



Audience Estimates for the 2004 Democratic National Convention

Day 1

Television Audience Estimates

New York – July 27, 2004 – On Monday July 26, 2004, the first day of the Democratic National Convention was carried live on 6 networks -- ABC, CBS, NBC, CNN, FOX News Channel and MSNBC.

Democratic National Convention (Day 1) - Monday July 26, 2004
Approximately 10:00 – 11:00 pm (ET)

Networks	Rating	Share	# of Homes	# of Viewers 2+
ABC	3.1	5	3,348,000	4,403,000
CBS	3.2	5	3,450,000	4,552,000
NBC	3.3	6	3,612,000	4,532,000
CNN	1.8	3	1,947,000	2,545,000
FOX NEWS	0.9	2	1,023,000	1,443,000
MSNBC*	0.7	1	763,000	1,012,000
Sum of six networks	13	22	14,143,000	18,487,000

*MSNBC aired 10:30 – 11:00PM (ET)

Source: Nielsen Media Research

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