

March 2011: Top Online Video Brands In U.S.

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Online video usage in the U.S. is up during March, rebounding from the declines typical of the shorter month of February. Â

There were 144.2 million unique online video viewers who streamed 3 percent more video and spent 8 percent more time watching using PC/laptops from home and work locations.Â

Total video streams also increased 7 percent to 14.5 billion streams.

For the second month in a row, VEVO is the #2 video brand in the U.S.Â With 33.3 million unique video viewers, VEVO has 4 percent more video viewers than #3 Facebook, but trails consistent #1 YouTube by nearly 79 million unique video viewers.

All of the top 10 U.S. video brands saw an increase in unique video viewers from the previous month. Â

The fastest-growing among the top brands “ and new to the top 10 during March “ was CNN Digital Network with a 60 percent increase in unique U.S. video viewers.

CNN Digital Network was also new to the top 10 most heavily used brands in March and saw the largest month-over-month growth in streams (+128%), mostly due to U.S. video viewers streaming coverage of the earthquake and tsunami in Japan. Â

Also showing significant gains in streams from last month were Netflix (+28%), MTV Music Networks (+25%), VEVO and Yahoo (+21%).

Netflix is once again the most engaging video brand in the U.S. as video viewers averaged nearly 10 hours on the site from home and work locations. Â

Justin.tv’s U.S. video viewers showed the largest month-over-month increase in time spent viewing video on the site, up 17 percent from February.

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