

SEPTEMBER '08 (LIVE+SD) FINAL Competitive Program Analysis (excluding breaking news & specials)
 SEPTEMBER '08 (09/01/2008 - 09/26/2008)

Ranked On:

NETWORK	PROGRAM NAME	DAYS	TIME	HH COV	HH AA%	HH AA (000)	P2+ AA (000)	A25-54 AA (000)	A18-34 AA (000)	A18-49 AA (000)	A35-64 AA (000)	#Tlc
FOXN	THE OREILLY FACTOR	MTWTF__	06:00A -11:00P	3.3		3157	4117	1018	228	804	1818	19
FOXN	HANNITY & COLMES	MTWTF__	06:00A -11:00P	2.9		2703	3494	965	241	784	1543	19
FOXN	ON THE RECORD W/GRETA	MTWTF__	06:00A -11:00P	2.4		2246	2884	807	191	645	1300	16
FOXN	THE FOX REPORT W/S.SMITH	MTWTF__	06:00A -11:00P	1.9		1832	2271	567	108	441	1076	20
FOXN	SPECIAL REPORTW/BRIT HUME	MTWTF__	06:00A -11:00P	1.9		1823	2217	488	95	366	978	21
CNN	ANDERSON COOPER 360	MTWTF__	10:00P -11:00P	1.6		1571	2019	768	220	681	1025	17
CNN	LARRY KING LIVE	MTWTF__	06:00A -11:00P	1.6		1542	1918	637	168	539	918	15
FOXN	THE OREILLY FACTOR (RPT)	MTWTF__	11:00P -12:00A	1.5		1467	1821	599	155	479	947	14
MSNB	COUNTDOWN W/ K. OLBERMANN	MTWTF__	08:00P -09:00P	1.4		1343	1777	601	228	491	908	15
FOXN	YOUR WORLD W/NEIL CAVUTO	MTWTF__	06:00A -11:00P	1.6		1506	1740	362	86	296	721	20
FOXN	AMERICAS ELECTION HQ	MTWTF__	06:00A -11:00P	1.6		1475	1736	366	77	288	731	20
MSNB	RACHEL MADDOW SHOW	MTWTF__	06:00A -11:00P	1.3		1223	1623	566	208	466	820	14
FOXN	AMERICAS NEWSROOM	MTWTF__	06:00A -11:00P	1.5		1387	1618	435	83	334	808	41
FOXN	STUDIO B W/S.SMITH	MTWTF__	06:00A -11:00P	1.4		1306	1499	361	79	285	656	19
FOXN	LIVE DESK, THE	MTWTF__	06:00A -11:00P	1.3		1277	1485	375	93	304	657	42
CNN	CNN ELECTION CENTER	MTWTF__	06:00A -11:00P	1.2		1127	1385	503	142	445	689	18
CNN	ANDERSON COOPER 360	MTWTF__	11:00P -12:00A	1.1		1105	1376	556	146	495	758	16
FOXN	HAPPENING NOW	MTWTF__	06:00A -11:00P	1.2		1126	1292	315	82	260	567	32
CNN	SITUATION ROOM	MTWTF__	06:00A -11:00P	1.1		1048	1235	360	120	320	547	60
HLN	NANCY GRACE	MTWTF__	08:00P -09:00P	1		1001	1212	498	132	386	692	20
FOXN	FOX AND FRIENDS	MTWTF__	06:00A -11:00P	1.1		1038	1153	364	62	296	698	60
CNN	LOU DOBBS TONIGHT	MTWTF__	06:00A -11:00P	1		952	1143	385	107	338	567	15
MSNB	COUNTDOWN W/ K. OLBERMANN	MTWTF__	10:00P -11:00P	0.9		803	999	398	139	323	530	12
MSNB	HARDBALL WITH C. MATTHEWS	MTWTF__	06:00A -11:00P	0.8		756	909	298	102	234	455	34
CNN	CNN NEWSROOM	MTWTF__	06:00A -11:00P	0.7		733	826	273	88	243	387	137
MSNB	RACE/WHITE HSE W/D GREGORY	MTWTF__	06:00A -11:00P	0.7		605	703	221	86	179	335	18
HLN	NANCY GRACE	MTWTF__	10:00P -11:00P	0.6		596	701	334	96	280	402	20
MSNB	RACHEL MADDOW SHOW (RPT)	MTWTF__	11:00P -12:00A	0.6		526	640	246	72	210	361	9
CNN	AMERICAN MORNING	MTWTF__	06:00A -11:00P	0.5		527	581	217	60	178	335	20
HLN	GLENN BECK	MTWTF__	06:00A -11:00P	0.5		445	541	203	52	173	303	40
CNBC	SQUAWK ON THE STREET 2	MTWTF__	06:00A -11:00P	0.5		465	507	130	36	109	251	19
CNBC	CALL, THE	MTWTF__	06:00A -11:00P	0.5		449	501	124	27	98	246	19
MSNB	MSNBC LIVE	MTWTF__	06:00A -11:00P	0.5		433	496	178	63	147	251	163
CNBC	SQUAWK ON THE STREET 930A	MTWTF__	06:00A -11:00P	0.5		453	491	151	33	122	264	19
CNBC	STREET SIGNS	MTWTF__	06:00A -11:00P	0.5		448	489	120	29	102	235	19
CNBC	CLOSING BELL 3P	MTWTF__	06:00A -11:00P	0.5		455	486	117	25	95	231	19
CNBC	POWER LUNCH	MTWTF__	06:00A -11:00P	0.4		434	479	124	22	93	243	19
HLN	SHOWBIZ TONIGHT (RPT)	MTWTF__	11:00P -12:00A	0.4		395	453	213	63	181	244	20
CNBC	CLOSING BELL 4P	MTWTF__	06:00A -11:00P	0.4		416	447	119	15	86	216	19
MSNB	MORNING JOE	MTWTF__	06:00A -11:00P	0.4		402	435	155	47	125	232	19
CNBC	SQUAWK ON THE STREET 9A	MTWTF__	06:00A -11:00P	0.4		376	412	136	23	109	238	19
CNBC	SQUAWK BOX 8:30A	MTWTF__	06:00A -11:00P	0.4		358	394	127	16	100	235	19
CNBC	FAST MONEY	MTWTF__	06:00A -11:00P	0.4		363	391	126	15	86	207	19
CNBC	DEAL OR NO DEAL	M__TF__	06:00A -11:00P	0.3		301	389	131	53	130	158	6
CNBC	IS YOUR MONEY SAFE	MTWTF__	06:00A -11:00P	0.3		330	371	135	19	97	221	8
CNBC	SQUAWK BOX 8A	MTWTF__	06:00A -11:00P	0.3		317	353	118	15	93	225	19
CNBC	MAD MONEY	MTWTF__	06:00A -11:00P	0.3		287	315	110	16	77	177	19
HLN	PRIME NEWS	MTWTF__	06:00A -11:00P	0.3		265	303	127	32	112	170	40
HLN	MORNING EXPRESS W/ MEADE	MTWTF__	06:00A -11:00P	0.3		276	302	151	33	122	189	20
HLN	HLN LOCAL EDITION	MTWTF__	06:00A -11:00P	0.3		259	297	127	34	110	166	240
HLN	CNN HEADLINE NEWS	MTWTF__	06:00A -11:00P	0.3		257	292	115	37	105	147	100
HLN	MORNING EXPRESS	MTWTF__	06:00A -11:00P	0.3		254	282	128	39	112	149	21
CNBC	SQUAWK BOX 7:30A	MTWTF__	06:00A -11:00P	0.3		255	273	85	12	64	172	19
CNBC	SQUAWK BOX 7A	MTWTF__	06:00A -11:00P	0.2		212	216	63	10	51	138	19
CNBC	KUDLOW & COMPANY	MTWTF__	06:00A -11:00P	0.2		181	212	61	5	52	109	10
HLN	SHOWBIZ TONIGHT	MTWTF__	06:00A -11:00P	0.2		179	201	82	33	79	98	19
CNBC	ON THE MONEY	MTWTF__	06:00A -11:00P	0.1		134	157	58	14	46	86	17
CNBC	SQUAWK BOX 6A	MTWTF__	06:00A -11:00P	0.1		140	146	63	7	53	97	19
CNBC	MAD MONEY (RPT)	MTWTF__	11:00P -12:00A	0.1		118	143	60	14	47	96	18
CNBC	BIG IDEA W/ DONNY DEUTSCH	MTWTF__	06:00A -11:00P	0.1		96	112	55	22	48	53	16
CNBC	BUSINESS OF INNOVATION	_T_____	06:00A -11:00P	0.1		70	80	43	19	39	45	4

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.