

GENERAL PRESS RELEASE OF RESEARCH FINDINGS (Public Release Date: September 13, 2007)

YouTube, Yahoo!, AOL, MySpace Delivering Comparable Video Satisfaction

As the Internet and TV worlds continue to merge, experiences with the new Internet video delivery channels continues to evolve. August 2007 research conducted by Prophis eResearch showed that US online adults were not particularly satisfied with the *technical* quality of video on the Internet overall.

A more favorable and diagnostically interesting picture about satisfaction of online viewing does tend to emerge when viewers are asked about *specific aspects* of satisfaction with respect to *particular site sources*.

To this end, in its September 2007 survey of US online adults, Prophis eResearch examined recent usage and satisfaction with ten popular sites that deliver video content. Respondents were asked to rate the service they used most recently with respect to technical quality, amount of interesting content, organization of that content, and overall satisfaction.

Satisfaction highlights by site

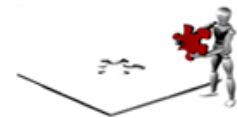
Among the services examined, YouTube, Yahoo!, AOL, and MySpace were found to be the four sites with the greatest number of “most recent” online video viewing. As such, for each there is a critical mass to meaningfully rate each in terms of some detail.

YouTube was rated slightly lower by its recent viewers in technical quality, but slightly higher in terms of selection of interesting content (see Chart directly below). The organization of the content on YouTube remained a challenge though, with it rating somewhat below the others.

There was relatively little variation in satisfaction among recent viewers with respect to the other three sites, with each of them scoring consistently across various aspects and overall.

Video Source	Satisfaction Mean Rating (5 = maximum satisfaction)				
	Most Recently Viewed	Technical Quality of Video	Selection of Interesting Content	How Well Organized Content Was (Easy to Find?)	Overall Satisfaction
YouTube	25%	3.8	4.3	3.9	4.1
Yahoo!	25%	4.3	4.1	4.2	4.2
AOL	8%	4.2	4.2	4.2	4.1
MySpace	7%	4.2	4.1	4.1	4.2

Source: Prophis eResearch survey of 1000 US online adults having viewed video via a website recently, September 2007. Satisfaction ratings based on those viewing from given source most recently.



Connection speed plays a role, perhaps smaller than thought

Internet connection speed continued to also play a role in satisfaction, although perhaps to a lesser extent than normally thought.

While technical quality satisfaction and organized content are both clearly higher for those who usually access video via a high-speed connection, access speed has no apparent impact on how interesting the content is perceived to be nor in how satisfied online viewers overall were with their most recent viewing experiences (see Chart directly below).

Video Source	Satisfaction Mean Rating (5 = maximum satisfaction)			
	Technical Quality of Video	Selection of Interesting Content	How Well Organized Content Was (Easy to Find?)	Overall Satisfaction
Non-High Speed	3.8	4.3	3.9	4.1
High Speed	4.3	4.1	4.2	4.2

Source: Prophis eResearch survey of 776 US online adults having viewed video via a website recently, September 2007.

Additional information

Prophis eResearch (www.prophis.com), which is responsible for the contents of this release, is an independent marketing research and consulting company based in Vancouver (Canada). Prophis delivers a range of marketing research services to clients, including original custom research with its panel of US adult consumers. For more information, please contact Stuart Hemerling directly at shemerling@prophis.com.