



Monitoring Report

[CC]=Derived from Closed Captioning; I=Interview; GR=Graphic; PC=Press Conference; R=Reader; SI=Studio Interview; T=Teaser; TZ=Teased Segment; V=Visual

THE POLAR EXPRESS 11/05 to 11/09

1. Live! With Regis And Kelly

Syndicated TV (---) National

11/09/2004 09:00 AM - 10:00 AM Estimated Audience: 4,067,500 Media Value: \$11,389

00:24:09 TZ; Tom Hanks: Studio interview with Tom Hanks of the new movie The **Polar Express**. SI; Hanks, jokes that he's been studying Regis's infomercials on The Best of Dean Martin. A few years ago, Martin Scorsese was going to direct a Dean Martin movie, written by Nick Pileggi. Hanks teases Regis and Kelly about being nervous about having David Letterman on the show. Hanks and Rita Wilson attended the Glamour awards last night. 00:28:42

2. Today

NBC (---) National

11/09/2004 08:00 AM - 09:00 AM Estimated Audience: 5,187,000 Media Value: \$37,528

00:19:04 TZ; **Polar Express**: The **Polar Express** is written by Chris Van Allsburg, directed by Robert Zemeckis, and stars Tom Hanks. V; The **Polar Express**. SI; Tom Hanks, it's Dr. No meets Leonard Fraks. SI; Robert Zemeckis, it's a very simple small story. V; The **Polar Express** book. SI; Tom Hanks, it starts off looking very confusing. SI; Robert, so the infrared light can pass through. Robert did technology in Forrest Gump and Who Framed Roger Rabbit. SI; Robert Zemeckis, we just got to do the scenes. Peter Scolari, Nona Gaye, and Tom all interacted with each other. SI; Robert, it's not like insanely expensive. SI; Tom Hanks, maybe I should be playing something like Herdy Gerdy. Katie says stop playing Herdy Gerdy. 00:26:25

00:00:00 Open: Tom Hanks and Robert Zemeckis talk about The **Polar Express**. Robert Zemeckis was visionary behind Forrest Gump and Roger Rabbit. Author Tom Wolf will visit. 00:01:07

3. Today

NBC (---) National

11/09/2004 07:00 AM - 08:00 AM Estimated Audience: 5,843,500 Media Value: \$42,278

00:53:19 Close: Tom Hanks and Robert Zemeckis go behind the scenes of The **Polar Express** coming up next hour. 00:53:31

Note: Unless otherwise noted, the above VMS news segment summaries are derived from off-air recordings. Report © Copyright 2004 Video Monitoring Services of America, LP. All rights reserved. Any audience data contained in VMS reports are the copyrighted property of Nielsen Media Research, Inc. All Rights Reserved. Media Values are based on the value of 30 seconds of time as measured by SQUAD.

00:00:00 Open: Tom Hanks from The **Polar Express** stops by with Robert Zemeckis. Sir Elton John talks about his comments on Madonna. 00:01:43

4. The Late Show With David Letterman

CBS (---) National

11/08/2004 11:35 PM - 12:35 AM Estimated Audience: 3,985,000 Media Value: \$58,372

00:05:17 Tease: Tom Hanks from **Polar Express**; Nelly V; Nelly Albums, Sweat, Suit 00:09:14

00:21:14 TZ; Tom Hanks: SI; Tom Hanks, talks about self, tattoos, election, movie **Polar Express**, using infrared sensors to film movie, compares it to Gollum on Lord of the Rings. Tom Hanks jokes that Infrared is channel on XM radio. **Polar Express** also stars Peter Scolari, and Eddie Deezen. 00:30:14

00:42:10 TZ; Tom Hanks: SI; Tom Hanks, talks about movie **Polar Express**, wife Rita getting award from Glamour Magazine, watching movie Reversal of Fortune. V; Scenes from **Polar Express**. 00:46:57

5. Access Hollywood

Syndicated_TV (---) National

11/08/2004 07:30 PM - 08:00 PM Estimated Audience: 3,199,000 Media Value: \$24,965

00:06:20 **Polar Express**: Hollywood comes out for premiere of **Polar Express**. V; The **Polar Express**, movie poster. I; Tom Hanks, comments on the film. V; Hollywood transformed into a winter wonderland. SB; The **Polar Express**, starts Wednesday, will open IMAX 3-D. V; Peter Scolari. I; Tom, says he would take the sentry jumpsuit over the dress any time. 00:06:49

6. E! News Live

E! Entertainment Television (---) National

11/08/2004 07:00 PM - 07:30 PM Estimated Audience: 152,145 Media Value: \$0

00:03:42 Christmas Time: The **Polar Express** opens this week. V; Premiere of The **Polar Express**. V; The **Polar Express** footage. I; Robert Zemeckis, Director, The **Polar Express**, says the movie is for everyone. I; Tom Hanks says it's an amalgam. V; Bosom Buddies footage. I; Rita Wilson says Tom lost a tooth eating a Rice Krispies Treat. GR; The **Polar Express** logo on TV behind anchor. 00:04:42

7. Entertainment Tonight

Syndicated_TV (---) National

11/08/2004 07:00 PM - 07:30 PM Estimated Audience: 7,349,000 Media Value: \$57,352

00:12:49 The **Polar Express**: The **Polar Express** premiered yesterday. V; The **Polar Express** premiere. I; Tom Hanks, The **Polar Express**, says their Christmas is like the window at Woolworth's. V; Rita Wilson. 00:13:32

Note: Unless otherwise noted, the above VMS news segment summaries are derived from off-air recordings. Report © Copyright 2004 Video Monitoring Services of America, LP. All rights reserved. Any audience data contained in VMS reports are the copyrighted property of Nielsen Media Research, Inc. All Rights Reserved. Media Values are based on the value of 30 seconds of time as measured by SQUAD.

8. Extra

Syndicated TV (---) National

11/08/2004 07:00 PM - 07:30 PM Estimated Audience: 3,327,000 Media Value: \$25,964

00:09:18 The **Polar Express**: The **Polar Express** is expected to dominate the holiday box office. V; Tom Hanks. V; Movie Clip: The **Polar Express**. V; Peter Scolari. I; Tom Hanks speaks about Bosom Buddies costar Peter Scolari, Rita Wilson looks on. V; Peter Scolari and young men. The **Polar Express** rolls into theater Wednesday. 00:09:47

9. CBS Sunday Morning

CBS (---) National

11/07/2004 09:00 AM - 10:30 AM Estimated Audience: 4,362,333 Media Value: \$31,561

01:01:50 TZ; **Polar Express**: Tom Hanks and robert Zemeckis, of Forest Gump, created **Polar Express**. V; movie clips. V; forrest gump clips. V; castaway clip. I; Hanks, talks about the movie. V; **Polar Express** book by chris valsburg. I; Zemeckis, talks about making the movie. V; I Wanna hold your hand, clip. V; Used cars clip. V; Romancing the Stone clip. V; Back to the future clips. V; Robert Zemeckis Center for digital Arts on the USC campus, exterior and interior. Gary bowen reporting. 01:11:04

10. World News Now

ABC (---) National

11/05/2004 03:30 AM - 04:00 AM Estimated Audience: 575,000 Media Value: \$1,263

00:25:07 Cartoon Animation: Cartoon characters are starting to move and act just like humans. V; clip of The Incredibles. I; Bill Sheffler, Pixar talks about building puppets. V; clip of Toy Story. V; clip of I; Alan Barillaro, Pixar talks about making movies. V; clip of Shrek 2. V; clip of The **Polar Express**. Monster, Inc. 00:27:37

Note: Unless otherwise noted, the above VMS news segment summaries are derived from off-air recordings. Report © Copyright 2004 Video Monitoring Services of America, LP. All rights reserved. Any audience data contained in VMS reports are the copyrighted property of Nielsen Media Research, Inc. All Rights Reserved. Media Values are based on the value of 30 seconds of time as measured by SQUAD.