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For Immediate Release

Television Brought the Olympics to the Entire Chinese Population

(Shanghai, Aug 20, 2008) Halfway through the 2008 Olympic Games, Chinese TV audiences are demonstrating strong interest in the competitions and events. Olympic programs on CCTV have drastically affected the behaviors of the Chinese viewers. Three specific trends emerged among Chinese viewers: first, equal attention from urban and rural audiences; second, the viewer rates peak during the day; and three, increased willingness to share these programmes with families and friends.

The Entire Nation's Attention was on the Olympic Games

According to data from AGB Nielsen Media Research, 96% of Chinese families watched the Olympics on television from August 9th to August 16th. Furthermore, more than 90% of these families witnessed the opening ceremony of the Olympics on August 8th. On the first day of competitions, nearly 90% of families continued to devote enormous attention to the Games, sparking enthusiasm of the whole nation. On average, nearly 87% of viewers have enjoyed the Games on television since August 9th.

Television Brought the Olympics to Everyone

Urban and rural audiences have displayed different behaviors toward the Olympic Games; however, both groups have devoted an equally significant amount of time to the competitions. Data from AGB Nielsen Media Research indicates that urban viewers watched an average of 750 minutes of Olympic events from August 9th to August 16th – four times as much time as before the Games. Rural residences watched the competitions for an average of 990 minutes – 3.6 times more than before the Games.

The number of viewers by age was balanced, when teenage audiences were factored in. The Olympics truly appealed to the entire nation of viewers. The characteristics of the Chinese audiences show that working viewers and male viewers had greater enthusiasm for the events.

During the eight days of Olympics, the number of hours working viewers spent watching the Games exceeded the amount of time spent viewing at home by 48 minutes on average. The amount of time male viewers spent watching the Games was 30% longer than the time spent by female viewers.

Sharing Became a Dominant Trend during the Olympics

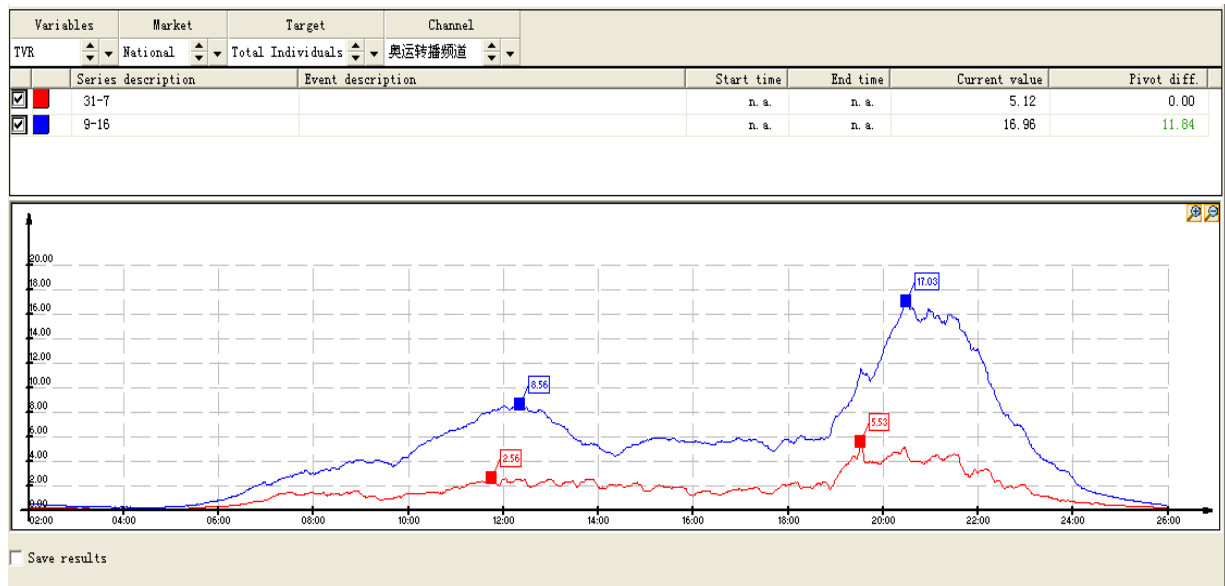
As a global sporting event, the Olympics is time for sharing and enjoying together, and more TV audiences have opted to watch the Olympic competitions with family or friends. Data from AGB Nielsen Media Research indicates that more than 60% of viewers watched the Olympic Games with companions, typically for an average of 46% longer than those who watched the



Games alone. Female viewers were more likely to watch the Games with friends, as only 30% of females enjoyed the Games alone.

The Audience Rate Peaks Frequently During the Day

The TV audience ratings during the Olympics were obviously higher than those of regular times. Furthermore, the viewer rates usually peaked during the day. The peaks, while occurring primarily in the evening previously, now took place during the day. The first climax occurred at 10:00am and lasted until 14:00 in the afternoon. The audience rates increased in the evening. Compared to the flat curve that took place from 19:30 to 22:00 during normal hours, the curve climbs sharply after 19:30 until 20:30 during the Olympics.



Source: AGB Nielsen Media Research Peoplemeter

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

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 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

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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