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News Release

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Nielsen's Pre-Convention Scorecard

Details on Candidates' Online presence, Advertising campaigns and TV Ratings for Past Conventions

New York, NY, August, 21, 2008 — In advance of the national conventions, The Nielsen Company today released an overview of the presidential campaign so far this summer, providing a closer look at the candidates' online presence and buzz, their advertising campaigns, as well as TV viewership for past political conventions.

Among the key findings:

- **Online Audience and Videos Viewed:** In July 2008 the number of video streams on JohnMcCain.com more than doubled, possibly due to press coverage around Senator John McCain's ad that compared Senator Barack Obama to Paris Hilton. Despite being behind in total video streams in July, BarackObama.com's unique audience was twice as large as JohnMcCain.com's in both June and July 2008.
- **Top Blogs:** The Huffington Post blog includes the most mentions of both Barack Obama and John McCain (June thru Aug 17), while Senator Obama maintains the lead in overall buzz volume on blogs and message boards.
- **Advertising Online:** In July, the "Obama for America" image-based online advertising campaign was five times bigger than the previous month – 417 million impressions in July 2008 vs. 80 million online impressions in June 2008.
- **Top States for TV Advertising:** During June and July 2008, both Obama and McCain targeted their local TV spots at key battleground states including Ohio, Michigan, Pennsylvania, and Wisconsin.
- **TV Viewership of Political Conventions:** Historically, more homes tune in to Democratic National Conventions and there have only been three election years in which more homes tuned in to the Republican National Convention – 1972 (presumptive nominee Richard Nixon), 1976 (presumptive nominee Gerald Ford) and 2004 (presumptive nominee George W. Bush).



Online Audience and Videos Viewed

In July 2008 video streams more than doubled on JohnMcCain.com possibly, due to press coverage around McCain's ad which compared Obama to Paris Hilton.

Viewers of Online Video	
June 2008	Total Streams Viewed
JohnMcCain.com	377,000
BarackObama.com	967,000
July 2008	Total Streams Viewed
JohnMcCain.com	1,010,000
BarackObama.com	502,000

Source: Nielsen Online, VideoCensus

The two presidential candidate Web sites are seeing increases in unique audience as the summer progresses, and as the conventions approach. Despite being behind in total video streams in July, BarackObama.com had a unique audience twice that of JohnMcCain.com in June and July 2008.

Unique Audience for Presidential Candidates June and July 2008 - Unique Audience		
	June 2008	July 2008
BarackObama.com	3,091,000	3,330,000
JohnMcCain.com	1,239,000	1,592,000

Source: Nielsen Online, NetView U.S. Home and Work

Top Blogs

Among the nearly 80 million blogs tracked by Nielsen Online's BuzzMetrics service, the following are the blogs that mention Senators John McCain and Barack Obama between June 1 and August 17, 2008, ranked by volume of messages mentioning the candidate.

Top Blogs Mentioning John McCain, Ranked by Number of Messages, June 1 – August 17, 2008

Blog	URL
The Huffington Post Full Blog Feed	http://www.huffingtonpost.com/theblog
http://dailykos.com	http://dailykos.com
Think Progress	http://thinkprogress.org
Crooks and Liars	http://www.crooksandliars.com
http://www.themoderatevoice.com	http://www.themoderatevoice.com

Top Blogs Mentioning Barack Obama, Ranked by Number of Messages, June 1 – August 17, 2008

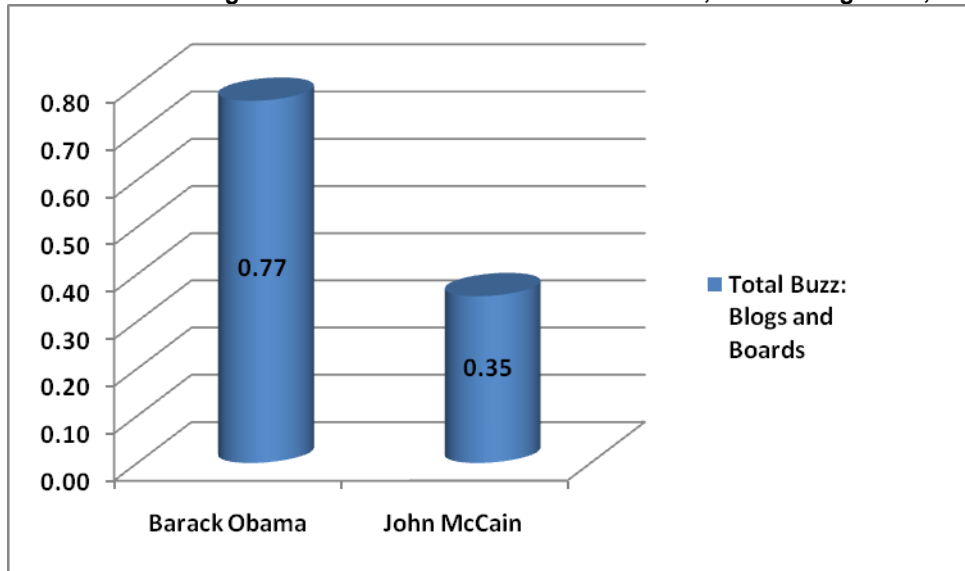
Blog	URL
The Huffington Post Full Blog Feed	http://www.huffingtonpost.com/theblog
http://dailykos.com	http://dailykos.com
http://americanthinker.com	http://americanthinker.com
http://www.themoderatevoice.com	http://www.themoderatevoice.com
News Hounds	http://www.newshounds.us

Source: Nielsen Online, BuzzMetrics

Total Buzz Volume: Blogs + Boards

As the race to the White House continues, Senator Barack Obama maintains a healthy lead in buzz volume on blogs and message boards combined (0.77%) compared with Senator John McCain (0.35%), with more than double the amount of mentions between June 1 and August 17, 2008.

Buzz Volume on Blogs and Boards as a Percent of Discussion, June 1- August 17, 2008



Advertising: Online

During July, the “Obama for America” image-based online advertising campaign was five times bigger than the previous month – with 417 million impressions in July 2008 vs. 80 million online impressions in June 2008. John McCain’s campaign doubled its sponsored search link advertising from June to July 2008.

Presidential Campaign Online Advertising			
	Image-Based Ads Impressions	Sponsored Search Link Impressions	Total Impressions
June 2008			
John McCain Campaign	16,156,000	7,052,000	23,208,000



Obama for America Campaign	80,275,000	1,156,000	81,431,000
July 2008	Image-Based Ads Impressions	Sponsored Search Link Impressions	Total Impressions
John McCain Campaign	16,460,000	15,105,000	31,565,000
Obama for America Campaign	416,704,000	1,151,000	417,855,000

Source: Nielsen Online, AdRelevance

Advertising: Spot TV, National Cable, and Spot Radio

Barack Obama and John McCain ran a combined total of 127,513 local TV spots and 668 national cable TV advertisements between June 4, 2008, when campaigning for the general election began, and August 1, 2008. The candidates also placed 440 spot radio ads between June 4 and July 13.

McCain ran significantly fewer local TV spots (57,132) than Obama (70,381), but McCain placed more than twice as many national cable ads (526) as Obama (142). McCain also placed more spot radio ads (256) than Obama (184).

Editor's Note: Neither candidate placed advertisements on National Broadcast Networks or Syndication during June and July 08.

Local TV Advertising: Top States

During the early stages of the general election campaign, both Obama and McCain targeted their local TV spots at key battleground states like Ohio, Michigan, Pennsylvania, and Wisconsin. Those three states were among the top five in terms of local spot TV units for both candidates.

But while Florida topped the list of states where Obama placed the most local TV spots (7,387), McCain bypassed the state entirely, placing no local TV ads in Florida between June 4 and August 1.

Meanwhile, McCain made Iowa one of his top five priorities for spot TV advertising (4,838; rank: #5), while Obama placed far fewer ads in the state (3,055; rank: #11).

Barack Obama: Top Ad Markets

State	Ad Units
Florida	7,387
Ohio	7,154
Michigan	6,597
Pennsylvania	6,130
Wisconsin	4,985
Total: Top 5 States	32,253

Source: Nielsen Monitor-Plus (June 4, 2008 - Aug. 1, 2008)

John McCain: Top Ad Markets

State	Ad Units
Ohio	10,136
Michigan	7,988
Pennsylvania	7,426
Wisconsin	6,224
Iowa	4,838
Total: Top 5 States	36,611

Source: Nielsen Monitor-Plus (June 4, 2008 - Aug. 1, 2008)



Overall, between June 4 and August 1, McCain placed slightly more local spot TV ads within the top five states he chose to target (36,611), than Obama did in the five states he targeted for advertising during the same time period (32,253).

For complete results, see Appendix 1 (below).

TV Viewership of Political Conventions

There have only been three election years in which more homes tuned in to the Republican National Convention than to the Democratic National Convention – 1972 (presumptive nominee Richard Nixon), 1976 (presumptive nominee Gerald Ford) and 2004 (presumptive nominee George W. Bush).

2004 marked the first time in the past six election years that more households watched coverage of the Republican National Convention than its Democratic counterpart. The 2004 Republican National Convention also drew more viewers with an average of 22.6 million total viewers compared to the Democratic National Convention’s 20.4 million viewers.

The most-watched Democratic National Convention occurred in 1980 when 20.7 million homes tuned in to see Jimmy Carter receive the party’s nomination. 21.9 million homes watched in 1976 when Gerald Ford was named the Republican Party’s presidential nominee, the highest viewership of any Republican National Convention.

Average TV Viewership of the Democratic National Convention			
Year	TV Networks	Total # of Homes	Total # of Persons 2+
2004	ABC, CBS, NBC, CNN, MSNBC, FOXNC	15,537,000+	20,407,000+
2000	ABC, CBS, NBC, CNN, MSNBC, FOXNC	15,380,000***	20,639,000***
1996	ABC, CBS, NBC, CNN, PBS	16,418,000	n/a
1992	ABC, CBS, NBC, CNN, PBS	20,500,000	n/a
1988	ABC, CBS, NBC	17,400,000	n/a
1984	ABC, CBS, NBC	19,500,000	n/a
1980	ABC, CBS, NBC	20,700,000	n/a
1976	ABC, CBS, NBC	17,400,000	n/a
1972	ABC, CBS, NBC	11,400,000	n/a
1968	ABC, CBS, NBC	16,200,000	n/a
1964	ABC, CBS, NBC	14,695,000	n/a
1960	ABC, CBS, NBC	13,216,000	n/a

Source: The Nielsen Company

+2004 data based on the sum of Dem. Convention Coverage during Common Coverage Time Periods: ABC, CBS, NBC, CNN, MSNBC, FOXNC = Mon, Wed, Thur. 10-11:00pm; CNN, MSNBC, FOXNC = Tues appr. 10-11pm

***2000 data based on the sum of Dem. Convention Coverage during Common Coverage Time periods: ABC, CNN, MSNBC, FOXNC = Mon appr. 10-11:45p, and Tues through Thurs. appr. 10-11pm; NBC= Mon 10:30-11:45p, Wed-Thu 10-11pm; CBS=Wed-Thu appr. 10-11pm



Average TV Viewership of the Republican National Convention			
Year	TV Networks	Total # of Homes	Total # of Persons 2+
2004	ABC, CBS, NBC, CNN, MSNBC, FOXNC	16,809,000++	22,629,000++
2000	ABC, CBS, NBC, CNN, MSNBC, FOXNC	14,042,000**	19,237,000**
1996	ABC, CBS, NBC, CNN, PBS	15,756,000*	n/a
1992	ABC, CBS, NBC, CNN, PBS	20,000,000	n/a
1988	ABC, CBS, NBC	16,200,000	n/a
1984	ABC, CBS, NBC	16,200,000	n/a
1980	ABC, CBS, NBC	16,500,000	n/a
1976	ABC, CBS, NBC	21,900,000	n/a
1972	ABC, CBS, NBC	14,400,000	n/a
1968	ABC, CBS, NBC	15,000,000	n/a
1964	ABC, CBS, NBC	11,130,000	n/a
1960	ABC, CBS, NBC	12,596,000	n/a

Source: The Nielsen Company

++2004 data based on the sum of Rep. Convention Coverage during Common Coverage Time Periods: CNN, FOXNC, MSNBC= Monday 10-11:00PM; ABC, CBS, NBC, CNN, FOXNC, MSNBC* = Tuesday and Wednesday: 10-11:00PM; ABC, CBS, NBC, CNN, FOXNC, MSNBC* = Thursday: 10-11:15PM. (*coverage includes sustained programs)

** 2000 data based on the sum of Rep. Convention Coverage during Common Coverage Time Periods: ABC, CNN, MSNBC, FOXNC=Mon-Thu appr.10-11pm; CBS=Wed-Thu appr. 10-11pm; NBC=Tue-Thu appr. 10-11pm.

*The Family Channel also aired the '96 Republican Convention but is not included in the Total Rating and Total Homes

APPENDIX 1 TV and Radio Advertising by Candidate		
Media	Barack Obama	John McCain
RADIO	184	256
NATIONAL CABLE	142	526
Total: National Cable & Spot Radio	61,106	50,231
LOCAL SPOT TV DATA, BY STATE *		
Alabama	861	-
Alaska	1,968	-
Colorado	2,920	4,298
Florida	7,387	-
Georgia	3,846	-
Illinois	263	-
Indiana	3,377	-
Iowa	3,055	4,838
Kansas	830	1,197
Kentucky	552	758
Michigan	6,597	7,988
Minnesota	-	1,341
Mississippi	11	-
Missouri	2,477	3,953
Montana	3,911	-



Nebraska	282	-
Nevada	2,036	3,332
New Hampshire	514	684
New Mexico	900	1,572
North Carolina	3,499	-
North Dakota	1,203	528
Ohio	7,154	10,135
Pennsylvania	6,130	7,426
South Carolina	564	-
Tennessee	534	-
Virginia	3,096	-
Washington DC	1,037	987
West Virginia	392	1,871
Wisconsin	4,985	6,224
Total: Local TV	70,381	57,132

Source: Nielsen Monitor-Plus (June 4, 2008 - August 1, 2008)
*Data excludes local cable advertising.

About The Nielsen Company

The Nielsen Company is a global information and media company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in New York, USA. For more information, please visit, www.nielsen.com.

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