



Nielsen Online

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News Release

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The Video Generation: Kids and Teens Consuming More Online Video Content than Adults at Home, According to Nielsen Online

New York, NY - June 9, 2008 – Nielsen Online, a service of The Nielsen Company, today announced that per person, kids consumed more streams than those over 18, and spent more time watching online video from home in April (see Table 1). Kids 2-11 viewed an average of 51 streams and 118 minutes of online video per person during the month, while teens 12-17 viewed an average of 74 streams and 132 minutes of online video. Those over 18 viewed an average of 44 streams and 99 minutes of online video.

Table 1: Monthly Online Video Consumption among Kids, Teens and Adults (U.S., Home Only, April 2008)

Age	Unique Viewers (000)	Unique Viewer Comp %	Streams per Viewer	Min per Viewer
2-11	7,966	8.4	51.0	117.9
12-17	11,632	12.3	74.2	132.4
18+	75,122	79.3	44.3	99.4

Source: Nielsen Online, VideoCensus

The top 10 online video destinations for kids 2-11 and teens 12-17 demonstrate that kids pursue similar interests both online and off. Younger children gravitate towards sites associated with well-known children's toys and TV programming, while teens go online to watch music videos, movie trailers and clips of other visitors (see Tables 2 and 3).

Disney Records led online video destinations among kids 2-11 when ranked by unique viewer composition percent, with 50 percent. EverythingGirl.com and MyePets followed with 48 percent each. Stickam was the top online video destination among teens 12-17, who accounted for 44 percent of that site's unique viewers, followed by Buzznet.com and Atlantic Records, with 43 percent each.

"Today's youth don't know – or don't remember – a time when they weren't going online, so their adoption of online video has been seamless," said Michael Pond, senior media analyst, Nielsen Online. "And while video consumption in the workplace increases usage metrics among adults, the 'at home' data show how kids and teens are driving usage and claiming their territory. The Web provides another platform for their interest in TV shows, toys, movies and music, and offers an interactive element that children especially enjoy. Among the top sites for the younger demographic we see



publishers that are integrating video into games, music and other content to drive engagement with this multi-media generation.”

TOP ONLINE VIDEO DESTINATIONS FOR KIDS AND TEENS BY COMPOSITION

Table 2: Top 10 Online Video Destinations: Age 2-11 (U.S., Home)

Brand/Channel	Unique Viewer Composition %	2-11 Unique Viewers (000)
Disney Records	49.6	179
EverythingGirl.com	48.0	161
MyePets	47.6	161
JETIX	46.9	159
Playhouse Disney	43.9	340
PBS Kids	43.1	281
LEGO	40.9	137
NickJr	39.6	718
Barbie	39.6	105
Nick	39.3	1,009

Source: Nielsen Online, VideoCensus
100,000 Unique Viewer Minimum

Table 3: Top 10 Online Video Destinations: Age 12-17 (U.S., Home)

Brand/Channel	Unique Viewer Composition %	12-17 Unique Viewers (000)
Stickam	44.3	106
Buzznet.com	42.9	310
Atlantic Records	42.7	273
Epic Records	41.5	180
bebo	40.2	114
Funnyjunk.com	40.1	123
NABBR	37.4	1,336
GamesRadar	34.6	180
Paramount Films	33.8	198
Photobucket	30.7	767

Source: Nielsen Online, VideoCensus
100,000 Unique Viewer Minimum

TOP ONLINE VIDEO DESTINATIONS FOR KIDS AND TEENS BY AUDIENCE SIZE

Table 4: Top 10 Online Video Destinations: Age 2-11 (U.S., Home)

Brand/Channel	2-11 Unique Viewers (000)	2-11 Total Streams (000)
YouTube	4,129	252,405
DisneyChannel.com	1,324	11,843
Nick	1,009	16,366
Disney.com	842	4,926
Myspace.com	827	13,689
NickJr	718	18,619
Buena Vista Online Entertainment	455	1,301
Cartoon Network	431	9,096
Playhouse Disney	340	1,983
Google Video	323	1,080

Source: Nielsen Online, VideoCensus



Table 5: Top 10 Online Video Destinations: Age 12-17 (U.S., Home)

Brand/Channel	12-17 Unique Viewers (000)	12-17 Total Streams (000)
YouTube	8,916	609,981
Myspace.com	3,493	62,810
NABBR	1,336	6,207
Google Video	839	4,925
Photobucket	767	1,597
Apple	548	1,820
DisneyChannel.com	444	3,687
Veoh	415	8,263
Metacafe	372	1,936
Facebook	360	1,132

Source: Nielsen Online, VideoCensus

Nielsen Online today also released April 2008 U.S. topline VideoCensus Results, including overall video usage.

Table 6: Overall Online Video Consumption for April 2008 (U.S., Home, Work)

	Apr-08	Mar-08	% Change
Unique Viewers (000)	119,626	115,366	3.7%
Total Streams (000)	7,613,847	6,967,963	9.3%
Streams per Viewer	63.6	60.4	5.3%
Time per Viewer (min)	142.8	137.3	4.0%

Source: Nielsen Online, VideoCensus (Excludes video advertising; includes both streaming and progressive downloads.)

Table 7: Top 10 Brands by Video Streams for April 2008 (U.S., Home, Work)

Video Brand	Total Streams (000)	Unique Viewers (000)
YouTube	4,052,984	73,537
Fox Interactive Media	328,974	20,855
Yahoo!	221,600	22,179
Nickelodeon Kids and Family Network	151,828	6,323
MSN/Windows Live	149,684	9,873
ESPN	125,327	5,477
Disney Online	93,649	7,219
CNN Digital Network	84,782	5,681
Turner Entertainment New Media Network	81,586	6,513
hulu	63,228	2,428

Source: Nielsen Online, VideoCensus (Excludes video advertising; includes both streaming and progressive downloads.)

About VideoCensus:

Nielsen Online's VideoCensus is the first and only syndicated online video measurement service to combine patented panel and census research methodologies, providing an accurate count of viewing activity and engagement along with in-depth demographic reporting.



About Nielsen Online:

Nielsen Online, a service of The Nielsen Company, delivers comprehensive, independent measurement and analysis of online audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behavior, and includes products previously marketed under the Nielsen//NetRatings and Nielsen BuzzMetrics brands. With high quality, technology-driven products and services, Nielsen Online enables clients to make informed business decisions regarding their Internet, digital and marketing strategies. For more information, please visit www.nielsen-online.com.

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