



## Media Advisory

### **63.2 Million Watch the Second 2008 Presidential Debate** *Senators McCain and Obama Second of Three Debates –October 7, 2008*

**New York** — The second debate between Presidential candidates Sen. Barack Obama of Illinois and Sen. John McCain of Arizona was telecast on Tuesday October 7, 2008 from approximately 9:00 to 10:30 PM (ET) and was carried live on ABC, CBS, FOX, NBC, Telemundo, Univision, BBC-America, CNBC, CNN, FOX News Channel, and MSNBC. The sum of debate audience on these 11 networks was 63,233,000.

For historical information on previous debates and additional political information from the current campaign, please visit the Nielsen Newswire at: <http://blog.nielsen.com/nielsenwire/category/politics/>

### **2008 Presidential Debates**

Sum of Networks Live + Same Day

	September 26, 2008		October 7, 2008	
	Rating	Number	Rating	Number
<b>All Households</b>	31.6	36,224,000	38.8	44,372,000
<b>Persons 2+</b>	18.1	52,418,000	21.9	63,233,000
<b>African American P2+ *</b>	19.5	7,174,000	21.3	7,842,000
<b>Hispanic P2+ *</b>	8.2	3,456,000	11.0	4,774,000
<b>White P2+ *</b>	19.4	41,079,000	23.5	49,842,000
<b>2004 –Debate</b>	<b>September 30, 2004</b>		<b>October 8, 2004</b>	
<b>Households</b>	39.4	43,000,000	29.6	32,500,000
<b>Persons 2+</b>	22.5	62,500,000	16.8	46,700,000

Source: The Nielsen Company

\* Persons ratings for African American, Hispanic are % of African American/ Hispanic persons age 2+ in TV homes watching the debate coverage.

#### 2008 Networks Included:

Debate 1- ABC, CBS, FOX, NBC, Telefutera, Telemundo, BBC-America, CNBC, CNN, FOX News, MSNBC  
Debate 2 - ABC, CBS, FOX, NBC, Telemundo, Univision, BBC-America, CNBC, CNN, FOX News, MSNBC

#### 2004 Networks Included:

Debate 1 – ABC, CBS, NBC, CNN, FOX News, MSNBC  
Debate 2 - ABC, CBS, NBC, CNN, FOX News, MSNBC

Contacts: Alana Johnson – 646-654-8391