



Media Advisory

33.5 Million Watch Obama 2008 Paid Program

New York –October 30, 2008 – On Wednesday October 29, 2008 the Obama campaign purchased a half hour of prime time television on CBS, FOX, NBC, Univision, BET, MSNBC, and TV One to present a program produced by the campaign. The sum of the audiences for these seven networks was 33,553,000. For additional political information, please visit the Nielsen Newswire at <http://blog.nielsen.com/nielsenwire/category/politics/>

Obama for President – Paid Program - October 29, 2008 - 8-8:30 PM ET

Network	Households		Persons 2+		African American 2+		Hispanic 2+		White P2+	
	Rating	Number	Rating	Number	Rating	Number	Rating	Number	Rating	Number
CBS	5.5	6,350	3.0	8,600	4.4	1,640	1.1	480	3.0	6,330
FOX	4.6	5,220	2.5	7,140	3.5	1,280	1.1	490	2.5	5,280
NBC	6.0	6,870	3.4	9,780	3.5	1,290	1.1	490	3.6	7,710
Univision	1.8	2,110	1.2	3,470	0.2	90	7.2	3,120	0.8	1,740
BET	0.5	523	0.2	714	1.1	398	0.1	58	0.1	276
MSNBC	2.1	2,461	1.2	3,542	2.1	792	0.3	143	1.2	2,642
TV One	0.1	167	0.1	307	0.4	160	0.3	128	<<	21
Sum of Sources	20.6	23,701	11.6	33,553	15.2	5,650	11.2	4,909	11.2	23,969

<<Below minimum reporting standards

Independent Party candidate Ross Perot bought television time on three broadcast networks on the night before Election Day in 1996. As with the 2008 Obama program, this show aired within the same hour, however it was different duration on different networks and had a staggered start time.

Ross Perot – Paid Political Prime Time Program November 4, 1996

Network	Time	Household Rating	Households	Persons 2+ Rating	Persons 2+
ABC	8-9:00PM	5	4,802	2.7	6,579
CBS	8:30-9PM	6.9	6,657	3.9	9,613
NBC	8-8:30PM	4.9	4,724	2.6	6,486
Sum of Sources		16.8	16,183	9.2	22,678

In 1992 candidate Ross Perot aired 15 paid programs that aired at various times on three broadcast networks, ABC, CBS and NBC. For more information about those telecasts, visit the Nielsen Newswire through this link: <http://blog.nielsen.com/nielsenwire/category/politics/>

Contacts: Anne Elliot – 813.366.3556
Alana Johnson – 66.654.8391