

MAY '08 (LIVE+SD) FINAL Competitive Program Analysis (excluding breaking news & specials)
 MAY '08: (04/28/2008 - 05/23/2008)

				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	2.1	1,954	2,497	534
FOXN	HANNITY & COLMES	MTWTF	06:00A -11:00P	1.5	1,366	1,744	415
FOXN	SPECIAL REPORTW/BRIT HUME	MTWTF	06:00A -11:00P	1.2	1,165	1,386	312
FOXN	THE FOX REPORT W/S.SMITH	MTWTF	06:00A -11:00P	1.1	1,076	1,331	317
FOXN	ON THE RECORD W/GRETA	MTWTF	06:00A -11:00P	1.1	1,048	1,317	316
FOXN	THE OREILLY FACTOR (RPT)	MTWTF	11:00P -12:00A	1.0	970	1,228	363
CNN	CNN ELECTION CENTER	MTWTF	06:00A -11:00P	0.9	908	1,119	381
CNN	LARRY KING LIVE	MTWTF	06:00A -11:00P	1.0	921	1,095	297
FOXN	AMERICAS NEWSROOM	MTWTF	06:00A -11:00P	1.0	913	1,064	267
FOXN	FOX AND FRIENDS	MTWTF	06:00A -11:00P	0.9	888	1,018	305
FOXN	AMERICAS ELECTION HQ	MTWTF	06:00A -11:00P	0.9	847	978	205
FOXN	STUDIO B W/S.SMITH	MTWTF	06:00A -11:00P	0.9	821	939	204
FOXN	YOUR WORLD W/NEIL CAVUTO	MTWTF	06:00A -11:00P	0.9	804	938	199
CNN	LOU DOBBS TONIGHT	MTWTF	06:00A -11:00P	0.8	753	928	248
FOXN	HAPPENING NOW	MTWTF	06:00A -11:00P	0.8	772	871	220
CNN	ANDERSON COOPER 360	MTWTF	10:00P -12:00A	0.8	726	868	290
FOXN	LIVE DESK W/M.MACCALLUM	MTWTF	06:00A -11:00P	0.8	769	868	204
FOXN	AMERICAS PULSE	MTWTF	06:00A -11:00P	0.8	758	866	199
MSNB	COUNTDOWN W/ K. OLBERMANN	MTWTF	06:00A -11:00P	0.7	641	803	306
CNN	SITUATION ROOM	MTWTF	06:00A -11:00P	0.7	636	738	197
MSNB	HARDBALL WITH C. MATTHEWS	MTWTF	06:00A -11:00P	0.6	558	666	225
MSNB	RACE/WHITE HSE W/D GREGORY	MTWTF	06:00A -11:00P	0.5	496	589	199
FOXN	FOX & FRIENDS FIRST	MTWTF	06:00A -11:00P	0.6	521	575	202
MSNB	VERDICT WITH DAN ABRAMS	MTWTF	06:00A -11:00P	0.5	471	555	217
CNN	CNN NEWSROOM	MTWTF	06:00A -11:00P	0.5	458	505	150
HLN	NANCY GRACE	MTWTF	06:00A -11:00P	0.4	396	463	169
CNBC	DEAL OR NO DEAL	_T_TF_	06:00A -11:00P	0.4	349	443	134
CNN	ISSUE NO. 1	MTWTF	06:00A -11:00P	0.4	405	432	127
CNN	AMERICAN MORNING	MTWTF	06:00A -11:00P	0.4	395	426	156
CNBC	CALL, THE	MTWTF	06:00A -11:00P	0.4	353	395	109
CNBC	SQUAWK ON THE STREET 2	MTWTF	06:00A -11:00P	0.4	363	391	112
HLN	GLENN BECK	MTWTF	06:00A -11:00P	0.3	309	382	141
HLN	SHOWBIZ TONIGHT	MTWTF	11:00P -12:00A	0.4	334	374	175
CNBC	SQUAWK ON THE STREET 930A	MTWTF	06:00A -11:00P	0.4	344	366	116
MSNB	MORNING JOE	MTWTF	06:00A -11:00P	0.4	332	356	120
CNBC	STREET SIGNS	MTWTF	06:00A -11:00P	0.3	323	355	88
CNBC	CLOSING BELL 3P	MTWTF	06:00A -11:00P	0.3	318	349	87
MSNB	MSNBC INVESTIGATES (RPT)	MTWTF	11:00P -12:00A	0.3	288	346	176
CNBC	POWER LUNCH	MTWTF	06:00A -11:00P	0.3	311	341	92
CNBC	CLOSING BELL 4P	MTWTF	06:00A -11:00P	0.3	303	340	76
MSNB	MSNBC LIVE	MTWTF	06:00A -11:00P	0.3	296	325	117
CNBC	SQUAWK ON THE STREET 9A	MTWTF	06:00A -11:00P	0.3	302	311	108
CNBC	SQUAWK BOX 8:30A	MTWTF	06:00A -11:00P	0.3	270	274	89
HLN	MORNING EXPRESS	MTWTF	06:00A -11:00P	0.2	223	248	108
HLN	MORNING EXPRESS W/ MEADE	MTWTF	06:00A -11:00P	0.2	223	246	118
CNBC	SQUAWK BOX 8A	MTWTF	06:00A -11:00P	0.3	233	244	83
HLN	CNN HEADLINE NEWS	MTWTF	06:00A -11:00P	0.2	202	221	86
CNBC	SQUAWK BOX 7:30A	MTWTF	06:00A -11:00P	0.2	203	219	80
CNBC	FAST MONEY	MTWTF	06:00A -11:00P	0.2	192	216	72
CNBC	MAD MONEY	MTWTF	06:00A -11:00P	0.2	191	214	71
HLN	HLN LOCAL EDITION	MTWTF	06:00A -11:00P	0.2	189	213	87
CNBC	KUDLOW & COMPANY	MTWTF	06:00A -11:00P	0.2	176	205	66
HLN	PRIME NEWS	MTWTF	06:00A -11:00P	0.2	173	200	82
CNBC	SQUAWK BOX 7A	MTWTF	06:00A -11:00P	0.2	180	188	78
CNBC	AMERICAN GREED	_W_	06:00A -11:00P	0.2	169	184	73
HLN	SHOWBIZ TONIGHT	MTWTF	06:00A -11:00P	0.2	147	158	74
CNBC	SQUAWK BOX 6A	MTWTF	06:00A -11:00P	0.1	112	118	61
CNBC	BIG IDEA W/ DONNY DEUTSCH	MTWTF	06:00A -11:00P	0.1	97	114	60
CNBC	MAD MONEY (RPT)	MTWTF	11:00P -12:00A	0.1	83	103	57
CNBC	HIGH NET WORTH	_F_	06:00A -11:00P	0.1	90	98	39
CNBC	HIGH NET WORTH (RPT)	_F_	11:00P -12:00A	0.09	83	84	54

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.