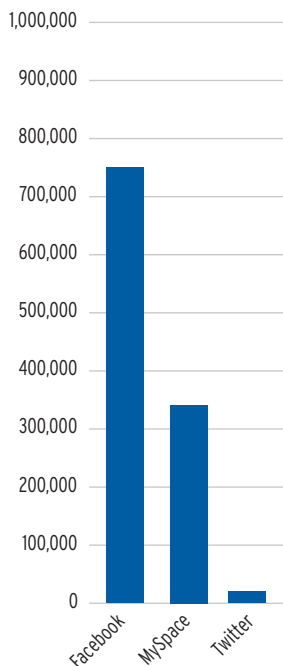


BARACK OBAMA

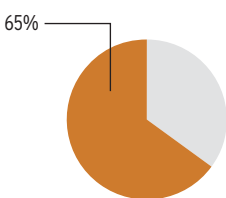


SHARKPIX

SOCIAL-NETWORK 'FRIENDS' AND 'FOLLOWERS'



WEBSITE VISITORS MARKET SHARE¹



YOUTUBE VIEWS²

1-4 MILLION

YOUTUBE RATINGS²

4 STARS

CAMPAIGN-FUNDED SOCIAL SITES

ObamaBlog, My.barackobama.com, BarackTV

THIRD-PARTY SOCIAL SITES

LinkedIn, Flickr, Eons, Glee, MiGente, MyBatanga, AsianAve, Faithbase, BlackPlanet, Eventful, Digg

MICROSITES

Asian-Americans, African-Americans, Americans abroad, environmentalists, first americans, "Generation Obama," kids, labor

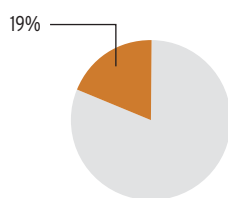
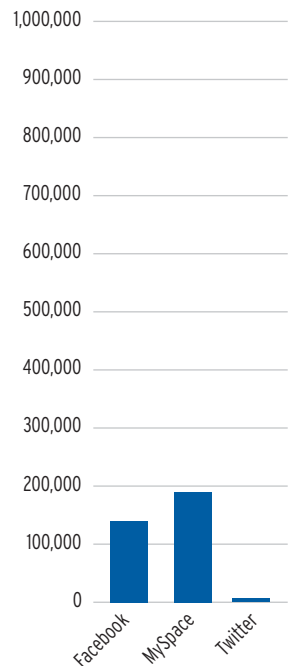
OTHER NEW MEDIA

Free ebook, widgets, logo buttons for blogs, videos, posters, wallpaper and ringtones

HILLARY CLINTON



GAMMA



400,000 - 900,000

1-3 STARS

BlogHillary, Hillblazers (Youth for Hillary), Women for Hillary

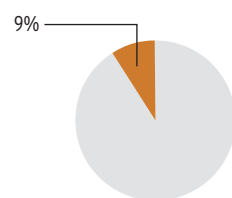
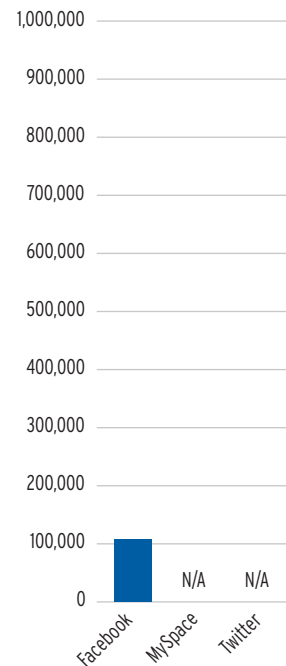
LinkedIn, Flickr, Eons

Hillary Hub, Fact Hub, Delegate Hub

JOHN McCAIN



JONATHAN ALCORN



200,000 - 300,000

2-3 STARS

Blog, McCainSpace

Flickr

Veterans for McCain, Women for McCain, Lawyers for McCain, basketball brackets

1. Hitwise: share of political candidate sites
2. Views and ratings of each candidate's top 4 videos on YouTube