

# Cable News - August 2006 versus Year-Ago

Persons 2+			Persons 25-54		
Aug06	Aug05	%Chg	Aug06	Aug05	%Chg

## Total Day (M-Su)

	Aug06	Aug05	%Chg	Aug06	Aug05	%Chg
CNN Total Day	584	433	35%	210	144	46%
FXNC Total Day	933	1001	-7%	305	298	2%
MSNBC Total Day	277	220	26%	121	89	36%

## Prime (M-Su)

	Aug06	Aug05	%Chg	Aug06	Aug05	%Chg
CNN Prime	902	748	21%	294	236	25%
FXNC Prime	1511	2093	-28%	432	541	-20%
MSNBC Prime	371	349	6%	157	145	8%

## Prime (M-F)

	Aug06	Aug05	%Chg	Aug06	Aug05	%Chg
CNN Prime	1013	765	32%	325	232	40%
FXNC Prime	1771	2272	-22%	509	566	-10%
MSNBC Prime	378	330	15%	155	129	20%

## Morning Programs

	Aug06	Aug05	%Chg	Aug06	Aug05	%Chg
CNN Am Morning (6-10a)	537	414	30%	203	140	45%
FXNC Fox & Friends (6-9a)	872	826	6%	367	331	11%
MSNBC Imus (6-9a)	264	237	11%	117	74	58%

## 3pm Hour

	Aug06	Aug05	%Chg	Aug06	Aug05	%Chg
CNN Live From	584	391	49%	177	88	101%
FXNC Studio B	1011	966	5%	280	247	13%
MSNBC The Most	238	166	43%	80	58	38%

## 4pm Hour

	Aug06	Aug05	%Chg	Aug06	Aug05	%Chg
CNN Situation Room	667	467	43%	191	94	103%
FXNC Your World	1029	797	29%	269	192	40%
MSNBC Tucker	279	140	99%	94	43	119%

## 5pm Hour

	Aug06	Aug05	%Chg	Aug06	Aug05	%Chg
CNN Situation Room	713	512	39%	193	116	66%
FXNC Big Story	1131	966	17%	296	210	41%
MSNBC Hardball	363	136	167%	132	43	207%

Persons 2+			Persons 25-54		
Aug06	Aug05	%Chg	Aug06	Aug05	%Chg

## 6pm Hour

	Aug06	Aug05	%Chg	Aug06	Aug05	%Chg
CNN Lou Dobbs	841	499	69%	240	145	66%
FXNC Sp Rpt Hume	1387	1228	13%	376	264	42%
MSNBC Tucker	213	271	-21%	89	100	-11%

## 7pm Hour

	Aug06	Aug05	%Chg	Aug06	Aug05	%Chg
CNN Situation Room	697	529	32%	236	151	56%
FXNC Fox Rpt Smith	1295	1422	-9%	387	344	13%
MSNBC Hardball	364	280	30%	141	92	53%

## 8pm Hour

	Aug06	Aug05	%Chg	Aug06	Aug05	%Chg
CNN Paula Zahn Now	784	596	32%	256	170	51%
FXNC O'Reilly Factor	2100	2474	-15%	509	536	-5%
MSNBC Countdown	431	278	55%	167	104	61%

## 9pm Hour

	Aug06	Aug05	%Chg	Aug06	Aug05	%Chg
CNN Larry King Live	1109	1020	9%	304	293	4%
FXNC Hannity & Colmes	1707	2150	-21%	519	526	-1%
MSNBC Scarborough	362	351	3%	136	132	3%

## 10pm Hour

	Aug06	Aug05	%Chg	Aug06	Aug05	%Chg
CNN AC360	1037	678	53%	364	232	57%
FXNC On the Record	1506	2189	-31%	498	636	-22%
MSNBC MSNBC Investigates	328	361	-9%	154	149	3%

## 11pm Hour

	Aug06	Aug05	%Chg	Aug06	Aug05	%Chg
CNN AC360	717	384	87%	316	137	131%
FXNC O'Reilly Factor	1198	1202	0%	425	368	15%
MSNBC MSNBC Investigates	360	188	91%	179	81	121%

## 10pm-12m Block

	Aug06	Aug05	%Chg	Aug06	Aug05	%Chg
CNN AC360	873	543	61%	340	189	80%
FXNC On the Rec/O'Reilly	1352	1694	-20%	462	502	-8%
MSNBC MSNBC Investigates	345	275	25%	167	115	45%