



Nielsen Online

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Media Release

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ONLINE MARATHON FOR OLYMPICS FANS, LUNCH BREAKS NOT INCLUDED

Nielsen Online Reports Daily Traffic to Olympics-Related Sites; NBC Olympics Audience Peaking at Noon

Previously Reported Sports Illustrated Traffic Updated by Nielsen Online

New York, NY – Aug. 20, 2008 – More than half-way through the 2008 Beijing Olympics, Nielsen Online, a service of The Nielsen Company, today reported that U.S. fans continue to follow the games online in strong numbers, with slightly larger audiences on work days than weekends (Table 1). Nielsen Online data also showed that during the recent work week (Aug. 11 – Aug. 15), daily traffic to NBC’s Olympics site typically peaked at noon, indicating fans are using their lunch hour to keep up with the games (Table 2).

Table 1: Unique Audience (000) to Olympics-related Sites, ranked by average daily UA (U.S., Home and Work)*

Name	Aug. 8	Aug. 9	Aug. 10	Aug. 11	Aug. 12	Aug. 13	Aug. 14	Aug. 15	Aug. 16	Aug. 17	Aug. 18	Daily Average
1.Yahoo Olympics	1,477	3,324	2,839	5,253	5,426	7,087	7,551	5,432	4,882	3,448	5,264	4,726
2.NBC Olympics	2,664	4,008	3,264	4,560	5,272	4,908	5,332	4,962	3,793	3,329	4,869	4,269
3.AOL Olympics	395	1,010	1,205	1,192	1,706	1,615	1,700	1,882	1,321	1,602	898	1,321
4.Sports Illustrated Olympics	293	331	667	646	672	1,014	1,348	714	924	630	502	704
5.ESPN Olympics	273	343	579	368	742	765	1,298	713	797	875	678	676
6.Beijing2008.cn	429	780	581	607	559	552	382	423	610	401	345	515
7.New York Times Olympics	341	466	301	482	459	801	526	614	429	338	314	461
8.USA Today Olympics	280	184	231	163	137	299	378	249	279	267	167	239

Source: Nielsen Online, NetView Custom Analysis

**Daily data may fluctuate because of smaller sample sizes used to project daily audience sizes*

Previously Reported Sports Illustrated Traffic Updated by Nielsen Online

Table 1 includes revised unique audience figures for Sports Illustrated Olympics content from Aug. 8 through Aug. 11. Data reported in an Aug. 13th Nielsen Online press release excluded a section of Olympics-related content that contributed additional traffic, resulting in unique audience figures higher than previously reported.

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Olympics Broadcast Partner

An hourly analysis of traffic to NBC's Olympic Web site showed noon as the most popular time for fans to access to Olympics news, results and video.

Table 2: Daily Peak Audience by hour (000) to NBC Olympics Site*

	Aug. 11	Aug. 12	Aug. 13	Aug. 14	Aug. 15
Peak Time	1:00 p.m.	12:00 p.m.	12:00 p.m.	12:00 p.m.	12:00 p.m.
UA (000)	792	847	763	831	1,139

Source: Nielsen Online, NetView Custom Analysis

**Daily data may fluctuate because of smaller sample sizes used to project daily audience sizes*

Daily traffic to the video section of NBC's Olympics site was strong during the period, with nearly 1.5 million unique visitors per day on average.

Table 3: Unique Audience (000) to NBC Olympics Video URL*

Name	Aug. 11	Aug. 12	Aug. 13	Aug. 14	Aug. 15	Aug. 16	Aug. 17	Aug. 18
NBC Olympics Video Site**	2,030	1,406	1,514	1,556	1,396	1,255	1,204	1,475

Source: Nielsen Online, NetView Custom Analysis

**Daily data may fluctuate because of smaller sample sizes used to project daily audience sizes*

***Does not represent actual streams or video viewing*

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.

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