



Media Advisory

56.5 Million Watch the Final 2008 Presidential Debate

Senators McCain and Obama Third Debate—October 15, 2008

New York — The final debate between Presidential candidates Sen. Barack Obama of Illinois and Sen. John McCain of Arizona was telecast on Wednesday October 15, 2008 from approximately 9:00 to 10:30 PM (ET) and was carried live on ABC, CBS, NBC, Univision, BBC-America, CNBC, CNN, FOX News Channel, MSNBC and MUN2 and on tape delay on Telemundo. The sum of debate audience on these 11 networks was 56,523,000. FOX broadcast network did not carry the debate because of the Major League Baseball League Championship Series. This was also the case in 2004 for the third debate.

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		October 15, 2008	
	Rating	Number	Rating	Number	Rating	Number
All Households	31.6	36,224,000	38.8	44,372,000	35.0	40,037,000
Persons 2+	18.1	52,418,000	21.9	63,233,000	19.6	56,523,000
African American P2+ *	19.5	7,174,000	21.3	7,842,000	19.8	7,277,000
Hispanic P2+ *	8.2	3,456,000	11.0	4,774,000	12.6	5,522,000
White P2+ *	19.4	41,079,000	23.5	49,842,000	20.5	43,739,000
2004 –Debate	September 30, 2004		October 8, 2004		October 13, 2004*	
Households	39.4	43,000,000	29.6	32,500,000	32.6	36,300,000
Persons 2+	22.5	62,500,000	16.8	46,700,000	18.5	51,200,000

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

Debate 3 - ABC, CBS, NBC, Telemundo, Univision, BBC-America, CNBC, CNN, FOX News, MSNBC, MUN2 - The MLB Playoffs aired on FOX broadcast opposite the debate

2004 Networks Included:

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

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

Debate 3 – ABC, CBS, NBC, CNN, FOX News, MSNBC. The MLB Playoffs aired on FOX broadcast opposite the debate

Contacts: Alana Johnson – 646-654-8391
Anne Elliot – 813.366.3556