

# February 2007 versus Year-Ago

Persons 2+			Persons 25-54		
Feb07	Feb06	%Chg	Feb07	Feb06	%Chg

## Total Day (M-Su)

	Feb07	Feb06	%Chg		Feb07	Feb06	%Chg
CNN Total Day	521	425	23%	CNN	191	130	47%
FXNC Total Day	900	854	5%	FXNC	278	236	18%
MSNBC Total Day	341	273	25%	MSNBC	142	116	22%
CNBC Total Day	223	201	11%	CNBC	88	81	9%
HLN Total Day	271	224	21%	HLN	120	97	24%

## Prime (M-Su)

	Feb07	Feb06	%Chg		Feb07	Feb06	%Chg
CNN Prime	783	657	19%	CNN	246	190	29%
FXNC Prime	1614	1486	9%	FXNC	413	344	20%
MSNBC Prime	475	357	33%	MSNBC	191	153	25%
CNBC Prime	272	164	66%	CNBC	117	81	44%
HLN Prime	422	347	22%	HLN	170	122	39%

## Prime (M-F)

	Feb07	Feb06	%Chg		Feb07	Feb06	%Chg
CNN Prime	881	747	18%	CNN	272	216	26%
FXNC Prime	1891	1785	6%	FXNC	471	415	13%
MSNBC Prime	511	364	40%	MSNBC	198	149	33%
CNBC Prime	260	180	44%	CNBC	113	90	26%
HLN Prime	483	405	19%	HLN	191	140	36%

## Morning Programs

	Feb07	Feb06	%Chg		Feb07	Feb06	%Chg
CNN Am Morning (6-9a)	386	374	3%	CNN	165	142	16%
FXNC Fox & Friends (6-9a)	701	803	-13%	FXNC	291	300	-3%
MSNBC Imus (6-9a)	374	283	32%	MSNBC	140	102	37%
CNBC Squawk Box (6-10a)	149	124	20%	CNBC	66	40	65%
HLN Robin & Co. (6-10a)	216	199	9%	HLN	118	113	4%

## 3pm Hour

	Feb07	Feb06	%Chg		Feb07	Feb06	%Chg
CNN CNN Newsroom	552	433	27%	CNN	185	122	52%
FXNC Studio B	1062	961	11%	FXNC	278	229	21%
MSNBC MSNBC Live	354	186	90%	MSNBC	125	61	105%
CNBC Closing Bell	325	324	0%	CNBC	103	86	20%
HLN HLN News	248	189	31%	HLN	92	64	44%

## 4pm Hour

	Feb07	Feb06	%Chg		Feb07	Feb06	%Chg
CNN Situation Room	697	558	25%	CNN	203	142	43%
FXNC Your World	987	921	7%	FXNC	231	234	-1%
MSNBC Tucker	274	209	31%	MSNBC	87	60	45%
CNBC Closing Bell	279	336	-17%	CNBC	81	72	13%
HLN HLN News	259	169	53%	HLN	104	60	73%

## 5pm Hour

	Feb07	Feb06	%Chg		Feb07	Feb06	%Chg
CNN Situation Room	658	571	15%	CNN	210	135	56%
FXNC Big Story	1047	1056	-1%	FXNC	271	222	22%
MSNBC Hardball	419	298	41%	MSNBC	146	115	27%
CNBC Kudlow & Co.	287	267	7%	CNBC	83	67	24%
HLN HLN News	207	155	34%	HLN	89	58	53%

Persons 2+			Persons 25-54		
Feb07	Feb06	%Chg	Feb07	Feb06	%Chg

## 6pm Hour

	Feb07	Feb06	%Chg		Feb07	Feb06	%Chg
CNN Lou Dobbs	877	690	27%	CNN	258	168	54%
FXNC Sp Rpt Hume	1373	1554	-12%	FXNC	383	352	9%
MSNBC Tucker	246	281	-12%	MSNBC	107	117	-9%
CNBC Mad Money	230	308	-25%	CNBC	76	113	-33%
HLN Prime News w/Hill	299	136	120%	HLN	128	61	110%

## 7pm Hour

	Feb07	Feb06	%Chg		Feb07	Feb06	%Chg
CNN Situation Room	672	639	5%	CNN	218	159	37%
FXNC Fox Rpt Smith	1418	1489	-5%	FXNC	407	365	12%
MSNBC Hardball	434	482	-10%	MSNBC	172	176	-2%
CNBC On the Money	170	151	13%	CNBC	57	67	-15%
HLN Glenn Beck	329	166	98%	HLN	153	78	96%

## 8pm Hour

	Feb07	Feb06	%Chg		Feb07	Feb06	%Chg
CNN Paula Zahn Now	583	570	2%	CNN	190	152	25%
FXNC O'Reilly Factor	2482	2235	11%	FXNC	537	458	17%
MSNBC Countdown	713	400	78%	MSNBC	262	163	61%
CNBC Fast Money	167	229	-27%	CNBC	75	110	-32%
HLN Nancy Grace	681	583	17%	HLN	244	168	45%

## 9pm Hour

	Feb07	Feb06	%Chg		Feb07	Feb06	%Chg
CNN Larry King Live	1250	901	39%	CNN	337	228	48%
FXNC Hannity & Colmes	1690	1475	15%	FXNC	438	366	20%
MSNBC Scarborough	478	340	41%	MSNBC	171	125	37%
CNBC Various	459	158	191%	CNBC	184	72	156%
HLN Glenn Beck	343	321	7%	HLN	136	114	19%

## 10pm Hour

	Feb07	Feb06	%Chg		Feb07	Feb06	%Chg
CNN AC360	811	654	24%	CNN	289	221	31%
FXNC On the Record	1509	1269	19%	FXNC	440	296	49%
MSNBC MSNBC Docs	349	305	14%	MSNBC	156	122	28%
CNBC Big Idea	155	153	1%	CNBC	78	88	-11%
HLN Nancy Grace	425	310	37%	HLN	194	136	43%

## 11pm Hour

	Feb07	Feb06	%Chg		Feb07	Feb06	%Chg
CNN AC360	463	448	3%	CNN	220	164	34%
FXNC O'Reilly Factor	1154	1064	8%	FXNC	364	314	16%
MSNBC MSNBC Docs	339	202	68%	MSNBC	171	92	86%
CNBC Mad Money	97	124	-22%	CNBC	46	67	-31%
HLN Showbiz Tonight	386	169	128%	HLN	202	87	132%

## 10pm-12m Block

	Feb07	Feb06	%Chg		Feb07	Feb06	%Chg
CNN AC360	637	550	16%	CNN	255	192	33%
FXNC On the Rec/O'Reilly	1331	1167	14%	FXNC	402	305	32%
MSNBC MSNBC Docs	344	254	35%	MSNBC	163	107	52%
CNBC Big Idea/Mad Money	126	138	-9%	CNBC	62	78	-21%
HLN NG/Showbiz	406	240	69%	HLN	198	111	78%