

All Eyes on TEAM CHINA at the Olympics Events CSM TV Rating Analysis

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August 18, 2008, Beijing China – National TV Ratings for China from CSM Media Research (a part of TNS Media Research), China's leading audience measurement organization, show that close to 356 million (unduplicated) Chinese viewers tuned in to watch part of China's Pool A Volleyball game, volleyball being one of China's stronger women's

Pierre Justo, Director of CSM Sport Research comments: "High viewing levels are generally the case for host countries, but the effect in China may be greater than usual as China is hosting the Olympics for the 1st time, which has generated strong enthusiasm for the Olympic Games among the Chinese people. This in turn has translated into high levels of nationwide viewing. All the top 10 most watched events so far have involved Chinese athletes, most of them being gold medallist contenders. It will be interesting to check if this viewing of Chinese athletes trend remains robust through the week, especially in track and field, and other events where China faces tougher competition."