

NOVEMBER '08 (LIVE+SD) FINAL Competitive Program Analysis (excluding breaking news & specials)
 NOVEMBER '08: FINAL (10/27/08 - 11/28/08)

Ranked On:

NETWORK	PROGRAM NAME	DAYS	TIME	HH	HH	P2+	A25-54	A18-34	A18-49	A35-64	#Tlc
				COV	AA%	AA (000)	AA (000)	AA (000)	AA (000)	AA (000)	
FOXN	THE OREILLY FACTOR	MTWTF__	06:00A -11:00P	3	2876	3771	884	179	658	1585	21
FOXN	HANNITY & COLMES	MTWTF__	06:00A -11:00P	2.2	2120	2756	708	151	534	1171	23
FOXN	ON THE RECORD W/GRETA	MTWTF__	06:00A -11:00P	2	1923	2468	655	135	493	1087	21
FOXN	SPECIAL REPORTW/BRIT HUME	MTWTF__	06:00A -11:00P	1.8	1720	2144	487	124	381	950	24
MSNB	COUNTDOWN W/ K. OLBERMANN	MTWTF__	08:00P -09:00P	1.7	1569	2107	780	278	638	1116	22
FOXN	THE FOX REPORT W/S.SMITH	MTWTF__	06:00A -11:00P	1.7	1635	2075	511	109	391	951	24
FOXN	AMERICAS ELECTION HQ	MTWTF__	05:00P -06:00P	1.8	1674	1992	471	151	396	871	8
MSNB	RACHEL MADDOW SHOW	MTWTF__	06:00A -11:00P	1.5	1378	1826	672	231	557	955	22
CNN	ANDERSON COOPER 360	MTWTF__	10:00P -11:00P	1.4	1385	1753	687	204	606	868	21
CNN	LARRY KING LIVE	MTWTF__	06:00A -11:00P	1.4	1357	1705	565	156	481	789	22
FOXN	THE OREILLY FACTOR (RPT)	MTWTF__	11:00P -12:00A	1.4	1356	1698	563	146	455	858	21
FOXN	YOUR WORLD W/NEIL CAVUTO	MTWTF__	06:00A -11:00P	1.3	1266	1505	336	94	265	637	25
FOXN	AMERICAS NEWSROOM	MTWTF__	06:00A -11:00P	1.3	1216	1441	358	82	283	686	44
CNN	SITUATION ROOM	MTWTF__	06:00A -11:00P	1.2	1159	1395	444	166	406	642	73
FOXN	AMERICAS NEWS HQ	MTWTF__	05:00P -06:00P	1.2	1111	1326	271	69	212	535	16
CNN	CAMPBELL BROWN	MTWTF__	06:00A -11:00P	1.1	1039	1314	468	138	403	640	24
FOXN	STUDIO B W/S.SMITH	MTWTF__	06:00A -11:00P	1.2	1106	1290	303	85	238	543	25
CNN	LOU DOBBS TONIGHT	MTWTF__	06:00A -11:00P	1	1003	1238	429	131	368	612	22
FOXN	FOX AND FRIENDS	MTWTF__	06:00A -11:00P	1.1	1067	1213	384	65	306	714	75
MSNB	HARDBALL WITH C. MATTHEWS	MTWTF__	06:00A -11:00P	1	951	1175	406	133	318	602	44
CNN	ANDERSON COOPER 360	MTWTF__	11:00P -12:00A	1	939	1162	501	137	441	627	22
MSNB	COUNTDOWN W/ K. OLBERMANN	MTWTF__	10:00P -11:00P	1	899	1156	461	181	408	615	22
FOXN	LIVE DESK, THE	MTWTF__	06:00A -11:00P	1	924	1105	271	73	213	449	44
FOXN	HAPPENING NOW	MTWTF__	06:00A -11:00P	1	938	1102	290	74	225	494	44
HLN	NANCY GRACE	MTWTF__	08:00P -09:00P	0.9	839	1063	393	130	336	551	25
MSNB	RACE/WHITE HSE W/D GREGORY	MTWTF__	06:00A -11:00P	0.9	860	1040	362	136	300	509	7
MSNB	1600 PENNSYLVANIA AVE	MTWTF__	06:00A -11:00P	0.8	708	851	278	96	221	417	15
CNN	CNN NEWSROOM	MTWTF__	06:00A -11:00P	0.7	719	829	295	104	260	406	169
MSNB	RACHEL MADDOW SHOW (RPT)	MTWTF__	11:00P -12:00A	0.6	601	741	304	113	274	408	21
CNN	AMERICAN MORNING	MTWTF__	06:00A -11:00P	0.7	647	733	313	116	284	430	28
MSNB	MORNING JOE	MTWTF__	06:00A -11:00P	0.6	568	647	274	91	228	356	23
HLN	NANCY GRACE	MTWTF__	10:00P -11:00P	0.5	490	611	281	70	243	354	25
CNBC	CLOSING BELL 3P	MTWTF__	06:00A -11:00P	0.5	529	574	138	27	107	258	23
MSNB	MSNBC LIVE	MTWTF__	06:00A -11:00P	0.5	483	558	203	69	164	277	201
CNBC	CLOSING BELL 4P	MTWTF__	06:00A -11:00P	0.5	494	545	127	22	97	236	23
CNBC	SQUAWK ON THE STREET 930A	MTWTF__	06:00A -11:00P	0.5	481	528	149	27	101	263	24
CNBC	SQUAWK ON THE STREET 2	MTWTF__	06:00A -11:00P	0.5	475	517	136	29	103	251	24
CNBC	STREET SIGNS	MTWTF__	06:00A -11:00P	0.5	458	493	129	24	99	231	23
CNBC	CALL, THE	MTWTF__	06:00A -11:00P	0.5	456	490	131	20	95	239	24
MSNB	MSNBC INVESTIGATES	__T__	06:00A -11:00P	0.4	366	484	274	100	260	251	7
HLN	LOU DOBBS TONIGHT	MTWTF__	06:00A -11:00P	0.4	374	483	182	46	160	250	25
CNBC	POWER LUNCH	MTWTF__	06:00A -11:00P	0.4	416	450	118	16	83	220	24
CNBC	SQUAWK ON THE STREET 9A	MTWTF__	06:00A -11:00P	0.4	408	443	131	17	87	237	24
HLN	SHOWBIZ TONIGHT (RPT)	MTWTF__	11:00P -12:00A	0.3	342	414	203	52	169	232	25
CNBC	SQUAWK BOX 8:30A	MTWTF__	06:00A -11:00P	0.4	378	411	128	17	87	235	24
CNBC	FAST MONEY	MTWTF__	06:00A -11:00P	0.4	361	402	121	16	90	205	25
CNBC	SQUAWK BOX 8A	MTWTF__	06:00A -11:00P	0.3	328	358	115	19	80	208	24
CNBC	DEAL OR NO DEAL	__TF__	06:00A -11:00P	0.3	247	344	129	44	113	150	7
CNBC	MAD MONEY	MTWTF__	06:00A -11:00P	0.3	295	341	117	24	90	178	24
HLN	ISSUES	MTWTF__	06:00A -11:00P	0.3	246	321	133	41	125	177	25
CNBC	SQUAWK BOX 7:30A	MTWTF__	06:00A -11:00P	0.3	275	300	90	14	66	177	24
HLN	MORNING EXPRESS	MTWTF__	06:00A -11:00P	0.3	253	298	137	42	121	161	24
HLN	MORNING EXPRESS W/ MEADE	MTWTF__	06:00A -11:00P	0.3	258	296	149	37	121	186	25
HLN	CNN HEADLINE NEWS	MTWTF__	06:00A -11:00P	0.2	236	293	120	37	107	151	125
HLN	PRIME NEWS	MTWTF__	06:00A -11:00P	0.2	226	290	129	36	114	164	50
HLN	HLN LOCAL EDITION	MTWTF__	06:00A -11:00P	0.2	232	287	125	36	108	159	300
CNBC	CNBC REPORTS	MTWTF__	06:00A -11:00P	0.2	236	275	111	18	79	153	15
CNBC	IS YOUR MONEY SAFE	MTWTF__	06:00A -11:00P	0.2	219	255	100	20	77	147	6
CNBC	SQUAWK BOX 7A	MTWTF__	06:00A -11:00P	0.2	213	230	65	7	52	148	24
HLN	SHOWBIZ TONIGHT	MTWTF__	06:00A -11:00P	0.2	191	226	105	39	99	119	25
CNBC	MAD MONEY (RPT)	MTWTF__	11:00P -12:00A	0.2	147	181	86	19	68	114	23
CNBC	BIG IDEA W/ DONNY DEUTSCH	MTWTF__	06:00A -11:00P	0.1	130	156	72	19	57	84	19
CNBC	ON THE MONEY	MTWTF__	06:00A -11:00P	0.1	134	154	66	13	50	84	23
CNBC	SQUAWK BOX 6A	MTWTF__	06:00A -11:00P	0.1	142	154	61	8	54	104	24

Source: Nielsen Media Research, all regularly scheduled programs airing M-F 6am-12am excluding breaking news & specials.
 Program Name Averages. Only scheduled programs with 4+ telecasts included. Does not include programs that aired out of their regularly scheduled time periods because of special coverage.