

NCM Portfolio of Sites Traffic Report - January 2011

33 publishers with approximately 52M unduplicated uniques excluding the Quantcast numbers below.

8 exclusive publishers with 2.3M unduplicated uniques. Exclusive publishers noted below with (*)

***Note *Catheatres.com* did not meet comScore minimum requirements and is not included in the number above.



*Source: ComScore Media Metrix January 2011

	Publisher	Total Unique Visitors (000)	% Change Month over Month	% Reach	Total Minutes (MM)	Total Pages Viewed (MM)	Demographics: Gender	Demographics: Age	Demographics: Household Income
	Unduplicated	52,149	-1.62%	24.6	466	504			
1	ABCNEWS.COM	16,729	11.22%	7.9	217	140	Gender Neutral	Persons: 35 - 64	\$60k+
2	EXAMINER.COM	13,359	11.63%	6.3	55	46	Gender Neutral	Persons: 25 - 54	\$60k+
3	ZIMBIO	8,926	13.06%	4.2	21	98	Gender Neutral	Persons: 12 - 34	\$60k+
4	BUDDYTV.COM	5,792	34.37%	2.7	7	25	Male skew	Persons: 25 - 54	Under \$60k
5	FANPOP.COM	4,191	-20.22%	2.0	10	19	Gender Neutral	Persons: 12 - 34	Under \$60k
6	SIDEREEL.COM	3,397	8.51%	1.6	104	94	Gender Neutral	Persons: 12 - 34	\$60k+
7	EGOTVONLINE.COM	2,372	19.51%	1.1	4	12	Male skew	Persons: 25 - 54	Under \$60k
8	CASTTV.COM	1,766	7.41%	0.8	8	13	Gender Neutral	Persons: 12 - 34	Under \$60k
9	AMCTHEATRES.COM*	1,497	-1.72%	0.7	7	8	Gender Neutral	Persons: 25 - 54	\$60k+
10	WETPAINT	1,432	1.89%	0.7	10	14	Gender Neutral	Persons: 12 - 34	Under \$60k
11	YIDIO.COM	1,421	23.00%	0.7	6	6	Gender Neutral	Persons: 12 - 34	Under \$60k
12	TRAILERADDICT.COM	930	24.88%	0.4	2	3	Male skew	Persons: 25 - 54	Under \$60k
13	NOWPUBLIC.COM	898	0.04%	0.4	1	1	Gender Neutral	Persons: 12 - 34	Under \$60k
14	HOLLYSCOOP.COM	894	8.10%	0.4	1	3	Male skew	Persons: 12 - 34	Under \$60k
15	MRMOVIEIMAGES.COM	755	-12.42%	0.4	2	4	Female skew	Persons: 12 - 34	\$60k+
16	REELZCHANNEL.COM	680	15.74%	0.3	1	5	Male skew	Persons: 25 - 54	Under \$60k
17	HOLLYWIRE.COM	637	-70.04%	0.3	1	1	Male skew	Persons: 12 - 34	\$60k+
18	FILMSNMOVIES.COM	609	-15.53%	0.3	0	1	Male skew	Persons: 25 - 54	\$60k+
19	SCREENRANT.COM	441	-44.82%	0.2	3	3	Male skew	Persons: 25 - 54	\$60k+
20	THECELEBRITYCAFE.COM	429	32.65%	0.2	0	1	Gender Neutral	Persons: 35 - 64	\$60k+
21	MARCUSTHEATRES.COM*	229	-37.80%	0.1	1	2	Female skew	Persons: 25 - 54	\$60k+
22	VIDEODETECTIVE.COM	168	-11.34%	0.1	0	0	Female skew	Persons: 25 - 54	Under \$60k
23	NCM.COM*	156	-9.76%	0.1	0	1	Male skew	Persons: 12 - 34	\$60k+
24	GQTI.COM*	153	-16.53%	0.1	1	1	Female skew	Persons: 25 - 54	\$60k+
25	AEGLIVE.COM*	146	N/A	0.1	0	1	Male skew	Persons: 25 - 54	Under \$60k
26	REALITYTEA.COM	122	-7.17%	0.1	1	1	Female skew	Persons: 12 - 34	\$60k+
27	FILMCRAVE.COM	91	-42.02%	0.0	1	1	Female skew	Persons: 25 - 54	Under \$60k
28	ZAMM.COM	85	-68.07%	0.0	0	0	Female skew	Persons: 25 - 54	Under \$60k
29	GREATSCAPETHEATRES.COM*	84	21.19%	0.0	0	1	Male skew	Persons: 12 - 34	\$60k+
30	WILDBABOUTMOVIES.COM	71	3.50%	0.0	0	0	Male skew	Persons: 12 - 34	\$60k+
31	MOVIEZEN.COM	68	-93.42%	0.0	0	0	Male skew	Persons: 12 - 34	Under \$60k
32	FILMONIC.COM	55	-9.14%	0.0	0	0	Male skew	Persons: 25 - 54	\$60k+
33	COBBTHEATRES.COM*	54	24.53%	0.0	0	0	Female skew	Persons: 25 - 54	Under \$60k

Total ComScore Uniques: 68,639

	Publisher	Total Unique Visitors (000)	% Change Month over Month	% Reach	Total Minutes (MM)	Total Pages Viewed (MM)	Demographics: Gender	Demographics: Age	Demographics: Household Income
34	MOVIEINSIDER.COM	562.1	N/A	N/A	N/A	N/A	Gender Neutral	Persons: 13 - 17	\$0 - \$30k
35	CATHEATRES.COM*	44.1	316.04%	N/A	N/A	N/A	N/A	N/A	N/A
36	GORDONANDTHEWHALE.COM	30.5	N/A	N/A	N/A	N/A	Male skew	Persons: 18 - 34	\$60k - \$100k
37	MOVIESET.COM	23.3	-8.27%	N/A	N/A	N/A	Male skew	Persons: 18 - 34	\$0 - \$30k
38	MRQE.COM	21.6	-60.07%	N/A	N/A	N/A	Male skew	Persons: 18 - 34	\$100k+
39	FILMBUFFONLINE.COM	8.9	N/A	N/A	N/A	N/A	Male skew	Persons: 35 - 49	\$30k - \$60k
40	THEATERHOPPER.COM	N/A	N/A	N/A	N/A	N/A	Male skew	Persons: 13 - 17	\$0 - \$30k
41	BOXOFFICEPROPHETS.COM	6.1	N/A	N/A	N/A	N/A	Female skew	Persons: 13 - 17	\$30k - \$60k
42	FLICKCHART.COM	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

Total Quantcast Uniques: 697

Total NCM Portfolio of Sites Uniques: 69,335