

Forbes

Oprah Winfrey Regains No. 1 Slot On Forbes 2013 List Of The Most Powerful Celebrities

Everyone should know this by now: Never count Oprah out. Despite business stumbles and an \$88 million earnings drop since last year, Oprah Winfrey returns to the top of Forbes' annual Celebrity 100 ranking of the most powerful celebrities after two years in second place. She leads a female-dominated top 10 that includes Lady Gaga, Beyonce, Madonna, Taylor Swift and Ellen DeGeneres.

Even without her eponymous daytime talk show, Winfrey made an estimated \$77 million between June 2012 and June 2013, down from last year's \$165 million. While she wasn't the highest earner on our list, her money, mixed with strong fame scores in metrics like press mentions and social networking power, pushed her to the top.

Winfrey remains a powerful force in Hollywood. Her Oprah Winfrey Network, once a drifting cable outpost that lost an estimated \$330 million for parent company Discovery between 2008 and the end of 2012, is now a smoothish-running media machine that could turn a profit by the end of 2013.

Mistakes like Rose O'Donnell's talk show? History. Nailing must-see viewing, like her two-night interview with disgraced cyclist Lance Armstrong, is Winfrey's focus now, as are scripted shows with help from fellow Celebrity 100 member Tyler Perry. In the near future, shows that don't star Winfrey could become as much of a draw as her own programs. Winfrey also earns from an empire that includes her O magazine, talk shows from protégés like Rachael Ray and Dr. Phil, and a network on SiriusXM satellite radio.

Unlike most FORBES lists, which are based on earnings or net worth, our annual Celebrity 100 takes a stab at measuring that most ephemeral of riches: fame. Yes, we factor in celebrity earnings over the last 12 months, but we also tally how often each celebrity is mentioned in print and on TV, and gauge the strength of their Internet presence and how they're viewed by a critical constituency: American consumers.

This year we added a marketability score (1-100) for each celebrity that was developed by Encino, Calif.-based market research firm E-Poll, based on opinion polling about 46 different attributes for 6,600 different celebrities. Will Smith, Jennifer Aniston and Sandra Bullock are the most marketable celebrities on our list (*Fifty Shades of Grey* author E.L. James ranks dead last in that category).

For social networking strength, we worked with another new partner, [Starcourt](#), a Singapore-based company that measures impact across 11 social media platforms including [Facebook](#), Twitter, YouTube and Google. Each celebrity's Starcount number gives a sense of how popular he or she is on the Internet.

Pop stars tend to do very well on this metric. Last year's Celebrity 100 cover boy, Justin Bieber, has the most social networking power of the 100 celebrities on our list, followed by [Rihanna](#) and Lady Gaga.

Of course, because we're FORBES, money carries the most weight in our rankings, and thanks to that Madonna is back on the Celeb 100—in fifth place—after two years off the list. Even though her newest album, *MDNA*, was a flop, the Material Girl still managed to rank as this year's top earner thanks to a world tour that helped her rake in \$125 million between June 2012 and June 2013.








Lady Gaga, who topped our list in 2011 and is often considered Madonna's heir, ranks second despite cutting her tour short due to a hip injury. Gaga still managed to earn \$80 million and get the second-most press mentions of anyone on our list (behind Rihanna). Gaga is also a master of social networking. Her Little Monsters hang on her every tweet, making her the third most successful social networker on our list.








Together with Beyonce (fourth,) Taylor Swift (sixth) and Ellen Degeneres (10th) women occupy six of the top 10 slots on this year's list, down from seven last year. Overall, they landed 35 of 100 slots, about the same as last year.








The four men who crack the top 10 are director Steven Spielberg (third), rock band Bon Jovi (seventh), tennis player Roger Federer (eighth), and pop star Bieber (ninth). Spielberg is up seven spots from last year, with estimated earnings of \$100 million. The director was back in peak form with political biopic *Lincoln*. The film not only earned two Oscars, it also grossed a tidy \$275 million at the global box office on a budget of \$65 million. Spielberg's TV work isn't going quite as well, DreamWorks' *Smash* was recently canceled by NBC. But he's got several new shows in the works, including a small screen version of the popular video game, *Halo*.








Federer, the highest-ranked athlete on our list, is up 23 spots from last year thanks to the most impressive endorsement portfolio in sports. Ten sponsors collectively pay him more than \$40 million annually. He's also a press darling. Federer ranks seventh for celebrities with the most mentions in print.








Last year's number one, Jennifer Lopez, falls to 12th place on our list this time around. With *American Idol* in her rearview mirror, Lopez just doesn't carry the same buzz as a year ago, despite the ratings implosion of the show. No worries, though. She still managed to pull in \$45 million from a major concert tour and endless endorsement work.








Rank	Name	Pay	Money Rank	TV/Radio Rank	Press Rank	Marketability Rank	Social Rank
1	 Oprah Winfrey	\$77 M	14	2	10	25	19
2	 Lady Gaga	\$80 M	9	7	2	65	3
3	 Steven Spielberg	\$100 M	2	12	6	4	89
4	 Beyonce Knowles	\$53 M	33	1	5	25	5
5	 Madonna	\$125 M	1	13	25	73	22
6	 Taylor Swift	\$55 M	29	9	11	41	7
7	 Bon Jovi	\$79 M	11	35	47	25	17








Rank	Name	Pay	Money Rank	TV/Radio Rank	Press Rank	Marketability Rank	Social Rank
8	 Roger Federer	\$71 M	17	45	7	41	33
9	 Justin Bieber	\$58 M	27	4	4	96	1
10	 Ellen DeGeneres	\$56 M	28	31	46	19	9
11	 Hugh Jackman	\$55 M	29	32	27	14	32
12	 Jennifer Lopez	\$45 M	42	21	15	21	14
13	 Rihanna	\$43 M	44	10	1	60	2
14	 Coldplay	\$64 M	20	50	37	41	11








Rank	Name	Pay	Money Rank	TV/Radio Rank	Press Rank	Marketability Rank	Social Rank
15	 Tiger Woods	\$78 M	12	19	9	86	47
16	 LeBron James	\$60 M	25	22	17	76	20
17	 Simon Cowell	\$95 M	3	56	31	68	43
18	 Katy Perry	\$39 M	51	23	16	32	4
19	 David Beckham	\$47 M	39	40	26	39	16
20	 Robert Downey Jr	\$75 M	15	64	54	4	68
21	 Leonardo DiCaprio	\$39 M	51	33	24	4	35








Rank	Name	Pay	Money Rank	TV/Radio Rank	Press Rank	Marketability Rank	Social Rank
22	 Tyler Perry	\$78 M	12	51	67	50	34
23	 Channing Tatum	\$60 M	25	54	41	36	40
24	 Kobe Bryant	\$62 M	23	43	36	75	23
25	 Dwayne Johnson	\$46 M	40	60	49	4	27
26	 Ryan Seacrest	\$61 M	24	34	71	50	29
27	 Tom Cruise	\$35 M	56	5	3	56	39
28	 Mark Wahlberg	\$52 M	35	58	48	4	53








Rank	Name	Pay	Money Rank	TV/Radio Rank	Press Rank	Marketability Rank	Social Rank
29	 Seth MacFarlane	\$55 M	29	37	55	37	54
30	 Donald Trump	\$63 M	21	18	38	95	59
31	 Cristiano Ronaldo	\$44 M	43	47	8	92	6
32	 Jay-Z	\$42 M	45	3	14	71	66
33	 Dr. Phil McGraw	\$72 M	16	39	62	68	64
34	 Glenn Beck	\$90 M	7	26	87	90	62
35	 Will Smith	\$23 M	73	44	33	1	12








Rank	Name	Pay	Money Rank	TV/Radio Rank	Press Rank	Marketability Rank	Social Rank
36	 Ben Affleck	\$25 M	69	8	12	4	78
37	 Rush Limbaugh	\$66 M	18	16	66	87	71
38	 David Letterman	\$42 M	45	17	35	41	77
39	 Lionel Messi	\$41 M	48	49	19	88	10
40	 Adam Sandler	\$37 M	55	74	57	4	13
41	 Angelina Jolie	\$33 M	59	14	20	32	76
42	 E.L. James	\$95 M	3	68	51	100	79








Rank	Name	Pay	Money Rank	TV/Radio Rank	Press Rank	Marketability Rank	Social Rank
43	 Toby Keith	\$65 M	19	75	83	54	45
44	 James Patterson	\$91 M	6	89	70	78	57
45	 Howard Stern	\$95 M	3	52	95	93	73
46	 Carrie Underwood	\$31 M	61	56	64	14	28
47	 Kenny Chesney	\$53 M	33	64	92	41	41
48	 Usain Bolt	\$24 M	71	29	22	60	26
49	 Jennifer Lawrence	\$26 M	67	20	21	32	88








Rank	Name	Pay	Money Rank	TV/Radio Rank	Press Rank	Marketability Rank	Social Rank
50	 Drew Brees	\$51 M	36	79	69	41	61
51	 Rafael Nadal	\$26 M	67	63	18	67	25
52	 Phil Mickelson	\$49 M	38	77	44	50	81
53	 Ashton Kutcher	\$24 M	71	41	60	54	18
54	 Sofia Vergara	\$30 M	62	52	73	25	50
55	 Peter Jackson	\$50 M	37	66	30	78	94
56	 Serena Williams	\$20 M	75	48	23	47	52








Rank	Name	Pay	Money Rank	TV/Radio Rank	Press Rank	Marketability Rank	Social Rank
57	 Jon Stewart	\$16 M	79	11	59	39	51
58	 Jerry Bruckheimer	\$80 M	9	89	100	73	85
59	 Kanye West	\$20 M	75	25	29	99	21
60	 Jerry Seinfeld	\$32 M	60	61	91	21	44
61	 Michael Bay	\$82 M	8	84	84	97	94
62	 Maria Sharapova	\$29 M	66	72	34	65	36
63	 Dr. Dre	\$40 M	49	85	82	64	30

Rank	Name	Pay	Money Rank	TV/Radio Rank	Press Rank	Marketability Rank	Social Rank
64	 Jennifer Aniston	\$20 M	75	36	58	1	97
65	 Tom Brady	\$38 M	53	69	56	57	69
66	 Kim Kardashian	\$10 M	91	15	28	98	15
67	 Charlie Sheen	\$10 M	91	28	45	60	31
68	 Calvin Harris	\$46 M	40	95	79	90	37
69	 Rachael Ray	\$30 M	62	81	93	21	48
70	 Kristen Stewart	\$22 M	74	37	13	83	80

Rank	Name	Pay	Money Rank	TV/Radio Rank	Press Rank	Marketability Rank	Social Rank
71	 Gwyneth Paltrow	\$10 M	91	46	40	14	70
72	 Sean Hannity	\$30 M	62	6	86	84	72
73	 Meryl Streep	\$7 M	97	27	32	4	92
74	 David Guetta	\$30 M	62	99	68	76	8
75	 Stephen King	\$20 M	75	80	63	25	55
76	 Christopher Nolan	\$40 M	49	76	42	81	94
77	 Gordon Ramsay	\$38 M	53	97	65	58	67

Rank	Name	Pay	Money Rank	TV/Radio Rank	Press Rank	Marketability Rank	Social Rank
78	 Manny Pacquiao	\$34 M	57	82	81	60	56
79	 Tina Fey	\$10 M	91	30	61	19	81
80	 Mark Burnett	\$63 M	21	100	99	89	91
81	 Gisele Bundchen	\$42 M	45	85	88	80	65
82	 J.K. Rowling	\$13 M	88	59	50	37	58
83	 Alec Baldwin	\$8 M	96	24	39	47	75
84	 Emma Stone	\$16 M	79	67	43	25	97

Rank	Name	Pay	Money Rank	TV/Radio Rank	Press Rank	Marketability Rank	Social Rank
85	 Charlize Theron	\$15 M	83	69	53	14	87
86	 Neil Patrick Harris	\$15 M	83	78	94	4	49
87	 Suzanne Collins	\$55 M	29	97	89	94	93
88	 Floyd Mayweather	\$34 M	57	92	90	85	42
89	 Mila Kunis	\$11 M	90	61	52	14	97
90	 Sandra Bullock	\$14 M	86	69	75	1	97
91	 Danica Patrick	\$15 M	83	55	74	53	74

Rank	Name	Pay	Money Rank	TV/Radio Rank	Press Rank	Marketability Rank	Social Rank
92	 Amy Poehler	\$7 M	97	42	72	32	81
93	 George Lopez	\$12 M	89	94	98	21	38
94	 Ray Romano	\$16 M	79	89	96	4	90
95	 Kevin Hart	\$14 M	86	92	97	58	24
96	 Zooey Deschanel	\$6 M	100	88	77	25	46
97	 Louis C.K.	\$16 M	79	82	84	68	63
98	 Melissa McCarthy	\$10 M	91	72	76	47	81

Rank	Name	Pay	Money Rank	TV/Radio Rank	Press Rank	Marketability Rank	Social Rank
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99



Joss Whedon

\$25 M

69

95

80

82

86

100



Miranda Kerr

\$7 M

97

87

78

71

60