

Online video tops in New Zealand

AUCKLAND, NEW ZEALAND: comScore has released its latest study of online video viewing habits in New Zealand based on data from the [comScore Video Metrix](#) service, which was launched in New Zealand earlier this year.



The report found that 2.1 million online users in New Zealand watched online video in February 2011, representing 77% of the total online population. Google Sites led the market as the top online video property, driven largely by viewership at YouTube.com.

"Video viewing is an important and growing online activity for New Zealanders, with online viewers watching more than one video every day on average," said Amy Weinberger, comScore vice president for Australia and New Zealand. "Online video offers an especially engaging experience for consumers that translates into the potential for high quality advertising impressions from desirable audiences that can be delivered at scale."

Fuelled by YouTube.com, Google sites rank as top video property in New Zealand

In February 2011, 2.1 million Internet users age 15 and older watched a total of 157.3 million online videos from a home or work location with an average viewer watching 73 videos during the month. Google sites ranked as the top video viewing destination in New Zealand reaching more than 1.7 million viewers who watched 81.6 million videos. Viewership at Google sites was largely driven by YouTube.com which accounted for 81.2 million videos, representing 51.6% of all videos viewed in New Zealand during the month. Facebook.com ranked second with 562 000 viewers and 2.4 million videos viewed, while VEVO ranked third with 370 000 viewers. New Zealand based properties TVNZ Sites and MediaWorks NZ Limited both ranked among the top 10 video properties reaching 201 000 and 149 000 viewers, respectively.

Top Video Properties in New Zealand **Based on Total Unique Viewers February 2011 Total Audience New Zealand, Age 15+ - Home & Work Locations* Source: comScore Video Metrix			
	Total Unique Viewers (000)	Videos (000)	Videos per Viewer
Total Internet : Total Audience	2,139	157,325	73.6
Google Sites	1,701	81,563	48.0
Facebook.com	562	2,445	4.4
VEVO	370	1,573	4.3
Microsoft Sites	301	2,045	6.8
Viacom Digital	232	959	4.1
Yahoo! Sites	223	1,192	5.3
TVNZ Sites	201	1,740	8.7
MediaWorks NZ Limited	149	769	5.2
Dailymotion.com	148	1,118	7.5
Metacafe	104	430	4.1

*Excludes visitation from public computers such as Internet cafes or access from mobile phones or PDAs.

**Video Properties include all sites under that parent company. For example, Google Sites includes YouTube.com.

Males consume significantly more online video than women

A demographic analysis of video viewers in New Zealand revealed that although males and females account for a similar percentage of video viewers overall, males spend a significantly longer amount of time viewing online video than females. On average, males watched just over 8 hours of online video in February, while females averaged 5 hours. Males also consumed a higher number of videos on average at 85 videos per viewer, compared to females at 61 videos per viewer.

For both males and females, the 15-24 and 25-34 age segments exhibited the highest online video engagement. The 15-24 age segment for both genders was responsible for consuming the most videos on average (113 videos per viewer for males, nearly 74 videos per viewer for females), while males age 25-34-year-old segment spent the most time viewing video at 11.8 hours in February, with females age 15-24 viewing more than 6 hours of video.

Demographic Profile of Online Video Viewers February 2011 Total Audience New Zealand, Age 15+ - Home & Work Locations* Source: comScore Video Metrix

	Total Internet		
	% Composition Unique Viewers	Videos per Viewer	Hours per Viewer
Total Audience	100.0	73.6	6.6
All Males (15+)	49.9	85.7	8.2
Male: 15-24	10.6	113.3	10.5
Males: 25-34	10.2	103.6	11.8
Males: 35-44	9.0	77.5	7.2
Male: 45-54	8.8	81.4	6.9
Male: 55+	11.2	53.1	4.7
All Females (15+)	50.1	61.5	5.0
Female: 15-24	10.1	73.9	6.1
Females: 25-34	9.7	63.1	5.9
Females: 35-44	9.3	60.5	4.9
Female: 45-54	9.1	51.9	4.6
Female: 55+	11.8	57.7	3.5

*Excludes visitation from public computers such as Internet cafes or access from mobile phones or PDAs.

For more, visit: <https://www.bizcommunity.com>