

## 2008 Democratic and Republican Convention Audiences

| TABLE 3  |        |              |        |              |        |              |        |              |         |              |
|--|--------|--------------|--------|--------------|--------|--------------|--------|--------------|---------|--------------|
|  | Day 1  |              | Day 2  |              | Day 3  |              | Day 4  |              | Average |              |
|  | Rating | Viewers      | Rating | Viewers      | Rating | Viewers      | Rating | Viewers      | Rating  | Viewers      |
| DNC  | 17.2   | 25.1 million | 19.8   | 28.7 million | 18.6   | 27 million   | 27.1   | 41.8 million | 22.1    | 33.2 million |
| RNC  | n/a    | n/a          | 15.6   | 23.4 million | 25.9   | 40.4 million | 26.6   | 41.7 million | 23.8    | 37.1 million |
|  |        |              |        |              |        |              |        |              |         |              |
| Prime Time Hour:   |        |              |        |              |        |              |        |              |         |              |
| All days of both conventions: ABC, CBS, NBC, CNN, FOX News, MSNBC, PBS |        |              |        |              |        |              |        |              |         |              |
| Added on Day 4 of both conventions: Univision, Telemundo               |        |              |        |              |        |              |        |              |         |              |
| All days of DNC: BET, TV One   |        |              |        |              |        |              |        |              |         |              |