

MARCH '08 (LIVE+SD) FINAL Competitive Program Analysis (excluding breaking news & specials)
MARCH '08: FINAL (02/25/2008 - 03/28/2008)

					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	2.2	2034	2650	523	
FOXN	HANNITY & COLMES	MTWTF	06:00A -11:00P	1.7	1564	2002	468	
FOXN	ON THE RECORD W/GRETA	MTWTF	06:00A -11:00P	1.3	1252	1581	382	
FOXN	SPECIAL REPORTW/BRIT HUME	MTWTF	06:00A -11:00P	1.2	1167	1457	313	
FOXN	THE FOX REPORT W/S.SMITH	MTWTF	06:00A -11:00P	1.2	1141	1445	349	
CNN	CNN ELECTION CENTER	MTWTF	06:00A -11:00P	1.1	1028	1287	481	
FOXN	AMERICAS ELECTION HQ	MTWTF	06:00A -11:00P	1.1	1007	1231	281	
FOXN	THE OREILLY FACTOR (RPT)	MTWTF	11:00P -12:00A	1	974	1216	392	
CNN	LOU DOBBS TONIGHT	MTWTF	06:00A -11:00P	0.9	868	1080	298	
CNN	LARRY KING LIVE	MTWTF	06:00A -11:00P	0.9	888	1076	320	
FOXN	AMERICAS NEWSROOM	MTWTF	06:00A -11:00P	1	912	1066	280	
FOXN	YOUR WORLD W/NEIL CAVUTO	MTWTF	06:00A -11:00P	0.9	833	983	197	
FOXN	HAPPENING NOW	MTWTF	06:00A -11:00P	0.9	844	976	228	
FOXN	STUDIO B W/S.SMITH	MTWTF	06:00A -11:00P	0.9	833	970	214	
FOXN	FOX AND FRIENDS	MTWTF	06:00A -11:00P	0.9	847	965	317	
FOXN	AMERICAS PULSE	MTWTF	06:00A -11:00P	0.8	766	893	210	
CNN	ANDERSON COOPER 360	MTWTF	10:00P -12:00A	0.8	738	893	310	
FOXN	LIVE DESK W/M.MACCALLUM	MTWTF	06:00A -11:00P	0.8	762	875	199	
MSNB	COUNTDOWN W/ K. OLBERMANN	MTWTF	06:00A -11:00P	0.8	696	866	306	
CNN	SITUATION ROOM	MTWTF	06:00A -11:00P	0.7	658	773	209	
MSNB	LIVE WITH DAN ABRAMS	MTWT	06:00A -11:00P	0.6	529	633	231	
MSNB	HARDBALL WITH C. MATTHEWS	MTWTF	06:00A -11:00P	0.6	511	598	186	
FOXN	FOX & FRIENDS FIRST	MTWTF	06:00A -11:00P	0.5	520	564	219	
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	
CNN	SR/BALLOT BOWL 2008	MTWTF	06:00A -11:00P	0.5	508	550	157	
CNN	CNN NEWSROOM	MTWTF	06:00A -11:00P	0.5	495	548	169	
CNN	ISSUE NO. 1	MTWTF	06:00A -11:00P	0.5	463	506	150	
CNBC	DEAL OR NO DEAL	_T_TF	06:00A -11:00P	0.4	391	492	158	
HLN	NANCY GRACE	MTWTF	06:00A -11:00P	0.4	412	485	190	
CNN	FINANCIAL SECURITY WATCH	MTWTF	06:00A -11:00P	0.4	427	482	142	
CNBC	CALL, THE	MTWTF	06:00A -11:00P	0.4	422	453	110	
MSNB	MSNBC INVESTIGATES (RPT)	MTWTF	11:00P -12:00A	0.4	379	448	242	
MSNB	MSNBC INVESTIGATES	M_TF	06:00A -11:00P	0.4	371	445	239	
CNBC	SQUAWK ON THE STREET 2	MTWTF	06:00A -11:00P	0.4	421	444	126	
CNBC	SQUAWK ON THE STREET 930A	MTWTF	06:00A -11:00P	0.4	408	435	134	
CNBC	STREET SIGNS	MTWTF	06:00A -11:00P	0.4	373	417	98	
CNBC	CLOSING BELL 3P	MTWTF	06:00A -11:00P	0.4	373	408	95	
CNN	AMERICAN MORNING	MTWTF	06:00A -11:00P	0.4	374	400	151	
HLN	GLENN BECK	MTWTF	06:00A -11:00P	0.3	319	396	151	
CNBC	CLOSING BELL 4P	MTWTF	06:00A -11:00P	0.4	360	394	92	
CNBC	SQUAWK ON THE STREET 9A	MTWTF	06:00A -11:00P	0.4	368	393	129	
CNBC	POWER LUNCH	MTWTF	06:00A -11:00P	0.4	355	386	97	
MSNB	TUCKER	MTWTF	06:00A -11:00P	0.4	345	383	135	
CNBC	SQUAWK BOX 8:30A	MTWTF	06:00A -11:00P	0.3	320	342	110	
HLN	SHOWBIZ TONIGHT	MTWTF	11:00P -12:00A	0.3	304	341	140	
MSNB	MORNING JOE	MTWTF	06:00A -11:00P	0.3	301	324	95	
MSNB	MSNBC LIVE	MTWTF	06:00A -11:00P	0.3	297	323	118	
MSNB	MSNBC REPORTS (RPT)	_TWT	11:00P -12:00A	0.3	246	288	127	
CNBC	SQUAWK BOX 8A	MTWTF	06:00A -11:00P	0.3	254	277	85	
CNBC	MAD MONEY	MTWTF	06:00A -11:00P	0.3	259	275	96	
CNBC	KUDLOW & COMPANY	MTWTF	06:00A -11:00P	0.3	239	271	86	
CNBC	FAST MONEY	MTWTF	06:00A -11:00P	0.3	242	262	93	
HLN	MORNING EXPRESS W/ MEADE	MTWTF	06:00A -11:00P	0.2	219	251	124	
HLN	PRIME NEWS	MTWTF	06:00A -11:00P	0.2	218	248	99	
CNBC	AMERICAN GREED	_W	06:00A -11:00P	0.2	212	243	103	
HLN	CNN HEADLINE NEWS	MTWTF	06:00A -11:00P	0.2	215	243	101	
HLN	HLN LOCAL EDITION	MTWTF	06:00A -11:00P	0.2	199	230	97	
CNBC	SQUAWK BOX 7:30A	MTWTF	06:00A -11:00P	0.2	212	227	76	
HLN	SHOWBIZ TONIGHT	MTWTF	06:00A -11:00P	0.2	166	187	95	
CNBC	BUSINESS NATION	_TF	06:00A -11:00P	0.2	143	176	65	
CNBC	SQUAWK BOX 7A	MTWTF	06:00A -11:00P	0.2	166	175	64	
CNBC	BIG IDEA W/ DONNY DEUTSCH	MTWTF	06:00A -11:00P	0.1	125	145	71	
CNBC	MAD MONEY (RPT)	MTWTF	11:00P -12:00A	0.1	112	137	70	
CNBC	HIGH NET WORTH	_F	06:00A -11:00P	0.1	118	135	51	
CNBC	SQUAWK BOX 6A	MTWTF	06:00A -11:00P	0.1	111	125	63	

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.