

News Release

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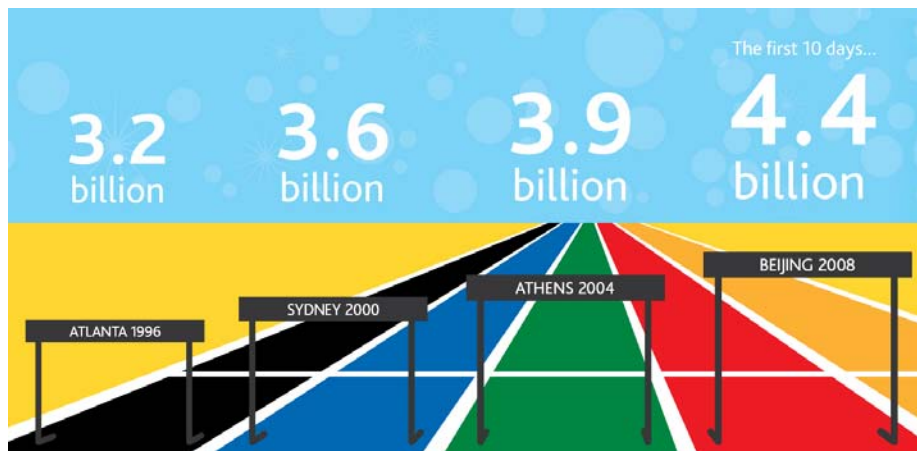
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For Immediate Release

**THE MOST VIEWED OLYMPICS EVER – TWO THIRDS OF THE WORLD’S
POPULATION (4.4 BILLION) TUNES IN TO BEIJING 2008 IN THE FIRST 10
DAYS OF GAMES: NIELSEN**



August 24th, 2008, Beijing: As athletes continue to break world records and personal bests in the last days of the 2008 Beijing Olympics, the Games’ audience appears to have broken a record of its own, attracting the cumulative eyeballs of 4.4 billion viewers in just the first 10 days (August 8-17th), according to latest intelligence from The Nielsen Company¹.

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.



Amounting to almost two thirds of the world's population, the 4.4 billion viewers who accessed television coverage of the Beijing Olympics have now officially 'out-viewed' the 3.9 billion who followed the Athens 2004 Games and the 3.6 billion who tuned in to Sydney 2000² - in only the first 10 days of the Games' coverage.

The final tally – which will incorporate the remainder of the Games viewing and global audiences for the Closing Ceremony – looks all set to break further records.

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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

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