

3Q'07 (LIVE) FINAL Competitive Program Analysis (excluding breaking news & specials)

3Q'07: 7/02/2007 - 9/28/2007

NETWORK	PROGRAM NAME	DAYS	TIME	Ranked On:			
				HH COV AA%	HH AA (000)	P2+ AA (000)	A25-54 AA (000)
FOXN	THE OREILLY FACTOR	MTWTF	06:00A -11:00P	1.7	1,587	2,016	403
CNN	CNN PRESENTS	_TWTF	06:00A -12:00A	1.2	1,186	1,501	433
FOXN	HANNITY & COLMES	MTWTF	06:00A -11:00P	1.2	1,153	1,447	366
FOXN	THE FOX REPORT W/S.SMITH	MTWTF	06:00A -11:00P	1.1	1,051	1,294	314
FOXN	ON THE RECORD W/GRETA	MTWTF	06:00A -11:00P	1.1	985	1,205	357
FOXN	SPECIAL REPORTW/BRIT HUME	MTWTF	06:00A -11:00P	1.1	1,003	1,193	269
CNN	LARRY KING LIVE	MTWTF	06:00A -11:00P	0.9	891	1,072	297
FOXN	THE BIG STORY W/J GIBSON	MTWTF	06:00A -11:00P	0.9	814	957	204
FOXN	THE OREILLY FACTOR (RPT)	MTWTF	11:00P -12:00A	0.8	787	951	328
FOXN	AMERICAS NEWSROOM	MTWTF	06:00A -11:00P	0.9	844	947	279
FOXN	STUDIO B W/S.SMITH	MTWTF	06:00A -11:00P	0.9	810	882	201
FOXN	YOUR WORLD W/NEIL CAVUTO	MTWTF	06:00A -11:00P	0.8	769	869	195
FOXN	FOX AND FRIENDS	MTWTF	06:00A -11:00P	0.9	796	868	325
FOXN	LIVE DESK W/M.MACCALLUM	MTWTF	06:00A -11:00P	0.8	779	854	212
FOXN	FOX NEWS LIVE	MTWTF	06:00A -11:00P	0.8	780	850	215
CNN	LOU DOBBS TONIGHT	MTWTF	06:00A -11:00P	0.7	711	830	210
CNN	CNN SPECIAL INVEST. UNIT	_TWTF	06:00A -11:00P	0.7	632	770	256
CNN	ANDERSON COOPER 360	MTWTF	10:00P -12:00A	0.6	589	705	264
CNN	PAULA ZAHN NOW	MTWT	06:00A -11:00P	0.6	595	704	238
MSNB	COUNTDOWN W/ K. OLBERMANN	MTWTF	06:00A -11:00P	0.6	571	677	222
CNN	SITUATION ROOM	MTWTF	06:00A -11:00P	0.6	568	636	180
CNN	OUT IN THE OPEN	MTWTF	06:00A -11:00P	0.5	496	579	188
FOXN	FOX & FRIENDS FIRST	MTWTF	06:00A -11:00P	0.6	514	550	232
CNN	CNN NEWSROOM	MTWTF	06:00A -11:00P	0.5	490	529	161
HLN	NANCY GRACE	MTWTF	06:00A -11:00P	0.4	412	468	177
MSNB	MSNBC LIVE W/ DAN ABRAMS	MTWT	06:00A -11:00P	0.4	392	463	169
MSNB	MSNBC INVESTIGATES (RPT)	MTWTF	11:00P -12:00A	0.4	376	460	231
CNN	CNNI YOUR WORLD TODAY	MTWTF	06:00A -11:00P	0.5	431	452	130
MSNB	LIVE WITH DAN ABRAMS	MT_T	06:00A -11:00P	0.4	354	434	160
MSNB	MSNBC REPORTS (RPT)	MTWT	11:00P -12:00A	0.4	367	432	216
MSNB	MSNBC INVESTIGATES	MTW_F	06:00A -11:00P	0.4	340	416	195
CNBC	DEAL OR NO DEAL	_T_T	06:00A -11:00P	0.3	321	415	167
CNN	AMERICAN MORNING	MTWTF	06:00A -11:00P	0.4	378	403	149
MSNB	HARDBALL WITH C. MATTHEWS	MTWTF	06:00A -11:00P	0.4	351	402	131
MSNB	MSNBC REPORTS	_WT	06:00A -11:00P	0.4	337	381	180
CNBC	SQUAWK ON THE STREET 1030	MTWTF	06:00A -11:00P	0.3	317	350	112
CNBC	SQUAWK ON THE STREET 10A	MTWTF	06:00A -11:00P	0.3	314	348	120
HLN	SHOWBIZ TONIGHT	MTWTF	11:00P -12:00A	0.3	301	335	150
HLN	GLENN BECK	MTWTF	06:00A -11:00P	0.3	281	332	116
CNBC	SQUAWK ON THE STREET 930A	MTWTF	06:00A -11:00P	0.3	304	332	117
CNBC	CLOSING BELL	MTWTF	06:00A -11:00P	0.3	300	331	101
CNBC	CALL, THE	MTWTF	06:00A -11:00P	0.3	299	331	100
CNBC	STREET SIGNS	MTWTF	06:00A -11:00P	0.3	293	330	98
CNBC	MORNING CALL	MTWTF	06:00A -11:00P	0.3	287	324	99
CNBC	POWER LUNCH	MTWTF	06:00A -11:00P	0.3	281	316	92
CNBC	BIG MAC: INSIDE MCDONALDS	MTW	06:00A -11:00P	0.3	240	307	142
CNBC	KUDLOW & COMPANY	MTWTF	06:00A -11:00P	0.3	266	306	80
MSNB	MORNING JOE	MTWTF	06:00A -11:00P	0.3	253	276	87
CNBC	SQUAWK ON THE STREET 9A	MTWTF	06:00A -11:00P	0.3	246	268	94
MSNB	TUCKER	MTWTF	06:00A -11:00P	0.3	229	250	85
CNBC	SQUAWK BOX 8:30A	MTWTF	06:00A -11:00P	0.2	219	233	70
HLN	CNN HEADLINE NEWS	MTWTF	06:00A -11:00P	0.2	200	229	79
MSNB	MSNBC LIVE	MTWTF	06:00A -11:00P	0.2	204	224	80
CNBC	MAD MONEY	MTWTF	06:00A -11:00P	0.2	190	213	57
HLN	ROBIN & COMPANY	MTWTF	06:00A -11:00P	0.2	196	209	99
CNBC	SQUAWK BOX 8A	MTWTF	06:00A -11:00P	0.2	193	201	59
HLN	PRIME NEWS W/ ERICA HILL	MTWTF	06:00A -11:00P	0.2	174	198	75
CNBC	HEADS UP POKER TOURNAMENT	_F	06:00A -11:00P	0.2	153	197	63
CNBC	AMERICAN GREED	_TWT	06:00A -11:00P	0.2	159	180	60
CNBC	ON THE MONEY	MTWTF	06:00A -11:00P	0.2	153	173	48
CNBC	AGAINST THE TIDE	_TW_F	06:00A -11:00P	0.2	144	173	78
CNBC	FAST MONEY	MTWTF	06:00A -11:00P	0.2	143	164	56
CNBC	SQUAWK BOX 7:30A	MTWTF	06:00A -11:00P	0.2	158	164	52
HLN	LARRY KING LIVE	MTWTF	06:00A -11:00P	0.2	147	163	68
CNBC	BIG IDEA W/ DONNY DEUTSCH	MTWTF	06:00A -11:00P	0.1	114	135	69
CNBC	MILLIONAIRE INSIDE	MTW	06:00A -11:00P	0.1	116	133	75
CNBC	SQUAWK BOX 7A	MTWTF	06:00A -11:00P	0.1	120	124	43
CNBC	FAST MONEY MBA CHALLENGE	M_W	06:00A -11:00P	0.1	102	117	57
CNBC	BUSINESS NATION	MTW_F	06:00A -11:00P	0.1	93	104	42
CNBC	MAD MONEY (RPT)	MTWTF	11:00P -12:00A	0.1	89	103	55
CNBC	MIKE ON AMERICA	MTW	06:00A -11:00P	0.1	97	101	56
CNBC	CONVERSATIONS W/EISNER	MTW	06:00A -11:00P	0.1	71	89	16
CNBC	SQUAWK BOX 630A	MTWTF	06:00A -11:00P	0.1	79	81	25
CNBC	SQUAWK BOX 6A	MTWTF	06:00A -11:00P	0.1	49	52	21

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.