

vnu media measurement & information

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For Immediate Release

The Phenomenon Behind ‘American Idol’

Eight VNU companies team up to highlight unique insights

NEW YORK, May 19, 2003 – As the finale of the second season of “American Idol” airs Wednesday, May 21 on FOX, information from eight VNU companies provide a multi-dimensional insight into the program’s impact on the entertainment industry. Here is a unique look at “American Idol’s” performance the past two seasons.

TV ratings – The ‘American Idol’ second season premiere episode on January 21, 2003 had more than 26 million viewers. In this second season, the 33 telecasts to date have averaged more than 20 million viewers, compared to the first season average of more than 12 million viewers. The first season finale on September 4, 2002 drew more than 23 million viewers.

Ad Expenditures - The average cost per 30-second spot through March 31, 2003 has been \$271, 360. During the first season, the average cost per spot was \$207,331. The top advertiser for the first season was Ford Motor Company; Ford is also the top advertiser for the 2003 season (through March 31, 2003), airing 43 advertisements totaling over \$12.5 million. In 2002, Ford Motor Company ran 48 ads totaling just over \$10 million. Coca-Cola was second last season and so far this season with 48 ads totaling over \$9 million.

Internet Traffic - The American Idol Web site continues to post strong traffic growth as the second season nears its finale, with more than 2 million unique visitors in April 2003. Since January 2003, the total visitors to the site have skyrocketed, soaring 282 percent during its peak in April 2003.

Album sales - The winner of the first series, Kelly Clarkson, released her debut album, Thankful, which entered the charts at #1 on May 3, 2003. The album has sold over 624,000 copies to date. The album “American Idol: Greatest Moments” sold more than 550,000 copies in 2002, enough to earn Gold Album status.

Music charts - Clarkson’s first single off her new album, “Miss Independent”, is nearing 14,000 plays in its first five weeks on the radio and the airplay continues to increase. In 2002, Clarkson's single "A Moment Like This" reached #1 on The Billboard Hot 100 on October 2, 2002.

Book sales - The children’s book title, “American Idol: The Search For A SuperStar” has sold more than 12,000 copies to date since its release in 2002.

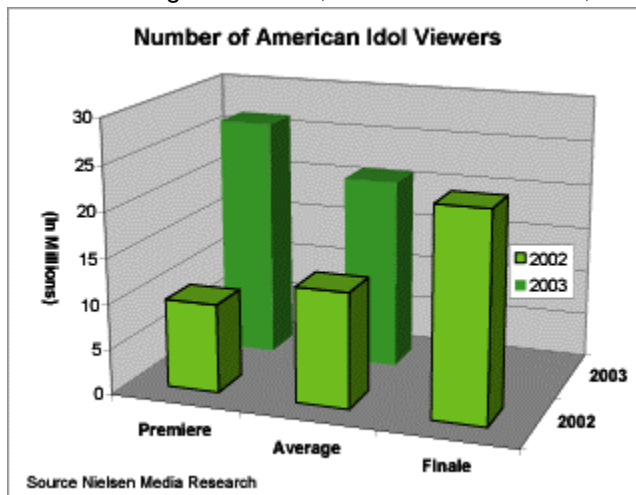
Video sales – Information for 2003 is unable. In 2002, the DVD “American Idol: The Search For A SuperStar” ranked #1 among TV-source releases the week ending October 19, 2002 and October 26, 2002 (TV source releases includes all TV shows which release to DVD).

Film – The movie “From Justin To Kelly” is scheduled be released on June 13, 2003.

Nielsen Media Research, Nielsen//NetRatings, Nielsen Monitor Plus, Nielsen SoundScan, Nielsen BDS, Nielsen BookScan, Nielsen VideoScan and Billboard provided all of the data.

TV Ratings (Nielsen Media Research)

The second season of ‘American Idol’ has



averaged more than 20 million viewers entering the final week. The second season has seen an increase in household ratings by 65 percent with average rating of 12.2 percent compared to last season's total of 7.4 percent.

In the first season, the number of viewers grew 133 percent from the premiere telecast on June 11, 2002, to the finale on September 4, 2002. The household ratings increased the first season, as the finale drew closer to naming its winner. The first season finale aired September 4, 2002, earned a 12.7 percent household rating, and over 23 million viewers tuned in. Overall for the first season the program averaged a 7.4 percent household rating and more than 12.6 million viewers for the 13 weeks.

Ad Expenditures (Nielsen Monitor-Plus)

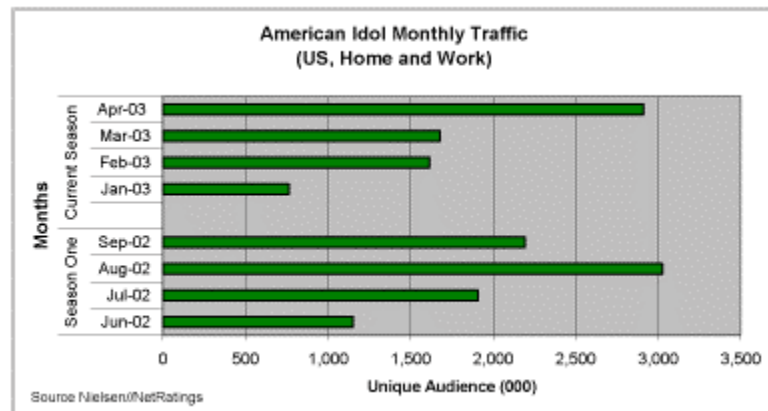
During the second season of 'American Idol' more than \$106 million in ad spending was reported compared to 2002, when more than \$101 million was spent during the show's run. In 2003, the average 30-second spot cost through March 31 has been \$271,360; in 2002 it was \$207,331. Reflecting the growing economic strength of the program, in June 2002 the average cost for a 30-second spot on the Wednesday telecasts of "American Idol" was \$123,600. In September 2002, that price grew to \$372,000.

American Idol 2002		
Parent Company	Spots	Ad Expenditure
Ford Motor Co.	48	\$10,095,300
Coca-Cola Co	48	\$9,753,200
Johnson & Johnson	55	\$6,604,100
Procter & Gamble Co.	44	\$5,997,600
GAP Inc.	19	\$5,092,500
American Idol 2003 (through March 31, 2003)		
Parent Company	Spots	Ad Expenditure
Ford Motor Co.	43	\$12,511,600.00
Coca-Cola Co	38	\$10,476,600.00
AT&T Wireless Services In	29	\$8,459,000.00
Walt Disney Co	34	\$7,338,150.00
Johnson & Johnson	32	\$5,455,650.00
Source Nielsen Monitor Plus		

The top advertiser through March 31 in 2003 and for all of 2002 has been Ford Motor Company. In the second season through March 31, Ford Motor Company has aired 43 advertisements totaling over \$12.5 million. In 2002, Ford Motor Company aired 48 ads totaling just over \$10 million. Coca-Cola has been right behind both seasons, in 2003 with 38 ads totaling over \$10 million and in 2002 with 48 ads totaling over \$9 million. AT&T Wireless has aired the third-most ads in 2003, with 29 totaling more than \$8 million.

Internet Traffic (Nielsen//NetRatings)

The American Idol Web site continues to post strong traffic growth, according to Nielsen//NetRatings, the leading Internet audience measurement service, as the second season nears its finale with 2.9 million unique visitors in April 2003 (see chart right). Since January 2003, total visitors to the site have skyrocketed, soaring 282 percent during its peak last month. Debuting during the summer last year, the popularity of the TV show quickly translated to a substantial online audience. Last season, the American Idol Web site attracted more than three million surfers during its peak in August 2002.



Album sales (Nielsen SoundScan)

The winner of the first series, Kelly Clarkson, released her debut album, Thankful, which entered the charts at #1 on May 3, 2003. The album has sold over 624,000 copies to date. Her single, "A Moment Like This", released in 2002 has sold over 620,000 copies. Following the end of the first show in September 2002, one album was released, "American Idol: Greatest Moments", which sold over 600,000 copies so far in 2003 - 550,000 copies were sold in 2002, enough to earn Gold status. This season, a second album has been released, "American Idol Season 2: All Time Greatest Love Songs", selling over 190,000 copies to date.

Radio airplay and music charts (Nielsen BDS)

Clarkson's first single, "Miss Independent", off her new album is nearing 14,000 plays in its first five weeks at radio and the airplay continues to increase. The single entered the Billboard Hot 100 chart (May 17th

issue) as the "Hot Shot Debut" at position #61. It debuted on the Airplay Monitor Top 40 Mainstream chart (May 10th issue) at #26 and has already climbed to #11 with more than 4000 plays a week.

One of Clarkson's first singles released last year, "A Moment Like This" continues to receive radio airplay, receiving an additional 25,000 radio plays in 2003, totaling more than 104,000 radio plays. The song spent more than 28 weeks on Billboard's Adult Contemporary Chart. In 2002, two singles released by Clarkson - "A Moment Like This" and "Before Your Love" were played more than 80,000 times on U.S. radio in 2002 with "A Moment Like This" receiving more than 79,000 plays in the 17 weeks after the first show ended. Clarkson's airplay peaked the week ending October 27, 2002 when "A Moment Like This" was played on the radio more than 8,400 times. The single "Before Your Love" had 1,149 plays during its peak radio week

Based on airplay, "A Moment Like This" and "Miss Independent" held positions on the following Billboard charts (see chart right).

Singles Chart	"A Moment Like This"		"Miss Independent"	
	Weeks on Chart	Peak	Weeks on Chart	Peak
Adult Contemporary	28	#4	2	X
Top-40 Mainstream	12	#4	2	#11
Hot 100	20	#1	2	#46
Top-40 Tracks	12	#8	2	#19
Adult Top-40	7	#27	2	X

Source Nielsen BDS and Billboard

The Billboard Hot 100 chart, which is based on a combination of Nielsen BDS airplay, Nielsen SoundScan single sales and small market airplay, continues to list Kelly Clarkson's "A Moment Like This" on the chart for the past 19 weeks and still counting, with the song peaking at #1 on October 2, 2002.

Book sales (Nielsen BookScan)

Along with the albums and song singles released a book and video followed as well. The children's book title, "American Idol: The Search For A SuperStar" has sold more than 12,000 copies to date since its release in 2002.

Video sales (Nielsen VideoScan)

In 2002, the DVD release, "American Idol: The Search For A SuperStar", during its first and second week of release, ending October 19, 2002 and October 26, 2002, the DVD ranked #1 among TV-source releases (TV source releases includes all TV shows which release to DVD).

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About:

VNU Media Measurement and Information Group is a global leader in information services for the media and entertainment industries. MMI serves the information and marketing needs of the television and radio broadcasters, advertisers, agencies, media planners, music companies, publishers, motion-picture studios, distributors and exhibitors, and the Internet industry.

VNU is active in more than 100 countries, spread across all continents. VNU employs more than 35,000 people and has annual revenues of approximately EUR 4 billion. Additional information is available at www.vnu.com.

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Nielsen//NetRatings

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