



Media Advisory

Audience Estimates for the 2008 Democratic National Convention Television Audience Estimates

New York —Day three of the Democratic National Convention on Wednesday August 26, 2008 featured speeches by Vice Presidential nominee Sen. Joseph Biden and former President Bill Clinton and 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 10-11PM (ET). The chart below shows the sum of the audiences for these networks during common coverage.

Viewership to the 2004 Democratic National Convention is shown at the end of the chart.
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		Day 3-Aug 27, 2008	
	Rating	Number in Thousands	Rating	Number in Thousands	Rating	Number in Thousands
All Households	15.1	17,112	17.8	20,066	16.4	18,481
Persons 2+	7.8	22,297	9.0	25,974	8.4	24,029
Persons 12-17	1.7	417	1.9	439	1.9	440
Persons 18-34	4.6	3,156	4.7	3,110	4.7	3,131
Persons 18-49	5.9	7,678	6.6	8,646	6.2	8,153
Persons 55+	16.6	10,080	20.0	13,829	18.1	12,509
African American P2+ *	12.0	4,316	12.7	4,592	12.2	4,413
Hispanic P2+ *	2.6	1,084	3.2	1,350	2.7	1,159
White P2+ *	7.6	16,582	9.0	19,622	8.4	18,125
2004 Democratic National Convention Viewing – Live Only						
	Day 1-July 26 2004 6-Networks		Day 2 – July 27, 2004 3 -Networks		Day 3 – July 28, 2004 6-Networks	
Persons 2+	6.7	18,487	2.2	5,859	6.6	17,986

* Persons ratings for African American, Hispanic show the percent of African American or Hispanic persons age 2+ in TV homes watching the convention coverage.

2008 Networks Included:

Days 1, 2, 3 - ABC, CBS, NBC, CNN, FOX News, MSNBC, BET, TV One

2004 Networks:

Day 1, Day 3 – ABC, CBS, NBC, CNN, FOX News, MSNBC

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

Source: The Nielsen Company

Contacts: Alana Johnson – 646-654-8391
Anne Elliot – 813-366-3556