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For Immediate Release

Yao Ming Beat Eight Gold Medalist Phelps in Audience Rating

(Shanghai, August 18, 2008) Phelps realized his dream of eight gold medals with the advantage of 0.01 second on August 17th. Ever since he won the first gold medal, more than 17% of the Chinese audiences have watched his journey on achieving eight gold medals, witnessing the miracle of the world record broken seven times.

Phelps broke world records seven times over to win eight gold medals, the first sportsman in Olympic history. According to data from AGB Nielsen Media Research, on Sunday morning, Phelps's last medal during the 4X100m swimming relay medley gained an audience rating of 2.3, ranking 11th amongst the program rankings for the day. The 400m swimming medley on August 10th achieved an audience rating of 3.

However, the Chinese audiences obviously paid more attention to Yao Ming. During the 4 preliminary stages of Chinese Men's Basketball, more than 44% of TV audiences watched the 4 games to witness the hardship that the Chinese basketball team went through, far more than the number of people watching Phelps on TV.

Yesterday, the team final of the Women's Table Tennis ranked first on the top 10 list with an audience rating of 7.27, replacing the team semifinal of Men's Table Tennis to rank 5th on the list. The three games of the Chinese Women's Volleyball team at the group stage still ranked 5th on the overall list. On August 18th, the team final of the Chinese Men's Table Tennis are expected to attract more audiences.

August 17 was the "China Day" of the 2008 Olympics. The Chinese athletes won 8 gold medals, marking a legendary single day. Among the audiences who watched the Olympics, more than 70% have watched these eight gold medals being won, which all entered the top 20 list of the day.



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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 peplemeter 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 17

Rank	Event	Channel	Start	End	TVR	000s	Reach	Reach 000s	Share
1	2008 Beijing Olympics, Women's Table Tennis Teams Final (China VS Singapore)	CCTV1	19:36	21:20	7.3%	45,301	20.9%	130,066	20.0%
2	2008 Beijing Olympics, Track and Field	CCTV1	21:58	22:32	5.3%	33,223	12.2%	76,095	20.8%
3	2008 Beijing Olympics, Women's Artistic Gymnastics Vault Final	CCTV Olympics	18:49	19:39	5.1%	32,026	10.8%	67,268	20.7%
4	2008 Beijing Olympics, Women's Gymnastics Floor Exercise Final	CCTV Olympics	20:24	20:56	4.9%	30,248	8.9%	55,210	12.7%
5	2008 Beijing Olympics, Women's Diving 3m Springboard Final	CCTV2	20:15	22:12	4.0%	25,012	17.3%	107,547	11.3%
6	2008 Beijing Olympics, Men's Artistic Gymnastics Pommel Horse Final	CCTV Olympics	19:43	20:22	4.0%	24,608	9.1%	56,344	11.4%
7	2008 Beijing Olympics, Men's Badminton Singles Final	CCTV Olympics	20:57	22:01	2.7%	16,844	11.0%	68,195	7.7%
8	2008 Beijing Olympics, Men's 1500m Free Final	CCTV1	10:10	10:35	2.6%	16,209	4.5%	28,284	16.4%
9	2008 Beijing Olympics, Men's Artistic Gymnastics Floor Exercise Final	CCTV Olympics	17:53	18:49	2.6%	15,995	6.8%	42,502	14.6%
10	2008 Beijing Olympics, Women's 4 x 100m Medley Relay Final	CCTV1	10:44	10:55	2.4%	14,661	3.3%	20,343	14.2%

Remark: Aug. 17, 2008 | 02:00-25:59 | All individuals 4+ | AGB Nielsen Media Research'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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