

Once all three trailer were released the twitter buzz ignited for all three films. The London PR agency Way To Blue has tracked the online buzz. They have counted up the overall tweets for each movie, the tweets regarding the directors, and tweets involving key characters in each film.

The results are very surprising as the winner for overall twitter buzz last month goes to ... THE HOBBIT! According to Way to Blue The Dark Knight Rises was thumped by almost twice as many tweets for Peter Jackson's return to Middle-Earth. In fact the Next Batman film didn't even finish in the top spot for the other two categories: director tweets and character tweets. The Hobbit is certainly one of the largest responses we have seen from a film property online in the social media era. Comparing the levels of buzz upon trailer launch The Hobbit has reached almost

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