

3Q '08 (LIVE+SD) FINAL Competitive Program Analysis (excluding breaking news & specials)
3Q '08 (06/30/2008 - 09/26/2008)

| | | Ranked On: | | | | | | | | | | |
|---------|--------------------------------|------------|----------------|-----------|------------|----------------|-----------------|--------------------|--------------------|--------------------|--------------------|------|
| NETWORK | PROGRAM NAME | DAYS | TIME | HH COV | HH AA % | HH AA (000) | P2+ AA (000) | A25-54 AA (000) | A18-34 AA (000) | A18-49 AA (000) | A35-64 AA (000) | #Tlc |
| FOXN | THE OREILLY FACTOR | MTWTF | 06:00A -11:00P | 2.5 | | 2303 | 2939 | 655 | 141 | 506 | 1214 | 61 |
| FOXN | HANNITY & COLMES | MTWTF | 06:00A -11:00P | 2 | | 1872 | 2381 | 609 | 136 | 474 | 997 | 63 |
| FOXN | ON THE RECORD W/GRETA | MTWTF | 06:00A -11:00P | 1.6 | | 1482 | 1847 | 486 | 107 | 369 | 803 | 56 |
| FOXN | SPECIAL REPORTW/BRIT HUME | MTWTF | 06:00A -11:00P | 1.5 | | 1388 | 1672 | 346 | 70 | 253 | 711 | 66 |
| FOXN | THE FOX REPORT W/S.SMITH | MTWTF | 06:00A -11:00P | 1.4 | | 1351 | 1653 | 383 | 81 | 294 | 743 | 65 |
| FOXN | THE OREILLY FACTOR (RPT) | MTWTF | 11:00P -12:00A | 1.1 | | 1064 | 1299 | 385 | 96 | 306 | 629 | 52 |
| FOXN | YOUR WORLD W/NEIL CAVUTO | MTWTF | 06:00A -11:00P | 1.2 | | 1112 | 1276 | 237 | 58 | 196 | 492 | 65 |
| FOXN | AMERICAS ELECTION HQ | MTWTF | 06:00A -11:00P | 1.2 | | 1092 | 1273 | 255 | 58 | 201 | 511 | 61 |
| CNN | LARRY KING LIVE | MTWTF | 06:00A -11:00P | 1.1 | | 1043 | 1263 | 386 | 97 | 327 | 584 | 53 |
| FOXN | AMERICAS NEWSROOM | MTWTF | 06:00A -11:00P | 1.2 | | 1078 | 1244 | 316 | 67 | 246 | 610 | 131 |
| MSNB | COUNTDOWN W/ K. OLBERMANN | MTWTF | 08:00P -09:00P | 1.1 | | 958 | 1240 | 425 | 170 | 352 | 616 | 54 |
| CNN | ANDERSON COOPER 360 | MTWTF | 10:00P -11:00P | 1 | | 985 | 1218 | 424 | 115 | 371 | 591 | 55 |
| FOXN | STRATEGY ROOM, THE | MTWT | 06:00A -11:00P | 1.1 | | 1060 | 1211 | 286 | 60 | 218 | 566 | 14 |
| FOXN | STUDIO B W/S.SMITH | MTWTF | 06:00A -11:00P | 1.1 | | 1040 | 1186 | 250 | 58 | 202 | 483 | 64 |
| FOXN | LIVE DESK, THE | MTWTF | 06:00A -11:00P | 1.1 | | 984 | 1136 | 262 | 62 | 209 | 475 | 132 |
| FOXN | HAPPENING NOW | MTWTF | 06:00A -11:00P | 1 | | 915 | 1048 | 256 | 63 | 209 | 459 | 114 |
| FOXN | FOX AND FRIENDS | MTWTF | 06:00A -11:00P | 0.9 | | 876 | 975 | 290 | 53 | 240 | 572 | 175 |
| HLN | NANCY GRACE | MTWTF | 08:00P -09:00P | 0.8 | | 774 | 923 | 354 | 95 | 279 | 497 | 65 |
| CNN | CNN ELECTION CENTER | MTWTF | 06:00A -11:00P | 0.8 | | 732 | 878 | 305 | 82 | 272 | 436 | 57 |
| CNN | LOU DOBBS TONIGHT | MTWTF | 06:00A -11:00P | 0.8 | | 730 | 871 | 263 | 71 | 227 | 421 | 55 |
| CNN | SITUATION ROOM | MTWTF | 06:00A -11:00P | 0.8 | | 748 | 870 | 239 | 83 | 214 | 376 | 195 |
| CNN | ANDERSON COOPER 360 | MTWTF | 11:00P -12:00A | 0.7 | | 718 | 863 | 335 | 91 | 299 | 459 | 57 |
| MSNB | RACHEL MADDOW/VERDICT W/ABRAMS | MTWTF | 06:00A -11:00P | 0.7 | | 676 | 853 | 301 | 109 | 245 | 429 | 45 |
| MSNB | HARDBALL WITH C. MATTHEWS | MTWTF | 06:00A -11:00P | 0.6 | | 570 | 674 | 216 | 75 | 169 | 322 | 106 |
| MSNB | RACHEL MADDOW SHOW (RPT) | MTWTF | 11:00P -12:00A | 0.6 | | 526 | 640 | 246 | 72 | 210 | 361 | 9 |
| MSNB | COUNTDOWN W/ K. OLBERMANN | MTWTF | 10:00P -11:00P | 0.6 | | 515 | 631 | 243 | 84 | 195 | 338 | 44 |
| CNN | CNN NEWSROOM | MTWTF | 06:00A -11:00P | 0.6 | | 545 | 613 | 200 | 69 | 178 | 278 | 408 |
| HLN | NANCY GRACE | MTWTF | 10:00P -11:00P | 0.5 | | 473 | 559 | 254 | 78 | 218 | 305 | 65 |
| MSNB | RACE/WHITE HSE W/D GREGORY | MTWTF | 06:00A -11:00P | 0.5 | | 474 | 548 | 168 | 64 | 135 | 255 | 51 |
| FOXN | FOX & FRIENDS FIRST | MTWTF | 06:00A -11:00P | 0.5 | | 505 | 547 | 184 | 27 | 154 | 350 | 20 |
| CNN | AMERICAN MORNING | MTWTF | 06:00A -11:00P | 0.4 | | 424 | 463 | 174 | 49 | 145 | 263 | 65 |
| MSNB | SP RPT/LIVE COVERAGE | MTWTF | 06:00A -11:00P | 0.4 | | 388 | 443 | 161 | 52 | 134 | 228 | 32 |
| HLN | GLENN BECK | MTWTF | 06:00A -11:00P | 0.4 | | 352 | 424 | 156 | 42 | 134 | 231 | 130 |
| MSNB | MSNBC INVESTIGATES (RPT) | MTWTF | 11:00P -12:00A | 0.4 | | 346 | 419 | 226 | 123 | 242 | 208 | 25 |
| CNBC | SQUAWK ON THE STREET 2 | MTWTF | 06:00A -11:00P | 0.4 | | 380 | 418 | 120 | 21 | 91 | 210 | 63 |
| CNN | ISSUE NO. 1 | MTWTF | 06:00A -11:00P | 0.4 | | 379 | 415 | 130 | 44 | 117 | 181 | 40 |
| CNBC | CLOSING BELL 3P | MTWTF | 06:00A -11:00P | 0.4 | | 382 | 414 | 100 | 17 | 76 | 190 | 62 |
| CNBC | CALL, THE | MTWTF | 06:00A -11:00P | 0.4 | | 372 | 411 | 112 | 18 | 84 | 202 | 63 |
| CNBC | STREET SIGNS | MTWTF | 06:00A -11:00P | 0.4 | | 366 | 403 | 97 | 18 | 75 | 187 | 62 |
| CNBC | CLOSING BELL 4P | MTWTF | 06:00A -11:00P | 0.4 | | 399 | 399 | 98 | 13 | 74 | 179 | 62 |
| CNBC | POWER LUNCH | MTWTF | 06:00A -11:00P | 0.4 | | 359 | 399 | 107 | 14 | 75 | 202 | 63 |
| CNBC | SQUAWK ON THE STREET 930A | MTWTF | 06:00A -11:00P | 0.4 | | 350 | 385 | 125 | 18 | 89 | 209 | 63 |
| CNBC | IS YOUR MONEY SAFE | MTWTF | 06:00A -11:00P | 0.3 | | 330 | 371 | 135 | 19 | 97 | 221 | 8 |
| HLN | SHOWBIZ TONIGHT | MTWTF | 11:00P -12:00A | 0.3 | | 326 | 369 | 167 | 51 | 140 | 193 | 65 |
| MSNB | MORNING JOE | MTWTF | 06:00A -11:00P | 0.4 | | 338 | 360 | 127 | 37 | 100 | 191 | 53 |
| MSNB | MSNBC LIVE | MTWTF | 06:00A -11:00P | 0.3 | | 316 | 353 | 129 | 45 | 104 | 176 | 428 |
| CNBC | DEAL OR NO DEAL | MT_TF | 06:00A -11:00P | 0.3 | | 271 | 346 | 112 | 40 | 108 | 140 | 14 |
| CNBC | SQUAWK ON THE STREET 9A | MTWTF | 06:00A -11:00P | 0.3 | | 304 | 333 | 116 | 14 | 84 | 192 | 63 |
| CNBC | SQUAWK BOX 8:30A | MTWTF | 06:00A -11:00P | 0.3 | | 297 | 325 | 113 | 11 | 84 | 196 | 63 |
| CNBC | FAST MONEY | MTWTF | 06:00A -11:00P | 0.3 | | 280 | 312 | 102 | 12 | 72 | 166 | 77 |
| CNBC | SQUAWK BOX 8A | MTWTF | 06:00A -11:00P | 0.3 | | 267 | 293 | 102 | 9 | 79 | 185 | 63 |
| CNBC | MAD MONEY | MTWTF | 06:00A -11:00P | 0.3 | | 238 | 266 | 85 | 13 | 63 | 142 | 61 |
| HLN | MORNING EXPRESS W/ MEADE | MTWTF | 06:00A -11:00P | 0.2 | | 237 | 258 | 126 | 28 | 102 | 160 | 65 |
| HLN | PRIME NEWS | MTWTF | 06:00A -11:00P | 0.2 | | 215 | 247 | 104 | 30 | 90 | 129 | 130 |
| CNBC | KUDLOW & COMPANY | MTWTF | 06:00A -11:00P | 0.2 | | 207 | 245 | 74 | 8 | 55 | 130 | 44 |
| HLN | MORNING EXPRESS | MTWTF | 06:00A -11:00P | 0.2 | | 218 | 244 | 107 | 29 | 90 | 124 | 66 |
| HLN | HLN LOCAL EDITION | MTWTF | 06:00A -11:00P | 0.2 | | 213 | 244 | 104 | 28 | 87 | 131 | 780 |
| HLN | CNN HEADLINE NEWS | MTWTF | 06:00A -11:00P | 0.2 | | 212 | 242 | 98 | 31 | 85 | 115 | 325 |
| CNBC | SQUAWK BOX 7:30A | MTWTF | 06:00A -11:00P | 0.2 | | 214 | 233 | 79 | 8 | 63 | 148 | 63 |
| CNBC | THE SUZE ORMAN SHOW | MTWTF | 06:00A -11:00P | 0.2 | | 196 | 222 | 79 | 20 | 57 | 119 | 20 |
| CNBC | SQUAWK BOX 7A | MTWTF | 06:00A -11:00P | 0.2 | | 182 | 196 | 69 | 6 | 52 | 130 | 63 |
| HLN | SHOWBIZ TONIGHT | MTWTF | 06:00A -11:00P | 0.2 | | 156 | 173 | 77 | 26 | 68 | 86 | 64 |
| CNBC | ON THE MONEY | MTWTF | 06:00A -11:00P | 0.1 | | 140 | 163 | 69 | 19 | 56 | 91 | 37 |
| CNBC | HIGH NET WORTH | ___F___ | 06:00A -11:00P | 0.1 | | 134 | 153 | 65 | 18 | 49 | 80 | 8 |
| CNBC | SQUAWK BOX 6A | MTWTF | 06:00A -11:00P | 0.1 | | 127 | 139 | 67 | 8 | 52 | 95 | 63 |
| CNBC | MAD MONEY (RPT) | MTWTF | 11:00P -12:00A | 0.1 | | 101 | 121 | 55 | 17 | 43 | 76 | 62 |
| CNBC | BIG IDEA W/ DONNY DEUTSCH | MTWTF | 06:00A -11:00P | 0.1 | | 89 | 103 | 53 | 20 | 46 | 54 | 59 |
| CNBC | HIGH NET WORTH (RPT) | ___F___ | 11:00P -12:00A | 0.1 | | 91 | 100 | 52 | 23 | 45 | 49 | 8 |
| CNBC | BUSINESS OF INNOVATION | MT_____ | 06:00A -11:00P | 0.1 | | 72 | 80 | 40 | 17 | 34 | 43 | 6 |

Source: Nielsen Media Research, all regularly scheduled programs airing M-F 6am-12am excluding breaking news & specials.
Program Name Averages. Only scheduled programs with 5+ telecasts included.