

Hitwise Industry Report for Entertainment - Movies

Based on New Zealand Internet usage
for the week ending March 6, 2010



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About Hitwise

Hitwise is the leading online competitive intelligence service. Only Hitwise provides its 1,500 global clients with daily insights on how their customers interact with a broad range of competitive websites, and how their competitors use different tactics to attract online customers.

Since 1997, Hitwise has pioneered a unique, network-based approach to Internet measurement. Through relationships with ISPs around the world, Hitwise's patented methodology captures the anonymous online usage, search, and conversion behavior of 25 million Internet users. This unprecedented volume of Internet usage data is seamlessly integrated into our easy to use, web-based service, designed to help marketers better plan, implement, and report on a range of online marketing programs.

Hitwise, a subsidiary of Experian (FTS: EXPN) www.experiangroup.com and operates in the United States, United Kingdom, Australia, New Zealand, Hong Kong, and Singapore. More information about Hitwise is available at www.hitwise.com/nz.

For up to date analysis of online trends and statistics, please visit the Hitwise Intelligence Analyst Weblogs at weblogs.hitwise.com and the Hitwise Data Center at www.hitwise.com/nz/resources/data-center/.

About Hitwise Industry Reports

This Hitwise Industry Report provides a concise analysis of market trends within the online 'Entertainment - Movies' industry. Hitwise monitored 1,268 websites in the 'Entertainment - Movies' industry for the week ending 06/03/2010. The industry report includes analysis of traffic levels across days, traffic distribution across the category, traffic to international websites within the category, rankings of the key players within the industry and a range of other key insights into the 'Entertainment - Movies' industry. This type of report is available across any one of the industries monitored by Hitwise.

This report is based on a sample of Internet traffic within the New Zealand market. It does not include traffic a website or industry may generate from overseas visitors. This report should not be compared with site-centric statistics due to significant differences in data collection methods. For more information on the Hitwise methodology please visit www.hitwise.com/nz.

Hitwise Methodology

Hitwise monitors a range of Internet Service Provider (ISP) networks to capture the usage patterns of Internet users. The ISPs represent a diverse range of metropolitan and regional areas including Internet access from home, work and educational institutions.

Each day, Hitwise extracts from its partner ISP networks a list of websites visited and ranks them according to a range of industry standard metrics - including 'Visits', 'Pages' and 'Average Visit Time'. Hitwise also extracts Clickstream data which analyzes the movements of visitors between websites.

Hitwise abides by local and international privacy legislation and analyzes all data in aggregate form. The Hitwise methodology is audited by PricewaterhouseCoopers on a quarterly basis. To view the Hitwise privacy policy and methodology in full please visit www.hitwise.com/nz.



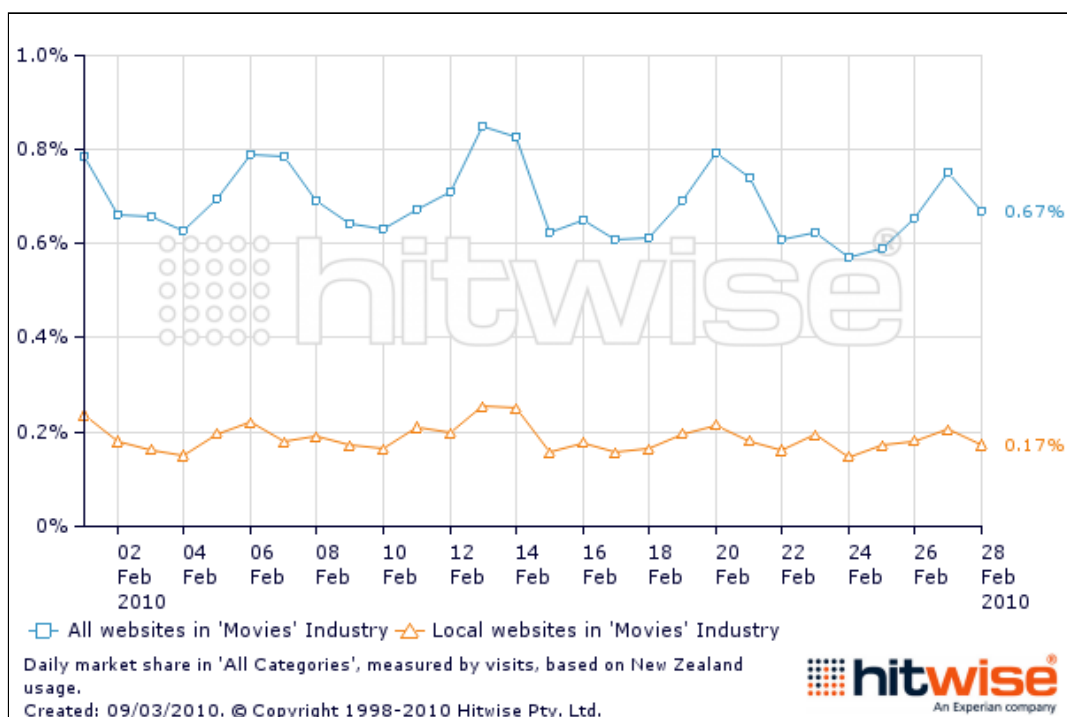
Industry Description

Entertainment - Movies

The Movies category features all sites that are primarily concerned with film and video movies, including sites that focus on particular movies or movie stars, or sites that provide reviews, news and Hollywood gossip, plus cinema websites and video stores.

Traffic Analysis

The chart below represents the market share of all websites in the 'Entertainment - Movies' industry out of all Internet traffic, compared to the market share of local websites only. Of all Internet traffic to the 'All Categories' industry during the month of February, 2010, all websites in the 'Entertainment - Movies' industry captured an average of 0.69% of visits, while local websites in the 'Entertainment - Movies' industry received 0.19% of visits. Local websites contributed 27.21% of all traffic to the 'Entertainment - Movies' industry, which means New Zealand Internet users prefer global to local websites.



Traffic Distribution Analysis

57.23% of all visits to the online 'Entertainment - Movies' industry went to the top 10 websites for the week ending 06/03/2010. 65.21% went to the top 20 websites and 84.10% went to the top 100 websites.

Visit Duration Analysis

The average visit duration for visits to the online 'Entertainment - Movies' industry was 5 minutes, 27 seconds for the week ending 06/03/2010. This is no change from last weeks average visit duration of 5 minutes, 27 seconds.

Websites That Entered and Left the Top 100

The weekly churn in the Top 100 in the 'Entertainment - Movies' industry for the week ending 06/03/2010 based on visits was 11.0%, which means that 11 websites in this industry's Top 100 rankings have changed since 27/02/2010.

Websites that entered the Top 100 were:

27/02/2010 Rank	06/03/2010 Rank	Website	Domain
133	61	Headstrong	www.headstrong.co.nz
111	81	Rialto Channel	www.rialtchannel.co.nz
103	88	The One Ring	www.theonering.net
109	89	Walt Disney Pictures	disney.go.com/disneypictures
142	90	Oscar.com	www.oscar.com
113	94	Movies.com	www.movies.com
120	95	Blockbuster	www.blockbuster.com
121	96	All Movie Guide	www.allmovie.com
138	98	MovieFather.com	www.moviefather.com
105	99	MOVIE ONLINE	www.ultimatetamil.com
136	100	MoviesTelugu	www.movieselugu.tk

Websites That Entered and Left the Top 100 (continued)

Websites that have left the Top 100 were:

27/02/2010 Rank	06/03/2010 Rank	Website	Domain
80	121	Warcraft Movies	www.warcraftmovies.com
85	106	Pinoy Movie - Tagalog Movie, Filipino Movie	www.pinoymovie.fyi.ph
87	101	Dark Horizons	www.darkhorizons.com
89	103	I Watch Stuff!	www.iwatchstuff.com
90	112	Shock Till You Drop	www.shocktilyoudrop.com
92	110	sify.com/movies	sify.com/movies
93	145	Alice in Videoland	www.aliceinvideoland.co.nz
94	123	Chud	www.chud.com
96	108	Trailer Addict	www.traileraddict.com
99	181	RebelScum.com	www.rebelscum.com
100	175	The Lumiere Reader	www.lumiere.net.nz

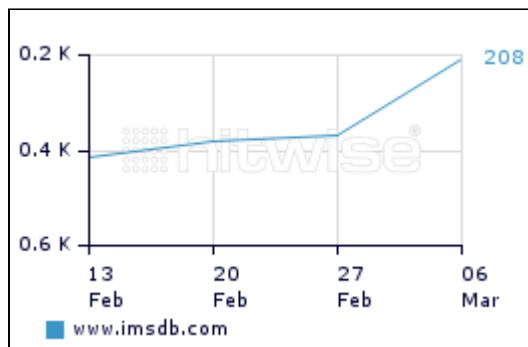
* Note: DNR = Did Not Rank

Fast Movers

Fast Movers indicates websites which have witnessed substantial increases in rank in the 'Entertainment - Movies' online industry. Charts show rank in the 'Entertainment - Movies' online industry for the four weeks ending 06/03/2010.

Internet Movie Script Database

<http://www.imsdb.com/>

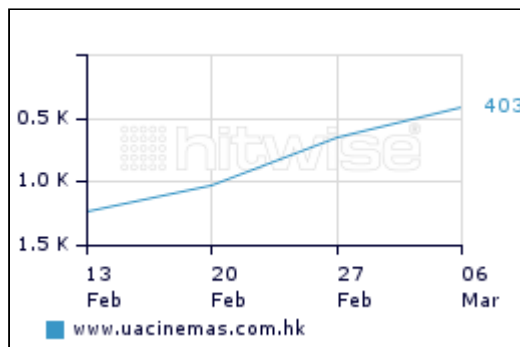


▲ 162 places

No description

UA Cinema

<http://www.uacinemas.com.hk/>

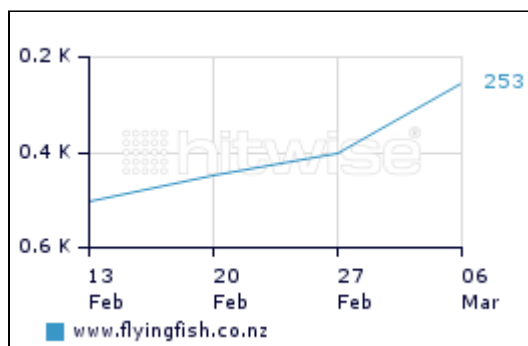


▲ 248 places

The website of the Hong Kong UA Cinemas provides information about showing movies and movie previews, locations and a timetable.

Flying Fish

<http://www.flyingfish.co.nz/>

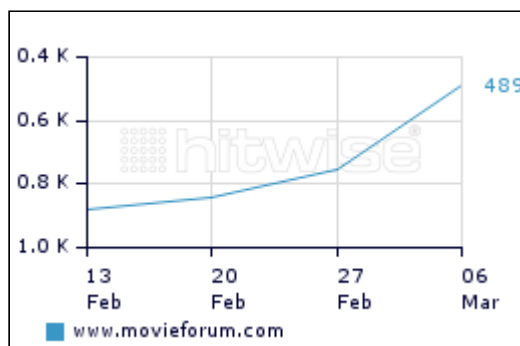


▲ 148 places

Flying Fish is a film production company with offices in Australia, New Zealand and London. The Flying Fish website offers information about filming in Australia and New Zealand, as well as production assistance tools and company information.

Movie Forum

<http://www.movieforum.com/>



▲ 261 places

This site offers an array of forums for discussion about films, as well as including film reviews, previews and news.

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Top 30 Websites - By Visits

The table below shows the Top 30 websites in the 'Entertainment - Movies' online industry for the week ending 06/03/2010 based on visits.

The Movies category features all sites that are primarily concerned with film and video movies, including sites that focus on particular movies or movie stars, or sites that provide reviews, news and Hollywood gossip, plus cinema websites and video stores.

Total websites that ranked with currently selected options: 1,268

Category Contribution Percentage: 0.61%

Rank	Website	Domain	Market Share	27/02	20/02	13/02
1.	The Internet Movie Database	www.imdb.com	24.29%	1	1	1
2.	Skycity Cinemas	www.skycitycinemas.co.nz	7.53%	2	2	2
3.	Real.com AU - Videos	video.au.real.com	5.67%	3	3	3
4.	nzherald.co.nz Movie Listings	movies.nzherald.co.nz	4.35%	4	4	4
5.	Hoyts New Zealand	hoytsnz.ninemsn.com.au	3.63%	5	5	5
6.	Reading Cinemas	www.readingcinemas.co.nz	2.92%	6	7	6
7.	Xunlei - Movies	movie.xunlei.com	2.69%	7	6	8
8.	Flicks.co.nz	www.flicks.co.nz	2.53%	8	8	7
9.	Yahoo!xtra Movies	nz.movies.yahoo.com	2.13%	9	16	12
10.	Rotten Tomatoes	www.rottentomatoes.com	1.49%	10	9	11
11.	Apple - Quicktime Movie Trailers	trailers.apple.com	1.17%	11	10	9
12.	Rialto Cinemas	www.rialto.co.nz	1.08%	12	13	14
13.	Berkeley Cinemas	www.berkeleycinemas.co.nz	0.95%	13	11	13
△	14. Metacritic.com	www.metacritic.com	0.82%	15	14	16
▽	15. DivX Den	www.divxden.com	0.78%	14	15	21
△	16. Yahoo! Movies	movies.yahoo.com	0.71%	18	22	15
17.	Video Ezy	www.videoezy.co.nz	0.71%	17	18	18
▽	18. Ain't It Cool News	www.aintitcool.com	0.64%	16	17	17
19.	Flixster	www.flixster.com	0.57%	19	19	19
20.	Box Office Mojo	www.boxofficemojo.com	0.57%	20	23	20
△	21. Internet Movie Poster Awards	www.impawards.com	0.50%	22	25	26
△	22. OpenV HD	hd.openv.com	0.48%	26	36	35
△	23. Torrentzap.com	www.torrentzap.com	0.48%	35	34	28
△	24. Coming Soon	www.comingsoon.net	0.47%	25	28	23
▽	25. Bharat Movies	www.bharatmovies.com	0.47%	23	30	27
△	26. Yahoo! Movies India	in.movies.yahoo.com	0.45%	27	26	24
▽	27. TV - Dome	www.tv-dome.net	0.43%	21	21	22
▽	28. PPS BK	bk.pps.tv	0.41%	24	24	33
29.	Mtime	www.mtime.com	0.40%	29	31	30
△	30. Contactmusic.com	www.contactmusic.com	0.37%	32	29	29

Note: DNR = Did Not Rank

Industry Search Terms

The following report lists the most popular search terms for the **24 weeks** ending **06/03/2010**, that resulted in traffic to websites classified by Hitwise within the '**Entertainment - Movies**' industry. For example, the most popular search term was '**skycity cinemas**' representing **2.46%** of all search terms that delivered users to websites classified by Hitwise within the '**Entertainment - Movies**' industry.

Displaying 1 to 30 of 49,639 search terms.

Rank	Search Term	Clicks
1.	skycity cinemas	2.46%
2.	imdb	1.08%
3.	hoys	1.07%
4.	sky city cinemas	0.87%
5.	berkeley cinemas	0.80%
6.	reading cinemas	0.76%
7.	video ezy	0.57%
8.	avatar	0.53%
9.	hoys sylvia park	0.44%
10.	skycity cinema	0.38%
11.	village cinemas	0.36%
12.	new moon	0.35%
13.	rialto	0.31%
14.	hoys cinemas	0.30%
15.	reading cinema wellington	0.29%
16.	hoys nz	0.27%
17.	paranormal activity	0.26%
18.	reading cinema	0.26%
19.	skycity	0.25%
20.	movies	0.22%
21.	video ezy nz	0.20%
22.	sky city cinema	0.20%
23.	skycity cinemas albany	0.18%
24.	rotten tomatoes	0.18%
25.	glee	0.18%
26.	civic video	0.16%
27.	2012	0.15%
28.	twilight	0.14%
29.	apple trailers	0.14%
30.	flicks	0.14%

Report Glossary

All Categories: All Categories is an industry that contains all of the websites categorized in the Hitwise database, excluding websites in the Adult, Internet Service Providers (ISPs), and Ad Server industries. All Categories also temporarily contains websites that Hitwise has not yet categorized into a sub-category and/or parent category

All Sites: The collection of all Local and International Sites, as visited by local Internet users in all Hitwise industries except Adult, ISPs and Ad Servers.

Average Visit Time: The elapsed time from the first to the last page request that constitutes a visit, adding the average time per page for such a visit.

Churn: The movement of top ranking websites within an industry.

Clickstream: Hitwise Clickstream data shows the proportion of traffic that comes from (upstream) and goes to (downstream) the subject website, industry, or custom category.

Demographic Variable: An aggregate term used to refer to age, gender, household income, or region (state).

Domain: The unique name that forms the basis of a URL, such as www.yahoo.com.

Downstream: Downstream websites or industries are those visited immediately after leaving the subject website.

Fast Mover: The set of websites in a specific industry that have increased in rank based on visits, ordered by the increase in rank over the last period.

Index: An index value indicates strength or weakness in comparison to an average.

Industry: Websites that Hitwise has grouped for analysis as a vertical market sector, based on subjective matter, content, market orientation and competitive context.

Industry Clickstream: Clickstream data that shows the proportion of traffic that comes from (upstream) and goes down to (downstream) the subject industry or custom category.

Keyword: One word entered into a search engine. For example: 'car', 'engine', 'motor'.

Local Site: The collection of websites that are categorized as published in the local market, ie Australian sites in Hitwise AU, UK sites in Hitwise UK, etc.

Market Share: The percentage of all traffic to a particular online industry category that is received by an individual website.

MOSAIC™ Group: Behavioral segments, as defined by MOSAIC™ from Experian. They are used by the Hitwise Lifestyle tool in the Hitwise Australia and United Kingdom services. MOSAIC groups are based on multiple characteristics, including religion, ancestry, and language.

MOSAIC Type: Behavioral segments broken out from MOSAIC™ groups. MOSAIC™ types are based on multiple characteristics, including religion, ancestry, and language.

Organic Traffic: Traffic to a website from search engines that are not part of a pay-per-click (PPC) advertising campaign.



Report Glossary (continued)

Page Impression: A measurement of responses from a Web server to a page request from the user's browser.

Page Request: An opportunity for an HTML document to be displayed within a browser window. Hitwise does not count un-requested pop-ups served from the same domain, or panels or frames that make up a page. Hitwise counts a page request once regardless of the number of frames making up the page. Hitwise currently does not count those page requests that emanate from the browser cache.

Paid Traffic: Traffic to a website from search engines that are part of a pay-per-click (PPC) advertising campaign.

PRIZM NE Lifestage: A collection of PRIZM NE behavioral segments grouped by life stage (age and presence of children in the home). They are used in the Hitwise Lifestyle tool (Hitwise US service only).

PRIZM NE Segment: Behavioral segments, as defined by PRIZM NE. They are used in the Hitwise Lifestyle tool (Hitwise US service only). PRIZM NE segments are based on multiple characteristics, including education, occupation, and marital status.

PRIZM NE Social Group: A collection of PRIZM NE behavioral segments, grouped by social group (population density of the areas in which people live). They are used in the Hitwise Lifestyle tool (Hitwise US service only).

Representation: A method of comparing two groups or audience, and expressing the difference between the two as an index.

Search Engine: An online service that assists users to search and find information on the Internet. Popular search engines include Google, Yahoo! Search, MSN Search (Live.com) and Ask.com.

Search Term: Multiple keywords entered into a search engine. For example, 'toyota used car'.

Session: See Visit.

Social Grade: A behavioral segment as defined by MOSAIC™ from Experian. Social Grade is provided by the Hitwise Lifestyle tool in the Hitwise UK service. Social Grade is based on ABC1 demographics, which provide an indication of the occupation of the chief income earner within a household.

Social Group: A sub-group of a behavioral segment known as a 'PRIZM NE Segment'. They are used by the Hitwise Lifestyle tool in the Hitwise US service. Social Groups are based on population density.

Swing Comparison: A method of comparing two groups or audience, and expressing the difference in percentage between the two.

Traffic: Website activity. The type of activity measured depends on the report. For example, visits from a set of search terms (Website Search Terms report), or visits from a custom category (Rankings report).

Traffic Share: Activity on a website or industry by a particular group, expressed as a percentage of the total activity to that website or industry.

Upstream: Websites or industries that users visited immediately prior to the subject website or industry.

Visit: A series of one or more page requests by a visitor without 30 consecutive minutes of inactivity.

Website: A distinct set of URLs that make up a particular content offering.