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News Release

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MITT ROMNEY IS STILL “THE LEADER OF THE PACK” IN CAMPAIGN ADVERTISING, NIELSEN REPORTS

Iowa Remains Focus for Local Ads

Hillary Clinton and Barack Obama in Tight Race for Most Visitors to Campaign Web Sites

NEW YORK, NY – October 15, 2007 – So far this year, Republican Presidential Candidate Mitt Romney has placed more political ads than any other two presidential candidates combined, The Nielsen Company reported today. Altogether, Romney placed 11,595 political ads from January 1 to October 10, 2007, compared to 5,975 for Bill Richardson and 4,600 for Barack Obama, the two runners-up.

Nielsen also reported:

- Almost 95% of the total 29,877 presidential campaign ads placed this year were on local television, and over 71% of those were placed in Iowa.
- During the month of August, HillaryClinton.com (759,000) and BarackObama.com (749,000) continued to be in a tight race for the most unique visitors to their campaign Web sites.
- Hillary Clinton generated the most “Buzz” in online blog discussions. On the Republican side, both Rudy Giuliani and Mitt Romney experienced increases, but the rate was outpaced by the growth in buzz about Fred Thompson, who officially entered the race during the quarter.

Nielsen measures television and radio advertisements through Nielsen Monitor-Plus, Internet advertising through Nielsen//NetRatings and blog and other consumer-generated media activity through Nielsen BuzzMetrics.

Democrats Outpace GOP in Traditional Media

- Overall, the Democrats have taken the lead in running Presidential campaign advertising. The Democratic candidates have run a total of 16,941 television advertising spots compared to 11,691 spots by the Republican candidates.
- With more than 11,000 ads, Romney has far outpaced his Republican rivals. John McCain, for example, has run 161 local ads, all in New Hampshire, and Fred Thompson has run 13



ads, all on national cable. Both McCain and Thompson have only recently started running spots, with their ads airing since September.

- Rudy Giuliani continues his strategy of running ads exclusively on radio with a total of 642 spots airing during this time period.

2008 Presidential Campaign Television and Radio Spots for Democrats
(TV = Jan 1, 2007- Oct 10, 2007; Radio = Jan 1, 2007 – Sep 2, 2007)

Media/Market	Bill Richardson	Chris Dodd	Barack Obama	Hillary Clinton	John Edwards	Joe Biden
Total TV & Radio	5,975	2,960	4,600	2,406	550	660
Radio	161	-	49	-	-	-
National Cable		4				1
Total Local TV	5,814	2,956	4,551	2,406	550	659
Iowa	5,225	2,259	4,372	1,927	45	659
New Hampshire	584	697	177	479	481	-
Florida	-	-	-	-	-	-
South Carolina	-	-	-	-	-	-
Vermont	-	-	-	-	-	-
Georgia	-	-	-	-	-	-
Michigan	-	-	-	-	-	-
Maine	-	-	-	-	-	-
Washington DC	-	-	-	-	24	-
California	1	-	-	-	-	-
Other	4	-	2	-	-	-

Source: Nielsen Monitor-Plus



2008 Presidential Campaign Television and Radio Spots for Republicans
 (TV = Jan 1, 2007—Oct 10, 2007; Radio = Jan 1, 2007—Sep 2, 2007)

Media/Market	Mitt Romney	Rudy Giuliani	Ron Paul	John McCain	Duncan Hunter	Fred Thompson	Tom Tancredo
Total TV & Radio	11,595	642	231	161	88	13	9
Radio	397	642	-	-	-	-	9
National Cable	297					13	
Total Local TV	10,901	-	231	161	88	-	-
Iowa	5,173	-	231	-	54	-	-
New Hampshire	1,624	-	-	161	-	-	-
Florida	1,487	-	-	-	-	-	-
South Carolina	1,395	-	-	-	22	-	-
Vermont	995	-	-	-	-	-	-
Georgia	96	-	-	-	-	-	-
Michigan	68	-	-	-	-	-	-
Maine	52	-	-	-	-	-	-
Washington DC	-	-	-	-	-	-	-
California	-	-	-	-	12	-	-
Other	11	-	-	-	-	-	-

Source: Nielsen Monitor-Plus

Online Race to the White House

Over the past several months, Hillary Clinton and Barack Obama have been vying for the most popular presidential campaign Web site. This summer, Clinton led in June, Obama led in July and Clinton pulled ahead again in August, with 759,000 unique visitors. Obama followed close behind, with 749,000 unique visitors. John Edwards rounded out the top three campaign sites with 448,000 unique visitors.

Relative newcomer Fred Thompson took the No. 4 spot among all candidates in August and was the online leader among Republicans with 410,000 unique visitors to Fred08.com. Fellow Republicans Mitt Romney and Ron Paul followed with 291,000 and 210,000 unique visitors, respectively.



Presidential Campaign Web Sites* for August 2007 (U.S., Home and Work)

Site	Unique Visitors (000)	Web Page Views (000)
HillaryClinton.com	759	3,283
BarackObama.com	749	9,910
JohnEdwards.com	448	1,955
Fred08.com	410	1,437
MittRomney.com	291	1,457
RonPaul2008.com	208	611
ChrisDodd.com**	177	203
JoinRudy2008.com	151	3,697
MikeHuckabee.com**	123	461
RichardsonForPresident.com**	103	1,190
JohnMcCain.com**	58	193
Dennis4president.com**	52	1,715

Source: Nielsen//NetRatings

* Minimum of 50,000 unique visitors

**These Web sites do not meet minimum sample size standards. Projected and average measures for these sites may exhibit large changes month-to-month as a result.

Despite low Web traffic, John McCain continues to lead the presidential contenders in online advertising, with 4.3 million sponsored link impressions in August. Dennis Kucinich ranked No. 2 with 1.8 million sponsored links, followed by Mitt Romney and Hillary Clinton with 1.7 million and 522,000 sponsored link impressions in August, respectively.

Online Political Campaign Advertising, Sponsored Links in August (U.S.)

Candidate	Sponsored Link Impressions (000)
John McCain	4,316
Kucinich for President Committee	1,822
Romney for President, Inc.	1,731
Friends of Hillary	522

Source: Nielsen//NetRatings

Buzz Worthy Candidates

Hillary Clinton continues to lead in online buzz, generating the most online mentions in blogs for the third quarter. Fred Thompson, who announced his candidacy on The Tonight Show and on his website, experienced the greatest growth in mentions, increasing 526 percent compared to the first quarter. Mentions of Republican candidates Mitt Romney and Rudy Giuliani also grew during the quarter, while mentions of John McCain slipped.

Presidential Candidates' Average Monthly Share of Blog Citations

Candidate	Q1 2007 average	Q2 2007 average	Q3 2007 average	Q1 to Q3 change
Hillary Clinton	0.05%	0.05%	0.05%	0%
John Edwards	0.04%	0.03%	0.03%	-20%
Fred Thompson	0.00%	0.02%	0.03%	526%
Mitt Romney	0.02%	0.03%	0.03%	35%
Rudy Giuliani	0.02%	0.03%	0.02%	45%
John McCain	0.03%	0.04%	0.02%	-27%



Barack Obama	0.03%	0.02%	0.02%	-33%
Joe Biden	0.01%	0.01%	0.01%	0%

Source: Nielsen BuzzMetrics

About The Nielsen Company

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