



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

>60%

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

>40%

If at least 40% of the reviews are **negative**, it's **rotten**

Audience

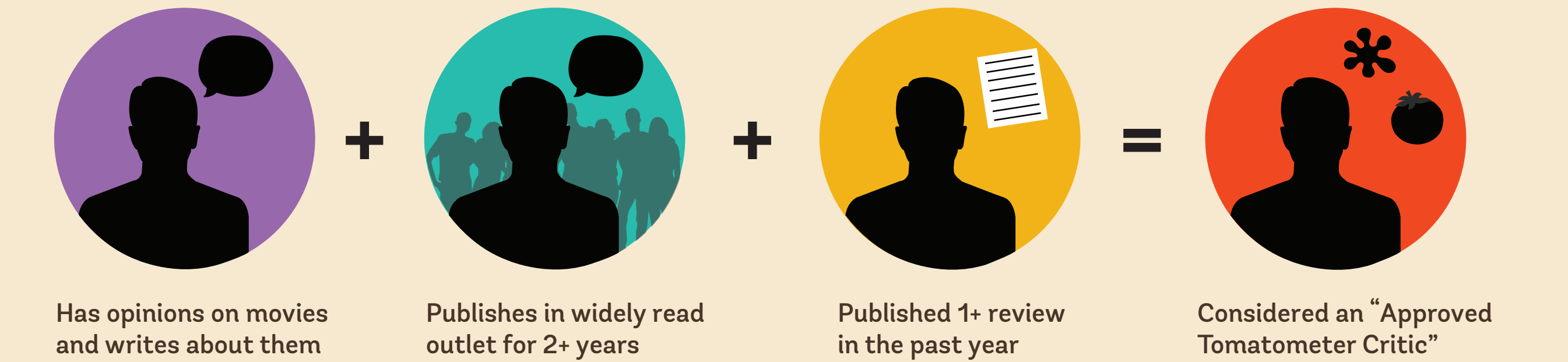
>60%

If at least 60% of users give a **rating of 3.5 or higher**, it's **fresh**

>40%

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

APPROVED TOMATOMETER CRITICS



HISTORY

778598

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.

778599

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.

778601

Sold to Flixster January 2010

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

778602

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:

Jaws: The Revenge

Staying Alive

Mac and Me

Toy Story 2

Terminator 2

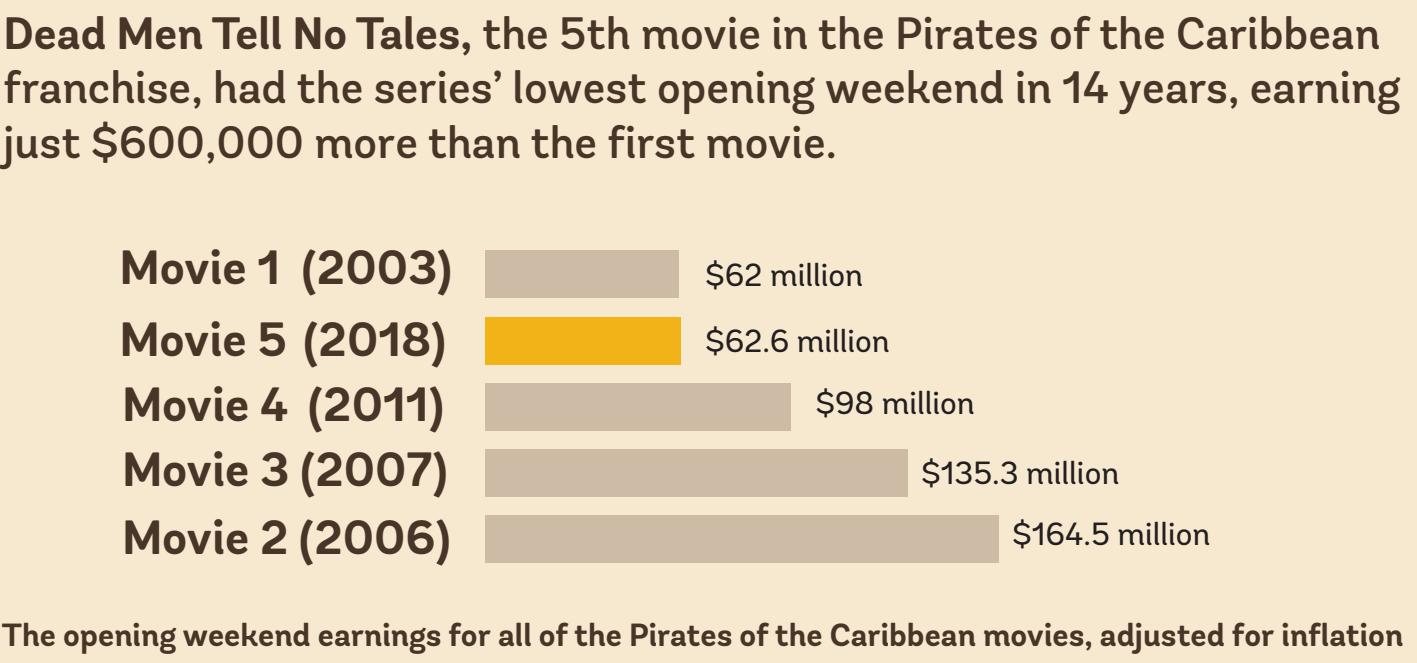
Paddington 2

WOMP-WOMP...

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

Baywatch **17%** and **Pirates of the Caribbean: Dead Men Tell No Tales** **29%** 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 weekend than even the most conservative estimate by its producing company, Paramount.

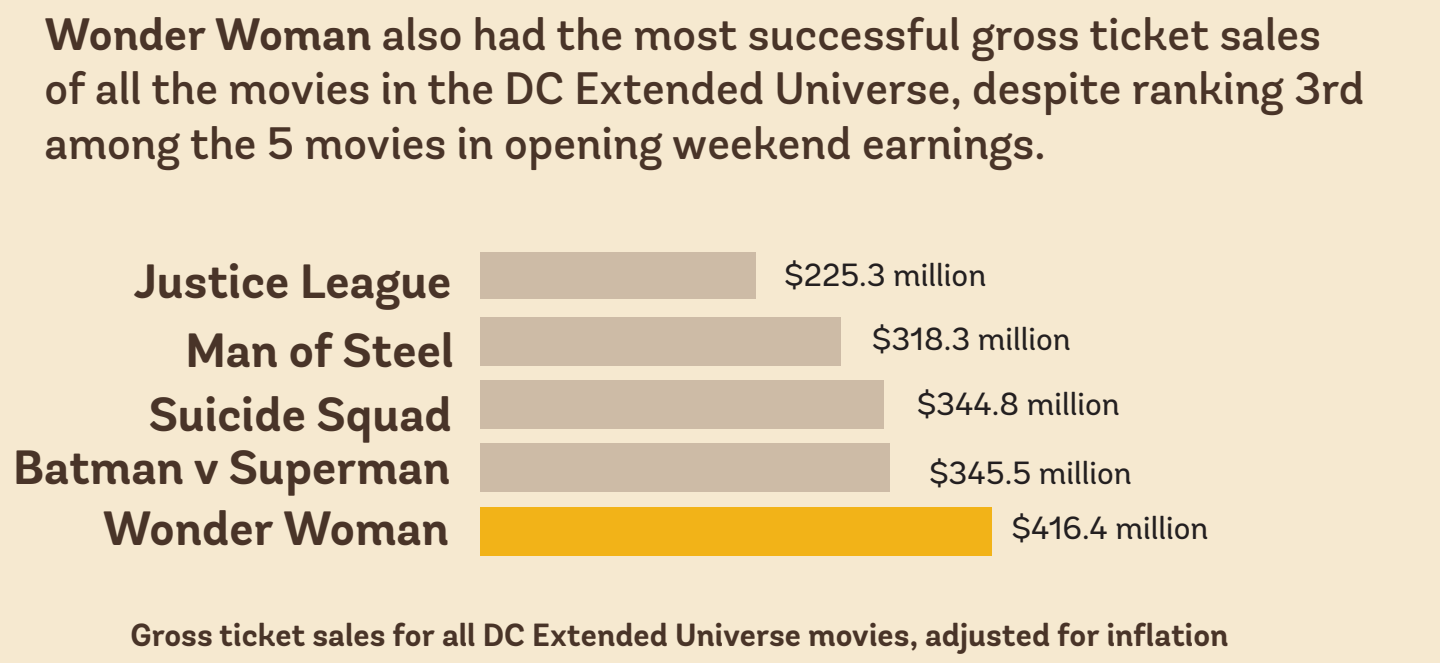


The conclusion? People involved with both movies blamed Rotten Tomatoes for swaying public opinion.

WONDER WHAT HAPPENED?

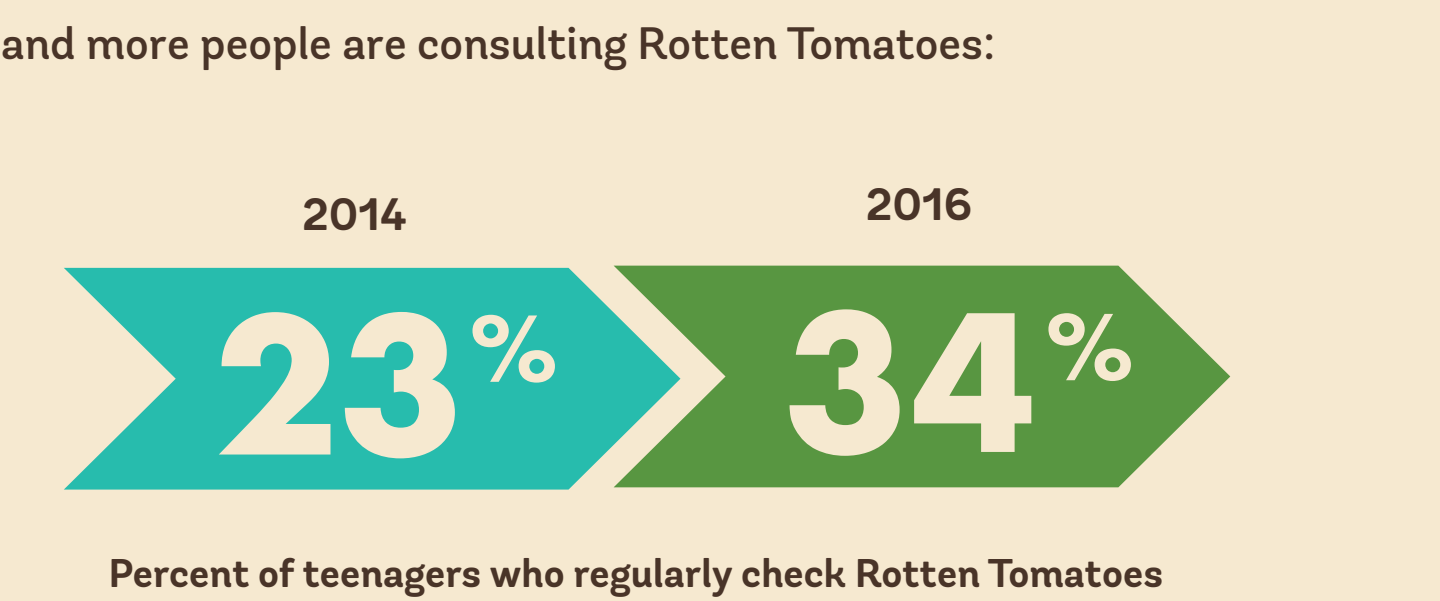
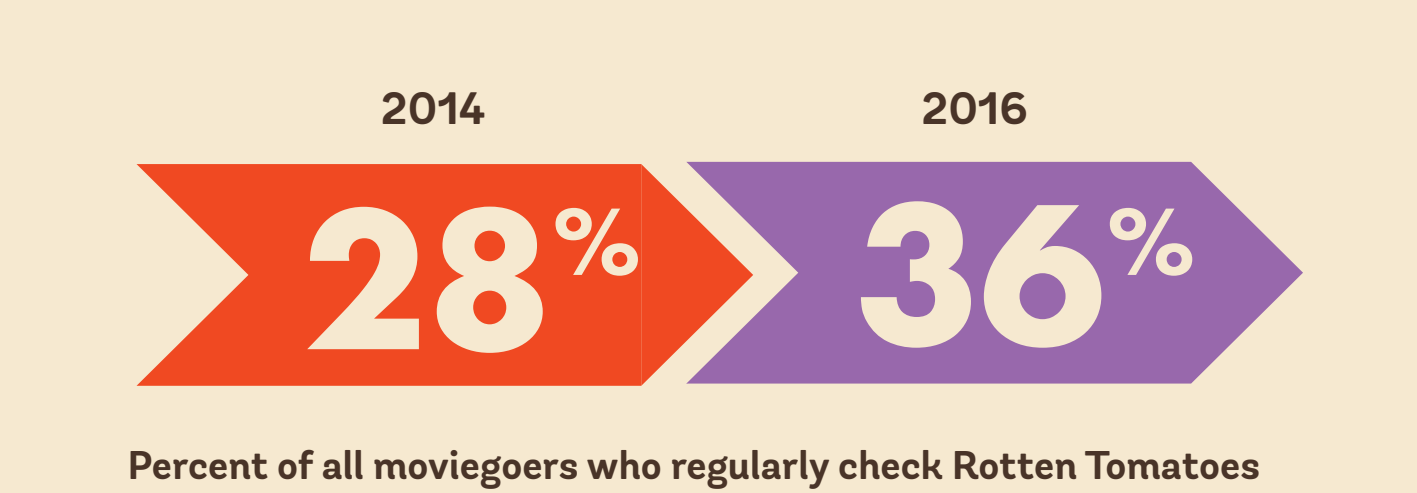
On the other hand, a positive Rotten Tomatoes score might motivate people who weren't already planning on watching the movie to watch it.

Wonder Woman **93%** had such a high Rotten Tomatoes score for a super hero movie that it became a headline that boosted its ticket sales.



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

BETTER LATE THAN NEVER



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.

Opinion of family and friends **34%**

Quality of movie trailer **27%**

Actors in the movie **25%**

Consumer reviews **7%**

Expert reviews **4%**

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