

Web video viewership balloons by two-thirds

Viewership of online video shot up 66% in February over the year-ago period as Net surfers watched over 10 billion clips, shows and movies throughout the month. This is according to a comScore report released Wednesday, 16 April, at the annual meeting of the National Association of Broadcasters in Las Vegas, USA.

By [Walaika Haskins](#) 18 Apr 2008

The comScore data shows that the number of videos viewed online has risen by two-thirds since February 2007. Roughly 73% of Internet users in the US viewed video online in February.

Though bite-sized, 3-minute clips remain a staple of the online video viewer's diet, network-owned sites that put its prime-time programming online are drawing bigger audiences.

There is greater awareness among Internet users about online videos and that in turn has led to greater numbers of people watching them, said Elizabeth Curtis, an IDC analyst.

"[That is] due in part to the massive amounts of press it has received, and it's become easier to find exactly what you want with minimal effort," she told TechNewsWorld.

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