



Nielsen Online

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## News Release

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### **BARACK OBAMA HAS MOST ONLINE VIDEO VIEWERS AMONG PRESIDENTIAL CANDIDATES, ACCORDING TO NIELSEN ONLINE**

Minimal Viewer Overlap between the Candidates Suggests Video Content attracts Decided Voters

**NEW YORK– April 22, 2008** – Nielsen Online, a service of The Nielsen Company, today announced that among presidential candidates, Senator Barack Obama’s Web site had the most unique viewers of video content in March, with 518,000. Senator Hillary Clinton had 351,000 unique viewers and Senator John McCain had 38,000 (see Table 1). The findings were released with the March 2008 VideoCensus figures, which indicated continued growth in the consumption of online video.

**Table 1: Presidential Candidate Web Sites ranked by Unique Viewers of Video Content in March 2008 (U.S., Home and Work)**

Candidate Web Site	Unique Viewers (000)	Total Video Streams (000)	Time Spent per Viewer
Barack Obama	518	828	16 min
Hillary For President	351	551	4.8 min
JohnMcCain.com	38	66	1.5 min

Source: Nielsen Online, VideoCensus

#### **Minimal Viewer Overlap between Audiences**

Only one percent of viewers watched video content on both Barack Obama’s and Hillary Clinton’s Web sites in March. Across all candidate sites, including John McCain’s, there was virtually no overlap. The findings suggest that campaign Web site videos are attracting loyal viewers who are not necessarily researching all three candidates.

“This reinforces a clear trend toward candidates using the Web as a rallying point for their base – as a place to disseminate talking points and to gather contributions,” said Jon Gibs, vice president, media analytics for Nielsen Online. “Undecided voters seem to understand this and appear to be going elsewhere – including online destinations such as CNN, MSNBC and The New York Times, as well as less official channels such as YouTube to gather broader information and view video content.”



### March's Topline VideoCensus Metrics

**Table 2: Overall Online Video Consumption for January - March 2008 (U.S., Home and Work)**

	Jan-08	Feb-08	Mar-08
Unique Viewers (000)	116,745	115,799	115,366
Total Streams (000)	5,987,475	6,333,326	6,967,963
Streams per Viewer	51.3	54.7	60.4
Time per Viewer (min)	124.4	130.7	137.3

Source: Nielsen Online, VideoCensus

**Table 3: Top 10 Brands by Video Streams for March 2008 (U.S., Home and Work)**

Video Brand	Total Streams (000)	Unique Viewers (000)
1. YouTube	3,646,076	69,604
2. Fox Interactive Media	332,708	19,801
3. Yahoo!	265,912	22,532
4. Nickelodeon Kids and Family Network	187,646	6,256
5. MSN/Windows Live	170,850	10,521
6. ESPN	114,631	6,103
7. Disney Online	90,130	7,671
8. Turner Entertainment New Media Network	89,795	6,348
9. CNN Digital Network	82,525	5,515
10. Google	74,826	14,095

Source: Nielsen Online, VideoCensus

#### **About VideoCensus:**

Nielsen Online's VideoCensus is the first and only syndicated online video measurement service to combine patented panel and census research methodologies, providing an accurate count of viewing activity and engagement along with in-depth demographic reporting.

#### **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).

#### **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 Haarlem, the Netherlands, and New York, USA. For more information, please visit, [www.nielsen.com](http://www.nielsen.com).