



August 13<sup>th</sup>, 2008

For Immediate Release

## 2008 Beijing Olympic Opening Ceremony (Event)

Please find below the TV Ratings and Reach (both in percentage and absolute values) for the 2008 Beijing Olympic Opening Ceremony.

	Households				Total Individuals			
	TVR	000s	Reach	Reach 000s	TVR	000s	Reach	Reach 000s
Australia Metro	32.0%	1'695	63.3%	3'353	20.5%	2'917	45.2%	6'436
Australia Regional	22.0%	569	50.0%	1'293	14.0%	910	31.8%	2'074
China	57.3%	116'742	86.6%	176'601	35.5%	221'366	60.4%	375'954
Croatia	28.7%	413	60.1%	866	12.3%	510	30.4%	1'266
Cyprus*					11.4%	85	29.7%	222
Dominican Republic	4.1%	35	29.4%	248	1.3%	46	12.4%	436
Greece	24.5%	26	59.9%	65	15.5%	1'450	42.6%	3'981
Hungary	16.7%	655	60.0%	2'351	9.4%	883	38.4%	3'608
Indonesia	1.3%	149	17.6%	2'083	0.6%	218	8.2%	2'935
Italy	16.2%	3'862	41.1%	9'829	9.6%	5'439	26.8%	15'227
Malaysia*					7.7%	1'457	27.2%	5'138
New Zealand	13.9%	220	32.5%	513	8.6%	339	20.0%	785
Philippines	3.0%	225	18.6%	1'414	1.5%	524	10.0%	3'530
Poland*					10.6%	3'794	30.6%	10'984
Serbia	28.3%	687	66.5%	1'615	14.5%	1'018	40.2%	2'830
Slovenia	21.1%	144	51.1%	347	10.8%	207	28.6%	550
South Africa	11.9%	1'001	57.6%	4'868	4.9%	1'518	28.0%	8'613
South Korea	40.1%	4'039	81.7%	8'217	18.1%	5'280	44.0%	12'819
Taiwan	15.3%	1'128	53.7%	3'952	7.8%	1'698	31.5%	6'837
Thailand	28.7%	5'485	76.2%	14'573	12.6%	7'659	41.1%	25'002
Turkey*					0.9%	511	8.0%	4'752
Venezuela	21.9%	398	51.9%	947	7.1%	620	19.9%	1'729

All Data produced in Arianna

\* Households not reported in these markets

RTG% Ratings or AMR %

000's or AMR 000's

Reach is 1 minute consecutive



## AGB Nielsen Media Research

**TVR / 000s** is the average minute audience during the Live broadcasting of the Opening Ceremony (in percentages and as absolute values).

**Reach / Reach 000s** shows the total number of people / households covered by the Opening Ceremony (watched at least one minute of the event).

### **About AGB Nielsen Media Research**

AGB Nielsen Media Research is the leading television audience measurement (TAM) company operating globally. With more than 56,000 homes participating in its panels across more than 27 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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