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August 19th, 2008

For Immediate Release

Liu Xiang Quits Games with Sorrow Audience Rate Dropped - Anticlimax

(Shanghai, Aug 19, 2008) As Liu Xiang left the spotlight, the Chinese audiences turned away from televisions with depression and regret. From 11:00 on the morning of Aug 18th, the audience rate of Men's 110 Hurdles Race climbed high. At 11:55, Liu Xiang left the game hurt, and the audience rating dropped down in no time.

Liu Xiang has been the focus of the Olympics ever since the beginning. His injuries, training and behaviours are always under the spotlight. The attention peaked yesterday. According to data from AGB Nielsen Media Research, from 11:00 on the morning, the audience rating curved quickly, climbing high. At 11:40am, when Liu appeared on the track, the audience rating reached 7.5 on CCTV 1; 3.5 times that of the rate during normal hours, which equals that of the prime time of the same night. However, the ratings dropped to 3.6 in five minutes after Liu Xiang's quit.

The audience rating of the press conference on Liu Xiang's withdrawal at 12:30pm on CCTV1 and CCTV Olympics was up to 6.2 and 5.8 respectively. More than 22% of the Chinese audiences watched programs related to Liu Xiang, while 16.4% watched those related to Yao Ming. Though both stars are the focus of the Chinese people, Liu Xiang obviously attracted more attention as he stands solely on the track.

In addition, following the Chinese Women's Table Tennis Team's gold medal, the Men's Team did not disappoint audiences either. The first gold medal of the Men's Table Tennis Team honored the name of "the Dream Team", generating the 39th gold medal for China. According to AGB Nielsen Media Research, the Group Final of the Men's Table Tennis ranked first in the top list, with 36% audience share watching the screen. The Table Tennis game was the champion of audience ratings for the third day. Meanwhile, the re-broadcast of Women's Table Tennis game on CCTV 7 also managed to get in the top 10 list. The trend is expected to continue with the entire country's great confidence in and expectation on their table tennis players.

News Release



On the night of August 18th, He Wenna attended the final of Women's Trampoline and won the first gold medal in this event for China. The surprise performance on the trampoline helped the program to rank second in the top 10 list.

Top 10 Olympic Events on August 18									
Rank	Event	Channel	Start	End	TVR	000s	Reach	Reach 000s	Share
1	2008 Beijing Olympics, Men's Table Tennis Teams Final (China VS Germany)	CCTV Olympics	19:30	21:38	6.3%	39,509	17.4%	108,411	18.2%
2	2008 Beijing Olympics, Trampoline-Women's Individual Final	CCTV1	20:31	21:08	6.2%	38,727	13.2%	81,983	16.5%
3	2008 Beijing Olympics, Women's Gymnastics Asymmetric Bars Final	CCTV Olympics	18:44	19:29	5.0%	31,176	9.3%	57,668	24.1%
4	2008 Beijing Olympics, Track and Field	CCTV1	21:27	22:24	4.9%	30,473	14.2%	88,556	16.3%
5	2008 Beijing Olympics, Track and Field	CCTV1	19:56	20:28	4.3%	27,034	9.8%	61,293	12.4%
6	2008 Beijing Olympics, Track and Field	CCTV1	9:13	11:55	3.2%	19,998	13.4%	83,436	21.7%
7	2008 Beijing Olympics, Men's Gymnastics Rings Final	CCTV Olympics	17:48	18:41	2.2%	13,427	5.3%	33,127	14.6%
8	2008 Beijing Olympics, Men's Basketball Group B (Greece Schema)	CCTV Olympics	14:18	16:14	1.8%	11,052	6.1%	38,055	12.7%
9	2008 Beijing Olympics, Women's Table Tennis Teams Final (China VS Singapore) Rebroadcast	CCTV7	21:27	22:53	1.7%	10,669	6.6%	41,298	6.4%
10	2008 Beijing Olympics Men's Volleyball Team Competition Group A (China VS Italy)	CCTV2	19:55	22:14	1.7%	10,419	11.4%	70,712	4.8%

Remark: Aug. 18, 2008 | 02:00-25:59 | All individuals 4+ | AGB Nielsen's current China market

Data provided exclusively: AGB Nielsen Media Research, Peplemeters



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Notes: The above-mentioned data are based on an all-peoplemeter panel of over 14,000 households, or 38,500 individuals, in the Chinese markets AGB Nielsen Media Research monitors, including 13 provinces (municipalities directed under the Central Government) and 1 capital city. They are Beijing, 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 peoplemeters 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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