

**NEW YORK, August 9, 2001** – Jupiter Media Metrix (Nasdaq: JMXI), the global leader in Internet and new technology measurement and analysis, today reports audience traffic statistics for the Web sites of the 20 highest grossing films released between January and July 2001. Also released today are online advertising statistics for the movie industry. All Internet traffic and advertising data is for January through June 2001, the most recent reporting period.

#### **Movie Web Sites: Traffic Highlights:**

- Between January and June 2001, May was the peak month for visitors to all movie-entertainment sites, with nearly 21 million people visiting at least one site in the category that month.
- Among the top 20 grossing films between January and July 2001, Pearl Harbor, the most trafficked film site in its peak month, was the third highest grossing film of the year. The Mummy Returns followed in traffic for its peak month and was the second highest grossing film.
- Among the top 20 grossing films, the sites with the greatest number of visitors during their opening week were: The Mummy Returns with 475,000 unique visitors; Jurassic Park III with 346,000; Planet of the Apes with 290,000 unique visitors; and Pearl Harbor with 267,000 unique visitors.
- Among the top 20 grossing films, the audience demographics of sites during their peak month of traffic reflect the content and themes of the films:
  - o Sites with the greatest composition of persons age two to 17 were: Spy Kids; Atlantis: The Lost Empire; and Fast and The Furious.
  - o Sites with the highest composition of men were: Lara Croft: Tomb Raider; Pearl Harbor; The Mummy Returns; and A.I: Artificial Intelligence.
  - o Women visited the widest range of film sites, including those for both children and suspense films. Movie sites with the highest composition of women were: Spy Kids; Hannibal; and Shrek.

#### **Movie Advertising Online:**

- New movie release advertising was not only found on the big portals (i.e., Yahoo, MSN, Netscape), but also on entertainment and local information sites frequented for movie listings and reviews (i.e., Moviefone, Digital City, E!Online).
- The most heavily promoted films online this year were a mix of big blockbusters and small independent films. Pearl Harbor and The Mummy Returns, both among the top grossing and most trafficked film sites, were also the number one and number two most advertised films online with 434.8 million and 157.0 million impressions, respectively, between January and June 2001.

## The Movie Business Online: Jupiter Analysis Highlights:

- “Despite paltry investment in the space, studios are successfully marketing films – especially summer event films – to a disproportionately large audience online,” said Mark Mooradian, vice president and senior analyst, Jupiter Media Metrix. “But the challenge of online film marketing has shifted from creative to managing the balance of advertising and other methods of building awareness of those sites.”

Media Metrix Traffic to Entertainment – Movie Sites Home/Work Combined January 2001 to June 2001						
	Jan-01	Feb-01	Mar-01	Apr-01	May-01	Jun-01
Unique Visitors	18,904,000	19,354,000	19,324,000	19,933,000	20,919,000	20,402,000

Media Metrix Most Visited Film Sites Among 2001 Top Grossing Films Unique Visitors and Audience Composition in Peak Traffic Month Home/Work Combined					
	Peak Month	Unique Visitors	Kids 2-17	Men 18+	Women 18+
Total Digital Media (June 2001)			19%	40%	41%
(rank in terms of gross)					
PEARL HARBOR (3)	May	666,000	6%	61%	33%
THE MUMMY RETURNS (2)	April	634,000	11%	57%	32%
LARA CROFT: TOMB RAIDER (6)	June	530,000	8%	65%	27%
ATLANTIS: THE LOST EMPIRE (12)	June	501,000	30%	37%	33%
THE FAST AND THE FURIOUS (5)	June	484,000	21%	43%	36%
SHREK (1)	May	375,000	15%	42%	44%
SPY KIDS (8)	April	367,000	33%	15%	53%
HANNIBAL (4)	February	341,000	7%	41%	52%
AI: ARTIFICIAL INTELLIGENCE (13)	June	273,000	9%	57%	34%
JURASSIC PARK III (7)	June	200,000	18%	52%	29%

Media Metrix Film Sites with Greatest Weekly Unique Visitors During Week of Opening Weekend January 2001 to June 2001 Home/Work Combined		
	Total Weekly Visitors	Week Ending
THE MUMMY RETURNS	475,000	5/6
JURASSIC PARK III	346,000	7/22
PLANET OF THE APES	290,000	7/29
PEARL HARBOR	267,000	5/27
LARA CROFT: TOMB RAIDER	211,000	6/17

<b>AdRelevance, A Jupiter Media Metrix Company Top Films Advertised Online January 2001 to June 2001 Combined</b>	
	<b>Impressions</b>
PEARL HARBOR	434,839,000
THE MUMMY RETURNS	156,964,000
ATLANTIS :THE LOST EMPIRE	79,403,000
THE FAST AND THE FURIOUS	75,046,000
HANNIBAL	70,531,000
ANTI TRUST	50,665,000
OPERATION: SWORDFISH	39,887,000
HEAD OVER HEELS	35,796,000
HEARTBREAKERS	32,178,000
ONE NIGHT AT MCCOOL'S	28,509,000

<b>AdRelevance, A Jupiter Media Metrix Company Top Sites Hosting New Movie Release Ads January 2001 to June 2001 Combined</b>	
	<b>Impressions</b>
Yahoo!	525,828,000
MSN	269,222,000
MovieFone	192,544,000
Netscape	48,358,000
Digital City	29,660,000
IGN.com	26,241,000
ESPN.com	25,474,000
E!Online	25,464,000
Cartoon Network	25,110,000
SCI FI Channel	24,910,000

<b>AdRelevance, A Jupiter Media Metrix Company New Movie Promotions January 2001 to June 2001 Combined</b>						
	Jan-01	Feb-01	Mar-01	Apr-01	May-01	Jun-01
Total Impressions	180,726,000	183,270,000	137,452,000	271,582,000	394,995,000	286,606,000

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**2001 Top Grossing Films According to Domestic Gross \$  
As of July 31, 2001**

Source: [www.the-movie-times.com](http://www.the-movie-times.com)

	Release Date	Total Domestic Gross	Studio	URL
SHREK	5/18	\$255.526	DreamWorks	Shrek.com/
THE MUMMY RETURNS	5/4	\$200.945	Universal	Themummy.com
PEARL HARBOR	5/25	\$193.662	Buena Vista	Bventertainment.go.com/movies/pearlharbor/
HANNIBAL	2/9	\$164.978	MGM	Mgm.com/hannibal/
THE FAST AND THE FURIOUS	6/22	\$132.483	Universal	Thefastandthefurious.com/
LARA CROFT: TOMB RAIDER	6/15	\$128.458	Paramount	Tombraidermovie.com/
JURASSIC PARK III	7/20	\$124.824	Universal	Jp3.jurassicpark.com/
SPY KIDS	3/30	\$106.262	Miramax/Dimension	Spykids.com
DR. DOLITTLE 2	6/22	\$101.223	20 <sup>th</sup> Century Fox	Doctordolittle2.com/
SAVE THE LAST DANCE	1/12	\$91.038	Paramount	Savethelastdance.com/
CATS & DOGS	7/6	\$81.626	Warner Bros.	Catsanddogsmovie.warnerbros.com/
ATLANTIS: THE LOST EMPIRE	6/8	\$79.404	Buena Vista	Disney.go.com/disneypictures/atlantis
AI: ARTIFICIAL INTELLIGENCE	6/29	\$76.719	Warner Bros.	Aimovie.warnerbros.com/
ALONG CAME A SPIDER	4/6	\$73.904	Paramount	Alongcameaspidermovie.com/
BRIDGET JONES'S DIARY	4/13	\$71.409	Miramax	Miramax.com/bridgetjonesdiary/
SWORDFISH	6/8	\$68.760	Warner Bros.	Operationswordfish.warnerbros.com/
PLANET OF THE APES	7/27	\$68.533	20 <sup>th</sup> Century Fox	Planetoftheapes.com/
SCARY MOVIE 2	7/6	\$67.201	Miramax/Dimension	Dimensionfilms.com/pls/front_con/dim_movie_page.entrypoint?Midstr=1476
THE MEXICAN	3/2	\$66.809	DreamWorks	Themexican.dreamworks.com/
DOWN TO EARTH	2/16	\$64.172	Paramount	Downtoearthmovie.com/

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