

HITWISE - MATRIX RELOADED NO.1 BLOCKBUSTER FILM ONLINE

Submitted by: Hitwise UK

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As the long awaited sequel to The Matrix opened at UK cinemas this week, the official site for Matrix Reloaded www.whatisthematrix.warnerbros.com witnessed a huge spurt in visits.

Traffic to the year's most hyped film which is expected to break British box office records, increased by 400% in the last 3 and a half weeks. The official site for Matrix Reloaded was the second most visited website within the Entertainment-Movies yesterday, and accounted for 7% of all visits made to the category.

The majority of visitors to the website were male (57%), with 35% living in London and the South East. Visitors spent an average of 8 minutes and 25 seconds on the site.

14% of traffic to the Matrix Reloaded site came from other Movie sites, with 4.2% of traffic originating from games site and 35% of traffic from search engines. www.enterthematrixgame.com was the second most popular destination for visitors leaving the site.

Within the Entertainment-Movies category, the Internet Movie Database www.imdb.com remains the no. 1 Movie site. However, The Matrix Reloaded is the top blockbuster film site, beating Harry Potter, The Lord of the Rings and X-Men 2.

Today also sees the launch of easyGroups's no frills cinema www.easycinema.com which is currently ranked at number 41 within the Entertainment-Movies category.

For a full copy of the release, please email jannie.cahill@hitwise.com