CSM reveals 842 million Chinese viewers tuned in to 2008 Beijing Olympics Opening Ceremony

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There were over 842 million Chinese viewers watching TV at home

CSM Media Research, a part of TNS Media Research, revealed today that there were over 842 million Chinese viewers (unduplicated) watching TV at home (excluding out-of-home viewing), or 68.8% of the total national audience, glued to their TV screens to watch the opening Olympics ceremony themed â€œOne World One Dreamâ€•. This is the highest TV audience viewership figure ever recorded in China. Paul Wang, managing director of CSM comments: â€œWe firmly believe that this record is not likely to be broken any time soon.â€•
According to CSM National PeopleMeter data, which measures 1.2 billion TV population viewing behaviour shows CCTV Olympics channel, CCT1, CCTV2, CCTV3, CCTV7, CCTV News, and CCTV High Definition channel as well as over 30 provincial satellite channels broadcasted the event LIVE. The favourable time zone factor dramatically increased the domestic TV viewership as well as the global audience.

According to CSM Media Researchâ€™s National PeopleMeter panel, the Beijing Olympics opening ceremony recorded the highest ratings point ever for China with over 733 million viewers (60% ratings) watching the event, eclipsing the previous high for the 2003 Chinese Spring Festival Gala which reached a 58% rating.Â The highest viewing share of the evening was 90% during this time band, which occurred at the moment â€œthe Olympics flameâ€• was lit by the former gymnastics star Li Ning, the triple gold medallist at the 1984 Los Angeles Games.