

# September 2006 versus Year-Ago

Persons 2+			Persons 25-54		
Sep06	Sep05	%Chg	Sep06	Sep05	%Chg

## Total Day (M-Su)

Persons 2+			Persons 25-54			
Sep06	Sep05	%Chg	Sep06	Sep05	%Chg	
CNN Total Day	505	1274	-60%	187	520	-64%
FXNC Total Day	822	1768	-54%	281	645	-56%
MSNBC Total Day	272	503	-46%	124	235	-47%
CNBC Total Day	157	142	11%	55	46	20%
HLN Total Day	244	321	-24%	106	141	-25%

## Prime (M-Su)

Persons 2+			Persons 25-54			
Sep06	Sep05	%Chg	Sep06	Sep05	%Chg	
CNN Prime	803	2035	-61%	265	820	-68%
FXNC Prime	1341	2875	-53%	378	975	-61%
MSNBC Prime	395	830	-52%	171	397	-57%
CNBC Prime	154	121	27%	65	68	-4%
HLN Prime	393	565	-30%	162	235	-31%

## Prime (M-F)

Persons 2+			Persons 25-54			
Sep06	Sep05	%Chg	Sep06	Sep05	%Chg	
CNN Prime	910	2304	-61%	302	943	-68%
FXNC Prime	1598	3325	-52%	455	1128	-60%
MSNBC Prime	411	921	-55%	171	439	-61%
CNBC Prime	142	117	21%	63	72	-13%
HLN Prime	454	657	-31%	188	273	-31%

## Morning Programs

Persons 2+			Persons 25-54			
Sep06	Sep05	%Chg	Sep06	Sep05	%Chg	
CNN Am Morning (6-10a)	452	1064	-58%	181	442	-59%
FXNC Fox & Friends (6-9a)	773	1485	-48%	354	646	-45%
MSNBC Imus/MSNBC Lv (6-9a)	274	379	-28%	127	151	-16%
CNBC Squawk Box (6-10a)	131	118	11%	46	33	39%
HLN Robin & Co. (6-10a)	219	253	-13%	109	131	-17%

## 3pm Hour

Persons 2+			Persons 25-54			
Sep06	Sep05	%Chg	Sep06	Sep05	%Chg	
CNN Lv From/Newsroom	527	1478	-64%	166	533	-69%
FXNC Studio B	912	2386	-62%	280	788	-64%
MSNBC The Most	211	543	-61%	73	222	-67%
CNBC Closing Bell	275	243	13%	70	35	100%
HLN HLN News	211	311	-32%	78	104	-25%

## 4pm Hour

Persons 2+			Persons 25-54			
Sep06	Sep05	%Chg	Sep06	Sep05	%Chg	
CNN Situation Room	607	1696	-64%	163	598	-73%
FXNC Your World	920	2091	-56%	267	648	-59%
MSNBC Tucker	236	521	-55%	98	216	-55%
CNBC Closing Bell	245	251	-2%	59	37	59%
HLN HLN News	208	339	-39%	77	108	-29%

## 5pm Hour

Persons 2+			Persons 25-54			
Sep06	Sep05	%Chg	Sep06	Sep05	%Chg	
CNN Situation Room	646	1809	-64%	185	668	-72%
FXNC Big Story	1012	2084	-51%	290	642	-55%
MSNBC Hardball	330	544	-39%	136	220	-38%
CNBC Kudlow & Co.	220	196	12%	50	40	25%
HLN HLN News	175	305	-43%	74	102	-27%

Persons 2+			Persons 25-54		
Sep06	Sep05	%Chg	Sep06	Sep05	%Chg

## 6pm Hour

Persons 2+			Persons 25-54			
Sep06	Sep05	%Chg	Sep06	Sep05	%Chg	
CNN Lou Dobbs	799	1662	-52%	245	637	-62%
FXNC Sp Rpt Hume	1321	2230	-41%	361	667	-46%
MSNBC Tucker	224	596	-62%	104	270	-61%
CNBC Mad Money	152	175	-13%	52	37	41%
HLN Prime News w/Hill	176	266	-34%	80	119	-33%

## 7pm Hour

Persons 2+			Persons 25-54			
Sep06	Sep05	%Chg	Sep06	Sep05	%Chg	
CNN Situation Room	674	1942	-65%	234	811	-71%
FXNC Fox Rpt Smith	1301	2615	-50%	391	889	-56%
MSNBC Hardball	351	652	-46%	132	294	-55%
CNBC On the Money	126	155	-19%	49	74	-34%
HLN Glenn Beck	321	228	41%	149	113	32%

## 8pm Hour

Persons 2+			Persons 25-54			
Sep06	Sep05	%Chg	Sep06	Sep05	%Chg	
CNN Paula Zahn Now	664	2161	-69%	207	896	-77%
FXNC O'Reilly Factor	1982	3723	-47%	462	1115	-59%
MSNBC Countdown	489	808	-39%	183	386	-53%
CNBC Various	117	141	-17%	43	85	-49%
HLN Nancy Grace	638	772	-17%	243	268	-9%

## 9pm Hour

Persons 2+			Persons 25-54			
Sep06	Sep05	%Chg	Sep06	Sep05	%Chg	
CNN Larry King Live	1204	2583	-53%	368	981	-62%
FXNC Hannity & Colmes	1507	3277	-54%	458	1160	-61%
MSNBC Scarborough	402	890	-55%	156	422	-63%
CNBC Mad Money	102	94	9%	48	60	-20%
HLN Glenn Beck	360	593	-39%	149	255	-42%

## 10pm Hour

Persons 2+			Persons 25-54			
Sep06	Sep05	%Chg	Sep06	Sep05	%Chg	
CNN AC360	866	2179	-60%	332	958	-65%
FXNC On the Record	1316	2935	-55%	448	1097	-59%
MSNBC MSNBC Investigates	366	908	-60%	177	443	-60%
CNBC Big Idea	153	117	31%	70	71	-1%
HLN Nancy Grace	365	608	-40%	171	297	-42%

## 11pm Hour

Persons 2+			Persons 25-54			
Sep06	Sep05	%Chg	Sep06	Sep05	%Chg	
CNN AC360	546	1685	-68%	259	797	-68%
FXNC O'Reilly Factor	1030	1973	-48%	388	756	-49%
MSNBC MSNBC Investigates	336	631	-47%	165	331	-50%
CNBC On the Money	86	128	-33%	38	78	-51%
HLN Showbiz Tonight	265	328	-19%	141	189	-25%

## 10pm-12m Block

Persons 2+			Persons 25-54			
Sep06	Sep05	%Chg	Sep06	Sep05	%Chg	
CNN AC360	706	1932	-63%	296	877	-66%
FXNC On the Rec/O'Reilly	1165	2516	-54%	418	958	-56%
MSNBC MSNBC Investigates	351	773	-55%	171	388	-56%
CNBC Big Idea/On the Money	120	123	-2%	54	75	-28%
HLN NG/Showbiz	315	468	-33%	156	243	-36%