

# Nearly 9 out of 10 Internet users in Hong Kong favour online video

Hong Kong, Hong Kong S.A.R.: Google sites, fuelled by YouTube.com, accounts for more than half of all video viewing in the market - in fact, the figure approaches 9 out of 10 internet users view video online. comScore, Inc, a leader in measuring the digital world, last week released its March 2010 rankings of the top video properties in Hong Kong based on data from its comScore Video Metrix service.



The report found that 88.5% of Hong Kong's Internet population viewed video online in March, with visitors averaging more than 10 hours of video viewing per person during the month.

"Online video viewing has become nearly synonymous with Internet usage in Hong Kong," said Victor Cheng, comScore director for Hong Kong. "Of the six Asia-Pacific markets where comScore currently measures online video, Hong Kong posted the highest penetration of viewing, demonstrating the importance of this platform as a vehicle to reach and engage consumers in this highly advanced digital media market."

## Google, Tudou and Youku capture largest share of videos viewed

In March, Internet users in Hong Kong (aged 15 and older) watched 447 million videos, with Google sites ranking as the top video property with 234.2 million videos, representing 52.4% of all videos viewed online. YouTube.com accounted for more than 99% of all videos viewed at the Google property. Tudou Sites ranked second with 16.3 million videos viewed, representing 3.6% of the market, followed closely by Youku with 16.2 million videos, also at 3.6%. Facebook.com (12.3 million videos, 2.8% share) and Oriental Press Group (6.4 million videos, 1.4% share) rounded out the top five.

Top Video Properties Based on Total Videos Viewed March 2010		
Total Audience Hong Kong, Age 15+ - Home & Work Locations**		
Source: comScore Video Metrix		
	Videos (000)	Share of Videos
Total Internet : Total Audience	446,959	100.0%
Google Sites	234,234	52.4%
Tudou Sites	16,288	3.6%
Youku	16,198	3.6%
Facebook.com	12,304	2.8%
Oriental Press Group	6,433	1.4%
Next Media Interactive Ltd.	5,596	1.3%
Television Broadcasts Limited	4,950	1.1%
56.com	4,065	0.9%
Yahoo! Sites	3,331	0.7%
Microsoft Sites	2,081	0.5%

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

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

## Average Viewer Watched 123 Videos in March

More than 3.6 million viewers in Hong Kong watched an average of 123 videos per viewer during the month of March. Google Sites attracted the largest video audience with 2.4 million unique viewers during the month (97.5 videos per viewer), followed by Facebook.com with 1.3 million viewers (9.6 videos per viewer) and Youku with 786 000 viewers (20.6 videos

per viewer).

Top Video Properties Based on Total Unique Visitors March 2010		
Total Audience Hong Kong, Age 15+ - Home & Work Locations**		
Source: comScore Video Metrix		
	Total Unique Viewers (000)	Videos per Viewer
Total Internet : Total Audience	3,619	123.5
Google Sites	2,403	97.5
Facebook.com	1,278	9.6
Youku	786	20.6
Yahoo! Sites	721	4.6
Television Broadcasts Limited	599	8.3
Tudou Sites	599	27.2
Next Media Interactive Ltd.	488	11.5
SUNZONEHK.com	292	1.8
FC2 inc.	263	7.3
Oriental Press Group	263	24.5

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