



vnu media measurement & information

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For immediate release

The Magic Behind Harry Potter

Seven Nielsen companies team up to highlight unique insights

NEW YORK, June 16, 2003 - With the upcoming book release of “*Harry Potter and the Order of the Phoenix*”, the fifth installment in the series due out on Saturday, June 21, information from seven Nielsen companies provide a multi-dimensional insight into the young wizard’s impact on the entertainment industry. Here is a unique look at the Harry Potter impact.

Books (Nielsen BookScan) - In 2002, the four Harry Potter books combined have sold more than 6.8 million copies¹ throughout three countries – United States, United Kingdom and Australia.

Film (Nielsen EDI) – Combined, the first two Harry Potter films, “*Harry Potter and the Sorcerer’s Stone*”² and “*Harry Potter and the Chamber of Secrets*”, have grossed more than \$1.8 billion worldwide. The first film is number two among the all-time highest grossing films while the second Harry Potter film is currently the sixth highest grossing film.

Advertising Expenditures (Nielsen Monitor-Plus) - Since January 2002 more than \$128 million has been spent in advertising expenditures on Harry Potter in 12 key countries³ to date.

Video sales (Nielsen VideoScan) – In 2003 year-to-date, “*Harry Potter And The Chamber Of Secrets*” is the #1 selling VHS and DVD.

Internet Traffic (Nielsen//NetRatings) – Traffic to the site skyrocketed 108 percent to more than 3.8 million unique visitors in November 2001, the month the first installment, “*Harry Potter and the Sorcerer’s Stone*”, premiered in theaters. With the release of the second film, “*Harry Potter and the Chamber of Secrets*”, traffic to the site jumped 91 percent to more than three million unique visitors in November 2002.

Album sales (Nielsen SoundScan) - In the US, the soundtracks for the films “*Harry Potter & The Sorcerer’s Stone*” and “*Harry Potter & The Chamber of Secrets*” combined have sold more than 706,000 copies to date.

TV ratings (Nielsen Media Research) – In 2002, “*Harry Potter and the Sorcerers Stone*” drew the second highest number of viewers, 6.6 million, among all movies that aired on HBO. It was second only behind “*Castaway*”.

¹ Figures based on data range of 52 weeks ending December 28, 2002, from Nielsen BookScan Measured Panels. Figures also based on all editions of each title through the individual territories. Nielsen BookScanUS began monitoring book sales on January 1, 2001. Nielsen BookScan market coverage - USA - 75%; UK - 90%; AUS - 80%.

² *Harry Potter and the Sorcerer’s Stone* is entitled *Harry Potter and the Philosopher’s Stone* in Canada, the U.K. and some additional territories

³ Australia, Canada, China, Germany, Hong Kong, Italy, Malaysia, New Zealand, South Africa, Thailand, United Kingdom and the United States

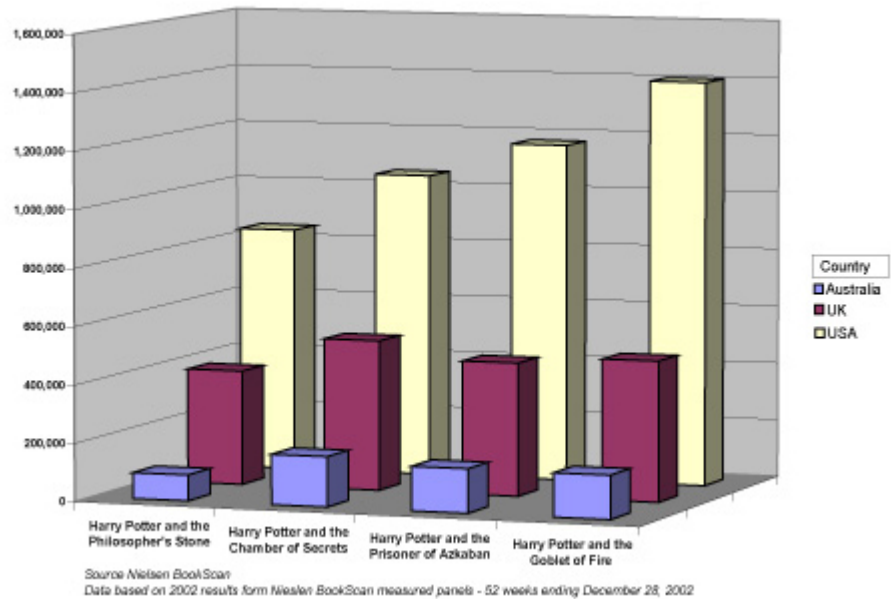


Books (Nielsen BookScan)

In 2002, the four Harry Potter books combined have sold more than 6.8 million copies throughout three countries - US, UK and Australia. In the US, all four books are currently in the Nielsen BookScan top-10 sales chart for Young Readers and Children since they began monitoring books in January 2001. Each book has also been the number one selling book on each chart for at least eight weeks.

In the UK, Nielsen BookScan originated a national awards scheme for books called the Nielsen Gold and Platinum Book Awards - which effectively copy the Gold and Platinum compact disc music awards. The Gold & Platinum Awards were launched in September 2000. For a Gold award the title has to sell half-million units (all formats added together) and its one million for a Platinum. (Visit www.nielsenbookscan.co.uk and select "Gold & Platinum Awards")

2002 Harry Potter All Edition Analysis

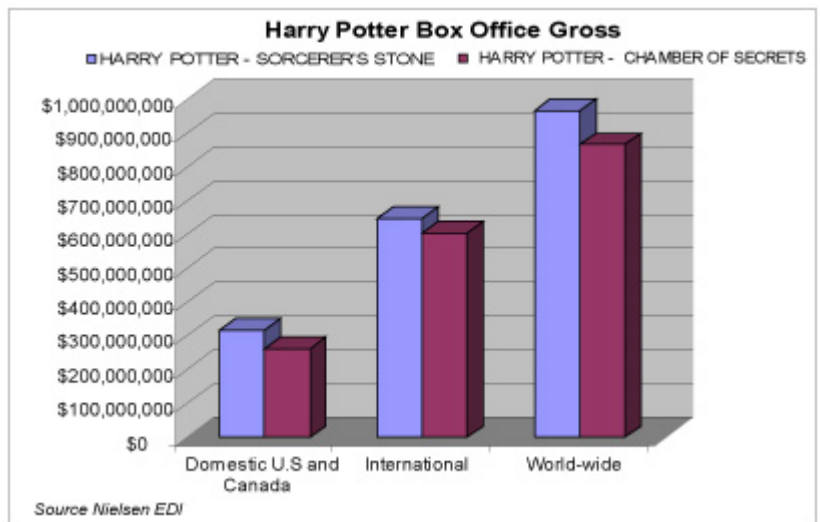


Harry Potter has gone platinum on all four titles currently released and is the only book so far that has gone Gold and Platinum in the same year. "Harry Potter and the Sorcerer's Stone" is triple-platinum with the other three titles all at double platinum. In 2002, only 17 books went Gold and three went Platinum.

Film (Nielsen EDI)

Combined, the first two Harry Potter films have grossed more than \$1.8 billion worldwide. The first film is number two on the all-time highest grossing films behind, "Titanic". While the second movie is number six. The first film has grossed more than \$965.8 worldwide at the box office. In its first week of release the film grossed more than \$129.4 million (11/16/01) in the U.S. and Canada. The second film, "Harry Potter and Chamber of Secrets", grossed more than \$866.4 million worldwide and \$106.1 million for its opening week (11/15/02) in the U.S and Canada. The first film is also the highest grossing film released in 2001 to date. The second film is the fourth highest grossing film released in 2002 to date.

Harry Potter Box Office Gross





Ad Expenditures (Nielsen Monitor-Plus)

Since January 2002 more than \$140 million has been spent in advertising expenditures on Harry Potter in 12 key countries to date. For 2002 alone, more than \$130 million was spent on Harry Potter advertising. In the US, the total advertising expenditures for Harry Potter in 2002 were more than \$82 million based on the 15 mediums⁴ that Nielsen Monitor-Plus covers. The top-five media in the US were:

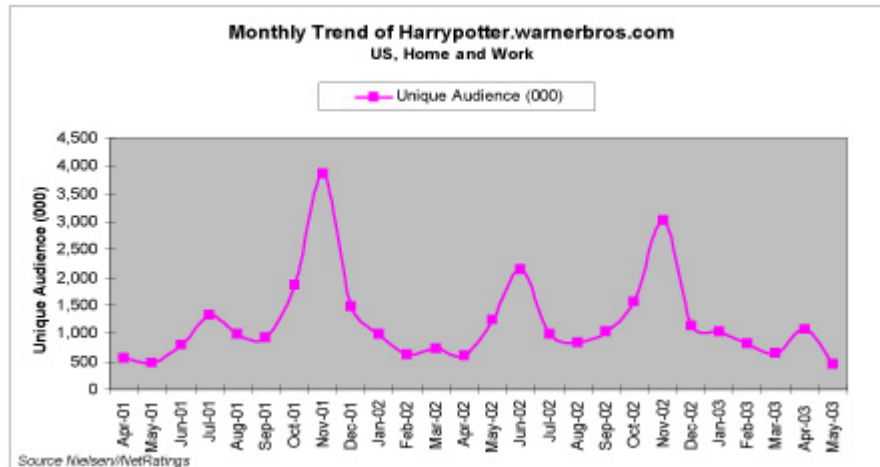
1. Cable TV - \$30.3 million
2. Network TV - \$26.1
3. Local Newspaper \$8.6
4. Spot TV - \$8.2
5. National Magazines - \$3.2

In the UK more than \$21 million was spent in 2002 and more than \$3.5 million has been spent in 2003 so far.

Internet Traffic (Nielsen//NetRatings)

In the US, for the month of May 2003 the Harry Potter Web site (<http://www.harrypotter.warnerbros.com>) had 440,000 visitors (home and work). In the UK for May 2003, the Harry Potter site had 191,000 visitors (home only). The Harry Potter Web site has continued to be a popular site for fans. Traffic to the site skyrocketed 108 percent to more than 3.8 million unique visitors in November 2001, the month the first installment, “*Harry Potter and the Sorcerer’s Stone*”, premiered in theaters. The DVD release boosted traffic to the site in May and June 2002, attracting 1.2 and 2.1 million visitors respectively, during those months

With the release of the second film, “*Harry Potter and the Chamber of Secrets*”, traffic to the site jumped 91 percent to more than three million unique visitors in November 2002. The DVD release for the *Chamber of Secrets* pushed traffic upward to more than one million visitors, as compared to 639,000 visitors the previous month.



Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, shows that the Harry Potter Web site in the UK (<http://www.harrypotter.warnerbros.co.uk>) increased its audience size during the premiere of “*Harry Potter and the Sorcerer’s Stone*” in November 2001. The site drew 710,000 unique visitors, jumping 152 percent in traffic over the previous month at home. The DVD release of the film also caused a jump in traffic in June 2002, with 253,000 unique surfers when “*Harry Potter and the Chamber of Secrets*” was released in November 2002, traffic surged 165 percent to 442,000 unique visitors, as compared to 167,000 surfers the previous month. Similar to the first movie, with the DVD release of Chamber of Secrets, came another spike in traffic. In April 2003, traffic to the site jumped 53 percent to 187,000 visitors.

Album sales (Nielsen SoundScan)

⁴ The fifteen mediums are Cable TV, Network TV, Hispanic Network TV, Spot TV, Syndicated TV, Network Radio, Spot Radio, Local Magazine, National Magazine, Local Newspaper, Local Sunday Supplement, National Newspaper, Outdoor and FSI Coupon.



In the US, the soundtrack for “*Harry Potter & The Sorcerer’s Stone*” released October 30, 2001 has sold more than 551,000 to date and over 19,000 in 2003. The soundtrack for “*Harry Potter & The Chamber of Secrets*” released November 12, 2002 has sold over 155,000 copies to date and more than 40,000 copies in 2003.

Video sales (Nielsen VideoScan)

According to Nielsen VideoScan, “*Harry Potter And The Chamber Of Secrets*” (Warner Home Video, released 4/11/03) is the #1 selling VHS and DVD Year-to-date 2003. “*Harry Potter And The Sorcerers Stone*” (Warner Home Video, released 5/28/02) was the #3 selling DVD and #2 selling VHS year-end 2002. Further, “*Harry Potter And The Sorcerers Stone*” is the #48 selling DVD year-to-date 2003.

TV ratings (Nielsen Media Research) – In 2002, “*Harry Potter and the Sorcerers Stone*” drew the second highest number of viewers, 6.6 million, among all movies that aired on HBO⁵. It was second only behind “*Castaway*”.

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About:

VNU Media Measurement and Information Group is a part of VNU, a global information and media company with leading market positions and recognized brands in marketing information (ACNielsen), media measurement and information (Nielsen Media Research), business information (Billboard, The Hollywood Reporter, Computing, Intermediar) and directory publishing (Golden Pages). VNU is active in more than 100 countries, with headquarters in Haarlem, The Netherlands and New York, USA. The company employs 38,000 people. Total revenues amounted to EUR 4.3 billion in 2002. VNU is listed on the Euronext Amsterdam (ASE: VNU) stock exchange. For more information, please visit the VNU website at www.vnu.com

Nielsen Media Research is the leading provider of television audience measurement and related services, worldwide. In the U.S., Nielsen’s National People Meter service provides audience estimates for all national program sources, including broadcast networks, cable networks, Spanish language networks, and national syndicators. Local ratings estimates are produced for television stations, regional cable networks, MSOs, cable interconnects, and Spanish language stations in each of the 210 television markets in the U.S., including electronic metered service in 55 markets. Nielsen Media Research is part of the VNU Media Measurement & Information Group, a global leader in information services for the media and entertainment industries. More information is available at www.nielsenmedia.com.

Nielsen Entertainment Nielsen Entertainment, a division of VNU Media Measurement & Information, combines the resources of Nielsen Broadcast Data Systems (BDS), Nielsen EDI, Nielsen Entertainment Marketing Solutions (EMS), Nielsen NRG, Nielsen SoundScan, Nielsen VideoScan, Nielsen BookScan, and Nielsen ReelResearch to provide market information, creative testing, marketing solutions and analytical tools to the global entertainment industry. This includes measuring box office results; tracking radio station airplay; measuring music, video/DVD, and book sales; and providing specialized market research services for motion pictures and television programming. Collectively, these businesses serve the entertainment community in 16 markets around the world.

⁵ Time period estimates for HBO-The Works, MultiMax, Showtime and The Movie Channel reflect tuning to all of the 'multiplexed' channels of these services. Program estimates for these networks reflect tuning to all the 'multiplexed' channels of these services during the times that the reported programs appeared on the network's primary channel.



For more information, please visit www.nielsen.com/nielsen_entertainment.html.

Nielsen//NetRatings is the global standard for digital media 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 ratings reports and custom-tailored data to help companies gain valuable insight into their business. For more information, please visit www.nielsen-netratings.com.