

# February 2008 versus Year-Ago

Persons 2+			Persons 25-54		
Feb08	Feb07	%Chg	Feb08	Feb07	%Chg

## Total Day (M-Su)

	Feb08	Feb07	%Chg	Feb08	Feb07	%Chg
CNN Total Day	723	520	39%	262	191	37%
FXNC Total Day	982	897	9%	266	277	-4%
MSNBC Total Day	404	341	18%	165	142	16%
CNBC Total Day	259	222	17%	84	88	-5%
HLN Total Day	279	271	3%	118	120	-2%

## Prime (M-Su)

	Feb08	Feb07	%Chg	Feb08	Feb07	%Chg
CNN Prime	1666	783	113%	614	246	150%
FXNC Prime	1874	1615	16%	454	413	10%
MSNBC Prime	771	476	62%	326	191	71%
CNBC Prime	275	272	1%	112	117	-4%
HLN Prime	430	422	2%	167	170	-2%

## Prime (M-F)

	Feb08	Feb07	%Chg	Feb08	Feb07	%Chg
CNN Prime	2033	881	131%	750	272	176%
FXNC Prime	2222	1892	17%	550	471	17%
MSNBC Prime	879	512	72%	363	198	83%
CNBC Prime	284	261	9%	108	113	-4%
HLN Prime	501	483	4%	196	191	3%

## Morning Programs

	Feb08	Feb07	%Chg	Feb08	Feb07	%Chg
CNN Am Morning (6-9a)	425	386	10%	165	165	0%
FXNC Fox & Friends (6-9a)	824	702	17%	282	291	-3%
MSNBC Morning Joe (6-9a)	310	374	-17%	99	140	-29%
CNBC Squawk Box (6-10a)	184	149	23%	67	66	2%
HLN Morning Exp (6-10a)	263	216	22%	128	118	8%

## 3pm Hour

	Feb08	Feb07	%Chg	Feb08	Feb07	%Chg
CNN CNN Newsroom	630	552	14%	172	185	-7%
FXNC Studio B	1050	1062	-1%	244	278	-12%
MSNBC MSNBC Live	354	354	0%	122	125	-2%
CNBC Closing Bell	394	325	21%	80	103	-22%
HLN HLN News	279	248	13%	108	92	17%

## 4pm Hour

	Feb08	Feb07	%Chg	Feb08	Feb07	%Chg
CNN Situation Room	801	697	15%	211	203	4%
FXNC Your World	1020	987	3%	212	231	-8%
MSNBC MSNBC Live	328	274	20%	108	87	24%
CNBC Closing Bell	384	279	38%	78	81	-4%
HLN HLN News	285	259	10%	110	104	6%

## 5pm Hour

	Feb08	Feb07	%Chg	Feb08	Feb07	%Chg
CNN Situation Room	847	658	29%	252	210	20%
FXNC Big Story	1085	1047	4%	235	271	-13%
MSNBC Hardball	531	419	27%	146	146	0%
CNBC Fast Money	302	287	5%	97	83	17%
HLN Prime News w/ Hill	282	207	36%	108	89	21%

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Feb08	Feb07	%Chg	Feb08	Feb07	%Chg

## 6pm Hour

	Feb08	Feb07	%Chg	Feb08	Feb07	%Chg
CNN Situation Room	907	881	3%	289	258	12%
FXNC Sp Rpt Hume	1493	1376	9%	329	383	-14%
MSNBC Tucker	383	246	56%	120	107	12%
CNBC Mad Money	266	230	16%	93	76	22%
HLN Prime News w/Hill	250	299	-16%	108	128	-16%

## 7pm Hour

	Feb08	Feb07	%Chg	Feb08	Feb07	%Chg
CNN Lou Dobbs Tonight	1169	672	74%	374	218	72%
FXNC Fox Rpt Smith	1587	1418	12%	386	407	-5%
MSNBC Hardball	619	434	43%	203	172	18%
CNBC Kudlow & Co.	239	170	41%	76	57	33%
HLN Glenn Beck	341	330	3%	157	154	2%

## 8pm Hour

	Feb08	Feb07	%Chg	Feb08	Feb07	%Chg
CNN Various	1100	583	89%	369	190	94%
FXNC O'Reilly Factor	2716	2484	9%	556	537	4%
MSNBC Countdown	1028	715	44%	388	262	48%
CNBC Fast Money	179	167	7%	64	75	-15%
HLN Nancy Grace	720	681	6%	257	244	5%

## 9pm Hour

	Feb08	Feb07	%Chg	Feb08	Feb07	%Chg
CNN Larry King Live	1261	1251	1%	378	337	12%
FXNC Hannity & Colmes	1912	1690	13%	465	438	6%
MSNBC Live w/ Dan Abrams	539	478	13%	179	171	5%
CNBC Various	437	460	-5%	151	185	-18%
HLN Glenn Beck	392	344	14%	157	136	15%

## 10pm Hour

	Feb08	Feb07	%Chg	Feb08	Feb07	%Chg
CNN AC360	1527	811	88%	587	289	103%
FXNC On the Record	1499	1510	-1%	392	441	-11%
MSNBC MSNBC Docs	499	354	41%	262	163	61%
CNBC Big Idea	169	155	9%	83	78	6%
HLN Nancy Grace	429	425	1%	190	194	-2%

## 11pm Hour

	Feb08	Feb07	%Chg	Feb08	Feb07	%Chg
CNN AC360	743	463	60%	297	220	35%
FXNC O'Reilly Factor	1166	1155	1%	368	364	1%
MSNBC MSNBC Docs	455	339	34%	243	171	42%
CNBC Mad Money	124	97	28%	71	46	54%
HLN Showbiz Tonight	417	386	8%	177	202	-12%

## 10pm-12m Block

	Feb08	Feb07	%Chg	Feb08	Feb07	%Chg
CNN AC360	1190	637	87%	462	255	81%
FXNC On the Rec/O'Reilly	1326	1332	0%	380	402	-5%
MSNBC MSNBC Docs	477	344	39%	253	163	55%
CNBC Big Idea/Mad Money	146	126	16%	77	62	24%
HLN NG/Showbiz	423	406	4%	184	198	-7%