

US YouTube video views up 50 percent in January: comScore

March 8 2010



The internet homepage of the YouTube website. Industry tracker comScore on Monday reported that US online video viewing at YouTube climbed 50 percent in January as compared to the same month a year earlier.

Industry tracker comScore on Monday reported that US online video viewing at YouTube climbed 50 percent in January as compared to the same month a year earlier.

More than 173.3 million US Internet users watched video online in January, tuning into a total of 32.4 billion videos. The duration of the average online video was slightly longer than four minutes.

[Google](#) properties were the top online venues, serving up 12.8 billion videos during the month. Google-owned YouTube accounted for 99 percent of that tally, tending to 135.4 million viewers.

Each [YouTube](#) visitor watched an average of 94 videos, comScore reported.

Hulu was the second most popular online viewing spot, with visitors watching 903.1 million videos in January, according to comScore.

Websites owned by US technology titan [Microsoft](#) ranked third, with 491.8 million videos viewed, followed by Yahoo! which showed 435.5 million videos to online visitors, comScore reported.

(c) 2010 AFP

Citation: US YouTube video views up 50 percent in January: comScore (2010, March 8)
retrieved 9 April 2024 from

<https://phys.org/news/2010-03-youtube-video-views-percent-january.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.