



Media Advisory

63.2 Million Watch the Second 2008 Presidential Debate *Senators McCain and Obama Second of Three Debates –October 7, 2008*

New York — The second debate between Presidential candidates Sen. Barack Obama of Illinois and Sen. John McCain of Arizona was telecast on Tuesday October 7, 2008 from approximately 9:00 to 10:30 PM (ET) and was carried live on ABC, CBS, FOX, NBC, Telemundo, Univision, BBC-America, CNBC, CNN, FOX News Channel, and MSNBC. The sum of debate audience on these 11 networks was 63,233,000.

For historical information on previous debates and additional political information from the current campaign, please visit the Nielsen Newswire at: <http://blog.nielsen.com/nielsenwire/category/politics/>

2008 Presidential Debates

Sum of Networks Live + Same Day

	September 26, 2008		October 7, 2008	
	Rating	Number	Rating	Number
All Households	31.6	36,224,000	38.8	44,372,000
Persons 2+	18.1	52,418,000	21.9	63,233,000
African American P2+ *	19.5	7,174,000	21.3	7,842,000
Hispanic P2+ *	8.2	3,456,000	11.0	4,774,000
White P2+ *	19.4	41,079,000	23.5	49,842,000
2004 –Debate	September 30, 2004		October 8, 2004	
Households	39.4	43,000,000	29.6	32,500,000
Persons 2+	22.5	62,500,000	16.8	46,700,000

Source: The Nielsen Company

* Persons ratings for African American, Hispanic are % of African American/ Hispanic persons age 2+ in TV homes watching the debate coverage.

2008 Networks Included:

Debate 1- ABC, CBS, FOX, NBC, Telefutera, Telemundo, BBC-America, CNBC, CNN, FOX News, MSNBC
Debate 2 - ABC, CBS, FOX, NBC, Telemundo, Univision, BBC-America, CNBC, CNN, FOX News, MSNBC

2004 Networks Included:

Debate 1 – ABC, CBS, NBC, CNN, FOX News, MSNBC
Debate 2 - ABC, CBS, NBC, CNN, FOX News, MSNBC

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