



Nielsen Online

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Media Release

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ONLINE OLYMPIC TRAFFIC SOARS AS U.S. FANS FOLLOW THE GAMES DURING THE WORK WEEK

New York, NY – August 13, 2008 (updated on August 19, 2008 with revised Sports Illustrated figures in Table 2) – Nielsen Online, a service of the Nielsen Company, today reported that online traffic to Olympics-related content and video soared on Monday, as U.S. fans kept up with the Beijing games from work. Unique visitors to the video section of NBC’s Olympics site grew nearly 140 percent (Table 1), while traffic to Yahoo’s Olympics section grew 85 percent (Table 2) compared to daily traffic on Sunday.

Table 1: Unique Audience (in 000’s) to NBC Olympics Video URL (U.S., Home and Work)

Name	August 8	August 9	August 10	August 11
NBC Olympics Video Site*	436	858	858	2,030

Source: Nielsen Online, NetView Custom Analysis

*Does not represent actual streams or video viewing

Table 2: Unique Audience (in 000’s) to Olympics-related sites, ranked by UA on August 11, 2008 (U.S., Home and Work)

Name	August 8	August 9	August 10	August 11
Yahoo Olympics	1,477	3,324	2,839	5,253
NBC Olympics	2,664	4,008	3,264	4,560
AOL Olympics	395	1,010	1,205	1,192
Sports Illustrated Olympics	293	331	667	646
Beijing2008.cn	429	780	581	607
New York Times Olympics	341	466	301	482
ESPN Olympics	273	343	579	368
Fox Sports on MSN Olympics	49	95	259	182
USA Today Olympics	280	184	231	163
CBS Sports Olympics	70	23	41	102

Source: Nielsen Online, NetView Custom Analysis

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

“As we have seen with other sporting events that run during traditional working hours, for example the NCAA basketball tournament, fans are making time at the office for the Olympics,” said Jon Gibs, vice president, media analytics, Nielsen Online. “While the Olympics were until very recently a packaged



prime-time TV event, they now represent a 24/7 opportunity for both fans and the media. The available inventory online provides a really interesting platform for the Olympics' 'long-tail events,' and sports previously represented perhaps only in the results section of the morning paper can now be viewed by fans around the world. We'll know soon enough if the online audience maintains interest for the duration of 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.

About The Nielsen Company:

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