

OCTOBER '07 (LIVE) FINAL Competitive Program Analysis (excluding breaking news & specials)
 OCTOBER '07: 10/01/2007 - 10/26/2007

				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	1.9	1,759	2,253	475
FOXN	HANNITY & COLMES	MTWTF	06:00A -11:00P	1.2	1,115	1,398	343
FOXN	THE FOX REPORT W/S.SMITH	MTWTF	06:00A -11:00P	1.1	1,048	1,282	303
FOXN	SPECIAL REPORTW/BRIT HUME	MTWTF	06:00A -11:00P	1.1	1,015	1,210	255
FOXN	ON THE RECORD W/GRETA	MTWTF	06:00A -11:00P	1	955	1,159	312
FOXN	THE OREILLY FACTOR (RPT)	MTWTF	11:00P -12:00A	0.9	824	1,013	347
FOXN	AMERICAS NEWSROOM	MTWTF	06:00A -11:00P	0.9	867	995	271
CNN	LARRY KING LIVE	MTWTF	06:00A -11:00P	0.8	814	982	285
FOXN	THE BIG STORY W/J GIBSON	MTWTF	06:00A -11:00P	0.8	780	897	188
FOXN	FOX AND FRIENDS	MTWTF	06:00A -11:00P	0.8	797	876	314
FOXN	STUDIO B W/S.SMITH	MTWTF	06:00A -11:00P	0.8	784	861	195
CNN	LOU DOBBS TONIGHT	MTWTF	06:00A -11:00P	0.7	691	825	218
FOXN	YOUR WORLD W/NEIL CAVUTO	MTWTF	06:00A -11:00P	0.8	713	801	174
FOXN	FOX NEWS LIVE	MTWTF	06:00A -11:00P	0.8	711	786	202
FOXN	LIVE DESK W/M.MACCALLUM	MTWTF	06:00A -11:00P	0.7	703	776	187
MSNB	COUNTDOWN W/ K. OLBERMANN	MTWTF	06:00A -11:00P	0.6	586	710	240
CNN	SITUATION ROOM	MTWTF	06:00A -11:00P	0.6	532	594	189
CNN	ANDERSON COOPER 360	MTWTF	10:00P -12:00A	0.5	503	593	228
CNBC	DEAL OR NO DEAL	_T_T	06:00A -11:00P	0.4	366	553	200
CNN	OUT IN THE OPEN	MTWTF	06:00A -11:00P	0.5	457	551	199
FOXN	FOX & FRIENDS FIRST	MTWTF	06:00A -11:00P	0.5	488	524	219
CNN	CNN NEWSROOM	MTWTF	06:00A -11:00P	0.5	475	519	178
MSNB	MSNBC INVESTIGATES (RPT)	_W_F	11:00P -12:00A	0.4	391	488	275
HLN	NANCY GRACE	MTWTF	06:00A -11:00P	0.4	392	446	172
CNN	CNNI YOUR WORLD TODAY	MTWTF	06:00A -11:00P	0.4	392	421	139
MSNB	HARDBALL WITH C. MATTHEWS	MTWTF	06:00A -11:00P	0.4	358	412	121
MSNB	MSNBC INVESTIGATES	_TWTF	06:00A -11:00P	0.4	325	408	201
MSNB	LIVE WITH DAN ABRAMS	MTWT	06:00A -11:00P	0.4	330	387	140
CNN	AMERICAN MORNING	MTWTF	06:00A -11:00P	0.4	354	386	151
HLN	GLENN BECK	MTWTF	06:00A -11:00P	0.3	311	366	141
CNBC	SQUAWK ON THE STREET 1030	MTWTF	06:00A -11:00P	0.3	316	358	100
CNBC	SQUAWK ON THE STREET 10A	MTWTF	06:00A -11:00P	0.3	315	349	99
HLN	SHOWBIZ TONIGHT	MTWTF	11:00P -12:00A	0.3	313	349	147
CNBC	CALL, THE	MTWTF	06:00A -11:00P	0.3	308	348	90
CNBC	SQUAWK ON THE STREET 930A	MTWTF	06:00A -11:00P	0.3	311	336	94
CNBC	STREET SIGNS	MTWTF	06:00A -11:00P	0.3	289	320	95
CNBC	POWER LUNCH	MTWTF	06:00A -11:00P	0.3	279	313	94
CNBC	CLOSING BELL	MTWTF	06:00A -11:00P	0.3	290	311	91
CNBC	BIG MAC: INSIDE MCDONALDS	M_W	06:00A -11:00P	0.2	237	296	114
CNBC	SQUAWK ON THE STREET 9A	MTWTF	06:00A -11:00P	0.3	262	281	78
CNBC	SQUAWK BOX 8:30A	MTWTF	06:00A -11:00P	0.2	235	258	66
MSNB	TUCKER	MTWTF	06:00A -11:00P	0.2	218	242	79
CNBC	KUDLOW & COMPANY	MTWTF	06:00A -11:00P	0.2	203	237	56
HLN	ROBIN & COMPANY	MTWTF	06:00A -11:00P	0.2	205	223	109
CNBC	SQUAWK BOX 8A	MTWTF	06:00A -11:00P	0.2	207	220	62
MSNB	MORNING JOE	MTWTF	06:00A -11:00P	0.2	202	217	65
CNBC	MAD MONEY	MTWTF	06:00A -11:00P	0.2	194	216	50
MSNB	MSNBC LIVE	MTWTF	06:00A -11:00P	0.2	195	212	76
CNBC	FAST MONEY	MTWTF	06:00A -11:00P	0.2	185	209	71
HLN	CNN HEADLINE NEWS	MTWTF	06:00A -11:00P	0.2	181	208	78
HLN	PRIME NEWS W/ ERICA HILL	MTWTF	06:00A -11:00P	0.2	170	191	70
CNBC	SQUAWK BOX 7:30A	MTWTF	06:00A -11:00P	0.2	172	181	60
CNBC	ON THE MONEY	MTWTF	06:00A -11:00P	0.2	154	172	40
CNBC	BIG IDEA W/ DONNY DEUTSCH	MTWTF	06:00A -11:00P	0.1	133	166	75
CNBC	SQUAWK BOX 7A	MTWTF	06:00A -11:00P	0.1	132	137	53
HLN	LARRY KING LIVE	MTWTF	06:00A -11:00P	0.1	118	132	59
CNBC	MAD MONEY (RPT)	MTWTF	11:00P -12:00A	0.1	97	116	61
CNBC	SQUAWK BOX 630A	MTWTF	06:00A -11:00P	0.1	89	93	41
CNBC	SQUAWK BOX 6A	MTWTF	06:00A -11:00P	0.1	56	59	29

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.