



Nielsen Online

The Nielsen Company  
770 Broadway  
New York, NY 10003  
www.nielsen-online.com

## Media Alert

Media Contacts:

Suzy Bausch (415) 617-0181

Michelle McGiboney (408) 941-2930

pr.us@nielsen.com

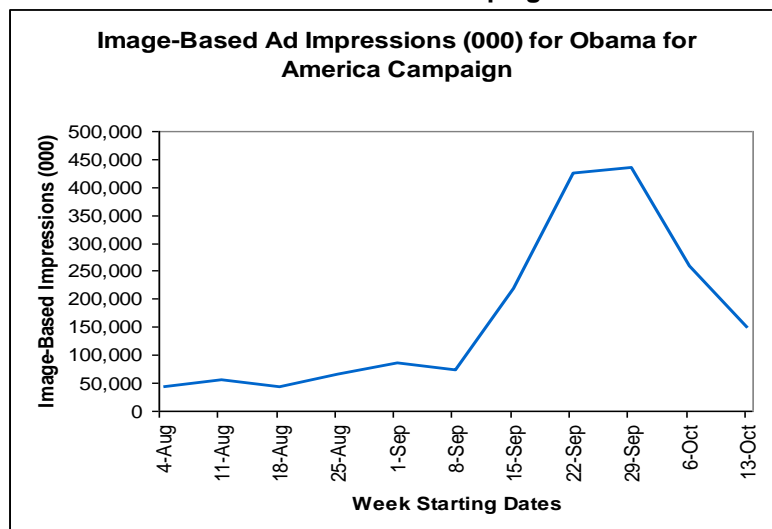
### NIELSEN ONLINE PROVIDES FINAL HIGHLIGHTS OF ONLINE PRESIDENTIAL CAMPAIGN

**New York, NY – October 31, 2008** – With Americans headed to the polls this Tuesday, Nielsen Online, a service of the Nielsen Company, today provided the following highlights of the final weeks and days of the online presidential campaign, including online advertising, Web traffic, online video viewing and candidate buzz.

#### Campaign Online Advertising

As the financial crisis came to a head in mid-September, Senator Barack Obama's campaign began to ramp up its online advertising. Image-based ad impressions by the Obama campaign grew 202 percent from the week beginning September 15<sup>th</sup> to the week beginning September 22<sup>nd</sup> and another 94 percent the following week (see Chart 1). Obama's campaign also stepped up its sponsored link advertising in recent weeks, surpassing McCain's sponsored link advertising for the first time in the week starting October 13<sup>th</sup>.

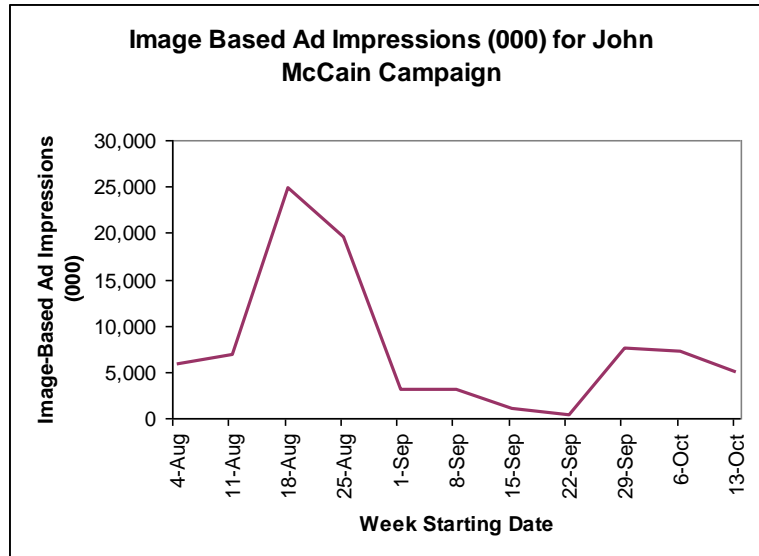
**Chart 1: Image-Based Ad Impressions by Week for the Obama for America Campaign**



Source: Nielsen Online, AdRelevance

Senator McCain's push in online image-based advertising came in the weeks just before the Republican National Convention. Image-based ad impressions for the McCain campaign grew 261 percent from the week beginning August 11<sup>th</sup> to the week beginning August 18<sup>th</sup>. However, after the announcement of his vice presidential running mate and the RNC, the campaign scaled back on its display advertising. Between the weeks of August 25<sup>th</sup> and September 1<sup>st</sup>, the McCain camp decreased its image-based online advertising by 85 percent (see Chart 2).

**Chart 2: Image-Based Ad Impressions by Week for the John McCain Campaign**



Source: Nielsen Online, AdRelevance

**Presidential Campaign Web Sites**

Unique visitors to BarackObama.com outpaced those to JohnMcCain.com nearly 2 to 1 in September. The unique audience at BarackObama.com went from 6.1 million in August to 7.9 million in September, increasing 31 percent month over month. Unique visitors to JohnMcCain.com grew 56 percent month over month, from 2.7 million to 4.2 million (see Table 1).

**Table 1: Unique Audience (000) at Presidential Campaign Sites**

Site	August 2008	September 2008	Month-over-Month Growth
Barack Obama	6,070	7,934	31%
JohnMcCain.com	2,686	4,202	56%

Source: Nielsen Online

**Video Viewing**

Online video proved to be a strength for the McCain campaign in September. Growing 175 percent month over month, total streams at JohnMcCain.com increased from 1.2 million to 3.2 million. Unique viewers at the site also increased 175 percent during the month, growing from 475,000 to 1.3 million (see Table 2).

The number of video streams at BarackObama.com increased 60 percent month over month, from 1.3 million total streams in August to 2.0 million streams in September. Unique viewers at the site also increased, growing 35 percent in September from 824,000 to 1.1 million (see Table 3).

**Table 2: Unique Viewers of Video Content and Total Streams at JohnMcCain.com**

John McCain	August 2008	September 2008	Percent Change
Total Streams (000)	1,176	3,235	175%
Unique Viewers (000)	475	1,305	175%

Source: Nielsen Online, VideoCensus

Note: Includes progressive downloads and excludes video advertising.

**Table 3: Unique Viewers of Video Content and Total Streams at BarackObama.com**

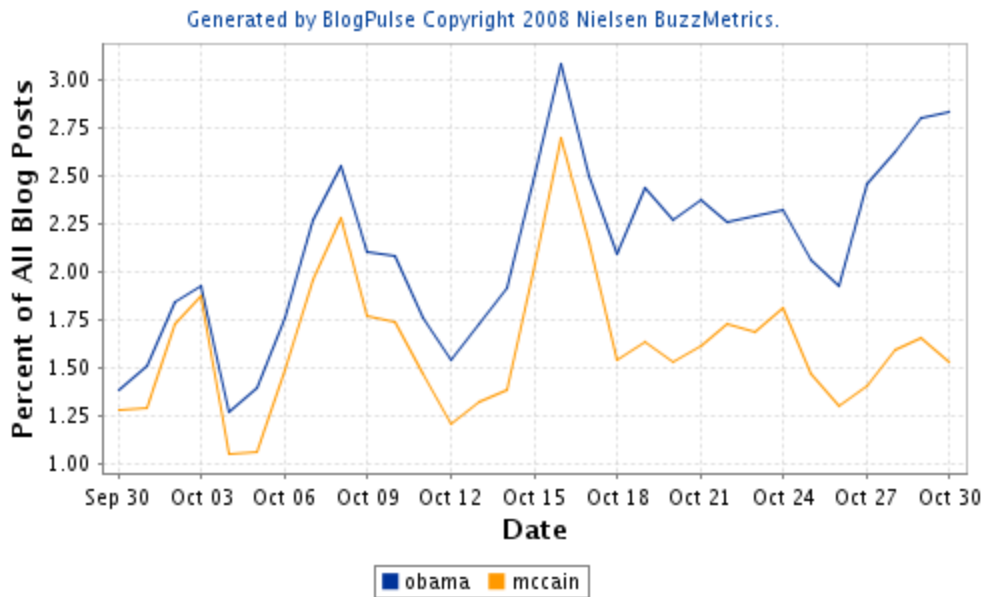
Barack Obama	August 2008	September 2008	Percent Change
Total Streams (000)	1,278	2,044	60%
Unique Viewers (000)	824	1,111	35%

Source: Nielsen Online, VideoCensus

Note: Includes progressive downloads and excludes video advertising.

**Online Buzz Levels**

Online consumers continue to buzz about the two presidential candidates as Election Day approaches, with spikes related to the presidential debates. Buzz around Obama has increased over the past few days, including on October 29<sup>th</sup>, the day his “infomercial” aired on CBS, NBC, Fox and Univision.



**Brand Association Maps for the Presidential Candidates**

The results of Brand Association maps for both candidates reveal that their opponent’s name is most closely associated with theirs, followed by the names of their running mates. After that, a variety of topics related to the campaign emerge in association with the candidates, including “Sarah Palin,” “campaign” and “debate” for Senator McCain, and “Sarah Palin,” “Vote,” and “President,” for Senator Obama.

Interestingly, some events and ideas that the campaigns are trying to downplay are as closely associated with the candidates as those that they are trying to promote. For example, the terms, “Katie Couric,” “Interview,” and “David Letterman” are as close to John McCain’s name as “Reform,”



“Economy,” and “Freddie Mac.” Barack Obama’s name is as close to “Rezko,” “Plumber,” and “Wright,” as it is to “Economy,” “Financial,” and “Reform.”

[Link to Obama Brand Association Map](#)

[Link to McCain Brand Association Map](#)

***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 and consumer information, television and other media measurement, online intelligence, 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.*