

With close to 400 million Broadband internet users, online video is a well established part of the typical internet users online activity. The market is lead by the three specialist Chinese video websites, Youku, Tudou and Ku6.

| | Mar-10 | Jun-10 | Sep-10 | Dec-10 |
|-------------------------------------|--------|--------|--------|--------|
| Total unique visitors (000s) | | | | |
| Youku | 65,984 | 75,448 | 78,722 | 65,151 |
| Tudou | 61,618 | N.A. | 68,878 | 58,706 |
| Ku6 | 52,872 | 67,202 | 57,129 | 53,902 |
| Sohu TV | 16,102 | 18,611 | 24,024 | 28,346 |
| 56.com | 40,669 | 42,236 | 39,564 | 30,996 |
| Sina Video | 18,327 | 33,377 | 33,679 | 28,534 |
| ifeng | 28,635 | 27,553 | 31,831 | 29,586 |
| PPS.tv | 35,162 | 41,437 | 46,315 | 29,821 |
| Qiyi.com | N.A. | 4,348 | 14,988 | 18,273 |
| Xunlei | 16,559 | 14,927 | 19,573 | 15,943 |
| CNTV.cn | 11,356 | 20,919 | 16,845 | 12,241 |
| Joy.cn | 18,658 | 18,130 | 17,359 | 9,680 |
| PPLIVE.com | 5,986 | 5,319 | 6,725 | 1,580 |
| SMGGBB.cn | 2,683 | 3,475 | 2,325 | 1,689 |
| IMGO.tv | 456 | 1,204 | 2,069 | 1,417 |
| Pages viewed (millions) | | | | |
| Youku | 2,564 | 3,074 | 1,748 | 1,172 |
| Tudou | 1,184 | N.A. | 1,346 | 945 |
| Ku6 | 2,231 | 2,217 | 1,133 | 1,017 |
| Sohu TV | 138 | 190 | 276 | 437 |
| 56.com | 343 | 548 | 275 | 288 |
| Sina Video | 61 | 270 | 198 | 209 |
| ifeng | 1,268 | 1,624 | 2,344 | 2,444 |
| PPS.tv | 1,748 | 2,369 | 3,078 | 687 |
| Qiyi.com | N.A. | 191 | 259 | 349 |
| Xunlei | 200 | 198 | 382 | 199 |
| CNTV.cn | 219 | 400 | 290 | 232 |
| Joy.cn | 296 | 263 | 286 | 232 |
| PPLIVE.com | 22 | 20 | 24 | 5 |
| SMGGBB.cn | 50 | 34 | 30 | 17 |
| IMGO.tv | 5 | 26 | 32 | 20 |

Source: Comscore