

To: Targeted Victory

From: Michael Beach

RE: TV Digital Landscape Reports: State Committees (YouTube)(10/15/2010)

**OVERVIEW**

This snapshot reflects growth in YouTube views over the past **4 weeks** (09/12/2010 – 10/11/2010).

The State GOP's account for **5** of the top **10** rankings for views/CD and hold a head to head advantage in **25** of the **50** states across the country. Overall, views for all state committees, were up **12,97%** during this period. State GOP's grew by **15.17%** while State DEM's grew by **10.18%**. State GOP's accounted for **65.46%** of all growth for state committees during this period: consequently outgrowing State DEM's **406,714** to **214,634**.

**HEAD TO HEAD**

GOP candidates hold a head to head advantage in **25** of **50** states (**0** are tied).

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

**TOP PERFORMERS**

The New Jersey Republican Party (NJ GOP) had the most views for State GOP's with **202,472 (15,575/CD)** while the Nevada Democratic Party (NV DEM) led the way for State DEM's with **49,135 (16,378/CD)**.

Rank	Committee	CDs	Evs	Views	Views/CD
1	NJ GOP	13	15	202,472	15,575
2	OH GOP	18	20	121,244	6,736
3	NV DEM	3	5	49,135	16,378
4	ME DEM	2	4	48,221	24,111
5	FL DEM	25	27	32,203	1,288
6	OH DEM	18	20	13,793	766
7	MI DEM	15	17	12,874	858
8	PA GOP	19	21	12,600	663
9	ME GOP	2	4	11,000	5,500
10	FL GOP	25	27	7,580	303

The New Jersey Republican Party (NJ GOP) had the most views/CD for State GOP's with **15,575 (202,472 total)** while the Maine Democratic Party (ME DEM) led the way for State DEM's with **24,111 (48,221 total)**.

Rank	Committee	CDs	Evs	Views	Views/CD
1	ME DEM	2	4	48,221	24,111
2	NV DEM	3	5	49,135	16,378
3	NJ GOP	13	15	202,472	15,575
4	OH GOP	18	20	121,244	6,736
5	ME GOP	2	4	11,000	5,500
6	MT DEM	1	3	1,478	1,478
7	CT DEM	5	7	7,228	1,446
8	VT DEM	1	3	1,322	1,322
9	FL DEM	25	27	32,203	1,288
10	IA DEM	5	7	5,022	1,004

**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	ME DEM	2	4	48,221	<b>24,111</b>
2	NV DEM	3	5	49,135	<b>16,378</b>
3	NJ GOP	13	15	202,472	<b>15,575</b>
4	OH GOP	18	20	121,244	<b>6,736</b>
5	ME GOP	2	4	11,000	<b>5,500</b>
6	MT DEM	1	3	1,478	<b>1,478</b>
7	CT DEM	5	7	7,228	<b>1,446</b>
8	FL DEM	25	27	32,203	<b>1,288</b>
9	VT DEM	1	3	1,322	<b>1,322</b>
10	IA DEM	5	7	5,022	<b>1,004</b>
11	AZ DEM	8	10	7,231	<b>904</b>
12	MI DEM	15	17	12,874	<b>858</b>

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13	OR DEM	5	7	4,289	858
14	IA GOP	5	7	4,270	854
15	MN GOP	8	10	6,381	798
16	NH DEM	2	4	1,590	795
17	OH DEM	18	20	13,793	766
18	PA GOP	19	21	12,600	663
19	HI GOP	2	4	1,292	646
20	ND GOP	1	3	607	607
21	DE DEM	1	3	560	560
22	WI DEM	8	10	4,248	531
23	MN DEM	8	10	4,163	520
24	MI GOP	15	17	6,953	464
25	OR GOP	5	7	1,693	339
26	NC DEM	13	15	4,052	312
27	FL GOP	25	27	7,580	303
28	WA DEM	9	11	2,499	278
29	OK GOP	5	7	1,366	273
30	CO DEM	7	9	1,811	259
31	MO GOP	9	11	2,213	246
32	IL GOP	19	21	4,621	243
33	VA GOP	11	13	2,580	235
34	NH GOP	2	4	450	225
35	IN GOP	9	11	1,755	195
36	AL GOP	7	9	1,201	172
37	IN DEM	9	11	1,532	170
38	ND DEM	1	3	144	144
39	MD DEM	8	10	1,145	143
40	NM GOP	3	5	406	135
41	MO DEM	9	11	1,128	125
42	WI GOP	8	10	988	124
43	CA GOP	53	55	6,448	122
44	TX GOP	32	34	3,875	121
45	KS DEM	4	6	457	114
46	SC DEM	6	8	675	113
47	MA GOP	10	12	957	96
48	SC GOP	6	8	530	88
49	WA GOP	9	11	786	87
50	AR GOP	4	6	342	86
51	TX DEM	32	34	2,557	80
52	MA DEM	10	12	779	78
53	VA DEM	11	13	774	70
54	SD GOP	1	3	62	62
55	NV GOP	3	5	166	55
56	AK GOP	1	3	53	53
57	TN DEM	9	11	457	51
58	WY DEM	1	3	46	46
59	RI DEM	2	4	88	44
60	WV GOP	3	5	130	43

61	RI GOP	2	4	86	43
62	UT GOP	3	5	120	40
63	AZ GOP	8	10	310	39
64	NM DEM	3	5	116	39
65	NY GOP	29	31	1,121	39
66	CA DEM	53	55	2,009	38
67	CO GOP	7	9	234	33
68	PA DEM	19	21	526	28
69	OK DEM	5	7	89	18
70	MS DEM	4	6	96	24
71	WY GOP	1	3	17	17
72	LA DEM	7	9	107	15
73	MD GOP	8	10	110	14
74	AL DEM	7	9	61	9
75	KY GOP	6	8	64	11
76	VT GOP	1	3	6	6
77	CT GOP	5	7	24	5
78	IL DEM	19	21	83	4
79	DE GOP	1	3	4	4
80	MT GOP	1	3	4	4
81	NJ DEM	13	15	38	3
82	LA GOP	7	9	19	3
83	MS GOP	4	6	8	2
84	TN GOP	9	11	16	2
85	GA GOP	13	15	19	1
86	NE GOP	3	5	4	1
87	KS GOP	4	6	5	1
88	GA DEM	13	15	5	0
89	NY DEM	29	31	3	0
90	AK DEM	1	3	0	0
91	AR DEM	4	6	0	0
92	HI DEM	2	4	0	0
93	ID DEM	2	4	0	0
94	KY DEM	6	8	0	0
95	NC GOP	13	15	0	0
96	NE DEM	3	5	0	0
97	UT DEM	3	5	0	0
98	SD DEM	1	3	0	0
99	WV DEM	3	5	0	0
100	ID GOP	2	4	0	0