

Advertisers Look To TV and Web to

Internet Emerges as an Important Medium on Game Day

Advertisers Look To TV and Web to "XL" During This Year's Super Bowl

RESTON, Va., Feb. 2, 2006 - comScore Networks today released the results of a survey of more than 1,100 Americans' attitudes and opinions related to Super Bowl XL. Just under half of those surveyed report that watching the game is their favorite part of the Super Bowl festivities, while roughly one out of four say they enjoy watching the advertisements the most. For the second consecutive year, the most eagerly anticipated advertiser is Anheuser Busch.

Enjoying the Actual Game is Secondary to Many

While the Super Bowl is the quintessential football game, less than half of respondents (46 percent) claim that watching the game is the part of the festivities they enjoy the most. Watching the advertisements (26 percent) and spending time with friends and family (18 percent) are the primary reasons behind many tuning in. Not surprisingly, the survey responses reveal a disparity based on gender, as 63 percent of men report watching the game as the aspect they enjoy most, while only 37 percent of women report the same. Conversely, women favor watching the ads (31 percent) and spending time with family (20 percent).

Q: What aspect of the game do you enjoy most?

Source: comScore Networks

n=1,154

January 27 - February 1, 2006

	Males	Females	Total
Watching the game	63%	37%	46%
Watching the ads	18%	31%	26%
Spending time with friends or family	13%	20%	18%
Half-time show	4%	10%	8%
Other	2%	2%	2%
Total	100%	100%	100%

Budweiser: the King of Ads

When asked to select the three brand advertisements they most look forward to viewing during the game, 68 percent of survey respondents selected Budweiser/Bud Light. Pepsi/Diet Pepsi is also a strong favorite this year with 55 percent of respondents eagerly anticipating ads from this consistent Super Bowl advertiser. Rounding out the list of most anticipated ads are Burger King (16 percent), FedEx (15 percent), Pizza Hut (13 percent) and ESPN (12 percent).

Anticipation of this year's ads correlates to the likeability of ads shown during the 2005 Super Bowl. When asked which company's ads were most memorable from last year's Super Bowl telecast, 48 percent of respondents selected Budweiser/Bud

Light, and 33 percent selected Pepsi/Diet Pepsi.

Integrating the Internet into Game Day Festivities

On Super Bowl Sunday 72 percent of respondents intend to log on to the Internet, and 56 percent of those intend to do so from a computer located in the same room as the TV used to view the big game.

When asked how they intend to use the Internet on game day, 14 percent of respondents report they will monitor stats and stories related to the game while the same percentage said they will watch/download ads or video clips. Additionally, 11 percent of respondents said they intend to visit the Web sites of Super Bowl advertisers, reflecting the emergence of the Internet as a complementary advertising channel.

Q: For which of the following activities, if any, do you plan to use the Internet on game day?

Source: comScore Networks

n=1,154

January 27 - February 1, 2006

	Total
To monitor stats and stories related to the players and the game	14%
To watch/download ads or video clips	14%
To visit web sites of Super Bowl advertisers	11%
To listen to the radio over the Internet	5%
To forward ads or video clips to friends	4%
To place or follow bets on the game	4%

Interest Wanes in Half-Time Show

In the wake of last year's subdued half-time show featuring one Paul McCartney and zero wardrobe malfunctions, only 53 percent of respondents are planning to watch this year's halftime show featuring the Rolling Stones. What will viewers do instead? Have a snack or something to drink, according to 59 percent of those surveyed. Eighteen percent intend to go online during halftime, with 6 percent planning to view Super Bowl related content and 12 percent planning to view content not related to the game.

Steelers and Roethlisberger Clear Favorites to Bring Home the Hardware

Two-thirds of respondents favor the Steelers over the Seahawks to walk away with the Vince Lombardi trophy as the 2006 Super Bowl Champs. The Steelers are expected to produce the game's Most Valuable Player by a similar margin, with 23 percent of respondents selecting Quarterback Ben Roethlisberger as the odds-on favorite. Another popular candidate on the Steelers side is sentimental pick and all-time great Running Back Jerome Bettis (15 percent of the vote), who is expected to hang up his spikes at season's end after a storied career. Somewhat surprisingly on the Seahawks side, 14 percent of respondents selected quarterback Matt Hasselbeck to win the MVP trophy, edging out regular season league MVP and record-breaking running back, Shaun Alexander, who received 12 percent of the vote.

About comScore Networks comScore Networks provides unparalleled insight into consumer behavior and attitudes. This capability is based on a massive, global cross-section of more than 2 million consumers who have given comScore explicit

permission to confidentially capture their browsing and transaction behavior, including online and offline purchasing. comScore panelists also participate in survey research that captures and integrates their attitudes and intentions. Through its proprietary technology, comScore measures what matters across a broad spectrum of behavior and attitudes. comScore consultants apply this deep knowledge of customers and competitors to help clients design powerful marketing strategies and tactics that deliver superior ROI. comScore services are used by global leaders such as AOL, Yahoo!, Verizon, Best Buy, The Newspaper Association of America, Tribune Interactive, ESPN, Nestlé, MBNA, Universal McCann, the United States Postal Service, Merck and Orbitz. For more information, please visit www.comscore.com.

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