



Nielsen Online

The Nielsen Company
770 Broadway
New York, NY 10003
www.nielsen-online.com

Media Release

Media Contacts:

Suzy Bausch (415) 617-0181
Michelle McGiboney (408) 941-2930
pr.us@nielsen.com

PHELPS WINNING IN THE POOL AND WITH FANS ONLINE

Nielsen Online Reports Buzz on Athletes from Popular Olympic Sports

New York, NY – August 12, 2008 – Michael Phelps is winning both in the pool and online, as fans take to blogs and message boards to discuss Phelps' quest to win eight Olympic gold medals. In an analysis of online discussion, Nielsen Online, a service of The Nielsen Company, reported that among more than 50 high profile athletes competing in Olympic basketball, gymnastics, beach volleyball and swimming events, Michael Phelps was the most buzzed-about athlete (Table 1). Among these four sports, swimmers led in overall volume with 46 percent of the discussion, followed by basketball players with 38 percent (Table 2). Basketball's Yao Ming, Kobe Bryant and LeBron James drove discussion as the U.S. and China faced off in the preliminary round.

Table 1: Fifteen most buzzed-about athletes from basketball, gymnastics, beach volleyball and swimming competitions, based on messages posted between August 4 and August 10, 2008

Athlete	Sport	Country
1. Michael Phelps	Swimming	United States
2. Yao Ming	Basketball	China
3. Kobe Bryant	Basketball	United States
4. LeBron James	Basketball	United States
5. Dara Torres	Swimming	United States
6. Shawn Johnson	Gymnastics	United States
7. Laure Manaudou	Swimming	France
8. Kerri Walsh	Beach Volleyball	United States
9. Katie Hoff	Swimming	United States
10. Misty May-Treanor	Beach Volleyball	United States
11. Yi Jianlian	Basketball	China
12. Park Tae-Hwan	Swimming	South Korea
13. Grant Hackett	Swimming	Australia
14. Natalie Coughlin	Swimming	United States
15. Nastia Liukin	Gymnastics	United States

Source: Nielsen Online, BuzzMetrics



Table 2: Share of buzz volume between August 4 and August 10, 2008

Athletes	Share of Buzz Volume
Swimmers	46
Basketball players	38
Gymnasts	9
Beach Volleyball players	7

Source: Nielsen Online, BuzzMetrics

“It appears that swimming is benefitting from a number of interesting stories this year, including Michael Phelps’ race for gold, Dara Torres’ return to the games and Park Tae-Hwan’s win to bring home South Korea’s first-ever gold medal in swimming,” commented Jon Gibs, vice president, media analytics, Nielsen Online. “As other events build momentum and the track and field competition begins, it will be interesting to follow the fan favorites online.”

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.

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, 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.

###