



The Nielsen Company
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News Release

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For Immediate Release

BEIJING OLYMPICS OPENING CEREMONY:

**OVER 2 BILLION VIEWERS TUNE IN --- ALMOST ONE THIRD OF THE WORLD'S
POPULATION WATCH HISTORIC BEIJING 2008 OPENING CEREMONY**

August 14, 2008, Beijing: Based on television audience data collected from 38 markets¹ around the world, The Nielsen Company estimates that just over 2 billion people - almost one third of the world's population - watched the Beijing Olympics Opening Ceremony.

The Nielsen Company drew the data from 38 key markets in all regions around the world including host nation China, the United States, Brazil, South Africa, Italy and Australia. Viewing level varied across regions and markets, impacted by factors such as time zone and broadcast time differences.

Comparing regions, the highest audience reach was in Asia-Pacific, where more than five in 10 people watched the Opening Ceremony, followed by Europe (30%) and North America (24%). Looking at individual markets, the percentage of people tuning into the Opening Ceremony varied widely – from the expected high of host nation China,

¹ Estimates are based on data sourced across 38 markets from The Nielsen Company, AGB Nielsen Media Research, BBM Nielsen Media Research, Finnpanel, IBOPE, TAM India and OzTAM.



followed by South Korea (where 44% of people watched), Greece (43%) and Australia – all recent hosts of the Summer Olympics (Seoul 1988, Sydney 2000 and Athens 2004). Lower numbers of people tuning into the Opening Ceremony were reported in markets such as Indonesia (8%) and Argentina (11%). Viewing levels were also impressive in the United States, where it is estimated that 65 million people tuned into the broadcast.

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About The Nielsen Company

The Nielsen Company is a global information and media company with leading market positions in marketing information (ACNielsen), media information (Nielsen Media Research), online intelligence (NetRatings and BuzzMetrics), mobile measurement (Nielsen Mobile), trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in New York, USA. For more information, please visit, www.nielsen.com