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## **Audience Scale of CCTV Olympics Channels Grew by 40%**

(August 11th, Shanghai) The live and replayed broadcasting of Olympics events by China's state broadcaster, the CCTV Olympics channels, substantially increased TV audience viewing; total audience of CCTV-1, CCTV-2, CCTV-Olympics and CCTV-7 grew an astronomical 45% as compared to prior events (August 5<sup>th</sup>).

According to AGB Nielsen Media Research (hereinafter referred to as "AGB Nielsen"), on August 9<sup>th</sup>, the official start date of the Olympic Games, the total number of individuals viewing various TV programs through the CCTV Olympics channel group rose continuously, marking a 45% increase as compared with August 5<sup>th</sup>. According to AGB Nielsen, the size of TV audiences during an Olympics can be 5-6 times higher than that of non-Olympics time.

## **The gold-wining men's weightlifting ranking top, while the competition between NBA stars and the host basketball team attracted substantial viewership**

Yesterday, men's weightlifting of the 56kg class final was still the most popular TV event; after a tenacious struggle, the Chinese player Long Qingquan won the gold medal; the performance had an 8.4 percent TVR and ranked top of the rating list. Clearly, the Chinese audiences still care most about the gold-winning events of local athletes.

Another viewing peak yesterday appeared in the evening - the Men's basketball China-US game, which set a record of the least point spread between the 2 teams at any Olympic Games, attracted audiences from all around the world. Although the game started as late as 22:00 Beijing time to allow American basketball fans to watch their favorite NBA stars' performance, the game reached over 88 million people with a average audience of over 37 million, according to AGB Nielsen's monitoring in 14 provinces and cities nationwide; the China-US game has become the runner-up of the day on the TVR list of all Olympics-related TV programs of August 10<sup>th</sup>.

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Yao Ming, China's basketball star playing for the NBA, was also commended for his performance before the Chinese people. According to the data of AGB Nielsen, on the evening of August 10th, the basketball game broadcast by CCTV-2 generated TVR of 6 percent, which was the best TV audience viewing performance by TVR for all Yao Ming's basketball games in 2008, including his NBA games broadcast in China.

AGB Nielsen Media Research is the only multi-national corporation exclusively dedicated to TV audience measurement globally. The audience measurement network reaches over 30 countries and regions across America, Europe, Middle East and the Asia Pacific area. AGB Nielsen entered China in August 2005 with advanced technologies and scientific methodologies; it established a representative panel to monitor the Chinese TV audience's behaviors in China. The company aims to provide Chinese clients with services of international standard and accurate audience data.

### Top 10 Olympics-Related TV Programs on August 10th

	Program	Start	End	Channel	TVR	000s	RCH	RCH 000s	Share
1	2008 Beijing Olympics Weightlifting Men's 56 kg, Final	19:44	21:03	CCTV1	8.4%	52,595	20.8%	129,571	23.6%
2	2008 Beijing Olympics Basketball Men's Preliminary (China vs. USA)	21:58	00:04	CCTV2	6.0%	37,479	14.3%	88,907	29.0%
3	2008 Beijing Olympics Swimming Preliminary	21:33	22:09	CCTV1	5.9%	36,608	14.3%	88,799	18.1%
4	2008 Beijing Olympics Diving Double 3m Springboard Women's Final	14:26	15:47	CCTV1	5.4%	33,525	11.8%	73,380	31.6%
5	2008 Beijing Olympics Football Men's Preliminary (Belgium vs. China)	19:37	21:41	CCTV Olympics	3.5%	21,763	14.4%	89,390	9.8%
6	2008 Beijing Olympics Gymnastics Women's Qualification	09:40	11:41	CCTV Olympics	3.5%	21,688	10.4%	65,002	20.5%
7	2008 Beijing Olympics Shooting 10m Air Pistol	11:42	12:54	CCTV Olympics	3.4%	21,390	10.4%	64,545	17.6%



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8	2008 Beijing Olympics Rowing	15:54	16:37	CCTV1	3.0%	18,555	7.4%	46,365	18.9%
9	2008 Beijing Olympics Swimming	09:59	11:50	CCTV1	3.0%	18,533	11.4%	70,803	16.9%
10	2008 Beijing Olympics Beach Volleyball Women's Preliminary (China vs. Greece)	21:47	22:30	CCTV Olympics	2.9%	17,935	9.1%	56,950	9.9%

Source: AGB Nielsen Media Research (peplemeters)

*Notes: The above-mentioned data is 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 under direct control of 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 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](http://www.agbnielsen.com).

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