

Business analysis for over-the-top video participants

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Analyst:

**Stewart Schley**

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## Internet viewing durations measured in minutes

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**Issue:** Behind the off-the-chart growth levels associated with online video is a metric that reflects a stubborn reality: most viewing sessions continue to be fleeting, averaging no more than a few minutes.

**Background:** Data compiled by comScore and Nielsen, along with scattered reports from online video providers, indicate online video remains a medium of brevity. Among top Internet video properties, only Netflix, which streams full-length movies and commercial-free TV shows, surpasses an average viewing session time of 30 minutes. Even viewing durations associated with category standout Hulu are no more than six minutes on average.

**Implications:** Despite mounting concerns among multichannel video providers that Internet video may supplant traditional pay TV subscriptions, the evidence so far suggests most Internet video consumption revolves around brief snippets of content, rather than full-length TV shows. A growing number of devices that deliver Internet video directly to TV screens could contribute to longer viewing times, but for now the data suggest Internet video operates on a much different foundation than mainstream TV platforms.

## ABOUT THE AUTHOR

**Stewart Schley**, Sr. Director, Industry Intelligence  
stewarts@onetouchintelligence.com

Stewart has been reporting on and writing about the cable television and media industries for more than 25 years, for publications and organizations including *Multichannel News*, *Cable World*, *CED Magazine* and Paul Kagan Associates. He has founded and served as editor of several national business magazines and is the author of the book *Fast Forward: Video on Demand and the Future of Television*; the editor of the book *Definitive Broadband*; and a co-author of *Broadband Planet*, published in 2004 by Cisco Press. He joined One Touch Intelligence as Senior Director of Communications Intelligence in September, 2007.

## ABOUT VIDEOTRAK

VIDEOTRAK helps industry executives understand the emerging economics and dynamics of the Internet-video sector by offering exclusive analysis of distribution and content providers, business models, market statistics and consumer behaviors that are shaping the fast-growing category.

VIDEOTRAK service deliverables include: business intelligence alerts, analyst support, monthly Internet TV analysis reports, and bi-annual sector analysis reports.

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