

CNBC M-Su 6a-11p Programs

2Q'06 (3/27/06-6/25/06)

Red Denotes scratched program

15/37 or 41% Scratched 16/37 or 43% Scratched

Network	Period	Program	Time	Days	Per 2+ AA(000)	Per 25-54 AA(000)	T/C
CNBC	03/27/06-06/25/06	AMERICAN MADE	06:00A -11:00P	M__T__S	106	51	19
CNBC	03/27/06-06/25/06	BIG IDEA W/ DONNY DEUTSCH	06:00A -11:00P	MTWTF_S	129	64	69
CNBC	03/27/06-06/25/06	CLOSING BELL	06:00A -11:00P	MTWTF__	295	65	63
CNBC	03/27/06-06/25/06	CNBC PRIME	06:00A -11:00P	M_____	214	84	1
CNBC	03/27/06-06/25/06	CNBC REMEMBERS: RUKEYSER	06:00A -11:00P	___FS_	105	22	2
CNBC	03/27/06-06/25/06	CNBC SURVIVAL GUIDE	06:00A -11:00P	___T__S	149	54	2
CNBC	03/27/06-06/25/06	CONVERSATIONS W/EISNER	06:00A -11:00P	MTWTFSS	76	37	10
CNBC	03/27/06-06/25/06	COVER TO COVER	06:00A -11:00P	M_____S	128	60	4
CNBC	03/27/06-06/25/06	DEAL OR NO DEAL	06:00A -11:00P	_T_T_S_	506	239	23
CNBC	03/27/06-06/25/06	DLIFE	06:00A -11:00P	_____S	82	33	13
CNBC	03/27/06-06/25/06	DOLLARS AND SPORTS	06:00A -11:00P	_____F_	64	40	2
CNBC	03/27/06-06/25/06	FAST MONEY	06:00A -11:00P	__W____	63	27	1
CNBC	03/27/06-06/25/06	GLOBAL PLAYERS	06:00A -11:00P	_____S	36	14	3
CNBC	03/27/06-06/25/06	HIGH NET WORTH	06:00A -11:00P	_____S	51	15	13
CNBC	03/27/06-06/25/06	KUDLOW & COMPANY	06:00A -11:00P	MTWTF__	249	68	67
CNBC	03/27/06-06/25/06	MAD MONEY	06:00A -11:00P	MTWTF__	181	80	126
CNBC	03/27/06-06/25/06	MIKE ON THE MONEY	06:00A -11:00P	_____F_	99	41	2
CNBC	03/27/06-06/25/06	MILLION DOLLAR HOMES	06:00A -11:00P	_____F_	109	44	2
CNBC	03/27/06-06/25/06	MORNING CALL	06:00A -11:00P	MTWTF__	292	83	63
CNBC	03/27/06-06/25/06	NATIONAL HEADS UP POKER	06:00A -11:00P	_____F_	174	79	13
CNBC	03/27/06-06/25/06	ON THE MONEY	06:00A -11:00P	MTWTF__	141	71	63
CNBC	03/27/06-06/25/06	POWER LUNCH	06:00A -11:00P	MTWTF__	270	83	63
CNBC	03/27/06-06/25/06	SQUAWK BOX 630A	06:00A -11:00P	MTWTF__	78	28	63
CNBC	03/27/06-06/25/06	SQUAWK BOX 6A	06:00A -11:00P	MTWTF__	54	22	63
CNBC	03/27/06-06/25/06	SQUAWK BOX 7:30A	06:00A -11:00P	MTWTF__	139	43	63
CNBC	03/27/06-06/25/06	SQUAWK BOX 7A	06:00A -11:00P	MTWTF__	111	34	63
CNBC	03/27/06-06/25/06	SQUAWK BOX 8:30A	06:00A -11:00P	MTWTF__	174	45	63
CNBC	03/27/06-06/25/06	SQUAWK BOX 8A	06:00A -11:00P	MTWTF__	160	51	63
CNBC	03/27/06-06/25/06	SQUAWK ON THE STREET 930A	06:00A -11:00P	MTWTF__	264	68	63
CNBC	03/27/06-06/25/06	SQUAWK ON THE STREET 9A	06:00A -11:00P	MTWTF__	207	51	63
CNBC	03/27/06-06/25/06	STREET SIGNS	06:00A -11:00P	MTWTF__	263	75	63
CNBC	03/27/06-06/25/06	THE AGE OF WALMART	06:00A -11:00P	M__F__	164	99	2
CNBC	03/27/06-06/25/06	THE APPRENTICE	06:00A -11:00P	M_W__S	157	94	23
CNBC	03/27/06-06/25/06	THE CHRIS MATTHEWS SHOW	06:00A -11:00P	_____S	94	33	13
CNBC	03/27/06-06/25/06	THE SUZE ORMAN SHOW	06:00A -11:00P	M__FS_	132	65	28
CNBC	03/27/06-06/25/06	TIM RUSSERT	06:00A -11:00P	_____S_	150	43	26
CNBC	03/27/06-06/25/06	WSJ REPORT	06:00A -11:00P	_____S	46	12	13