

Q4 2006 versus Year-Ago

Persons 2+			Persons 25-54		
Q4-06	Q4-05	%Chg	Q4-06	Q4-05	%Chg

Total Day (M-Su)

	Q4-06	Q4-05	%Chg	Q4-06	Q4-05	%Chg
CNN Total Day	498	473	5%	180	138	30%
FXNC Total Day	776	918	-15%	254	244	4%
MSNBC Total Day	303	248	22%	131	93	41%
HLN Total Day	225	214	5%	96	85	13%

Prime (M-Su)

	Q4-06	Q4-05	%Chg	Q4-06	Q4-05	%Chg
CNN Prime	759	753	1%	249	212	17%
FXNC Prime	1313	1663	-21%	356	357	0%
MSNBC Prime	468	365	28%	192	143	34%
HLN Prime	344	356	-3%	137	120	14%

Prime (M-F)

	Q4-06	Q4-05	%Chg	Q4-06	Q4-05	%Chg
CNN Prime	850	843	1%	278	237	17%
FXNC Prime	1564	1981	-21%	421	425	-1%
MSNBC Prime	511	375	36%	204	138	48%
HLN Prime	392	418	-6%	157	141	11%

Morning Programs

	Q4-06	Q4-05	%Chg	Q4-06	Q4-05	%Chg
CNN Am Morning (6-9a)	395	445	-11%	168	143	17%
FXNC Fox & Friends (6-9a)	704	894	-21%	308	334	-8%
MSNBC Imus/MSNBC Lv (6-9a)	326	307	6%	149	86	73%
HLN Robin & Co. (6-10a)	194	195	-1%	97	106	-8%

3pm Hour

	Q4-06	Q4-05	%Chg	Q4-06	Q4-05	%Chg
CNN Lv From/Newsroom	537	516	4%	176	134	31%
FXNC Studio B	874	1041	-16%	238	259	-8%
MSNBC The Most	232	213	9%	86	71	21%
HLN HLN News	195	207	-6%	61	61	0%

4pm Hour

	Q4-06	Q4-05	%Chg	Q4-06	Q4-05	%Chg
CNN Situation Room	641	601	7%	184	141	30%
FXNC Your World	837	957	-13%	216	223	-3%
MSNBC Tucker	279	229	22%	108	69	57%
HLN HLN News	191	199	-4%	67	59	14%

5pm Hour

	Q4-06	Q4-05	%Chg	Q4-06	Q4-05	%Chg
CNN Situation Room	664	615	8%	201	144	40%
FXNC Big Story	911	1115	-18%	226	226	0%
MSNBC Hardball	401	325	23%	151	111	36%
HLN HLN News	180	172	5%	69	57	21%

Persons 2+			Persons 25-54		
Q4-06	Q4-05	%Chg	Q4-06	Q4-05	%Chg

6pm Hour

	Q4-06	Q4-05	%Chg	Q4-06	Q4-05	%Chg
CNN Lou Dobbs	884	682	30%	270	172	57%
FXNC Sp Rpt Hume	1242	1523	-18%	332	307	8%
MSNBC Tucker	266	338	-21%	111	126	-12%
HLN Prime News w/Hill	193	146	32%	83	54	54%

7pm Hour

	Q4-06	Q4-05	%Chg	Q4-06	Q4-05	%Chg
CNN Situation Room	720	610	18%	245	163	50%
FXNC Fox Rpt Smith	1231	1543	-20%	329	353	-7%
MSNBC Hardball	455	449	1%	171	144	19%
HLN Glenn Beck	311	142	119%	143	54	165%

8pm Hour

	Q4-06	Q4-05	%Chg	Q4-06	Q4-05	%Chg
CNN Paula Zahn Now	620	738	-16%	210	200	5%
FXNC O'Reilly Factor	2039	2607	-22%	450	485	-7%
MSNBC Countdown	655	415	58%	250	152	64%
HLN Nancy Grace	522	622	-16%	187	173	8%

9pm Hour

	Q4-06	Q4-05	%Chg	Q4-06	Q4-05	%Chg
CNN Larry King Live	1033	1053	-2%	290	260	12%
FXNC Hannity & Colmes	1462	1762	-17%	418	417	0%
MSNBC Scarborough	485	384	26%	178	140	27%
HLN Glenn Beck	336	303	11%	135	104	30%

10pm Hour

	Q4-06	Q4-05	%Chg	Q4-06	Q4-05	%Chg
CNN AC360	829	725	14%	292	244	20%
FXNC On the Record	1160	1576	-26%	364	374	-3%
MSNBC MSNBC Investigates	351	333	5%	153	122	25%
HLN Nancy Grace	320	328	-2%	149	145	3%

11pm Hour

	Q4-06	Q4-05	%Chg	Q4-06	Q4-05	%Chg
CNN AC360	550	503	9%	245	193	27%
FXNC O'Reilly Factor	1018	1106	-8%	357	304	17%
MSNBC MSNBC Investigates	354	222	59%	180	96	88%
HLN Showbiz Tonight	239	166	44%	128	84	52%

10pm-12m Block

	Q4-06	Q4-05	%Chg	Q4-06	Q4-05	%Chg
CNN AC360	710	620	15%	272	220	24%
FXNC On the Rec/O'Reilly	1089	1341	-19%	362	339	7%
MSNBC MSNBC Investigates	354	277	28%	167	109	53%
HLN NG/Showbiz	279	247	13%	138	115	20%