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**For Immediate Release**

## **Olympics Finally Close the Curtain**

*80% of Families Watched the Closing Ceremony*

**[August 25th, 2008 – Shanghai, China]** August 24<sup>th</sup> has been, and with it, the close of the 2008 Beijing Olympic Games. The main event, the closing ceremony, brought viewers a very different feeling from the opening ceremony – farewell. According to data from AGB Nielsen Media Research, 80% of Chinese families watched this event.

According to AGB Nielsen Media Research, more than 90 channels broadcast the closing ceremony live, and more than 50% of the entire population witnessed the performance. Additional data indicated that this broadcast received an audience rating of 5.28% and 4.48% from CCTV1 and CCTV Olympics, ranking first and second. The peak in the number of viewers took place at 20:48, at the raising of the Chinese flag.

Another popular event on August 24<sup>th</sup> was the Men's Basketball final between the United States and Spain. This match was rebroadcast on CCTV1 and CCTV7 just one hour after its conclusion. The three rebroadcasts of the event received audience ratings ranking them fourth, tenth, and 17<sup>th</sup>. According to AGB Nielsen Media Research, the Men's Basketball Final was rebroadcast by central and local channels more than 36 times, reaching a 15% viewer rate.

AGB Nielsen Media Research is the only multinational corporation exclusively focusing on global TV audience research. The company's research network reaches over 30 countries and regions, and AGB Nielsen's business covers Latin America, Europe, the Middle East, and Asia Pacific. The company entered China in August 2005 with the advanced peplemeter method, dedicated to establishing a truly representative panel for the Chinese TV audience. AGB Nielsen aims to provide Chinese clients international services and accurate audience data.

News Release



## Top 10 Olympic Events on Aug. 24

Rank	Event	Channel	Start	End	TVR	000s	Reach	Reach 000s	Share
1	Closing Ceremony of 29th Summer Olympic Games	CCTV1	19:52	21:55	5.3%	32,913	10.1%	63,180	12.7%
2	Closing Ceremony of 29th Summer Olympic Games	CCTV Olympics	19:52	21:55	4.5%	27,917	8.5%	53,041	10.8%
3	2008 Beijing Olympics, Men's Boxing Over 91kg Final	CCTV1	16:26	16:41	2.2%	13,840	3.2%	19,763	17.2%
4	2008 Beijing Olympics, Men's Basketball Final (Spain & USA)	CCTV Olympics	14:26	16:25	2.0%	12,259	5.3%	32,935	14.4%
5	2008 Beijing Olympics, Men's Boxing 48kg Final	CCTV1	13:28	13:42	1.8%	11,336	3.0%	18,391	11.5%
6	2008 Beijing Olympics, Men's Boxing 54kg Final	CCTV1	14:06	14:22	1.6%	9,913	2.7%	16,785	10.7%
7	2008 Beijing Olympics, Men's Boxing 81kg Final	CCTV1	15:49	16:10	1.6%	9,896	2.8%	17,482	11.6%
8	2008 Beijing Olympics, Women's Rhythmic Gymnastics Group Competition Final	CCTV2	10:59	12:21	1.5%	9,606	5.9%	36,776	10.0%
9	2008 Beijing Olympics, Men's Table Tennis Singles Final Rebroadcast	CCTV1	12:48	13:18	1.5%	9,496	3.6%	22,276	9.3%
10	2008 Beijing Olympics, Men's Basketball Final (Spain & USA)	CCTV1	17:15	18:25	1.4%	8,472	4.5%	27,938	10.3%

Remark: Aug. 24, 2008 | 02:00-25:59 | All individuals 4+ | AGB Nielsen's current China market  
Data provided exclusively: AGB Nielsen Media Research, Peplemeters

Source: AGB Nielsen Media Research Peplemeter

*Notes: The above-mentioned data are 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 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.*



## AGB Nielsen Media Research

### **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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