

JANUARY '09 (LIVE+SD) FINAL Competitive Program Analysis (excluding breaking news & specials)
JANUARY '09 FINAL (12/29/08 - 01/23/09)

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	2.5		2361	3097	623	137	442	1189	18
FOXN	HANNITY-HANNITY & COLMES	MTWTF	06:00A -11:00P	1.9		1813	2377	522	120	385	906	16
FOXN	THE FOX REPORT W/S.SMITH	MTWTF	06:00A -11:00P	1.5		1453	1850	429	98	323	806	20
FOXN	SPECIAL RPTW/BRIT BAIER-HUME	MTWTF	06:00A -11:00P	1.6		1482	1834	399	109	304	781	19
FOXN	ON THE RECORD W/GRETA	MTWTF	06:00A -11:00P	1.4		1327	1672	374	84	271	648	16
FOXN	YOUR WORLD W/NEIL CAVUTO	MTWTF	06:00A -11:00P	1.3		1266	1498	309	93	247	580	19
FOXN	GLENN BECK-AMER NWS HQ	MTWTF	06:00A -11:00P	1.3		1206	1443	337	97	266	594	22
MSNB	COUNTDOWN W/ K. OLBERMANN	MTWTF	08:00P -09:00P	1.2		1081	1416	480	165	388	750	18
CNN	CAMPBELL BROWN	MTWTF	06:00A -11:00P	1.1		1089	1414	471	149	409	641	19
CNN	ANDERSON COOPER 360	MTWTF	10:00P -11:00P	1.1		1129	1391	488	130	420	650	19
FOXN	AMERICAS NEWSROOM	MTWTF	06:00A -11:00P	1.3		1198	1390	328	73	247	624	36
CNN	LARRY KING LIVE	MTWTF	06:00A -11:00P	1.1		1115	1376	390	97	312	581	19
CNN	SITUATION ROOM	MTWTF	06:00A -11:00P	1.1		1059	1332	383	123	332	578	60
MSNB	RACHEL MADDOW SHOW	MTWTF	06:00A -11:00P	1.1		1015	1325	454	144	376	700	17
FOXN	STUDIO B W/S.SMITH	MTWTF	06:00A -11:00P	1.2		1112	1306	288	87	226	510	19
HLN	NANCY GRACE	MTWTF	08:00P -09:00P	1		1031	1274	484	121	386	721	20
FOXN	THE OREILLY FACTOR (RPT)	MTWTF	11:00P -12:00A	1		998	1243	385	108	314	610	17
FOXN	LIVE DESK, THE	MTWTF	06:00A -11:00P	1		977	1153	260	80	208	452	36
FOXN	HAPPENING NOW	MTWTF	06:00A -11:00P	1		996	1148	262	73	210	472	36
FOXN	FOX AND FRIENDS	MTWTF	06:00A -11:00P	0.9		886	978	300	51	228	565	61
FOXN	OREILLY FACTOR CLASSIC	__WT__	06:00A -11:00P	0.8		769	964	194	40	143	374	5
CNN	LOU DOBBS TONIGHT	MTWTF	06:00A -11:00P	0.8		760	938	267	78	219	425	18
CNN	ANDERSON COOPER 360	MTWTF	11:00P -12:00A	0.8		749	906	374	102	327	474	19
MSNB	HARDBALL WITH C. MATTHEWS	MTWTF	06:00A -11:00P	0.7		686	842	253	82	210	413	39
MSNB	COUNTDOWN W/ K. OLBERMANN (RPT)	MTWTF	10:00P -11:00P	0.7		621	768	274	107	255	403	17
CNN	CNN NEWSROOM	MTWTF	06:00A -11:00P	0.7		649	767	225	64	188	351	126
FOXN	HANNITY'S AMERICA	__WTF__	06:00A -11:00P	0.7		628	765	159	35	125	301	6
HLN	NANCY GRACE (RPT)	MTWTF	10:00P -11:00P	0.6		554	679	317	83	259	391	20
CNBC	DEAL OR NO DEAL	M_W_F__	06:00A -11:00P	0.5		458	612	209	69	193	255	6
MSNB	1600 PENNSYLVANIA AVE	MTWTF	06:00A -11:00P	0.6		518	596	161	57	141	282	15
CNN	AMERICAN MORNING	MTWTF	06:00A -11:00P	0.5		511	588	228	46	177	349	21
MSNB	MSNBC LIVE	MTWTF	06:00A -11:00P	0.5		457	535	180	60	149	257	153
HLN	ISSUES	MTWTF	06:00A -11:00P	0.4		421	531	220	55	174	308	20
MSNB	RACHEL MADDOW SHOW (RPT)	MTWTF	11:00P -12:00A	0.4		417	511	204	59	181	300	17
MSNB	MSNBC INVESTIGATES	__T__	06:00A -11:00P	0.4		379	507	310	118	306	287	11
HLN	LOU DOBBS TONIGHT	MTWTF	06:00A -11:00P	0.4		384	485	196	42	153	267	20
MSNB	MORNING JOE	MTWTF	06:00A -11:00P	0.4		398	443	159	46	127	242	19
HLN	SHOWBIZ TONIGHT (RPT)	MTWTF	11:00P -12:00A	0.4		372	443	219	51	172	263	20
CNBC	CALL, THE	MTWTF	06:00A -11:00P	0.4		395	428	124	25	100	204	17
CNBC	POWER LUNCH	MTWTF	06:00A -11:00P	0.4		375	412	109	18	78	190	18
CNBC	SQUAWK ON THE STREET 930A	MTWTF	06:00A -11:00P	0.4		372	406	117	15	87	200	18
CNBC	CLOSING BELL 3P	MTWTF	06:00A -11:00P	0.4		377	404	97	18	66	168	18
CNBC	CLOSING BELL 4P	MTWTF	06:00A -11:00P	0.4		371	402	103	16	73	176	18
CNBC	SQUAWK ON THE STREET 2	MTWTF	06:00A -11:00P	0.4		372	401	115	21	92	187	18
CNBC	STREET SIGNS	MTWTF	06:00A -11:00P	0.4		369	396	105	19	70	179	18
CNBC	SQUAWK ON THE STREET 9A	MTWTF	06:00A -11:00P	0.3		332	371	114	15	85	195	18
CNBC	SQUAWK BOX 8:30A	MTWTF	06:00A -11:00P	0.3		322	363	111	19	86	196	18
HLN	PRIME NEWS	MTWTF	06:00A -11:00P	0.3		273	351	147	32	109	205	40
CNBC	FAST MONEY	MTWTF	06:00A -11:00P	0.3		267	297	103	12	77	156	19
CNBC	SQUAWK BOX 8A	MTWTF	06:00A -11:00P	0.3		269	296	98	20	83	156	18
HLN	CNN HEADLINE NEWS	MTWTF	06:00A -11:00P	0.2		240	294	116	32	90	155	99
HLN	HLN LOCAL EDITION	MTWTF	06:00A -11:00P	0.2		234	286	121	29	93	163	240
CNBC	AMERICAN GREED	MTWT__	06:00A -11:00P	0.2		221	275	138	41	110	163	11
HLN	MORNING EXPRESS W/ MEADE	MTWTF	06:00A -11:00P	0.2		244	274	143	30	107	179	20
HLN	MORNING EXPRESS	MTWTF	06:00A -11:00P	0.2		231	264	120	34	95	146	20
CNBC	SCAM OF THE CENTURY	MT_T__	06:00A -11:00P	0.2		221	263	123	27	95	147	4
CNBC	MAD MONEY	MTWTF	06:00A -11:00P	0.2		217	249	89	20	71	136	19
CNBC	SQUAWK BOX 7:30A	MTWTF	06:00A -11:00P	0.2		212	231	78	14	66	126	18
CNBC	CNBC REPORTS	MTWTF	06:00A -11:00P	0.2		189	224	77	16	51	122	16
HLN	SHOWBIZ TONIGHT	MTWTF	06:00A -11:00P	0.2		171	197	92	30	76	103	19
CNBC	SQUAWK BOX 7A	MTWTF	06:00A -11:00P	0.2		178	189	70	7	58	127	18
CNBC	ON THE MONEY	MTWTF	06:00A -11:00P	0.1		141	167	76	17	58	103	21
CNBC	MAD MONEY (RPT)	MTWTF	11:00P -12:00A	0.1		129	149	67	12	53	99	16
CNBC	SQUAWK BOX 6A	MTWTF	06:00A -11:00P	0.1		120	129	58	8	52	92	18

Source: Nielsen Media Research, all regularly scheduled programs airing M-F 6am-12am excluding breaking news & specials. Program Name Averages. Only scheduled programs with 4+ telecasts included. Does not include programs that aired out of their regularly scheduled time period's because of special coverage.