

Learn about what it is, how it started, who's involved, some of the best/worst movies, and how it has influenced movie-going.

SYMBOLS

Critics



If at least 60% of the reviews are positive, it's fresh





- Certified fresh movies have:
- At least 75% positive reviews
- 5+ reviews from Top Critics
- 80+ reviews for wide release films · 40+ reviews for limited release films

If at least 40% of users give a rating of 3.5 or lower, it's rotten

If at least 60% of users give a

rating of 3.5 or higher, it's fresh

Audience

APPROVED TOMATOMETER CRITICS



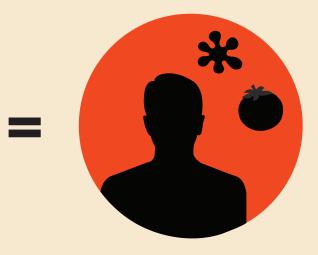
Has opinions on movies and writes about them



Publishes in widely read outlet for 2+ years



Published 1+ review in the past year



Considered an "Approved Tomatometer Critic"

HISTORY



Cal

778599

Created by Senh Duong August 1998

He was inspired to create it to display all the reviews of Jackie Chan's action movies as they were released in the US.

Officially launched April 2000

Duong teamed up with his old UC Berkeley classmates, Patrick Y. Lee and Stephen Wang, to improve the site.



778600

Aquired by IGN June 2004

The deal was reportedly worth \$10 million.



Sold to Flixster January 2010

The combined audience reach of both companies grew to 30 million unique visitors per month.



778601

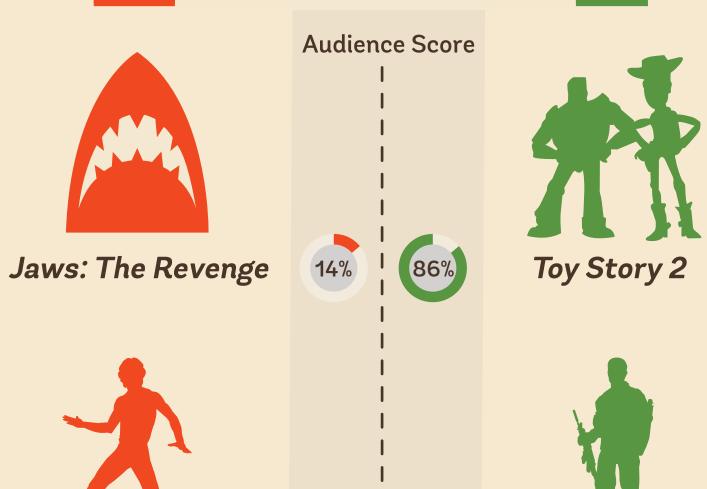
Acquired by Fandango February 2016

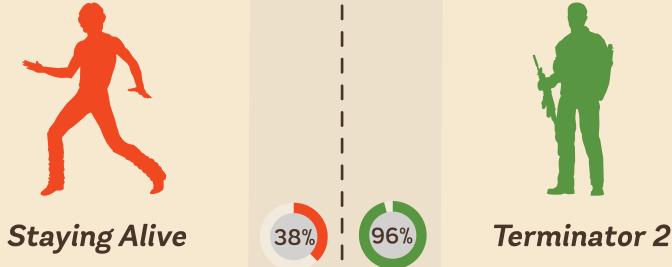
Fandango's combined audience reach grew to more than 63 million unique visitors per month.

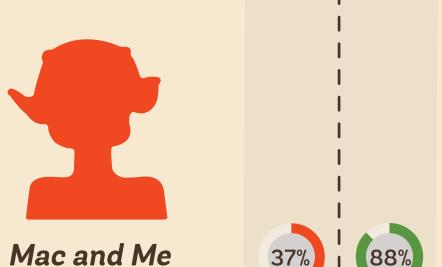
AND THE LOSER/WINNER IS...

Sometimes, critics' reviews are unanimous. Here are some movies that all Tomatometer critics either hated or loved:











WOMP-WOMP...

Unfortunately for movie studios, sometimes Rotten Tomatoes ruins people's perception of whether a movie is good or not.



Pirates of the Caribbean: 29% Dead Men Tell No Tales



were predicted to do well in the box office over Memorial Day weekend. However, that's not quite what happened.

Baywatch made \$11.5 million less during its opening weekened than even the most conservative estimate by its producing company, Paramount.



Actual and expected opening weekend earnings for Baywatch in the US

Dead Men Tell No Tales, the 5th movie in the Pirates of the Caribbean franchise, had the series' lowest opening weekend in 14 years, earning just \$600,000 more than the first movie.



The opening weekend earnings for all of the Pirates of the Caribbean movies, adjusted for inflation

The conclusion? People involved with both movies

blamed Rotten Tomatoes for swaying public opinion.

WONDER WHAT HAPPENED?

On the other hand, a positive Rotten Tomatoes score might motivate people who weren't already planning on watching the movie to watch it.



Wonder Woman



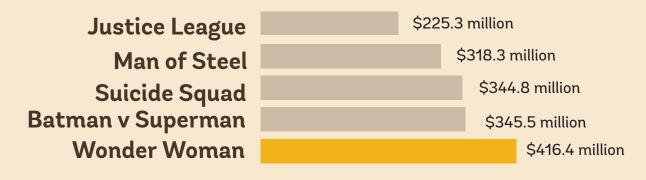
had such a high Rotten Tomatoes score for a super hero movie that it became a headline that boosted its ticket sales.

With the help of this positive press, Wonder Woman was able to exceed its opening weekend expectations by \$38.1 million.



Expected and actual opening weekend earnings for Wonder Woman

Wonder Woman also had the most successful gross ticket sales of all the movies in the DC Extended Universe, despite ranking 3rd among the 5 movies in opening weekend earnings.



Gross ticket sales for all DC Extended Universe movies, adjusted for inflation



The conclusion? Rotten Tomatoes can also give movies the boost they need to surpass expectations.

BETTER LATE THAN NEVER

And as time goes on, more and more people are consulting Rotten Tomatoes:



Percent of all moviegoers who regularly check Rotten Tomatoes



Percent of teenagers who regularly check Rotten Tomatoes

DEVIL'S ADVOCATE

With all of this in mind, it's important to remember that the Rotten Tomatoes score isn't the only factor people use to pick movies to watch.

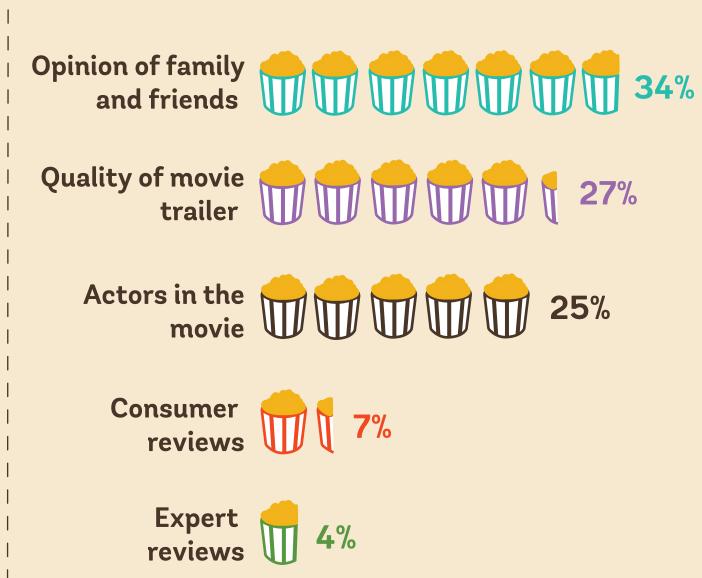
The decision to go see a film is made far in advance of when Rotten Tomatoes scores start appearing."

> Yves Bergquist, the director of AI and Neuroscience in Media Project at USC's Entertainment Technology Center

So the next time you find a movie with a low Tomatometer score, maybe give it a chance. Or, at least consult the people around you, your gut, or your eternal love for the wonderful Chris Evans and his beautiful eyes.







Bergquist's analysis of what motivates people to watch a movie

An infographic by Olga Andreeva with facts and figures from:

https://www.rottentomatoes.com/about https://en.wikipedia.org/wiki/Rotten_Tomatoes https://lrmonline.com/news/how-many-moviegoers-check-rotten-tomatoes-and-does-it-matter https://www.vanityfair.com/hollywood/2017/06/how-hollywood-came-to-fear-and-loathe-rotten-tomatoes https://www.ign.com/articles/2017/05/30/ranking-the-pirates-of-the-caribbean-movies-box-office-openings