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Super Bowl Advertisers Score Points Well Past Ga Day, comScore Reports

Web users continue to flock to advertiser Web sites on Monday foll big game

Reston, Va., Jan. 31, 2003 – comScore Networks, the standard i behavioral measurement, today reported an analysis of consumer b associated with Super Bowl XXXVII. The analysis revealed that seve marketers that invested in Super Bowl television advertising drew s higher audiences to their respective Web sites not only on game da into the following Monday as consumers compared notes on favorit commercials and the brands that produced them.

comScore also reported additional consumer response to the big ga including online spending trends, search habits and ad preferences.

TV Commercials Drive Spikes to Super Bowl Advertiser Sites Within A number of television advertisers' Web sites posted dramatic incre number of visitors within minutes of the actual television advertisen airing* (television advertisement data source: CMR, a Taylor Nelsor company):

- Cadillac ran five ads between 8:30 p.m. and 11:00 p.m., and cadillac.com jumped more than tenfold over this period.
- Warner Brothers ran one ad for The Matrix sequels between and 7:30 p.m. and one for Terminator 3 between 7:30 p.m. p.m. Consumers were clearly interested in learning more abc upcoming films, with traffic jumping more than 300 percent respective sites.
- H&R Block ran seven ads between 3:00 p.m. and 8:00 p.m.; more than doubled at the site during this time period.

* All comparisons reflect average increases in site visitors for the tir spanning each brand's television advertisements versus the same ti on Sunday Jan. 19.

Movie and Car Advertiser Sites Continue to Spike on Monday After S While a great many people visited Super Bowl advertiser Web sites game, the highest traffic levels to these sites occurred the Monday when Web users at home and work resumed their regular weekday routines. This would appear to indicate that "word of mouth adverti played a key role in increasing interest in the advertised products a – and that the Internet played a key role in satisfying consumers' n

Among advertiser sites with at least 10,000 visitors on Monday, the this year were car sites and rich-media Hollywood movie sites (man had already experienced game-time spikes as mentioned above). T gaining movie sites versus the prior Monday were: Thehulk.com, up

percent; Terminator3.com, up 665 percent; and Whatisthematrix.warnerbros.com, up 466 percent. The top gaining were: Cadillac.com, up 1,096 percent; and Chrysler.com, up 93 per

Although Reebok's new "Terry Tate, Office Linebacker" advertiseme prominently feature its sponsoring brand, consumers clearly respon rallying to Reebok.com to learn more about the character. On Supe Monday, the site posted an increase in visitors of 308 percent versu previous Monday.

"Considering the enormous cost of advertising on the Super Bowl te broadcast, it is especially gratifying to see the immediate and exten consumer response to brands that have made the investment," saic Kim, chief research officer of comScore Media Metrix, a division of c Networks. "The gains we've seen demonstrate how the Internet ca complement traditional media spending and continue to cultivate re between brands and consumers."

Top 10 Fastest Growing Advertiser Web Sites
Ranked according to % change in visitors on Monday following Super Bow versus Prior Monday (1/20/03)
(Sites Limited to Those With a Minimum of 10,000 Visitors on Monday 1/2
Includes Visitors from U.S. Home, Work and University PCs

Site	% Change in Total U.S. Vi Monday 1/27/03 vs. Mond
Thehulk.com	
Cadillac.com	
Terminator3.com	
Whatisthematrix.warnerbros.com	
Reebok.com	
Myfico.com	
Chrysler.com	
Schwab.com	
Hotjobs.com	
Monster.com	

Online Search Activity Reflects the Mindset of Game Watch

A majority of the top gaining U.S. search queries on Super Bowl Su expectedly related to the championship game. According to comSc Metrix' search report, which spans all major search engines, top gai searches ranged from competing teams to individual players and cc including "John Gruden" and "Tim Brown." Even non-football searc connected to the Super Bowl broadcast, from musical acts performi game ("Dixie Chicks" and "Sting") to new movie titles ("Terminator "Charlies Angels"). "San Diego weather" and "betting online" were on the list.

"The extraordinary growth rates of Super Bowl-related searches ref degree to which the NFL's championship game has become instilled American psyche and the extent to which consumers have gravitate the Internet to obtain information relevant to their interests," said K

Top Gaining Search Terms Across Major Search Engines
Super Bowl Sunday (Jan. 26, 2003)
Versus Average of Prior Four Sundays
Among U.S. Internet Users

Search Term
Barret Robbins
Tampa Bay Buccaneers
John Gruden
Terminator 3

Super Bowl Odds
Oakland Raiders
San Diego Weather
Tim Brown
Charlies Angels
Past Super Bowl Winners
John Madden
Betting online
Dixie Chicks
Rich Gannon
Sting
Super Bowl
Pro Bowl
NFL Draft

Online Retailers Cash In On the Super Bowl
According to comScore e-commerce data, sales of football-related merchandise jumped 580 percent for the three-day period of Saturc 25 through Monday, Jan. 27 versus the corresponding three days o past six weeks. Yahoo! Merchants, NFLShop.com, Amazon zShops were among the retailers with the highest demand for football-relat products. Popular items included the official Super Bowl coin, replic for Tim Brown, and "Bobble Head" dolls for the Buccaneers and Rai

comScore Survey: Women Are Particularly Interested in the
Nearly one in six respondents to a nationwide online survey* condu comScore were more interested in the ads than the game, while ab were equally interested in both the game and the ads. Interestingl accounted for three of every four respondents who were more inter the ads than the game.

Highlighting an opportunity for integrated cross-media promotion, approximately one-third of respondents reported using the Internet before, after or during the game. (Note: previous comScore analy reported that nearly 50 percent of U.S. at-home Internet users hav television and PC in the same room. See http://www.comscore.com/news/cs_tv_pc_091802.htm for the com report.)

When it came to favorites, survey respondents most often picked B football-playing Clydesdales and Bud Light's beer drinking clown. L stampede and Pepsi Twist's Ozzie Osbourne commercials were amc respondents' least favorite ads.

* A nationwide survey of households conducted by comScore durin period January 26-27, 2003. Immediately after the game, respond sent emails inviting them to participate in a survey about the Super advertisements.

About comScore Networks
comScore Networks provides unparalleled insight into consumer bel This capability is based on a representative cross-section of more th million global Internet users who have given comScore explicit pern confidentially capture their Web-wide browsing, buying and other tr behavior, including offline purchasing. Through its patent-pending t comScore measures what matters across the entire spectrum of sur buying behavior. This deep knowledge of customers and competitor clients design more powerful marketing strategies and tactics that c superior ROI. comScore services are used by global leaders such a

Microsoft, Kraft, The New York Times Company, Best Buy, Starwoo
and Resorts, Nestlé, Wells Fargo & Company, GlaxoSmithKline, and
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