

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: State Committees (YouTube)(09/17/2010)

OVERVIEW

This snapshot reflects growth in YouTube views over the past **4** weeks.

The State GOP's account for **4** of the top **10** rankings for views/CD and hold a head to head advantage in **26** of the **50** states across the country. Overall, views for all state committees, were up **3.62%** during this period. State GOP's grew by **2.21%** while State DEM's grew by **5.47%**. State GOP's accounted for **34.65%** of all growth for state committees during this period: consequently being outgrown by State DEM's **109,384** to **57,994**.

HEAD TO HEAD

GOP candidates hold a head to head advantage in **26** of **50** states (**3** are tied).

GOP	DEM	Tied
AK	AZ	NC
AL	CT	NE
AR	DE	NY
CA	FL	
CO	GA	
HI	IN	
IA	KS	
ID	LA	
IL	MD	
KY	ME	
MA	MO	
MI	MS	
MN	NH	
MT	NM	
ND	NV	
NJ	OR	
OH	PA	
OK	RI	
SC	TN	
SD	WI	
TX	WY	
UT		
VA		
VT		
WA		
WV		

TOP PERFORMERS

The Ohio Republican Party (OH GOP) had the most views for State GOP's with **1,443 (80/CD)** while the Ohio Democrat Party (OH DEM) led the way for State DEM's with **1,454 (81/CD)**.

Rank	Committee	CDs	Evs	Views	Views/CD
1	AZ DEM	8	10	38,259	4,782
2	CT DEM	5	7	16,625	3,325
3	OH GOP	18	20	8,905	495
4	MN GOP	8	10	8,551	1,069
5	MI GOP	15	17	8,542	569
6	MI DEM	15	17	8,141	543
7	FL DEM	25	27	8,110	324
8	NV DEM	3	5	5,218	1,739
9	WI DEM	8	10	5,031	629
10	VA GOP	11	13	4,675	425

The Ohio Republican Party (OH GOP) had the most views/CD for State GOP's with **80 (1,443 total)** while the Kansas Democrat Party (KS DEM) led the way for State DEM's with **108 (432 total)**.

Rank	Committee	CDs	Evs	Views	Views/CD
1	AZ DEM	8	10	38,259	4,782
2	CT DEM	5	7	16,625	3,325
3	NV DEM	3	5	5,218	1,739
4	ME DEM	2	4	3,265	1,633
5	MN GOP	8	10	8,551	1,069
6	WI DEM	8	10	5,031	629
7	NH DEM	2	4	1,210	605
8	MI GOP	15	17	8,542	569
9	MI DEM	15	17	8,141	543
10	OH GOP	18	20	8,905	495

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	AZ DEM	8	10	38,259	4,782
2	CT DEM	5	7	16,625	3,325
3	NV DEM	3	5	5,218	1,739
4	ME DEM	2	4	3,265	1,633
5	MN GOP	8	10	8,551	1,069
6	WI DEM	8	10	5,031	629
7	NH DEM	2	4	1,210	605
8	MI GOP	15	17	8,542	569
9	MI DEM	15	17	8,141	543
10	OH GOP	18	20	8,905	495
11	ND GOP	1	3	461	461
12	MD DEM	8	10	3,623	453

13	VA GOP	11	13	4,675	425
14	DE DEM	1	3	398	398
15	SD GOP	1	3	392	392
16	HI GOP	2	4	681	341
17	FL DEM	25	27	8,110	324
18	MN DEM	8	10	2,520	315
19	KY GOP	6	8	1,650	275
20	NH GOP	2	4	523	262
21	IA GOP	5	7	1,067	213
22	AL GOP	7	9	1,474	211
23	IA DEM	5	7	1,003	201
25	NM DEM	3	5	598	199
24	MO DEM	9	11	1,773	197
26	MA GOP	10	12	1,900	190
27	OH DEM	18	20	3,292	183
29	FL GOP	25	27	4,464	179
28	IN DEM	9	11	1,491	166
30	AR GOP	4	6	605	151
31	SC GOP	6	8	898	150
32	IL GOP	19	21	2,707	142
33	MO GOP	9	11	1,225	136
34	ND DEM	1	3	99	99
35	WA GOP	9	11	830	92
36	KS DEM	4	6	368	92
37	TX GOP	32	34	2,867	90
38	MA DEM	10	12	862	86
39	MD GOP	8	10	673	84
40	WI GOP	8	10	663	83
41	TX DEM	32	34	2,506	78
42	AK GOP	1	3	69	69
43	PA DEM	19	21	1,266	67
44	AZ GOP	8	10	486	61
45	RI DEM	2	4	113	57
46	WA DEM	9	11	460	51
47	TN DEM	9	11	396	44
49	UT GOP	3	5	125	42
48	OR DEM	5	7	201	40
50	SC DEM	6	8	240	40
51	IN GOP	9	11	351	39
52	CA GOP	53	55	2,057	39
54	VA DEM	11	13	402	37
53	OK GOP	5	7	169	34
56	WV GOP	3	5	99	33
55	WY DEM	1	3	33	33
57	MS DEM	4	6	123	31
58	CO GOP	7	9	191	27
59	CA DEM	53	55	1,438	27
60	NV GOP	3	5	76	25

61	NM GOP	3	5	66	22
62	RI GOP	2	4	38	19
63	LA DEM	7	9	127	18
64	NJ GOP	13	15	218	17
65	OK DEM	5	7	65	13
66	OR GOP	5	7	48	10
67	MS GOP	4	6	32	8
68	VT GOP	1	3	8	8
69	WY GOP	1	3	7	7
70	PA GOP	19	21	125	7
71	AL DEM	7	9	42	6
72	DE GOP	1	3	6	6
73	NJ DEM	13	15	67	5
74	MT GOP	1	3	4	4
75	CT GOP	5	7	13	3
76	LA GOP	7	9	18	3
77	TN GOP	9	11	23	3
78	ID GOP	2	4	5	3
79	KS GOP	4	6	4	1
80	GA DEM	13	15	10	1
81	NY DEM	29	31	9	0
82	GA GOP	13	15	3	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	ID DEM	2	4	0	0
88	IL DEM	19	21	0	0
89	KY DEM	6	8	0	0
90	MT DEM	1	3	0	0
91	NE DEM	3	5	0	0
92	NC DEM	13	15	0	0
93	SD DEM	1	3	0	0
94	UT DEM	3	5	0	0
95	VT DEM	1	3	0	0
96	WV DEM	3	5	0	0
97	ME GOP	2	4	0	0
98	NE GOP	3	5	0	0
99	NY GOP	29	31	0	0
100	NC GOP	13	15	0	0