
AMERICANS WATCHED 9.5 BILLION VIDEO ADS IN APRIL 2012



A study released by comScore Video Metrix shows that Americans saw 9.5 billion video ads in April 2012. This was out of a total of 37 billion online videos seen during that month by 181 million Americans. This means that one out of every five videos seen was an ad video. The top five video sites by number of unique visitors are: 1) Google sites, primarily YouTube - 157.7 million 2) Yahoo sites - 53.6 million 3) Vevo - 49.5 million 4) Facebook - 44.3 million 5) Microsoft - 42.8 million The top five sites measured by number of ads delivered were: 1) Hulu - 1.6 billion 2) Google sites - 1.3 billion 3) BrightRoll Video Network - 943 million 4) Adap.tv - 881 million 5) TubeMogul Video Ad Platform - 831 million

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