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News Release

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NIELSEN PREVIEW LAUNCHED

First Nielsen PreView™ Member Report Finds Online Buzz an Early Predictor of Movie Box Office Sales

New York, NY, March 11, 2008 – The Nielsen Company today announced the launch of Nielsen PreView, a business-to-business research service providing its members unique business and marketing insights.

Nielsen PreView will draw upon Nielsen's extensive marketing and media information sources, including some of the world's largest informational databases and leading industry experts, to create original, multidisciplinary studies that address the most pressing research interests and concerns voiced by members on PreView's Web site, www.nielsenpreview.com.

"The reports and studies from Nielsen PreView demonstrate the power of the Nielsen service offerings -- our world-class, integrated panels and data assets, coupled with our analytical and market intelligence capabilities -- to an extended, broader spectrum of clients across all industries," said Ann Marie Dumais, Senior Vice President, Nielsen PreView. "Nielsen's reputation of quality and substance combined with membership feedback make for a powerful and unique partnership. By building a membership based upon common needs, as opposed to job function or affiliation, Nielsen will be able to more efficiently understand, address and deliver unique business intelligence."

First Member Report

Nielsen will present the details of the first PreView member report at the ShoWest motion picture industry convention in Las Vegas, Nevada, on Thursday, March 13. With a focus on the entertainment industry, the study modeled and analyzed box office results for 400 recent movies along with related data from Nielsen's online, entertainment and media units, and found box office success may be directly linked to pre-release online buzz.

The results indicate that the more a film is blogged about before its release, the higher gross box office sales are likely to be. As many as 10 weeks prior to release, films that eventually grossed \$100 million in sales received eight times the buzz of films grossing smaller amounts.

The correlation between blogging and strong future sales increases as a film's release date approaches. At three weeks prior to release, the correlation jumps to 74%. During opening week, films with booming buzz are 81% more likely to generate higher box office earnings.

Other key subjects investigated in the study include:



- The impact of 3-D
- Opportunities within PG
- How early should studios begin marketing their films?
- Critics: Do they really have an impact on box office results?

About The Nielsen Company

The Nielsen Company is a global information and media company with leading market positions in marketing information (ACNielsen,) media information (Nielsen Media Research,) online intelligence (Nielsen Online,) trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in Haarlem, the Netherlands, and New York, USA. For more information, please visit, www.nielsen.com

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