



For Immediate Release:  
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## MOVIE BLOCKBUSTERS DRIVE SURFERS ONLINE, ACCORDING TO NIELSEN//NETRATINGS

**NEW YORK — May 13, 2003**— Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, shows that upcoming summer blockbusters drove movie enthusiasts to the Web. Traffic to various movie-related sites jumped during the week ending May 4, as surfers from home flocked to read reviews, watch trailers and purchase tickets for blockbusters such as X2 and the Matrix Reloaded films.

Traffic to Fandango.com skyrocketed 134 percent to 540,000 surfers, as compared to 231,000 surfers during the previous week (see Table 1). Movietickets.com jumped 93 percent to 388,000 surfers, while movie review site Rotten Tomatoes jumped 30 percent to 266,000 surfers. Yahoo! Movies spiked 18 percent to 1.2 million surfers, while MSN Entertainment jumped 13 percent with 2.2 million surfers.

“The Web serves as a strategic marketing vehicle for highly anticipated movies, all the while providing fans with a useful information resource,” said Greg Bloom, senior Internet analyst, Nielsen//NetRatings.

**Table 1: Nielsen//NetRatings Fastest Growing Movie Information/Ticketing Sites, for Week Ending May 4 (U.S., Home)**

Brand or Channel	Unique Audience (000)		
	4/27/2003	5/4/2003	% Growth
1. Fandango.com	231	540	134%
2. Movietickets.com	201	388	93%
3. Rotten Tomatoes	205	266	30%
4. Yahoo! Movies	1,010	1,195	18%
5. MSN Entertainment	1,934	2,192	13%

Source: Nielsen//NetRatings, May 2003

### **Additional Highlights from Nielsen//NetRatings’ Week on The Web**

- **Forbes’ ‘Ten Highest Paid’ Draws Surfers**

Traffic from work to Forbes jumped 66 percent to 587,000 surfers from work, during the week ending May 4, according to Nielsen//NetRatings. Amongst the most visited pages was a slideshow profiling the top ten highest paid executives in the fiscal year. The slide show provided brief bios and earnings information on the executives.

- **Mother’s Day Sweepstakes Drives Traffic to LifetimeTV.com**

Traffic from home to LifetimeTV.com spiked 53 percent to 335,000 surfers. Surfers flocked to the site during the week ending May 4, to enter Lifetime’s Mother’s Mayday Sweepstakes for a chance to win a \$50,000 home and garden makeover.

**About Nielsen//NetRatings**

Nielsen//NetRatings is the global standard for Internet audience measurement and analysis and is the industry's premier source for online advertising intelligence with its NetView, AdRelevance, @Plan and WebRF services. Covering 70 percent of the world's Internet usage, the Nielsen//NetRatings services offer syndicated Internet and digital media research reports and custom-tailored data to help companies gain valuable insight into their business. For more information, please visit [www.nielsen-netratings.com](http://www.nielsen-netratings.com).

*Editor's Note: Please source all data to Nielsen//NetRatings.*

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