

Nielsen Media Research  
2005 Competitive Program Analysis  
M-F 6a-11p

NETWORK	PROGRAM NAME	DAYS	Ranked On			
			HH COV	HH AA(000)	P2+ AA(000)	A25-54 AA(000)
FOXN	THE OREILLY FACTOR	MTWTF	2.2	1896	2490	564
FOXN	HANNITY & COLMES	MTWTF	1.7	1467	1885	510
FOXN	ON THE RECORD W/GRETA	MTWTF	1.6	1401	1748	504
FOXN	THE FOX REPORT W/S.SMITH	MTWTF	1.4	1179	1527	418
FOXN	FOX AND FRIENDS	MTWTF	1.0	871	1003	392
CNN	LARRY KING LIVE	MTWTF	1.2	1033	1234	348
FOXN	SPECIAL REPORTW/BRIT HUME	MTWTF	1.3	1114	1409	343
FOXN	STUDIO B W/S.SMITH	MTWTF	1.0	908	1066	310
FOXN	FOX NEWS LIVE	MTWTF	1.0	835	981	304
CNN	NEWSNIGHT W/ AARON BROWN	MTWTF	0.8	700	838	299
FOXN	DAYSIDE	MTWTF	0.9	832	944	281
CNN	PEOPLE IN THE NEWS	TF	0.7	633	749	275
FOXN	THE BIG STORY W/J GIBSON	MTWTF	1.0	906	1087	274
FOXN	YOUR WORLD W/NEIL CAVUTO	MTWTF	0.9	809	952	263
FOXN	FOX & FRIENDS FIRST	MTWTF	0.6	560	599	261
CNN	PAULA ZAHN NOW	MTWTF	0.7	649	781	254
CNN	ANDERSON COOPER 360	MTWTF	0.7	591	714	243
FOXN	DAYSIDE WITH LINDA VESTER	MTWTF	0.8	660	758	239
CNN	SITUATION ROOM	MTWTF	0.8	701	782	226
CNN	CNN PRESENTS	TF	0.5	475	585	207
MSNB	RITA COSBY LIVE & DIRECT	MTWTF	0.5	398	483	195
CNN	LOU DOBBS TONIGHT	MTWTF	0.6	550	636	188
HLN	NANCY GRACE	MTWTF	0.5	418	510	181
CNN	AMERICAN MORNING	MTWTF	0.6	493	545	179
CNN	CNN LIVE	MTWTF	0.5	475	525	156
MSNB	MSNBC INVESTIGATES	MTWTF	0.3	254	316	150
MSNB	COUNTDOWN W/ K. OLBERMANN	MTWTF	0.4	311	375	142
MSNB	SCARBOROUGH COUNTRY	MTWTF	0.4	302	366	140
CNN	LIVE FROM ...	MTWTF	0.5	418	465	139
CNN	CNN DAYBREAK	MTWTF	0.4	321	342	139
CNN	WOLF BLITZER REPORTS	MTWTF	0.5	461	531	130
MSNB	HARDBALL WITH C. MATTHEWS	MTWTF	0.4	330	382	125
HLN	PRIME NEWS TONIGHT	MTWTF	0.3	268	335	123
CNBC	THE OFFICE	F	0.2	142	177	121
HLN	ROBIN & COMPANY	MTWTF	0.2	189	212	114
CNBC	THE APPRENTICE	MTWTF	0.2	153	190	113
MSNB	THE ABRAMS REPORT	MTWTF	0.3	244	282	110
CNN	INSIDE POLITICS	MTWTF	0.4	380	423	106
CNN	NEWS FROM CNN	MTWTF	0.4	340	396	106
CNBC	THE AGE OF WALMART	M_TF	0.2	155	196	105
CNN	CROSSFIRE	MTWTF	0.4	389	430	104
CNBC	THE CONTENDER	MTW_F	0.2	158	200	103
CNBC	MARTHA STEWART	M_T	0.2	136	173	102
MSNB	MSNBC REPORTS	MTWTF	0.3	223	265	100
CNBC	THE EBAY EFFECT	M_WTF	0.2	137	172	99
MSNB	DEBORAH NORVILLE TONIGHT	MT_T	0.2	196	234	94
CNN	CNNI YOUR WORLD TODAY	MTWTF	0.4	319	345	93
MSNB	IMUS IN THE MORNING	MTWTF	0.3	275	314	91
CNBC	HEADS UP POKER	T	0.2	185	222	86
HLN	CNN HEADLINE NEWS	MTWTF	0.2	187	215	85
MSNB	THE SITUATION W/T CARLSON	MTWTF	0.2	178	202	83
MSNB	MSNBC LIVE	MTWTF	0.2	187	207	81
MSNB	HEADLINERS & LEGENDS	M_WT	0.2	159	183	73
CNBC	HURRICANE KATRINA: CRISIS	MTWTF	0.2	134	152	68
CNBC	THE RESTAURANT	MTWTF	0.1	101	108	68
HLN	SHOWBIZ TONIGHT	MTWTF	0.1	126	149	65
MSNB	DIETL & DANIELS	F	0.2	146	125	65
CNBC	BIG IDEA W/ DONNY DEUTSCH	MTWTF	0.1	94	111	64
CNBC	COVER TO COVER	MTWTF	0.1	114	131	63
MSNB	CONNECTED: COAST TO COAST	MTWTF	0.2	148	165	62
CNBC	LATE NIGHT W/CONAN OBRIEN	MTWTF	0.1	86	106	62
CNBC	DENNIS MILLER	MTWTF	0.1	94	113	58
CNBC	KUDLOW & CRAMER	MTWTF	0.2	175	190	56
CNBC	CNBC TOWN HALL	M_T	0.1	89	108	56
CNBC	MOTHERS ON WALL STREET	M	0.1	61	80	56
CNBC	INTERNATIONAL AUTO SHOW	M	0.1	86	106	54
CNBC	DOLLARS AND SPORTS	M_T	0.1	68	78	52
CNBC	MAD MONEY	MTWTF	0.2	135	150	51
CNBC	THE SUZE ORMAN SHOW	M_WTF	0.1	80	94	51
CNBC	SQUAWK ON THE STREET 9A	MTWTF	0.2	196	214	50
MSNB	LESTER HOLT LIVE	MTWTF	0.2	130	160	49
CNBC	CNBC ON ASSIGNMENT	MTWTF	0.1	92	109	49
CNBC	MADE IN THE USA	W	0.1	66	82	49
CNBC	MORNING CALL	MTWTF	0.2	193	206	47
CNBC	SQUAWK BOX 9:30A	MTWTF	0.2	175	188	47
CNBC	STREET SIGNS	MTWTF	0.2	202	221	46
CNBC	SQUAWK ON THE STREET 930A	MTWTF	0.3	228	239	45
CNBC	POWER LUNCH	MTWTF	0.2	199	213	45
CNBC	ON THE MONEY	MTWTF	0.1	98	113	44
CNBC	CLOSING BELL	MTWTF	0.3	222	241	43
CNBC	THE MARKET HOUR	M	0.1	88	105	42
CNBC	MCENROE	MTWTF	0.1	50	63	40
CNBC	YOUR MONEY	M	0.1	62	68	39
CNBC	KUDLOW & COMPANY	MTWTF	0.2	180	200	38
CNBC	SQUAWK BOX 9A	MTWTF	0.2	150	163	38
CNBC	FAST FORWARD	M_F	0.1	77	74	38
CNBC	SQUAWK BOX 8:30A	MTWTF	0.1	126	138	37
CNBC	BULLSEYE	MTWTF	0.1	91	99	36
CNBC	SQUAWK BOX 7:30A	MTWTF	0.1	89	98	36
CNBC	SQUAWK BOX 8A	MTWTF	0.1	107	120	34
CNBC	THE KINGDOM BUILT ON OIL	M_T	0.1	57	67	34
CNBC	OUTSIDE THE BOX	M	0.1	60	69	33
CNBC	BEHIND THE WHEEL	M_F	0.1	60	66	31
CNBC	BAJA 1000 (2004)	M_F	0.1	47	56	26
CNBC	ARCH RIVALS	M	0.1	80	72	24
CNBC	SQUAWK BOX 7A	MTWTF	0.1	70	76	23
CNBC	WAKE-UP CALL	MTWTF	0	39	40	15
CNBC	SQUAWK BOX 6A	MTWTF	0	40	40	13
CNBC	SQUAWK BOX 630A	MTWTF	0.1	54	54	11
CNBC	CNBC WORLD	M_T	0	31	31	5