



13 August 2008

For immediate release

Top 10 Channels viewed in China on August 12, 2008

Top 10 Olympic Events on Aug. 12

Rank	Event	Channel	Start	End	TVR	000s	Reach	Reach 000s	Share
1	2008 Beijing Olympics Women's Soccer Group E (China VS Argentina)	CCTV1	19:43	21:36	5.4%	33,872	20.1%	124,995	15.4%
2	2008 Beijing Olympics Men's Weight Lifting 69kg Final	CCTV Olympic	18:52	20:58	5.4%	33,688	16.1%	100,101	18.1%
3	2008 Beijing Olympics Men's Basketball Group B (China VS Spain)	CCTV1	16:44	18:46	4.7%	29,437	13.0%	81,013	31.5%
4	2008 Beijing Olympics Men's Gymnastics Team Competition Final	CCTV Olympic	9:52	13:27	4.2%	26,248	13.7%	85,496	25.2%
5	2008 Beijing Olympics Men's Individual Sabre Final	CCTV1	21:51	22:11	4.0%	24,717	7.3%	45,644	13.3%
6	2008 Beijing Olympics Women's Diving Synchronized Diving 10m Platform Final	CCTV1	14:27	15:29	3.7%	22,960	7.8%	48,677	25.1%
7	2008 Beijing Olympics Men's Basketball Group B (China VS Spain)	CCTV7	20:23	21:36	3.0%	18,933	9.5%	59,421	8.2%
8	2008 Beijing Olympics Men's volleyball Group A (China VS Venezuela)	CCTV2	20:53	23:19	2.6%	16,466	13.9%	86,369	9.7%
9	2008 Beijing Olympics Women's Diving Synchronized Diving 10m Platform Final	CCTV7	19:20	20:14	2.4%	14,933	7.3%	45,472	8.2%
10	2008 Beijing Olympics Tennis-Women's singles second round	CCTV Olympic	21:00	22:12	2.2%	13,413	10.2%	63,582	6.3%



AGB Nielsen
Media Research

Remark: Aug. 12, 2008 | 02:00-25:59 | All individuals 4+ | AGB Nielsen Media Research's current China market

Data provided exclusively: AGB Nielsen Media Research, Peplemeters