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For Immediate Release

Chinese Women's Volleyball team Maintained the Top Place Ball Games Attracts more Male Audiences

(Shanghai, August 16, 2008) The Chinese Women's Volleyball team maintained their number one place in the top 10 list for TV ratings for the fourth time in their game on August 13th, becoming an audience rating legend in the 2008 Beijing Olympic Games.

Data from AGB Nielsen Media Research shows that the audience ratings for the Chinese Women's Volleyball team against the United States reached 5.05%, attracting more than 20% of the audience. The Women's Badminton double bronze medal contest aired in the same time slot, was ranked 2nd with the rating of 4.14%. Men's Weightlifting 85kg achieved a lower rating than expected; the Chinese weightlifting "dream team" presented their final performance in the spotlight.

According to data from AGB Nielsen Media Research, male and female audiences show significant differences in their preference of Olympic Games coverage. Male audiences rate higher than female, and they are more enthusiastic towards ball sports. In the top 10 list between August 9th and August 15th, though volleyball and weightlifting attracted large numbers the female ratings are lower than male's. Additionally, the Chinese Men's Basketball against the United States, and the Chinese Women's Football against Argentina did not appear on the female audience top 10 list. In contrast, female audiences are more interested in such events as swimming and diving.

Chinese audiences remained strongly passionate towards the Games on the seventh day of the Olympics. More than 87% of families watched the Games, among which Tianjin audiences showed greater interest than even the host city of Beijing.

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 Latin America, Europe, Middle East and the Asia Pacific area. AGB Nielsen Media Research 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 accurating audience data.

Top 10 Olympic Programs on August 9th-August 15th for Female Audience

Ranking	Program / Broadcasting time	Channel	Date	TVR%
1	2008 BJ Olympics, Volleyball, Women's Group Stage (China VS Poland)	CCTV1	11/08/2008	8.36
2	2008 BJ Olympics, Weightlifting, Men's 56kg final	CCTV1	10/08/2008	7.86
3	2008 BJ Olympics, Volleyball, Women's Group Stage (China VS Cuba)	CCTV1	13/08/2008	7.79
4	2008 BJ Olympics, Volleyball, Women's Group Stage (China VS Venezuela)	CCTV1	09/08/2008	7.27
5	2008 BJ Olympics, Swimming, preliminary contest	CCTV1	10/08/2008	5.85
6	2008 BJ Olympics, Tennis, Women's Singles	CCTV1	11/08/2008	5.72
7	2008 BJ Olympics, Table Tennis, Men's Group(ChinaVSAustria)	CCTV1	14/08/2008	5.60
8	2008 BJ Olympics, Swimming, preliminary contest	CCTV1	09/08/2008	5.46
9	2008 BJ Olympics, Swimming, Women's preliminary 200 meter Single Medley	CCTV1	11/08/2008	5.34
10	2008 BJ Olympics, Diving, Women's Double 3 meters Springboard Final	CCTV1	10/08/2008	5.15

Source: AGB Nielsen Media Research Peoplemeter Media Research

Top 10 Olympic Programs on August 9th-August 15th for Male Audience

Ranking	Program / Broadcasting time	Channel	Date	TVR %
1	2008 BJ Olympics, Volleyball, Women's Group Stage (China VS Poland)	CCTV1	11/08/2008	9.06
2	2008 BJ Olympics, Weightlifting, Men's 56kg final	CCTV1	10/08/2008	9.00
3	2008 BJ Olympics, Volleyball, Women's Group Stage (China VS Cuba)	CCTV1	13/08/2008	8.41
4	2008 BJ Olympics, Volleyball, Women's Group Stage (China VS Venezuela)	CCTV1	09/08/2008	8.17
5	2008 BJ Olympics, Basketball, Men's Group Stage (China VS US)	CCTV2	10/08/2008	6.94
6	2008 BJ Olympics, Tennis, Women's Singles	CCTV1	11/08/2008	6.44
7	2008 BJ Olympics, Swimming, Women's preliminary	CCTV1	11/08/2008	6.30



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	200 meter Single Medley			
8	2008 BJ Olympics, Table Tennis, Men's Group (China VS Austria)	CCTV1	14/08/2008	6.22
9	2008 BJ Olympics, Swimming, preliminary contest	CCTV1	09/08/2008	6.17
10	2008 BJ Olympics, Football, Women's Group Stage (China VS Argentina)	CCTV1	12/08/2008	6.05

Source: AGB Nielsen Media Research Peoplemeter Media Research

Notes: The above mentioned data is based on a "peoplemeter" panel of over 14,000 households, comprising 38,500 individuals in the Chinese markets AGB Nielsen Media Research monitors. AGB Nielsen's research markets 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.

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 peoplemeters installed than any other TAM provider. AGB Nielsen Media Research's fully integratingd 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 Corporating 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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