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Online video watching on the increase

Streaming media is getting more and more popular

by Amy-Mae Elliott published on 20 December 2007

An recent survey in the States show more people are turning to the Internet to watch videos, films and TV episodes.

Over the last year, YouTube has increased its lead as the top site for online videos, although search engines and TV networks have seen an increase in video-seeking visitor numbers too.

Approximately 65% of the 2455 US adults surveyed by Harris Interactive said they have watched a video on YouTube, compared to 42% this time last year.

"Viewing videos online seems to inspire a sense of adventure, particularly among younger viewers", Joan Barten Kline, a spokeswoman for the company, said in a statement.

And sharing a cool video find with mates is on the increase too: "They seem to take particular pride in their finds online and share them with friends", Barten Kline stated.

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