

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: U.S. Senate Candidates (YouTube)(07/28/2010)

OVERVIEW

This snapshot reflects growth in YouTube views over the past four weeks. Republican (GOP) Senate candidates hold **7** of the top **10** rankings for views/CD. GOP Senate candidates account for **73.61%** of all views for Senate candidates during this period: consequently outgrowing the DEM candidates **644,963** to **231,240**.

WHICH U.S. SENATE CANDIDATES ARE PERFORMING THE BEST ON YOUTUBE?

Roy Blunt had the most YouTube views for Republican (GOP) candidates with **185,641 (20,627/CD)** while Harry Reid led the way for Democrat (DEM) candidates with **79,530 (26,510/CD)**.

Rank	Campaign	State	Party	CDs	Views	Views/CD
1	Roy Blunt	MO	Rep	9	185,641	20,627
2	Sharron Angle	NV	Rep	3	109,969	36,656
3	Marco Rubio	FL	Rep	25	88,973	3,559
4	Linda McMahon	CT	Rep	5	87,468	17,494
5	Harry Reid	NV	Dem	3	79,530	26,510
6	Carly Fiorina	CA	Rep	53	51,238	967
7	Charles Melancon	LA	Dem	7	24,986	3,569
8	Mark Kirk	IL	Rep	19	18,922	996
9	Jim Bender	NH	Rep	2	16,627	8,314
10	Russ Fiengold	WI	Dem	8	16,170	2,021

Sharron Angle had the most views/CD for GOP candidates with **36,656 (109,969 total)** while Harry Reid led the way for DEM candidates with **26,510 (79,530 total)**.

Rank	Campaign	State	Party	CDs	Views	Views/CD
1	Sharron Angle	NV	Rep	3	109,969	36,656
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5	Jim Bender	NH	Rep	2	16,627	8,314
6	Charles Melancon	LA	Dem	7	24,986	3,569
7	Marco Rubio	FL	Rep	25	88,973	3,559
8	Len Britton	VT	Rep	1	3,342	3,342
9	Blanche Lincoln	AR	Dem	4	9,954	2,489
10	Jerry Moran	KS	Rep	4	8,410	2,103

COMPLETE DATA

The table below provides a breakdown of candidates running for the United States Senate this fall, ranked by the number of views/CD.

Rank	Campaign	State	Party	CDs	Views	Views/CD
1	Sharron Angle	NV	Rep	3	109,969	36,656
2	Harry Reid	NV	Dem	3	79,530	26,510
3	Roy Blunt	MO	Rep	9	185,641	20,627
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7	Marco Rubio	FL	Rep	25	88,973	3,559
8	Len Britton	VT	Rep	1	3,342	3,342
9	Blanche Lincoln	AR	Dem	4	9,954	2,489
10	Jerry Moran	KS	Rep	4	8,410	2,103
11	Russ Fiengold	WI	Dem	8	16,170	2,021
12	John Thune	SD	Rep	1	1,899	1,899
13	Andrew Romanoff	CO	Dem	7	12,938	1,848
14	Chris Coons	DE	Dem	1	1,757	1,757
15	Tracy Potter	ND	Dem	1	1,634	1,634
16	Paul Hodes	NH	Dem	2	2,711	1,356
17	Rand Paul	KY	Rep	6	7,947	1,325
18	Michael Bennet	CO	Dem	7	8,634	1,233
19	Mark Kirk	IL	Rep	19	18,922	996
20	Carly Fiorina	CA	Rep	53	51,238	967
21	Bill Binnie	NH	Rep	2	1,900	950
22	Ken Buck	CO	Rep	7	6,569	938
23	Brad Ellsworth	IN	Dem	9	6,987	776
24	Todd Tiahrt	KS	Rep	4	2,700	675
25	Mike Lee	UT	Rep	3	1,887	629
26	Jack Conway	KY	Dem	6	3,749	625
27	Christine O'Donnell	DE	Rep	1	607	607
28	Pat Toomey	PA	Rep	19	10,715	564
29	Dino Rossi	WA	Rep	9	4,919	547
30	Richard Blumenthal	CT	Dem	5	2,513	503
31	Kendrick Meek	FL	Dem	25	11,568	463
32	Ovide Lamontagne	NH	Rep	2	870	435
33	Tom Coburn	OK	Rep	5	2,068	414
34	Jim DeMint	SC	Rep	6	2,429	405
35	Patrick Leahy	VT	Dem	1	402	402
36	Paul Akers	WA	Rep	9	3,481	387
37	David Vitter	LA	Rep	7	2,612	373
38	Kelly Ayotte	NH	Rep	2	709	355
39	Lisa Murkowski	AK	Rep	1	332	332
40	Jeff Greene	FL	Dem	25	8,086	323
41	Robin Carnahan	MO	Dem	9	2,864	318
42	John Hoeven	ND	Rep	1	311	311
43	Charlie Crist	FL	Ind	25	7,551	302

44	Joe Dioguardi	NY	Rep	29	8,687	300
45	Kirsten Gillibrand	NY	Dem	29	8,608	297
46	Clint Didier	WA	Rep	9	2,547	283
47	Patty Murray	WA	Dem	9	2,511	279
48	Richard Burr	NC	Rep	13	3,267	251
49	Jane Norton	CO	Rep	7	1,680	240
50	Joe Sestak	PA	Dem	19	4,532	239
51	Barbara Boxer	CA	Dem	53	11,898	224
52	Rob Portman	OH	Rep	18	3,640	202
53	Roxanne Conlin	IA	Dem	5	996	199
54	Alexi Giannoulias	IL	Dem	19	3,600	189
55	Ron Wyden	OR	Dem	5	782	156
56	Mike Castle	DE	Rep	1	150	150
57	Lee Fisher	OH	Dem	18	2,525	140
58	Tim Bridgewater	UT	Rep	3	418	139
59	Dan Coats	IN	Rep	9	1,012	112
60	John Boozman	AR	Rep	4	446	112
61	Dave Westlake	WI	Rep	8	696	87
62	Johnny Isakson	GA	Rep	13	1,058	81
63	Mike Crapo	ID	Rep	2	125	63
64	Elaine Marshall	NC	Dem	13	723	56
65	Sean Salazar	WA	Rep	9	361	40
66	Jeff Jarrett	HI	Ind	2	69	35
67	Don Benton	WA	Rep	9	262	29
68	Chuck Grassley	IA	Rep	5	131	26
69	William Barnes	AL	Dem	7	154	22
70	Tom Wiens	CO	Rep	7	126	18
71	Barbara Mikulski	MD	Dem	8	115	14
72	Benjamin Cardin	MD	Dem	8	106	13
73	James Lloyd Huffman II	OR	Rep	5	59	12
74	Richard Shelby	AL	Rep	7	55	8
75	Chuck Schumer	NY	Dem	29	207	7
76	Cleve Tidwell	CO	Rep	7	3	0
77	Daniel Inouye	HI	Dem	2	0	0
78	Alvin Greene	SC	Dem	6	0	0
79	Tom Sullivan	ID	Dem	2	0	0
80	Steve Barton	CO	Rep	7	0	0
81	Andy Woerner	HI	Rep	2	0	0
82	James Schmidt	MO	Rep	9	0	0
83	Chuck Purgason	MO	Rep	9	-2,305	-256