

Q2 2007 versus Year-Ago

Persons 2+			Persons 25-54		
Q2-07	Q2-06	%Chg	Q2-07	Q2-06	%Chg

Total Day (M-Su)

Channel	Program	Q2-07	Q2-06	%Chg	Q2-07	Q2-06	%Chg
CNN	Total Day	472	425	11%	169	141	20%
FXNC	Total Day	816	775	5%	245	208	18%
MSNBC	Total Day	297	234	27%	124	93	33%
CNBC	Total Day	197	177	11%	71	62	15%
HLN	Total Day	245	200	23%	106	83	28%

Prime (M-Su)

Channel	Program	Q2-07	Q2-06	%Chg	Q2-07	Q2-06	%Chg
CNN	Prime	762	700	9%	244	178	37%
FXNC	Prime	1476	1381	7%	352	294	20%
MSNBC	Prime	477	344	39%	185	135	37%
CNBC	Prime	221	164	35%	83	79	5%
HLN	Prime	386	310	25%	145	108	34%

Prime (M-F)

Channel	Program	Q2-07	Q2-06	%Chg	Q2-07	Q2-06	%Chg
CNN	Prime	824	796	4%	264	195	35%
FXNC	Prime	1722	1635	5%	413	349	18%
MSNBC	Prime	523	349	50%	199	133	50%
CNBC	Prime	234	177	32%	88	87	1%
HLN	Prime	441	356	24%	165	122	35%

Morning Programs

Channel	Program	Q2-07	Q2-06	%Chg	Q2-07	Q2-06	%Chg
CNN	Am Morning (6-9a)	395	367	8%	154	156	-1%
FXNC	Fox & Friends (6-9a)	759	735	3%	321	279	15%
MSNBC	MSNBC Live (6-9a)	211	303	-30%	79	112	-29%
CNBC	Squawk Box (6-9a)	139	119	17%	53	37	43%
HLN	Robin & Co. (6-10a)	203	184	10%	106	92	15%

3pm Hour

Channel	Program	Q2-07	Q2-06	%Chg	Q2-07	Q2-06	%Chg
CNN	CNN Newsroom	494	385	28%	155	109	42%
FXNC	Studio B	901	863	4%	215	207	4%
MSNBC	MSNBC Live	256	165	55%	95	60	58%
CNBC	Closing Bell	286	285	0%	88	65	35%
HLN	HLN News	206	171	20%	72	60	20%

4pm Hour

Channel	Program	Q2-07	Q2-06	%Chg	Q2-07	Q2-06	%Chg
CNN	Situation Room	591	504	17%	177	133	33%
FXNC	Your World	893	796	12%	207	188	10%
MSNBC	Tucker	277	217	28%	91	78	17%
CNBC	Closing Bell	266	306	-13%	78	65	20%
HLN	HLN News	199	174	14%	74	63	17%

5pm Hour

Channel	Program	Q2-07	Q2-06	%Chg	Q2-07	Q2-06	%Chg
CNN	Situation Room	611	536	14%	177	151	17%
FXNC	Big Story	952	897	6%	212	181	17%
MSNBC	Hardball	398	308	29%	129	102	26%
CNBC	Kudlow & Co.	274	259	6%	74	68	9%
HLN	HLN News/Prime Nws	194	161	20%	67	65	3%

Persons 2+			Persons 25-54		
Q2-07	Q2-06	%Chg	Q2-07	Q2-06	%Chg

6pm Hour

Channel	Program	Q2-07	Q2-06	%Chg	Q2-07	Q2-06	%Chg
CNN	Lou Dobbs	863	793	9%	239	201	19%
FXNC	Sp Rpt Hume	1188	1200	-1%	272	240	13%
MSNBC	Tucker	233	255	-9%	83	92	-10%
CNBC	Mad Money	194	228	-15%	62	94	-34%
HLN	Prime News w/Hill	229	164	40%	89	72	24%

7pm Hour

Channel	Program	Q2-07	Q2-06	%Chg	Q2-07	Q2-06	%Chg
CNN	Situation Room	640	604	6%	220	179	23%
FXNC	Fox Rpt Smith	1263	1227	3%	303	284	7%
MSNBC	Hardball	389	391	-1%	132	133	-1%
CNBC	On the Money	148	141	5%	45	71	-37%
HLN	Glenn Beck	286	159	80%	110	82	34%

8pm Hour

Channel	Program	Q2-07	Q2-06	%Chg	Q2-07	Q2-06	%Chg
CNN	Paula Zahn Now	560	589	-5%	191	148	29%
FXNC	O'Reilly Factor	2236	2091	7%	465	402	16%
MSNBC	Countdown	682	409	67%	230	155	48%
CNBC	Fast Money	145	269	-46%	57	131	-56%
HLN	Nancy Grace	585	508	15%	191	143	34%

9pm Hour

Channel	Program	Q2-07	Q2-06	%Chg	Q2-07	Q2-06	%Chg
CNN	Larry King Live	1060	1046	1%	295	212	39%
FXNC	Hannity & Colmes	1540	1496	3%	381	339	12%
MSNBC	Scarborough	456	337	35%	158	110	44%
CNBC	Various	382	135	183%	129	66	95%
HLN	Glenn Beck	331	311	6%	118	105	12%

10pm Hour

Channel	Program	Q2-07	Q2-06	%Chg	Q2-07	Q2-06	%Chg
CNN	AC360	815	738	10%	291	220	32%
FXNC	On the Record	1372	1333	3%	387	309	25%
MSNBC	MSNBC Docs	377	265	42%	181	99	83%
CNBC	Big Idea	160	128	25%	73	64	14%
HLN	Nancy Grace	406	316	28%	186	131	42%

11pm Hour

Channel	Program	Q2-07	Q2-06	%Chg	Q2-07	Q2-06	%Chg
CNN	AC360	499	476	5%	219	192	14%
FXNC	O'Reilly Factor	1133	1035	9%	376	293	28%
MSNBC	MSNBC Docs	385	217	77%	196	90	118%
CNBC	Mad Money	89	201	-56%	41	107	-62%
HLN	Showbiz Tonight	336	189	78%	166	96	73%

10pm-12m Block

Channel	Program	Q2-07	Q2-06	%Chg	Q2-07	Q2-06	%Chg
CNN	AC360	656	607	8%	254	206	23%
FXNC	On the Rec/O'Reilly	1259	1184	6%	385	301	28%
MSNBC	MSNBC Docs	381	241	58%	188	97	94%
CNBC	Big Idea/Mad Money	122	171	-29%	56	89	-37%
HLN	NG/Showbiz	371	252	47%	176	113	56%