

# YouTube a star as US online video viewing soars: comScore

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Industry tracker comScore on Monday reported that US online video viewing hit a record high in August with YouTube luring a commanding share of the audience.

An unprecedented 161 million people in the United States tuned into online videos during the month, with the total number of Internet videos watched topping 25 billion for the first time ever, according to [comScore](#).

[Google](#) websites served up more than 10 billion of the online videos viewed by US Internet users in August, with [YouTube](#) accounting for 99 percent of that count, comScore reported.

Google attracted 121.4 million viewers, each watching an average of 82

videos.

Websites operated by Google rival [Microsoft](#) placed a distant second with 547 million videos played by nearly 55 million US Internet users in August, according to the tracking firm.

Approximately 539 million videos were viewed online at Viacom Digital and another 488 million videos were delivered by Hulu, comScore reported.

Nearly 82 percent of all US Internet users watched videos online in August, with an average viewing time amounting to 9.7 hours, according to comScore. The duration of a typical video was slightly less than four minutes.

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