

JANUARY '10 (LIVE+SD) FINAL Competitive Program Analysis (excluding breaking news & specials)
JANUARY '10 FINAL (12/28/09 - 01/29/10)

Ranked On:

NETWORK	PROGRAM NAME	DAYS	TIME	HH COV	HH AA %	P2+ AA (000)	A25-54 AA (000)	#Tlc
FOXN	THE OREILLY FACTOR	MTWTF	06:00A -11:00P	2.9	2811	3800	983	23
FOXN	GLENN BECK	MTWTF	06:00A -11:00P	2.2	2195	2886	760	23
FOXN	HANNITY	MTWTF	06:00A -11:00P	2.2	2146	2875	781	22
FOXN	SPECIAL RPT W/BRET BAIER	MTWTF	06:00A -11:00P	2	1933	2472	547	24
FOXN	ON THE RECORD W/GRETA	MTWTF	06:00A -11:00P	1.8	1782	2341	649	23
FOXN	THE FOX REPORT W/S.SMITH	MTWTF	06:00A -11:00P	1.7	1710	2193	552	25
FOXN	YOUR WORLD W/NEIL CAVUTO	MTWTF	06:00A -11:00P	1.5	1459	1817	385	24
FOXN	THE OREILLY FACTOR (RPT)	MTWTF	11:00P -12:00A	1.3	1240	1559	482	23
FOXN	AMERICAS NEWSROOM	MTWTF	06:00A -11:00P	1.2	1211	1497	383	51
FOXN	STUDIO B W/S.SMITH	MTWTF	06:00A -11:00P	1.2	1145	1403	333	24
FOXN	HAPPENING NOW	MTWTF	06:00A -11:00P	1.1	1035	1289	320	48
FOXN	LIVE DESK, THE	MTWTF	06:00A -11:00P	1	1019	1256	306	48
FOXN	FOX AND FRIENDS	MTWTF	06:00A -11:00P	0.9	916	1083	374	76
MSNB	COUNTDOWN W/ K. OLBERMANN	MTWTF	08:00P -09:00P	0.8	781	1003	263	21
CNN	LARRY KING LIVE	MTWTF	06:00A -11:00P	0.8	775	934	271	24
CNN	ANDERSON COOPER 360	MTWTF	10:00P -11:00P	0.7	741	904	305	23
MSNB	RACHEL MADDOW SHOW	MTWTF	06:00A -11:00P	0.7	685	869	232	20
HLN	NANCY GRACE	MTWTF	08:00P -09:00P	0.7	684	809	282	25
CNN	CAMPBELL BROWN	MTWTF	06:00A -11:00P	0.7	648	787	233	20
CNN	SITUATION ROOM	MTWTF	06:00A -11:00P	0.7	647	759	190	75
CNN	CNN TONIGHT	MTWTF	06:00A -11:00P	0.6	571	709	223	16
CNN	ANDERSON COOPER 360	MTWTF	11:00P -12:00A	0.6	561	684	265	24
CNN	RICKS LIST	MTWTF	06:00A -11:00P	0.6	596	663	146	20
CNN	CNN NEWSROOM	MTWTF	06:00A -11:00P	0.6	558	646	166	165
MSNB	COUNTDOWN W/ K. OLBERMANN (RPT)	MTWTF	10:00P -11:00P	0.5	478	595	202	21
HLN	JOY BEHAR	MTWTF	06:00A -11:00P	0.5	518	591	162	31
MSNB	HARDBALL WITH C. MATTHEWS	MTWTF	06:00A -11:00P	0.5	473	564	121	47
MSNB	ED SHOW	MTWTF	06:00A -11:00P	0.5	452	548	114	23
MSNB	MSNBC INVESTIGATES	F	06:00A -11:00P	0.4	387	523	292	11
HLN	ISSUES	MTWTF	06:00A -11:00P	0.4	371	437	170	24
MSNB	RACHEL MADDOW SHOW (RPT)	MTWTF	11:00P -12:00A	0.4	342	433	156	21
HLN	NANCY GRACE (RPT)	MTWTF	10:00P -11:00P	0.4	364	415	183	24
FOXN	RED EYE	MTWTF	03:00A -04:00A	0.3	331	389	163	21
CNN	AMERICAN MORNING	MTWTF	06:00A -11:00P	0.4	356	387	152	25
MSNB	DAILY RUNDOWN	MTWTF	06:00A -11:00P	0.4	344	375	85	15
CNBC	SQUAWK ON THE STREET 2	MTWTF	06:00A -11:00P	0.3	323	355	84	23
HLN	SHOWBIZ TONIGHT (RPT)	MTWTF	11:00P -12:00A	0.3	318	354	154	25
MSNB	MORNING JOE	MTWTF	06:00A -11:00P	0.3	321	348	100	26
CNBC	SQUAWK ON THE STREET 930A	MTWTF	06:00A -11:00P	0.3	314	342	75	23
MSNB	DYLAN RATIGAN SHOW	MTWTF	06:00A -11:00P	0.3	300	338	80	15
HLN	MORNING EXPRESS	MTWTF	06:00A -11:00P	0.3	280	324	163	25
CNBC	CALL, THE	MTWTF	06:00A -11:00P	0.3	294	323	79	23
HLN	MORNING EXPRESS W/ MEADE	MTWTF	06:00A -11:00P	0.3	275	308	166	25
MSNB	ANDREA MITCHELL REPORTS	MTWTF	06:00A -11:00P	0.3	275	306	61	20
CNBC	CLOSING BELL 4P	MTWTF	06:00A -11:00P	0.3	267	298	66	23
CNBC	POWER LUNCH	MTWTF	06:00A -11:00P	0.3	268	298	65	23
CNBC	CLOSING BELL 3P	MTWTF	06:00A -11:00P	0.3	273	296	63	23
MSNB	MSNBC LIVE	MTWTF	06:00A -11:00P	0.3	259	287	68	147
CNBC	SQUAWK ON THE STREET 9A	MTWTF	06:00A -11:00P	0.3	256	280	60	23
CNBC	STREET SIGNS	MTWTF	06:00A -11:00P	0.3	257	280	66	23
HLN	HLN LOCAL EDITION	MTWTF	06:00A -11:00P	0.2	239	274	116	300
CNBC	SQUAWK BOX 8:30A	MTWTF	06:00A -11:00P	0.2	240	261	61	23
HLN	HLN NEWS	MTWTF	06:00A -11:00P	0.2	217	252	106	120
HLN	PRIME NEWS	MTWTF	06:00A -11:00P	0.2	216	248	109	48
HLN	SHOWBIZ TONIGHT	MTWTF	06:00A -11:00P	0.2	214	246	120	25
CNBC	FAST MONEY	MTWTF	06:00A -11:00P	0.2	201	231	56	26
CNBC	SQUAWK BOX 8A	MTWTF	06:00A -11:00P	0.2	188	205	66	23
CNBC	MAD MONEY	MTWTF	06:00A -11:00P	0.2	175	203	65	23
CNBC	AMERICAN GREED	MTWTF	06:00A -11:00P	0.2	162	195	85	13
CNBC	INSIDE THE MIND OF GOOGLE	MTWTF	06:00A -11:00P	0.2	154	194	72	6
CNBC	NEW AGE OF WAL-MART	MTW_F	06:00A -11:00P	0.2	149	189	86	4
CNBC	COCA-COLA: THE REAL STORY	MT_F	06:00A -11:00P	0.2	151	181	100	4
CNBC	KUDLOW REPORT	MTWTF	06:00A -11:00P	0.2	162	181	55	22
CNBC	SQUAWK BOX 7:30A	MTWTF	06:00A -11:00P	0.1	141	153	60	23
CNBC	ILLEGAL GAMBLING	M_TF	06:00A -11:00P	0.1	122	140	65	4
CNBC	SQUAWK BOX 7A	MTWTF	06:00A -11:00P	0.1	123	132	52	23
CNBC	MACHEADS	MT_T	06:00A -11:00P	0.1	98	117	60	4
CNBC	MAD MONEY	MTWTF	11:00P -12:00A	0.1	82	96	47	22
CNBC	SQUAWK BOX 6A	MTWTF	06:00A -11:00P	0.1	87	94	38	23
CNBC	BUBBLE DECADE	M_TF	06:00A -11:00P	0.1	78	91	42	4
CNBC	OPTIONS ACTION	F	06:00A -11:00P	0.1	66	79	29	4

Program Name Averages, M-F 6a-12a. Programs with 4+ telecasts included.