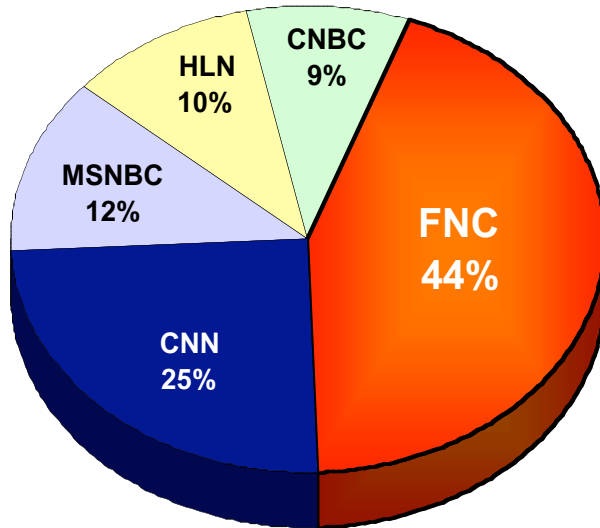


# Cable News Market Share

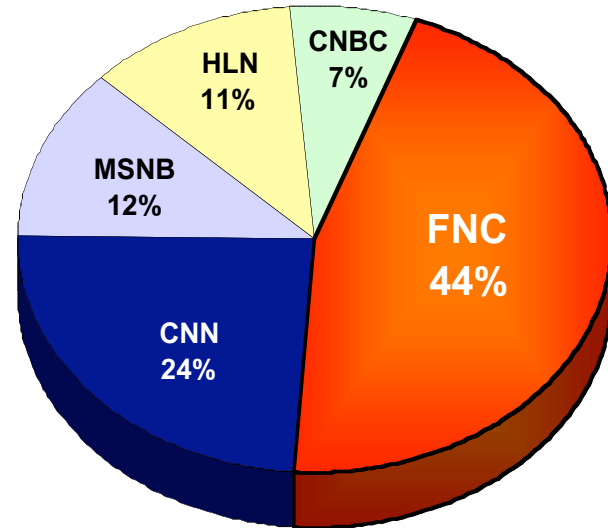
Total Day: % of Total Viewers (2+) Watching Cable News Channels

**Dec'03 - Apr'04**



Persons 2+ AA(000)	
M-Su 6a-6a	Dec'03-Apr'04
<i>Fox News</i>	849
CNN	477
MSNBC	236
HLN	199
CNBC	172

**Dec'04 - Apr'05**



Persons 2+ AA(000)	
M-Su 6a-6a	Dec'04-Apr'05
<i>Fox News</i>	873 (up 3%)
CNN	464 (down 3%)
HLN	229 (up 15%)
MSNBC	220 (down 7%)
CNBC	132 (down 23%)

Source: Nielsen Media Research, P2+ AA(000), Dec'03-Apr'04 vs Dec'04-Apr'05. Total Day: M-Su 6a-6a (or Network's defined daypart).