



Democratic and Republican Conventions

Year	Networks	Democratic Convention		Republican Convention	
		Total Rating	Total Homes	Total Rating	Total Homes
2008	Total- ABC, CBS, NBC, CNN, MSNBC, FOXNC, BET, TVONE, UNI, TEL	19.9^	22,489,000^	21.9^^	25,126,000^^
2004	Total- ABC, CBS, NBC, CNN, MSNBC, FOXNC	14.3+	15,537,000+	15.3++	16,809,000++
2000	Total - ABC, CBS, NBC, CNN, MSNBC, FOXNC	15.3***	15,380,000***	13.9**	14,042,000**
1996	Total- ABC, CBS, NBC, CNN, PBS	17.2	16,418,000	16.5*	15,756,000*
1992	Total- ABC, CBS, NBC, CNN, PBS	22.0	20,500,000	20.5	20,000,000
1988	Total- ABC, CBS, NBC	19.8	17,400,000	18.3	16,200,000
1984	Total- ABC, CBS, NBC	23.4	19,500,000	19.2	16,200,000
1980	Total- ABC, CBS, NBC	27.0	20,700,000	21.6	16,500,000
1976	Total- ABC, CBS, NBC	25.2	17,400,000	31.5	21,900,000
1972	Total- ABC, CBS, NBC	18.3	11,400,000	23.4	14,400,000
1968	Total - ABC, CBS, NBC	28.5	16,200,000	26.4	15,000,000
1964	Total - ABC, CBS, NBC	28.8	14,695,000	21.8	11,130,000
1960	Total - ABC, CBS, NBC	29.2	13,216,000	28.0	12,596,000

Source: Nielsen

Notes:

Nielsen Tunes into Politics 1992. Note: 1976 and 1980 data based on primetime coverage only (7:30pm-11pm).

1996 data based on closest comparable time period on all 5 networks: Mon-Thu appr. 10-11:15pm

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

** 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

***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

+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.

++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)

+++ BET and TVONE = Democratic Convention only, UNI/TEL Thursday Only for Both Conventions

All other coverage times are Monday-Thursday10p-11:00pm (No Republican Coverage on Monday September 1 due to hurricane coverage)