

1Q08 P2+ Weekday Ranker

1Q'08 (LIVE+SD) FINAL Competitive Program Analysis (excluding breaking news & specials)
 1Q'08: 12/31/2007 - 3/28/2008

Ranked On:

NETWORK	PROGRAM NAME	DAYS	TIME	HH COV AA%	HH AA (000)	P2+ AA (000)	A25-54 AA (000)
FOXN	THE OREILLY FACTOR	MTWTF	06:00A -11:00P	2.1	1,981	2,578	522
FOXN	HANNITY & COLMES	MTWTF	06:00A -11:00P	1.6	1,492	1,906	472
FOXN	ON THE RECORD W/GRETA	MTWTF	06:00A -11:00P	1.3	1,225	1,536	403
FOXN	THE FOX REPORT W/S.SMITH	MTWTF	06:00A -11:00P	1.3	1,201	1,504	360
FOXN	SPECIAL REPORTWBRIT HUME	MTWTF	06:00A -11:00P	1.3	1,190	1,466	317
CNN	CNN ELECTION CENTER	MTWTF	06:00A -11:00P	1	990	1,238	447
FOXN	AMERICAS ELECTION HQ	MTWTF	06:00A -11:00P	1.1	1,007	1,231	281
FOXN	THE OREILLY FACTOR (RPT)	MTWTF	11:00P -12:00A	1	938	1,161	384
CNN	LARRY KING LIVE	MTWTF	06:00A -11:00P	1	926	1,118	331
FOXN	AMERICAS NEWSROOM	MTWTF	06:00A -11:00P	1	941	1,097	293
CNN	LOU DOBBS TONIGHT	MTWTF	06:00A -11:00P	0.9	889	1,093	331
FOXN	THE BIG STORY W/J GIBSON	MTWTF	06:00A -11:00P	1	913	1,079	236
FOXN	STUDIO B W/S.SMITH	MTWTF	06:00A -11:00P	0.9	875	1,004	226
FOXN	YOUR WORLD W/NEIL CAVUTO	MTWTF	06:00A -11:00P	0.9	855	998	206
CNN	ANDERSON COOPER 360	MTWTF	10:00P -12:00A	0.8	816	992	370
FOXN	HAPPENING NOW	MTWTF	06:00A -11:00P	0.9	869	987	242
FOXN	FOX AND FRIENDS	MTWTF	06:00A -11:00P	0.9	853	967	315
FOXN	LIVE DESK W/M.MACCALLUM	MTWTF	06:00A -11:00P	0.9	833	953	219
FOXN	AMERICAS PULSE	MTWTF	06:00A -11:00P	0.9	826	948	223
MSNB	COUNTDOWN W/ K. OLBERMANN	MTWTF	06:00A -11:00P	0.8	720	907	333
CNN	OUT IN THE OPEN	TF	06:00A -11:00P	0.7	700	878	295
CNN	SITUATION ROOM	MTWTF	06:00A -11:00P	0.7	674	788	224
CNN	CNN NEWSROOM	MTWTF	06:00A -11:00P	0.6	533	590	186
CNBC	DEAL OR NO DEAL	MT_F	06:00A -11:00P	0.4	427	572	190
FOXN	FOX & FRIENDS FIRST	MTWTF	06:00A -11:00P	0.5	515	559	220
MSNB	HARDBALL WITH C. MATTHEWS	MTWTF	06:00A -11:00P	0.5	480	557	172
MSNB	RACE/WHITE HSE W/D GREGORY	MTWTF	06:00A -11:00P	0.5	463	553	168
MSNB	VERDICT WITH DAN ABRAMS	MTWTF	06:00A -11:00P	0.5	461	551	176
MSNB	LIVE WITH DAN ABRAMS	MTWT	06:00A -11:00P	0.5	460	550	194
HLN	NANCY GRACE	MTWTF	06:00A -11:00P	0.5	451	533	212
CNN	SR/BALLOT BOWL 2008	MTWTF	06:00A -11:00P	0.5	477	528	168
CNN	CNNI YOUR WORLD TODAY	MTWTF	06:00A -11:00P	0.5	467	511	159
CNN	ISSUE NO. 1	MTWTF	06:00A -11:00P	0.5	463	506	150
CNN	FINANCIAL SECURITY WATCH	MTWTF	06:00A -11:00P	0.4	427	482	142
MSNB	MSNBC INVESTIGATES	MTWTF	06:00A -11:00P	0.4	374	469	251
MSNB	MSNBC INVESTIGATES (RPT)	MTWTF	11:00P -12:00A	0.4	385	460	249
CNBC	CALL, THE	MTWTF	06:00A -11:00P	0.4	409	438	107
CNBC	SQUAWK ON THE STREET 2	MTWTF	06:00A -11:00P	0.4	408	435	117
CNBC	SQUAWK ON THE STREET 930A	MTWTF	06:00A -11:00P	0.4	390	420	124
CNN	AMERICAN MORNING	MTWTF	06:00A -11:00P	0.4	383	413	155
CNBC	STREET SIGNS	MTWTF	06:00A -11:00P	0.4	372	411	91
CNBC	CLOSING BELL 3P	MTWTF	06:00A -11:00P	0.4	375	408	86
CNBC	CLOSING BELL 4P	MTWTF	06:00A -11:00P	0.4	358	391	82
CNBC	POWER LUNCH	MTWTF	06:00A -11:00P	0.4	354	384	89
HLN	GLENN BECK	MTWTF	06:00A -11:00P	0.3	309	383	153
HLN	SHOWBIZ TONIGHT (RPT)	MTWTF	11:00P -12:00A	0.3	336	381	168
MSNB	TUCKER	MTWTF	06:00A -11:00P	0.4	325	365	123
CNBC	SQUAWK ON THE STREET 9A	MTWTF	06:00A -11:00P	0.4	336	358	116
HLN	PRIME NEWS W/ ERICA HILL	MTWTF	06:00A -11:00P	0.3	274	327	136
CNBC	SQUAWK BOX 8:30A	MTWTF	06:00A -11:00P	0.3	295	309	96
MSNB	MSNBC LIVE	MTWTF	06:00A -11:00P	0.3	281	306	111
MSNB	MORNING JOE	MTWTF	06:00A -11:00P	0.3	284	303	96
CNBC	1 VS. 100	M_T	06:00A -11:00P	0.2	220	277	86
CNBC	SQUAWK BOX 8A	MTWTF	06:00A -11:00P	0.3	254	268	82
CNBC	THE SUZE ORMAN SHOW	MTWTF	06:00A -11:00P	0.2	210	264	105
CNBC	MAD MONEY	MTWTF	06:00A -11:00P	0.3	241	261	85
CNBC	FAST MONEY	MTWTF	06:00A -11:00P	0.2	235	257	84
CNBC	KUDLOW & COMPANY	MTWTF	06:00A -11:00P	0.2	220	257	82
HLN	PRIME NEWS	MTWTF	06:00A -11:00P	0.2	221	256	103
HLN	CNN HEADLINE NEWS	MTWTF	06:00A -11:00P	0.2	218	247	99
HLN	MORNING EXPRESS W/ MEADE	MTWTF	06:00A -11:00P	0.2	217	245	119
HLN	HLN LOCAL EDITION	MTWTF	06:00A -11:00P	0.2	204	236	99
CNBC	THE APPRENTICE	M_W_F	06:00A -11:00P	0.2	201	236	142
CNBC	AMERICAN GREED	MTW	06:00A -11:00P	0.2	201	230	91
CNBC	SQUAWK BOX 7:30A	MTWTF	06:00A -11:00P	0.2	200	214	69
CNBC	ULTIMATE FIGHTING	MT_F	06:00A -11:00P	0.2	147	192	87
HLN	SHOWBIZ TONIGHT	MTWTF	06:00A -11:00P	0.2	169	189	92
CNBC	BUSINESS NATION	MTWTF	06:00A -11:00P	0.2	156	186	74
CNBC	MILLIONAIRE INSIDE	MT_T	06:00A -11:00P	0.2	166	182	75
CNBC	SQUAWK BOX 7A	MTWTF	06:00A -11:00P	0.2	150	157	55
CNBC	BIG IDEA W/ DONNY DEUTSCH	MTWTF	06:00A -11:00P	0.1	133	156	76
CNBC	HIGH NET WORTH	F	06:00A -11:00P	0.1	123	141	58
CNBC	MAD MONEY (RPT)	MTWTF	11:00P -12:00A	0.1	108	130	70
HLN	NEWS TO ME	MT	06:00A -11:00P	0.1	109	113	40
CNBC	SQUAWK BOX 6A	MTWTF	06:00A -11:00P	0.1	90	98	48
CNBC	CONVERSATIONS W/EISNER	MTW	06:00A -11:00P	0.1	65	80	24

Source: Nielsen Media Research, all regularly scheduled programs airing M-F 6am-12am excluding breaking news & specials.
 Program Name Averages. Only scheduled programs with 3+ telecasts included.