

2Q '08 (LIVE+SD) FINAL Competitive Program Analysis (excluding breaking news & specials)

2Q '08: (03/31/2008 - 06/27/2008)

Ranked On:

NETWORK	PROGRAM NAME	DAYS	TIME	HH COV	HH AA%	HH AA (000)	P2+ AA (000)	A25-54 AA (000)	A18-34 AA (000)	A18-49 AA (000)	A35-64 AA (000)	#Tlc
FOXN	THE OREILLY FACTOR	MTWTF	06:00A -11:00P	2		1907	2428	488	108	368	951	60
FOXN	HANNITY & COLMES	MTWTF	06:00A -11:00P	1.5		1384	1758	399	81	309	722	58
FOXN	ON THE RECORD W/GRETA	MTWTF	06:00A -11:00P	1.1		1072	1342	316	65	243	581	60
FOXN	SPECIAL REPORTW/BRIT HUME	MTWTF	06:00A -11:00P	1.2		1116	1342	280	58	201	550	65
FOXN	THE FOX REPORT W/S.SMITH	MTWTF	06:00A -11:00P	1.1		1042	1272	284	68	216	544	61
FOXN	THE OREILLY FACTOR (RPT)	MTWTF	11:00P -12:00A	1		959	1198	336	89	275	560	59
CNN	LARRY KING LIVE	MTWTF	06:00A -11:00P	0.9		909	1094	306	65	240	496	59
FOXN	JUST IN W/LAURA INGRAHAM	MTWT	06:00A -11:00P	1		911	1066	183	44	143	396	8
FOXN	AMERICAS ELECTION HQ	MTWTF	06:00A -11:00P	0.9		865	1021	207	52	164	385	60
FOXN	AMERICAS NEWSROOM	MTWTF	06:00A -11:00P	0.9		876	1021	245	46	196	491	132
CNN	CNN ELECTION CENTER	MTWTF	06:00A -11:00P	0.9		820	1006	330	94	282	484	73
FOXN	FOX AND FRIENDS	MTWTF	06:00A -11:00P	0.9		877	995	303	51	256	579	130
FOXN	YOUR WORLD W/NEIL CAVUTO	MTWTF	06:00A -11:00P	0.9		811	943	176	44	142	349	65
FOXN	STUDIO B W/S.SMITH	MTWTF	06:00A -11:00P	0.8		785	902	178	38	135	354	65
CNN	LOU DOBBS TONIGHT	MTWTF	06:00A -11:00P	0.8		725	885	244	60	196	413	61
CNN	ANDERSON COOPER 360	MTWTF	10:00P -12:00A	0.8		734	883	293	74	245	436	119
FOXN	HAPPENING NOW	MTWTF	06:00A -11:00P	0.8		743	849	197	40	148	371	131
FOXN	AMERICAS PULSE	MTWTF	06:00A -11:00P	0.8		724	832	176	36	125	328	55
FOXN	LIVE DESK, THE	MTWTF	06:00A -11:00P	0.8		718	827	182	36	126	334	75
MSNB	COUNTDOWN W/ K. OLBERMANN	MTWTF	06:00A -11:00P	0.7		642	804	298	108	241	416	115
CNN	SITUATION ROOM	MTWTF	06:00A -11:00P	0.6		607	700	186	51	156	314	196
MSNB	HARDBALL WITH C. MATTHEWS	MTWTF	06:00A -11:00P	0.6		514	606	194	59	144	292	120
MSNB	VERDICT WITH DAN ABRAMS	MTWTF	06:00A -11:00P	0.5		491	587	213	69	169	300	54
FOXN	FOX & FRIENDS FIRST	MTWTF	06:00A -11:00P	0.5		504	551	196	30	165	350	65
MSNB	RACE/WHITE HSE W/D GREGORY	MTWTF	06:00A -11:00P	0.5		453	526	161	46	123	243	56
HLN	NANCY GRACE	MTWTF	06:00A -11:00P	0.4		416	491	183	52	155	253	130
CNN	CNN NEWSROOM	MTWTF	06:00A -11:00P	0.5		442	487	148	44	128	230	391
CNBC	DEAL OR NO DEAL	MT_TF	06:00A -11:00P	0.4		361	476	153	61	143	188	33
CNN	ISSUE NO. 1	MTWTF	06:00A -11:00P	0.4		398	434	129	37	112	203	63
CNN	AMERICAN MORNING	MTWTF	06:00A -11:00P	0.4		385	411	148	36	122	236	65
CNBC	SQUAWK ON THE STREET 2	MTWTF	06:00A -11:00P	0.4		372	399	114	16	76	191	64
CNBC	CALL, THE	MTWTF	06:00A -11:00P	0.4		352	388	109	15	76	182	64
CNBC	SQUAWK ON THE STREET 930A	MTWTF	06:00A -11:00P	0.4		353	371	117	16	73	184	64
HLN	GLENN BECK	MTWTF	06:00A -11:00P	0.3		290	355	128	35	106	192	130
HLN	SHOWBIZ TONIGHT	MTWTF	11:00P -12:00A	0.3		315	354	161	46	133	191	65
MSNB	HARDBALL WITH C. MATTHEWS (RPT)	MTWT	11:00P -12:00A	0.3		296	347	137	40	108	196	10
CNBC	CLOSING BELL 3P	MTWTF	06:00A -11:00P	0.3		318	347	84	9	58	158	64
CNBC	STREET SIGNS	MTWTF	06:00A -11:00P	0.3		315	347	89	10	60	158	64
CNBC	CLOSING BELL 4P	MTWTF	06:00A -11:00P	0.3		313	346	78	10	61	147	64
MSNB	MORNING JOE	MTWTF	06:00A -11:00P	0.4		319	342	107	29	83	176	64
MSNB	MSNBC INVESTIGATES (RPT)	MTWTF	11:00P -12:00A	0.3		285	339	172	95	176	168	28
CNBC	POWER LUNCH	MTWTF	06:00A -11:00P	0.3		304	334	90	9	57	159	64
CNBC	SQUAWK ON THE STREET 9A	MTWTF	06:00A -11:00P	0.3		308	318	109	10	74	170	64
MSNB	MSNBC LIVE	MTWTF	06:00A -11:00P	0.3		280	308	109	34	79	153	514
MSNB	MSNBC INVESTIGATES	M	06:00A -11:00P	0.3		241	300	135	72	149	139	9
CNBC	SQUAWK BOX 8:30A	MTWTF	06:00A -11:00P	0.3		280	284	91	4	69	162	64
CNBC	SQUAWK BOX 8A	MTWTF	06:00A -11:00P	0.3		247	259	89	3	71	158	64
HLN	MORNING EXPRESS W/ MEADE	MTWTF	06:00A -11:00P	0.2		218	237	115	20	91	151	65
CNBC	KUDLOW & COMPANY	MTWTF	06:00A -11:00P	0.2		198	232	77	10	68	119	64
HLN	MORNING EXPRESS	MTWTF	06:00A -11:00P	0.2		205	225	98	21	79	119	63
CNBC	SQUAWK BOX 7:30A	MTWTF	06:00A -11:00P	0.2		204	224	83	3	67	144	64
CNBC	FAST MONEY	MTWTF	06:00A -11:00P	0.2		203	224	76	9	54	118	126
CNBC	MAD MONEY	MTWTF	06:00A -11:00P	0.2		199	221	72	11	56	111	64
HLN	CNN HEADLINE NEWS	MTWTF	06:00A -11:00P	0.2		193	212	81	23	67	103	327
HLN	PRIME NEWS	MTWTF	06:00A -11:00P	0.2		181	208	82	27	74	100	130
HLN	HLN LOCAL EDITION	MTWTF	06:00A -11:00P	0.2		185	207	84	20	70	111	779
CNBC	SQUAWK BOX 7A	MTWTF	06:00A -11:00P	0.2		173	182	74	4	57	122	64
CNBC	AMERICAN GREED	W	06:00A -11:00P	0.2		158	179	73	16	57	99	13
HLN	SHOWBIZ TONIGHT	MTWTF	06:00A -11:00P	0.2		145	156	74	18	65	86	65
CNBC	BUSINESS NATION	MT_F	06:00A -11:00P	0.1		131	144	55	19	52	73	5
CNBC	THE SUZE ORMAN SHOW	M_F	06:00A -11:00P	0.1		127	141	73	19	65	85	6
CNBC	BIG IDEA W/ DONNY DEUTSCH	MTWTF	06:00A -11:00P	0.1		106	122	61	21	53	67	62
CNBC	HIGH NET WORTH	F	06:00A -11:00P	0.1		108	116	42	10	38	61	13
CNBC	SQUAWK BOX 6A	MTWTF	06:00A -11:00P	0.1		107	115	60	8	53	82	64
CNBC	CONVERSATIONS W/EISNER	MT	06:00A -11:00P	0.1		100	107	32	13	30	46	3
CNBC	HIGH NET WORTH (RPT)	F	11:00P -12:00A	0.1		95	98	48	14	41	55	13
CNBC	MAD MONEY (RPT)	MTWTF	11:00P -12:00A	0.1		84	98	48	13	39	64	63

Source: Nielsen Media Research, all regularly scheduled programs airing M-F 6am-12am excluding breaking news & specials.
Program Name Averages. Only scheduled programs with 3+ telecasts included.