



The Nielsen Company  
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# Media Alert

## Nielsen Advertising Data for "The Dark Knight" and "Batman Begins"

Below please find advertising data for "The Dark Knight" (2008) and "Batman Begins" (2005).

Movie	Total TV Units	Time Period
The Dark Knight	2,401	May 9 - July 6, 2008
Batman Begins	1,287	April 3 - June 3, 2005

Source: Nielsen Monitor-Plus (May 9, 2008 – July 6, 2008 and April 3, 2005 – June 3, 2005)

The data above provides nine weeks of TV advertising units, stopping 12 days before the launch of both films.

### Box Office Results

"The Dark Knight," which opened last Friday, took in a record-breaking \$158.4 million, according to Nielsen EDI. When it was released in June 2005, "Batman Begins" grossed \$46.9 million in its first weekend (Nielsen EDI).

### Conclusions

"The Dark Knight" had almost twice as much television advertising (2,401 units) as "Batman Begins" (1287 units). The strong advertising push for "The Dark Knight" resulted in over three times the amount of ticket sales during the film's opening weekend (\$158.4 million) -- compared with "Batman Begins," which earned just \$46.9 million in its first weekend.

For additional information, please contact Anne Saini at 646.654.8691.