

PRESS RELEASE

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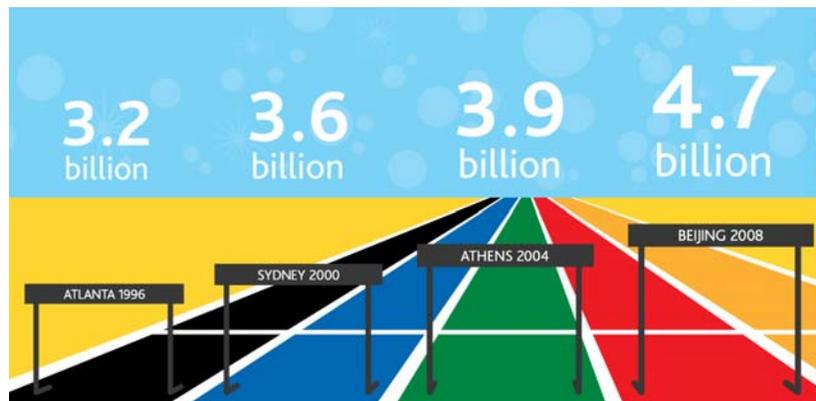
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For Immediate Release

**THE FINAL TALLY -- 4.7 BILLION TUNES IN TO BEIJING 2008 --
MORE THAN TWO IN THREE PEOPLE WORLDWIDE: NIELSEN**



September 5th, 2008, Hong Kong: The 2008 Beijing Olympics set many world records, with the latest being the Most Watched Games ever. According to latest intelligence from The Nielsen Company¹, the Beijing Olympic Games attracted the cumulative eyeballs of 4.7 billion viewers over the 17 days from August 8 to August 24, 'out-viewing' the 3.9 billion who followed the Athens 2004 Games by 21 percent, and the 3.6 billion who tuned in to the Sydney Games in 2000² by 31 percent, or 1.1 billion additional viewers.

¹ Estimates are based on data sourced across 37 markets from The Nielsen Company, AGB Nielsen Media Research, BBM Nielsen Media Research, Finnpanel, IBOPE, TAM India and OzTAM.

² Viewing figures for Athens 2004 and Sydney 2000 Games were obtained from <http://en.beijing2008.cn/16/87/article211928716.shtml>

The 4.7 billion viewers who accessed television coverage of the Beijing Olympics officially translates into approximately 70 percent of the world's population, or more than two in every three people globally.

As the host nation, China led the world's viewers with an audience reach of 94 percent along with South Korea, although by number of individual viewers, China – the world's most populated nation – far exceeded that of any other country. Mexico followed closely with a 93 percent audience reach.

About The Nielsen Company

The Nielsen Company is a global information and media company with leading market positions in marketing information, media information, online intelligence, 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

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