

The Celebrity 100

Edited By Peter Kafka, 06.15.05, 6:00 PM ET

In the wired world, where everyone has access to a camera, a screen or both, it is easier than ever to find fleeting fame. A hit TV show will do the trick: The cast of *Desperate Housewives*, largely unknown less than a year ago, is all but overexposed today. Nowadays you can be famous just for being famous--see **Paris Hilton**--or for having a run of good luck, as **Ken Jennings** did during his six-month winning stint on *Jeopardy!*

Yet some stars earn their status by good old-fashioned accomplishment. **Tiger Woods** has won 60 tournaments in ten years. **George Lucas'** lifework, his Star Wars franchise, has generated billions of dollars in ticket and merchandise sales over three decades. Though *Revenge of the Sith* is his last chapter, profits will flow to him for years to come.

And **Oprah Winfrey**, who perennially ranks near the top of our Celebrity 100 list, takes the No. 1 spot this year for the first time. After 21 years, her daytime chat-fest still rules the airwaves, minting new celebs--and hundreds of millions of dollars in profits.

Athletes :

Power Rank	Name	Pay Rank	Web Rank	Press Rank	TV Rank
2	Tiger Woods	4	12	2	11
5	Shaquille O'Neal	26	26	5	12
15	Lance Armstrong	41	39	9	8
16	Michael Jordan	27	34	16	25
17	Michael Schumacher	8	37	29	81
19	Kobe Bryant	39	47	4	2
26	David Beckham	28	53	3	64
33	Michael Vick	19	87	35	67
38	Derek Jeter	50	38	11	52
46	Jeff Gordon	53	56	13	45
47	Phil Mickelson	48	75	6	30
48	Alex Rodriguez	45	82	7	48
51	Oscar De La Hoya	18	91	65	82
53	LeBron James	56	60	21	35
57	Maria Sharapova	62	52	14	44
59	Andre Agassi	49	76	23	57
60	Manny Ramirez	52	84	15	62
62	Serena Williams	73	44	12	27
63	Valentino Rossi	41	30	76	99
72	Ronaldo	55	54	59	92
81	Venus Williams	87	64	31	54
82	Matt Hasselbeck	57	97	68	95
84	Walter Jones	54	100	89	99
87	Lindsay Davenport	89	88	20	70
89	Annika Sorenstam	86	81	32	82

Actors :

Power Rank	Name	Pay Rank	Web Rank	Press Rank	TV Rank
7	Johnny Depp	21	16	36	31
10	Tom Cruise	30	7	24	16
11	Brad Pitt	51	8	22	17
13	Will Smith	24	15	27	20
18	Will Ferrell	16	71	55	36
24	Jennifer Lopez	63	6	25	18
31	Denzel Washington	34	25	49	40
37	Jennifer Aniston	61	35	44	27
38	Julia Roberts	82	17	37	23
42	Tobey Maguire	29	27	66	73
44	Ray Romano	22	83	77	63
45	Nicole Kidman	70	14	18	21
49	Matt Damon	46	66	42	39
50	Adam Sandler	41	50	54	49
58	Drew Barrymore	58	48	63	58
65	Sandra Bullock	78	22	62	42
66	Cameron Diaz	72	18	53	55
70	Jennifer Garner	71	57	57	59
75	Naomi Watts	76	35	58	74
92	Patricia Heaton	80	95	93	78

Authors :

Power Rank	Name	Pay Rank	Web Rank	Press Rank	TV Rank
12	Dan Brown	6	27	39	61
22	J.K. Rowling	9	24	69	65
68	James Patterson	46	68	78	84
71	Nora Roberts	39	77	92	94
88	Arthur Agatston	66	92	85	87

Chefs :

Power Rank	Name	Pay Rank	Web Rank	Press Rank	TV Rank
85	Emeril Lagasse	80	70	79	45
86	Wolfgang Puck	74	79	81	65
100	Charlie Palmer	96	99	99	90

Directors / Producers :

Power Rank	Name	Pay Rank	Web Rank	Press Rank	TV Rank
3	Mel Gibson	3	13	33	15
4	George Lucas	1	3	41	34
6	Steven Spielberg	5	11	34	22
30	Peter Jackson	13	43	67	75
36	Jerry Bruckheimer	7	84	72	71

Kids stars :

Power Rank	Name	Pay Rank	Web Rank	Press Rank	TV Rank
35	The Olsen Twins	59	19	64	33
52	Lindsay Lohan	77	32	48	50
54	Hilary Duff	68	21	47	51
96	Frankie Muniz	82	89	90	91
99	Amanda Bynes	100	78	96	95

Magicians :

Power Rank	Name	Pay Rank	Web Rank	Press Rank	TV Rank
41	David Copperfield	10	90	87	52
98	David Blaine	99	86	95	87

Models :

Power Rank	Name	Pay Rank	Web Rank	Press Rank	TV Rank
77	Gisele Bundchen	67	65	86	80
90	Heidi Klum	85	62	80	67
93	Kate Moss	94	59	60	89
95	Tyra Banks	89	69	84	84
97	Adriana Lima	97	45	100	98

Musicians :

Power Rank	Name	Pay Rank	Web Rank	Press Rank	TV Rank
8	Madonna	11	5	30	19
9	Elton John	15	10	19	24
20	P Diddy	23	51	38	14
23	Metallica	20	9	50	69
29	Shania Twain	25	42	56	55
32	Rod Stewart	30	46	43	40
34	Bette Midler	30	29	70	43
40	Prince	12	30	94	93
43	The Eagles	14	63	88	72
61	Van Halen	38	55	71	75

Personnalities :

Power Rank	Name	Pay Rank	Web Rank	Press Rank	TV Rank
25	Desperate Housewives	92	20	10	6
55	Paris Hilton	87	4	16	10
64	Jessica Simpson	82	23	40	26
76	Ashlee Simpson	93	41	52	37
78	Dave Chappelle	74	58	83	59
91	Kimora Lee Simmons	63	98	97	95
94	Ken Jennings	98	96	73	29

Speakers :

Power Rank	Name	Pay Rank	Web Rank	Press Rank	TV Rank
56	Bill Clinton	89	1	1	1
80	Rudy Giuliani	94	73	45	3
83	Jack Welch	79	80	82	45

Talk Shows Hosts :

Power Rank	Name	Pay Rank	Web Rank	Press Rank	TV Rank
1	Oprah Winfrey	2	2	8	4
14	David Letterman	16	61	26	7
21	Jay Leno	34	33	28	5
27	Howard Stern	30	49	46	9
28	Rush Limbaugh	34	39	51	13
67	Regis Philbin	60	72	74	32
69	Paul Harvey	34	93	98	84
73	Judge Judy Sheindlin	41	94	91	75
74	Ellen DeGeneres	68	66	61	38
78	John Madden	63	74	75	78

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9	Elton John	15	10	19	24
10	Tom Cruise	30	7	24	16
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13	Will Smith	24	15	27	20
14	David Letterman	16	61	26	7
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16	Michael Jordan	27	34	16	25
17	Michael Schumacher	8	37	29	81
18	Will Ferrell	16	71	55	36
19	Kobe Bryant	39	47	4	2
20	P Diddy	23	51	38	14
21	Jay Leno	34	33	28	5
22	J.K. Rowling	9	24	69	65
23	Metallica	20	9	50	69
24	Jennifer Lopez	63	6	25	18
25	Desperate Housewives	92	20	10	6
26	David Beckham	28	53	3	64
27	Howard Stern	30	49	46	9
28	Rush Limbaugh	34	39	51	13
29	Shania Twain	25	42	56	55
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53	LeBron James	56	60	21	35
54	Hilary Duff	68	21	47	51
55	Paris Hilton	87	4	16	10
56	Bill Clinton	89	1	1	1
57	Maria Sharapova	62	52	14	44
58	Drew Barrymore	58	48	63	58
59	Andre Agassi	49	76	23	57
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78	John Madden	63	74	75	78
80	Rudy Giuliani	94	73	45	3
81	Venus Williams	87	64	31	54
82	Matt Hasselbeck	57	97	68	95
83	Jack Welch	79	80	82	45
84	Walter Jones	54	100	89	99
85	Emeril Lagasse	80	70	79	45
86	Wolfgang Puck	74	79	81	65
87	Lindsay Davenport	89	88	20	70
88	Arthur Agatston	66	92	85	87
89	Annika Sorenstam	86	81	32	82
90	Heidi Klum	85	62	80	67
91	Kimora Lee Simmons	63	98	97	95
92	Patricia Heaton	80	95	93	78
93	Kate Moss	94	59	60	89
94	Ken Jennings	98	96	73	29
95	Tyra Banks	89	69	84	84
96	Frankie Muniz	82	89	90	91
97	Adriana Lima	97	45	100	98
98	David Blaine	99	86	95	87
99	Amanda Bynes	100	78	96	95
100	Charlie Palmer	96	99	99	90

