

Obama TV Spot ratings across the FOX, NBC, CBS, MSNBC, NY1, and Univision stations broadcasting the Obama Spot for the night of October 29, 2008 within an MM or LPM market.

DMA Rank	Market	Program Search RTGs*	RTG Rank	Swing States
26	Baltimore	31.3	1	
4	Philadelphia	29.0	2	Pennsylvania
38	West Palm Beach-Ft. Pierce	28.0	3	Florida
29	Nashville	27.3	4	
46	Greensboro-H.Point-W.Salem	27.2	5	North Carolina
21	St. Louis	27.1	6	Missouri
9	Washington, DC (Hagrstwn)	26.8	7	Virginia
1	New York	26.2	8	
7	Boston (Manchester)	25.7	9	
30	Hartford & New Haven	25.1	10	
52	Providence-New Bedford	25.0	11	
62	Ft. Myers-Naples	24.8	12	Florida
27	Raleigh-Durham (Fayetvle)	24.7	13	North Carolina
48	Memphis	24.6	14	
32	Columbus, OH	24.2	15	Ohio
43	Norfolk-Portsmouth-Newpt Nws	23.5	16	Virginia
13	Tampa-St. Pete (Sarasota)	23.4	17	Florida
19	Orlando-Daytona Bch-Melbrn	22.9	18	Florida
31	Kansas City	22.9	19	Missouri
16	Miami-Ft. Lauderdale	22.8	20	Florida
51	Buffalo	22.8	21	
25	Indianapolis	22.4	22	Indiana
24	Charlotte	22.3	23	North Carolina
15	Minneapolis-St. Paul	22.2	24	Minnesota
58	Richmond-Petersburg	21.9	25	Virginia
50	Louisville	21.7	26	
44	Albuquerque-Santa Fe	21.5	27	New Mexico
2	Los Angeles	21.3	28	
53	New Orleans	21.2	29	
3	Chicago	21.1	30	
23	Pittsburgh	20.9	31	Pennsylvania
18	Denver	20.8	32	Colorado
36	Greenville-Spart-Ashevil-And	20.8	33	North Carolina/South Carolina
40	Birmingham (Ann and Tusc)	20.8	34	
61	Tulsa	19.4	35	
37	San Antonio	19.2	36	
6	San Francisco-Oak-San Jose	18.9	37	
17	Cleveland-Akron (Canton)	18.8	38	Ohio
42	Las Vegas	18.8	39	Nevada
11	Detroit	18.7	40	Michigan
59	Knoxville	18.6	41	
34	Cincinnati	18.0	42	Ohio
8	Atlanta	17.9	43	
49	Austin	17.7	44	
14	Seattle-Tacoma	17.5	45	
64	Dayton	17.3	46	Ohio
20	Sacramnto-Sikton-Modesto	16.9	47	
28	San Diego	16.9	48	
47	Jacksonville	16.8	49	Florida
33	Salt Lake City	16.5	50	
45	Oklahoma City	16.2	51	
10	Houston	16.0	52	
5	Dallas-Ft. Worth	15.6	53	
35	Milwaukee	14.4	54	Wisconsin
12	Phoenix (Prescott)	14.3	55	
22	Portland, OR	14.2	56	

Weighted Avg. of 56 markets 21.7

* Stations include CBS, NBC, FOX, UNIVISION, MSNBC, NY1.

**BET also aired the program, but they were not searchable by program and played the infomercial at various times across the country making a daypart search more complex than the debates where it was on at the same time across the country. For this reason, we are excluding the BET rating.