



The Nielsen Company

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News Release

CONTACT (S):

INTERNATIONAL AUDIENCES & VISITORS AGREE: BEIJING PASSED WITH FLYING COLOURS

September 1, 2008, Beijing: The Chinese Government's significant investment into hosting the Beijing Olympic Games has paid off on many levels, with the city of Beijing receiving a priceless image boost in the process, according to international audience and onsite consumer surveys conducted by The Nielsen Company over the course of the Games period.

After both the Opening and Closing Ceremonies, seven in 10 viewers across 16 countries and territories agreed that Beijing appeared more modern and high-tech than they had expected and in Beijing itself, nine in 10 (92%) foreign visitors rated Olympic venues as very good or good.

Following the Opening Ceremony, 43 percent of international viewers thought Beijing's environment was cleaner and greener than they expected, with the feedback even more positive following the Closing Ceremony- when over half (56%) said the environment exceeded their expectations, thanks to an increasing number of blue sky days over the Games, and coverage of out of city venues such as the triathlon and road cycling courses.

Perceptions of air quality also improving as the Games progressed. Following the Opening Ceremony, close to a quarter of foreign visitors to Beijing rated the air quality positively, which then increased to 52 percent by August 16th, finishing with 60 percent rating the air quality as good or very good following the Closing Ceremony.

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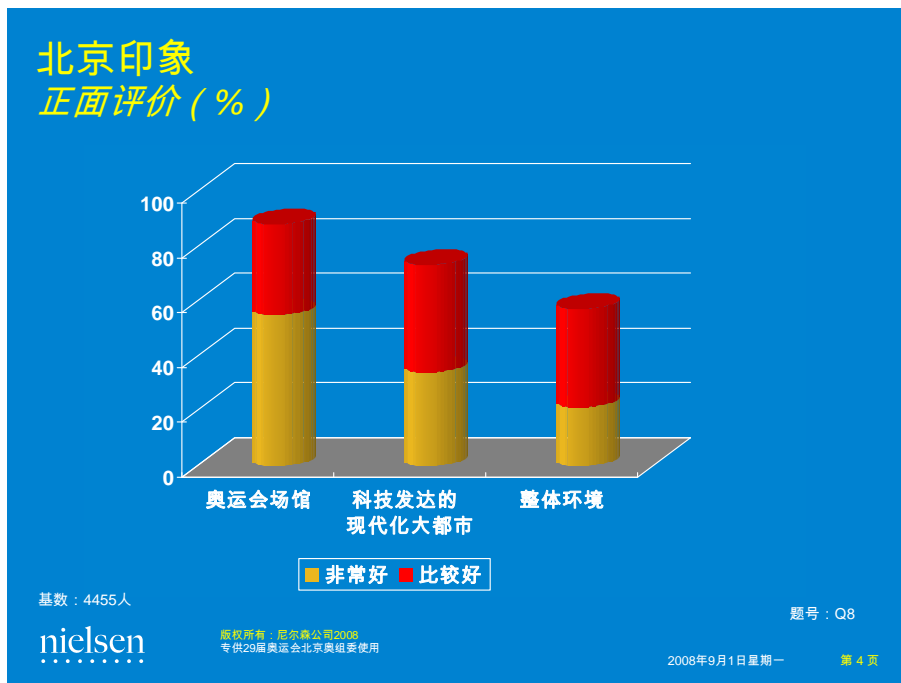
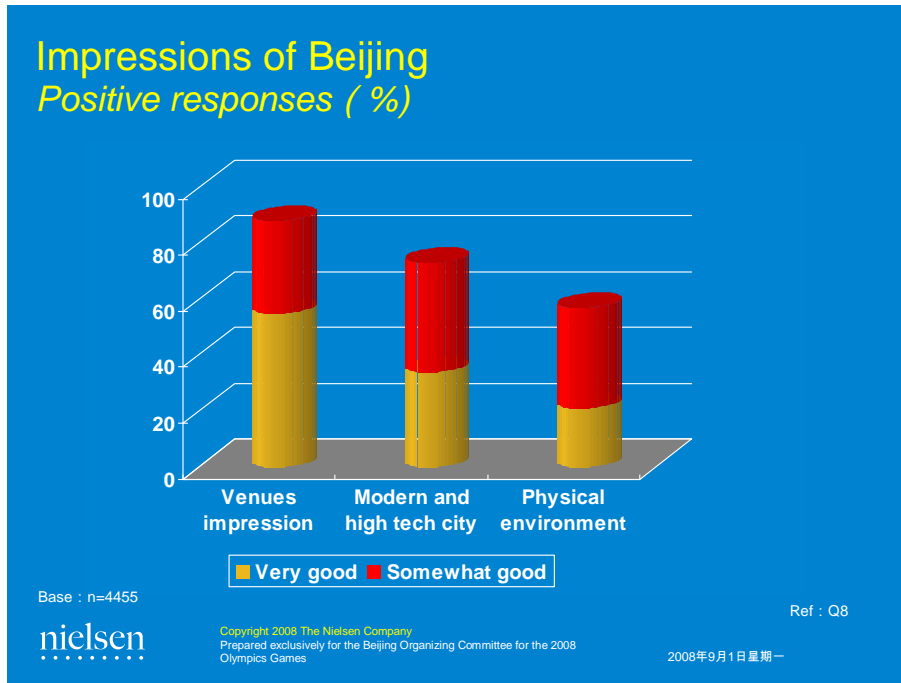
About The Nielsen Company

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

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Appendix 1

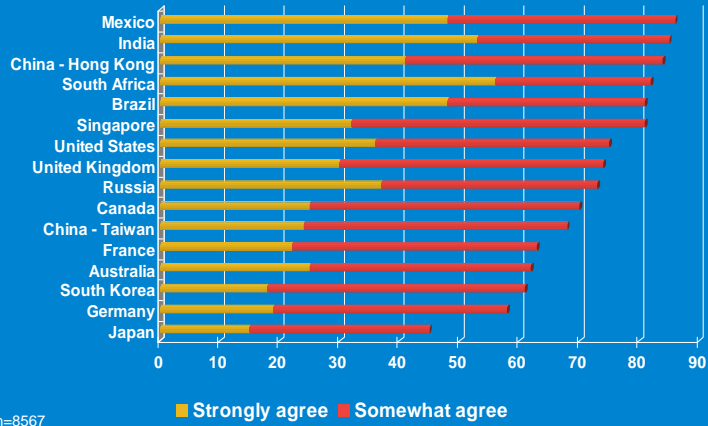
Post Closing ceremony impressions of Beijing – International Audience



Appendix 2

Impressions of Beijing's modernity – Post Closing Ceremony

Beijing is more modern and high-tech than expected
Strongly/somewhat agree (%)



Base : n=8567

■ Strongly agree ■ Somewhat agree

Ref : Q14



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 Prepared exclusively for the Beijing Organizing Committee for the 2008
 Olympics Games

2008年9月1日 星期一

Appendix 3

Air Quality and Physical Environment Trend – Foreign Visitors to Beijing

