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Chinese Women's Volleyball Team on Top of Audience Ratings List for Third Time

(Shanghai, August 14, 2008) The Chinese Women's Volleyball team climbed to the number one spot in the top 10 list for TV ratings in their game on August 13th, beating out the Men's football game that was aired in the same time slot.

Though the Chinese Women's Volleyball team lost the game against Cuba 2-3, they put forth a brilliant performance, and entertained audiences around the country. The game was broadcast during the evening, and Chinese audiences from all over the country tuned in. According to AGB Nielsen's data based on a 14,000-household peplemeter panel in 14 provinces and municipalities, the audience ratings on CCTV 1 reached over 143 million individuals, claiming the number one spot. Men's Weightlifting achieved a reach of some 84 million individuals on CCTV 2. By August 13th, the Chinese Women's Volleyball team had gained a total audience of 310 million.

The Chinese Women's Gymnastics Group Competition received a rating of 4.32% which equates to an excess of 77 million individuals. CCTV 7 re-broadcasted this game during the "golden time period" (prime-time), and it ranked 4th in the top 10 list. According to AGB Nielsen, more than 70% of Chinese television audiences witnessed the Chinese Women's Gymnastics Team's historical moment.

Yesterday, the Chinese Taipei Baseball team beat Holland 5-0, marking their first win so far at the Olympics. A number of high ranking Chinese officials, such as Jia Qinglin, an official from the Standing Committee of the CPC Central Committee Political Bureau, and Chairman of the CPPCC, Wu Boxiong, Chairman of the National Party of China, and Song Chuyu, Chairman of the People First Party, attended some of the events to cheer for the athletes.

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Audiences in Taiwan showed the greatest interest in the Chinese Taipei Baseball team. According to AGB Nielsen Taiwan, CTV and CTS both broadcasted this game in a three-hour time block. Nearly 2.4 million Taiwanese people watched the game on CTV, and about 2 million people watched it on CTS.

Top 10 Olympic Events on August 13									
Rank	Event	Channel	Start	End	TVR	000s	Reach	Reach 000s	Share
1	2008 BJ Olympics, Volleyball, Women's Group Stage (China VS Cuba)	CCTV1	19:45	22:12	7.5%	46,930	23.1%	143,572	21.6%
2	2008 BJ Olympics, Gymnastics, Women's Group Final 10:10:37-13:00:50	CCTV Olympics	10:10	13:00	4.3%	26,900	12.5%	77,557	25.4%
3	2008 BJ Olympics, Weightlifting, Men's 77kg Final	CCTV2	19:38	21:22	4.0%	25,026	13.5%	83,916	11.5%
4	2008 BJ Olympics, Gymnastics, Women's Group Final 19:57:12-21:45:38	CCTV7	19:57	21:45	3.6%	22,160	11.9%	74,363	9.8%
5	2008 BJ Olympics, Diving, Men's Double 3 meters Springboard Final	CCTV1	14:27	15:37	3.2%	19,800	7.7%	47,750	23.2%
6	2008 BJ Olympics, Swimming, Men's 200 meters Single Butterfly-Stroke Final	CCTV1	10:18	10:26	2.7%	16,855	3.2%	19,664	18.9%
7	2008 BJ Olympics, Swimming, Women's 200 meters Single Butterfly-Stroke 1/2 Final	CCTV1	10:26	10:47	2.6%	16,312	4.1%	25,534	17.6%
8	2008 BJ Olympics, Badminton, Women's Single 1/4 Final	CCTV Olympics	18:46	19:22	2.6%	16,069	5.6%	34,976	13.2%
9	2008 BJ Olympics, Swimming, Women's 200 meters Single Freestyle Final	CCTV1	10:10	10:18	2.4%	14,995	2.8%	17,383	17.3%
10	2008 BJ Olympics, Weightlifting, Women's 69kg Final	CCTV Olympics	15:49	17:26	2.3%	14,272	6.7%	41,798	16.9%

Remark: Aug. 13, 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 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'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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