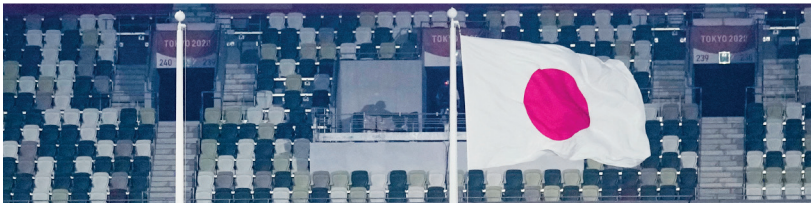


# Olympic Games TV viewership

The 2008 Beijing Olympics in China drew the largest television audience in Olympic Games history, with 4.7 billion people globally, or roughly two out of every three people on the planet



Global viewing figures (billions)

0.0

Broadcast rights (\$ millions)

