



Nielsen Online

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## Media Release

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### **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**

<b>Athlete</b>	<b>Sport</b>	<b>Country</b>
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**

<b>Athletes</b>	<b>Share of Buzz Volume</b>
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:***

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