



AGB Nielsen
Media Research

Nähseydi 6
Postfach 64
CH-6374 Buochs
Switzerland

t: +41 (0) 41 624 5920
f: +41 (0) 41 624 5929
w: www.agbnielsen.com

Press Release
August 21st, 2008
For Immediate Publication

Track and Field Tops the List for the First Time
Bolt Attracted Audience with New Record

(Shanghai, Aug 21, 2008) The audience ratings for CCTV-1's live broadcast of the Women's Shot Put Finals topped the track and field ranking at 5.8%. The Semifinals of the 110m Hurdles Race and the Men's 200m Final also attracted a large audience as a result of the awe-inspiring performance from Bolt.

According to data from AGB Nielsen Media Research, the audience rating of Bolt's performance in the 100m Final rose dramatically to 4.6%, ranking the fourth on the list. The ranking is higher than that of the Badminton Finals and Phelps's swimming performance for the day. On the evening of August 20th, Bolt broke the record while giving an improvisation, resulting in a peak viewer rate of 4.6%, higher than the normal hours by 1.3%.

The absence of Liu Xiang and the elimination of Shi Dongpeng did not discourage viewers. More than 16% of audiences watched the live broadcast. The audience rating of the Men's 110m Hurdles Race and 200m Race Finals was 4.2%, landing a spot in the top three.

China's acclaimed Men's Basketball Team brought no miracles, but the Quarterfinals of the China vs. Lithuania basketball game attracted an enormous audience. The audience rating for the CCTV-7 re-broadcast ranked 10th on the list.

AGB Nielsen Media Research is the only multinational corporation exclusively focusing on global TV audience research. The company's audience research network reaches over 30 countries and regions, and its business covers Latin America, Europe, the Middle East, and Asia Pacific. It entered China in August 2005 with the advanced peplemeter method, dedicated to establishing a truly representative panel of China's TV audience. AGB Nielsen Media Research aims to provide Chinese clients with international services and accurate audience data.

News Release



Top 10 Olympic Events on Aug. 21

Rank	Event	Channel	Start	End	TVR	000s	Reach	Reach 000s	Share
1	2008 Beijing Olympics, Women's Diving 10m Final	CCTV2	19:50	21:41	4.2%	26,433	15.7%	97,685	11.8%
2	2008 Beijing Olympics, Women's Volleyball Semifinal (China VS Brazil)	CCTV Olympics	19:42	21:33	4.1%	25,440	14.1%	88,030	11.4%
3	2008 Beijing Olympics, Track and Field	CCTV1	19:54	22:07	3.4%	21,434	19.1%	119,022	9.9%
4	2008 Beijing Olympics, Women's Pingpong Single Quarterfinal	CCTV Olympics	17:54	19:39	3.3%	20,582	11.3%	70,276	16.0%
5	2008 Beijing Olympics, Men's Pingpong Single the 4th Round	CCTV Olympics	21:34	21:59	2.4%	15,206	5.8%	36,357	8.0%
6	2008 Beijing Olympics, Men's Canoes hydrostatic single kayak 500m Semifinal	CCTV2	21:50	21:54	1.9%	11,986	2.2%	13,964	6.6%
7	2008 Beijing Olympics, Women's Beach Volleyball Final (China VS America)	CCTV Olympics	11:03	11:50	1.7%	10,508	4.4%	27,146	10.7%
8	2008 Beijing Olympics, Men's Track and Field 200m Final	CCTV Olympics	11:50	12:05	1.6%	10,016	2.9%	17,771	9.8%
9	2008 Beijing Olympics, Women's Basketball Semifinal (China VS Australia)	CCTV2	21:54	0:03	1.6%	9,661	7.8%	48,705	9.9%
10	2008 Beijing Olympics, Women's Beach Volleyball Bronze medal match (China VS Brazil)	CCTV1	12:36	13:18	1.6%	9,630	4.4%	27,481	9.7%

Remark: Aug. 21, 2008 | 02:00-25:59 | All individuals 4+ | AGB Nielsen Media Research's current China market

Data provided exclusively: AGB Nielsen Media Research, Peoplemeters

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. These include 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.



AGB Nielsen Media Research

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.

For more information, contact:

Sonya Ford
Global Communications Manager
+41 41 624 5920
Sonya.ford@agbnielsen.com