

To: Targeted Victory

From: Michael Beach

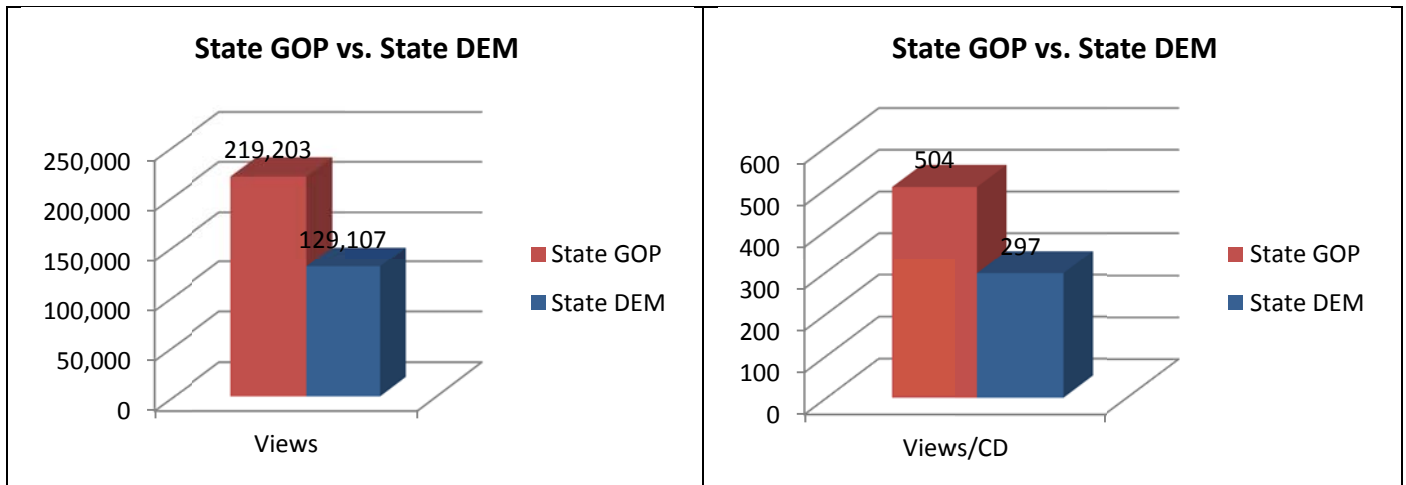
RE: TV Digital Landscape Reports: State Committees (YouTube)(07/23/2010)

**OVERVIEW**

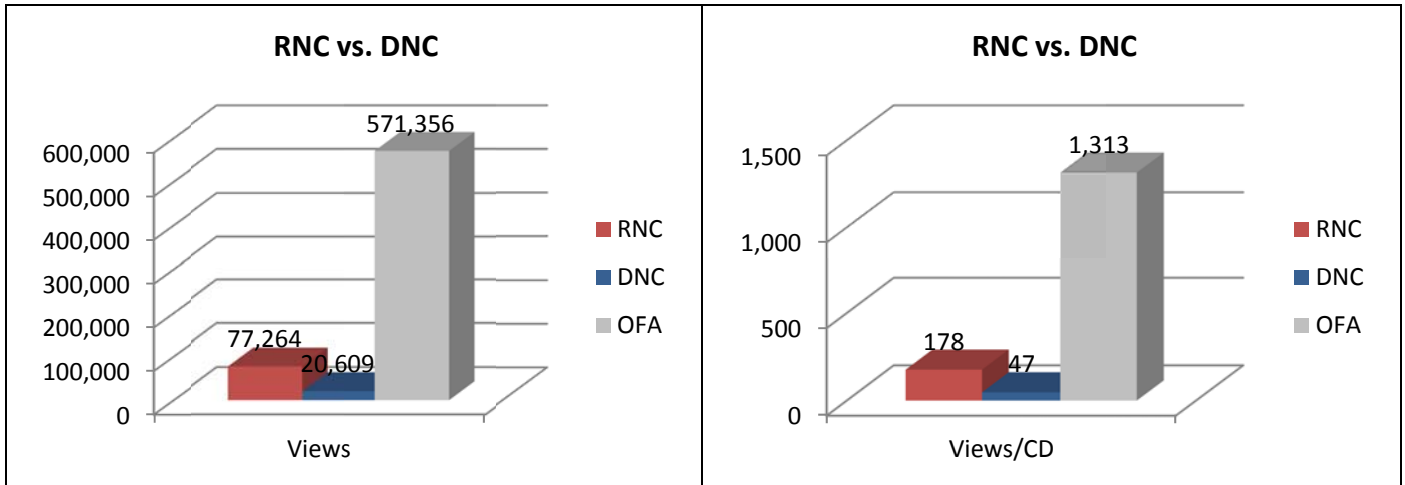
This snapshot reflects growth in YouTube views over the past four weeks. The State GOP's account for **5** of the top **10** rankings for views per congressional district (views/CD), and hold an advantage in **29** of the **50** states across the country. Overall, views for these state committees, was up **8.59%** during this period. State GOP's grew by **9.40%** while State DEM's grew at **7.50%**.

NOTE: There are some numbers in this report that appear to be artificially higher than they actually should be. We are looking into a couple of items and will make any updates necessary.

Republican State Committees (State GOP) had a **69.78%** advantage over Democrat State Committees (State DEM) in total views, with **219,203** to **129,107**, respectively. State GOP's averaged **504** views/CD versus **297** for the State DEM's.

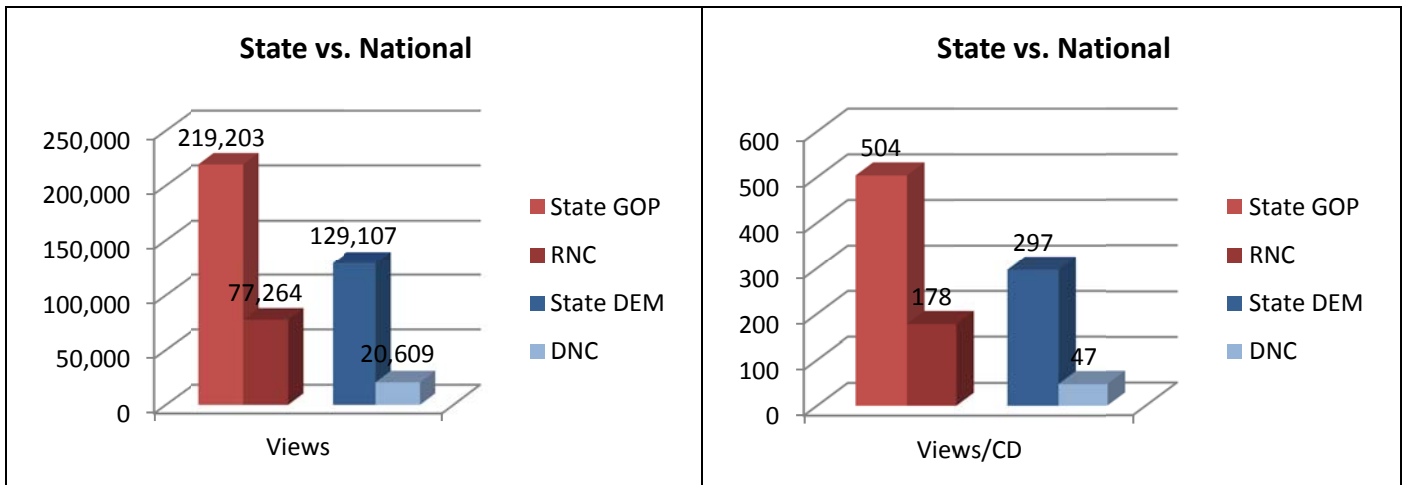


The Republican National Committee (RNC) has a **274.90%** advantage over the Democratic National Committee (DNC) in total views, with **77,264** to **20,609** respectively. The RNC averaged **178** views/CD versus **47** for the DNC.



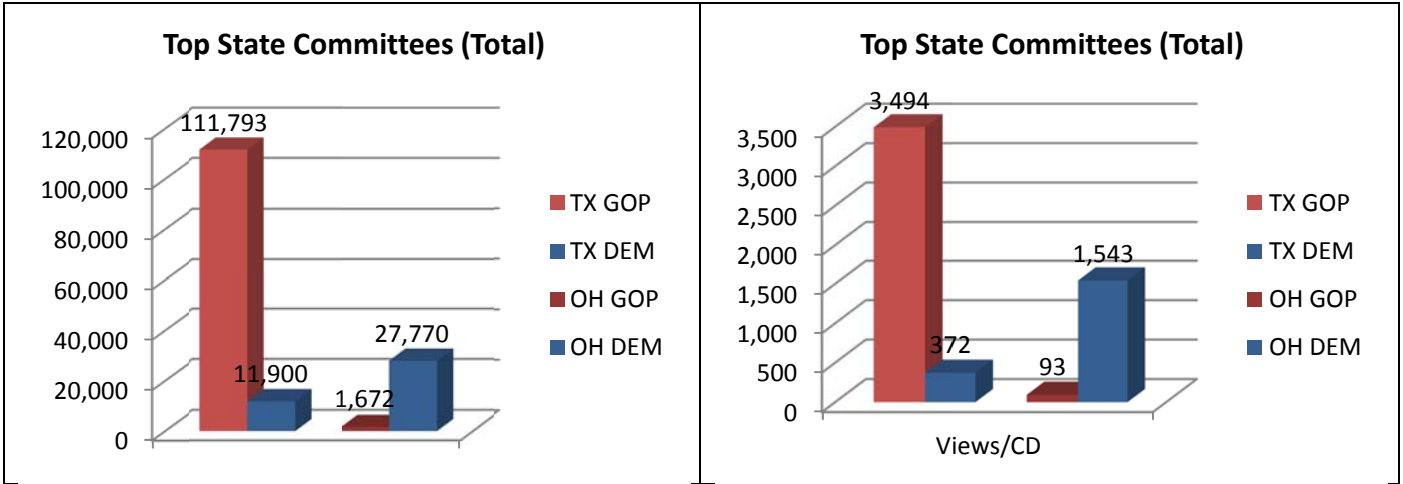
**STATE VERSUS NATIONAL**

The State GOP's had a **183.71%** advantage over the RNC in total views, with **219,203** to **77,264**, respectively. State DEM's had a **526.46%** advantage over the DNC with **129,107** to **20,609** respectively.

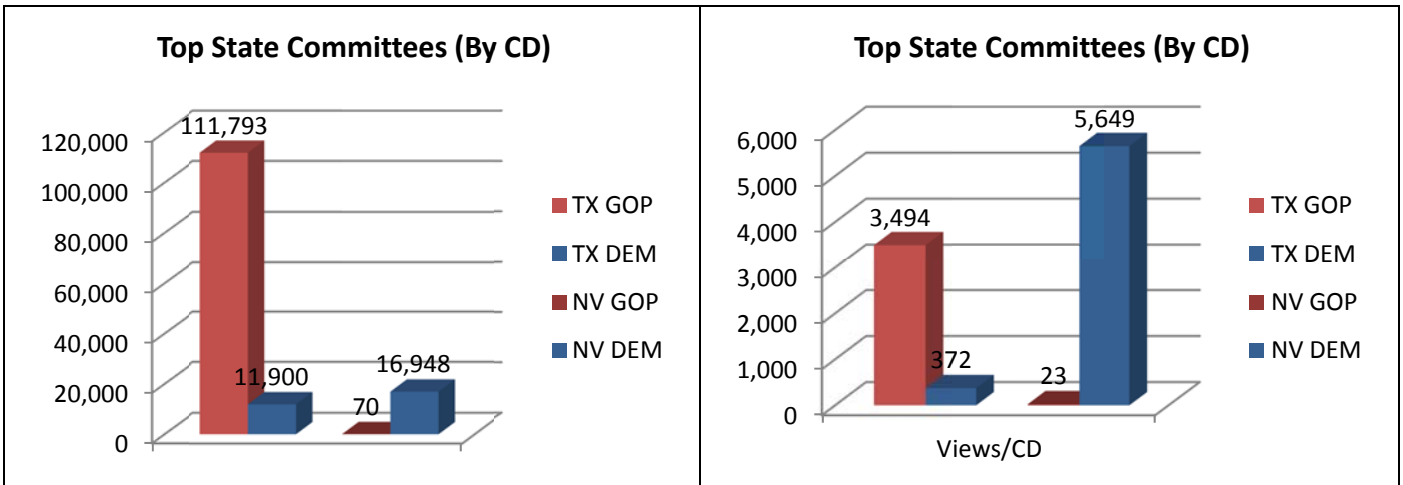


**WHICH STATE COMMITTEES ARE PERFORMING THE BEST ON YOUTUBE?**

The Texas Republican Party (TX GOP) had the most views for State GOP's with **111,793<sup>1</sup> (3,494/CD)**, while the Ohio Democratic Party (OH DEM) leads the way for State DEM's with **27,770 (1,543/CD)**.



The Texas Republican Party (TX GOP) had the most views/CD for State GOP's with **3,494 (111,794 total)**, while the Nevada Democratic Party (NV DEM) leads the way for State DEM's with **5,649 (16,948 total)**.

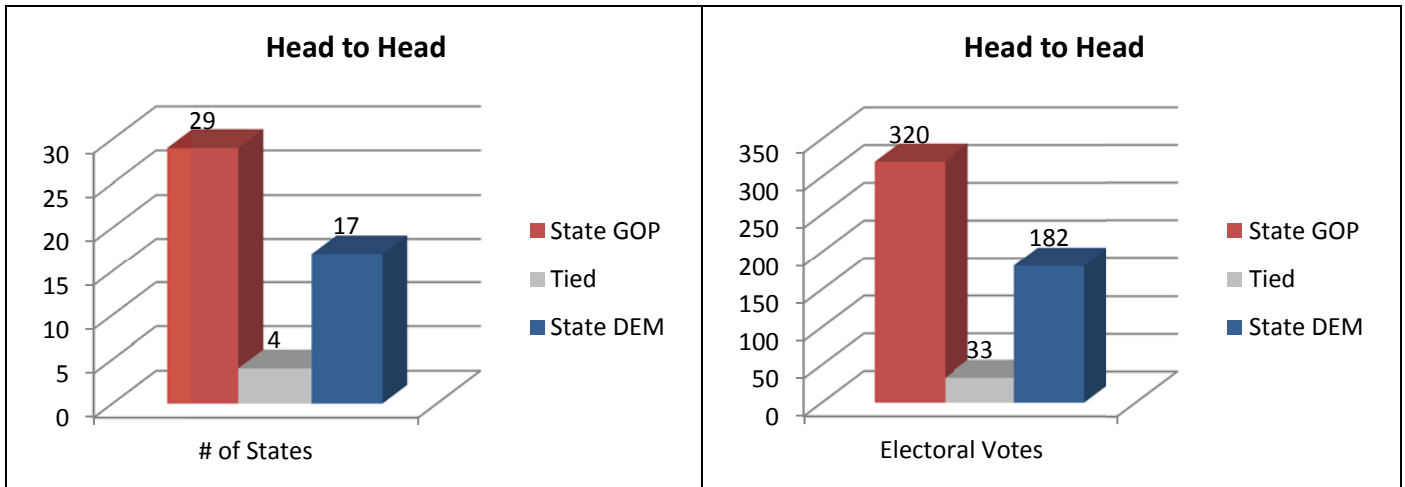


Both of these groups also led the way for largest margin.

<sup>1</sup> TXGOP is one example where the reported upload views were greater than the sum of their uploads.

**BATTLEGROUND STATES**

State DEM's hold an advantage for views/CD in **29** states, compared to **17** for State GOP's (**4** states are tied), as well as a lead in terms of the Electoral College (**320** to **182**).



In the race for the U.S. Senate, State GOP's hold an advantage in **3** of the **10** races (**1** is tied) for views/CD, identified as "toss up" by the [Cook Political Report \(06/24/2010\)](#).

	<b>GOP (+/-) per CD</b>
Florida	374
Arkansas	140
Colorado	101
Kentucky	0
Missouri	-26
New Hampshire	-139
Washington	-367
Pennsylvania	-453
Ohio	-1,450
Nevada	-5,626

In the 2010 Gubernatorial Elections, State GOP's have an advantage in **11** of the **17** races, identified as "toss up" by the [Cook Political Report \(06/17/2010\)](#).

	<b>GOP (+/-) per CD</b>
Texas	3,122
Illinois	1,811
Vermont	1,213
Massachusetts	670
Florida	374
Connecticut	335
Colorado	101
Wisconsin	97
Rhode Island	64
Georgia	27
California	9
Arizona	-86
Minnesota	-190
Pennsylvania	-453
Iowa	-600
Ohio	-1,450
Nevada	-5,626

**COMPLETE DATA**

The table below provides a breakdown of the 100 state committees, ranked by the number of views/CD.

<b>Ranks</b>	<b>Committee</b>	<b>Party</b>	<b>State (Abbr)</b>	<b>CDs</b>	<b>Evs</b>	<b>Views</b>	<b>Views/CD</b>
1	NV DEM	DEM	NV	3	5	16,948	<b>5,649</b>
2	TX GOP	GOP	TX	32	34	111,793	<b>3,494</b>
3	LA DEM	DEM	LA	7	9	17,332	<b>2,476</b>
4	IL GOP	GOP	IL	19	21	34,406	<b>1,811</b>
5	OH DEM	DEM	OH	18	20	27,770	<b>1,543</b>
6	VT GOP	GOP	VT	1	3	1,213	<b>1,213</b>
7	VA GOP	GOP	VA	11	13	10,802	<b>982</b>
8	IA DEM	DEM	IA	5	7	4,122	<b>824</b>
9	WA DEM	DEM	WA	9	11	7,207	<b>801</b>
10	MA GOP	GOP	MA	10	12	6,742	<b>674</b>
11	PA DEM	DEM	PA	19	21	12,784	<b>673</b>
12	HI GOP	GOP	HI	2	4	1,288	<b>644</b>
13	NH DEM	DEM	NH	2	4	1,213	<b>607</b>
14	FL GOP	GOP	FL	25	27	14,080	<b>563</b>
15	MN DEM	DEM	MN	8	10	3,776	<b>472</b>
16	NH GOP	GOP	NH	2	4	935	<b>468</b>
17	MI DEM	DEM	MI	15	17	6,746	<b>450</b>
18	WA GOP	GOP	WA	9	11	3,901	<b>433</b>
19	CT GOP	GOP	CT	5	7	1,998	<b>400</b>
20	TX DEM	DEM	TX	32	34	11,900	<b>372</b>
21	AZ DEM	DEM	AZ	8	10	2,699	<b>337</b>

22	AL GOP	GOP	AL	7	9	2,142	<b>306</b>
23	MN GOP	GOP	MN	8	10	2,254	<b>282</b>
24	IN GOP	GOP	IN	9	11	2,506	<b>278</b>
25	DE DEM	DEM	DE	1	3	256	<b>256</b>
26	ND GOP	GOP	ND	1	3	254	<b>254</b>
27	AZ GOP	GOP	AZ	8	10	2,010	<b>251</b>
28	RI GOP	GOP	RI	2	4	470	<b>235</b>
29	ND DEM	DEM	ND	1	3	232	<b>232</b>
30	IA GOP	GOP	IA	5	7	1,123	<b>225</b>
31	PA GOP	GOP	PA	19	21	4,172	<b>220</b>
32	OK GOP	GOP	OK	5	7	1,057	<b>211</b>
33	MD DEM	DEM	MD	8	10	1,638	<b>205</b>
34	KS DEM	DEM	KS	4	6	817	<b>204</b>
35	MI GOP	GOP	MI	15	17	2,983	<b>199</b>
36	ID GOP	GOP	ID	2	4	386	<b>193</b>
37	FL DEM	DEM	FL	25	27	4,723	<b>189</b>
38	WI GOP	GOP	WI	8	10	1,479	<b>185</b>
39	RI DEM	DEM	RI	2	4	342	<b>171</b>
40	AK GOP	GOP	AK	1	3	143	<b>143</b>
41	AR GOP	GOP	AR	4	6	559	<b>140</b>
42	SC GOP	GOP	SC	6	8	827	<b>138</b>
43	VA DEM	DEM	VA	11	13	1,405	<b>128</b>
44	NJ GOP	GOP	NJ	13	15	1,517	<b>117</b>
45	NM GOP	GOP	NM	3	5	346	<b>115</b>
46	TN GOP	GOP	TN	9	11	914	<b>102</b>
47	CO GOP	GOP	CO	7	9	706	<b>101</b>
48	IN DEM	DEM	IN	9	11	907	<b>101</b>
49	MO DEM	DEM	MO	9	11	860	<b>96</b>
50	SD GOP	GOP	SD	1	3	94	<b>94</b>
51	OH GOP	GOP	OH	18	20	1,672	<b>93</b>
52	WI DEM	DEM	WI	8	10	707	<b>88</b>
53	AL DEM	DEM	AL	7	9	517	<b>74</b>
54	MO GOP	GOP	MO	9	11	624	<b>69</b>
55	NM DEM	DEM	NM	3	5	199	<b>66</b>
56	CT DEM	DEM	CT	5	7	325	<b>65</b>
57	WY DEM	DEM	WY	1	3	63	<b>63</b>
58	TN DEM	DEM	TN	9	11	532	<b>59</b>
59	WV GOP	GOP	WV	3	5	176	<b>59</b>
60	CA GOP	GOP	CA	53	55	2,740	<b>52</b>
61	UT GOP	GOP	UT	3	5	130	<b>43</b>
62	CA DEM	DEM	CA	53	55	2,239	<b>42</b>
63	ME DEM	DEM	ME	2	4	79	<b>40</b>
64	SC DEM	DEM	SC	6	8	219	<b>37</b>
65	WY GOP	GOP	WY	1	3	30	<b>30</b>
66	GA GOP	GOP	GA	13	15	383	<b>29</b>
67	OK DEM	DEM	OK	5	7	127	<b>25</b>
68	MS GOP	GOP	MS	4	6	97	<b>24</b>
69	NV GOP	GOP	NV	3	5	70	<b>23</b>

70	MS DEM	DEM	MS	4	6	79	<b>20</b>
71	NE GOP	GOP	NE	3	5	58	<b>19</b>
72	OR DEM	DEM	OR	5	7	91	<b>18</b>
73	OR GOP	GOP	OR	5	7	91	<b>18</b>
74	ID DEM	DEM	ID	2	4	23	<b>12</b>
75	NJ DEM	DEM	NJ	13	15	142	<b>11</b>
76	DE GOP	GOP	DE	1	3	9	<b>9</b>
77	MA DEM	DEM	MA	10	12	41	<b>4</b>
78	GA DEM	DEM	GA	13	15	34	<b>3</b>
79	KS GOP	GOP	KS	4	6	9	<b>2</b>
80	LA GOP	GOP	LA	7	9	14	<b>2</b>
81	NY DEM	DEM	NY	29	31	13	<b>0</b>
82	AK DEM	DEM	AK	1	3	0	<b>0</b>
83	AR DEM	DEM	AR	4	6	0	<b>0</b>
84	CO DEM	DEM	CO	7	9	0	<b>0</b>
85	HI DEM	DEM	HI	2	4	0	<b>0</b>
86	IL DEM	DEM	IL	19	21	0	<b>0</b>
87	KY DEM	DEM	KY	6	8	0	<b>0</b>
88	MT DEM	DEM	MT	1	3	0	<b>0</b>
89	NE DEM	DEM	NE	3	5	0	<b>0</b>
90	NC DEM	DEM	NC	13	15	0	<b>0</b>
91	SD DEM	DEM	SD	1	3	0	<b>0</b>
92	UT DEM	DEM	UT	3	5	0	<b>0</b>
93	VT DEM	DEM	VT	1	3	0	<b>0</b>
94	WV DEM	DEM	WV	3	5	0	<b>0</b>
95	KY GOP	GOP	KY	6	8	0	<b>0</b>
96	ME GOP	GOP	ME	2	4	0	<b>0</b>
97	MD GOP	GOP	MD	8	10	0	<b>0</b>
98	MT GOP	GOP	MT	1	3	0	<b>0</b>
99	NY GOP	GOP	NY	29	31	0	<b>0</b>
100	NC GOP	GOP	NC	13	15	0	<b>0</b>