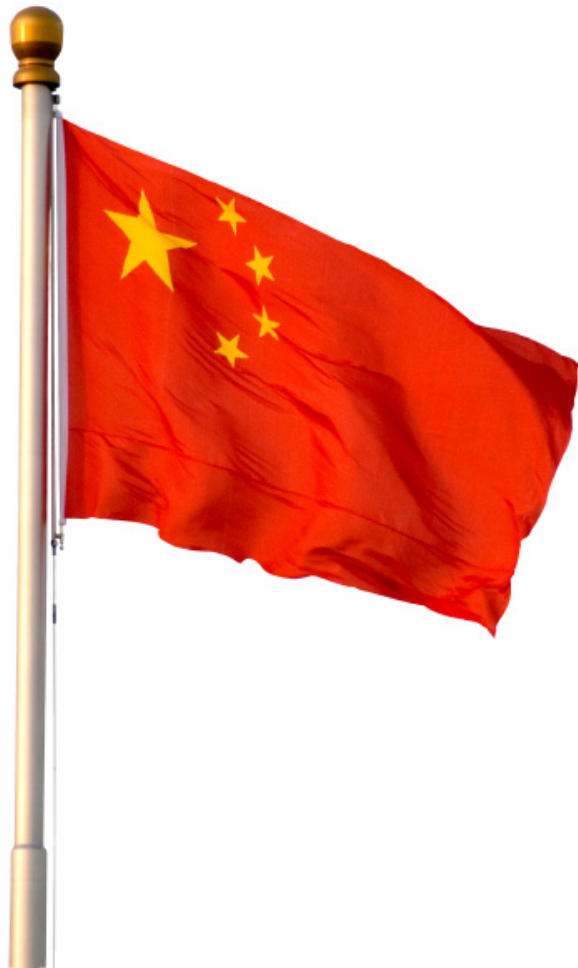


Olympic Wrap Up: Chinese views on Beijing 2008





Synovate speaks with thousands of people in China a day. (Last year, we spoke with 1.2 million across 550 cities!)

As soon as the Olympic flame was extinguished, we asked 500 urban Chinese about the great moments, heroes, sponsors and legacies of the Beijing 2008 Olympic Games.

The interviews were completed online and in just seven hours and here's what we found...

Contents

- Smiling Beijing service
- Best sporting and non-sporting moments
- Which other nations captured Chinese imaginations?
- Gold medal sponsorship performances
- Crowd-pleasing sports
- Greatest Olympian of all time
- Now what? Legacies...
- Looking toward 2012 and beyond



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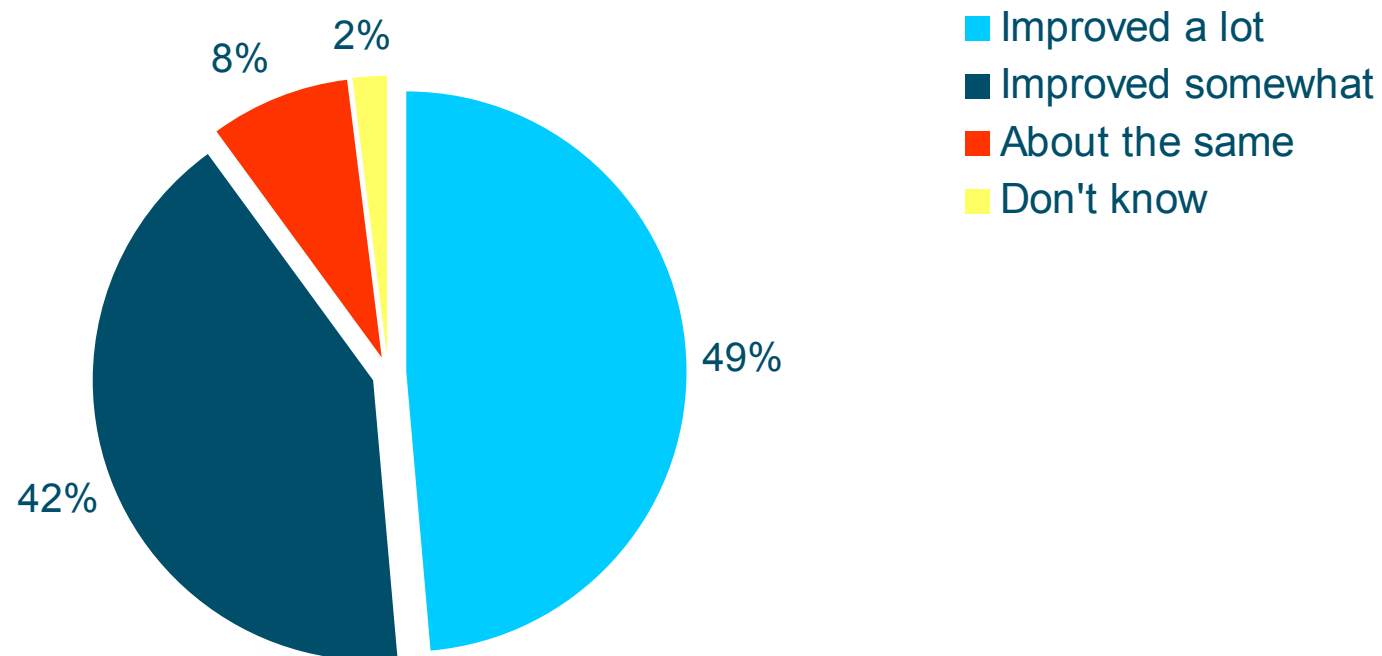
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The background is a solid teal color. On the left side, there are several abstract, overlapping shapes in a lighter shade of teal. These shapes include a large, curved form that resembles a stylized letter 'P' or a similar character, and a smaller circle below it. The overall aesthetic is modern and minimalist.

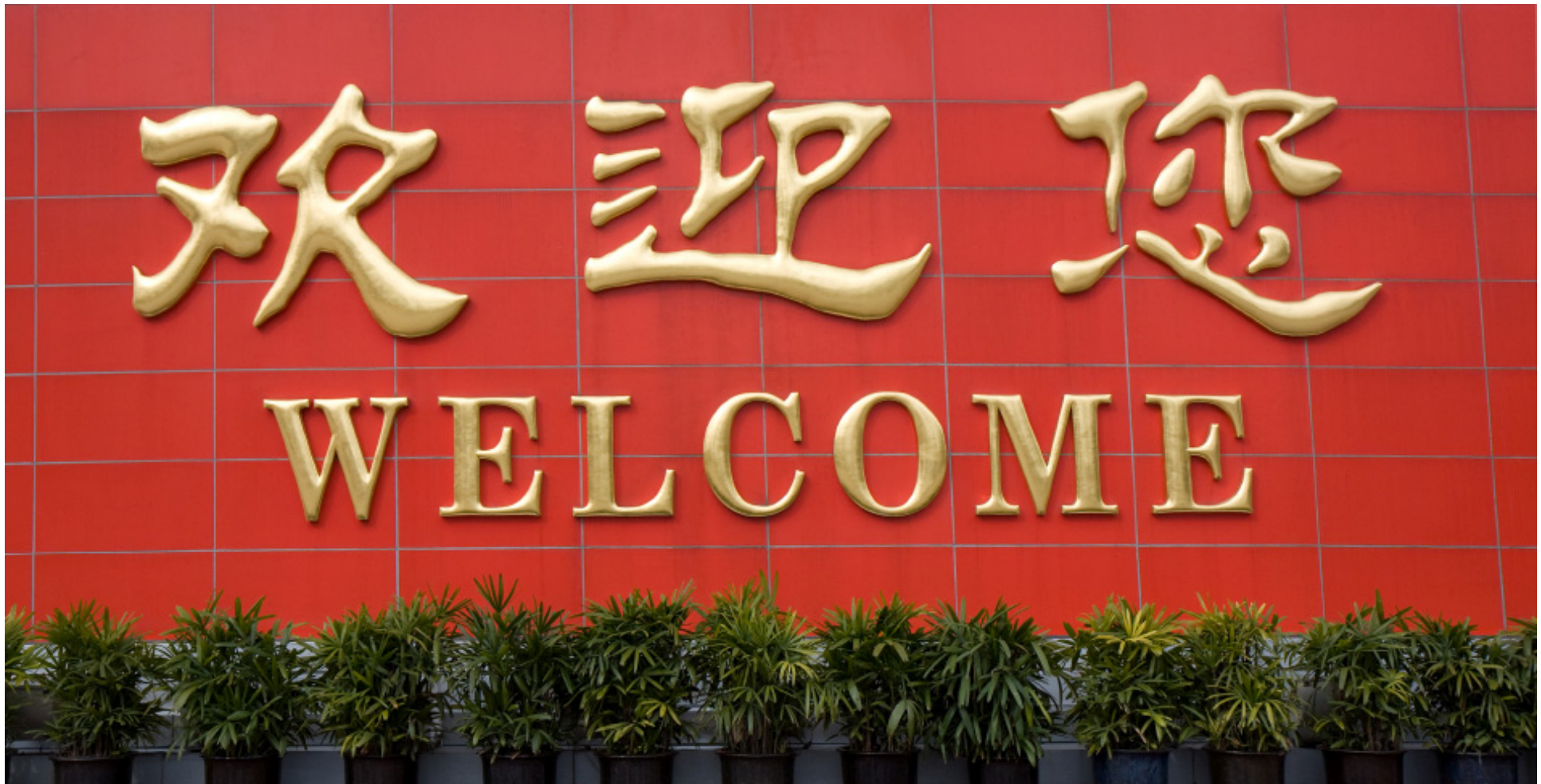
Smiling service in Beijing

Half of Beijing respondents say service vastly improved

Overall do you think the service standards in BJ have improved or not since the Olympic games have begun?



And not a single respondent said service had worsened!

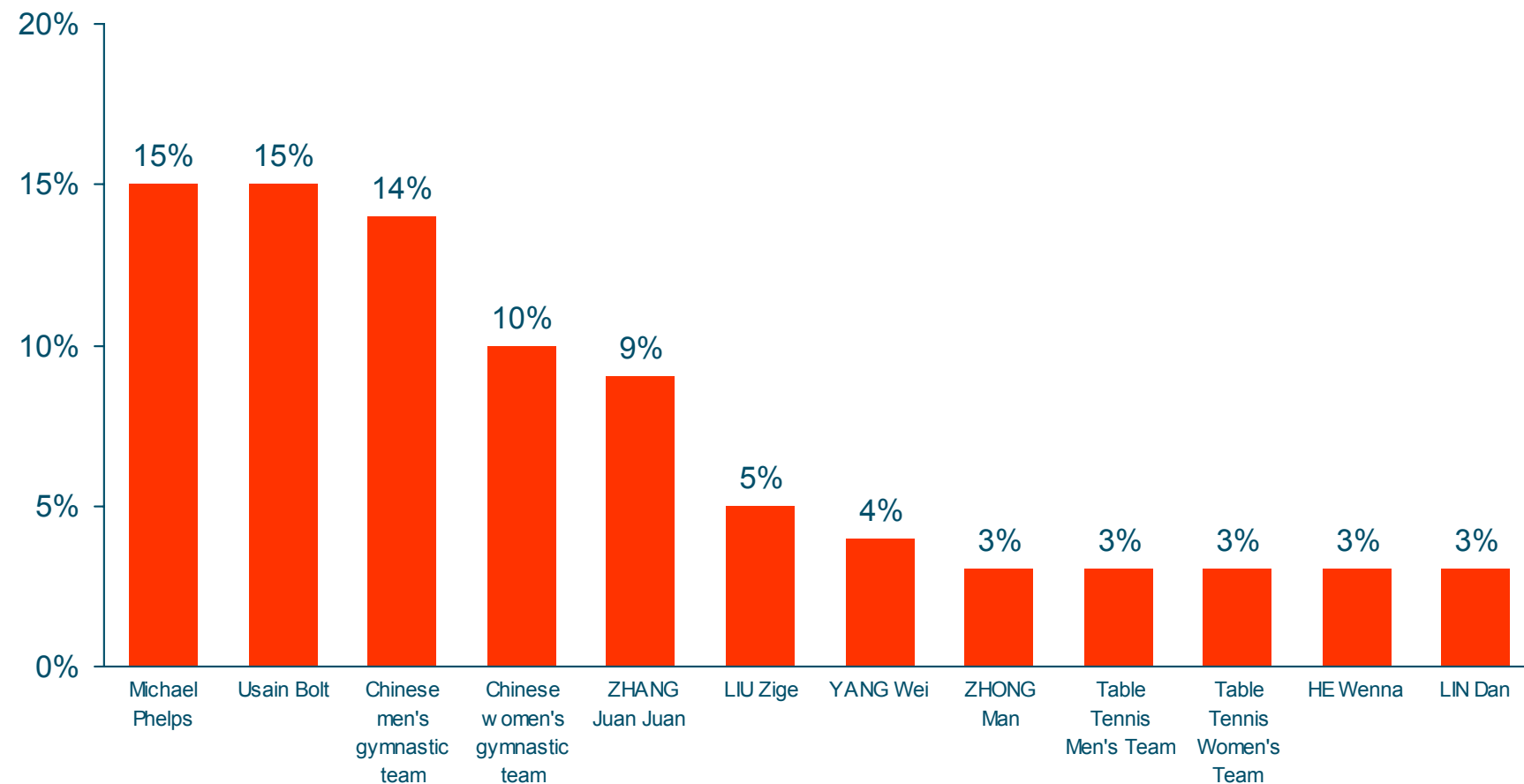


The background is a solid teal color. On the left side, there are several abstract, overlapping shapes in a lighter shade of teal. These include a large, curved shape that resembles a stylized letter 'P' or a similar form, and a smaller circle below it. The text 'Magic moments' is positioned to the right of these shapes.

Magic moments

Chinese people celebrate sporting achievement wherever it comes from

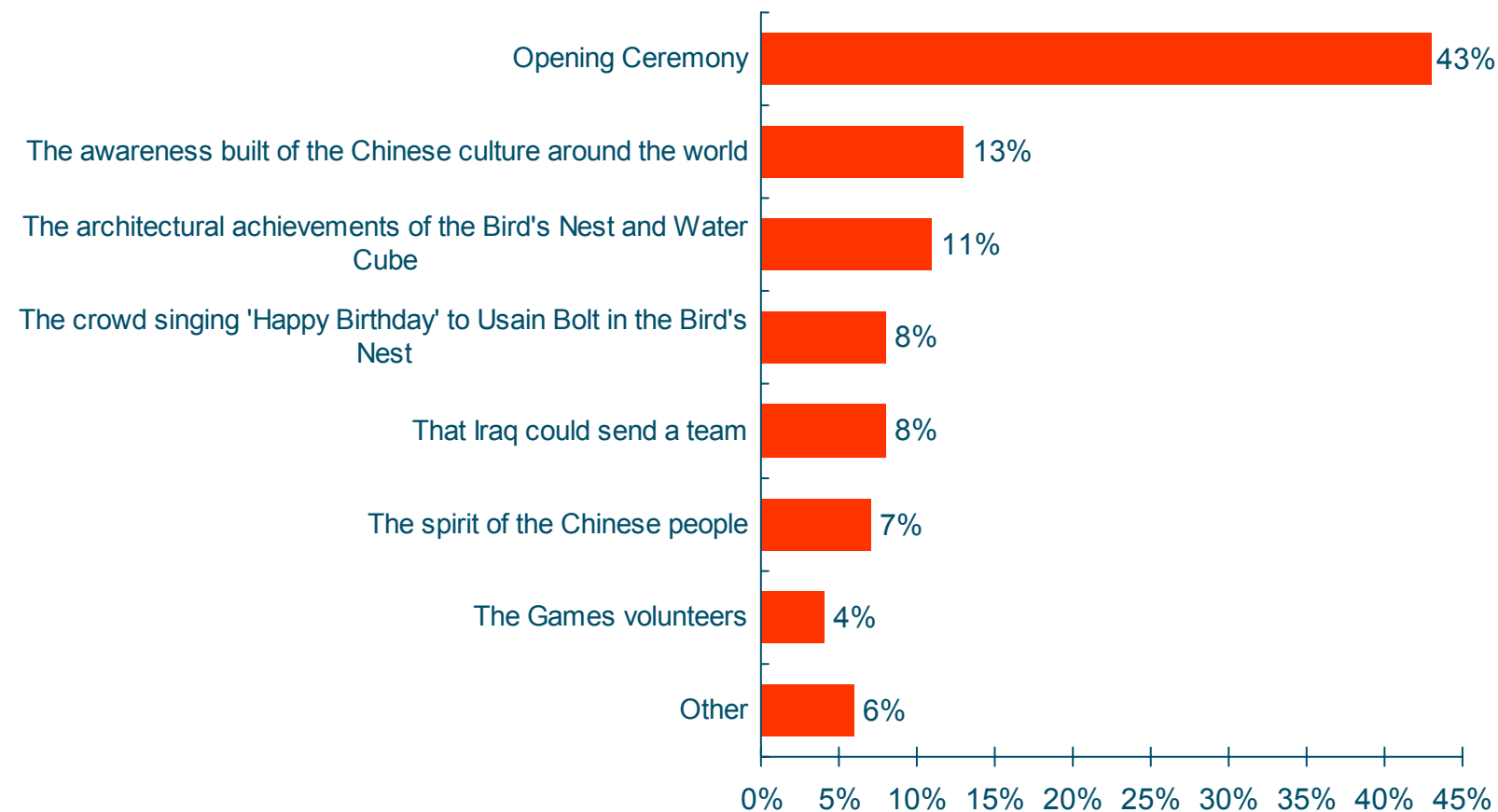
What was the single best sporting moment of the Olympic Games?



Below 3% not included

Opening Ceremony will always stay in Chinese hearts

What is your best non-sporting moment of the Olympic Games?

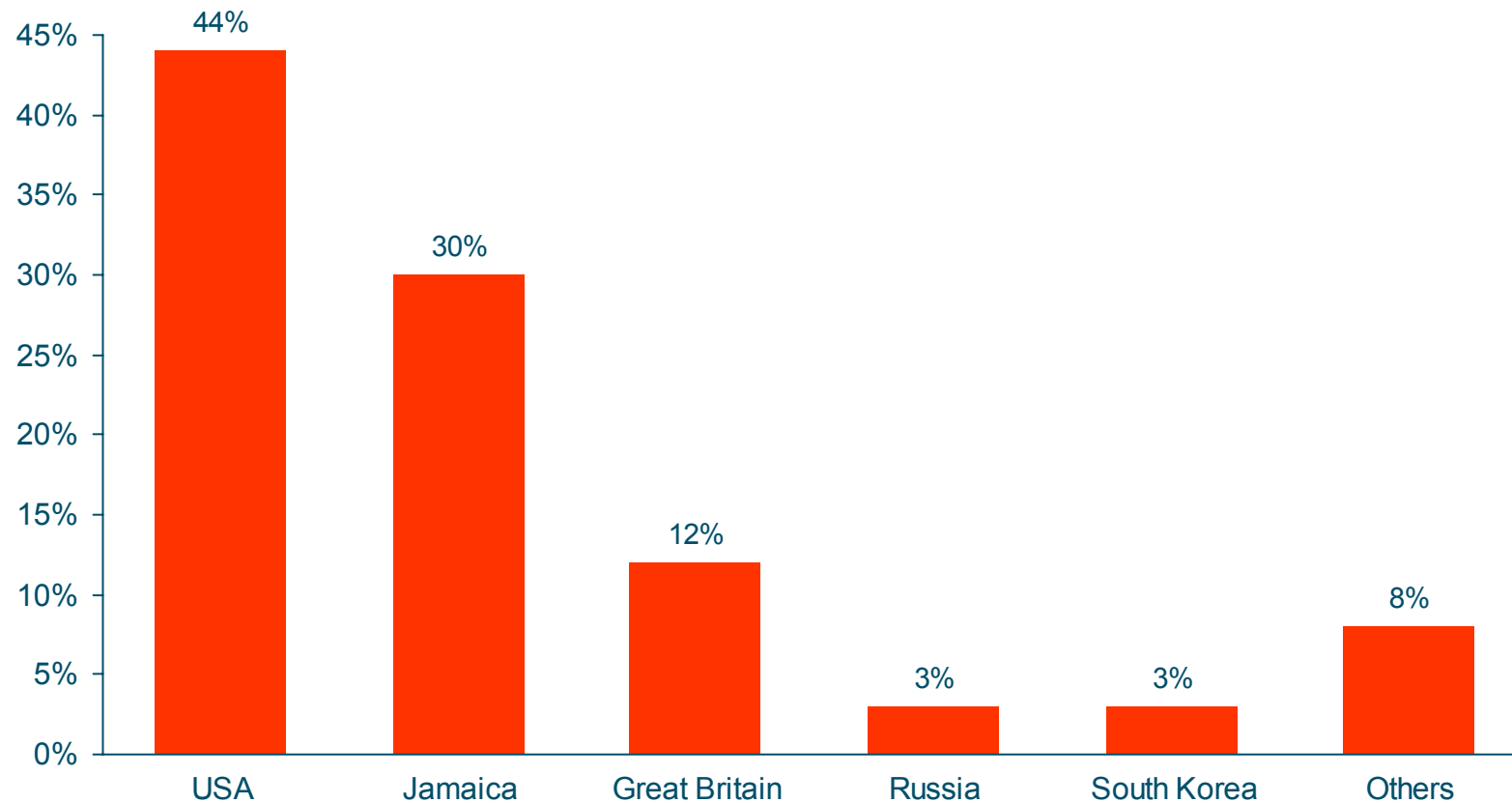


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Looking outside China

The Bolt effect... 'little guys' Jamaica rank right up there with Chinese fans

Other than China, which country do you think has done the best in overall achievement?



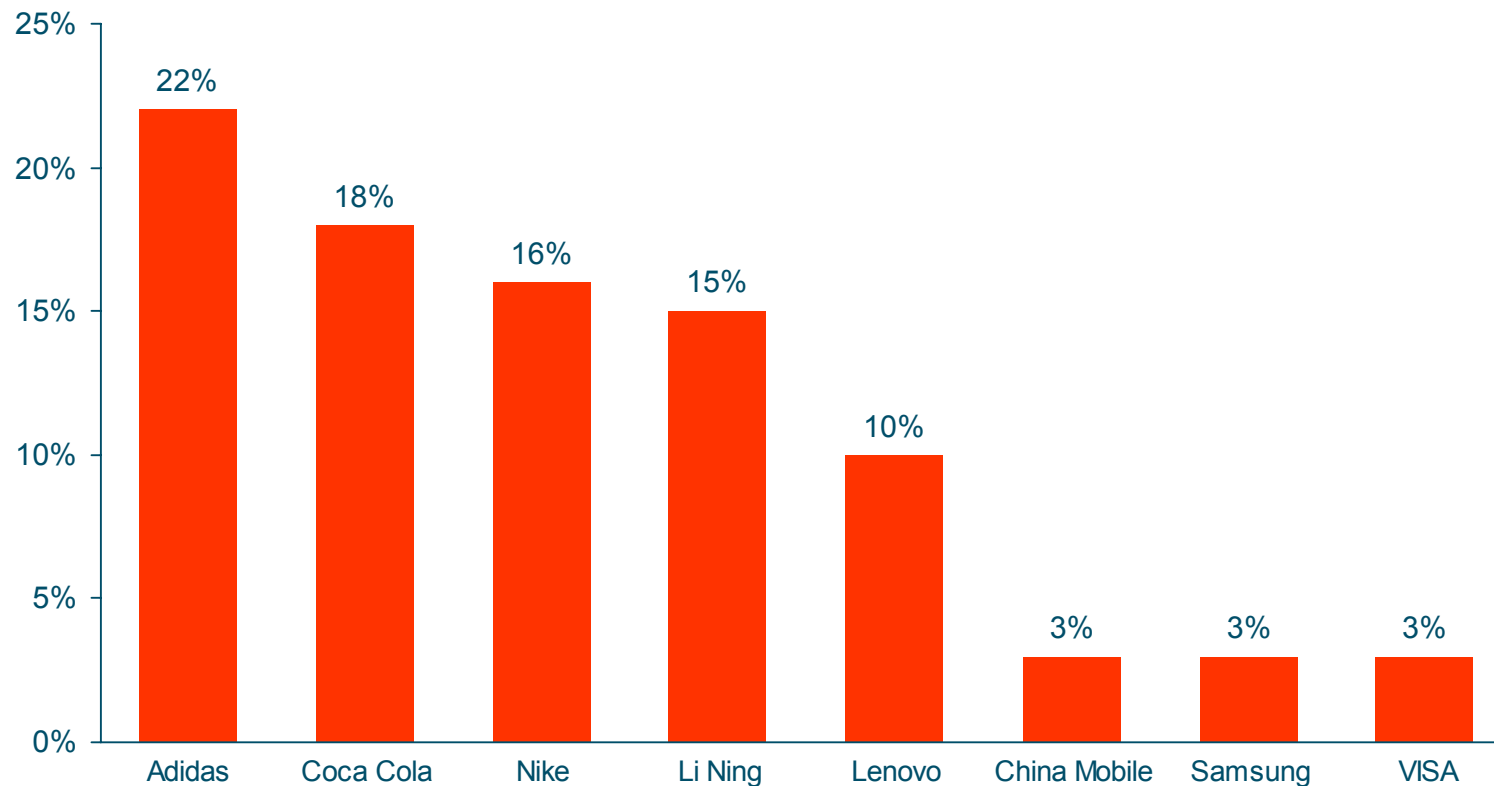
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Sponsors going for Gold

Sportswear gets sponsorship gold medal

Logos on athletes' uniforms and big budget marketing pays off

Which international Olympic sponsor's advertising or branding has been the most memorable?

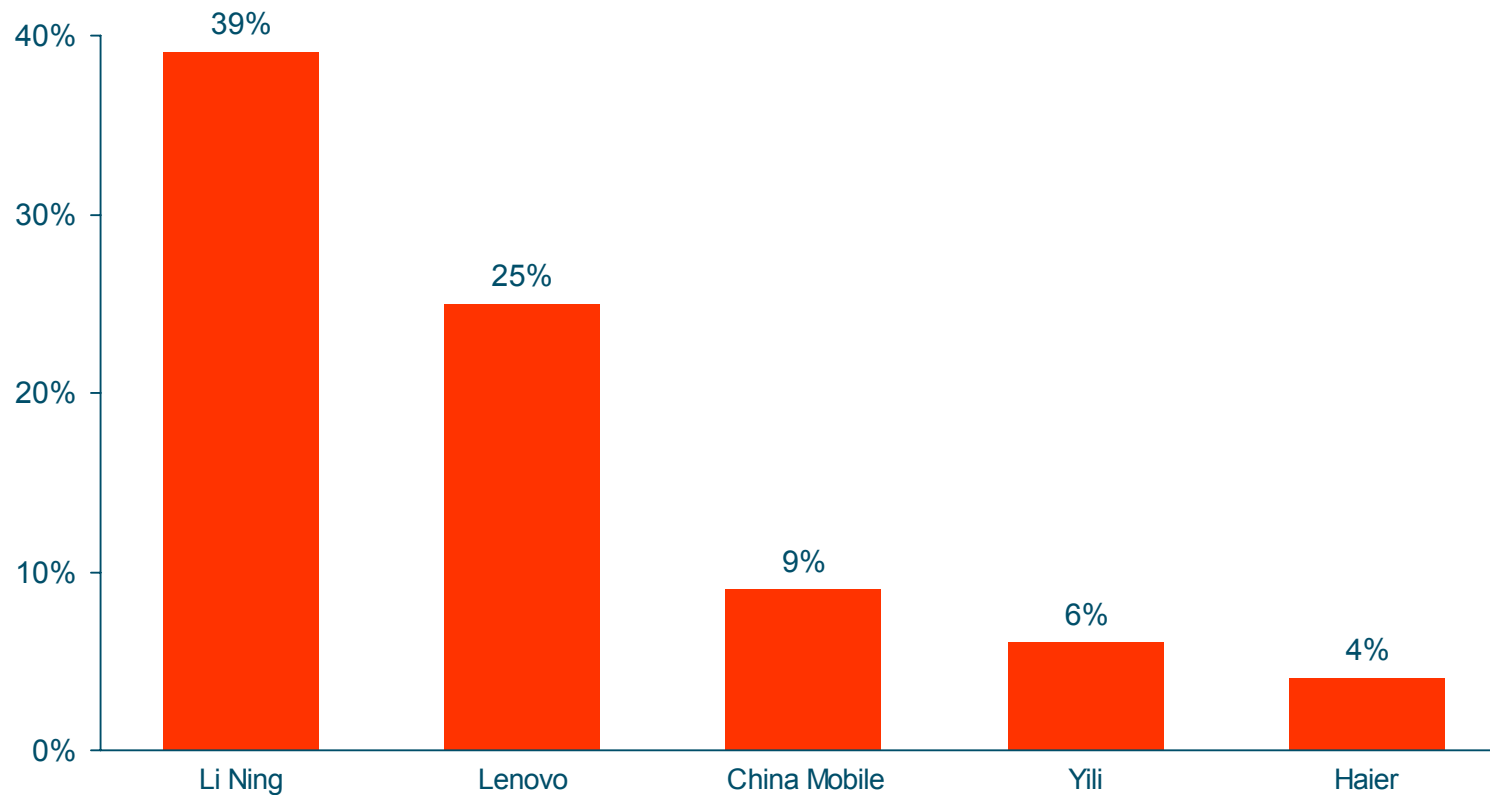


Below 3% not included

NB: Li Ning and Nike are not official Olympic sponsors, but each sponsor Olympic teams. Nike dressed most of the Chinese team and Li Ning (a sportswear giant in China) sponsored the table tennis, diving, gymnastics and shooting teams of China.

Dangling on wires in Opening Ceremony a big boost for Li Ning's awareness

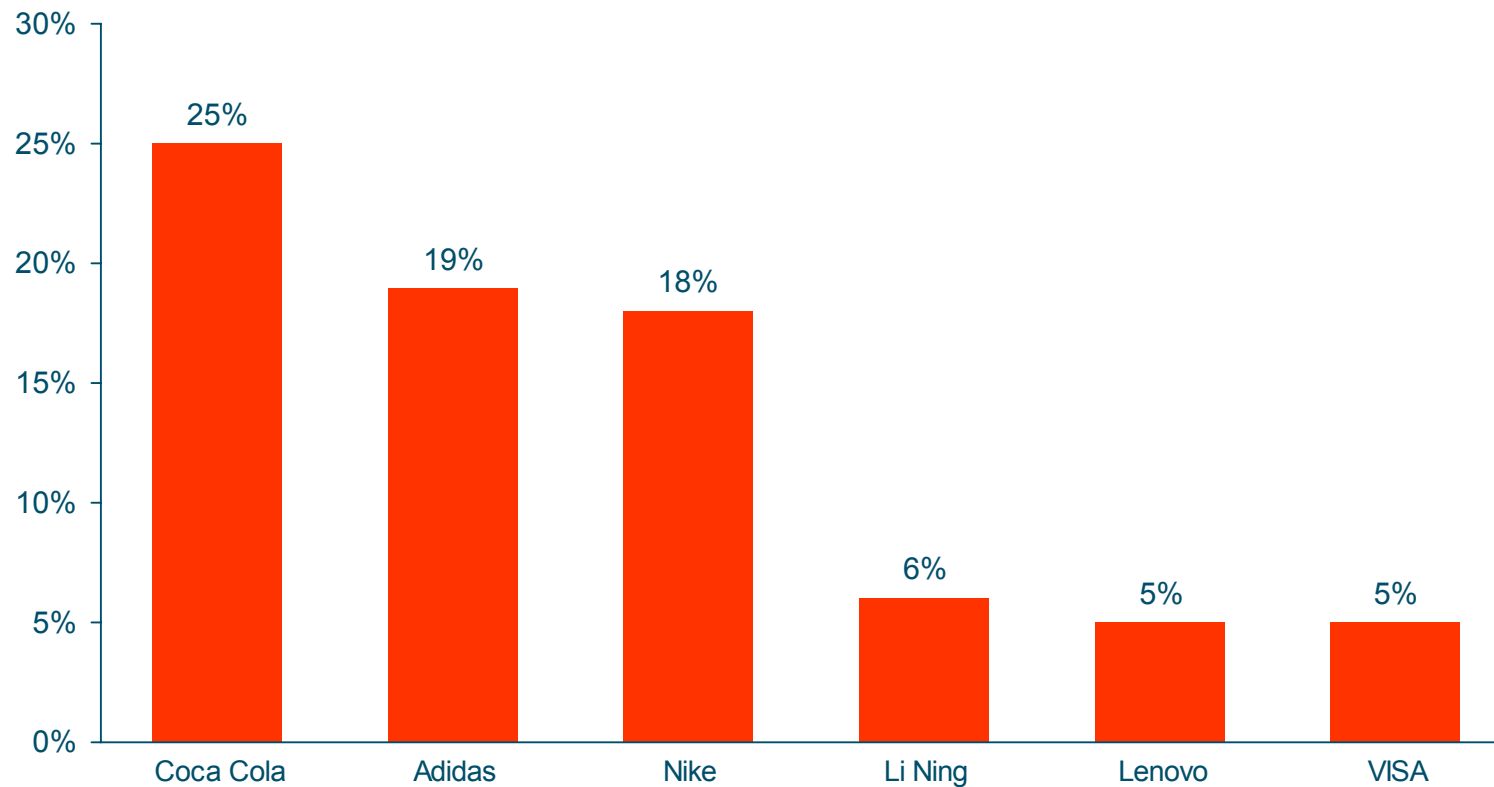
Which local Olympic sponsor's advertising or branding has been the most memorable?



Below 3% not included

Coca Cola's fun factor noticed

Which international Olympic sponsor's advertising or branding did you enjoy the most?

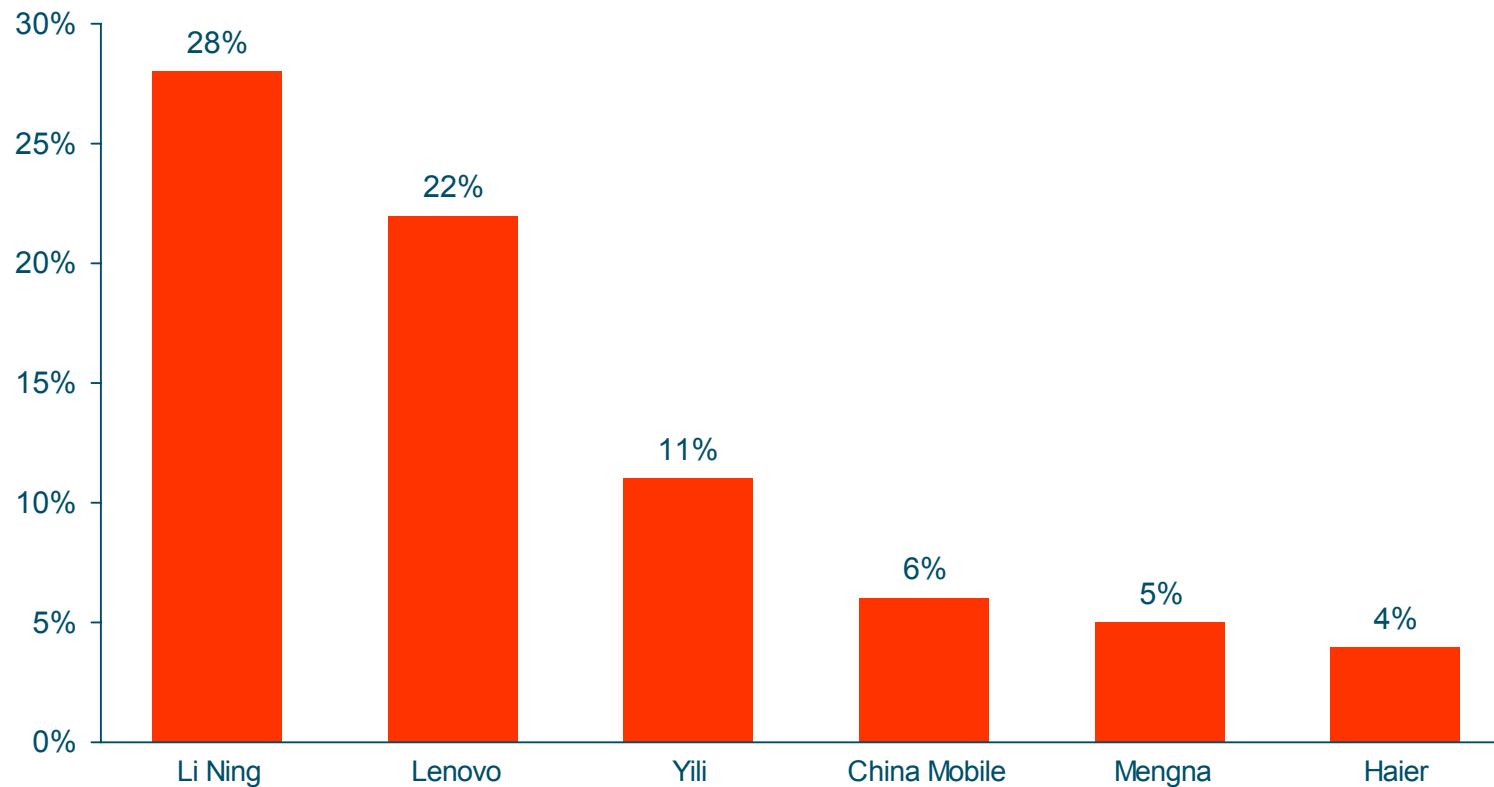


Below 3% not included

Sponsoring teams worked well for Li Ning

Lenovo seen as local and international brand

Which local Olympic sponsor's advertising or branding did you enjoy the most?



Below 3% not included

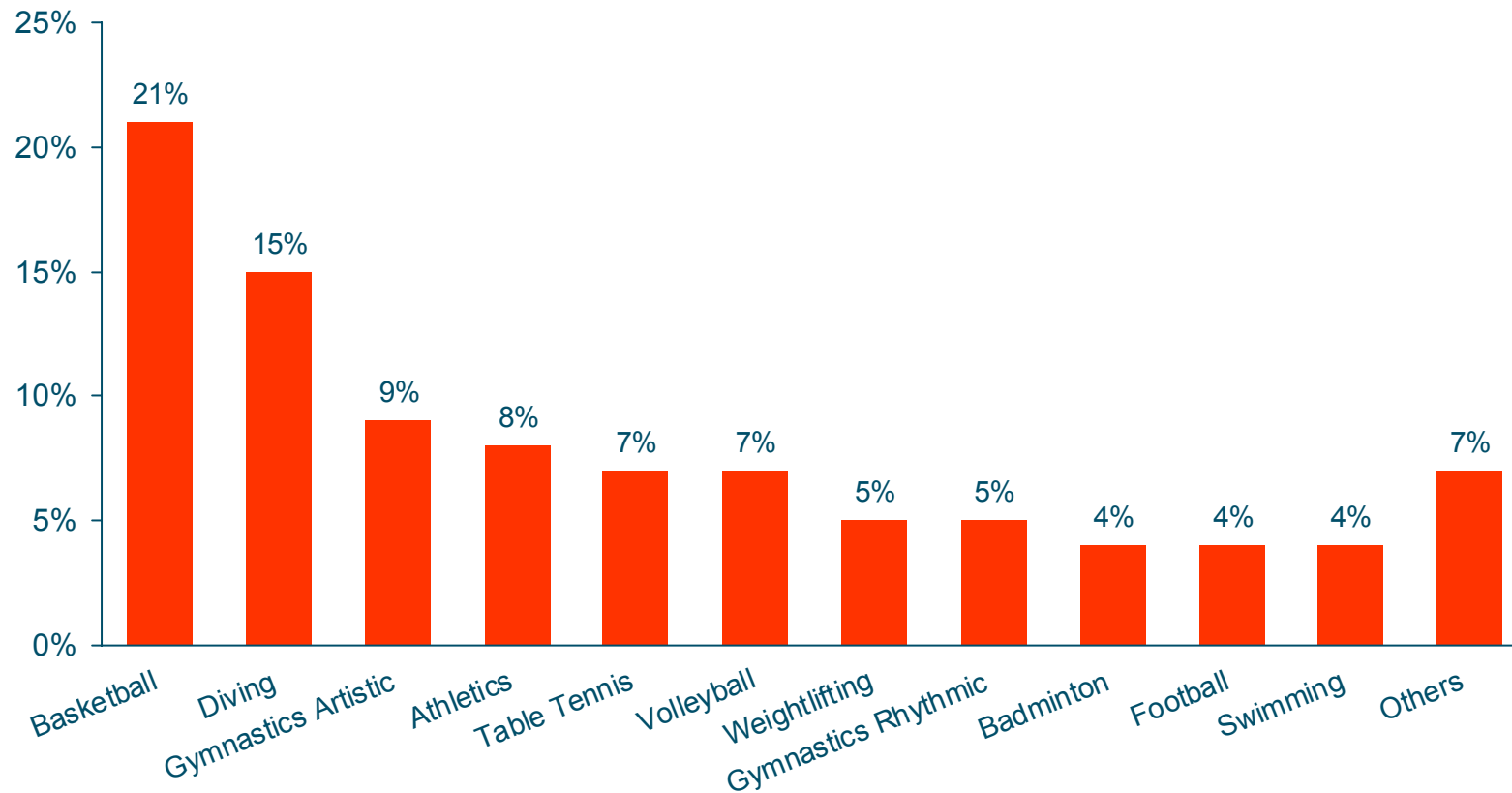
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**Sport, sport and
more sport**

Basketball a real crowd-pleaser

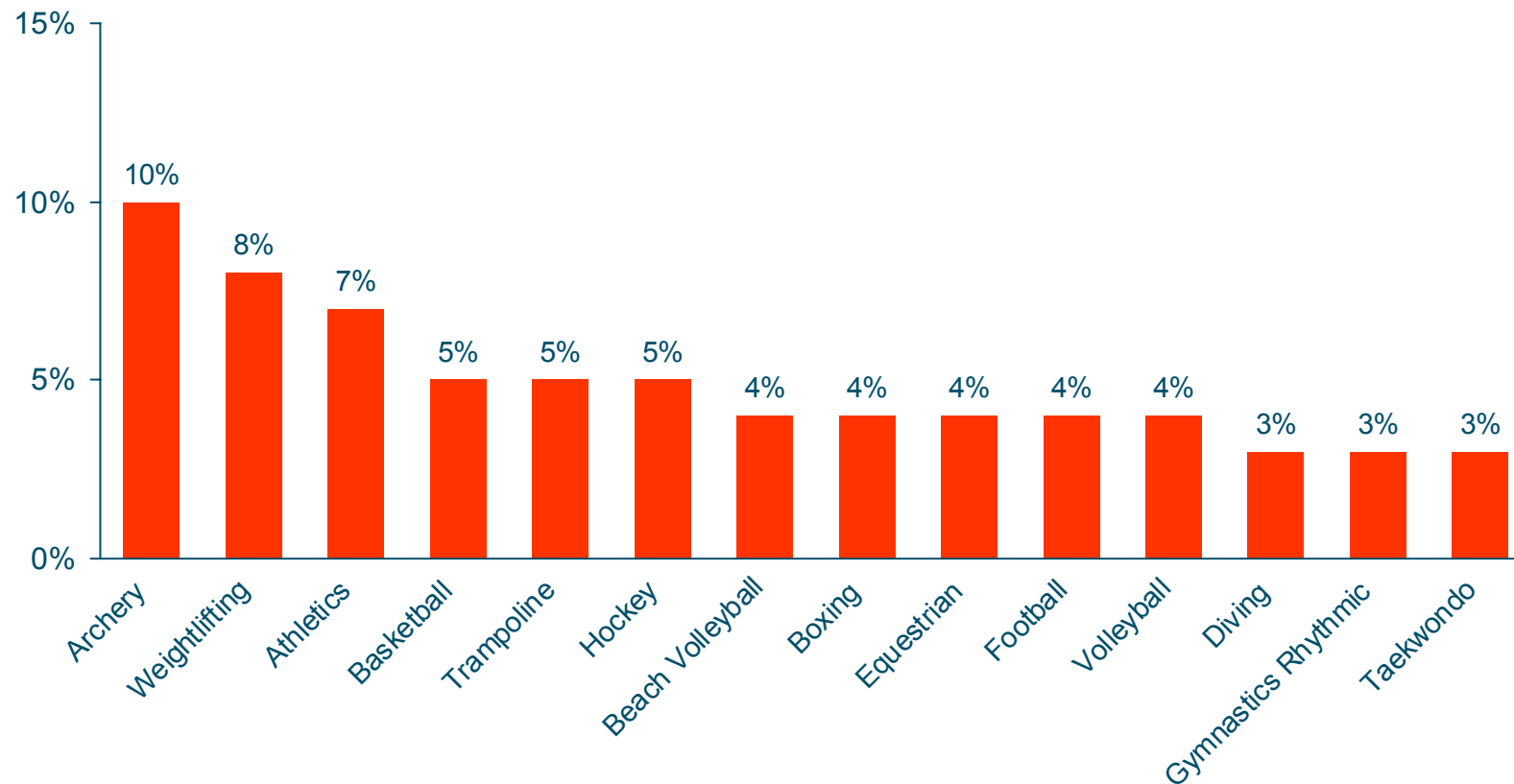
Driven by Yao Ming, NBA stars and the NBA's superlative marketing efforts

Which one sport have you enjoyed watching the most?



Nearly nine in ten people (89%) watched sport they normally do not follow

Have you watched sports that you normally have no interest in? If yes, which one piqued your interest the most?



Below 3% not included



Other findings to warm Jacques Rogges' heart

- Nine in ten people said they would continue to follow the sport they are newly interested in
- As a result of the Games, 81% of urban Chinese have been inspired to play more sport

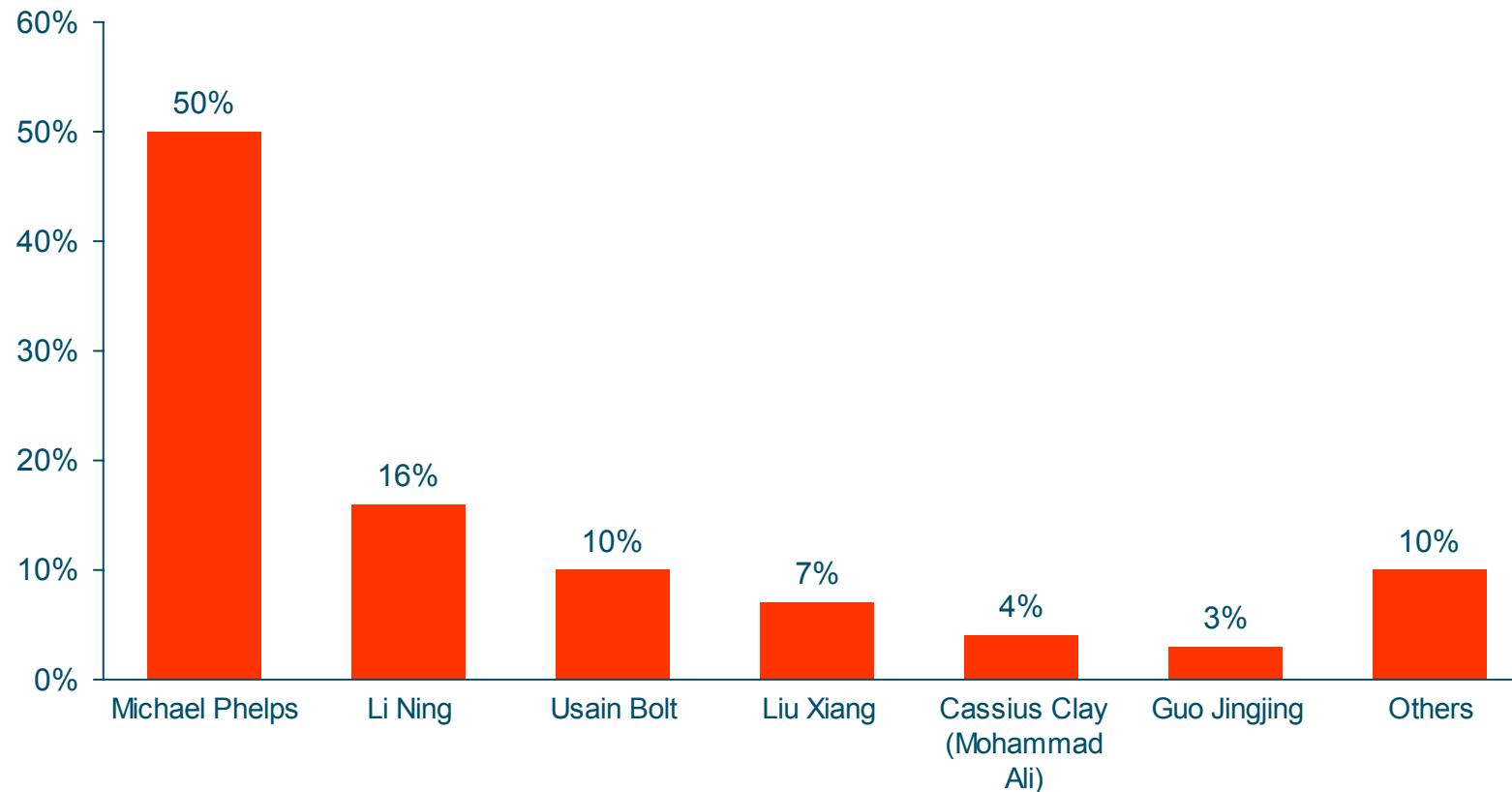



I am the Greatest

The Beijing Games will always be remembered for stunning achievements

Li Ning a Chinese legend but also top-of-mind due to starring role in Opening Ceremony; Liu Xiang ranks highly despite (or perhaps even because of!) injury... pulling out with dignity and sharing the pain of sport is just as Olympian as excelling

Who do you think is the greatest Olympian of all time?



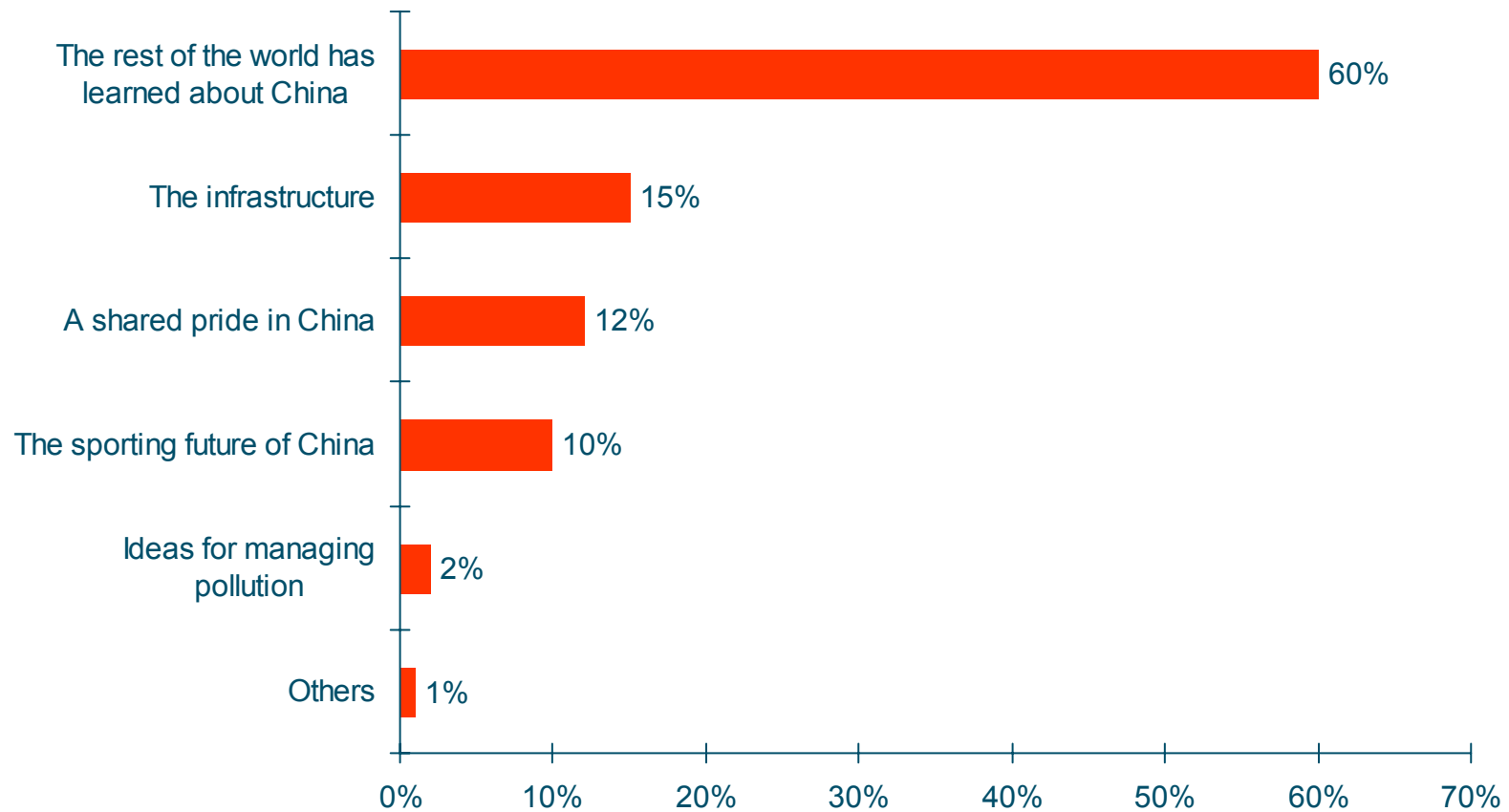


**The party's over, everyone's
gone home... what now?**

The Olympic legacy.

Chinese people see Beijing 2008 as a milestone in China's relationship with the rest of the world

What do you think will be the most important legacy of Beijing 2008?





**London 2012 and
beyond...**

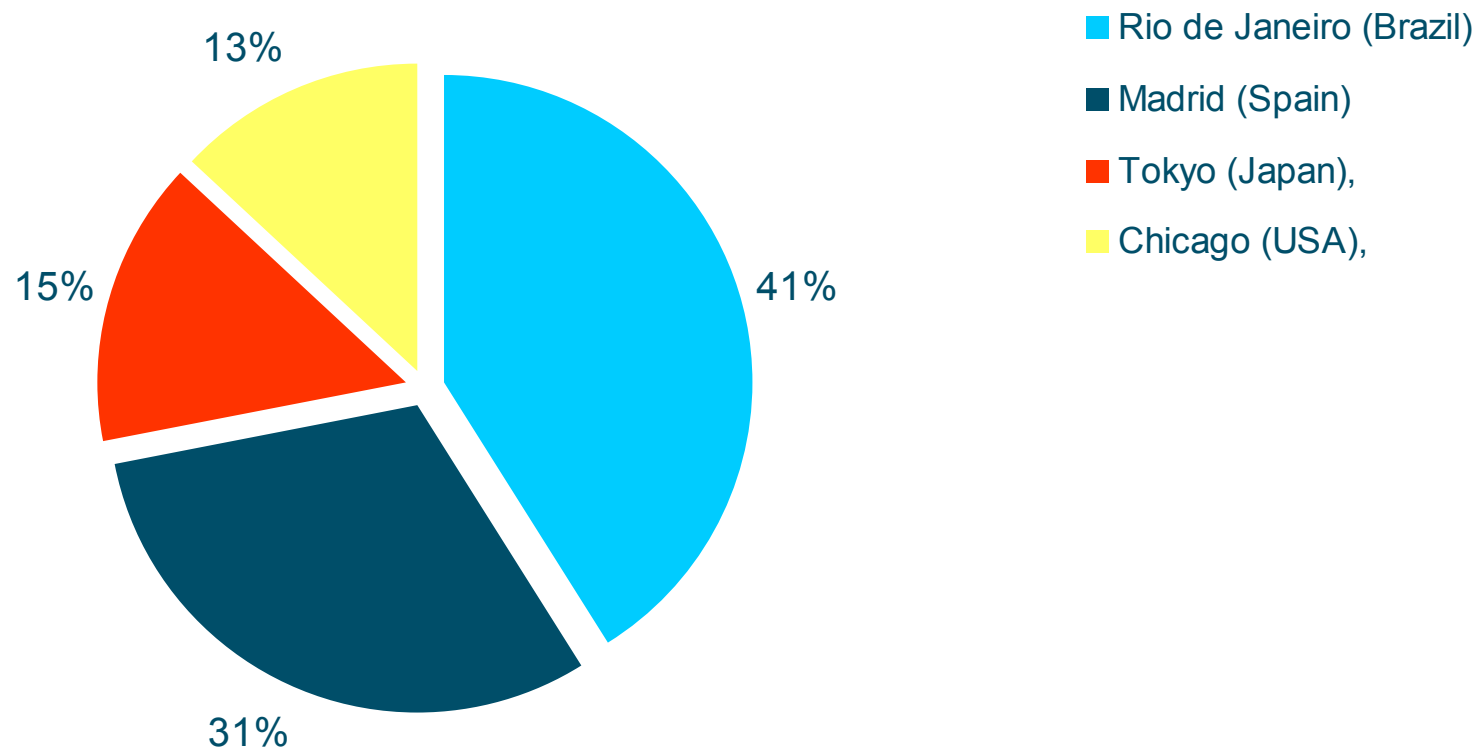
Heading to London...?

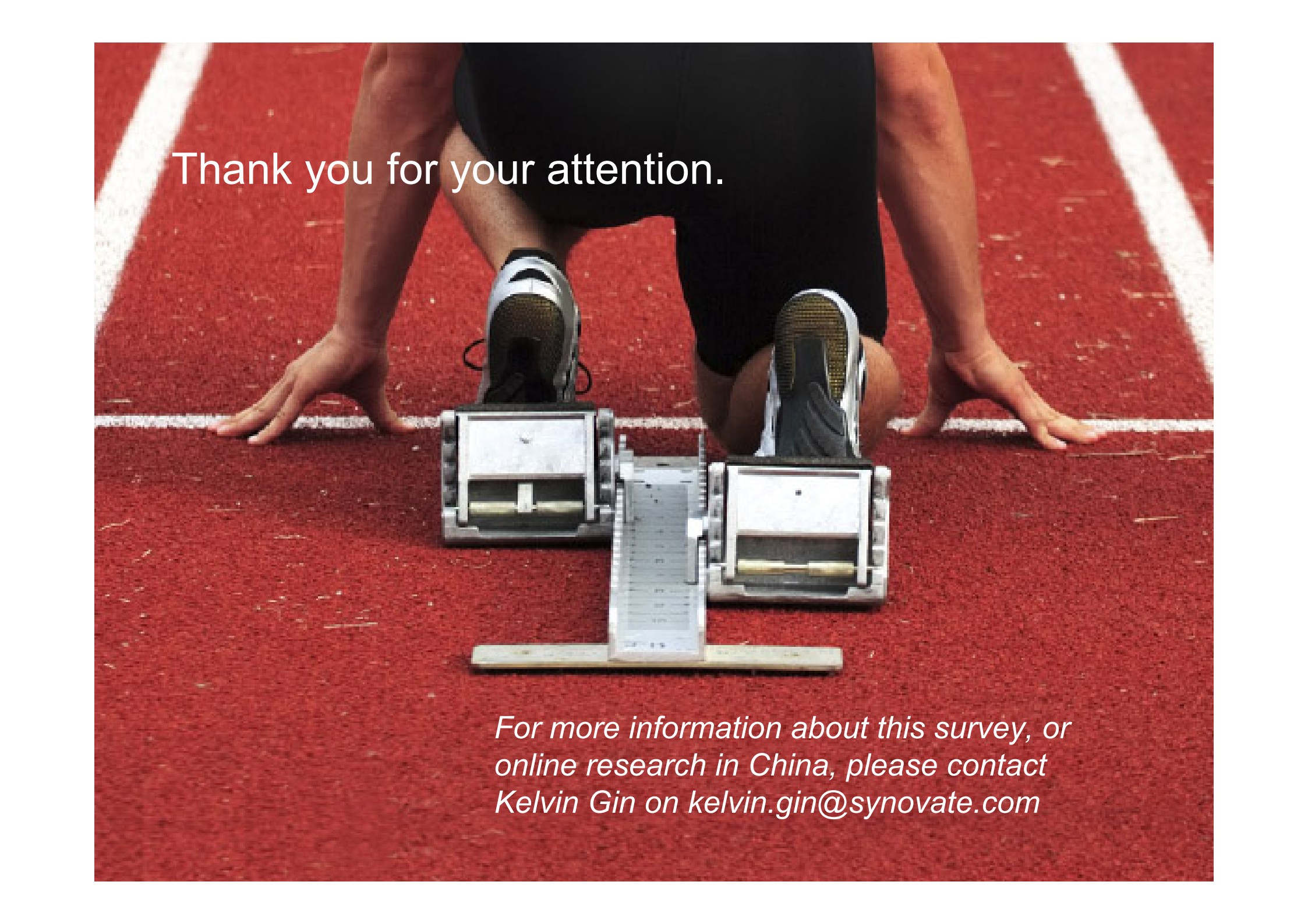
- Olympic fever means that 21% of respondents even said they would consider going to London 2012!
- 46% of respondents think China will not do as well in London... without the advantage of home crowds
- 29% expect China will do the same in 2012 as they did in 2008 in terms of athletic performance
- And a quarter of all respondents are expecting an even bigger medal haul in London!



2016 Host City: If Chinese were choosing...

Which city do you think deserves to be awarded the right to host the 2016 Olympics?



A photograph of a person in a starting crouch on a red athletic track. The person's feet are on silver starting blocks, and their hands are on the track surface. The person is wearing black shorts and white sneakers with black accents. The track has white lane markings.

Thank you for your attention.

*For more information about this survey, or
online research in China, please contact
Kelvin Gin on kelvin.gin@synovate.com*