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## UK online video views up 47% in a year

### 4.7 billion clips watched online in April 2009

by Amy-Mae Elliott published on 6 July 2009

We've got a stat-attack for you with the news that the number of videos viewed online in the UK has increased nearly 50% from April 2008 to April this year.

comScore has released data from its Video Metrix service, revealing that the total number of videos viewed online in the UK in April 2009 grew 47% compared to a year ago to 4.7 billion videos.

Google sites - including obviously YouTube - ranked as the top UK online video destination in April with 2.4 billion videos viewed, while BBC sites - including iPlayer - ranked second with 79 million videos viewed.

This is followed by ITV (34.7 million videos), Megavideo.com (31.7 million videos), and Microsoft sites (30.2 million videos).

comScore says each of the top ten video sites saw at least double-digit growth during the past year.

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