



Video to expand in 2010

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It is no secret that in 2009 online/mobile video became mainstream, but it may surprise some of you that video is expected to show another rapid expansion over the next year. According to reports from metrics firms comScore and Nielsen more American consumers are watching - and will continue - to watch and connect through video

The comScore report shows that in November more than 30 billion video clips were viewed by US consumers, with nearly 40% being watched via Google sites (including YouTube). Hulu.com, the hub streaming complete television shows, jumped into the second slot with a 3% video share. Viacom, Microsoft and Yahoo were also in the top five.

More important than where consumers were viewing, however, is the fact for yet another month consumers watched more video content than in previous months. On average consumers viewed 12 hours of content, just over 94 video clips/shows for each viewer.

The new summary from Nielsen indicates that consumers will continue to consume more video content over the next year. Researchers predict that smartphone (iPhone, Driod) subscriber bases will reach 150 million, mobile subscribers will surpass 300 million and that the mobile web will draw in 120 million consumers, with 90 million watching video via a mobile device. In addition, more consumers are expected to connect via console and online games, social networks and through more traditional online outlets like email.

Although the Nielsen report looks to the future, trends can be seen better when comparing what consumers are doing now (consumers watching more clips) with what is expected (more smartphones, more video consumption) over the next few months.