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For Immediate Release

Martial Arts Entered Top 20 List *Non-Olympic Events Broadcast on CCTV2*

(Shanghai, Aug 23, 2008) The audience ratings for the live broadcast of the Women's Shadowboxing Finals, a martial arts competition, earned a place in the top 20 list at 1.02%. Although many did not expect martial arts performances to be broadcast live, the competitions received much support at noon. According to AGB Nielsen Media Research, six martial arts events were broadcast by CCTV-2 including free-strike, boxing, fencing and shadowboxing.

The 2008 Beijing Martial Arts Games commenced on August 21st, marking the first time non-Olympic Games held simultaneously with the Olympic Games. The Martial Arts Games, hosted by the BOCOG and the International Martial Arts Association and co-hosted by the China Martial Arts Association, was held at the Beijing Olympics Center from August 21st to August 24th. Over 100 athletes from 43 countries and regions around the world competed for 15 gold medals in the events.

Boasting an audience rating of 6.31%, the live broadcast of the Women's Table Tennis final between Zhang Yining and Wang Nan ranked in the top of the list for Olympic events. Nearly a 20% audience witnessed the awe-inspiring raising of the three Chinese national flags at the Peking University gymnasium.

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 AGB Nielsen's business covers Latin America, Europe, the Middle East and Asia Pacific. The company entered China in August 2005 with the advanced peplemeter method, dedicated into establishing a truly representative panel for the Chinese TV audience. AGB Nielsen aims to provide the Chinese clients with international services and accurate audience data.

News Release



Top 10 Olympic Events on Aug. 22

Rank	Event	Channel	Start	End	TVR	000s	Reach	Reach 000s	Share
1	2008 Beijing Olympics, Women's Pingpang single Final	CCTV Olympics	20:31	21:38	6.3%	39,328	13.6%	84,554	17.5%
2	2008 Beijing Olympics, Women's Pingpang single Bronze medal match	CCTV Olympics	19:33	20:31	4.6%	28,841	10.8%	67,478	14.0%
3	2008 Beijing Olympics, Track and Field	CCTV1	19:49	22:15	3.2%	20,166	21.8%	135,750	9.6%
4	2008 Beijing Olympics, Men's Boxing 48kg Semifinal	CCTV Olympics	18:48	19:32	1.9%	11,511	5.2%	32,316	8.5%
5	2008 Beijing Olympics, Women's Pingpang single Semifinal	CCTV Olympics	9:59	11:47	1.8%	11,021	6.1%	37,802	12.1%
6	2008 Beijing Olympics, Men's Boxing 69kg Semifinal	CCTV Olympics	21:42	21:57	1.7%	10,789	4.0%	25,115	5.8%
7	2008 Beijing Olympics, Men's Pingpang single Quarterfinal	CCTV Olympics	16:29	17:03	1.6%	10,115	3.0%	18,389	13.2%
8	2008 Beijing Olympics, Men's Basketball Semifinal (America VS Argentina)	CCTV2	22:03	0:13	1.6%	9,730	6.3%	39,293	10.3%
9	2008 Beijing Olympics, Women's Hockey Final (China VS Holand)	CCTV2	20:15	21:54	1.5%	9,172	9.2%	57,540	4.2%
10	2008 Beijing Olympics, Men's Boxing 81kg Semifinal	CCTV Olympics	21:59	22:13	1.4%	8,816	2.7%	16,961	5.4%

Remark: Aug. 22, 2008 | 02:00-25:59 | All individuals 4+ | AGB Nielsen's current China market

Data provided exclusively: AGB Nielsen Media Research, Peplemeters

Notes: The above-mentioned data are based on an all-peplemeter 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.



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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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