer spent 4 hours on the Internet and 22 minutes watching online video. The average consumer spent 3 minutes watching mobile video each week.

Additional data from comScore, Inc. indicates that in November 2009 more than 170 million U.S. Internet users watched online video during the month. Online video viewing continued to reach record levels in November with nearly 31 billion videos viewed during the month, and Google Sites accounting for 39 percent of all videos viewed online in the U.S.

*The Nielsen Company, December, 2009
comScore Video Metrix, December, 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.