



Media Advisory

Audience Estimates for the 2008 Democratic National Convention *Television Audience Estimates*

New York —Day two of the Democratic National Convention on Tuesday August 26, 2008 featured a speech by Sen. Hillary Clinton that was carried live during prime time on eight networks – ABC, CBS, NBC, CNN, FOX News Channel, MSNBC, BET and TV One. While coverage varied by network, all eight aired live coverage from approximately 10-11:15PM (ET). The chart below shows the sum of the audiences for these networks during common coverage.

Viewership to the 2004 Democratic National Convention are shown at the end of the chart. On Tuesday, the second night of the 2004 convention, only the cable news networks aired live convention coverage. ABC, CBS and NBC all aired regularly scheduled programs.

For additional political information, please visit the Nielsen Newswire at <http://blog.nielsen.com/nielsenwire/category/politics/>

2008 Democratic National Convention Sum of Networks Live + Same Day

	Day 1-Aug 25, 2008		Day 2-Aug 26, 2008	
	Rating	Number in Thousands	Rating	Number in Thousands
All Households	15.1	17,112	17.8	20,066
Persons 2+	7.8	22,297	9.0	25,974
Persons 12-17	1.7	417	1.9	439
Persons 18-34	4.6	3,156	4.7	3,110
Persons 18-49	5.9	7,678	6.6	8,646
Persons 55+	16.6	10,080	20.0	13,829
African American P2+ *	12.0	4,316	12.7	4,592
Hispanic P2+ *	2.6	1,084	3.2	1,350
White P2+ *	7.6	16,582	9.0	19,622
2004 Democratic National Convention Viewing – Live Only				
	Day 1-July 26, 2004 6-Networks		Day 2-July 27, 2004 3 -Networks	
Persons 2+	6.7	18,487	2.2	5,859

2008 Networks Included:

Day 1 - ABC, CBS, NBC, CNN, FOX News, MSNBC, BET, TV One

Day 2 -

* Persons ratings for African American, Hispanic based on universe of African Americans and Hispanics

2004 Networks:

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

Day 2 - CNN, FOX News, MSNBC. ABC, CBS, NBC regularly scheduled programs.

Source: The Nielsen Company

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