

Let The Games Beijing -- As Chinese Audiences Prepare To Go Multimedia For Their Olympic Viewing

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96% Will Watch On Tv; 74% Will Video Stream Over The Net & 27% Will Keep Up Via Their Mobile Phone

Advertisers and media agencies that have put their bets on new media during the Olympic Games appear to have invested wisely, according to a recently conducted online Nielsen consumer survey. The Nielsen survey, conducted at the end of July among Internet users in China, has found that while almost all Chinese people will be watching the Games on TV, three in four will be keeping abreast of events with Internet video streaming, a third will rely on text updates on their mobile phones and 14 percent plan to view video clips on their phones.

For perhaps the first time in Olympics history, a significant number of viewers will track the Games'™ results via the Internet and their mobile phones. Together with the emergence of a plethora of outdoor media channels, consumers will have unprecedented access to the most diverse new media platforms to view the Games any time, any where," said Richard Basil-Jones, Managing Director, Nielsen Media Research, Asia Pacific.

In fact, according to the Nielsen survey, two in 10 will use online video streaming as their main method of viewing this summer's Olympics - hot on the heels of recent announcements that state broadcaster CCTV has signed agreements with various partners to provide streamed video broadcasts. The Nielsen survey also found that two thirds of Chinese will keep abreast of the Games'™ successes via newspapers.

In a separate survey, American consumers seem particularly likely to view Olympics content on their phones, a recent survey by Nielsen Mobile.

Consumers in the UK and Spain also showed strong interest in watching the Beijing Games and receiving Olympics results from their mobile phones, according to Nielsen Mobile. Those in the UK said they plan to read Olympics-related Web articles and monitor the medal count via their phones, while Spanish consumers reported they will most likely check TV schedules and view photos from the Olympics via their mobile phones.

With the Beijing Games set to kick off today, Olympics content is also in demand online.

In the U.S. alone, Internet users ran 3.3 million search queries containing the term "Olympic" in June " up significantly from approximately 2 million Olympic related online queries in April and May, according to Nielsen Online.

And with a line up of world-class events over the coming three weeks, Chinese people are eagerly adjusting their lifestyles to fit in with the Olympic schedule. To ensure they don't miss a thing, nine in 10 Chinese said they would be adapting their personal schedules to accommodate the Games, and seven in 10 will change their working hours " while 30 percent intend to watch Olympics coverage at work, with many Chinese companies making special arrangements to keep them happy.

Marketers who plan to link their brands to group activities and/or outdoor lifestyles need not despair about all consumers being glued to computer screens or television screens. According to the Survey, two in 10 Chinese consumers intend to watch Olympic coverage on big screens at outdoor locations, a figure matched by a similar number who intend to watch at an enclosed public location, such as a bar or university. Obviously the Games have provided a good excuse for a social gathering - three in 10 people surveyed also plan to go out more often and will watch the Games together with friends.