

JULY '09 (LIVE+SD) FINAL Competitive Program Analysis (excluding breaking news & specials)  
 JULY '09 FINAL (06/29/09 - 07/24/09)

Ranked On:

NETWORK PROGRAM NAME	DAYS	TIME	HH COV	AA 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	2.4	2364	3102	788	138	571	1349	19
FOXN		HANNITY	MTWTF__	06:00A -11:00P	1.9	1809	2329	619	112	460	1028	18
FOXN		ON THE RECORD W/GRETA	MTWTF__	06:00A -11:00P	1.7	1616	2054	562	85	424	919	17
FOXN		GLENN BECK	MTWTF__	06:00A -11:00P	1.7	1649	2047	495	98	389	912	19
FOXN		SPECIAL RPT W/BRET BAIER	MTWTF__	06:00A -11:00P	1.5	1463	1852	426	77	320	818	20
FOXN		THE FOX REPORT W/S.SMITH	MTWTF__	06:00A -11:00P	1.4	1334	1705	443	79	330	759	20
FOXN		THE OREILLY FACTOR (RPT)	MTWTF__	11:00P -12:00A	1.2	1199	1488	514	78	385	765	18
CNN		LARRY KING LIVE	MTWTF__	06:00A -11:00P	1.2	1215	1447	449	101	376	682	18
FOXN		YOUR WORLD W/NEIL CAVUTO	MTWTF__	06:00A -11:00P	1.2	1158	1406	293	65	234	574	20
FOXN		AMERICAS NEWSROOM	MTWTF__	06:00A -11:00P	1.2	1163	1383	334	58	247	641	40
CNN		ANDERSON COOPER 360	MTWTF__	10:00P -11:00P	1.1	1073	1302	462	99	386	669	19
FOXN		STUDIO B W/S. SMITH	MTWTF__	06:00A -11:00P	1	1006	1227	286	70	237	502	20
FOXN		HAPPENING NOW	MTWTF__	06:00A -11:00P	0.9	915	1093	268	64	218	472	39
FOXN		LIVE DESK, THE	MTWTF__	06:00A -11:00P	0.9	887	1090	240	61	198	437	38
MSNB		COUNTDOWN W/ K. OLBERMANN	MTWTF__	08:00P -09:00P	0.9	825	1054	308	124	249	532	18
CNN		CAMPBELL BROWN	MTWTF__	06:00A -11:00P	0.8	825	1009	313	73	259	462	19
FOXN		FOX AND FRIENDS	MTWTF__	06:00A -11:00P	0.9	871	979	282	42	196	539	60
MSNB		RACHEL MADDOW SHOW	MTWTF__	06:00A -11:00P	0.8	776	972	291	90	241	466	17
CNN		SITUATION ROOM	MTWTF__	06:00A -11:00P	0.8	803	967	257	76	214	414	58
CNN		ANDERSON COOPER 360 (RPT)	MTWTF__	11:00P -12:00A	0.8	748	897	362	80	300	491	19
HLN		NANCY GRACE	MTWTF__	08:00P -09:00P	0.7	715	860	323	87	269	459	20
CNN		LOU DOBBS TONIGHT	MTWTF__	06:00A -11:00P	0.6	600	723	196	46	159	313	18
CNN		CNN NEWSROOM	MTWTF__	06:00A -11:00P	0.6	600	708	182	51	150	303	122
MSNB		COUNTDOWN W/ K. OLBERMANN (RPT)	MTWTF__	10:00P -11:00P	0.6	523	655	223	66	187	333	16
MSNB		HARDBALL WITH C. MATTHEWS	MTWTF__	06:00A -11:00P	0.5	499	607	163	55	132	294	41
HLN		NANCY GRACE (RPT)	MTWTF__	10:00P -11:00P	0.5	499	583	263	63	224	338	20
MSNB		ED SHOW	MTWTF__	06:00A -11:00P	0.5	453	552	149	56	118	270	19
CNN		AMERICAN MORNING	MTWTF__	06:00A -11:00P	0.5	460	520	178	36	140	295	20
HLN		SHOWBIZ TONIGHT (RPT)	MTWTF__	11:00P -12:00A	0.5	450	516	234	61	206	298	20
HLN		ISSUES	MTWTF__	06:00A -11:00P	0.4	416	496	195	52	170	270	40
MSNB		RACHEL MADDOW SHOW	MTWTF__	11:00P -12:00A	0.4	373	455	160	47	137	233	13
MSNB		MSNBC LIVE	MTWTF__	06:00A -11:00P	0.3	296	357	104	41	82	164	79
MSNB		MORNING JOE	MTWTF__	06:00A -11:00P	0.4	331	353	115	32	90	191	19
FOXN		RED EYE	MTWTF__	03:00A -04:00A	0.3	312	335	135	40	120	205	18
HLN		PRIME NEWS	MTWTF__	06:00A -11:00P	0.3	266	307	118	32	103	172	40
MSNB		MORNING MEETING/D RATIGAN	MTWTF__	06:00A -11:00P	0.3	268	297	87	23	60	164	19
CNBC		CLOSING BELL 4P	MTWTF__	06:00A -11:00P	0.3	268	288	80	11	59	133	19
CNBC		CLOSING BELL 3P	MTWTF__	06:00A -11:00P	0.3	268	279	78	10	54	127	19
CNBC		CALL, THE	MTWTF__	06:00A -11:00P	0.3	254	272	80	18	61	132	19
HLN		MORNING EXPRESS W/ MEADE	MTWTF__	06:00A -11:00P	0.2	239	271	138	35	115	169	20
HLN		HLN LOCAL EDITION	MTWTF__	06:00A -11:00P	0.2	230	269	112	31	98	150	240
HLN		HLN NEWS	MTWTF__	06:00A -11:00P	0.2	226	266	100	31	91	140	96
HLN		MORNING EXPRESS	MTWTF__	06:00A -11:00P	0.2	235	263	140	31	112	159	20
HLN		SHOWBIZ TONIGHT	MTWTF__	06:00A -11:00P	0.2	231	263	119	33	98	151	20
MSNB		ANDREA MITCHELL REPORTS	MTWTF__	06:00A -11:00P	0.2	219	248	56	16	38	107	15
MSNB		DR NANCY	MTWTF__	06:00A -11:00P	0.2	197	222	53	15	43	99	15
CNBC		FAST MONEY	MTWTF__	06:00A -11:00P	0.2	200	221	72	11	50	109	19
CNBC		MAD MONEY	MTWTF__	06:00A -11:00P	0.2	172	188	70	13	56	111	19
CNBC		KUDLOW REPORT	MTWTF__	06:00A -11:00P	0.1	137	153	59	20	53	80	18
CNBC		CNBC REPORTS	MTWTF__	06:00A -11:00P	0.1	104	117	42	14	35	57	16
CNBC		MAD MONEY (RPT)	MTWT___	11:00P -12:00A	0.1	97	109	52	17	44	70	16

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.