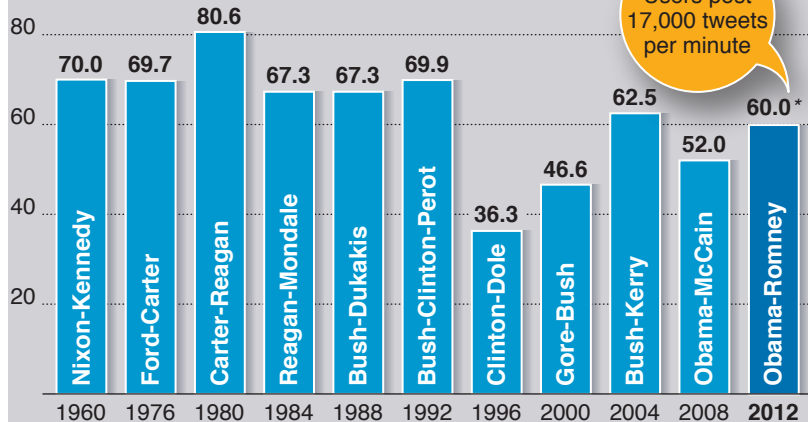


U.S. presidential debate goes digital

Millions of people worldwide tuned into the U.S. presidential debate via TV and online, with social networks streaming the exchange in the most up-to-the-second digital coverage in U.S. political history

TV audience (millions of viewers)

Online
Users post
17,000 tweets
per minute



Sources: Nielsen Company, Museum of Broadcast Communication, *estimate

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