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## Media Alert

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**TRIPLE CROWN POSSIBILITY COULD MEAN LARGER AUDIENCE EXPECTED FOR SATURDAY’S BELMONT TELECAST**

**New York, June 4, 2008** — According to the Nielsen Company, the possibility of a horse racing Triple Crown winner, which exists this year because of Big Brown winning the first two Triple Crown races, has historically increased viewing for the third race in the series, The Belmont Stakes. In years without a Triple Crown possibility, the Belmont Stakes typically generates lower ratings than the Preakness Stakes. But in 2004, the last time a Belmont was run with the possibility of a Triple Crown winner (Smarty Jones), total viewership increased by 88% from the Preakness. Based on data gathered over the past 10 years, a Triple Crown possibility raised total viewership over the Preakness by an average of 74%. The Belmont airs this Saturday on ABC.

Since 1998, there have been five instances of a Triple Crown possibility heading into Belmont. Here is a look at how the audience increased from the Preakness Stakes in each of those years.

YEAR	NETWORK	RACE	HH RATING	Persons Age 2+ RATING	Total Viewers Persons Age 2+ (000)	WINNER
1998	ABC	Preakness	4.0	2.1	5,248	REAL QUIET
		Belmont	6.7	3.6	9,131	VICTORY GALLOP
<b>% Increase</b>			<b>68%</b>	<b>71%</b>	<b>74%</b>	
1999	ABC	Preakness	3.8	1.9	4,948	CHARISMATIC
		Belmont	6.9	3.6	9,325	LEMON DROP KID
<b>% Increase</b>			<b>82%</b>	<b>89%</b>	<b>88%</b>	
2002	NBC	Preakness	6.5	3.4	9,208	WAR EMBLEM
		Belmont	8.4	4.6	12,410	SARAVA
<b>% Increase</b>			<b>29%</b>	<b>35%</b>	<b>35%</b>	
2003	NBC	Preakness	5.7	3.1	8,559	FUNNY CIDE
		Belmont	10.7	5.8	15,703	EMPIRE MAKER
<b>% Increase</b>			<b>88%</b>	<b>87%</b>	<b>83%</b>	
2004	NBC	Preakness	7.7	4.2	11,646	SMARTY JONES
		Belmont	13.0	7.9	21,859	BIRDSTONE
<b>% Increase</b>			<b>69%</b>	<b>88%</b>	<b>88%</b>	

**Note, in those years without a Triple Crown possibility going back to 1998, the average Household rating for the Belmont Stakes was a 4.1 compared to a 9.1 in the years listed above – an increase of 122%.**



From a local perspective, here is a look at the Top 5 Metered Market performances from the first two legs of the Triple Crown this year.

**The Kentucky Derby: Saturday, May 3, 2008 on NBC (6-7p)**

MARKET	HH RATING	HH SHARE	Total Households (000)
Louisville	36.2	66	238
Indianapolis	17.8	33	191
Ft. Myers-Naples	16.6	31	81
Columbus	15.1	31	137
Dayton	14.7	29	75

NATIONAL (Live+SD)	HH RATING	Persons Age 2+ RATING	Total Viewers Persons Age 2+ (000)	WINNER
	8.8	5.0	14203	BIG BROWN

**The Preakness Stakes: Saturday, May 17, 2008 on NBC (5:45-6:45p)**

MARKET	HH RATING	HH SHARE	Total Households (000)
Louisville	18.6	35	122
Baltimore	18.5	41	203
St. Louis	10.7	22	133
Ft. Myers-Naples	10.5	21	51
Orlando-Daytona Bch-Melbrn	10.3	19	148

NATIONAL (Live+SD)	HH RATING	Persons Age 2+ RATING	Total Viewers Persons Age 2+ (000)	WINNER
	5.5	2.8	7939	BIG BROWN

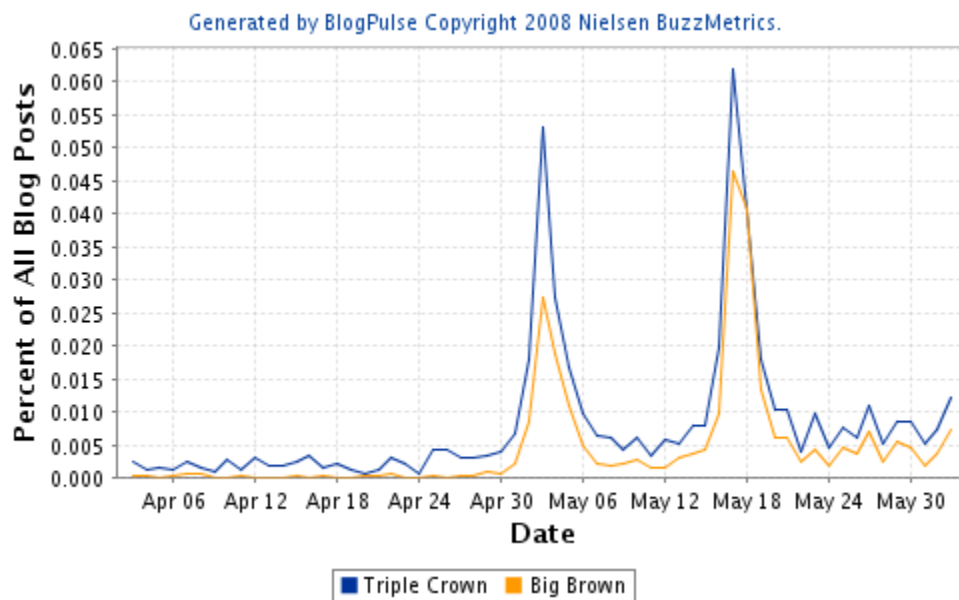
As would be expected, the New York market has experienced solid Belmont performances in those years where a Triple Crown has been in play.

New York DMA Belmont Stakes	HH RATING	HH SHARE	Total Households (000)
1998	7.9	20	533
1999	9.9	25	676
2002	12.3	28	895
2003	14.0	25	1019
2004	20.5	38	1511



## The Buzz Online

Online horse-racing fans are eagerly anticipating this year's Belmont Stakes, according to Nielsen BuzzMetrics. After breezing through the Kentucky Derby and the Preakness in May, Big Brown caused an uptick in online conversations around the Triple Crown. The first spike in consumer discussion took place on May 3<sup>rd</sup>, as Big Brown captured the Kentucky Derby crown. Conversation drivers included the remembrance of second runner-up Eight Belles, who collapsed after the race and was immediately euthanized, Big Brown's big win, and references to Barbaro, the 2006 Kentucky Derby winner who shattered his leg in the 2006 Preakness, and was then put to rest. Online discussions for the Triple Crown peaked again on May 17<sup>th</sup> as Big Brown won the Preakness, up 18.5% since May 3<sup>rd</sup>, while conversations increased 64% for Big Brown.



## About The Nielsen Company

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