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**For Immediate Release**

## **The Chinese Gymnastic Team Performed Perfectly 60% of Chinese Witnessed their Journey for 9 Gold Medals**

(Shanghai, Aug 20, 2008) The Chinese Gymnastic Team completed their tour of the Beijing 2008 Olympics with a new record. As the data of AGB Nielsen Media Research shows, nearly 60% of Chinese TV audiences witnessed their journey of obtaining 9 gold medals.

Following Zou Kai winning the medal on the horizontal game, breaking the silence for 24 years for the Chinese team, the team answered the curtain call with 9 gold, 1 silver and 4 bronze medals. The Horizontal bars event has topped the list with the audience rating of 5.45, 11.05% of the audience watched this event, which is considered to be the most attractive among all gymnastic repitoires. According to AGB Nielsen Media Research, 57% of the Chinese audiences have watched Chinese Gymnastic Team's battle for the gold medal.

Yesterday, the Chinese Olympic team won another three gold medals, with 30% of China watching the game. On August 19, 83% of families and 57% total audiences watched programmes related to the Olympics; the average number showed a decrease in all channels. The decrease was the most apparent in CCTV 1, which was surpassed by CCTV Olympics for the first time.

The first medal of Chinese Women's Trampoline has ignited the enthusiasm of audiences. On August 19, the Men's Trampoline final topped the list with the audience rate of 6.28. In addition, in the key battle of Chinese Women's Volleyball against their Russian counterparts, China beat Russia with 3 to 0, achieving the audience rate of 5.29, the third in the top 10 list. But the audience rating peak was 8.36 at 21:30pm, surpassing the trampoline event. Though the Chinese team was not strong in track and field races, 26% audiences still watched the game through CCTV 1.

AGB Nielsen Media Research is the only multi-national corporation exclusively focusing on TV audience research globally. The audience research network reaches over 30 countries and regions, whose business covers Latin America, Europe, Middle East and Asia Pacific. It



entered China in August 2005 with the advanced peoplemeter method, dedicated into establishing a really representative panel representing the Chinese TV audience. It aims to provide the Chinese clients with international services and accurate audience data.

### Top 10 Olympic Events on August 20

Rank	Event	Channel	Start	End	TVR	000s	Reach	Reach 000s	Share
1	2008 Beijing Olympics, Track and Field	CCTV1	20:19	20:47	5.9%	36,499	11.4%	70,851	16.5%
2	2008 Beijing Olympics, Women's Kickboxing 49kg Final	CCTV1	19:58	20:15	5.2%	32,085	7.7%	47,714	15.8%
3	2008 Beijing Olympics, Track and Field	CCTV1	21:21	22:45	4.2%	26,163	14.8%	92,295	16.4%
4	2008 Beijing Olympics, Men's Basketball Quarterfinal (China VS Lithuania)	CCTV Olympics	16:27	18:28	2.4%	14,951	7.6%	47,596	18.0%
5	2008 Beijing Olympics, Men's Volleyball Quarterfinal (China VS Brazil)	CCTV Olympics	19:45	21:26	2.1%	13,252	10.9%	68,055	6.3%
6	2008 Beijing Olympics, Trampoline- Men's Individual Final	CCTV1	12:35	12:55	1.8%	11,327	3.6%	22,120	11.4%
7	2008 Beijing Olympics, Women's Double-on-demand freedom of synchronized Swimming	CCTV1	14:58	16:13	1.7%	10,672	5.9%	36,629	13.2%
8	2008 Beijing Olympics, Men's Basketball Quarterfinal (America VS Australia)	CCTV2	19:52	21:43	1.7%	10,616	8.9%	55,554	5.0%
9	2008 Beijing Olympics, PingPang	CCTV Olympics	21:28	22:26	1.6%	10,235	6.6%	41,223	6.1%
10	2008 Beijing Olympics, Men's Basketball Quarterfinal (China VS Lithuania)	CCTV7	20:45	22:14	1.6%	9,923	7.8%	48,298	5.0%

Remark: Aug. 20, 2008 | 02:00-25:59 | All individuals 4+ | AGB Nielsen's current China market

Data provided exclusively: AGB Nielsen Media Research, Peoplemeters



## AGB Nielsen Media Research

*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](http://www.agbnielsen.com).

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