

To: Targeted Victory

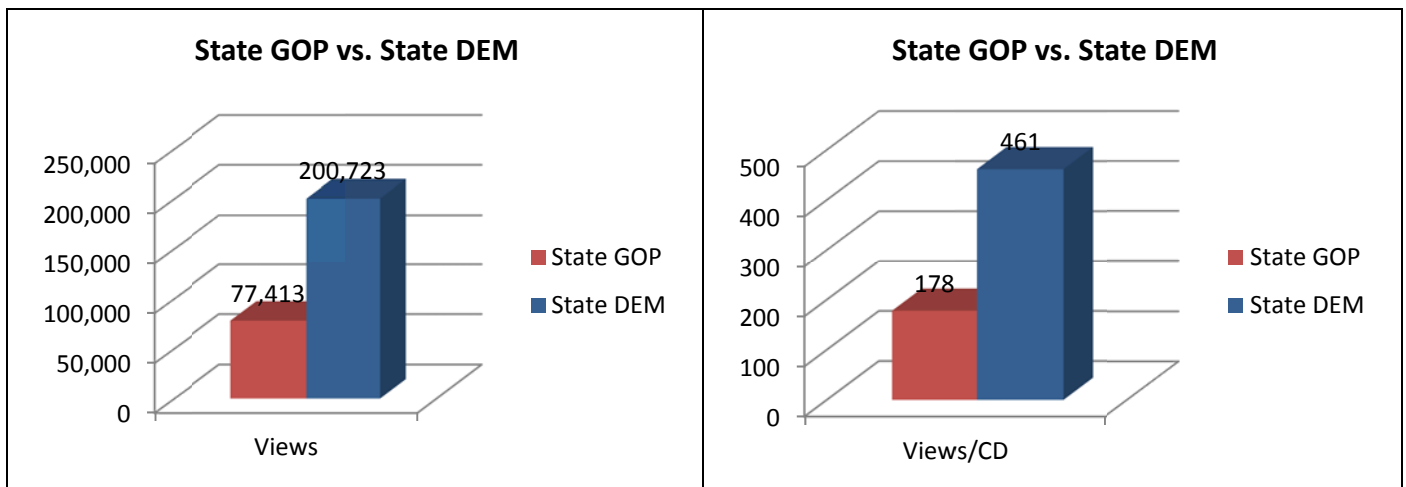
From: Michael Beach

RE: TV Digital Landscape Reports: State Committees (YouTube)(08/20/2010)

OVERVIEW

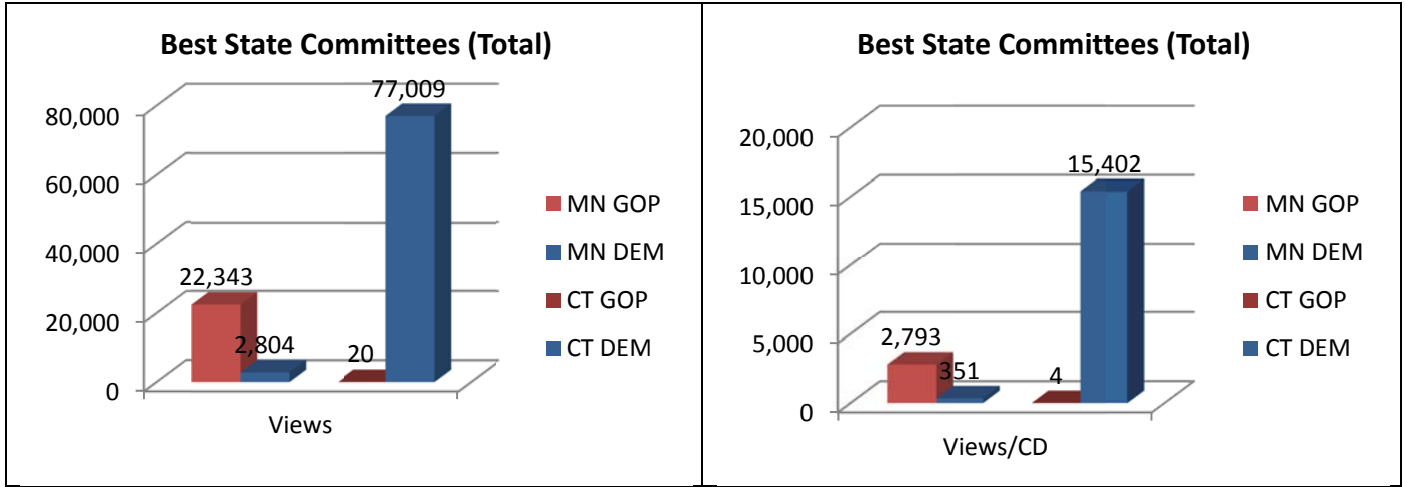
This snapshot reflects growth in YouTube views over the past four weeks. The State GOP's account for **4** of the top **10** rankings for views/CD, and hold an advantage in **25** of the **50** states across the country. Overall, views for these state committees, was up **6.40%** during this period. State GOP's grew by **3.04%** while State DEM's grew at **11.17%**.

Democrat State Committees (State DEM) had a **159.29%** advantage over Republican State Committees (State GOP) in total views, with **200,723** to **77,413**, respectively. State DEM's averaged **461** views/CD versus **178** for the State GOP's.

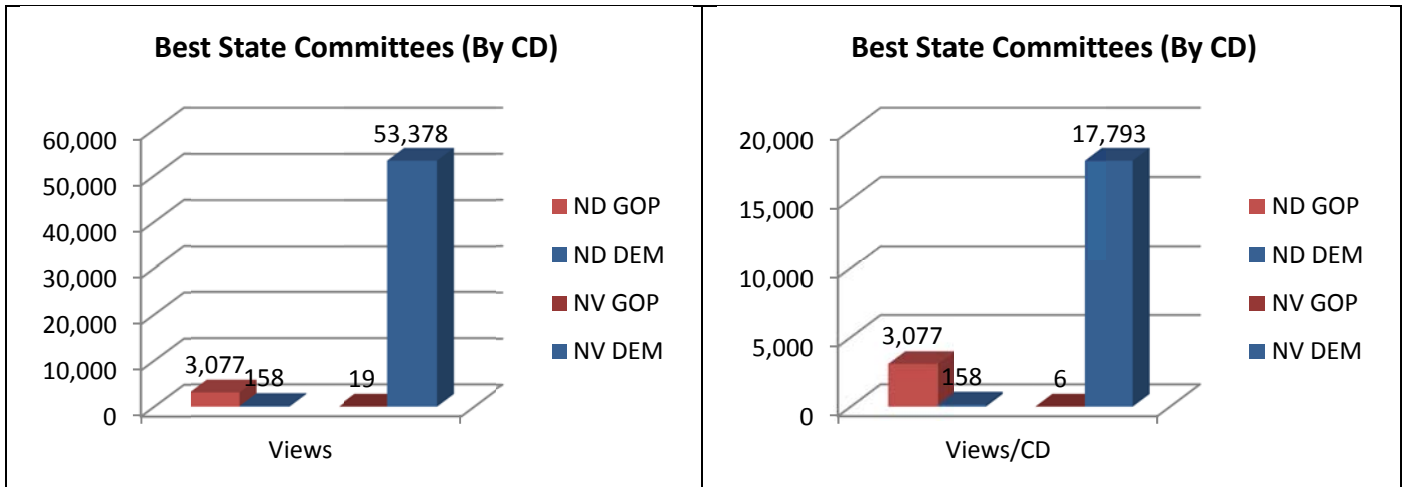


WHICH STATE COMMITTEES ARE PERFORMING THE BEST ON YOUTUBE?

The Minnesota Republican Party (MN GOP) had the most views for State GOP's with **22,343 (2,793/CD)**, while the Connecticut Democratic Party (CT DEM) leads the way for State DEM's with **77,009 (15,402/CD)**.



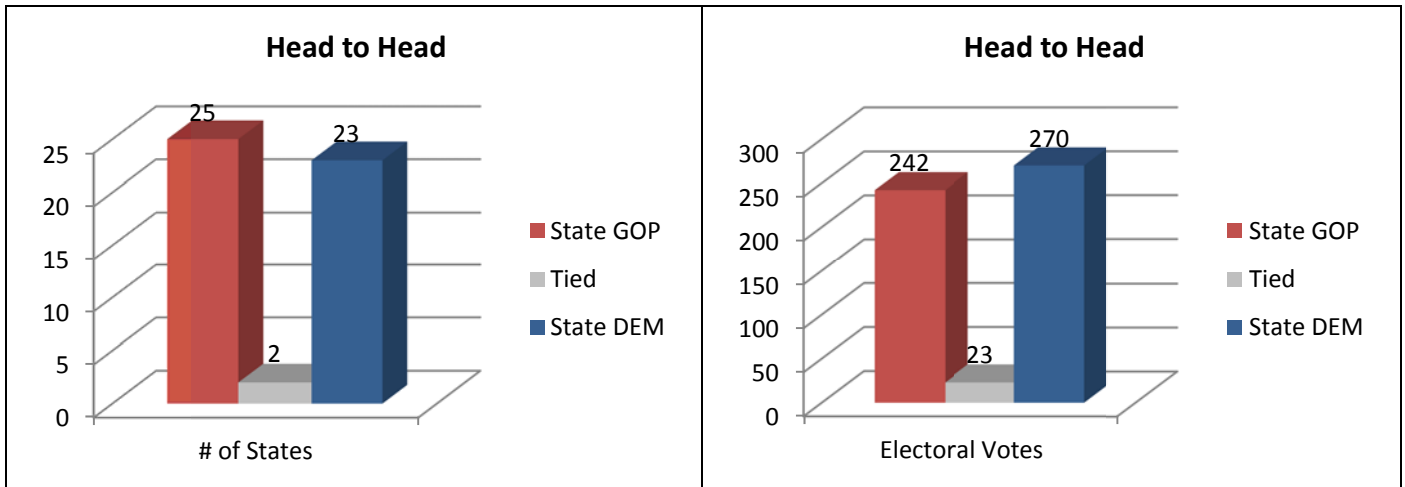
The North Dakota Republican Party (ND GOP) had the most views/CD for State GOP's with **3,077 (3,077 total)**, while the Nevada Democratic Party (NV DEM) leads the way for State DEM's with **17,793 (53,378 total)**.



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

BATTLEGROUND STATES

State DEM's hold an advantage for views/CD in **25** states, compared to **23** for State GOP's (**2** states are tied), but the State DEM's hold a lead in terms of the Electoral College (**270** to **242**).



COMPLETE DATA

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

Ranks	Committee	CDs	Evs	Views	Views/CD
1	NV DEM	3	5	53,378	17,793
2	CT DEM	5	7	77,009	15,402
3	ND GOP	1	3	3,077	3,077
4	MN GOP	8	10	22,343	2,793
5	AZ DEM	8	10	18,849	2,356
6	MO GOP	9	11	17,965	1,996
7	NH DEM	2	4	2,594	1,297
8	WI DEM	8	10	7,365	921
9	SD GOP	1	3	499	499
10	IN DEM	9	11	4,125	458
11	OH DEM	18	20	7,519	418
12	HI GOP	2	4	803	402
13	VA GOP	11	13	4,106	373
14	MN DEM	8	10	2,804	351
15	DE DEM	1	3	331	331
16	TX DEM	32	34	8,863	277
17	WA DEM	9	11	2,485	276
18	AZ GOP	8	10	1,956	245
19	KS DEM	4	6	944	236
20	NH GOP	2	4	454	227
21	ME DEM	2	4	452	226
22	MI GOP	15	17	2,743	183
23	NM DEM	3	5	548	183
24	AL GOP	7	9	1,259	180
25	MI DEM	15	17	2,418	161

26	MO DEM	9	11	1,444	160
27	SC GOP	6	8	956	159
28	ND DEM	1	3	158	158
29	OH GOP	18	20	2,815	156
30	MD DEM	8	10	1,242	155
31	IN GOP	9	11	1,368	152
32	TN DEM	9	11	1,293	144
33	WI GOP	8	10	1,045	131
34	MA GOP	10	12	1,265	127
35	IA GOP	5	7	606	121
36	WY DEM	1	3	111	111
37	CA GOP	53	55	5,542	105
38	OK GOP	5	7	522	104
39	WA GOP	9	11	929	103
40	TX GOP	32	34	3,179	99
41	WV GOP	3	5	254	85
42	IA DEM	5	7	418	84
43	IL GOP	19	21	1,559	82
44	AR GOP	4	6	319	80
45	AK GOP	1	3	74	74
46	RI GOP	2	4	133	67
47	FL DEM	25	27	1,629	65
48	RI DEM	2	4	114	57
49	UT GOP	3	5	167	56
50	CO GOP	7	9	380	54
51	VA DEM	11	13	580	53
52	MA DEM	10	12	431	43
53	OR DEM	5	7	214	43
54	MS DEM	4	6	150	38
55	CA DEM	53	55	1,949	37
56	SC DEM	6	8	215	36
57	OK DEM	5	7	156	31
58	LA DEM	7	9	175	25
59	PA DEM	19	21	463	24
60	NJ GOP	13	15	274	21
61	NJ DEM	13	15	232	18
62	MS GOP	4	6	69	17
63	FL GOP	25	27	361	14
64	TN GOP	9	11	95	11
65	NM GOP	3	5	31	10
66	PA GOP	19	21	137	7
67	NV GOP	3	5	19	6
68	VT GOP	1	3	6	6
69	CT GOP	5	7	20	4
70	ID GOP	2	4	8	4
71	LA GOP	7	9	28	4
72	MT GOP	1	3	3	3
73	OR GOP	5	7	15	3

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74	WY GOP	1	3	3	3
75	GA DEM	13	15	26	2
76	DE GOP	1	3	2	2
77	KS GOP	4	6	7	2
78	NY DEM	29	31	38	1
79	GA GOP	13	15	14	1
80	NE GOP	3	5	3	1
81	ID DEM	2	4	1	1
82	AL DEM	7	9	0	0
83	AK DEM	1	3	0	0
84	AR DEM	4	6	0	0
85	CO DEM	7	9	0	0
86	HI DEM	2	4	0	0
87	IL DEM	19	21	0	0
88	KY DEM	6	8	0	0
89	MT DEM	1	3	0	0
90	NE DEM	3	5	0	0
91	NC DEM	13	15	0	0
92	SD DEM	1	3	0	0
93	UT DEM	3	5	0	0
94	VT DEM	1	3	0	0
95	WV DEM	3	5	0	0
96	KY GOP	6	8	0	0
97	ME GOP	2	4	0	0
98	MD GOP	8	10	0	0
99	NY GOP	29	31	0	0
100	NC GOP	13	15	0	0