



## Media Advisory

### 28.8 Million Watch President Obama's Prime Time Press Conference

11.5 Million Fewer Viewers Than Second Press Conference

To mark his 100<sup>th</sup> day in office President Obama held his third prime time press conference on Wednesday April 29, 2009. The conference was carried live from 8:00PM to approximately 9:00PM on 10 networks. The sum of average audience for those networks was 28,811,000 viewers and had a combined household rating of 18.8. The networks carrying the press conference were ABC, CBS, NBC, Univision, CNBC, CNN, FOX News Channel, MSNBC, mun2 and on tape delay on Telemundo.

The President's second prime time press conference was watched by 40.4 million people on eleven networks on March 24, 2009.

<b>Wednesday April, 29 2009</b>	<b>Combined Household Rating</b>	<b>Combined Household Share</b>	<b>Number of Households</b>	<b>Number of Persons</b>
ABC, CBS, NBC, Univision, CNBC, CNN, FOX News Channel, MSNBC, mun2, Telemundo	18.8	27	21,408,000	28,811,000

Here are ratings for President Obama's previous prime time press conferences this year:

<b>Event</b>	<b>Date</b>	<b>Number of Networks</b>	<b>Household Rating</b>	<b>Household Share</b>	<b>Number of Households</b>	<b>Number of Persons</b>
Press Conference	3/24/09	11	25.9	45	29,799,000	40,354,000
Press Conference	2/9/09	8	30.8	47	35,311,433	49,455,000