

AUGUST '09 (LIVE+SD) FINAL Competitive Program Analysis (excluding breaking news & specials)
AUGUST '09 FINAL (07/27/09 - 08/28/09)

Ranked On:

NETWORK	PROGRAM NAME	DAYS	TIME	HH COV	HH AA%	HH AA (000)	P2+ AA (000)	A25-54 AA (000)	#Tlc
FOXN	THE OREILLY FACTOR	MTWTF__	06:00A -11:00P	2.6		2546	3381	861	24
FOXN	HANNITY	MTWTF__	06:00A -11:00P	2.1		2021	2649	719	23
FOXN	GLENN BECK	MTWTF__	06:00A -11:00P	1.9		1854	2353	620	25
FOXN	ON THE RECORD W/GRETA	MTWTF__	06:00A -11:00P	1.7		1673	2141	590	24
FOXN	SPECIAL RPT W/BRET BAIER	MTWTF__	06:00A -11:00P	1.6		1539	1951	457	25
FOXN	THE FOX REPORT W/S.SMITH	MTWTF__	06:00A -11:00P	1.4		1364	1740	430	24
FOXN	THE OREILLY FACTOR (RPT)	MTWTF__	11:00P -12:00A	1.3		1297	1609	542	25
FOXN	AMERICAS NEWSROOM	MTWTF__	06:00A -11:00P	1.3		1231	1473	385	50
FOXN	YOUR WORLD W/NEIL CAVUTO	MTWTF__	06:00A -11:00P	1.2		1188	1442	295	25
FOXN	STUDIO B W/S.SMITH	MTWTF__	06:00A -11:00P	1		956	1152	254	25
FOXN	HAPPENING NOW	MTWTF__	06:00A -11:00P	1		954	1147	283	50
MSNB	COUNTDOWN W/ K. OLBERMANN	MTWTF__	08:00P -09:00P	0.9		836	1087	345	24
CNN	LARRY KING LIVE	MTWTF__	06:00A -11:00P	0.9		908	1086	294	22
FOXN	LIVE DESK, THE	MTWTF__	06:00A -11:00P	0.9		864	1046	246	50
FOXN	FOX AND FRIENDS	MTWTF__	06:00A -11:00P	0.9		883	997	316	75
MSNB	RACHEL MADDOW SHOW	MTWTF__	06:00A -11:00P	0.9		793	996	304	22
CNN	ANDERSON COOPER 360	MTWTF__	10:00P -11:00P	0.7		719	866	260	24
CNN	CAMPBELL BROWN	MTWTF__	06:00A -11:00P	0.6		579	761	213	22
HLN	NANCY GRACE	MTWTF__	08:00P -09:00P	0.6		623	724	257	25
CNN	SITUATION ROOM	MTWTF__	06:00A -11:00P	0.6		587	705	154	75
MSNB	COUNTDOWN W/ K. OLBERMANN (RPT)	MTWTF__	10:00P -11:00P	0.6		557	693	242	23
CNN	LOU DOBBS TONIGHT	MTWTF__	06:00A -11:00P	0.5		522	642	175	23
MSNB	HARDBALL WITH C. MATTHEWS	MTWTF__	06:00A -11:00P	0.5		506	609	177	50
CNN	CNN NEWSROOM	MTWTF__	06:00A -11:00P	0.5		511	608	150	175
CNN	ANDERSON COOPER 360	MTWTF__	11:00P -12:00A	0.5		449	546	195	24
MSNB	ED SHOW	MTWTF__	06:00A -11:00P	0.5		422	507	150	25
MSNB	RACHEL MADDOW SHOW (RPT)	MTWTF__	11:00P -12:00A	0.4		385	476	184	22
HLN	NANCY GRACE (RPT)	MTWTF__	10:00P -11:00P	0.4		387	439	180	25
HLN	ISSUES	MTWTF__	06:00A -11:00P	0.4		364	420	150	50
CNN	AMERICAN MORNING	MTWTF__	06:00A -11:00P	0.4		369	409	148	25
HLN	SHOWBIZ TONIGHT (RPT)	MTWTF__	11:00P -12:00A	0.4		347	385	176	25
FOXN	RED EYE	MTWTF__	03:00A -04:00A	0.4		345	370	151	23
MSNB	MORNING JOE	MTWTF__	06:00A -11:00P	0.3		323	341	118	25
CNBC	SQUAWK ON THE STREET 2	MTWTF__	06:00A -11:00P	0.3		289	320	98	25
CNBC	CLOSING BELL 3P	MTWTF__	06:00A -11:00P	0.3		275	300	83	25
MSNB	MORNING MEETING/D RATIGAN	MTWTF__	06:00A -11:00P	0.3		274	297	84	24
CNBC	SQUAWK ON THE STREET 930A	MTWTF__	06:00A -11:00P	0.3		271	297	90	25
CNBC	CLOSING BELL 4P	MTWTF__	06:00A -11:00P	0.3		267	296	84	25
CNBC	CALL, THE	MTWTF__	06:00A -11:00P	0.3		260	288	83	25
MSNB	MSNBC LIVE	MTWTF__	06:00A -11:00P	0.3		254	288	80	95
CNBC	POWER LUNCH	MTWTF__	06:00A -11:00P	0.3		253	281	81	25
CNBC	STREET SIGNS	MTWTF__	06:00A -11:00P	0.3		251	273	73	25
MSNB	ANDREA MITCHELL REPORTS	MTWTF__	06:00A -11:00P	0.3		244	272	75	24
HLN	MORNING EXPRESS W/ MEADE	MTWTF__	06:00A -11:00P	0.2		232	260	141	25
HLN	PRIME NEWS	MTWTF__	06:00A -11:00P	0.2		223	253	111	50
CNBC	SQUAWK ON THE STREET 9A	MTWTF__	06:00A -11:00P	0.2		229	246	79	25
HLN	MORNING EXPRESS	MTWTF__	06:00A -11:00P	0.2		212	242	119	25
CNBC	FAST MONEY	MTWTF__	06:00A -11:00P	0.2		208	239	67	25
CNBC	SQUAWK BOX 8:30A	MTWTF__	06:00A -11:00P	0.2		219	233	75	25
CNBC	AMERICAN GREED	__W__	06:00A -11:00P	0.2		191	229	101	7
HLN	HLN LOCAL EDITION	MTWTF__	06:00A -11:00P	0.2		199	228	96	300
HLN	SHOWBIZ TONIGHT	MTWTF__	06:00A -11:00P	0.2		186	220	97	25
MSNB	DR NANCY	MTWTF__	06:00A -11:00P	0.2		201	218	65	24
HLN	HLN NEWS	MTWTF__	06:00A -11:00P	0.2		187	217	83	125
CNBC	SQUAWK BOX 8A	MTWTF__	06:00A -11:00P	0.2		200	209	75	25
CNBC	MAD MONEY	MTWTF__	06:00A -11:00P	0.2		171	193	70	25
CNBC	SQUAWK BOX 7:30A	MTWTF__	06:00A -11:00P	0.2		167	172	64	25
CNBC	SQUAWK BOX 7A	MTWTF__	06:00A -11:00P	0.1		144	148	59	25
CNBC	KUDLOW REPORT	MTWTF__	06:00A -11:00P	0.1		131	143	54	25
CNBC	CNBC REPORTS	MTWTF__	06:00A -11:00P	0.1		105	113	41	17
CNBC	SQUAWK BOX 6A	MTWTF__	06:00A -11:00P	0.1		106	105	40	25
CNBC	MAD MONEY (RPT)	MTWTF__	11:00P -12:00A	0.1		91	103	54	23

Program Name Averages. Only scheduled programs with 5+ telecasts included. Does not include programs that aired out of their regularly scheduled time period's because of special coverage.