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SURVEY: College students dramatically surpass general population in the consumption of online video

New York, NY September 11th, 2007 — Surveys taken among the general population and among US college students underscore the fact that college students differ dramatically when it comes to the shift to online video.

Comparing statistics collected by SurveyU (<http://www.surveyu.com>) with the results of the Pew Internet / American Life Project's Online Video study (<http://www.pewinternet.org>), college students far surpass the rest of the Internet population in the consumption of on-demand, downloaded video.

While only 57% of adult Internet users have ever watched online video, 93% of college students have ever watched online video. On a typical day, 19% of Internet connected adults download video, whereas more than three times as many (62%) college students download video.

College students' desire to share viewing experiences with others is evidenced by higher percentages of students who send and receive links to online video to and from others.

While sharing links enables the sharing of experiences at different times and in different places, fewer college students view online video content with others at the same time and in the same place than is the case within the general Internet population.

USAGE PATTERNS	GENERAL INTERNET POPULATION	COLLEGE STUDENTS
Receive video links	75%	91%
Send video links to others	57%	83%
Watch video with others	57%	41%
Rate video	13%	40%
Post comments about videos	13%	34%
Upload videos	13%	37%
Post video Links online	10%	47%
Paid for online video	7%	14%

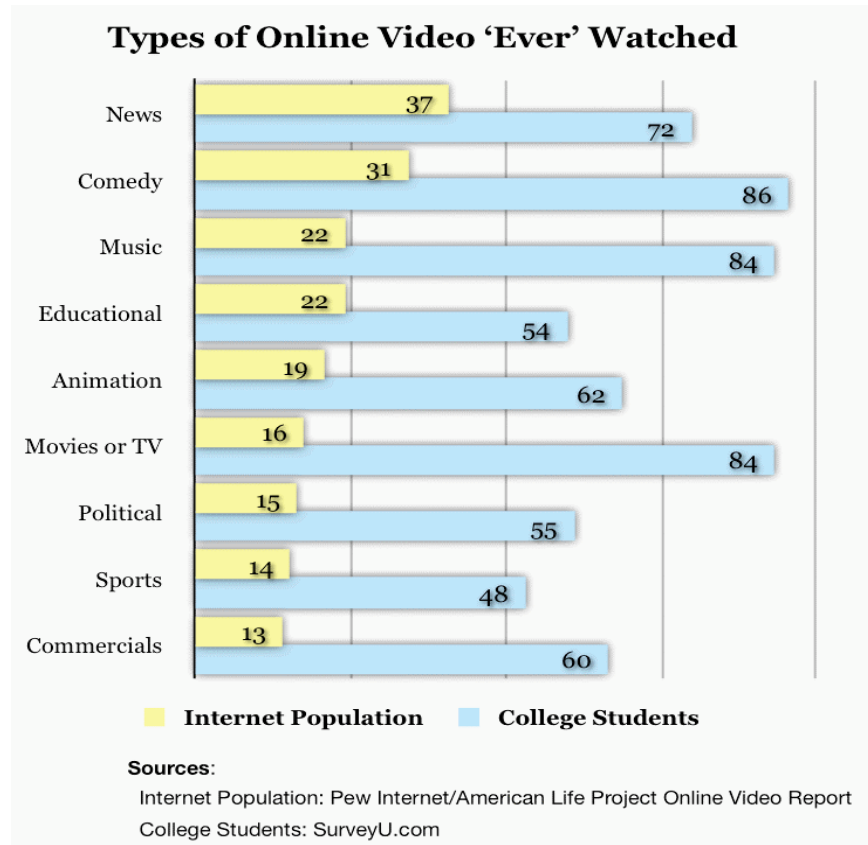
Sources:

General Internet Population: Pew Internet/American Life Project
College Students: SurveyU.com

“The line between creator and consumer is blurring for the Millennial generation’ said Dan Coates, co-founder of SurveyU. ‘When it comes to online video, college students have advanced beyond the rest of the Internet population and are fully engaged in the complete online video lifecycle: downloading videos, rating content, posting comments, publishing video links and uploading their own videos.’”

What is being watched and where?

College students have viewed comedy, music and movies / television at levels that far exceed the general Internet population. News, animation and commercials represent the next most viewed content, while political, educational and sports content, while still viewed by half the college population, are the least viewed content. However, even the least watched form of online video content among students exceeds the most watched form of content among the general Internet population.



YouTube dominates the field for online video content, cited by nine in ten students (90%) as a site that they visit for online video content. Distant followers are Google Video (38%), iTunes (34%), MySpace (32%), CollegeHumor (31%), ABC.com (31%), Ebamsworld (28%), CNN (25%), Yahoo (20%), MTV.com (18%), AOL Video (13%), NBC.com (12%), MSN Video (12%), DailyMotion (10%), FOX.com (10%), CBS.com (9%) and Veoh (9%).

Methodology

One thousand online interviews were conducted between Tuesday, August 28th 2007 and Friday, August 31st, 2007. Respondents participate in the SurveyU panel of U.S. college students. Results were weighted to reflect the demographic composition of college students nationwide according to statistics published by the NCES (National Center for Educational Statistics). Further details regarding the SurveyU study and its results are available online at: www.surveyu.com/press_room.php. Information on the Pew Study can be found online at: http://www.pewinternet.org/PPF/r/219/report_display.asp

About SurveyU

SurveyU is a survey research organization that has established a representative panel of college students within the United States who share their opinions on a wide range of issues. The SurveyU community has been meticulously constructed within the United States. Our bottom-up methodology enables levels of accuracy on campus, state, regional and national levels that were previously impractical - either online or offline.

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