



Nielsen Online

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## News Release

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### **VIDEO VIEWING AT BARACKOBAMA.COM GROWS 155 PERCENT IN AUGUST; JOHNMCCAIN.COM ATTRACTS A MAJORITY FEMALE VIEWERSHIP FOR THE FIRST TIME**

#### **Nielsen Online Releases Topline VideoCensus Data for August**

**New York, NY - September 24, 2008** – Nielsen Online, a service of The Nielsen Company, today announced that the number of video streams at BarackObama.com increased 155 percent in August, from 502,000 in July to 1.3 million last month. The number of unique viewers for Obama increased 173 percent, from 302,000 in July to 824,000 in August, the month of the Democratic National Convention.

Video viewing at John McCain’s Web site also increased in August over the previous month, although more modestly. Video streams grew by 16 percent, from one million to 1.2 million, while unique viewers increased five percent from 452,000 to 475,000.

**Table 1: Total Video Streams (000) at Presidential Candidates’ Web Sites**

	June-08	July-08	August-08	Month over Month Percent Change
BarackObama.com	967	502	1,278	155%
John McCain 2008	377	1,010	1,176	16%

Source: Nielsen Online, VideoCensus

Note: Includes progressive downloads and excludes video advertising.

**Table 2: Unique Video Viewers (000) at Presidential Candidates’ Web Sites**

	June-08	July-08	August-08	Month over Month Percent Change
BarackObama.com	538	302	824	173%
John McCain 2008	187	452	475	5%

Source: Nielsen Online, VideoCensus

Note: Includes progressive downloads and excludes video advertising.

#### **THE PALIN-EFFECT?**

August was the first month that women comprised more than half of video viewers at JohnMcCain.com, with 58 percent. The selection of Sarah Palin as John McCain’s vice presidential running mate late in the month may have drawn new women viewers to the site. Women made up 63 percent of viewers at Barack Obama’s site in August.



“There’s no doubt that the addition of Sarah Palin to the McCain ticket has sparked a lot of interest across the political spectrum, especially among women,” said Jon Gibs, vice president of media analytics, Nielsen Online. “The question that remains for both candidates is whether Web visitors and online video viewers will translate into votes in the general election in November.”

**Table 3: Female Unique Viewers and Composition Percent at Presidential Campaign Sites**

	June-08		July-08		August-08	
BarackObama.com	360,000	67%	181,000	60%	519,000	63%
John McCain 2008	69,000	37%	217,000	48%	276,000	58%

Source: Nielsen Online, VideoCensus

Nielsen Online today also provided overall online video usage and top brands ranked by video streams for August 2008. While some metrics were flat or down slightly, the time spent per person viewing online video increased nearly eight percent from July to August.

**Table 4: Overall Online Video Usage (U.S.)**

	Jul-08	Aug-08	Percent Change
Unique Viewers (000)	119,146	117,916	-1.0%
Total Streams (000)	8,526,733	8,061,706	-5.5%
Streams per Viewer	71.6	68.4	-4.5%
Time per Viewer (min)	170.5	183.9	7.8%

Source: Nielsen Online, VideoCensus

Note: Includes progressive downloads and excludes video advertising.

**Table 5: Top Online Brands ranked by Video Streams**

Brand	Total Streams (000)	Unique Viewers (000)
YouTube	4,762,883	76,746
Fox Interactive Media	278,375	16,053
Nickelodeon Kids and Family Network	223,044	6,935
MSN/Windows Live	205,018	12,035
Disney Online	171,249	10,341
Yahoo!	169,259	19,659
ESPN	123,123	5,827
Hulu	107,622	2,632
CNN Digital Network	106,383	8,111
Turner Sports and Entertainment Digital Network	87,441	3,892

Source: Nielsen Online, VideoCensus

Note: Includes progressive downloads and excludes video advertising.

**About Nielsen Online:**

Nielsen Online, a service of The Nielsen Company, delivers comprehensive, independent measurement and analysis of online audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behavior, and includes products previously marketed under the Nielsen/NetRatings and Nielsen BuzzMetrics brands. With high quality, technology-driven products and services, Nielsen Online enables clients to make informed business decisions regarding their Internet, digital and marketing strategies. For more information, please visit [www.nielsen-online.com](http://www.nielsen-online.com). Also, visit our blog at [www.nielsen-online.com/blog](http://www.nielsen-online.com/blog).

**About The Nielsen Company:**

The Nielsen Company is a global information and media company with leading market positions in marketing information (ACNielsen), media information (Nielsen Media Research), online intelligence (NetRatings and BuzzMetrics), mobile measurement, trade shows and business publications



(Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in New York, USA. For more information, please visit, [www.nielsen.com](http://www.nielsen.com).

*Editor's Note: Please source all data to Nielsen Online.*

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