



Nielsen Online

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## Media Alert

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### ALL OLYMPICS ALL THE TIME – U.S. FANS FOLLOWING 2008 GAMES ONLINE

#### Nielsen Online Reports Daily Traffic to Olympics-Related Sites

**New York, NY – August 11, 2008 – (updated on August 19, 2008 with revised Sports Illustrated figures in Table 1)** With the 2008 Olympics underway in Beijing, Nielsen Online, a service of The Nielsen Company, today released U.S. Internet audience figures for the top 10 most visited Olympics-related content Web sites and traffic to NBC's online video content. With momentum building prior to the opening ceremonies, fans are now finding results, news and video online.

**Table 1: Unique Audience (in 000's) to Olympics-related Sites, ranked by UA on August 9, 2008 (U.S., Home and Work)\***

Name	August 6	August 7	August 8	August 9
NBC Olympics	841	1,392	2,664	4,008
Yahoo Olympics	1,505	1,430	1,477	3,324
AOL Olympics	511	718	395	1,010
Beijing2008.cn	39	114	429	780
New York Times Olympics	432	369	341	466
ESPN Olympics	196	80	273	343
Sports Illustrated Olympics	458	239	293	331
USA Today Olympics	34	55	280	184
Olympics.org	NA*	10	16	153
BBC Olympics	33	27	97	128

Source: Nielsen Online, NetView Custom Analysis

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

*\*\*Not reportable for daily data*

#### The Video Games

The audience to NBC's Olympics video offering – which will include more than 2,000 hours of live coverage during the games, along with replays and athlete interviews – drew a U.S. unique audience of 436,000 users on the day of the opening ceremony, and nearly doubled to 858,000 unique visitors on August 9, as fans followed the first official day of competition.



**Table 2: Unique Audience (in 000's) to NBC Olympics Video URL**

Name	August 6	August 7	August 8	August 9
NBC Olympics Video Site**	NA***	36	436	858

Source: Nielsen Online, NetView Custom Analysis

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

\*\*\*Not reportable for daily data

“With the ubiquity of broadband and the breadth of available content – combined with the time difference between the U.S. and Beijing – this truly is the first online video Olympics,” commented Jon Gibs, vice president, media analytics, Nielsen Online. “With the unique audience to NBC’s Olympics video section doubling from August 8<sup>th</sup> to August 9<sup>th</sup>, and overall traffic to NBC Olympics growing by 50 percent, it will be interesting to track video usage trends throughout the games.”

***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](http://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](http://www.nielsen.com).

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