

MadOnion Benchmark Media Usage Report Q4 – 2001

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Benchmark media usage report

Objectives

This report covers the usage of the 3DMark® product line within the online media for Q4 2001. The objective of the report is to analyze how extensively 3DMark® is used by the PC industry in order to gain insight and quantify the popularity of the software.

Since the initial introduction of 3DMark® 99 – The Gamers' Benchmark, the 3DMark® benchmark series has become increasingly popular amongst the computer professionals. Over 20 million copies of the benchmark software have been distributed to date, making 3DMark® the most widely spread testing software ever.

In Q4 2001 3DMark was used by 95% of all online publications that wrote reviews about new PC hardware.

Survey method

Surveyed media

We selected online media as the target group of this analysis because of the speed by which they operate and the high availability. Information was gathered between 1st of October – 27th of December. Please note that since reviewed products were launched in different dates during Q4 2001 this is being reflected in number of available reviews that were online during the information-gathering period. In order to ensure that the selection is valid, we excluded all non-English online sources. This was done because it was not possible to verify that selected online sources from a different country would represent a holistic view of that country's news sources in general.

Surveyed product launches

The report covers three recent launches of new technology during Q3 2001 or early Q4 2001. These launches are: AthlonXP CPU launch by Advanced Micro Devices Inc, GeForce Titanium series launch by Nvidia Corp, Inc. and Radeon 7500 & 8500 product line launch by ATI Technologies Inc.

It should be noted that different companies have different promotional capabilities and programs. This directly affects the number of reviews that have been written about their new product introductions. This does not necessarily reflect the quality of new hardware or public interest about it.

For comparison purposes we included Quake III usage, which we believe is the most commonly used application-based benchmark.

Key Results

AMD AthlonXP +1700, +1800, +1900 launches

Total number of reviews covered:	38	
Number of reviews that used 3DMark®:	32	Usage percentage: 84%
Number of reviews that used SYSmark:	36	Usage percentage: 53%
Number of reviews that used Quake III:	31	Usage percentage: 82%

NVIDIA GeForce Titanium series launch

Total number of reviews covered:	57	
Number of reviews that used 3DMark®:	57	Usage percentage: 100%
Number of reviews that used Quake III:	53	Usage percentage: 93%

ATI Radeon 7500 & 8500 series launch

Total number of reviews covered:	31	
Number of reviews that used 3DMark®:	31	Usage percentage: 100%
Number of reviews that used Quake III:	28	Usage percentage: 90%

Summary of surveyed reviews:

Total number of all reviews covered:	126
Total number of reviews using 3DMark®:	120

Total industry coverage for 3DMark®: 95%

Discussion

As assumed, we're seeing the highest usage percentage within the 3D accelerator launches by NVIDIA and ATI. However, it is surprising that out of the 88 reviews that covered these new technologies, there was not a single review that would not have mentioned 3DMark® scores within it.

Another surprise, is the fact that 3DMark® seems to also be the most commonly used benchmark within the processor measurement segment. Given that 3DMark® is meant to be a 3D/gaming benchmark we assumed that it would not have as an impressive usage percent as 84% within the CPU category. One of the reasons for this may be the fact that CPU benchmark space is more diversified than 3D/gaming.

In many cases, web sites reporting both 3DMark®2000 and 3DMark®2001 scores, referred to them as DX7 and DX8 benchmarks, respectively. Most of the sites seemed to settle for 4 – 6 different benchmarks, and in the extreme cases, we saw more than 12 benchmarks being used.

Summary

3DMark® remains the most widely used benchmark within the industry, when measured by online press adoption. In Q4 2001, 3DMark® was used by 95% of all online publications that wrote reviews about new PC hardware. When online press measures and evaluates new processors, 3DMark® is used by 84% of them and when 3D accelerators are measured an impressive 100% of the reviews used 3DMark®.

Attachments:

Attachment 1: 3DMark® PR Testimonials
Attachment 2: Background data

Attachment 1: 3DMark - Testimonials

Tom's Hardware www.tomshardware.com

*"In this comparison **3D Mark 2001 has proven to be an invaluable tool** to evaluate the performance of modern 3D-chips, **making further gaming benchmarks almost obsolete.**"*

*"As long as you make sure that you only compare those 3DMark results which have been measured on the same test system, **this benchmark is a powerful instrument to determine graphics performance.** The latest 2001 version has some very impressive tests and also supports DirectX 8, making it a good choice technically."*

Sharky Extreme www.sharkyextreme.com

*"**3DMark 2001 Pro has become a standard in measuring how well video cards perform** through a series of tests that measure Direct3D performance. It's becoming so ubiquitous, in fact, that the game of the hour, Max Payne, even lists a recommended 3dMark 2001 score in its system requirements."*

HardOCP www.hardocp.com

*"**3DMark2001 as we've all come to love is an extreme benchmark meant to stress the latest features on the latest generation of video cards.** This means it's fully DirectX 8.0 compliant utilizing such features as hardware vertex and pixel shaders, and Transform and Lighting and Shading."*

*"To my knowledge, **the 3DMark is the most widely used Direct3D benchmark** still used in the hardware community today."*

Firing Squad www.firingsquad.com

*"3DMark 2000 is a nice test of overall Direct3D performance of a video card. It is also **well standardized and widely distributed, allowing for good performance comparisons.**"*

*"While it has faced some criticism recently, **3DMark is still a good synthetic 3D benchmark.**"*

AnadTech www.anadtech.com

*"In essence, **3DMark 2000 is a fine benchmark**, just be aware of what the results are portraying, as it's not the same thing as a Winbench CPUmark."*

Riva Station www.rivastation.com

*"Since **an incredible number of users consider it a sport or a form of competition to reach the highest 3DMark score, it would be tantamount to a sin to leave this test out.**"*

"Mad Onion's 3DMark 2001 represents the upcoming generation of DirectX8 enabled games."

Digit Life www.digit-life.com

*"Apart from old bothersome games today we have a newcomer - **the 3DMark 2001, which has managed to become legendary.**"*

*"3DMark 2001 was always above all in **enabling different hardware features**, it concerns not only 3D-accelerators but all other stuff as well."*

OCPrices www.ocprices.com

"As always, 3D Mark 2000 gives a good idea what your PC will do when it comes to gaming."

Hardware Unlimited www.hardware-unlimited.com

"Onwards to 3DMark 2001, that excellent benchmark and piece of eye candy. For gamers, this is one of the most influential benchmarks when making a CPU purchase."

NVMax www.nvmax.com

"3DMark2001 by madonion.com is the worlds leading Direct3D benchmarking software that is designed to allow easy system performance comparison."

NVNews www.nvnews.com

"Many gamers enjoy testing their 3D graphics performance with MadOnion's 3DMark2001 since it can be downloaded for free and is straightforward to use. Although it's referred to as a synthetic benchmark, the battery of tests in 3DMark2001 contains a variety of state-of-the-art simulations, which could easily consist of what a Direct3D game is based on."

Hot Hardware www.hothardware.com

"The first up to bat is one of the more popular synthetic DirectX 8 benchmarks, 3DMark 2001. Mad Onions flagship benchmark utility does a fantastic job at stressing a video card's DirectX 8 capabilities."

Game PC www.gamepc.com

"In 3DMark 2001, one of the more popular DirectX 8 benchmarks on the market, we see the Asus Ti500 match right alongside the nVidia reference Ti500, scoring within 1-2% of each other."

Game Spot www.gamespot.com

"Madonion.com's 3DMark 2001 is a key measure of DirectX 8 performance and has been closely contested by AMD and Intel processors in previous tests."

Guru of 3D www.guruof3d.com

"The next benchmark is [3DMark2000] the benchmark which we all love so much, well at least I do."

"3D Mark 2000 is one of the most extensive benchmarks available for 3D videocards. It will test every possible aspect of the cards and give it a final rating based on technology versus performance."

3D GPU www.3Dgpu.com

"[3DMark is] a popular Direct3D-based benchmark that truly brings a card to its knees these days. It [3DMark] uses the Max Payne game engine to render the visuals, and also supports some of the GeForce3's features, such as bump mapping, pixel shading, and of course utilizing the hardware T&L onboard. It's a widely used benchmark that gives an early indication of how you'll fare with games in the future that uses the latest features, high amount of polygons, and dynamic lighting."

Attachement 2: Background data

AthlonXP Series

Domain	Url	3DMark	SysMark	Quake III	Review type
Active Hardware	www.active-hardware.com	Used	Used	Used	AthlonXP +1900
		Used	Used	Used	AthlonXP +1800
AMDZone	www.amdzone.com	Used	Not Used	Used	AthlonXP +1900
		Used	Not Used	Used	AthlonXP +1800
Anadtech	www.anadtech.com	Not Used	Used	Used	AthlonXP +1900/1800/1700
AMDPower	www.amdpower.com	Used	Not Used	Used	AthlonXP +1600
AMD MB	http://www.amdmb.com	Used	Used	Used	AthlonXP +1800
		Used	Used	Used	AthlonXP +1900
AMDWorld	www.amdworld.co.uk	Used	Not Used	Used	AthlonXP +1700
CPUReview	www.cpureview.com	Not Used	Not Used	0	AthlonXP +1800
Digitlife	www.digit-life.com	Used	Used	Used	AthlonXP +1800
Eurogamer	www.eurogamer.com	Used	Not Used	Used	AthlonXP +1800
ExtremeTech	www.extremetech.com	Used	Not Used	Used	AthlonXP +1900
Firingsquad	www.firingsquad.com	Used	Not Used	Used	AthlonXP +1800
GamePC	www.gamepc.com	Used	Not Used	Used	AthlonXP +1800
GameSpot	www.gamespot.com	Used	Used	Used	AthlonXP +1900
		Used	Used	Used	AthlonXP +1800
Gotapex	www.gotapex.com	Used	Not Used	Used	AthlonXP +1800
Hardware Unlimited	www.hardware-unlimited.com	Used	Used	0	AthlonXP +1800
Hexus.net	www.hexus.net	Used	Used	0	AthlonXP +1800
		Not Used	Not Used	0	AthlonXP +1900
LostCircuits	www.lostcircuits.com	Not Used	Not Used	Used	AthlonXP +1900
		Not Used	Not Used	Used	AthlonXP +1800
Motherboards.org	www.motherboards.org	Used	Used	0	AthlonXP +1700 & +1800
Overclockersonline	www.overclockersonline.com	Used	Not Used	Used	AthlonXP +1700
OCPrices	www.ocprices.com	Used	Used	Used	AthlonXP +1800
PCStats	http://www.pcstats.com	Used	Used	Used	AthlonXP +1800
Radeonic	www.radeonic.com	Used	Not Used	Used	AthlonXP +1800
SharkyExtreme	www.sharkyextreme.com	Used	Used	Used	AthlonXP +1800
SimHQ	www.simhq.com	Not Used	Used	0	AthlonXP +1900
Sourcemagazine	www.sourcemagazine.com	Used	Not Used	Used	AthlonXP +1800
Tomshardware	www.tomshardware.com	Used	Used	Used	AthlonXP +2000
		Used	Used	Used	AthlonXP +1900
		Used	Used	Used	AthlonXP +1800
TechReport	www.tech-report.com	Used	Not Used	Used	AthlonXP +1900
		Used	Not Used	Used	AthlonXP +1800
VIAHardware	www.viahardware.com	Used	Used	Used	AthlonXP +1900
ZDNet Uk	www.zdnet.co.uk	Used	Used	0	AthlonXP +1800
Total Used		32	20	31	
Total Reviews		38	38	38	

Usage percentage

84% 53% 82%

NVIDIA GeForce Titanium series

Domain	Url	3DMark	QIII	Review type
3DSpotlight	http://www.3dspotlight.com	Used		Used Ti 500
3DGPU	www.3dgpu.com	Used		Used Visiontek Ti 200
		Used		Used Visiontek Ti 500
		Used		Used Ti series
8Balls Hardware	http://www.8ballshardware.com/	Used	Not	Used Ti200
AMDZone	http://www.amdzone.com	Used		Used Series review
Anandtech	http://www.anandtech.com	Used		Used Series review
Bjorn 3D	http://www.bjorn3d.com	Used		Used Ti series
		Used		Used Visiontek Ti 500
		Used		Used Hercules Ti 200
Chicago Gamers	http://www.chicagogamers.com	Used	Not	Used Ti 500
Digit Life	http://www.digit-life.com	Used		Used Titanium series
		Used		Used Ti 200
		Used		Used Ti 200 Golden Sample
Evil3D	http://www.evil3d.net	Used		Used Ti 500 & Ti 200
ExtendPC	http://www.extendpc.com	Used		Used Ti 200
FiringSquad	www.firingsquad.com	Used		Used Leadtek Ti 500
		Used		Used Titanium series
Gamersdepot	www.gamersdepot.com	Used		Used Ti 500
Guru3D	www.guru3d.com	Used		Used Ti 200
		Used		Used Hercules Ti 500
		Used		Used Ti 500
GameSpot	www.gamespot.com	Used		Used Ti 500
GamePC	www.gamepc.com	Used		Used Asus Ti 500
		Used		Used Visiontek Ti Series
		Used		Used Ti series
Got Apex	www.gotapex.com	Used		Used Ti 500
		Used		Used Ti 200
GamePC	www.gamepc.com	Used		Used Ti series
Hoardware	www.hoardware.com	Used		Used Visiontek Ti Series
		Used		Used Ti 500
HardOCP	http://www.hardocp.com	Used		Used Ti 200
		Used		Used Ti 500
		Used		Used
Hoovers	www.hoovers.com	Used	Not	Used Ti 500
LegionHardware	http://www.legionhardware.com	Used		Used Ti 200
Motherboards.org	http://www.motherboards.org	Used		Used MSI Ti 200/500
NVNews	www.nvnews.com	Used		Used Ti series
		Used		Used GF3
NVMax	http://www.nvmax.com	Used	Not	Used Titanium series
Overclockers Club	www.overclockersclub.com	Used		Used Ti 500
PCStats	http://www.pcstats.com	Used		Used Ti200
Rivastation	www.rivastation.com	Used		Used Titanium series
		Used		Used All cards roundup

Speedy3D	http://www.speedy3d.com	Used	Used Xstacy Ti series
SharkyExtreme	www.sharkyextreme.com	Used	Used Ti 500
		Used	Used Ti 200
Systemlogic	http://www.systemlogic.net	Used	Used Visiontek series
The CAD	http://www.the-cad.com	Used	Used Ti 500
Tomshardware	www.tomshardware.com	Used	Used Ti 500
		Used	Used Series review
The Meter	http://www.themeter.com	Used	Used Ti series
Technical Hardware	http://www.techhard.com	Used	Used Titanium series
Tweak3D.net	http://www.tweak3d.net	Used	Used
TweakersAsylum	http://www.tweakersasylum.com	Used	Used Ti 200
Virtual Zone	http://www.vr-zone.com	Used	Used Winfast Ti 500
Xbit Labs	http://www.xbitlabs.com	Used	Used Visiontek Titanium
		Used	Used Ti 500

Total Titanium Reviews	57	53
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Usage percentage	100%	93%
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ATI Radeon 7500 & 8500

Domain	Url	3DMark	QIII	Review type
3DExtreme	www.3dextreme.org	Used	Used	7500
AnandTech	www.anandtech.com	Used	Used	8500
Digit Life	www.digit-life.com	Used	Used	8500
		Used	Used	8500Le
		Used	Used	7500 & 8500
Extremetech	www.extremetech.com	Used	Used	7500 & 8500
		Used	Used	8500
GamePC	http://www.gamepc.com	Used	Used	8500
GotApex	www.gotapex.com	Used	Used	Radeon 7500
Guru3D	www.guru3d.com	Used	Used	7500
		Used	Used	8500
Hardware Analysis	http://www.hardwareanalysis.com	Used	Used	8500
HardwarePub	http://www.hardwarepub.com	Used	Used	7500
HardOCP	http://www.hardocp.com	Used	Used	Radeon 8500
Hexus.net	www.hexus.net	Used	Used	8500
House of Help	http://www.houseofhelp.com	Used	Used	Radeon 7500
HotHardware	http://www.hothardware.com	Used	Used	7500 & 8500
Head to Head Gaming	www.H2H.ca	Used	Not Used	7500
HardCoreWare	http://www.hardcoreware.net	Used	Used	
LegionHardware	http://www.legionhardware.com	Used	Used	7500
Motherboards.org	http://www.motherboards.org	Used	Not Used	7500
OnePC	http://www.onepc.net	Used	Used	Radeon 7500
Radeonic	http://www.radeonic.com	Used	Used	Radeon 8500 & 7500
RivaStation	www.rivastation.com	Used	Used	7500
		Used	Used	8500
Serial Addiction	http://www.serialaddiction.net	Used	Used	Radeon 7500
SharkyExtreme	http://www.sharkyextreme.com	Used	Used	7500 & 8500
Tomshardware	www.tomshardware.com	Used	Used	Radeon 8500
		Used	Used	8500 new drivers
Templin Tech	http://www.templintech.com	Used	Not Used	
The Tech Zone	http://www.thetechzone.com	Used	Used	7500

Total Radeon reviews 31 28

Usage percentage 100% 90%

Total 3D reviews 88 81

Total 3D reviews percentage 100% 92%

Total all reviews 126

Total 3DMark used 120

Total 3DMark usage 95%