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For Immediate Release

90% of Programs on the Top 100 List are Olympics-Related

(Shanghai, August 17, 2008) The 2008 Beijing Olympics have greatly influenced the viewing audiences of China; Olympic events have become the focus of Chinese viewing.

According to data from AGB Nielsen Media Research, the audiences focused on the Olympic games ever since the opening ceremony, Olympic programs have taken up 90% of the Top 100 list. The Top 100 list from August 9th to August 15th, all are related to Olympics except 11 places of CCTV News and weather reports. This shows the great enthusiasm for the Olympics in China.

Since the opening ceremony, more than 86% of families have enjoyed some Olympic TV coverage. Yesterday was the Gold Medal Day of the Olympics, though the Chinese team only won one gold medal, yet still 86% of families were tuned in.

TV series were popular in the Top 100 list of the non-Olympic channels, among which Hunan TV took the major lead. By coincidence, *Curse of the Golden Flower* on CCTV 6, directed by Zhang Yimo, the director of the Olympic opening ceremony, ranked second on the list.

The Chinese Men's Table Tennis semifinal against Korea climbed to the top of the list with the audience rating of 6.43, fifth in the total list during the 8 days. This is the second time the Chinese Men's Table Tennis Team reached the top. The game is becoming more popular with more people focusing their attention on this national game.

On August 16th, the Chinese Men's Basketball team beat Germany 59 to 55, and ranked in the top eight programs of the Games. According to data from AGB Nielsen Media Research, the Chinese Men's Basketball team attracted audiences throughout the preliminary stage, especially for the game against the US, reaching 6.02 and ranking seventh on the list. On August 18th, Chinese Men's Basketball team will challenge Greece; large audiences are expected in front of their TV screens.



As the track and field events begin, the Men’s 100m race, or the battle between “Flying Men”, became a hot topic. The Women’s Shot Put attracted audiences with a rating of 4.9, ranking second. The Men’s 100m race was also in the top 4.

Top 10 Olympic Events on August 16									
Rank	Event	Channel	Start	End	TVR	000s	Reach	Reach 000s	Share
1	2008 Beijing Olympics Men's Pingpang Team Semifinal (China VS Korea)	CCTV1	19:46	21:24	6.4%	40,059	19.2%	119,414	17.8%
2	Beijing Olympics Women's Shot Put of Track and Field Final	CCTV1	21:47	22:20	4.9%	30,494	12.4%	77,014	17.7%
3	2008 Beijing Olympics Men's Basketball Group (China VS Germany)	CCTV Olympics	19:45	21:44	4.7%	29,257	14.9%	92,505	13.2%
4	2008 Beijing Olympics Men's Track and Field 100m Final	CCTV1	22:22	22:35	4.6%	28,758	6.4%	40,106	20.3%
5	2008 Beijing Olympics Women's Swimming 800m Freestyle Final	CCTV1	10:12	10:25	2.7%	16,862	3.6%	22,630	18.3%
6	2008 Beijing Olympics Women's Track and Field 100m Preliminary	CCTV1	10:48	11:54	2.5%	15,620	10.3%	64,187	15.7%
7	2008 Beijing Olympics Men's Swimming 100m Butterfly Final	CCTV1	10:06	10:12	2.3%	14,284	2.7%	16,816	16.1%
8	2008 Beijing Olympics Men's Swimming 50m Freestyle Final	CCTV1	10:36	10:42	2.2%	13,981	2.7%	16,589	14.8%
9	2008 Beijing Olympics Women's Swimming 200m Backstroke Final	CCTV1	9:59	10:06	2.2%	13,890	2.7%	16,687	16.0%
10	2008 Beijing Olympics Men's Track and Field 20km Foot Race Final	CCTV1	8:59	10:47	2.2%	13,742	10.3%	64,311	16.1%

Remark: Aug. 16, 2008 | 02:00-25:59 | All individuals 4+ | AGB Nielsen Media Research's current China market
Data provided exclusively: AGB Nielsen Media Research, Peplemeters

Notes: The above mentioned data is based on a “peplemeter” panel of over 14,000 households, comprising 38,500 individuals in the Chinese markets AGB Nielsen Media Research monitors. AGB Nielsen Media Research’s research markets include 13 provinces (municipalities directed under the Central Government) and 1 capital city. They are: Beijing,



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Shanghai, Tianjin, Chongqing, Guangdong, Zhejiang, Anhui, Jiangsu, Shandong, Fujian, Liaoning, Hunan, Sichuan, and Wuhan.

About AGB Nielsen Media Research

AGB Nielsen Media Research is the leading television audience measurement (TAM) company operating globally. With more than 55,000 homes participating in its panels across more than 26 countries, it has more peplemeters installed than any other TAM provider. AGB Nielsen Media Research's fully integrated proprietary system provides an independent, reliable and transparent audience measurement system that television broadcasters, advertising agencies and advertisers worldwide rely on everyday.

AGB Nielsen Media Research's Corporate Support Centre reflects the company's commitment to excellence in TAM. Established as a repository of TAM know-how, it guides the research, development, production, maintenance and support of the proprietary TAM system and services worldwide.

For further information on the AGB Nielsen Media Research proprietary TAM system or for more details on our global operations, please visit our website www.agbnielsen.com.

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