

MAY '07 FINAL Competitive Program Analysis (excluding breaking news & specials)
MAY '07: 4/30/2007 - 5/25/2007

Ranked On:

NETWORK	PROGRAM NAME	DAYS	TIME	HH COV	AA% AA (000)	P2+ AA (000)	A25-54 AA (000)
FOXN	THE OREILLY FACTOR	MTWTF__	06:00A -11:00P	1.7	1,543	1,954	400
FOXN	HANNITY & COLMES	MTWTF__	06:00A -11:00P	1.2	1,124	1,388	335
FOXN	ON THE RECORD W/GRETA	MTWTF__	06:00A -11:00P	1.1	971	1,185	314
FOXN	THE FOX REPORT W/S.SMITH	MTWTF__	06:00A -11:00P	1	934	1,139	259
FOXN	SPECIAL REPORTWBRIT HUME	MTWTF__	06:00A -11:00P	1	927	1,094	232
FOXN	THE OREILLY FACTOR (RPT)	MTWTF__	11:00P -12:00A	0.9	805	993	304
CNN	LARRY KING LIVE	MTWTF__	06:00A -11:00P	0.8	733	869	220
FOXN	THE BIG STORY W/J GIBSON	MTWTF__	06:00A -11:00P	0.8	689	829	172
FOXN	FOX AND FRIENDS	MTWTF__	06:00A -11:00P	0.8	722	809	336
FOXN	AMERICAS NEWSROOM	MTWTF__	06:00A -11:00P	0.8	710	808	226
CNN	LOU DOBBS TONIGHT	MTWTF__	06:00A -11:00P	0.7	686	788	222
FOXN	YOUR WORLD W/NEIL CAVUTO	MTWTF__	06:00A -11:00P	0.7	642	731	155
FOXN	STUDIO B W/S.SMITH	MTWTF__	06:00A -11:00P	0.7	638	714	163
FOXN	FOX NEWS LIVE	MTWTF__	06:00A -11:00P	0.7	620	700	179
FOXN	LIVE DESK W/M.MACCALLUM	MTWTF__	06:00A -11:00P	0.7	616	681	184
CNN	ANDERSON COOPER 360	MTWTF__	06:00A -11:00P	0.6	570	674	225
MSNB	COUNTDOWN W/ K. OLBERMANN	MTWTF__	06:00A -11:00P	0.6	520	598	165
FOXN	FOX & FRIENDS FIRST	MTWTF__	06:00A -11:00P	0.6	510	578	293
CNN	SITUATION ROOM	MTWTF__	06:00A -11:00P	0.5	492	547	169
CNN	ANDERSON COOPER 360	MTWTF__	10:00P -12:00A	0.5	456	530	194
CNBC	DEAL OR NO DEAL	_TWT__	06:00A -11:00P	0.4	379	506	140
CNN	PAULA ZAHN NOW	MTWTF__	06:00A -11:00P	0.4	374	430	137
CNN	CNN NEWSROOM	MTWTF__	06:00A -11:00P	0.4	385	417	140
MSNB	SCARBOROUGH COUNTRY	MTWT__	06:00A -11:00P	0.4	358	406	132
HLN	NANCY GRACE	MTWTF__	06:00A -11:00P	0.4	351	396	148
CNN	AMERICAN MORNING	MTWTF__	06:00A -11:00P	0.4	356	386	150
MSNB	MSNBC INVESTIGATES (RPT)	_T_F__	11:00P -12:00A	0.3	284	361	206
MSNB	HARDBALL WITH C. MATTHEWS	MTWTF__	06:00A -11:00P	0.3	310	356	119
CNN	CNNI YOUR WORLD TODAY	MTWTF__	06:00A -11:00P	0.4	336	356	123
MSNB	MSNBC REPORTS	MTW__	06:00A -11:00P	0.3	266	319	140
CNBC	STREET SIGNS	MTWTF__	06:00A -11:00P	0.3	274	309	93
CNBC	MORNING CALL	MTWTF__	06:00A -11:00P	0.3	283	308	107
MSNB	MSNBC INVESTIGATES	M_W_F__	06:00A -11:00P	0.3	266	308	135
HLN	SHOWBIZ TONIGHT	MTWTF__	11:00P -12:00A	0.3	269	306	143
CNBC	SQUAWK ON THE STREET 930A	MTWTF__	06:00A -11:00P	0.3	275	292	117
CNBC	CLOSING BELL	MTWTF__	06:00A -11:00P	0.3	260	286	79
CNBC	POWER LUNCH	MTWTF__	06:00A -11:00P	0.3	253	281	92
HLN	GLENN BECK	MTWTF__	06:00A -11:00P	0.2	228	261	90
CNBC	KUDLOW & COMPANY	MTWTF__	06:00A -11:00P	0.2	224	261	57
CNBC	SQUAWK ON THE STREET 9A	MTWTF__	06:00A -11:00P	0.3	239	251	100
MSNB	TUCKER	MTWTF__	06:00A -11:00P	0.2	206	226	75
CNBC	SQUAWK BOX 8:30A	MTWTF__	06:00A -11:00P	0.2	204	210	68
CNBC	SQUAWK BOX 8A	MTWTF__	06:00A -11:00P	0.2	199	205	67
CNBC	HEADS UP POKER TOURNAMENT	__F__	06:00A -11:00P	0.2	155	193	61
MSNB	MSNBC LIVE	MTWTF__	06:00A -11:00P	0.2	175	190	71
HLN	ROBIN & COMPANY	MTWTF__	06:00A -11:00P	0.2	167	182	90
CNBC	MAD MONEY	MTWTF__	06:00A -11:00P	0.2	160	175	50
HLN	PRIME NEWS W/ ERICA HILL	MTWTF__	06:00A -11:00P	0.2	156	174	64
CNBC	SQUAWK BOX 7:30A	MTWTF__	06:00A -11:00P	0.2	165	172	63
HLN	CNN HEADLINE NEWS	MTWTF__	06:00A -11:00P	0.2	155	171	63
CNBC	BIG IDEA W/ DONNY DEUTSCH	MTWTF__	06:00A -11:00P	0.1	126	151	63
CNBC	FAST MONEY	MTWTF__	06:00A -11:00P	0.1	123	133	46
CNBC	ON THE MONEY	MTWTF__	06:00A -11:00P	0.1	126	133	37
CNBC	SQUAWK BOX 7A	MTWTF__	06:00A -11:00P	0.1	119	121	50
CNBC	SQUAWK BOX 630A	MTWTF__	06:00A -11:00P	0.1	83	81	30
CNBC	MAD MONEY (RPT)	MTWTF__	11:00P -12:00A	0.1	66	75	36
CNBC	SQUAWK BOX 6A	MTWTF__	06:00A -11:00P	0.1	57	52	23

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.