

2017 CCTV 5 ANNUAL VIEWERSHIP REPORT



Highlights

1

Soccer, basketball, winter sports and volleyball had the top 4 longest broadcast time respectively on CCTV 5 in 2017, followed by billiards, tennis and boxing. Compared with 2016, the broadcast time of billiards decreased by 28.34% while winter sports reported a significant growth with a total broadcast time almost equal to that of Rio 2016.

2

Soccer, table tennis and volleyball attracted the three highest average TV ratings respectively on CCTV 5 in 2017. The 2018 FIFA World Cup qualification performed well by occupying 5 positions on the Top 10 most watched sports events list. The highest rating of the 2018 FIFA World Cup qualification matches was nearly 5. Table tennis experienced a 26.47% growth in TV ratings year-on-year, which was mainly driven by the World Table Tennis Championships.

3

Soccer, sports news and basketball TV programs were the most watched types of programs on CCTV 5 in 2017. Some highlights included the 2017 National Games programs, the Draw Ceremony of the 2018 FIFA World Cup and a special TV program about Usain Bolt's retirement.

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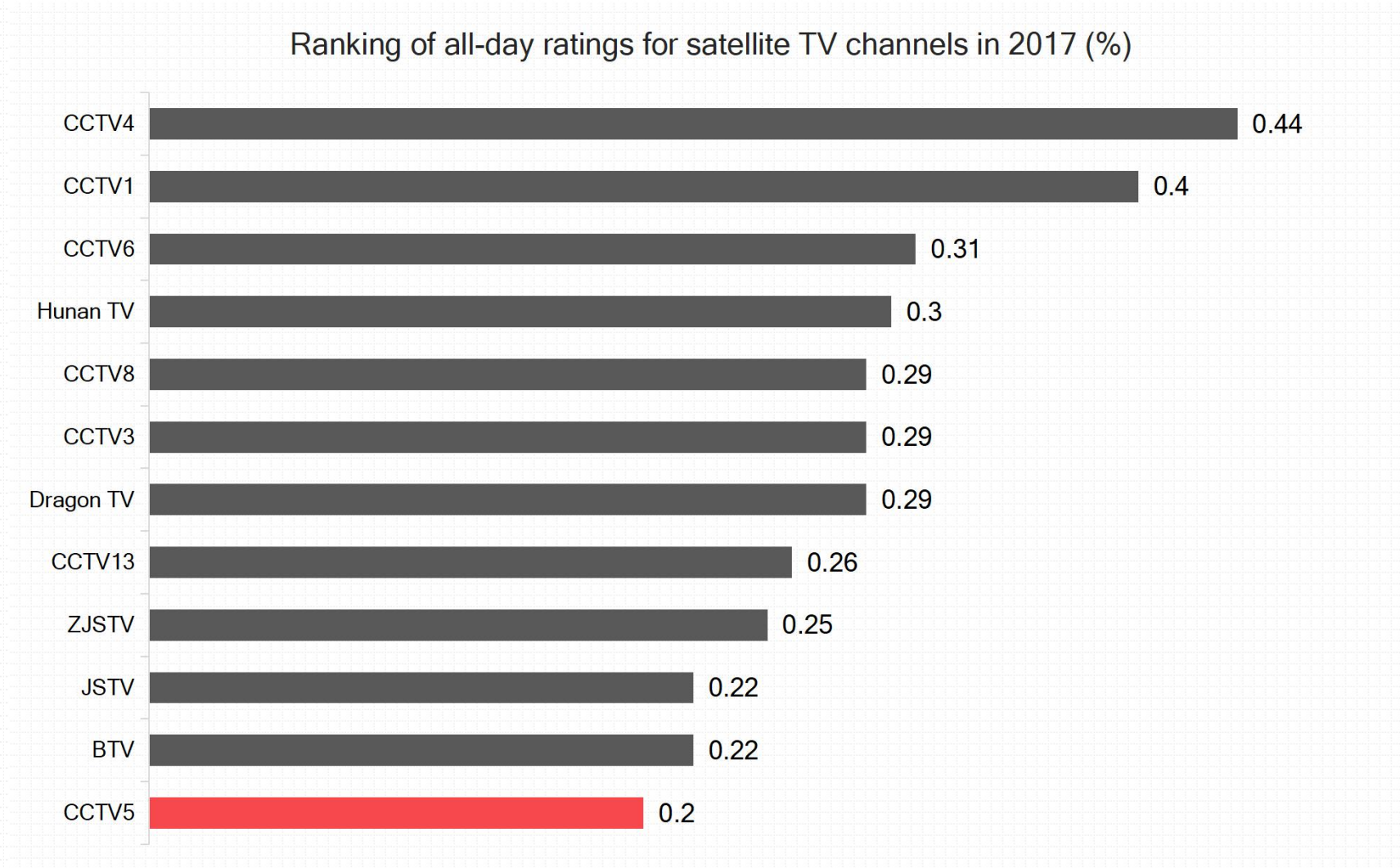
**CCTV 5 Sports
Events Broadcasts**



PART 1

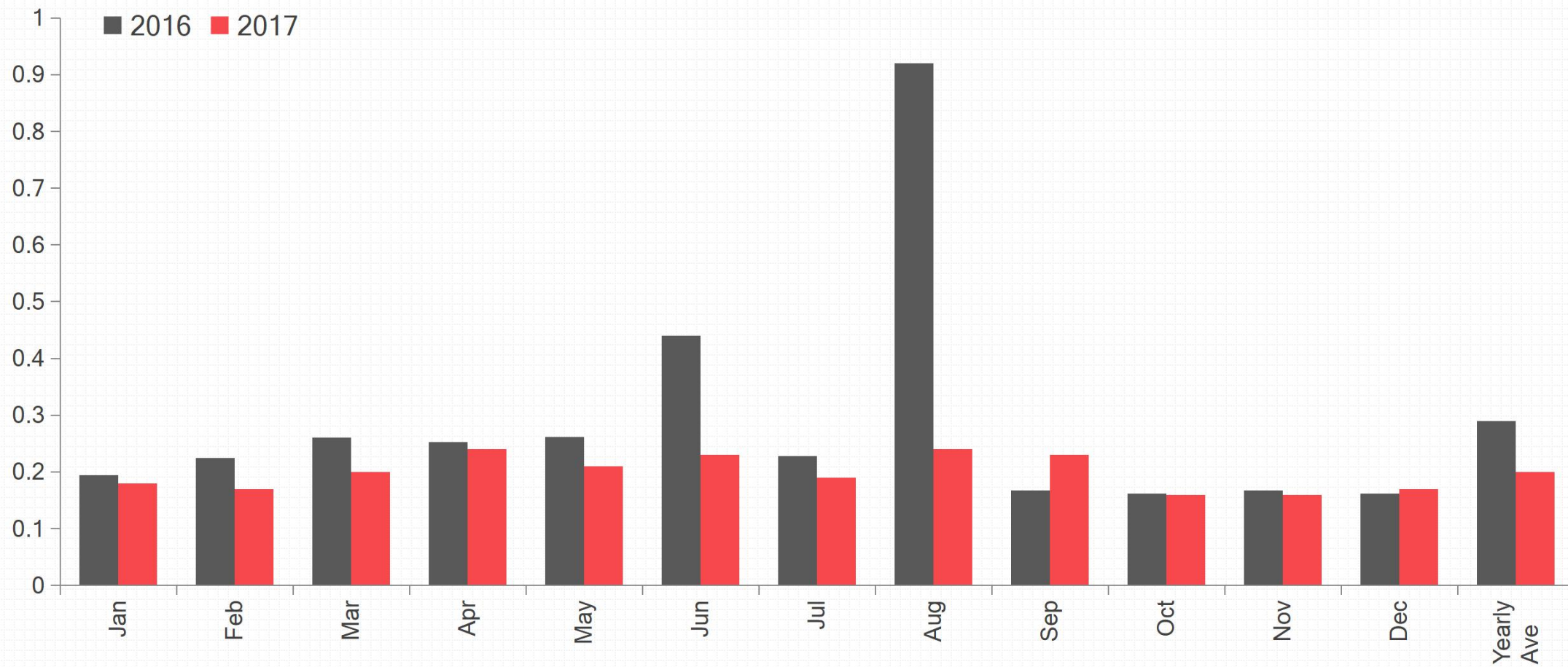
An Overall Review

All-day ratings and evening ratings: 0.2 and 0.41 respectively. CCTV 5 all-day ratings ranks 12th place among Chinese satellite TV channels.



In 2017, CCTV 5 all-day ratings and evening ratings decreased by 32.14% and 29.31% respectively from the previous year.

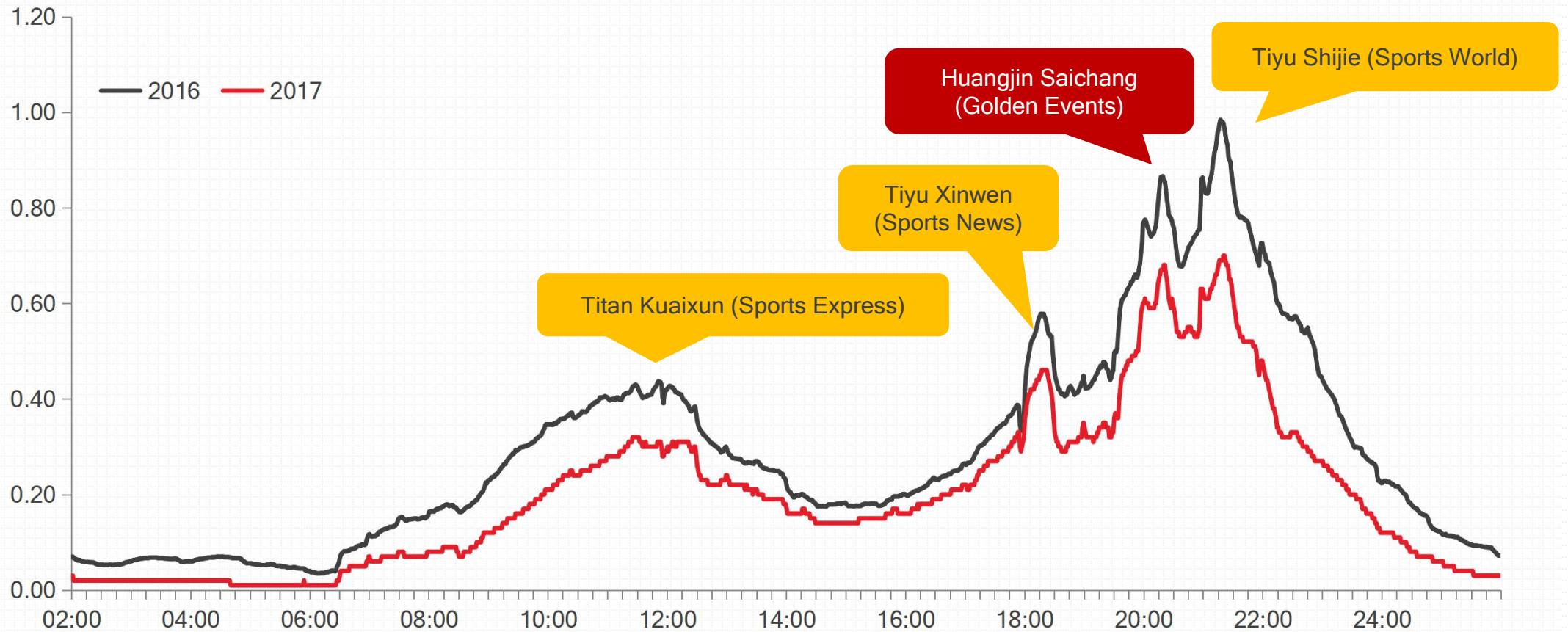
2016 and 2017 All-day Ratings of CCTV 5 (%)



The average whole-day ratings: slightly lower than 2016.

Reason: there were not many major international events broadcast on CCTV 5 in 2017.

Comparison of all-day ratings on CCTV 5 in 2016 and 2017 (%)



The most watched 10 sports matches on CCTV 5 in 2017

2018 FIFA World Cup qualification (AFC) occupies the first four positions on the list. The list also includes 3 matches of the World Table Tennis Championships, 1 game of the FIVB Volleyball World Grand Prix and 1 game of the Asian Champions League.

(Unit: %)

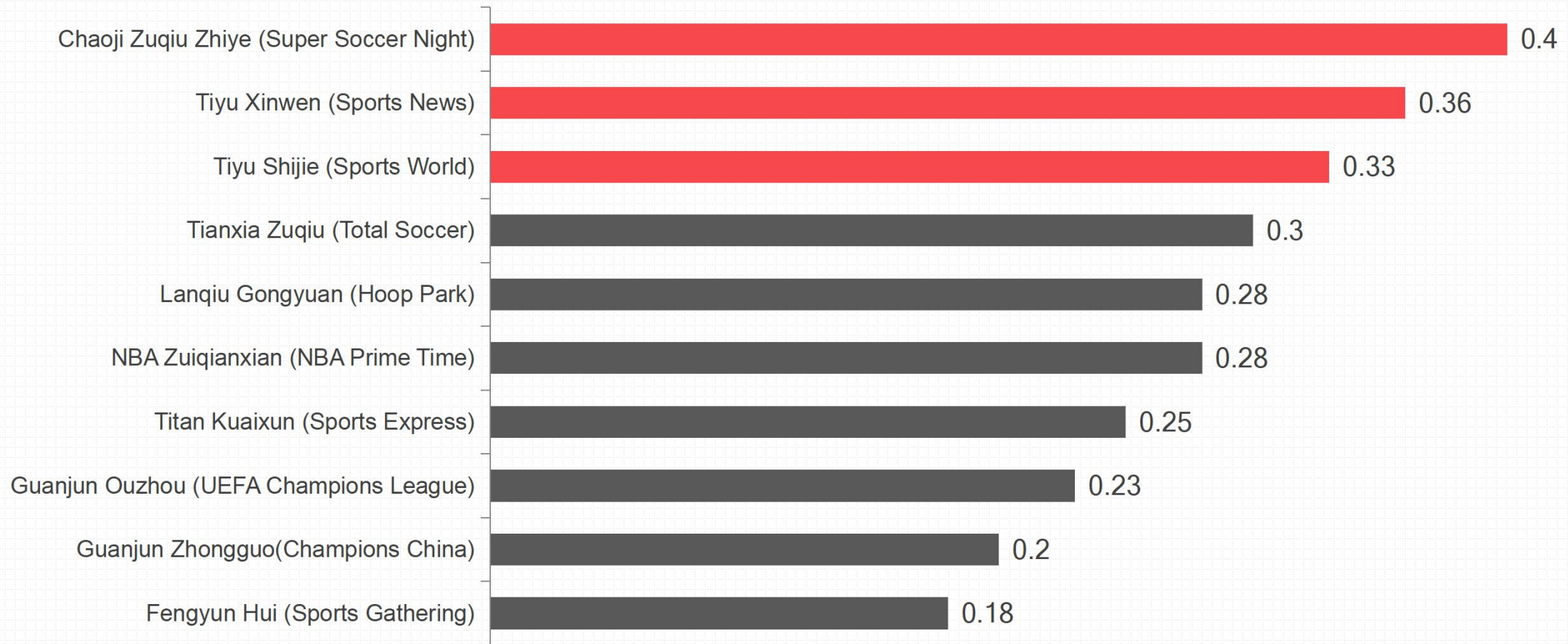


PART 2

**CCTV 5
Programmes**

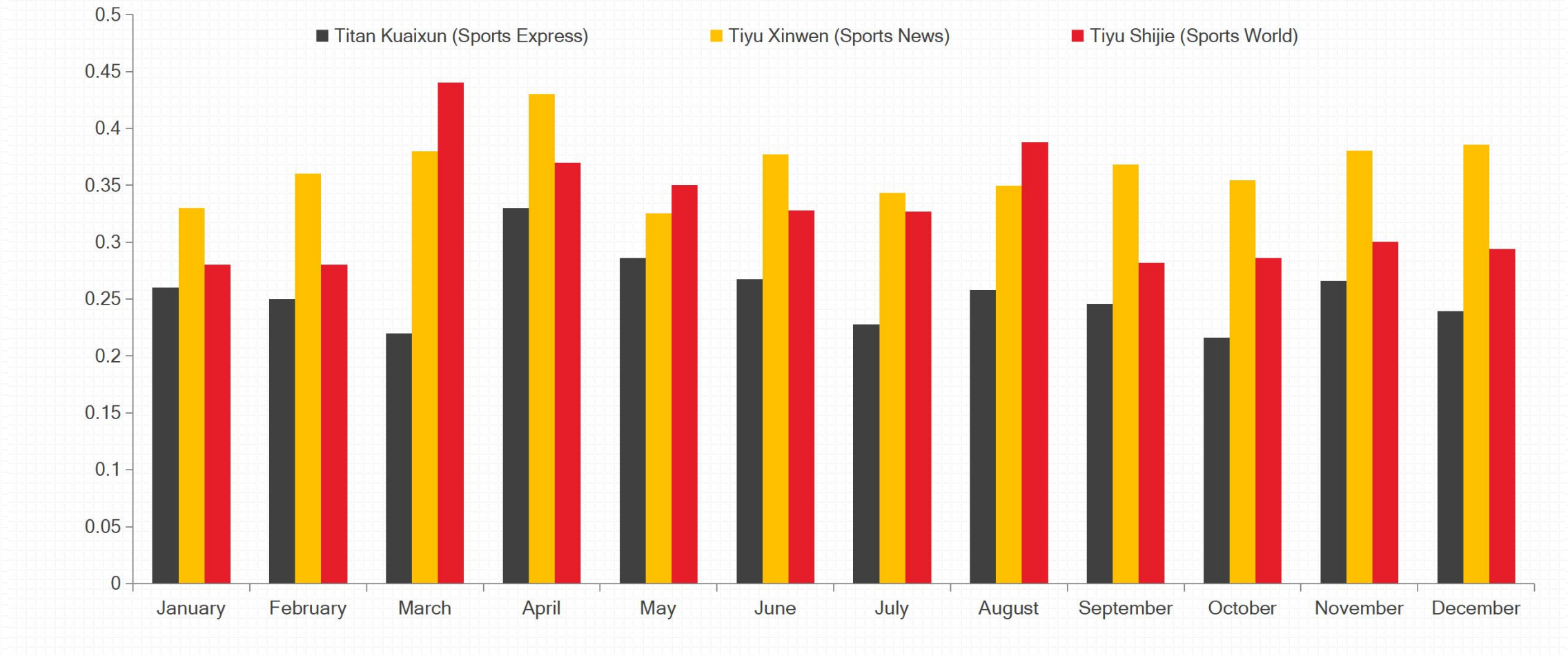
Soccer programmes, sports news programs and basketball programs were the most watched types of programmes. For example, NBA Zuiqianxian (NBA Prime Time) and Lanqiu Gongyuan (Hoop Park).

Average Ratings of CCTV 5 Programs in 2017 (%)



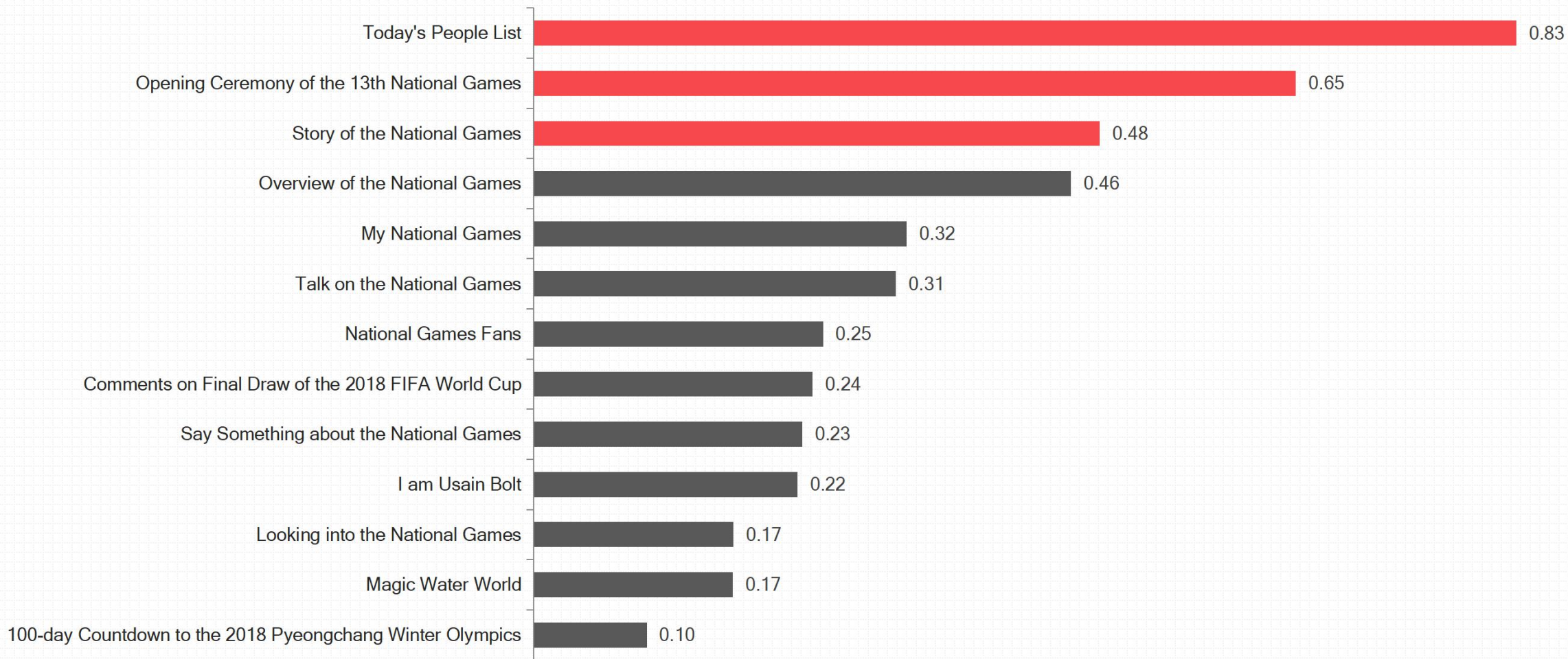
Over the 12-month period of 2017, sports news programmes had the most stable ratings.

Monthly Ratings of Sports News Programmes on CCTV 5 in 2017 (%)



Special programmes had some high TV ratings. (The highest rating 0.83 is almost twice than the highest rating of regular programmes (Super Soccer Night- 0.4). The 2017 National Games were among the most watched special programmes.

Ratings of Special Programmes on CCTV 5 in 2017 (%)

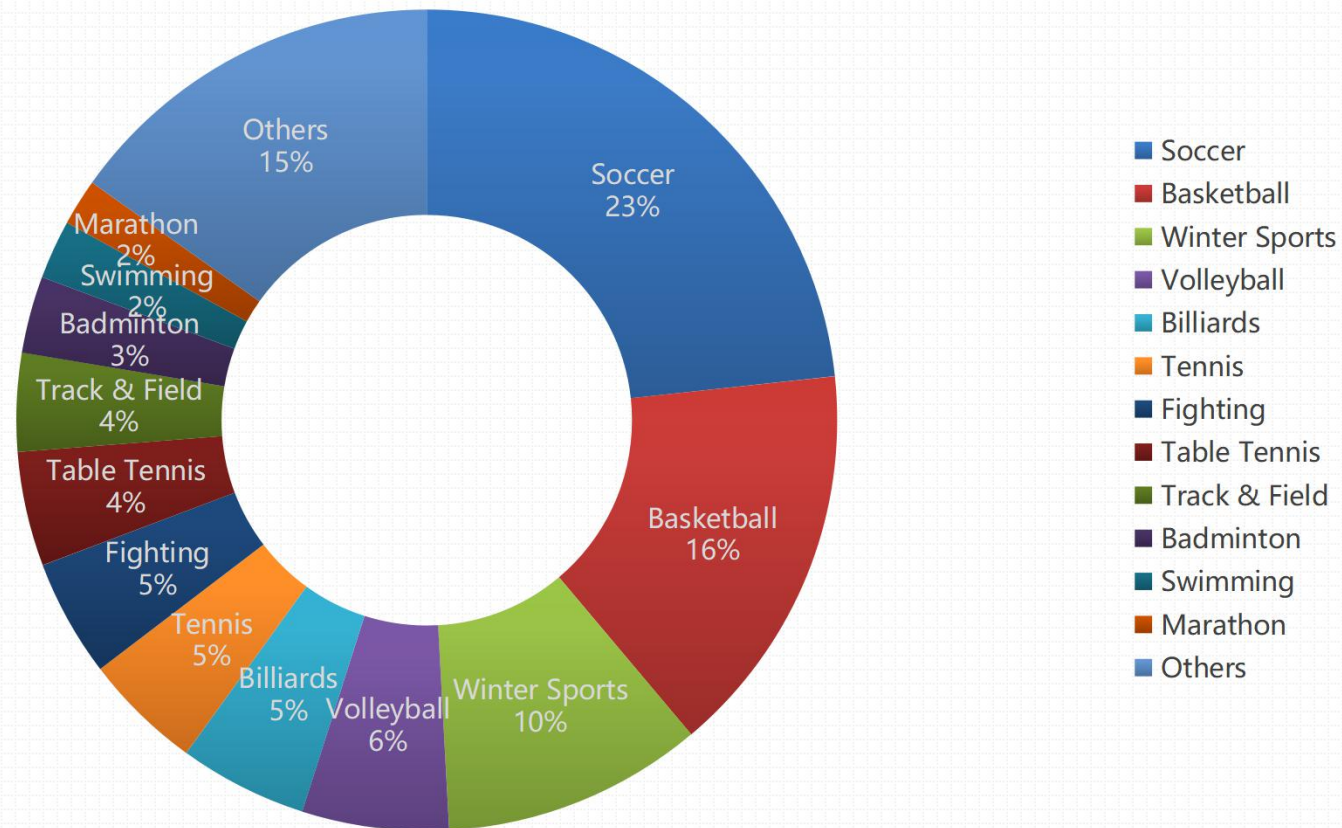


PART 3

**CCTV 5 Sports Events
Broadcasts**

The top 3 sports that had the longest broadcast time on CCTV 5 were soccer, basketball and winter sports. The broadcast time of winter sports, volleyball, table tennis and marathon events increased while billiards events' broadcast time decreased by 28.34% from 2016.

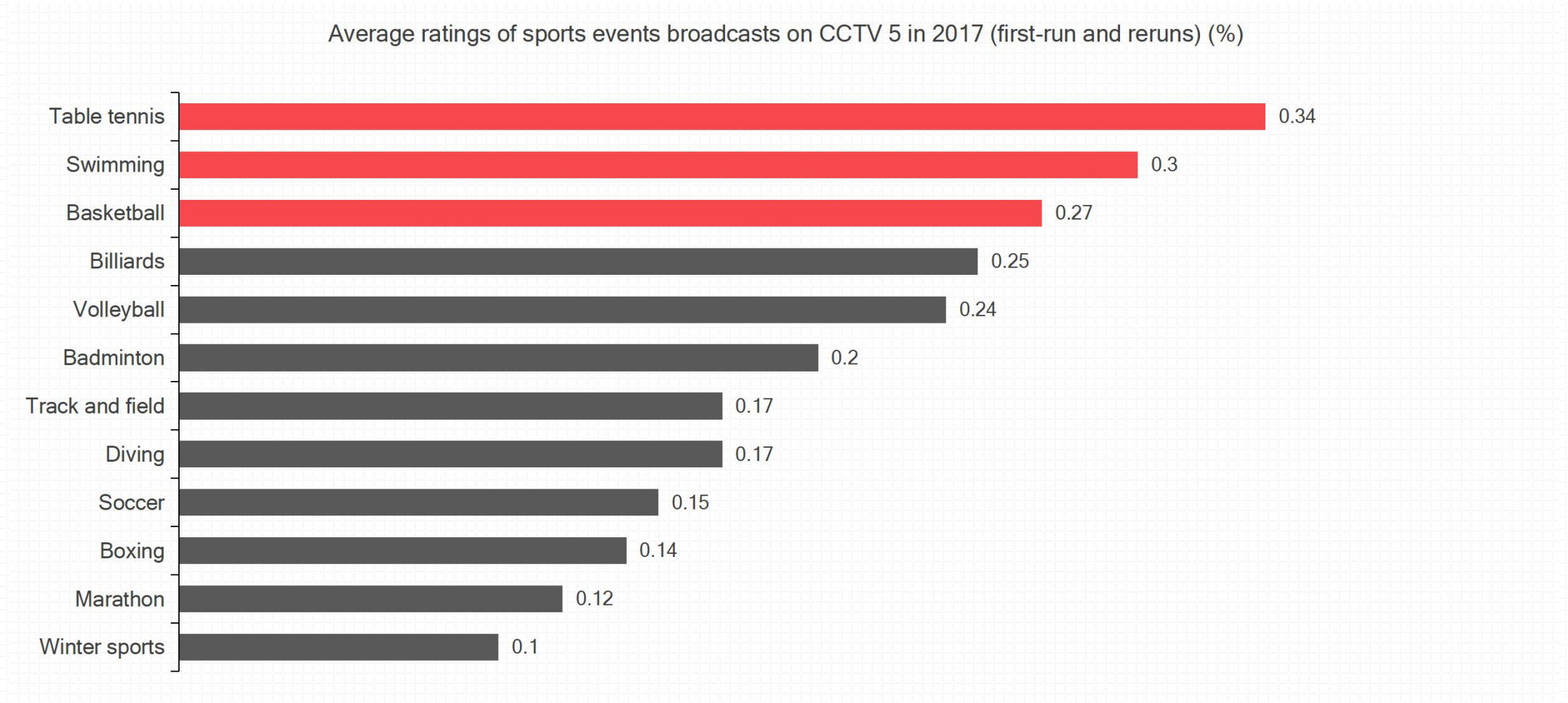
Broadcast time of different sports on CCTV 5 in 2017 (first-run and reruns) (min)



The most watched sports events were table tennis, swimming and basketball events.

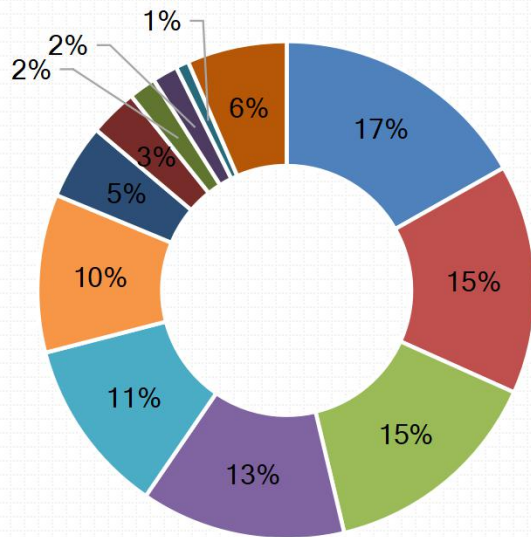
Table tennis viewership ratings increased by 26.47% from 2016, which could largely be attributed to the broadcasts of the 2017 World Table Tennis Championships.

European soccer leagues did not have high viewership ratings because the matches were broadcast late at night.



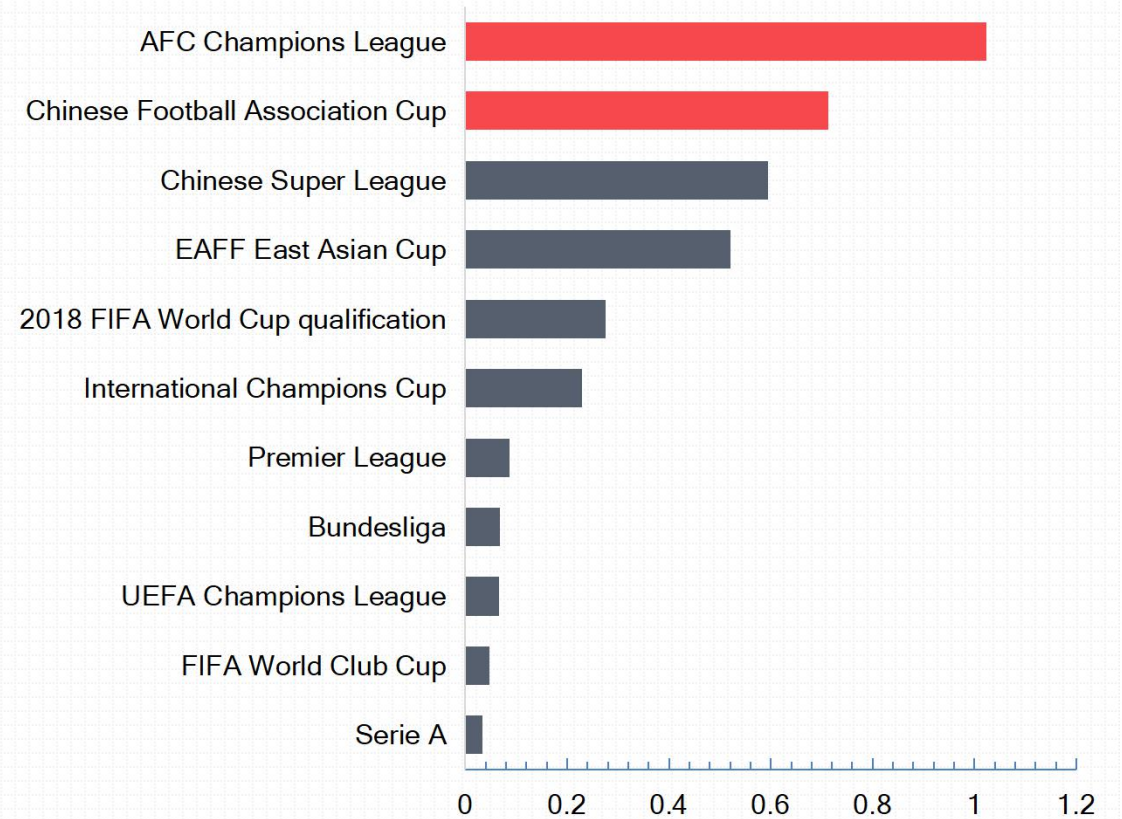
Soccer: UEFA Champions League and Germany's Bundesliga were the most aired soccer events, but they experienced relatively low ratings due to late broadcast time at night.

Broadcast length of soccer events on CCTV 5 in 2017 (min)



- UEFA Champions League
- Bundesliga
- Serie A
- AFC Champions League
- EAFF East Asian Cup
- FIFA World Club Cup
- Premier League
- 2018 FIFA World Cup qualification
- Chinese Super League
- International Champions Cup
- CFA Cup
- Others

Average ratings of first-run soccer events on CCTV 5 in 2017 (%)



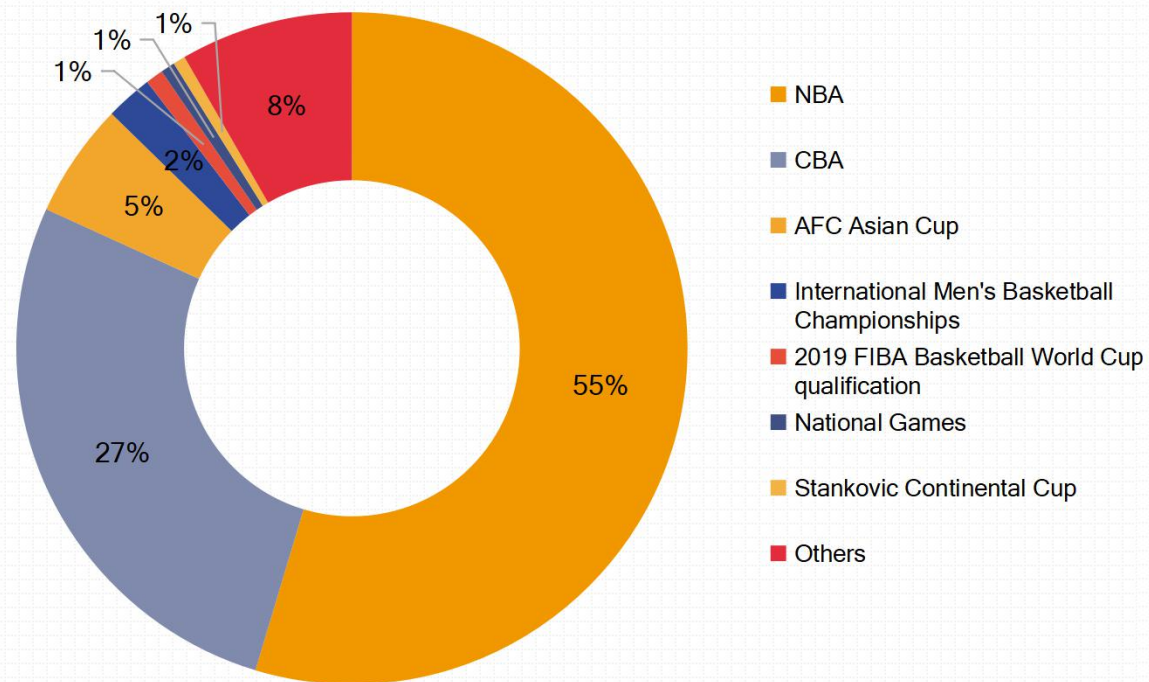
Chinese national football team won the most attention, with the top 10 list dominated by Chinese team's matches in the 2018 FIFA World Cup qualification and the AFC Champions League.

The Most Watched 10 Soccer Matches on CCTV 5 in 2017

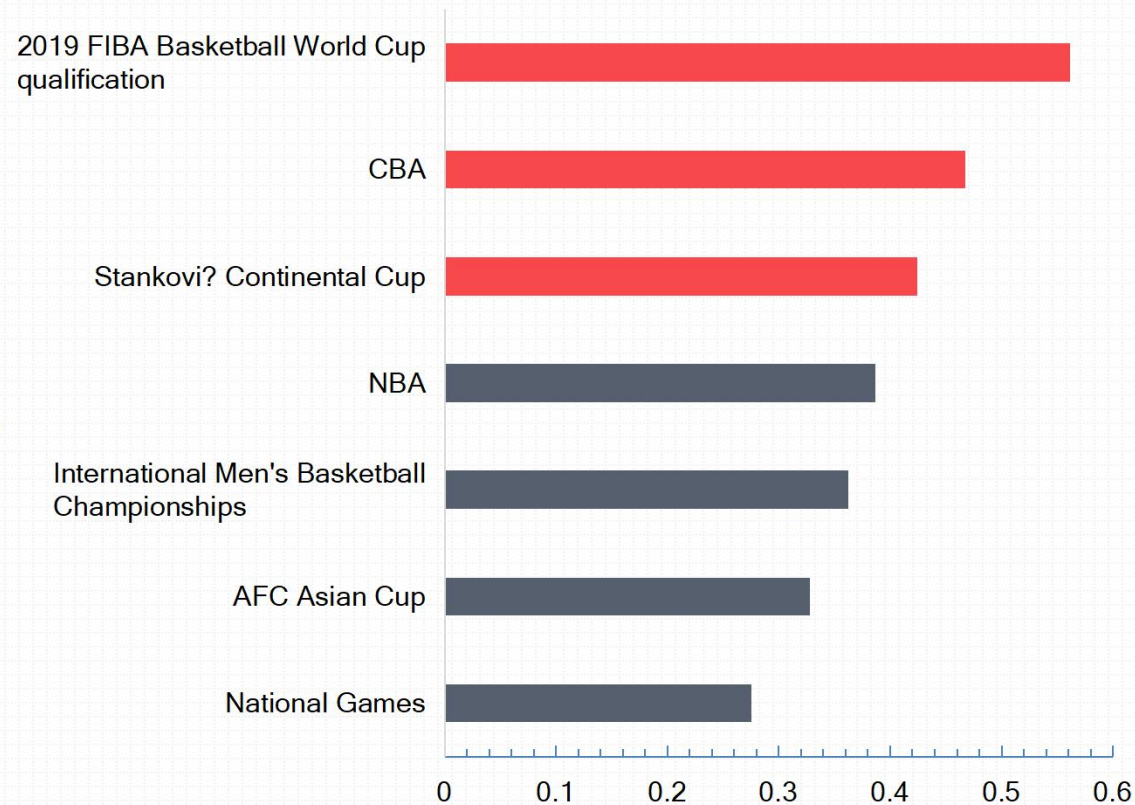
Matches	Versus	Date	Start time	Average ratings (%)
2018 FIFA World Cup qualification (AFC), Third Round, Group A, Game 7	China VS Iran	2017/3/28	19:53:07	4.97
2018 FIFA World Cup qualification (AFC), Third Round, Group A, Game 6	China VS South Korea	2017/3/23	19:27:01	4.32
2018 FIFA World Cup qualification (AFC), 12-team tournaments	China VS Uzbekistan	2017/8/31	19:55:21	3.33
2018 FIFA World Cup qualification (AFC), Third Round, Group A, Game 8	China VS Syria	2017/6/13	21:39:07	2.84
2018 FIFA World Cup qualification (AFC), Third Round, Group A, Game 10	China VS Qatar	2017/9/5	22:57:49	2.20
2017 AFC Champions League, Quarterfinals, 2nd Leg	Guangzhou Evergrande VS Shanghai SIPG	2017/9/12	19:55:21	1.92
2017 AFC Champions League, Quarterfinals, 1st Leg	Shanghai SIPG VS Guangzhou Evergrande	2017/8/22	19:56:08	1.81
2017 AFC Champions League, Group G, 3rd Round	Guangzhou Evergrande VS Kawasaki Frontale	2017/3/14	19:55:24	1.81
2017 AFC Champions League, Eighth-finals, 1st Leg	Guangzhou Evergrande VS Kashima Antlers	2017/5/23	19:54:21	1.76
2017 AFC Champions League, Eighth-finals, 1st Leg	Shanghai SIPG VS Jiangsu Suning	2017/5/24	19:56:28	1.52

Basketball: NBA broadcast time accounted for a half of the total basketball events broadcast time on CCTV 5 and was over twice of the broadcast time of the runner-up, Chinese Basketball League (CBA). The 2019 FIBA Basketball World Cup qualification received better ratings than the other basketball events.

Broadcast length of basketball events on CCTV 5 in 2017 (min)



Average ratings of first-run basketball events on CCTV 5 (%)



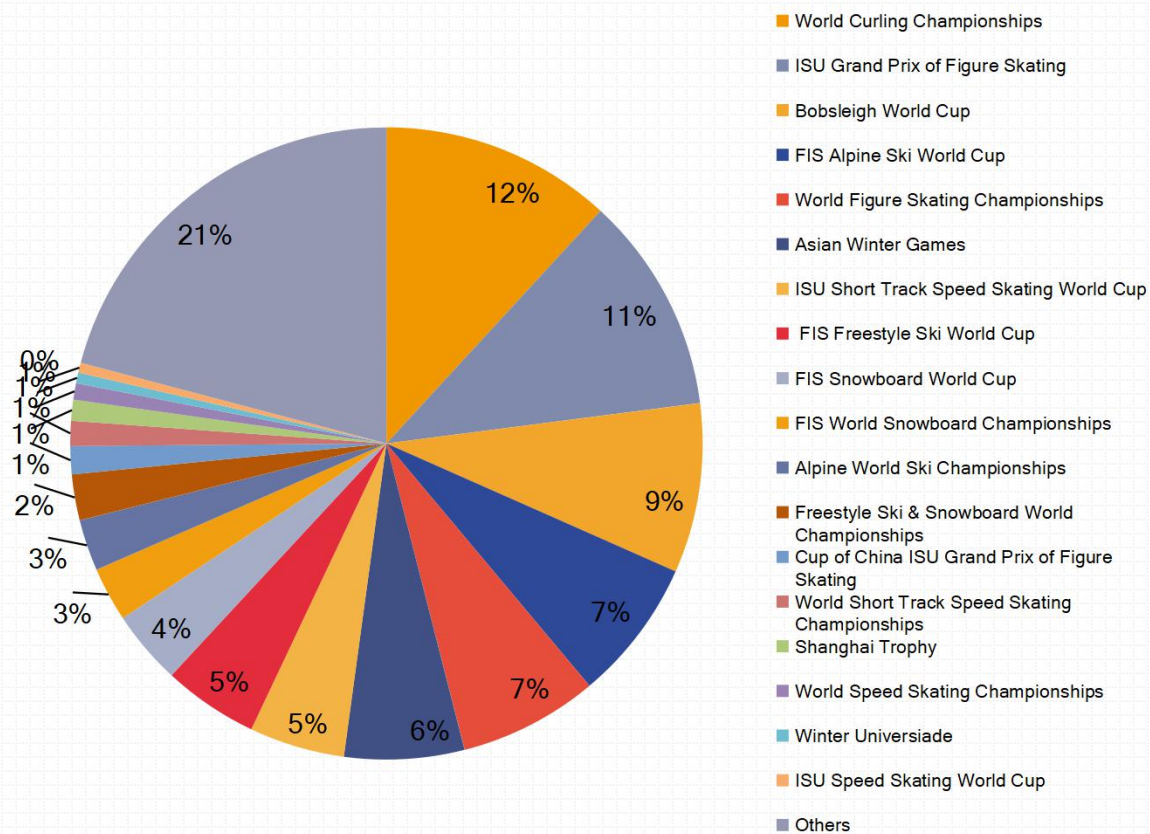
NBA Finals and CBA Finals wrapped up the top 5 positions on the top 10 most watched list, with the average ratings of each match exceeding 1. The only non-CBA and non-NBA match on the list is China VS South Korea of the 2019 FIBA Basketball World Cup qualification.

The Most Watched 10 Basketball Matches on CCTV 5 in 2017

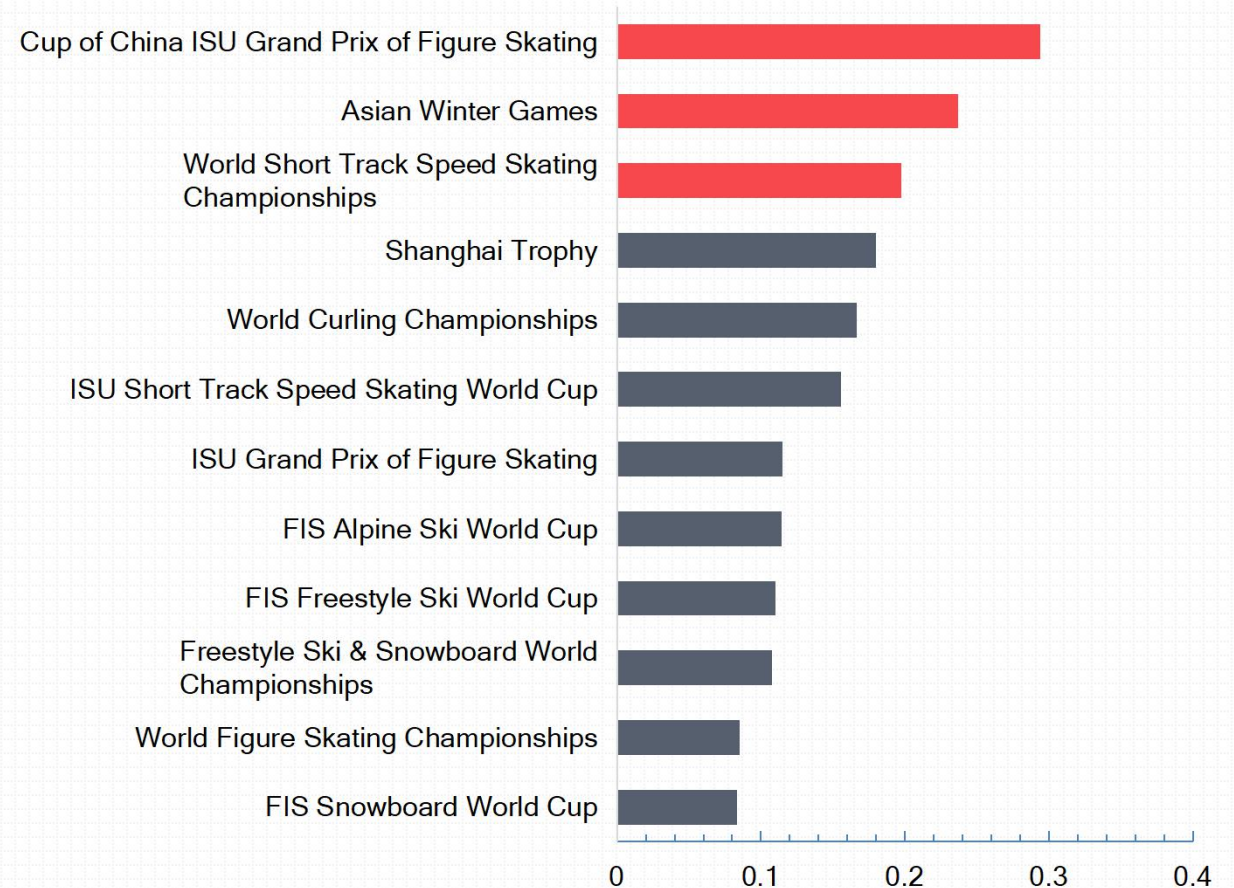
Matches	Versus	Date	Start time	Average ratings (%)
2016/17 NBA Finals, 4th Game	Warriors VS Cavaliers	2017/6/10	08:59:54	1.30
2016/17 CBA Finals, 4th Game	Guangdong Southern Tigers VS Xinjiang Flying Tigers	2017/4/7	19:32:51	1.21
2016/17 CBA Finals, 2nd Game	Xinjiang Flying Tigers VS Guangdong Southern Tigers	2017/4/2	19:33:58	1.14
2016/17 CBA Finals, 1st Game	Xinjiang Flying Tigers VS Guangdong Southern Tigers	2017/3/31	19:33:38	1.09
2016/17 CBA Finals, 3rd Game	Guangdong Southern Tigers VS Xinjiang Flying Tigers	2017/4/5	19:34:44	1.02
2017 NBA All-star Weekend, Slam Dunk Contest		2017/2/19	10:45:00	0.97
2019 FIBA Basketball World Cup qualification	South Korea VS China	2017/11/26	18:00:04	0.94
2016/17 NBA, Western Conference, Finals, 3rd Game	Warriors VS Spurs	2017/5/21	09:04:20	0.91
2016/17 CBA Semifinals, 4th Game	Liaoning Flying Leopards VS Xinjiang Flying Tigers	2017/3/17	19:30:09	0.88
2016/17 CBA Semifinals, 2nd Game	Xinjiang Flying Tigers VS Liaoning Flying Leopards	2017/3/12	19:33:26	0.87

Winter sports: there was a dramatic growth of winter sports broadcasts. The World Curling Championships and the ISU Grand Prix of Figure Skating were the most broadcast winter sports events while the Cup of China ISU Grand Prix of Figure Skating had higher ratings.

Broadcast length of winter sports events on CCTV 5 in 2017 (min)



Average ratings of first-run winter sports events on CCTV 5 (%)



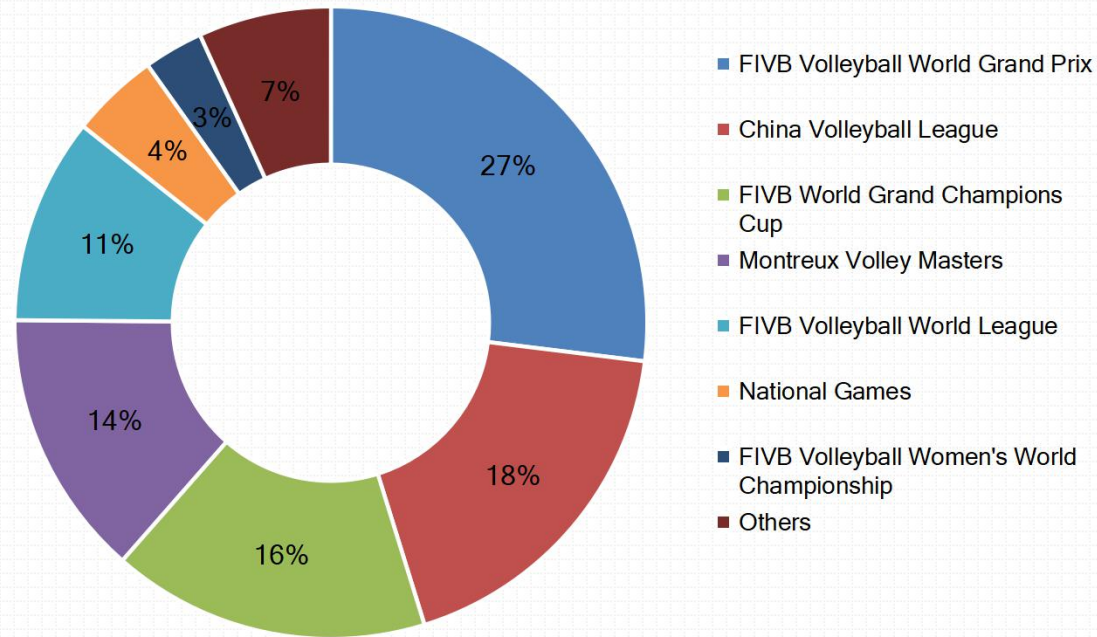
Speed skating and curling events were the most watched winter sports events.

The Most Watched 10 Winter Sports Matches on CCTV 5 in 2017

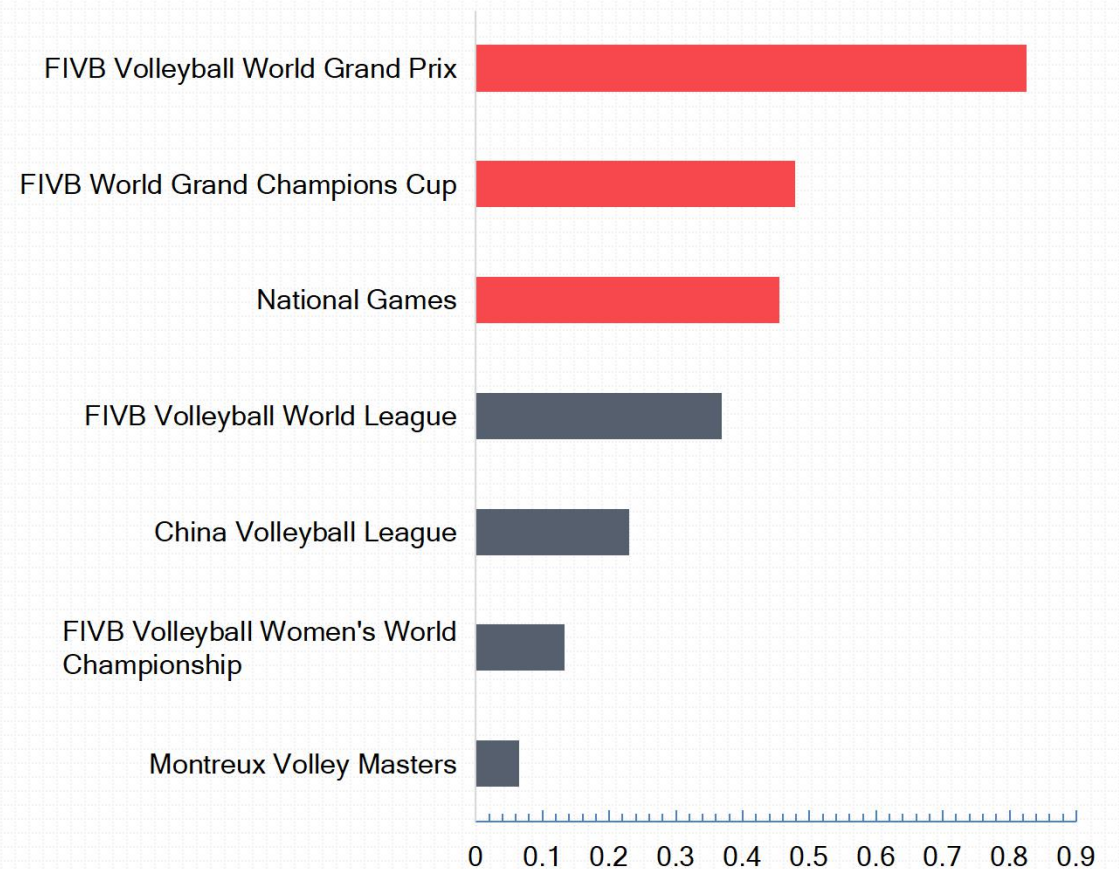
Matches	Date	Start time	Average ratings (%)
2017 Asian Winter Games, Women's Curling, Finals	2017/2/24	17:00:17	0.59
2017/18 ISU Short Track Speed Skating World Cup, Shanghai, Men's 1000m, Finals	2017/11/12	17:53:54	0.56
2017 Asian Winter Games, Short Track Speed Skating, Men's 5000m Relay, Finals	2017/2/22	20:14:21	0.54
2017 World Women's Curling Championship Qualifying Tournaments	2017/3/20	19:04:34	0.49
2017 World Women's Curling Championship Qualifying Tournaments	2017/3/21	19:04:10	0.48
2017 Asian Winter Games, Short Track Speed Skating, Men's 5000m Relay, Semifinals	2017/11/11	17:54:38	0.47
2017 Asian Winter Games, Speed Skating, Women's Six-lap Race	2017/2/22	21:10:34	0.47
2017 Asian Winter Games, Short Track Speed Skating, Women's 3000m Relay, Finals	2017/2/22	19:55:51	0.46
2017/18 ISU Short Track Speed Skating World Cup, Shanghai, Men's 500m, Finals	2017/11/11	18:25:10	0.43
2017/18 ISU Short Track Speed Skating World Cup, Shanghai, Men's 5000m Relay, Finals	2017/11/12	16:26:10	0.41

Volleyball: More women's volleyball events were broadcast on CCTV 5. The FIVB Volleyball World Grand Prix was the most broadcast volleyball event and generated the highest ratings because of a good hosting location and good broadcast time.

Broadcast length of volleyball events on CCTV 5 in 2017 (min)



Average ratings of first-run volleyball events on CCTV 5 (%)



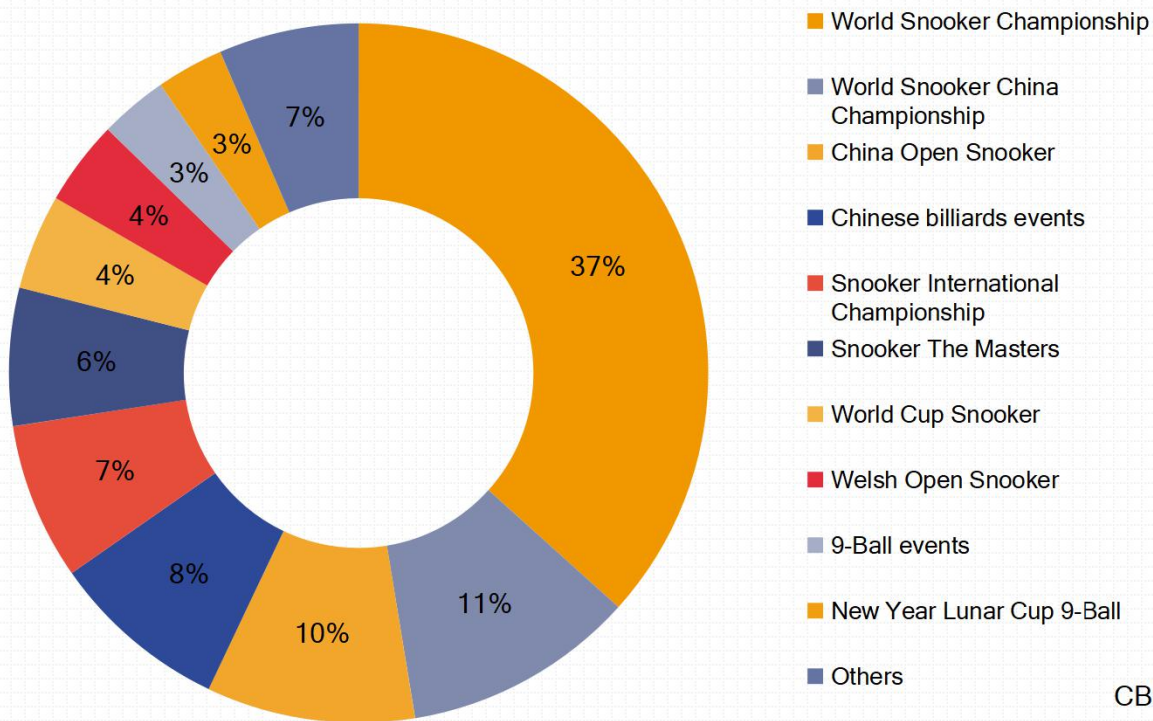
2017 FIVB Volleyball World Grand Prix won the most attention. Eight of its games reached the top 10 most watched volleyball match list and the highest average rating was over 2. The Women's Volleyball Finals of the 2017 National Games was also on the list.

The Most Watched 10 Volleyball Matches on CCTV 5 in 2017

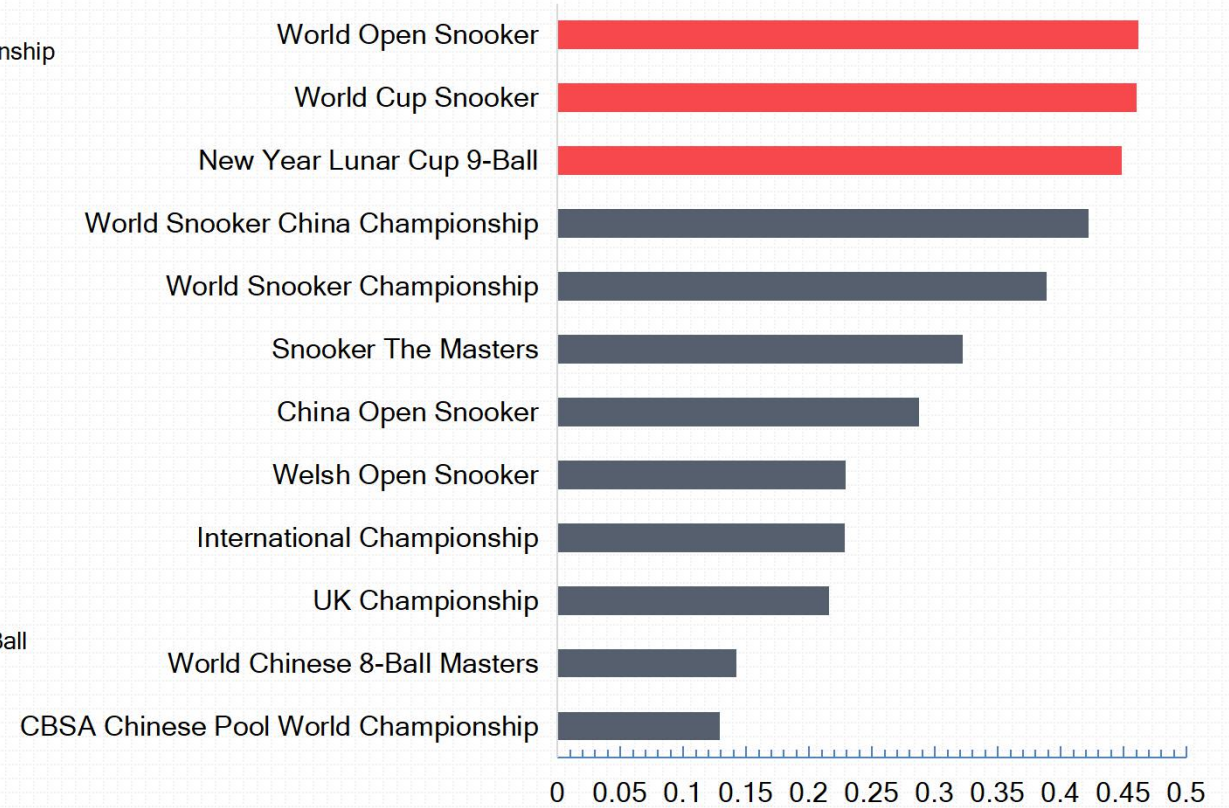
Matches	Versus	Date	Start time	Average ratings (%)
2017 FIVB World Grand Prix, Semifinals	China VS Italy	2017/8/5	19:57:52	2.05
2017 FIVB World Grand Prix, Group Stage	China VS Netherlands	2017/8/4	19:30:00	1.68
2017 FIVB World Grand Champions Cup	China VS Japan	2017/9/10	17:12:02	1.59
2017 FIVB World Grand Prix Finals, Game Two	China VS Brazil	2017/8/2	19:30:00	1.41
2017 FIVB World Grand Champions, Kunshan	China VS USA	2017/7/9	19:31:54	1.20
2017 FIVB World Grand Champions, Hong Kong	China VS Japan	2017/7/21	20:59:57	1.07
2017 FIVB World Grand Champions, Kunshan	China VS Russia	2017/7/8	19:30:01	1.04
2017 National Games, Women's Volleyball Finals	Shanghai VS Jiangsu	2017/8/28	19:41:04	1.02
2017 FIVB World Grand Champions, Hong Kong	China VS Russia	2017/7/22	16:13:07	0.94
2017 FIVB World Grand Champions, Hong Kong	China VS Serbia	2017/7/23	16:08:27	0.90

Billiards: Snooker events took up more than 88% of the broadcasts of billiards events on CCTV 5 in 2017. Snooker events also had higher ratings.

Broadcast length of billiards events on CCTV 5 in 2017 (min)



Average ratings of first-run billiards events on CCTV 5 (%)



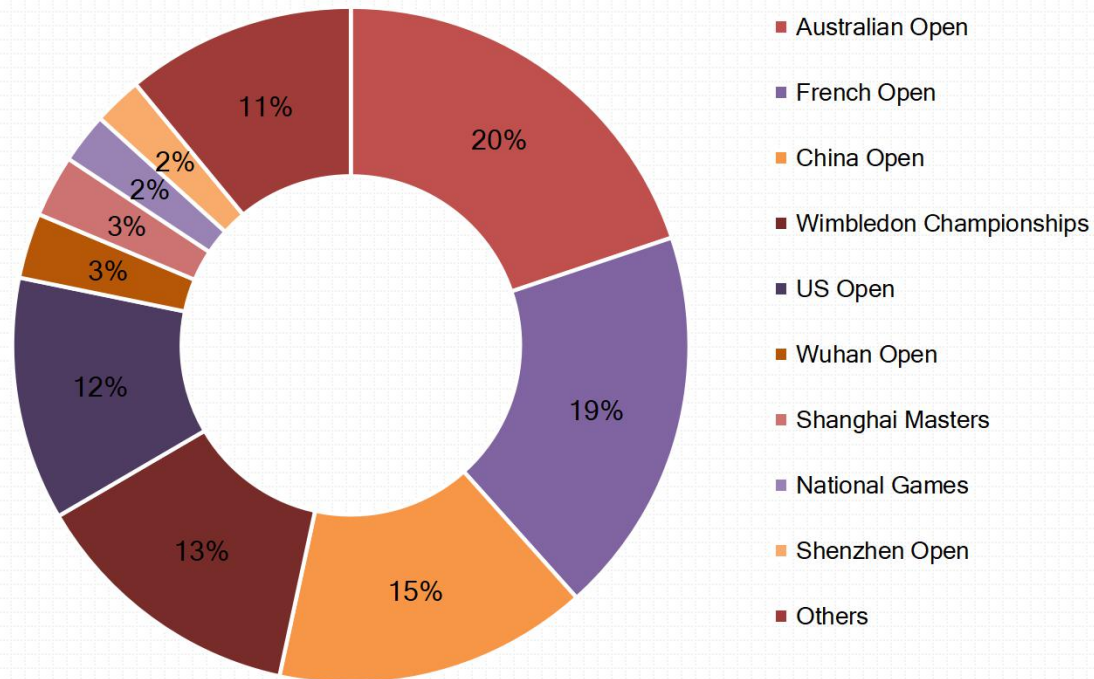
The top 10 list was dominated by Chinese player competed matches. Nine of them were played by Ding Junhui. Seven were from the World Snooker Championship.

The Most Watched 10 Billiards Matches on CCTV 5 in 2017

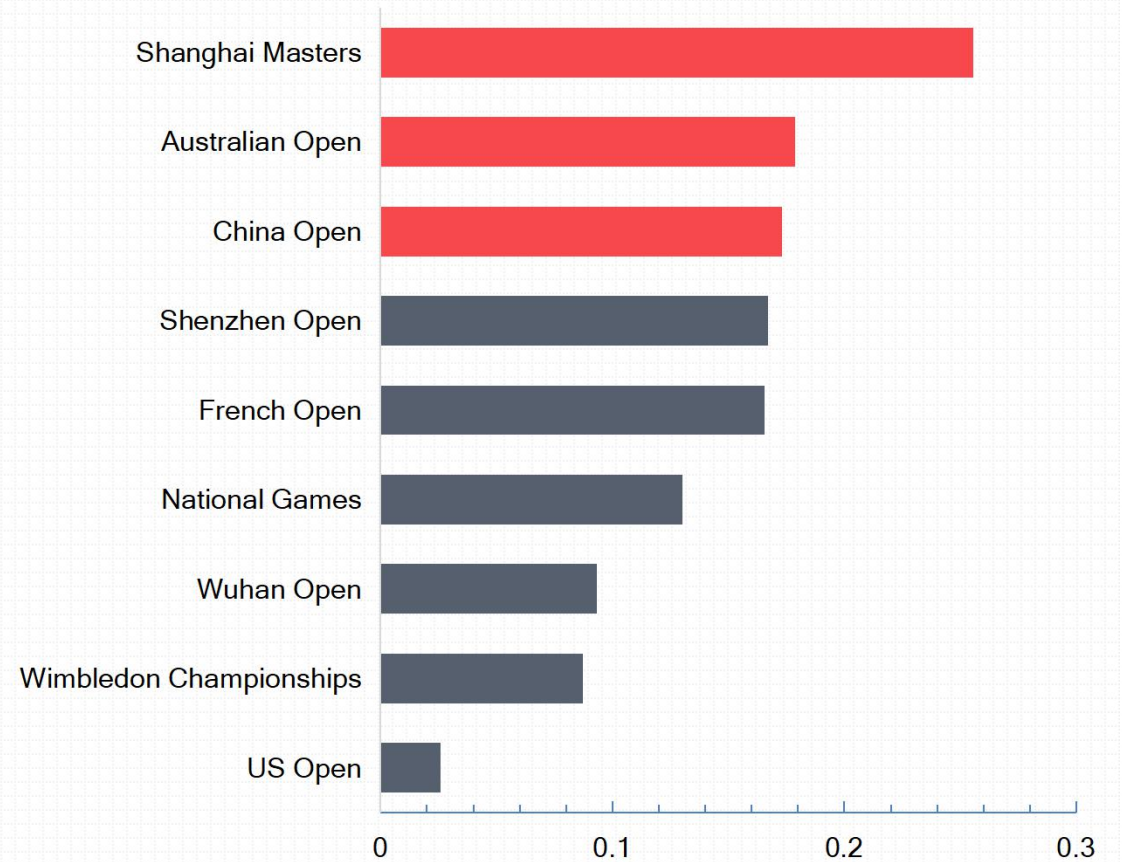
Matches	Versus	Date	Start time	Average ratings (%)
2016/17 World Snooker Championship, Semifinals, Stage One	Mark Selby VS Ding Junhui	2017/4/27	20:09:19	1.09
2016/17 World Snooker Championship, Semifinals, Stage Four	Mark Selby VS Ding Junhui	2017/4/29	21:33:54	0.98
2016/17 World Snooker Championship, Semifinals, Stage Two	Mark Selby VS Ding Junhui	2017/4/28	17:07:10	0.95
2017 China Open, Round Three	Ding Junhui VS Mark Joyce	2017/3/30	19:30:57	0.88
2016/17 World Snooker Championship, Quarterfinals	Ding Junhui VS Ronnie O'Sullivan	2017/4/26	22:16:58	0.86
2016/17 World Snooker Championship, Quarterfinals	Fu Jiajun VS Neil Alexander Robertson	2017/4/25	18:34:35	0.84
2016/17 World Snooker Championship, Semifinals, Stage Three	Mark Selby VS Ding Junhui	2017/4/29	21:00:08	0.81
World Snooker China Championship, Round Two	Alan McManus VS Ding Junhui	2017/8/18	19:29:59	0.68
2016/17 World Snooker Championship, Round Two	Ding Junhui VS Liang Wenbo	2017/4/22	21:38:10	0.67
2017 World Open, Finals	Ding Junhui VS Kyren Wilson	2017/9/24	21:38:14	0.65

Tennis: Among the world's four tennis Grand Slams events, the Australian Open and the French Open had the longest broadcast time as a result of their good broadcast time. The Australian Open earned higher ratings.

Broadcast length of tennis events on CCTV 5 in 2017 (min)



Average ratings of first-run tennis events on CCTV 5 (%)



Chinese players did not have satisfactory results in this ranking, with only 2 matches of Chinese player Peng Shuai reaching the top 10 list. Rafael Nadal's and Roger Federer's games had high TV ratings.

The Most Watched 10 Tennis Matches on CCTV 5 in 2017

Matches	Versus	Date	Start time	Average ratings (%)
2017 Australia Open, Men's Singles, Finals	Roger Federer VS Rafael Nadal	2017/1/29	16:28:44	0.50
2017 French Open, Men's Singles, Finals	Stan Wawrinka VS Rafael Nadal	2017/6/11	21:08:54	0.44
2017 China Open, Men's Singles, Finals	Rafael Nadal VS Nick Kyrgios	2017/10/8	19:31:21	0.38
2017 Australia Open, Women's Doubles, Finals	Peng Shuai /Andrea Hlavackova VS Bethanie Mattek/Lucie Safarova	2017/1/27	13:57:06	0.38
2017 Australia Open, Men's Singles, Semifinals	Roger Federer VS Stan Wawrinka	2017/1/26	16:32:35	0.38
2017 French Open, Men's Singles, Round One	Alexander Zverev VS Fernando Verdasco	2017/5/30	20:03:35	0.35
2017 Australia Open, Women's Singles, Finals	Venus Williams VS Serena Williams	2017/1/28	16:27:01	0.34
2017 Australia Open, Women's Doubles, Semifinals	Peng Shuai /Andrea Hlavackova VS Caroline Garcia/Kristina Mladenovic	2017/1/25	19:30:00	0.34
2017 Wimbledon Championships, Men's Singles, Finals	Marin Cilic VS Roger Federer	2017/7/16	21:04:50	0.335
2017 French Open, Women's Singles, Round Three	Jelena Ostapenko VS Caroline Wozniack	2017/6/6	21:32:10	0.321

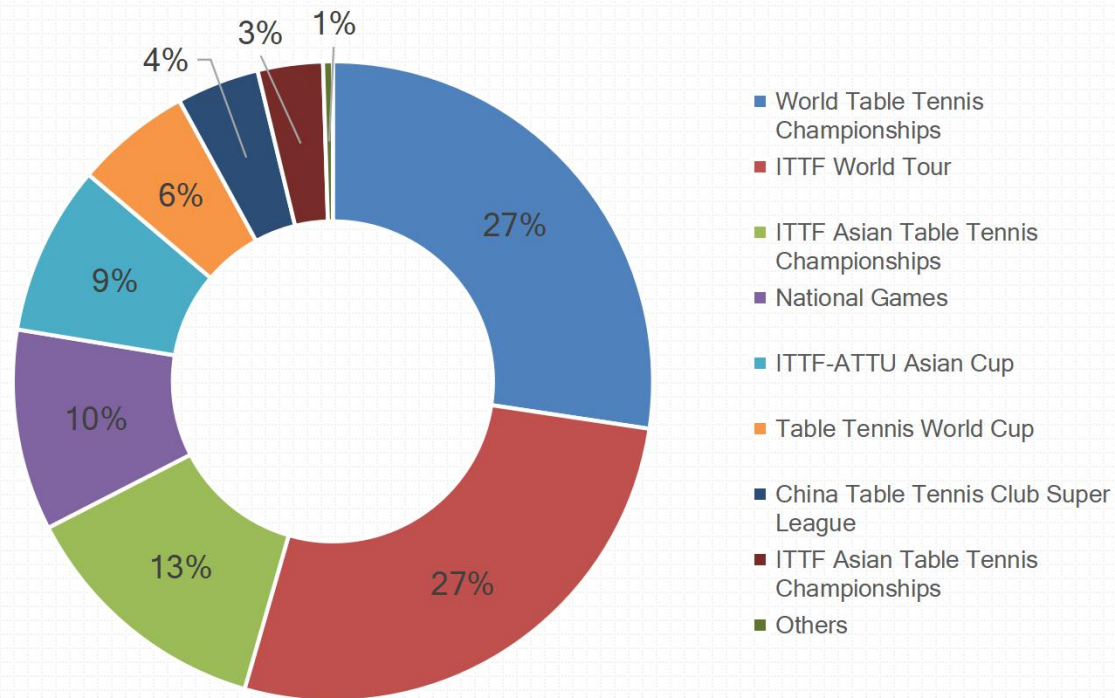
Fighting: CCTV Chinese Lunar New Year Cup occupied 7 positions in the top 10 list and a women's boxing fight ranked first.

The Most Watched 10 Boxing Fights on CCTV 5 in 2017

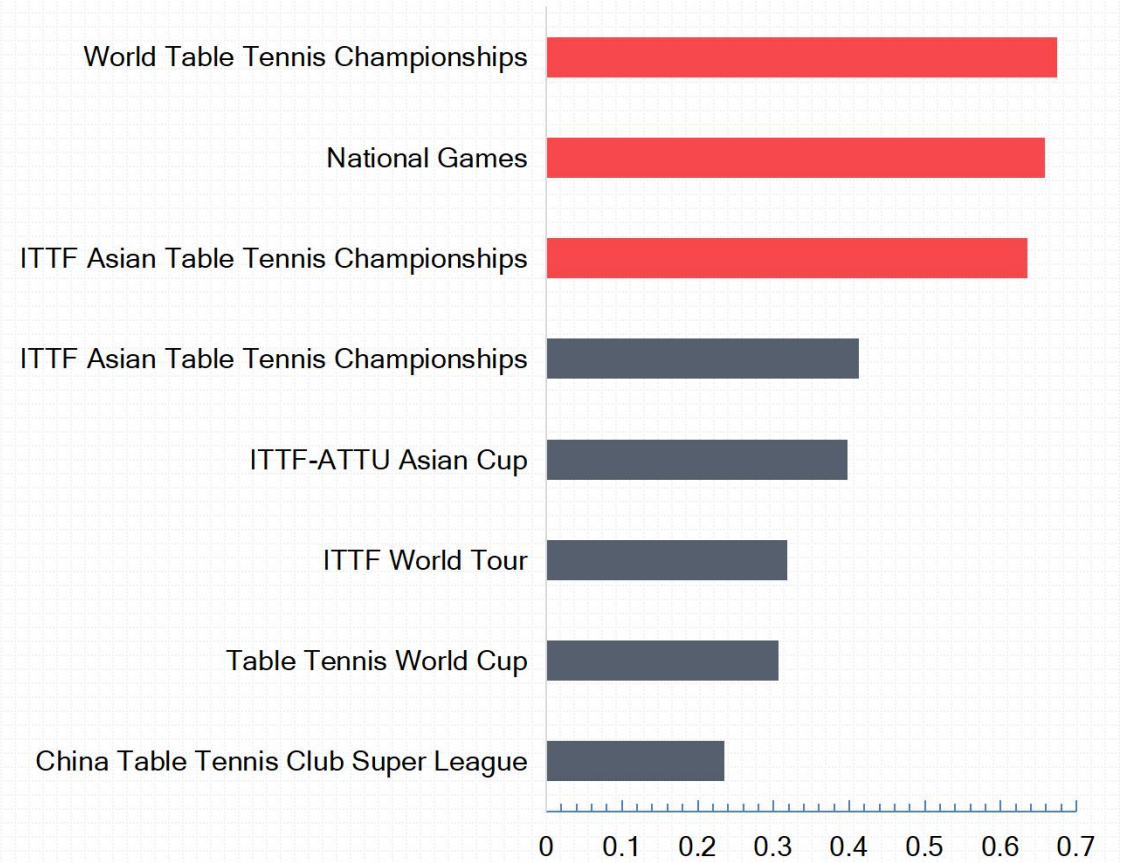
Matches	Versus	Date	Start time	Average ratings (%)
2017 CCTV Chinese Lunar New Year Cup IBF World Championship, Female Mini-flyweight	Etsuko Tada VS Cai Zongju	2017/1/30	22:23:32	1.06
The 13th National Games, Taekwondo, Women's 57kg, Finals	Zhou Meiling VS Luo Zongshi	2017/9/5	21:02:09	0.84
The 13th National Games, Taekwondo, Men's 68kg, Finals	Zhao Shuai VS Zhao Panfeng	2017/9/5	21:12:32	0.80
2017 CCTV Chinese Lunar New Year Cup IBF World Championship, Heavyweight	Carlos Takam VS Marcin Rekowski	2017/1/29	22:12:53	0.66
2017 CCTV Chinese Lunar New Year Cup IBF World Championship, Bantamweight	Ge Wenfeng VS Melmark Dignos	2017/1/30	21:22:47	0.65
2017 WBA World Title Elimination, Mini-flyweight	Xiong Chaozhong VS Panya Pradabsri	2017/10/3	20:22:13	0.59
2017 CCTV Chinese Lunar New Year Cup IBF World Championship, Youth Middleweight	Wang Feihu VS Aleksei Podkolzin	2017/1/30	20:30:23	0.57
2017 CCTV Chinese Lunar New Year Cup IBF World Championship, Flyweight	Xiang Jing VS Rollen Del Castillo	2017/1/29	21:25:28	0.55
2017 CCTV Chinese Lunar New Year Cup IBF World Championship, Junior Lightweight	Jerwin Ancajas VS Jose A. Rodriguez	2017/1/29	22:46:39	0.52
2017 CCTV Chinese Lunar New Year Cup IBF World Championship, Women's Lightweight	Xie Lili VS Tantip Chimpalee	2017/1/30	19:30:16	0.44

Table Tennis: The World Table Tennis Championships and the ITTF World Tour enjoyed a similar amount of broadcasts on CCTV 5.

Broadcast length of table tennis events on CCTV 5 in 2017 (min)



Average ratings of first-run table tennis events on CCTV 5 (%)



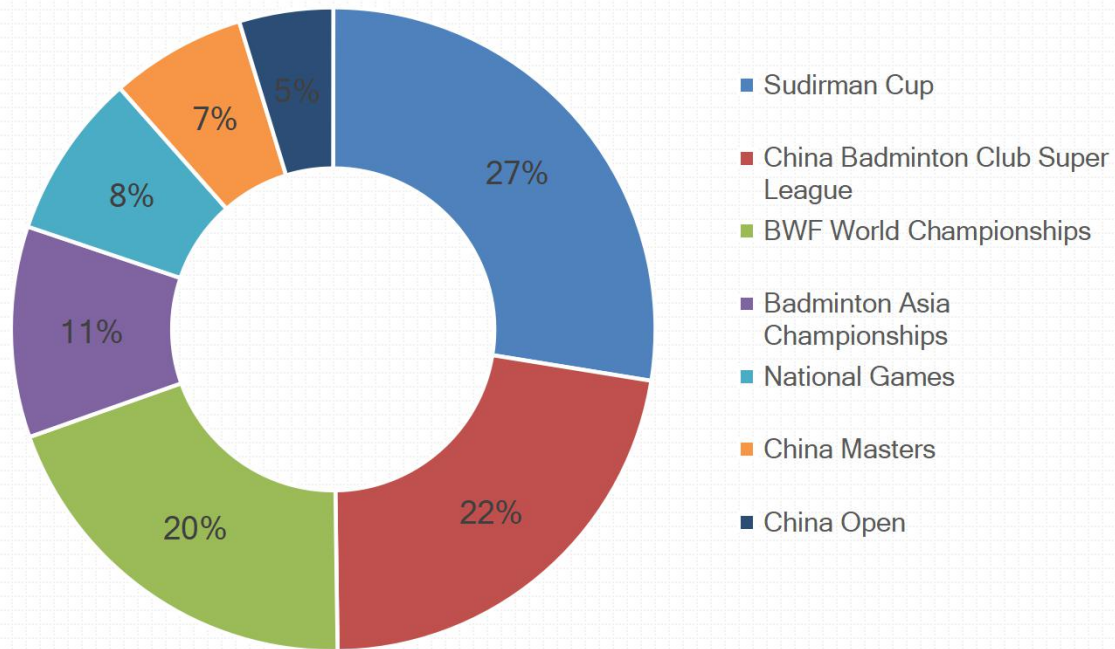
The World Table Tennis Championships took up 9 positions of the top 10 list, with Women's and Men's Singles winning more attention. The list also included a Men's Singles Final of the 2017 National Games.

The Most Watched 10 Table Tennis Matches on CCTV 5 in 2017

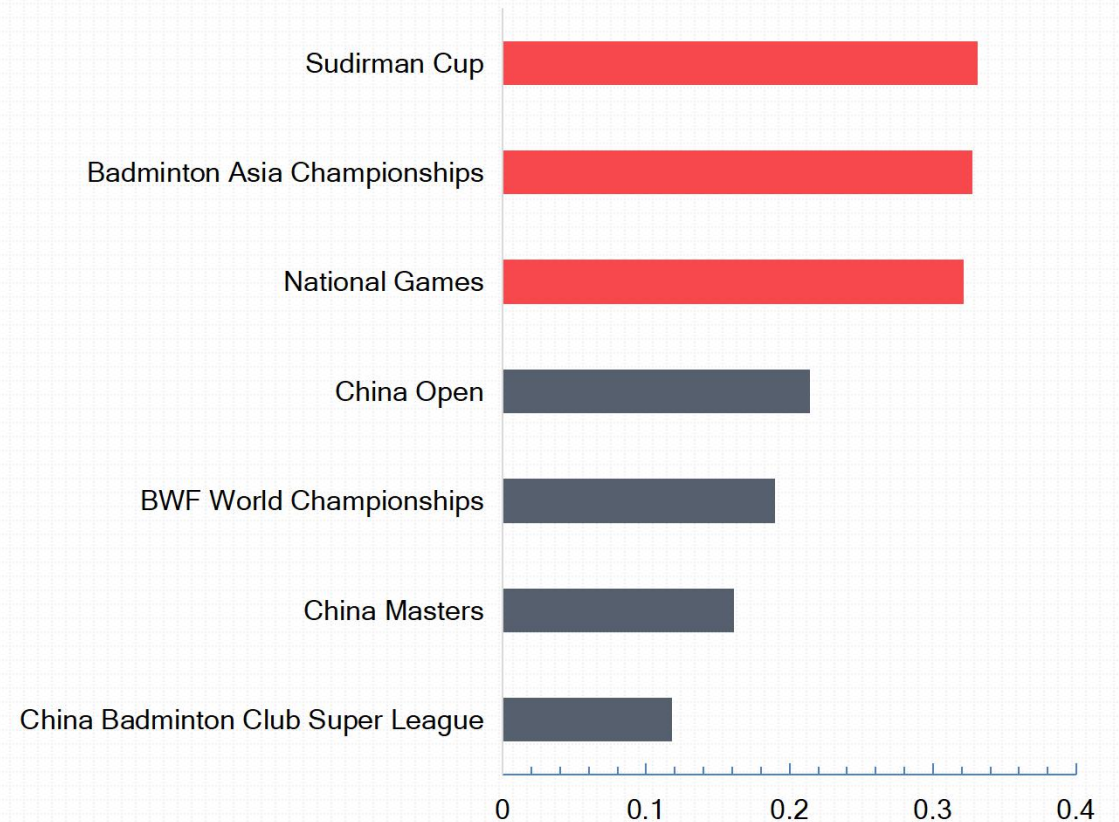
Matches	Versus	Date	Start time	Average ratings (%)
2017 World Table Tennis Championships, Men's Singles, Finals	Ma Long VS Fan Zhendong	2017/6/5	20:30:56	2.56
2017 World Table Tennis Championships, Women's Singles, Finals	Ding Ning VS Zhu Yuling	2017/6/4	19:54:03	1.97
2017 World Table Tennis Championships, Women's Singles, Semifinals	Ding Ning VS MIU Hirano	2017/6/3	18:36:26	1.91
2017 World Table Tennis Championships, Men's Singles, Quarterfinals	Ma Long VS Timo Boll	2017/6/4	21:07:05	1.91
2017 World Table Tennis Championships, Women's Doubles, Finals	Ding Ning/Liu Shiwen VS Zhu Yuling/Chen Meng	2017/6/5	22:07:21	1.78
2017 World Table Tennis Championships, Women's Singles, Semifinals	Zhu Yuling VS Liu Shiwen	2017/6/3	19:49:00	1.51
2017 World Table Tennis Championships, Men's Doubles, Finals	Fan Zhendong/Xu Xin VS MORIZONO Masataka/Oshima Yuya	2017/6/4	22:30:49	1.49
2017 World Table Tennis Championships, Women's Doubles, Semifinals	Liu Shiwen/Ding Ning VS Mima Ito/HAYATA Hina	2017/6/5	17:58:33	1.49
2017 World Table Tennis Championships, Men's Singles, Round Four	Fan Zhendong VS Ruwen Filus	2017/6/3	17:22:59	1.33
2017 National Games, Men's Singles, Finals	Ma Long VS Fan Zhendong	2017/9/6	17:38:44	1.32

Badminton: The Sudirman Cup was the most aired badminton event on CCTV 5, winning the highest ratings. It was followed by the China Badminton Club Super League and the BWF World Championships.

Broadcast length of badminton events on CCTV 5 in 2017 (min)



Average ratings of first-run badminton events on CCTV 5 (%)



The top 10 list includes 9 games of the 2017 Sudirman Cup and the Women's Singles Final of the 2017 National Games.

The Most Watched 10 Badminton Matches on CCTV 5 in 2017

Matches	Versus	Date	Start time	Average ratings (%)
2017 Sudirman Cup, Semifinals, Women's Doubles	China VS Japan	2017/5/27	20:29:30	1.00
2017 Sudirman Cup, Finals, Men's Singles	China VS South Korea	2017/5/28	12:59:39	0.85
2017 Sudirman Cup, Semifinals, Men's Doubles	China VS Japan	2017/5/27	18:32:17	0.84
2017 Sudirman Cup, Finals, Women's Singles	China VS South Korea	2017/5/28	12:01:35	0.81
2017 Sudirman Cup, Finals, Mixed Doubles	China VS South Korea	2017/5/28	15:02:02	0.79
2017 Sudirman Cup, Semifinals, Women's Singles	China VS Japan	2017/5/27	19:29:40	0.79
2017 Sudirman Cup, Finals, Women's Doubles	China VS South Korea	2017/5/28	13:56:47	0.78
2017 Sudirman Cup, Semifinals, Men's Singles	China VS Japan	2017/5/27	17:24:40	0.78
13th National Games, Badminton Women's Singles, Finals	Chen Yufei VS Wang Shixian	2017/9/7	21:42:44	0.75
2017 Sudirman Cup, Finals, Men's Doubles	China VS South Korea	2017/5/28	11:07:27	0.71

Data Source: CSM

Marathon: The 2017 Dalian International Marathon ranked first among the top 10 races.

The Most Watched 10 Marathon Races on CCTV 5 in 2017

Matches	Date	Start time	Average ratings (%)
2017 Dalian International Marathon	2017/5/13	11:05:00	0.30
2017 Changchun International Marathon	2017/5/21	08:00:08	0.28
2017 Bayuquan International Marathon	2017/5/28	16:09:22	0.22
2017 Beijing International Marathon	2017/9/17	07:25:00	0.21
The 13th National Games-2017 Tianjin Wuqing International Marathon	2017/4/29	07:28:04	0.19
2017 Lanzhou International Marathon	2017/6/11	07:29:20	0.17
2017 Kunming Plateau Half Marathon	2017/9/10	08:30:01	0.17
2017 Panjin Red Beach International Marathon	2017/9/2	08:30:00	0.17
2017 Wuhan Marathon	2017/4/9	14:55:50	0.16
2017 Xi'an International Marathon	2017/10/28	07:25:09	0.15

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