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For Immediate Release

Women's Volleyball Soars to the Top of Audience Ratings List, Gains Nation's Attention

(Shanghai, August 12th, 2008) Following their initial climb to the number one spot in the audience ratings list in their match against Venezuela on August 9th, the Chinese Women's Volleyball team managed to maintain their first place rank through August 11th. On their road to claim the gold medal, the Chinese Women's Volleyball team is gaining momentum, and is beginning to attract attention from all over the nation.

The Chinese Women's Volleyball team is a significant symbol in China. After winning the gold medal at the 1985 Los Angeles Games, they have experienced 20-years of ups and downs. Then, in 2004, at the Athens Games, they beat Russia by 3 vs 2 to take back the gold medal. This year, once again all eyes are on the Women's Volleyball team, as they seek to defend themselves as Olympic gold medalists.

On the first day of athletic competition at the Beijing Olympics, the match between China and Venezuela ranked first in the top 10 list with an audience rating of 7.73, 0.02 higher than the second place program. China's match against Poland yesterday again topped the list with an audience rating of 8.72, 0.03 higher than the second place program. The increasing ratings show the nation's growing interest in Women's Volleyball.

Chinese Gold Medalists Enter Top 10 List in Audience Ratings

On August 11th, the third day of the Beijing Olympics, the Chinese Olympic team has brought in three gold medals. In the 14 provinces and municipalities that AGB Nielsen Media Research monitors, more than 362 million people watched Chinese athletes take home gold medals. The highest ratings came from Men's 62 kg Weightlifting and Men's Diving 10-meter Springboard Final. The weightlifting and diving teams secured their places as China's "dream teams".

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In addition, the Chinese Men's Archery team has pulled in a bronze medal. In Women's Tennis Singles, Li Na pulled off an unexpected victory to upset Svetlana Kuznetsova. CCTV 1's live broadcast of the last 11 minutes of the game ranked 2nd in the audience ratings list, marking China's increased enthusiasm for tennis.

The Work Day Cannot Thwart Enthusiasm of Chinese Audience: Nearly 85 percent of Chinese Families Watch Olympic Games

According to statistics from AGB Nielsen Media Research, among the 14 markets it monitored yesterday, 84% of Chinese families tuned in to at least some Olympic programming. Although Monday was the first official workday since the Opening Ceremonies, Chinese audiences still found time to tune in.

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 America, Europe, Middle East and the Asia Pacific area. AGB Nielsen 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 accurate audience data.



Top 20 Olympic Events on Aug. 11

Rank	Event	Channel	Start	End	TVR	000s	Reach	Reach 000s	Share
1	2008 BJ Olympics, Volleyball, Women's Preliminary (China VS Poland)	CCTV1	19:56	21:51	8.7%	54,300	23.9%	148,549	23.6%
2	2008 BJ Olympics, Tennis, Single Women's First Round	CCTV1	21:53	22:04	6.1%	37,932	9.1%	56,659	19.7%
3	2008 BJ Olympics, Swimming, Women's 200m Medley Relay Preliminary	CCTV1	22:04	22:19	5.8%	36,330	9.1%	56,723	20.8%
4	2008 BJ Olympics, Weightlifting, Men's 62kg Final	CCTV5	18:50	21:04	5.4%	33,572	16.9%	105,172	17.2%
5	2008 BJ Olympics, Diving, Double Men's 10m Final	CCTV1	14:25	15:37	4.4%	27,211	8.9%	55,199	29.3%
6	2008 BJ Olympics, Archery, Men's Team Quarterfinal (China VS Russia)	CCTV1	16:08	16:46	3.5%	21,996	6.2%	38,290	24.0%
7	2008 BJ Olympics, Archery, Men's Team 1/8 Elimination Game (China VS Britain)	CCTV1	11:40	11:55	3.2%	19,674	5.0%	31,313	18.1%
8	2008 BJ Olympics, Swimming, Women's 100m Butterfly Final	CCTV1	10:22	10:28	2.6%	16,305	3.0%	18,629	17.7%
9	2008 BJ Olympics, Badminton, Double Women's Quarterfinal	CCTV5	21:04	21:54	2.6%	16,183	10.4%	64,894	7.2%
10	2008 BJ Olympics, Weightlifting, Women's 58kg Final	CCTV5	15:19	17:39	2.5%	15,728	8.6%	53,236	17.1%

Remark: Aug. 11, 2008 | 02:00-25:59 | All individuals 4+ | AGB Nielsen's current China market

Data provided exclusively: AGB Nielsen Media Research, Peplemeters



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Notes: The above-mentioned data is 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 under direct control of 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 56,000 homes participating in its panels across more than 27 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'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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