

Q3 2006 versus Year-Ago

Persons 2+			Persons 25-54		
Q3-06	Q3-05	%Chg	Q3-06	Q3-05	%Chg

Total Day (M-Su)

	Q3-06	Q3-05	%Chg	Q3-06	Q3-05	%Chg
CNN Total Day	549	693	-21%	203	260	-22%
FXNC Total Day	896	1231	-27%	294	404	-27%
MSNBC Total Day	264	300	-12%	117	132	-11%
CNBC Total Day	154	135	14%	54	43	26%
HLN Total Day	223	266	-16%	95	114	-17%

Prime (M-Su)

	Q3-06	Q3-05	%Chg	Q3-06	Q3-05	%Chg
CNN Prime	858	1130	-24%	280	406	-31%
FXNC Prime	1474	2265	-35%	409	656	-38%
MSNBC Prime	368	471	-22%	156	209	-25%
CNBC Prime	137	126	9%	61	67	-9%
HLN Prime	341	471	-28%	128	180	-29%

Prime (M-F)

	Q3-06	Q3-05	%Chg	Q3-06	Q3-05	%Chg
CNN Prime	960	1243	-23%	310	448	-31%
FXNC Prime	1711	2568	-33%	473	740	-36%
MSNBC Prime	373	494	-24%	153	215	-29%
CNBC Prime	137	117	17%	62	67	-7%
HLN Prime	384	538	-29%	143	205	-30%

Morning Programs

	Q3-06	Q3-05	%Chg	Q3-06	Q3-05	%Chg
CNN Am Morning (6-10a)	487	622	-22%	191	236	-19%
FXNC Fox & Friends (6-9a)	817	1019	-20%	352	419	-16%
MSNBC Imus/MSNBC Lv (6-9a)	257	270	-5%	117	96	22%
CNBC Squawk Box (6-10a)	137	105	30%	44	29	52%
HLN Robin & Co. (6-10a)	201	227	-11%	103	123	-16%

3pm Hour

	Q3-06	Q3-05	%Chg	Q3-06	Q3-05	%Chg
CNN Lv From/Newsroom	549	737	-26%	168	233	-28%
FXNC Studio B	1005	1429	-30%	288	421	-32%
MSNBC The Most	212	282	-25%	75	111	-32%
CNBC Closing Bell	269	222	21%	70	31	126%
HLN HLN News	199	245	-19%	67	79	-15%

4pm Hour

	Q3-06	Q3-05	%Chg	Q3-06	Q3-05	%Chg
CNN Situation Room	648	830	-22%	185	252	-27%
FXNC Your World	991	1216	-19%	268	339	-21%
MSNBC Tucker	255	261	-2%	94	102	-8%
CNBC Closing Bell	243	219	11%	67	31	116%
HLN HLN News	197	258	-24%	73	88	-17%

5pm Hour

	Q3-06	Q3-05	%Chg	Q3-06	Q3-05	%Chg
CNN Situation Room	694	907	-23%	205	290	-29%
FXNC Big Story	1087	1343	-19%	281	363	-23%
MSNBC Hardball	343	253	36%	129	98	32%
CNBC Kudlow & Co.	215	187	15%	57	31	84%
HLN HLN News	191	233	-18%	79	79	0%

Persons 2+			Persons 25-54		
Q3-06	Q3-05	%Chg	Q3-06	Q3-05	%Chg

6pm Hour

	Q3-06	Q3-05	%Chg	Q3-06	Q3-05	%Chg
CNN Lou Dobbs	822	858	-4%	246	295	-17%
FXNC Sp Rpt Hume	1373	1541	-11%	363	399	-9%
MSNBC Tucker	225	365	-38%	97	154	-37%
CNBC Mad Money	155	198	-22%	62	50	24%
HLN Prime News w/Hill	172	191	-10%	80	80	0%

7pm Hour

	Q3-06	Q3-05	%Chg	Q3-06	Q3-05	%Chg
CNN Situation Room	686	959	-28%	239	356	-33%
FXNC Fox Rpt Smith	1340	1796	-25%	389	523	-26%
MSNBC Hardball	350	410	-15%	131	163	-20%
CNBC On the Money	129	133	-3%	55	78	-29%
HLN Glenn Beck	243	169	44%	119	77	55%

8pm Hour

	Q3-06	Q3-05	%Chg	Q3-06	Q3-05	%Chg
CNN Paula Zahn Now	728	1105	-34%	230	405	-43%
FXNC O'Reilly Factor	2074	2820	-26%	491	716	-31%
MSNBC Countdown	433	449	-4%	170	190	-11%
CNBC Various	134	136	-1%	58	75	-23%
HLN Nancy Grace	546	717	-24%	183	234	-22%

9pm Hour

	Q3-06	Q3-05	%Chg	Q3-06	Q3-05	%Chg
CNN Larry King Live	1167	1500	-22%	333	492	-32%
FXNC Hannity & Colmes	1632	2437	-33%	475	717	-34%
MSNBC Scarborough	364	454	-20%	137	199	-31%
CNBC Mad Money	108	93	16%	53	51	4%
HLN Glenn Beck	286	426	-33%	110	170	-35%

10pm Hour

	Q3-06	Q3-05	%Chg	Q3-06	Q3-05	%Chg
CNN AC360	958	1130	-15%	349	449	-22%
FXNC On the Record	1424	2407	-41%	451	770	-41%
MSNBC MSNBC Investigates	338	516	-34%	158	228	-31%
CNBC Big Idea	153	115	33%	68	70	-3%
HLN Nancy Grace	321	472	-32%	135	212	-36%

11pm Hour

	Q3-06	Q3-05	%Chg	Q3-06	Q3-05	%Chg
CNN AC360	646	816	-21%	291	357	-18%
FXNC O'Reilly Factor	1106	1433	-23%	387	480	-19%
MSNBC MSNBC Investigates	341	329	4%	173	156	11%
CNBC On the Money	90	120	-25%	40	74	-46%
HLN Showbiz Tonight	243	229	6%	121	125	-3%

10pm-12m Block

	Q3-06	Q3-05	%Chg	Q3-06	Q3-05	%Chg
CNN AC360	801	980	-18%	320	405	-21%
FXNC On the Rec/O'Reilly	1263	1956	-35%	419	642	-35%
MSNBC MSNBC Investigates	340	425	-20%	165	193	-15%
CNBC Big Idea/On the Money	123	117	5%	54	72	-25%
HLN NG/Showbiz	282	350	-19%	128	169	-24%