

JULY '08 (LIVE+SD) FINAL Competitive Program Analysis (excluding breaking news & specials)
JULY '08 (06/30/2008 - 07/25/2008)

Ranked On:

NETWORK	PROGRAM NAME	DAYS	TIME	HH	HH	P2+	A25-54	A18-34	A18-49	A35-64	#Tlc
				COV	AA%	AA (000)	AA (000)	AA (000)	AA (000)	AA (000)	
FOXN	THE OREILLY FACTOR	MTWTF__	06:00A-11:00P	1.9	1806	2252	444	94	342	891	19
FOXN	HANNITY & COLMES	MTWTF__	06:00A-11:00P	1.4	1333	1643	364	78	276	657	19
FOXN	SPECIAL REPORTW/BRIT HUME	MTWTF__	06:00A-11:00P	1.2	1091	1307	256	61	194	546	20
FOXN	ON THE RECORD W/GRETA	MTWTF__	06:00A-11:00P	1.1	1058	1286	314	70	229	544	19
FOXN	THE FOX REPORT W/S.SMITH	MTWTF__	06:00A-11:00P	1.1	1039	1257	270	69	213	532	20
FOXN	THE OREILLY FACTOR (RPT)	MTWTF__	11:00P-12:00A	1	921	1121	304	71	238	523	19
FOXN	AMERICAS NEWSROOM	MTWTF__	06:00A-11:00P	0.9	861	1001	253	54	196	493	40
FOXN	JUST IN W/LAURA INGRAHAM	MTWT___	06:00A-11:00P	0.9	824	963	144	38	110	339	4
MSNB	COUNTDOWN W/ K. OLBERMANN	MTWTF__	08:00P-09:00P	0.9	771	959	347	134	280	482	18
FOXN	YOUR WORLD W/NEIL CAVUTO	MTWTF__	06:00A-11:00P	0.9	821	940	144	41	124	338	20
CNN	LARRY KING LIVE	MTWTF__	06:00A-11:00P	0.8	791	940	265	58	218	428	18
FOXN	AMERICAS ELECTION HQ	MTWTF__	06:00A-11:00P	0.9	799	922	163	44	138	362	16
FOXN	FOX AND FRIENDS	MTWTF__	06:00A-11:00P	0.9	792	903	254	46	216	520	40
FOXN	STUDIO B W/S.SMITH	MTWTF__	06:00A-11:00P	0.8	790	897	165	40	136	352	20
CNN	ANDERSON COOPER 360	MTWTF__	10:00P-11:00P	0.7	710	857	271	69	234	400	18
FOXN	LIVE DESK, THE	MTWTF__	06:00A-11:00P	0.8	740	856	184	39	145	353	40
FOXN	HAPPENING NOW	MTWTF__	06:00A-11:00P	0.8	718	828	211	42	165	377	40
CNN	LOU DOBBS TONIGHT	MTWTF__	06:00A-11:00P	0.7	637	759	216	50	179	370	20
CNN	ANDERSON COOPER 360	MTWTF__	11:00P-12:00A	0.6	593	707	274	79	248	374	20
CNN	CNN ELECTION CENTER	MTWTF__	06:00A-11:00P	0.5	511	603	194	50	177	301	19
CNN	SITUATION ROOM	MTWTF__	06:00A-11:00P	0.5	509	583	145	46	126	247	60
FOXN	FOX & FRIENDS FIRST	MTWTF__	06:00A-11:00P	0.5	505	547	184	27	154	350	20
MSNB	VERDICT WITH DAN ABRAMS	MTWT___	06:00A-11:00P	0.5	424	497	179	59	142	259	15
MSNB	HARDBALL WITH C. MATTHEWS	MTWTF__	06:00A-11:00P	0.5	433	494	157	51	118	229	37
MSNB	COUNTDOWN W/ K. OLBERMANN	MTWT___	10:00P-11:00P	0.4	398	489	187	64	147	263	15
HLN	NANCY GRACE	MTWTF__	06:00A-11:00P	0.4	408	479	177	49	150	238	40
CNN	CNN NEWSROOM	MTWTF__	06:00A-11:00P	0.4	409	456	141	47	125	207	120
MSNB	MSNBC INVESTIGATES (RPT)	MTWTF__	11:00P-12:00A	0.4	362	441	239	126	255	219	11
MSNB	RACE/WHITE HSE W/D GREGORY	MTWTF__	06:00A-11:00P	0.4	375	425	124	40	91	187	19
CNN	ISSUE NO. 1	MTWTF__	06:00A-11:00P	0.4	380	418	123	41	113	176	20
CNBC	CLOSING BELL 4P	MTWTF__	06:00A-11:00P	0.4	369	413	95	9	63	180	18
CNBC	CLOSING BELL 3P	MTWTF__	06:00A-11:00P	0.4	376	411	97	12	62	181	18
CNBC	SQUAWK ON THE STREET 2	MTWTF__	06:00A-11:00P	0.4	357	394	119	14	81	194	19
CNN	AMERICAN MORNING	MTWTF__	06:00A-11:00P	0.4	362	387	140	39	119	216	20
CNBC	STREET SIGNS	MTWTF__	06:00A-11:00P	0.4	350	384	94	12	60	167	18
CNBC	SQUAWK ON THE STREET 930A	MTWTF__	06:00A-11:00P	0.4	345	377	128	16	81	195	19
CNBC	CALL, THE	MTWTF__	06:00A-11:00P	0.4	340	369	108	13	76	186	19
CNBC	POWER LUNCH	MTWTF__	06:00A-11:00P	0.4	331	369	102	10	66	184	19
HLN	GLENN BECK	MTWTF__	06:00A-11:00P	0.3	276	330	120	32	102	175	40
CNBC	FAST MONEY	MTWTF__	06:00A-11:00P	0.3	287	326	102	10	69	172	23
CNBC	SQUAWK ON THE STREET 9A	MTWTF__	06:00A-11:00P	0.3	303	321	120	11	77	183	19
HLN	SHOWBIZ TONIGHT (RPT)	MTWTF__	11:00P-12:00A	0.3	279	316	140	36	115	161	20
CNBC	DEAL OR NO DEAL	_T_TF__	06:00A-11:00P	0.3	249	313	97	24	84	124	6
MSNB	MORNING JOE	MTWTF__	06:00A-11:00P	0.3	293	306	107	31	81	159	19
CNBC	SQUAWK BOX 8:30A	MTWTF__	06:00A-11:00P	0.3	288	301	115	8	83	178	19
CNBC	KUDLOW & COMPANY	MTWTF__	06:00A-11:00P	0.3	236	281	87	8	62	152	19
CNBC	SQUAWK BOX 8A	MTWTF__	06:00A-11:00P	0.3	254	267	92	3	71	160	19
CNBC	MAD MONEY	MTWTF__	06:00A-11:00P	0.2	222	251	78	12	58	128	19
MSNB	MSNBC LIVE	MTWTF__	06:00A-11:00P	0.2	223	240	94	29	70	121	156
CNBC	AMERICAN GREED	__W___	06:00A-11:00P	0.2	195	230	104	31	86	126	4
HLN	MORNING EXPRESS W/ MEADE	MTWTF__	06:00A-11:00P	0.2	202	220	102	23	83	132	20
CNBC	SQUAWK BOX 7:30A	MTWTF__	06:00A-11:00P	0.2	200	218	76	3	62	135	19
HLN	MORNING EXPRESS	MTWTF__	06:00A-11:00P	0.2	195	218	88	22	72	104	20
CNBC	THE SUZE ORMAN SHOW	MTWTF__	06:00A-11:00P	0.2	189	217	84	20	60	118	15
HLN	CNN HEADLINE NEWS	MTWTF__	06:00A-11:00P	0.2	178	203	76	25	65	88	100
HLN	HLN LOCAL EDITION	MTWTF__	06:00A-11:00P	0.2	176	199	80	21	67	100	240
HLN	PRIME NEWS	MTWTF__	06:00A-11:00P	0.2	171	198	84	22	73	97	40
CNBC	SQUAWK BOX 7A	MTWTF__	06:00A-11:00P	0.2	167	185	67	2	50	122	19
CNBC	HIGH NET WORTH	___F___	06:00A-11:00P	0.2	149	182	68	12	49	90	4
HLN	SHOWBIZ TONIGHT	MTWTF__	06:00A-11:00P	0.1	142	154	69	23	62	74	20
CNBC	SQUAWK BOX 6A	MTWTF__	06:00A-11:00P	0.1	119	136	66	7	53	92	19
CNBC	BIG IDEA W/ DONNY DEUTSCH	MTWTF__	06:00A-11:00P	0.1	103	114	63	21	54	64	19
CNBC	HIGH NET WORTH (RPT)	___F___	11:00P-12:00A	0.1	111	113	58	24	53	56	4
CNBC	MAD MONEY (RPT)	MTWTF__	11:00P-12:00A	0.1	93	111	55	14	40	72	19

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.