



Nielsen Online

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## Media Alert

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### FANS BUZZING IN ADVANCE OF WOMEN'S GYMNASTICS ALL-AROUND FINAL

#### Will Shawn Johnson's Lead in Online Buzz Result in Olympic Gold?

**New York, NY – August 14, 2008** – Nielsen Online, a service of The Nielsen Company, reported that among seven top athletes competing in tonight's women's gymnastics individual all-around finals, American Shawn Johnson leads in online buzz. Fan buzz about Johnson was more than twice that of fellow- American Nastia Liukin, who was followed by China's Jiang Yuyuan.

"Fans continue to get involved in the games, discussing the athletes and events online," said Jon Gibs, vice president media analytics, Nielsen Online. "And while Michael Phelps is leading in [overall buzz](#) among Olympic athletes we've tracked, fan interest in gymnastics is typically high given the personalities, rivalries and made-for-TV/Video quality of the sport."

**Table 1: Gymnasts ranked by online buzz, with top gymnast indexed at 100, based on messages posted between July 28 and August 13**

Athlete	Country	Index
1.Shawn Johnson	United States	100
2.Nastia Liukin	United States	43
3.Jiang Yuyuan	China	16
4.Anna Pavlova	Russia	11
5.Yang Yilin	China	11
6.Steliana Nistor	Romania	8
7.Ksenia Semenova	Russia	3

Source: Nielsen Online, BuzzMetrics

#### **About Nielsen Online:**

Nielsen Online, a service of The Nielsen Company, delivers comprehensive, independent measurement and analysis of online audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behavior, and includes products previously marketed under the Nielsen//NetRatings and Nielsen BuzzMetrics brands. With high quality, technology-driven products and services, Nielsen Online enables clients to make informed business decisions regarding their Internet, digital and marketing strategies. For more information, please visit [www.nielsen-online.com](http://www.nielsen-online.com).



***About The Nielsen Company:***

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