

To: Targeted Victory

From: Michael Beach

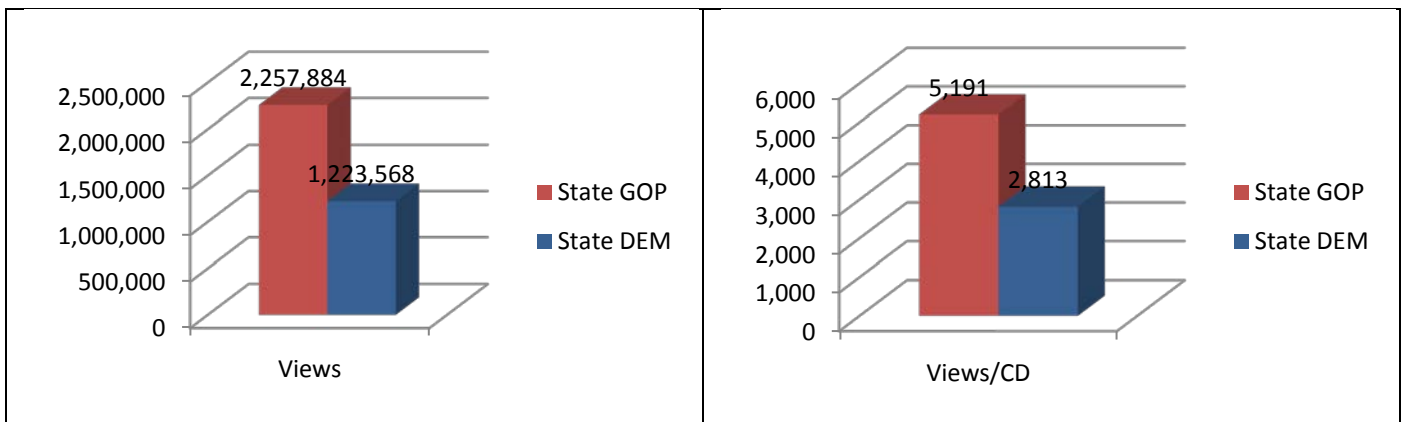
RE: TV Digital Landscape Reports: State Committees (YouTube) (05/28/2010)

OVERVIEW

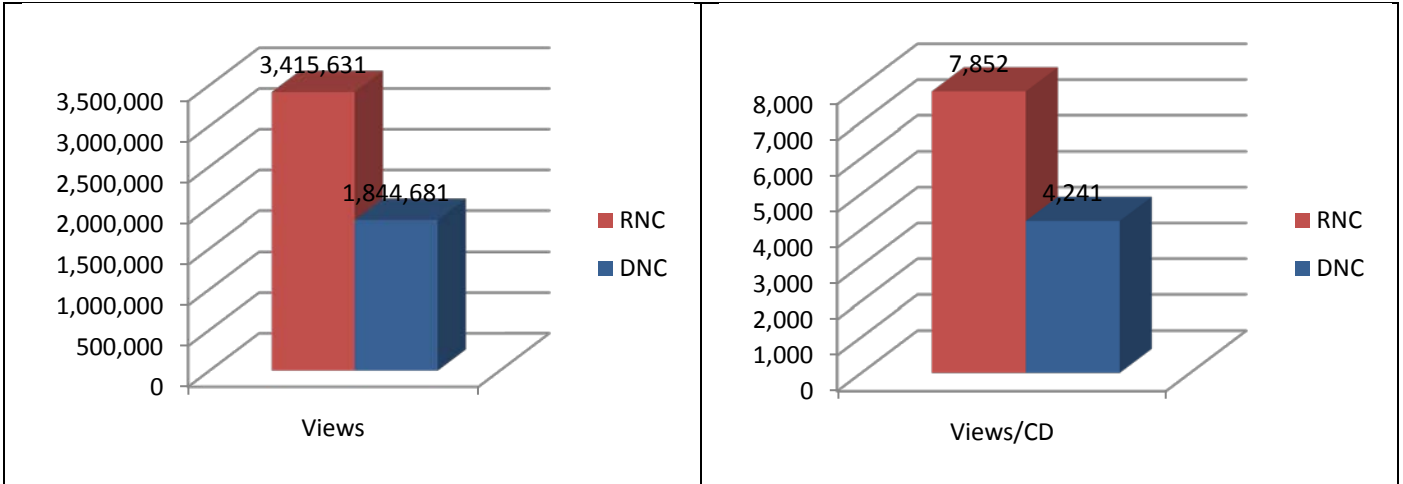
There are **19** state committees that appear to have no presence on YouTube; that breaks down as **4** for Republican state committees (State GOP) and **15** for Democrat state committees (State DEM). There are **2** states in which neither state committee has a presence on YouTube (Connecticut and Kentucky).

Views

State GOP's have an **84.53%** advantage over State DEM's in total views, with **2,257,884** to **1,223,568**, respectively. State GOP's average **5,191** views per congressional district (CD) versus **2,813** for the State DEM's.

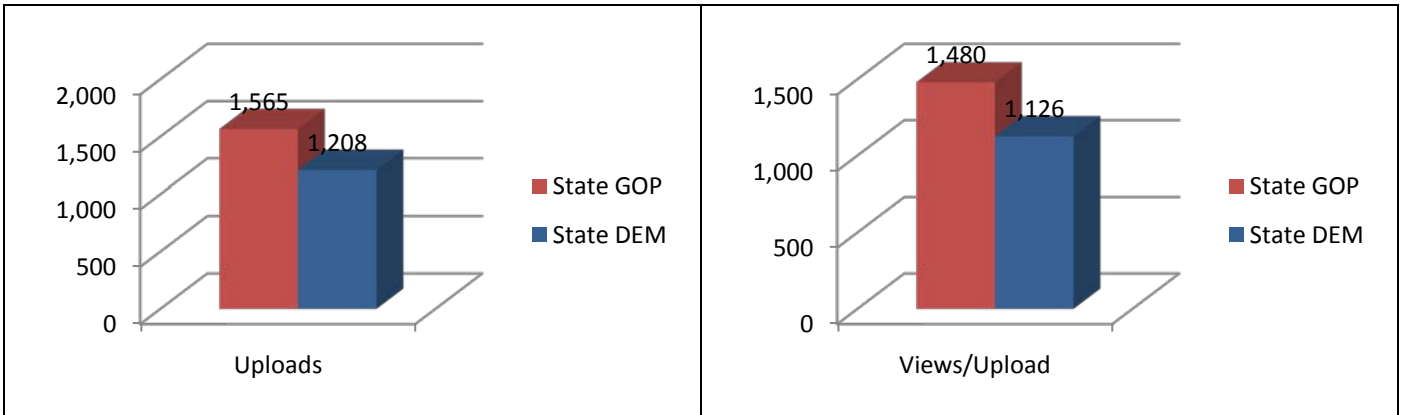


The same results as the state committees are found with the national committees. The Republican National Committee (RNC) has a **85.15%** advantage over the Democratic National Committee (DNC) in total views, with **3,415,631** to **1,844,681** respectively. The RNC averages **7,852** views per congressional district versus **4,241** for the DNC.

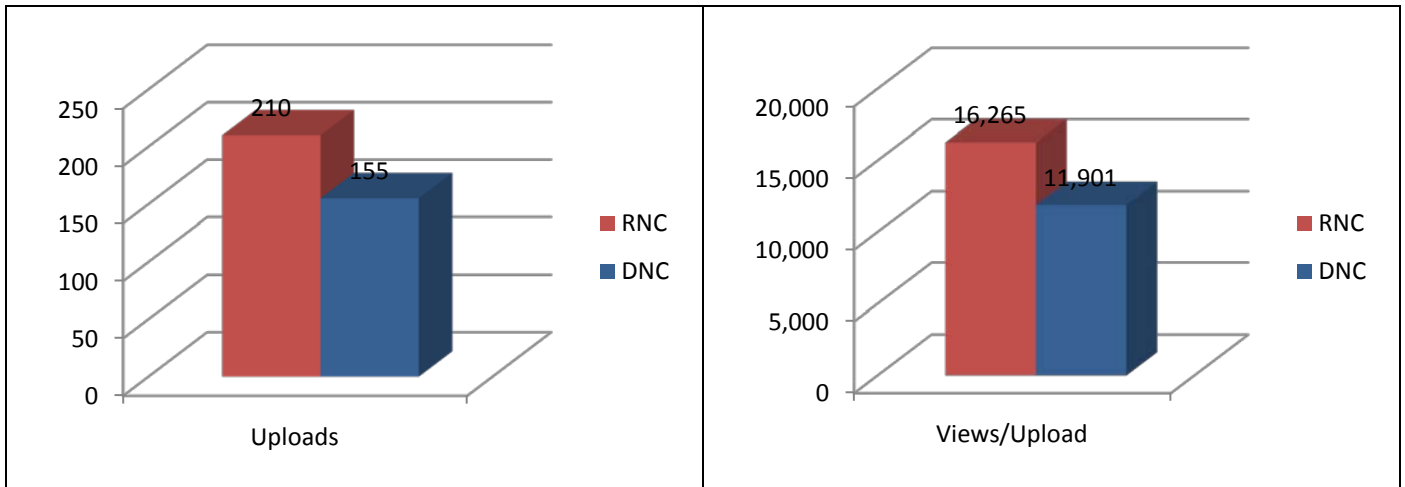


Uploads and Views/Upload

State GOP's have a **29.55%** edge over the State DEM's in the # of videos uploaded, with **1,565** to **1,208**, respectively, along with a **31.39%** advantage in views/upload, with **1,480** to **1,126**. This means that State GOP's are creating more content while also doing a better job of promoting it than State DEM's.



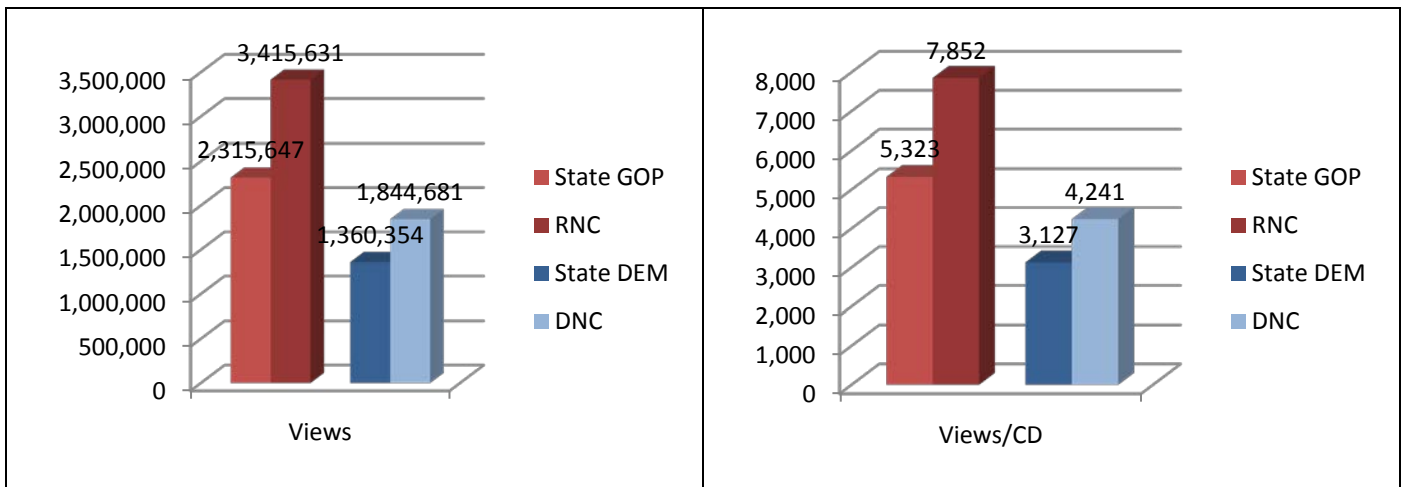
The RNC holds a **35.48%** edge over the DNC in the # of videos uploaded, with **210** to **155**, respectively along with a **36.67%** advantage in views/video, with **16,625** to **11,901**. This means that the RNC is both creating more content while also doing a better job of promoting it than the DNC.



STATE VERSUS NATIONAL

The RNC has a **32.20%** advantage over State GOP's in total views, with **3,415,631** to **2,315,647**, respectively. The same result is found on the Democrat side with the DNC holding a **26.26%** advantage over the State Dem's in total views, with **1,844,681** to **1,360,354**, respectively.

The most interesting part of these numbers is that the State GOP's hold an advantage over both the DNC and State DEM's.

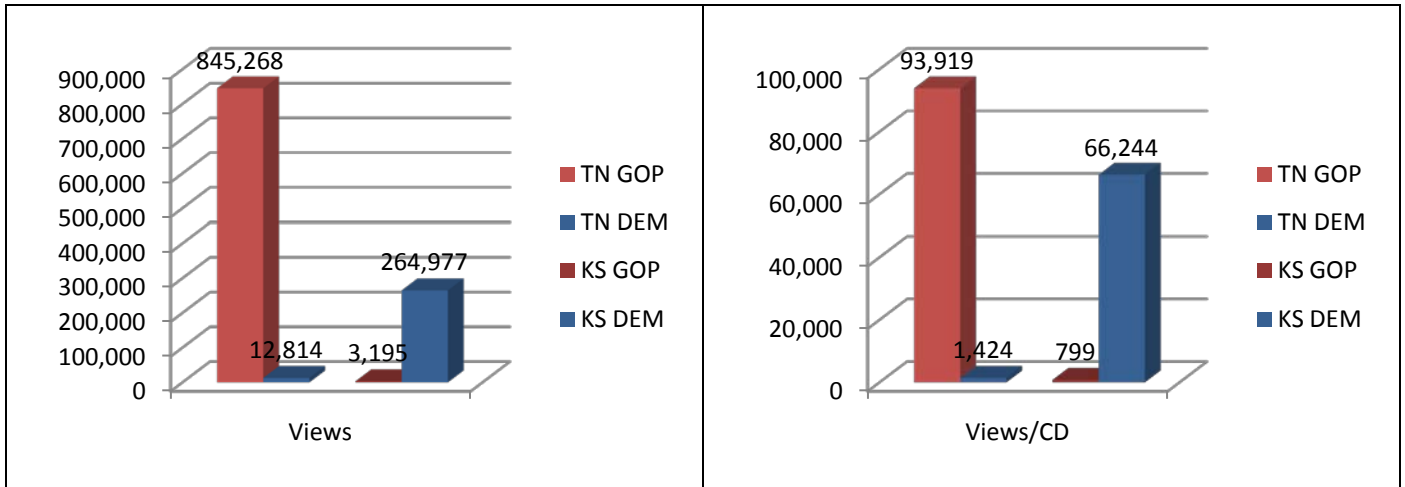


WHICH STATE COMMITTEES ARE PERFORMING THE BEST ON YOUTUBE?

Views

The Tennessee Republican Party (TN GOP) has the most views for State GOP's with **845,268 (93,919/CD)**, while the Kansas Democratic Party (KS DEM) leads the way for State DEM's with **264,977 (66,244/CD)**.

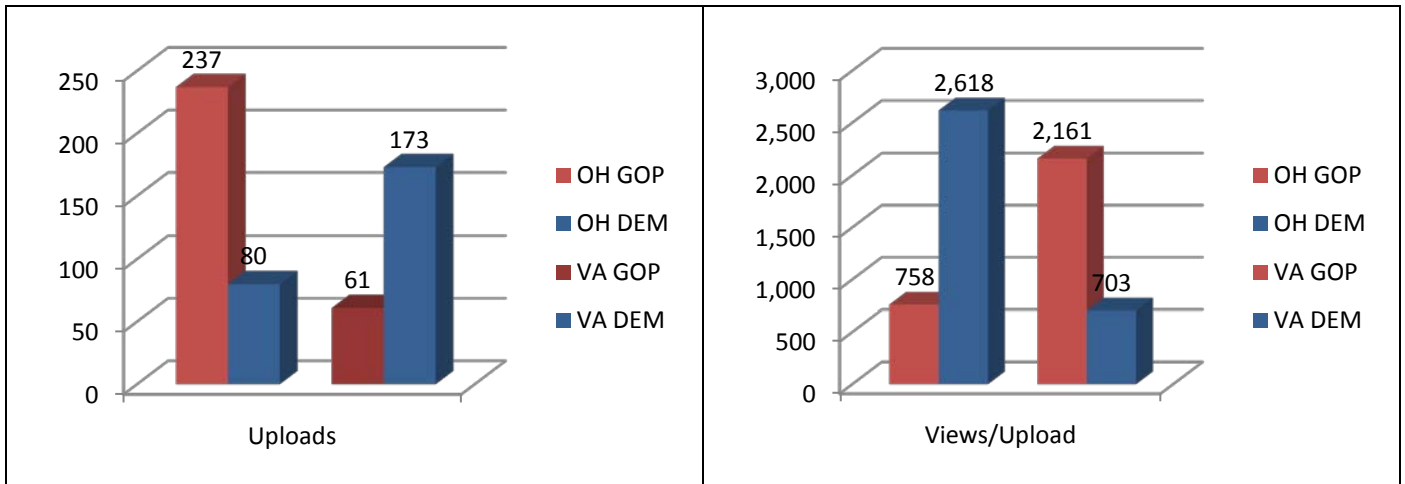
Both of these groups also hold the largest lead over their in-state counterpart in terms of views per congressional district (CD).



Uploads and Views/Upload

The Ohio Republican Party (OH GOP) has the most videos uploaded for State GOP's with **237**, while the Virginia Democratic Party (VA DEM) leads the way for the State DEM's with **173**.

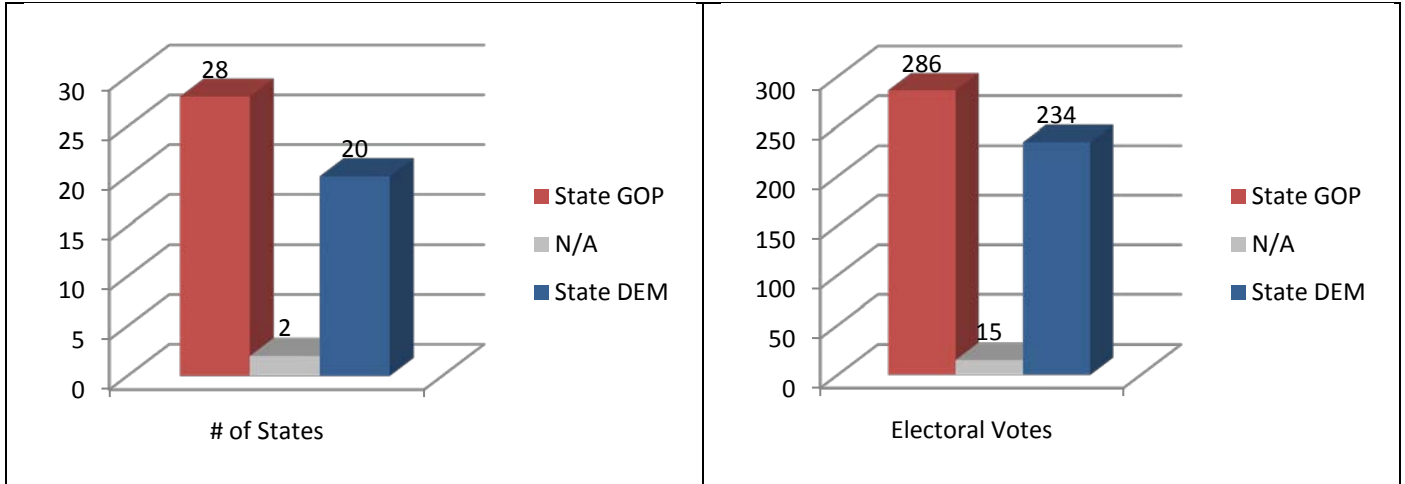
Both of these groups also hold the largest lead over their in-state counterpart in terms of views per congressional district (CD).



BATTLEGROUND STATES

Views

State GOP's hold an advantage for views per CD in **28** states, compared to **20** for State DEM's (**2** states are tied), as well as a lead in terms of the electoral college (**286** to **234**).



In the race for the U.S. Senate, State GOP's hold an advantage in **4** of the **10** races (**2** are tied) for views, identified as "toss up" by the [Cook Political Report \(05/20/2010\)](#).

Senate	GOP +/- Per CD (Views)
New Hampshire	47,560
Pennsylvania	3,367
Arkansas	1,078
Colorado	814
Connecticut	0
Kentucky	0
Ohio	-1,651
Florida	-1,979
Nevada	-4,388
Missouri	-4,807

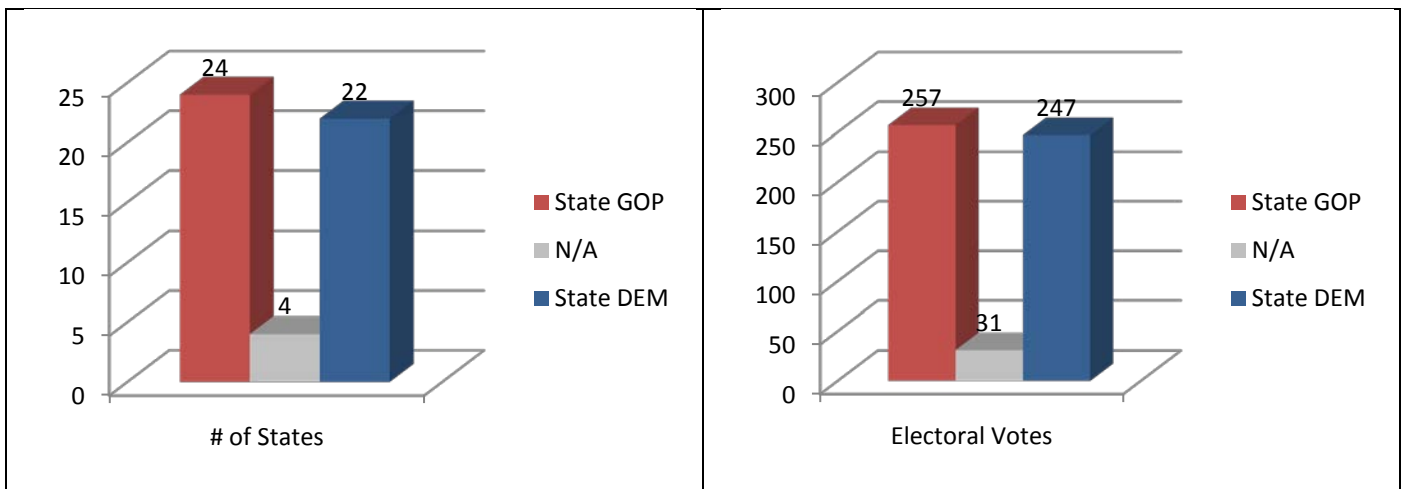
In the 2010 Gubernatorial Election, State GOP's have an advantage in **8** of the **17** races (**1** is tied), identified as "toss up" by the [Cook Political Report \(04/15/2010\)](#).

Gubernatorial	GOP +/- Per CD (Views)
Minnesota	10,519
Vermont	10,476
Massachusetts	9,000
Pennsylvania	3,367
Illinois	2,344
Iowa	875
Colorado	814
California	696

Connecticut	0
Texas	-166
Georgia	-336
Wisconsin	-531
Arizona	-1,219
Ohio	-1,651
Florida	-1,979
Nevada	-4,388
Rhode Island	-6,349

Uploads and Views/Upload

State GOP's hold an advantage for videos uploaded in **24** states, compared to **22** for State DEM's (**4** states are tied), as well as a lead in terms of the electoral college (**257** to **247**).



In the race for the U.S. Senate, State GOP's hold an advantage in **3** of the **10** races (**2** are tied) for views, identified as "toss up" by the [Cook Political Report \(05/20/2010\)](#).

Senate	GOP +/- Per CD (Uploads)
Ohio	157
Colorado	72
Arkansas	10
Connecticut	0
Kentucky	0
New Hampshire	-4
Nevada	-10
Missouri	-26
Florida	-27
Pennsylvania	-112

In the 2010 Gubernatorial Election, State GOP's have an advantage in **8** of the **17** races (**2** are tied), identified as "toss up" by the [Cook Political Report \(04/15/2010\)](#).

Gubernatorial	GOP +/- Per CD (Uploads)
Ohio	157
Minnesota	139
California	86
Colorado	72
Massachusetts	46
Illinois	33
Arizona	21
Iowa	10
Connecticut	0
Wisconsin	0
Georgia	-6
Nevada	-10
Vermont	-10
Florida	-27
Rhode Island	-53
Texas	-61
Pennsylvania	-112

CONCLUSION

Views

State GOP’s account for **6** of the top **10** rankings for views by congressional district and hold an advantage in **28** of the **50** states across the country (**2** are tied). State GOP’s have been more effective to this point at developing an audience for their videos which will play a significant role in their ability to push their persuasion message out to the right leading up to Election Day.

Uploads and Views/Upload

State GOP’s account for **5** of the top **10** rankings for video uploads and hold an advantage in **24** of the **50** states across the country (**4** are tied). In order to sustain an audience (views) for your content, you must provide a consistent stream of content to keep the end user engaged. This is a number that we are hoping to see substantial growth in during the coming months as state committees find more ways to reach their targets through this medium.

COMPLETE DATA

The tables below provide a breakdown of the 100 state committees, ranked by the number of views per congressional district as well as video uploads.

Ranks	Committee	CDs	Evs	Views	Views/CD
1	TN GOP	9	11	845,268	93,919
2	KS DEM	4	6	264,977	66,244
3	NH GOP	2	4	126,315	63,158
4	AK GOP	1	3	55,028	55,028
5	NH DEM	2	4	31,196	15,598
6	VT GOP	1	3	14,884	14,884
7	VA GOP	11	13	131,811	11,983

Ranks	Committee	CDs	Evs	Uploads
1	OH GOP	18	20	237
2	VA DEM	11	13	173
3	MN GOP	8	10	139
4	MI GOP	15	17	126
5	PA DEM	19	21	124
6	TX DEM	32	34	98
7	CA GOP	53	55	91

8	OH DEM	18	20	209,440	11,636
9	WA GOP	9	11	102,812	11,424
10	VA DEM	11	13	121,620	11,056
11	MN GOP	8	10	84,151	10,519
12	ME GOP	2	4	20,802	10,401
13	OH GOP	18	20	179,726	9,985
14	WA DEM	9	11	84,682	9,409
15	MA GOP	10	12	91,598	9,160
16	MS DEM	4	6	31,700	7,925
17	MO DEM	9	11	68,482	7,609
18	SC GOP	6	8	44,681	7,447
19	RI DEM	2	4	12,697	6,349
20	UT GOP	3	5	16,163	5,388
21	NV DEM	3	5	14,862	4,954
22	TX DEM	32	34	144,543	4,517
23	VT DEM	1	3	4,408	4,408
24	OR DEM	5	7	21,982	4,396
25	TX GOP	32	34	139,230	4,351
26	PA GOP	19	21	81,429	4,286
27	ME DEM	2	4	8,324	4,162
28	MI GOP	15	17	59,564	3,971
29	FL DEM	25	27	93,648	3,746
30	WY DEM	1	3	3,399	3,399
31	MI DEM	15	17	48,545	3,236
32	LA DEM	7	9	21,500	3,071
33	AZ DEM	8	10	23,678	2,960
34	MO GOP	9	11	25,219	2,802
35	SC DEM	6	8	15,888	2,648
36	ND GOP	1	3	2,399	2,399
37	IL GOP	19	21	44,531	2,344
38	FL GOP	25	27	44,170	1,767
39	AZ GOP	8	10	13,930	1,741
40	NJ GOP	13	15	22,488	1,730
41	IA GOP	5	7	8,431	1,686
42	CA GOP	53	55	89,026	1,680
43	MD DEM	8	10	13,412	1,677
44	IN GOP	9	11	13,935	1,548
45	WI DEM	8	10	12,045	1,506
46	LA GOP	7	9	10,538	1,505
47	TN DEM	9	11	12,814	1,424
48	DE GOP	1	3	1,221	1,221
49	SD GOP	1	3	1,212	1,212
50	MT GOP	1	3	1,165	1,165
51	AR GOP	4	6	4,312	1,078
52	CA DEM	53	55	52,124	983
53	WI GOP	8	10	7,800	975
54	NC GOP	13	15	12,297	946

8	ME GOP	2	4	88
9	OH DEM	18	20	80
10	WA DEM	9	11	77
11	CO GOP	7	9	72
12	UT GOP	3	5	61
13	VA GOP	11	13	61
14	MD DEM	8	10	61
15	IA GOP	5	7	60
16	AZ GOP	8	10	57
17	RI DEM	2	4	53
18	MO DEM	9	11	52
19	IA DEM	5	7	50
20	MA GOP	10	12	49
21	NH DEM	2	4	49
22	SC GOP	6	8	47
23	NJ GOP	13	15	46
24	MI DEM	15	17	46
25	NH GOP	2	4	45
26	FL DEM	25	27	44
27	IN GOP	9	11	43
28	TX GOP	32	34	37
29	AZ DEM	8	10	36
30	IL GOP	19	21	33
31	WA GOP	9	11	33
32	KS DEM	4	6	27
33	MO GOP	9	11	26
34	NC GOP	13	15	25
35	NM DEM	3	5	25
36	DE DEM	1	3	24
37	WI GOP	8	10	23
38	WI DEM	8	10	23
39	AK GOP	1	3	19
40	VT DEM	1	3	19
41	FL GOP	25	27	17
42	SC DEM	6	8	16
43	TN DEM	9	11	15
44	OR GOP	5	7	14
45	ME DEM	2	4	14
46	NV DEM	3	5	13
47	OK DEM	5	7	13
48	PA GOP	19	21	12
49	HI GOP	2	4	11
50	LA DEM	7	9	11
51	AR GOP	4	6	10
52	MS GOP	4	6	10
53	WV GOP	3	5	10
54	MS DEM	4	6	10

55	PA DEM	19	21	17,452	919
56	CO GOP	7	9	5,698	814
57	IA DEM	5	7	4,054	811
58	KS GOP	4	6	3,195	799
59	OK DEM	5	7	3,435	687
60	NM DEM	3	5	2,036	679
61	NV GOP	3	5	1,698	566
62	HI GOP	2	4	1,064	532
63	MS GOP	4	6	1,885	471
64	OR GOP	5	7	2,224	445
65	GA DEM	13	15	5,150	396
66	DE DEM	1	3	337	337
67	WV GOP	3	5	956	319
68	NJ DEM	13	15	4,129	318
69	AL DEM	7	9	2,201	314
70	IN DEM	9	11	2,656	295
71	OK GOP	5	7	1,252	250
72	MA DEM	10	12	1,599	160
73	NM GOP	3	5	408	136
74	WY GOP	1	3	98	98
75	NE DEM	3	5	212	71
76	GA GOP	13	15	777	60
77	NE GOP	3	5	165	55
78	ID GOP	2	4	79	40
79	NY DEM	29	31	1,127	39
80	AL GOP	7	9	12	2
81	NY GOP	29	31	0	0
82	CT GOP	5	7		
83	KY GOP	6	8		
84	MD GOP	8	10		
85	RI GOP	2	4		
86	AK DEM	1	3		
87	AR DEM	4	6		
88	CO DEM	7	9		
89	CT DEM	5	7		
90	HI DEM	2	4		
91	ID DEM	2	4		
92	IL DEM	19	21		
93	KY DEM	6	8		
94	MN DEM	8	10		
95	MT DEM	1	3		
96	NC DEM	13	15		
97	ND DEM	1	3		
98	SD DEM	1	3		
99	UT DEM	3	5		
100	WV DEM	3	5		

55	SD GOP	1	3	9
56	VT GOP	1	3	9
57	GA DEM	13	15	9
58	OR DEM	5	7	9
59	OK GOP	5	7	8
60	NJ DEM	13	15	8
61	DE GOP	1	3	6
62	ND GOP	1	3	6
63	IN DEM	9	11	6
64	WY DEM	1	3	6
65	AL DEM	7	9	5
66	CA DEM	53	55	5
67	AL GOP	7	9	4
68	WY GOP	1	3	4
69	GA GOP	13	15	3
70	NV GOP	3	5	3
71	MA DEM	10	12	3
72	KS GOP	4	6	2
73	LA GOP	7	9	2
74	NM GOP	3	5	2
75	TN GOP	9	11	2
76	NE DEM	3	5	2
77	NY DEM	29	31	2
78	ID GOP	2	4	1
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