



## Media Advisory

### National TV Audience Estimates for the Election Night 2008

**New York – November 5, 2008** – On Election Night 2008 viewers turned to television news for coverage of the presidential, as well as state and local races. Live news coverage was carried on both broadcast and cable networks, including Spanish-language networks. The audience estimates below are based on a “live across” feed.

A separate chart at the end of this advisory looks at the 8PM-12:30AM time frame that includes Senator McCain’s concession speech and President-elect Obama’s speech in Chicago.

#### Election Night Coverage – November 4, 2008 Prime Time – LIVE FEED/LIVE+SD DATA STREAM 8-11pm ET/7-10pm CT/6-9pm MT/5-8pm PT

Network	Households		Persons 2+	
	Rating	Number	Rating	Number
ABC	8.0	9,108,000	4.5	13,133,000
CBS	4.8	5,507,000	2.7	7,829,000
NBC	7.2	8,234,000	4.1	12,018,000
FOX BROADCAST	3.1	3,560,000	1.8	5,137,000
UNIVISION	2.0	2,332,000	1.4	4,075,000
TELEMUNDO	0.5	527,000	0.3	790,000
BBC-AMERICA	0.1	140,000	0.1	224,000
BET	0.3	325,000	0.2	438,000
CNBC	0.2	285,000	0.1	391,000
CNN	6.7	7,687,000	4.2	12,304,000
FOX NEWS CHANNEL	5.2	5,995,000	3.1	9,044,000
MSNBC	3.2	3,651,000	2.0	5,889,000
TVONE	0.1	61,000	<<	88,000
WGN-AMERICA	0.1	96,000	<<	115,000
<b>Sum of Sources</b>	<b>41.5</b>	<b>47,508,000</b>	<b>24.5</b>	<b>71,474,000</b>

For comparison, here are the figures for the 2004 election night coverage:

Election Night Coverage – November 2, 2004  
Prime Time – LIVE FEED 8-11pm ET/7-10pm CT/6-9pm MT/5-8pm PT

Network	Households		Persons 2+	
	Rating	Number	Rating	Number
ABC	8.3	9,131,000	4.8	13,220,000
CBS	6.3	6,907,000	3.4	9,540,000
Fox Broadcast*	3.1	3,361,000	1.7	4,709,000
NBC	9.7	10,586,000	5.5	15,207,000
CNN	3.8	4,159,000	2.2	6,196,000
FOX News Channel	4.7	5,173,000	2.9	8,052,000
MSNBC	1.7	1,900,000	1.0	2,836,000
<b>Sum of English Language Networks</b>	<b>34.5</b>	<b>37,856,000</b>	<b>19.8</b>	<b>55,051,000</b>
<b>Spanish Language Networks Based on Nielsen Hispanic People Meter Sample</b>				
Telefutura *	3.1	340,000	1.6	610,000
Telemundo*	4.8	529,000	2.0	745,000
Univision*	16.1	1,754,000	7.3	2,764,000
<b>Sum of Spanish Language Networks</b>	<b>24.0</b>	<b>2,623,000</b>	<b>10.9</b>	<b>4,119,000</b>

\* Notes: FOX Broadcast – 8-10PM ET/7-9PMCT/6-8PM MT/5-7PM PT; Telefutura - 7-9PM ET/6-8PM CT/4-6PM PT; Telemundo - 7-11PM ET/6-10PM CT/4-8PM PT; Univision - 9-11PM ET/8-10PM CT/6-8PM PT

In 2000 election coverage went well past 11PM, but for comparison these figures show the prime time audiences for the networks. In this chart, only national program content is included. Local cutaways by affiliates covering regional and local elections are excluded in these numbers.

Network	Households		Persons 2+	
	Rating	Number	Rating	Number
ABC	9.6	9,762,000	5.7	14,782,000
CBS	8.8	8,959,000	5.0	12,965,000
NBC	12.1	12,336,000	7.1	18,370,000
FOX Broadcast	2.6	2,624,000	1.7	4,267,000
CNN	3.7	3,736,000	2.3	5,817,000
FOX News Channel	1.5	1,537,000	1.0	2,408,000
MSNBC	1.9	1,960,000	1.2	2,962,000
<b>SUM OF SOURCES</b>	<b>40.2</b>	<b>40,914,000</b>	<b>23.6</b>	<b>61,571,000</b>

\*Live Feed = 8-11pm ET; 7-10PM CT; 6-9PM MT; and 5-8PM PT.

\*\*Broadcast Feed = 8-10PM ET and PT; 7-9PM CT and MT.

**Election Night Coverage – November 4, 2008**  
**LIVE FEED/LIVE+SD DATA STREAM**  
**8PM-12:30AM ET/7-11:30PM CT/6-10:30PM MT/5-9:30PM PT**

Network	Households		Persons 2+	
	Rating	Number	Rating	Number
ABC	7.6	8,756,000	4.3	12,528,000
CBS	4.6	5,322,000	2.6	7,485,000
NBC	7.2	8,286,000	4.1	11,908,000
FOX BROADCAST	2.9	3,290,000	1.6	4,660,000
UNIVISION	2.0	2,291,000	1.4	4,010,000
TELEMUNDO	0.5	536,000	0.3	847,000
BBC-AMERICA	0.1	146,000	0.1	231,000
BET	0.4	412,000	0.2	547,000
CNBC	0.3	303,000	0.1	415,000
CNN	7.3	8,315,000	4.6	13,296,000
FOX NEWS CHANNEL	4.8	5,441,000	2.8	8,061,000
MSNBC	3.4	3,843,000	2.2	6,357,000
TVONE	0.1	79,000	<<	110,000
WGN-AMERICA	0.1	129,000	0.1	163,000
<b>Sum of Sources</b>	<b>41.4</b>	<b>47,149,000</b>	<b>24.4</b>	<b>70,617,000</b>

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