

You Must Know

July 2008

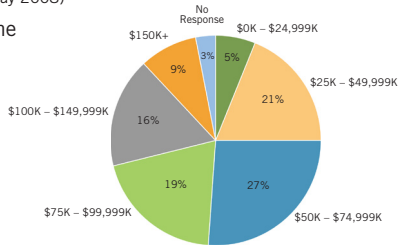


General US Info

- Population 303.8M
(CIA World Factbook, July 2008 estimate)
- Population online: 71%
(InternetWorldStats.com, pulled June 2008)
- 89% of active US Internet users connect via broadband
(“The Bandwidth Report,” WebsiteOptimization.com, May 2008)
- 71% of US Internet users view video online
(comScore Video Metrix, April 2008)

Key YouTube Dates

- Founded: February 2005
- Launched: December 2005
- Acquired by Google: November 18, 2006



Nearly half (44%) of YouTube's users have annual incomes of \$75K+

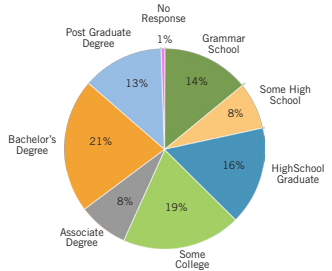
YouTube Videos

- Hundreds of millions of videos viewed daily
- Hundred of thousands of videos uploaded daily
- 10 hours of video uploaded every minute
(YouTube Internal Data, May 2008)

US Site Stats

(Nielsen//NetRatings, April 2008)

- #6 Largest Internet destination
- #1 Entertainment site on the Internet
- 72M unique monthly visitors
- Average minutes per user each month: 48
- Pageviews per month: 4.7B
- If YouTube were a country, it would be the #3 most-populated in the world
(comScore, May 2008; CIA Factbook, July 2008 estimate)

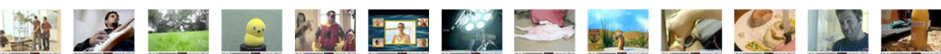


43% of audience has some form of higher education degree; 13% hold post-doctorate degrees

	YouTube Users	Users (M)	% Users
Age	All	72.0	-
	<18	13.3	18%
	18-34	13.2	18%
	35-44	14.2	20%
	45-54	15.5	22%
	55+	15.8	22%
Gender	Male	37.0	51%
	Female	35.0	49%

International

- Over 50% of YouTube's traffic comes from outside the US
(DART for Publishers, July 2008)
- YouTube has localized in:



Sites in the Space

Site	Unique Audience [000]	Time Per Person [hh:mm:ss]	Video Views [000]
YouTube	72,026	0:48:03	4,093,682
Myspace.com	58,754	2:03:29	480,750
Comcast Corp	25,917	1:02:20	44,765
Facebook	22,482	1:17:12	16,532
Flickr	13,379	0:09:17	166
CNET	11,978	0:09:31	3,628
MSN Video	9,333	0:03:30	37,111
Yahoo! Video	5,705	0:05:02	20,959
Digg.com	5,051	0:03:11	198
TV.com	4,756	0:03:41	487
Dailymotion	4,549	0:03:01	38,458
StumbleUpon	4,156	0:04:32	-
Metacafe	3,914	0:07:34	26,274
Yelp	3,801	0:03:20	-
Break.com	3,529	0:08:31	31,619
Veoh	3,403	1:40:40	34,451
Brightcove	2,734	0:03:07	907
Hulu	2,505	0:13:06	-
Bebo	2,062	0:13:43	1,323
Heavy Networks	1,566	0:01:34	17,625
Blip.tv	1,522	0:05:15	3,819
LiveVideo	1,311	0:03:20	4,659
eBaumsWorld.com	1,236	0:11:42	4,111
Friendster	1,045	0:05:39	130
Funny or Die	882	0:04:01	2,809
Del.icio.us	753	0:04:47	-
Rever	593	0:05:39	6,160
Netvibes	350	0:28:03	-
Second Life	335	9:30:49	-
Joost.com	181	-	-
Sling Media	159	-	-

Source: Unique visits, time spent: Nielsen//NetRatings, April 2008; Video views: comScore Video Metrix, April 2008; Note: “-” indicates that data was unavailable or site has an insufficient sample size to be tracked properly; Yahoo! Video views represents views across Yahoo! sites.

Videos to Know Within the YouTube Community

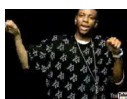
Don't just watch the video, watch *through* the video: read the comments, view the responses, and experience the story for yourself.



Search “rhain davis”
8-year-old soccer prodigy recruited to join Manchester United's youth squad



Search “Pork and Beans”
Weezer's new song became their biggest hit, thanks to YouTube



Search “soulja boy”
Teenager becomes rap superstar



Search “the royal channel”
The Queen of England goes digital

Online Video Is Mainstream

- Americans stream 11B videos online each month (comScore Video Metrix, January 2008)
- The average US viewer spends nearly 4 hours watching video online each month (comScore Video Metrix, January 2008)
- 31% of home Internet users in the US watch video online at least weekly; 10% view daily (Leichtman Research Group, March 2008)

