



Media Alert

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Nielsen Analyzes Recent Olympics Advertising Trends

NEW YORK – August 7, 2008 – With the 2008 Beijing Summer Olympics Opening Ceremony just a day away, Nielsen takes a close look at trends surrounding previous Olympic Games. These trends include the number of commercial minutes, the average cost for a 30-second commercial, and the top brands advertised during the Opening Ceremony.

Commercial Seconds

The 2006 Winter Olympics Opening Ceremony in Torino, aired a total of 43 minutes and 55 seconds worth of commercials across NBC and its affiliate stations, according to Nielsen Monitor-Plus. This compares to 40 minutes of commercial time during the 2004 Athens Summer Olympics Opening Ceremony and 35 minutes of commercial time during the Opening Ceremony of the Salt Lake City Winter Olympics in 2002, both also carried by NBC.

Cost of Olympics Advertising

During the 2006 Winter Olympics in Torino, advertisers paid on average \$350,000 for a 30-second commercial, which was slightly more than that for the 2004 Summer Games in Athens, bringing the cost back up to the level that was seen in 2002. The cost of advertising during the Games has increased in the 10 years since 1996, showing an impressive 40% gain from \$250,000 for an average 30-second ad.

Cost Per 30-Second Commercial			
Year	Location	Network	Cost Per 30-Second Commercial (Average of All Dayparts)
1996	Atlanta, US	NBC	\$250,000
1998	Nagano, Japan	CBS	\$183,600
2000	Sydney, Australia	NBC	\$275,000
2002	Salt Lake City, US	NBC	\$350,000
2004	Athens, Greece	NBC	\$340,000
2006	Torino, Italy	NBC	\$350,000

Top Brands

Visa Credit Card Services was the top brand advertised during the 2006 Opening Ceremony, with a total of three 60-second commercials. McDonald's, Exxon Mobil, and Coca-Cola Soft drinks each aired 2 minutes worth of commercials, while Chevrolet Tahoe Trucks, General Electric, and General Motors tied for third, each running 1½ minutes of commercials.

**Top Brands: 2006 Torino Olympics
Winter Games Opening Ceremony**

Brand	# of Commercial Minutes
Visa Credit Card Services	3 minutes
McDonald's	2 minutes
Exxon Mobil	2 minutes
Coca-Cola	2 minutes

Source: Nielsen Monitor-Plus

During the Opening Ceremony of the 2004 Athens Summer Games, Budweiser was the top advertiser airing a combination of :15s, :30s, and :60s for a total of 3½ minutes of commercial time. Tying for second place, Allstate Insurance and Mazda Autos & Trucks each placed 3 minutes of ads.

Coca-Cola Classic was the most advertised brand during the 1996 and 2000 Opening Ceremony, allocating \$1.5 and \$1.1 million respectively to advertising. Visa Credit Card Services was the top brand for the 2006 Torino Opening Ceremony with spending of \$2.1 million, while Budweiser was the most advertised brand during the Opening Ceremony in Athens in 2004, accounting for \$2.4 million in advertising expenditure. This was more than two times the amount spent by Johnson & Johnson and Nike Sport Footwear, the top brands advertised during the 2002 Opening Ceremony.

**Top Brands Advertised
During Opening Ceremonies**

1996	Coca-Cola Classic
1998	IBM Internet Services
2000	Coca-Cola Classic
2002	Johnson & Johnson/Nike Sport Footwear
2004	Budweiser
2006	Visa Credit Card Services

Source: Nielsen Monitor-Plus

Viewing the Commercials

To view commercials, storyboards, and ratings that aired during the 2008 Beijing Olympics Opening Ceremony, visit Nielsen's Event*Views website at <https://www.nielsenmedia.com/monitorplus/specialevents>. The commercials for Ceremony will be posted there Tuesday, August 12, 2008. On Wednesday, August 13th, the site will be updated with P2+ Minute ratings.

Additional Olympics Data from Nielsen

Nielsen's new company-wide blog, [NielsenWire](http://blog.nielsen.com/nielsenwire/), will feature a special section devoted to the Olympic Games. NielsenWire's content is drawn from Nielsen's extensive intelligence and spans all of the industries Nielsen covers. Visit NielsenWire at: <http://blog.nielsen.com/nielsenwire/>.

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