

OCTOBER '08 (LIVE+SD) FINAL Competitive Program Analysis (excluding breaking news & specials)
 OCTOBER '08: FINAL (09/29/08 - 10/26/08)

Ranked On:

NETWORK	PROGRAM NAME	DAYS	TIME	HH COV AA%	HH AA (000)	P2+ AA (000)
FOXN	THE OREILLY FACTOR	MTWTF__	06:00A -11:00P	3.3	3108	4002
FOXN	HANNITY & COLMES	MTWTF__	06:00A -11:00P	2.7	2521	3260
FOXN	ON THE RECORD W/GRETA	MTWTF__	06:00A -11:00P	2.5	2348	3068
CNN	ANDERSON COOPER 360	MTWTF__	10:00P -11:00P	1.9	1849	2449
FOXN	THE FOX REPORT W/S.SMITH	MTWTF__	06:00A -11:00P	1.9	1808	2227
MSNB	COUNTDOWN W/ K. OLBERMANN	MTWTF__	08:00P -09:00P	1.8	1628	2175
FOXN	SPECIAL REPORTWBRIT HUME	MTWTF__	06:00A -11:00P	1.9	1779	2140
CNN	LARRY KING LIVE	MTWTF__	06:00A -11:00P	1.6	1541	1961
MSNB	RACHEL MADDOW SHOW	MTWTF__	06:00A -11:00P	1.5	1431	1893
FOXN	THE OREILLY FACTOR (RPT)	MTWTF__	11:00P -12:00A	1.6	1492	1869
FOXN	YOUR WORLD W/NEIL CAVUTO	MTWTF__	06:00A -11:00P	1.6	1479	1719
CNN	ANDERSON COOPER 360	MTWTF__	11:00P -12:00A	1.3	1320	1698
FOXN	AMERICAS ELECTION HQ	MTWTF__	06:00A -11:00P	1.5	1452	1697
FOXN	AMERICAS NEWSROOM	MTWTF__	06:00A -11:00P	1.5	1430	1653
CNN	CNN ELECTION CENTER	MTWTF__	06:00A -11:00P	1.3	1284	1638
FOXN	STUDIO B W/S.SMITH	MTWTF__	06:00A -11:00P	1.3	1268	1451
CNN	CAMPBELL BROWN	MTWTF__	06:00A -11:00P	1.1	1049	1343
FOXN	LIVE DESK, THE	MTWTF__	06:00A -11:00P	1.2	1164	1340
CNN	LOU DOBBS TONIGHT	MTWTF__	06:00A -11:00P	1.1	1050	1333
FOXN	FOX AND FRIENDS	MTWTF__	06:00A -11:00P	1.2	1149	1283
FOXN	HAPPENING NOW	MTWTF__	06:00A -11:00P	1.2	1125	1276
CNN	SITUATION ROOM	MTWTF__	06:00A -11:00P	1.1	1054	1262
MSNB	COUNTDOWN W/ K. OLBERMANN	MTWTF__	10:00P -11:00P	1	967	1229
HLN	NANCY GRACE	MTWTF__	08:00P -09:00P	1	947	1190
MSNB	HARDBALL WITH C. MATTHEWS	MTWTF__	06:00A -11:00P	1	938	1151
MSNB	RACE/WHITE HSE W/D GREGORY	MTWTF__	06:00A -11:00P	0.8	758	912
CNN	CNN NEWSROOM	MTWTF__	06:00A -11:00P	0.7	734	833
MSNB	RACHEL MADDOW SHOW (RPT)	MTWTF__	11:00P -12:00A	0.7	670	822
CNBC	CLOSING BELL 3P	MTWTF__	06:00A -11:00P	0.7	676	742
HLN	NANCY GRACE	MTWTF__	10:00P -11:00P	0.6	546	678
CNBC	CLOSING BELL 4P	MTWTF__	06:00A -11:00P	0.6	605	662
CNBC	STREET SIGNS	MTWTF__	06:00A -11:00P	0.6	604	661
CNBC	SQUAWK ON THE STREET 930A	MTWTF__	06:00A -11:00P	0.6	576	646
CNN	AMERICAN MORNING	MTWTF__	06:00A -11:00P	0.6	572	636
CNBC	SQUAWK ON THE STREET 2	MTWTF__	06:00A -11:00P	0.6	573	630
CNBC	CALL, THE	MTWTF__	06:00A -11:00P	0.6	562	617
CNBC	POWER LUNCH	MTWTF__	06:00A -11:00P	0.5	533	583
HLN	GLENN BECK	MTWTF__	06:00A -11:00P	0.5	445	571
MSNB	MORNING JOE	MTWTF__	06:00A -11:00P	0.5	494	548
CNBC	SQUAWK ON THE STREET 9A	MTWTF__	06:00A -11:00P	0.5	482	534
MSNB	MSNBC LIVE	MTWTF__	06:00A -11:00P	0.5	457	513
CNBC	SQUAWK BOX 8:30A	MTWTF__	06:00A -11:00P	0.5	461	505
CNBC	FAST MONEY	MTWTF__	06:00A -11:00P	0.5	449	492
HLN	LOU DOBBS TONIGHT	MTWTF__	06:00A -11:00P	0.4	390	486
HLN	SHOWBIZ TONIGHT (RPT)	MTWTF__	11:00P -12:00A	0.4	373	437
CNBC	SQUAWK BOX 8A	MTWTF__	06:00A -11:00P	0.4	389	426
CNBC	MAD MONEY	MTWTF__	06:00A -11:00P	0.4	366	408
CNBC	IS YOUR MONEY SAFE	MTWTF__	06:00A -11:00P	0.3	302	348
CNBC	SQUAWK BOX 7:30A	MTWTF__	06:00A -11:00P	0.3	308	332
HLN	ISSUES	MTWTF__	06:00A -11:00P	0.3	248	323
CNBC	SQUAWK BOX 7A	MTWTF__	06:00A -11:00P	0.3	267	274
HLN	HLN LOCAL EDITION	MTWTF__	06:00A -11:00P	0.2	231	272
HLN	MORNING EXPRESS W/ MEADE	MTWTF__	06:00A -11:00P	0.3	247	271
HLN	CNN HEADLINE NEWS	MTWTF__	06:00A -11:00P	0.2	229	271
HLN	MORNING EXPRESS	MTWTF__	06:00A -11:00P	0.2	237	266
HLN	PRIME NEWS	MTWTF__	06:00A -11:00P	0.2	223	264
HLN	SHOWBIZ TONIGHT	MTWTF__	06:00A -11:00P	0.2	182	204
CNBC	MAD MONEY (RPT)	MTWTF__	11:00P -12:00A	0.2	166	204
CNBC	SQUAWK BOX 6A	MTWTF__	06:00A -11:00P	0.2	187	190
CNBC	ON THE MONEY	MTWTF__	06:00A -11:00P	0.2	161	189
CNBC	BIG IDEA W/ DONNY DEUTSCH	MTWTF__	06:00A -11:00P	0.1	134	158

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 period's because of debates or other special coverage.