



The Nielsen Company
770 Broadway
New York, NY 10003
www.nielsen.com

News Release

Contact:

Aaron Lewis

Aaron.Lewis@nielsen.com

646-654-8673

NIELSEN SAYS BUD LIGHT LIME AND GODADDY.COM ARE MOST-VIEWED ADS DURING SUPER BOWL XLIII

Nielsen Issues Annual Report on Super Bowl Advertising and Overall Viewing

NEW YORK, NY February 5, 2009 – Bud Light Lime and GoDaddy.com aired advertisements that were seen by 103.2 million Super Bowl viewers last Sunday, according to The Nielsen Company. An average of 98.7 million U.S. viewers tuned in to see the Pittsburgh Steelers beat the Arizona Cardinals, making it the most-watched Super Bowl ever and the second most-viewed television broadcast of all-time.

Other key findings from Nielsen's annual report on Super Bowl advertising and overall viewing include:

- In terms of total audience, 151.6 million people watched at least 6 minutes of Super Bowl XLIII making it the TV event with the largest reach (unduplicated audience) ever.
- NBC aired a total of 64 paid advertisements during the game for a total of over 38 minutes.
- The most-liked ad was Budweiser's spot featuring a Clydesdale competing with a Dalmatian in a game of fetch. The same ad also registered as the most-recalled ad
- Emotional and feel-good ads by Budweiser and Pedigree resounded with women; Men tended to like commercials with more slapstick humor produced by brands like Doritos and Pepsi.

TELEVISION

With an average of 98.7 million viewers, and a reach (unduplicated audience) of 151.6 million people, Sunday's game was the most-watched Super Bowl ever. As Pittsburgh and Arizona battled to the finish, viewership increased as the game progressed. The most-watched quarter hour was the 9:45-10:00pm ET spot, with an average audience of over 106 million viewers. The most-watched minute was 10:07pm ET, which amassed 111.6 million viewers.

Nielsen also discovered the following Super Bowl viewing trends:

- Locally, Pittsburgh had the #1 Metered Market performance with a 53.6 HH rating. Phoenix was #9 with a 47.5 HH rating.
- Among upscale households earning \$100,000+, viewership increased 15% over Super Bowl XLII with a total of nearly 32.2 million viewers.



- Within DVR households, Super Bowl XLIII averaged 36.4 million viewers, a 28% increase from last year's game.
- In HD capable/receivable households, Super Bowl XLIII averaged a 44.9 rating among Persons 2+ - a 32% increase over the total US audience.
- Hispanic viewership grew 5% over last year's game. The game also drew a 2% increase among African American viewers.
- Viewership among women climbed 2% this year, continuing a trend that's lasted each of the last six Super Bowls.

ADVERTISING

This year's Super Bowl aired 38 minutes and 5 seconds of paid in-game commercial time¹. Forty-eight unique brands aired commercials that competed for viewers' attention for a total of 64 advertisements (excluding NBC promos and PSA's). The highest-rated and most-watched commercial minute was 9:54pm ET, with a 45.3 HH rating, and 103.2 million viewers. That minute included the Bud Light Lime ad, as well as the GoDaddy.com website commercial.

The top spending categories for the game included Motion Pictures, Beer, Soft Drinks, and Automotive. In the number one spot, Motion Pictures aired 6 minutes and 50 seconds of commercial time, adding over 2 minutes to its total from 2008. Nine movies were advertised this year, one more than in 2008. *Monsters vs. Aliens*, by DreamWorks, was the only motion picture to run two commercials.

Category	Minutes of Exposure
Motion Pictures	6 min 50 sec
Beer	4 min 30 sec
Soft Drinks	4 min 30 sec
Automotive	3 min 00 sec
<i>Source: The Nielsen Company</i>	

Beer and Soft Drinks tied for second place, both with 4½ minutes of ads each. The Beer category added 30 seconds to its commercial time compared to 2008. For the ninth year in a row, Anheuser-Busch was the top advertiser. The beer category included advertising for Budweiser, Bud Light, and the 30-second spot for Bud Light Lime. Both Pepsi and Coca-Cola each placed three ads for their Soft Drinks totaling 4½ minutes for the category.

Top Advertisers	Commercial Time
Anheuser-Busch Inc.	4½ minutes
Pepsi-Cola Co.	2½ minutes
Universal Pictures	2 ½ minutes
Coca-Cola USA	2 minutes
Buena Vista Pictures	2 minutes
<i>Source: The Nielsen Company</i>	

The Automotive category, which was the top category in 2008, significantly dropped air time from 5½ minutes in 2008 to 3 minutes this year, with only five ads airing in this category. All advertised brands were foreign: Hyundai placed two 30-second commercials; Toyota Venza and Toyota Tundra each ran one 30-second ad; and Audi A6 ran a one minute-long spot.

Four companies broke in as Super Bowl "rookies," placing spots in a Super Bowl broadcast for the first time since Nielsen began tracking advertisers for the game in 1993: Albar Precious Metals

¹ Advertising time expands to 51 minutes and 5 seconds, when the pre-game show (starting at 6pm ET) and post-game shows are included.



(parent company of Cash4Gold), BP PLC (Castrol), H&R Block, Kellogg's (Frosted Flakes), and Priceline.com.

To view full-motion commercials, storyboards, and ratings from the Super Bowl since 1999, visit our creative website at: <https://www.nielsenmedia.com/monitorplus/superbowl/>.

SPONSORSHIPS

According to Repucom International,² which measures in-game brand exposure, Gatorade was the top brand in terms of total duration with 191 on-screen exposures, for a total of 11 mins and 44 secs. This was due in large part to Gatorade's strong presence on both sidelines and highlighted by the traditional "Gatorade Dunk", given to the winning coach at the end of the game.

Reebok, whose logo could be found on players' jerseys, placed second on the list with 282 exposures for a total of 8 mins and 21 secs. Motorola had the third-most exposures – which came primarily from placement on coach's headsets - for a total of 5 mins and 36 secs.

	Brand	Exposures	Duration(seconds)
1.	Gatorade	191	704
2.	Reebok	282	501
3.	Motorola	165	336
4.	Riddell	93	151
5.	Bridgestone	11	136
6.	Hess	19	82
7.	Nike	35	78
8.	Bud Light	6	41
9.	Budweiser	7	41
10.	Publix	6	26

Source: Repucom International

EFFECTIVENESS

One of Budweiser's ads succeeded in landing the honor of the Super Bowl's most-liked and most-recalled. The spot, which ran during the game's second quarter, featured a Clydesdale horse competing against a Dalmatian in a game of fetch. The ad scored a likeability index of 175 and a recall index of 159.

Altogether, Anheuser-Busch produced the three most-recalled ads pitching its Budweiser and Bud Light brands. Doritos placed the second and third best-liked ads, each scoring a 153 on the likeability index.

² Repucom International and The Nielsen Company have recently entered into an exclusive agreement to integrate television audience ratings data with Repucom's measurement of in-game sports sponsorship.



BEST-LIKED ADS

Likeability Rank	Brand	Ad Description	Game Quarter	Likeability Index
1	Budweiser	Man plays fetch with Dalmatian as a nearby Clydesdale gets jealous (:30)	Q2	175
2	Doritos	Every time man bites a chip the crunch causes something to happen; woman loses clothes; gets hit by bus (:30)	Q2	153
3	Doritos	Snow globe crystal ball free Doritos at the office today?; will i get that promotion? (:30)	Q1	153
4	Pedigree	People interacting with unusual pets like rhino, ostrich, boar, ox; help us help dogs with Pedigree Adoption Drive (:30)	Q2	152
5	CareerBuilder.com	When you need a new job; if you hate going to work; coworkers don't respect you,it may be time (:60)	Q3	149

MOST-RECALLED ADS

Recall Rank	Brand	Ad Description	Game Quarter	Recall Index
1	Budweiser	Man plays fetch with Dalmatian as a nearby Clydesdale gets jealous; (:30)	Q2	159
2	Budweiser	Clydesdale and Daisy are separated by trainer (:60)	Q2	157
3	Bud Light	Two men discuss drinkability outside ski lodge (:30)	Q2	149
4	Doritos	It's my crystal ball; it looks like a snow globe; free Doritos at the office today? (:30)	Q1	149
5	GoDaddy.com	Friends talk about new domain name and website; anything can happen (:30)	Q2	141

Source: The Nielsen Company 2/1/09

The Likeability score is the percentage of viewers who report to like "a lot" an ad they were exposed to during the normal course of viewing the Super Bowl, among those recalling the brand of the ad. These scores are then indexed against the average score for all Super Bowl ads (Likeability Index). 100 equals average. For example, with a Likeability Index of 175, the Budweiser "Fetch" ad was 75% better-liked than the average Super Bowl spot. The Recall score is the percentage of viewers who can recall the brand of an ad they were exposed to during the normal course of viewing the Super Bowl. These scores are then indexed against the average score for all Super Bowl ads (Recall Index). 100 equals average. For example, with a Recall Index of 159, the Budweiser "Fetch" ad was 59% better-recalled than the average Super Bowl spot. Notes: The above Top 10 lists are based on 11,466 surveys of Super Bowl viewers; 51 unique national creative executions (excluding Movie spots) during Q1-4 and Halftime were considered for the list.

The same Budweiser "Fetch" spot also resounded most highly with women. It scored a 268 on the likeability index among females. Pedigree's ad featuring people interacting with unusual pets also scored high among women with a likeability index of 178.

Unlike women who enjoyed the more emotional ads, men were more drawn to ads marked by slapstick humor. A Doritos ad that ended with a man getting hit by a bus registered highest on the likeability index among men with a score of 165. CareerBuilder.com's ad featuring a woman riding a dolphin and a koala bear getting punched in the face placed second on the men's index at 158. The



next two ads on the list feature a man getting hit in the groin with a snow globe (Doritos) and various men getting hit by blunt objects (Pepsi).

BEST-LIKED ADS AMONG FEMALES

Likeability Rank	Brand	Ad Description	Game Quarter	Likeability Index
1	Budweiser	Man plays fetch with Dalmatian as a nearby Clydesdale gets jealous (:30)	Q2	268
2	Pedigree	People interacting with unusual pets like rhino, ostrich, boar, ox;help us help dogs with Pedigree Adoption Drive (:30)	Q2	178
3	Pepsi	"Forever Young" song; Bob Dylan and Will.i.am in sunglasses side-by-side; van from old to new (:60)	Q1	175
4	Budweiser	Clydesdale and Daisy are separated by trainer; "Ain't No Mountain High Enough;" horses reunite at circus (:60)	Q2	154
5	Cheetos	Woman's cell phone conversation at an outdoor cafe annoys another customer; Cheetos as bird food; woman flees (:30)	Q2	152

BEST-LIKED ADS AMONG MALES

Likeability Rank	Brand	Ad Description	Game Quarter	Likeability Index
1	Doritos	Every time man bites a chip the crunch causes something to happen; man gets hit by a bus (:30)	Q2	165
2	CareerBuilder.com	When you need a new job; if you hate going to work; coworkers don't respect you, daydream of punching small animals (:60)	Q3	158
3	Doritos	Crystal ball looks like snow globe; free Doritos at the office today?; man throws snow globe into vending machine; will i get that promotion? (:30)	Q1	147
4	Pepsi	Max--Guys get injured; golfing, bowling alley, electrocuted working on house; all say "I'm good" (:30)	Q2	142
5	Budweiser	Jake the Clydesdale tells story of his great grandfather; he set out in search of his destiny in America; Jake is running in his footsteps three generations later (:60)	Q3	134

Source: The Nielsen Company 2/1/09



The Likeability score is the percentage of viewers who report to like "a lot" an ad they were exposed to during the normal course of viewing the Super Bowl, among those recalling the brand of the ad. These scores are then indexed against the average score for all Super Bowl ads (Likeability Index). 100 equals average. For example, with a Likeability Index of 268, Females liked Budweiser's "Fetch" ad about 2.7 times better than the average spot. Note: 51 unique national creative executions (excluding Movie spots) during Q1-4 and Halftime were considered for the list.

For more information on Super Bowl viewing and advertising, please visit the Nielsen Wire at <http://blog.nielsen.com/nielsenwire>.

About The Nielsen Company

The Nielsen Company is a global information and media company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in New York, USA. For more information, please visit, www.nielsen.com.

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