



For Immediate Release:
NetRatings, Inc.

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SUMMER MOVIE SEASON DRIVES TRAFFIC TO MOVIE SITES, ACCORDING TO NIELSEN//NETRATINGS

NEW YORK —June 4, 2004— Nielsen//NetRatings, the global standard for Internet audience measurement and analysis, reports that traffic from home to movie sites jumped during the week ending May 30, as surfers logged on for the start of the summer movie blockbusters.

Traffic to MovieTickets.com surged 66 percent to 600,000 unique visitors, as compared to 361,000 visitors during the previous week (see Table 1). The Web site for Twentieth Century Fox Film jumped 26 percent to 372,000 unique visitors. Twentieth Century Fox Film's *The Day After Tomorrow* film opened last Friday. Fandango drew 706,000 visitors, increasing 22 percent. Rounding out the top five fastest growing movie sites, were Movies.com and Internet Movie Database, which increased ten and seven percent, respectively during the past week.

All five sites garnered more traffic last week as compared to the same timeframe last year.

"For highly anticipated blockbusters, online movie trailers and interactive content whet the appetites of fans," said Kaizad Gotla, Internet analyst, Nielsen//NetRatings. "With the summer movie season just beginning, movie sites can expect to see more growth during the coming months."

Table 1: Nielsen//NetRatings Fastest Growing Movie Sites, Week Ending May 30 (U.S., Home)

Brand or Channel	Unique Audience (000)		
	Week Ending 5/23	Week Ending 5/30	% Growth
1. MovieTickets.com	361	600	66%
2. Twentieth Century Fox Film	296	372	26%
3. fandango.com	578	706	22%
4. Movies.com	460	508	10%
5. Internet Movie Database	1,980	2,119	7%

Source: Nielsen//NetRatings, May 2004

Additional Nielsen//NetRatings' Week on the Web:

- **NHL.com Scores with Stanley Cup**

NHL.com rose 23 percent at home during the week ending May 30, according to Nielsen//NetRatings, as the Stanley Cup playoffs kicked off with Game 1 on May 25. The site attracted 344,000 hockey fans as visitors signed on to view playoff schedules, game recaps and a history of the Stanley Cup.

- **Sweepstakes Drive Traffic to Kraft Food & Cooking**

Kraftfoods.com jumped 64 percent to 806,000 unique visitors at home during the week ending May 30 as compared to 491,000 the week prior. Visitors logged on to enter various Kraft sponsored sweepstakes. Seventeen percent of the site's audience entered for a chance to win the Weinermobile™ for a day, while ten percent of visitors entered Kraft's Picnic in the Park sweepstakes.

- **Kerry Joke Draws Readers to The Washington Times**

Traffic to Washingtontimes.com rose 74 percent at work to 792,000 unique office workers during the week ending May 30. Attracting 67 percent of the site's audience, the top article viewed featured John



Kerry's "training wheels" comment of President Bush's bike accident and whether the on-camera remark was meant to be on or off the record.

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, WebRF, LemonAd, MegaPanel and SiteCensus 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.

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

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