

10 April 2008



YouTube's official page

By: Bogdan Popa, Security and Search Engines Editor

## [Google's YouTube Rules the World](#)

*Google's video service is clearly more popular than its competition*

Although it was already a well known fact that Google's YouTube is one of the most popular services on the net and the clear leader of the online video sharing industry, a new report published by comScore comes to support this statement: Google's video websites gained the leader chair in US, Canada, UK, France and Germany. Even if there are several similar services, none of them managed to steal the first place in one of the five countries mentioned above. Let's take the United States, for example. According to comScore, Google won the first place in the detriment of Fox Interactive Media - the second place, Yahoo's sites - the third position, Viacom Digital and Microsoft's services - the 4th and the fifth places. Canada brings almost similar standings, with Google on the first place, Microsoft and CTVglobemedia on the second and on the third position and Yahoo and Dailymotion on the fourth and fifth place. The competition seems to be more challenging in France, where DailyMotion, the video sharing service based in Paris, France, managed to win the second place, in the detriment of Amazon and Yahoo. Canada is the country that comes with the largest number of online video viewers (more than 19 million), each of them accessing an average of 112 clips per visit. According to the details published by comScore, no less than 89 percent of Canada's population aged 15 or older access video sharing service. The United States attract approximately 124 million unique viewers with an average of 77 clips per viewer. This means that approximately 78 percent of the total population accesses an online video sharing service. And just think that this research didn't include statistics from Internet cafes, where numerous users access video sharing services such as YouTube, DailyMotion and Yahoo Video.