

1Q'07 Weekday Ranker

1Q'07 FINAL Competitive Program Analysis (excluding breaking news & specials)
 1Q'07: 1/1/2007 - 3/30/07

				Ranked On:			
NETWORK	PROGRAM NAME	DAYS	TIME	HH COV AA%	HH AA (000)	P2+ AA (000)	A25-54 AA (000)
FOXN	THE OREILLY FACTOR	MTWTF__	06:00A -11:00P	2.0	1,853	2,377	498
FOXN	HANNITY & COLMES	MTWTF__	06:00A -11:00P	1.5	1,323	1,666	418
FOXN	ON THE RECORD W/GRETA	MTWTF__	06:00A -11:00P	1.3	1,192	1,463	400
FOXN	THE FOX REPORT W/S.SMITH	MTWTF__	06:00A -11:00P	1.2	1,103	1,352	367
FOXN	SPECIAL REPORTW/BRIT HUME	MTWTF__	06:00A -11:00P	1.2	1,059	1,304	326
FOXN	THE OREILLY FACTOR (RPT)	MTWTF__	11:00P -12:00A	1.0	886	1,113	352
CNN	LARRY KING LIVE	MTWTF__	06:00A -11:00P	1.0	917	1,095	295
FOXN	THE BIG STORY W/J GIBSON	MTWTF__	06:00A -11:00P	0.9	825	983	224
FOXN	STUDIO B W/S.SMITH	MTWTF__	06:00A -11:00P	0.9	828	947	230
FOXN	FOX ON LINE	MTWTF__	06:00A -11:00P	0.9	777	903	265
FOXN	YOUR WORLD W/NEIL CAVUTO	MTWTF__	06:00A -11:00P	0.9	775	899	199
FOXN	FOX NEWS LIVE	MTWTF__	06:00A -11:00P	0.8	770	885	242
FOXN	LIVE DESK W/M.MACCALLUM	MTWTF__	06:00A -11:00P	0.8	768	877	245
FOXN	AMERICAS NEWSROOM	MTWTF__	06:00A -11:00P	0.8	750	867	228
CNN	LOU DOBBS TONIGHT	MTWTF__	06:00A -11:00P	0.8	731	857	250
CNBC	DEAL OR NO DEAL	_T_TF__	06:00A -11:00P	0.7	607	831	279
FOXN	FOX AND FRIENDS	MTWTF__	06:00A -11:00P	0.8	688	769	297
CNN	SITUATION ROOM	MTWTF__	06:00A -11:00P	0.6	583	669	207
CNN	ANDERSON COOPER 360	MTWTF__	10:00P -12:00A	0.6	560	662	249
MSNB	COUNTDOWN W/ K. OLBERMANN	MTWTF__	06:00A -11:00P	0.6	553	649	221
CNN	PAULA ZAHN NOW	MTWTF__	06:00A -11:00P	0.5	487	560	181
FOXN	FOX & FRIENDS FIRST	MTWTF__	06:00A -11:00P	0.5	474	535	264
CNN	CNN NEWSROOM	MTWTF__	06:00A -11:00P	0.5	479	532	175
HLN	NANCY GRACE	MTWTF__	06:00A -11:00P	0.5	452	526	206
MSNB	MSNBC INVESTIGATES	MTW_F__	06:00A -11:00P	0.4	390	485	220
MSNB	SCARBOROUGH COUNTRY	MTWT___	06:00A -11:00P	0.5	417	482	162
CNN	CNNI YOUR WORLD TODAY	MTWTF__	06:00A -11:00P	0.5	425	469	151
MSNB	HARDBALL WITH C. MATTHEWS	MTWTF__	06:00A -11:00P	0.4	368	432	150
MSNB	MSNBC INVESTIGATES (RPT)	MTW_F__	11:00P -12:00A	0.4	319	378	194
CNN	AMERICAN MORNING	MTWTF__	06:00A -11:00P	0.4	341	372	155
MSNB	IMUS IN THE MORNING	MTWTF__	06:00A -11:00P	0.4	321	361	139
HLN	SHOWBIZ TONIGHT	MTWTF__	11:00P -12:00A	0.3	314	356	182
CNBC	MORNING CALL	MTWTF__	06:00A -11:00P	0.4	323	350	139
MSNB	MSNBC REPORTS	MTWTF__	06:00A -11:00P	0.3	298	344	148
CNBC	STREET SIGNS	MTWTF__	06:00A -11:00P	0.3	309	342	118
CNBC	1 VS. 100	M_W___	06:00A -11:00P	0.3	249	340	145
CNBC	POWER LUNCH	MTWTF__	06:00A -11:00P	0.3	301	331	130
CNBC	SQUAWK ON THE STREET 930A	MTWTF__	06:00A -11:00P	0.3	300	329	150
MSNB	MSNBC REPORTS (RPT)	MTWTF__	11:00P -12:00A	0.3	277	325	165
CNBC	CLOSING BELL	MTWTF__	06:00A -11:00P	0.3	292	322	105
MSNB	CRIME AND PUNISHMENT (RPT)	_T_TF__	11:00P -12:00A	0.3	268	317	164
HLN	GLENN BECK	MTWTF__	06:00A -11:00P	0.3	264	309	124
CNBC	KUDLOW & COMPANY	MTWTF__	06:00A -11:00P	0.3	264	295	88
MSNB	MSNBC LIVE	MTWTF__	06:00A -11:00P	0.3	254	285	99
CNBC	SQUAWK ON THE STREET 9A	MTWTF__	06:00A -11:00P	0.3	259	283	125
MSNB	TUCKER	MTWTF__	06:00A -11:00P	0.3	234	266	99
HLN	PRIME NEWS W/ ERICA HILL	MTWTF__	06:00A -11:00P	0.2	219	253	104
CNBC	SQUAWK BOX 8:30A	MTWTF__	06:00A -11:00P	0.3	227	246	99
CNBC	SQUAWK BOX 8A	MTWTF__	06:00A -11:00P	0.2	207	223	95
CNBC	MAD MONEY	MTWTF__	06:00A -11:00P	0.2	193	218	79
MSNB	MOST, THE	MTWTF__	06:00A -11:00P	0.2	196	217	91
HLN	CNN HEADLINE NEWS	MTWTF__	06:00A -11:00P	0.2	190	213	78
CNBC	THE APPRENTICE	M___F__	06:00A -11:00P	0.2	164	199	112
HLN	ROBIN & COMPANY	MTWTF__	06:00A -11:00P	0.2	177	198	105
CNBC	ON THE MONEY	MTWTF__	06:00A -11:00P	0.2	159	181	63
CNBC	BIG IDEA W/ DONNY DEUTSCH	MTWTF__	06:00A -11:00P	0.2	147	179	89
MSNB	WARRIOR NATION (RPT)	_T_F__	11:00P -12:00A	0.2	151	179	113
CNBC	INSIDE AMERICAN AIRLINES	M_____	06:00A -11:00P	0.2	148	177	85
CNBC	BUSINESS NATION	M_WTF__	06:00A -11:00P	0.2	152	176	86
CNBC	SQUAWK BOX 7:30A	MTWTF__	06:00A -11:00P	0.2	162	175	80
CNBC	FAST MONEY	MTWTF__	06:00A -11:00P	0.2	146	163	62
CNBC	SQUAWK BOX 7A	MTWTF__	06:00A -11:00P	0.1	118	125	60
CNBC	MAD MONEY (RPT)	MTWTF__	11:00P -12:00A	0.1	94	111	54
CNBC	MILLION DOLLAR CHALLENGE	___F___	06:00A -11:00P	0.1	84	95	39
CNBC	SQUAWK BOX 630A	MTWTF__	06:00A -11:00P	0.1	81	83	40
CNBC	SQUAWK BOX 6A	MTWTF__	06:00A -11:00P	0.1	54	52	24

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.