

APRIL '10 (LIVE+SD) FINAL Competitive Program Analysis (excluding breaking news & specials)  
 APRIL '10 FINAL (03/29/10 - 04/23/10)

Ranked On:

NETWORK	PROGRAM NAME	DAYS	TIME	HH COV	HH AA%	HH AA (000)	P2+ AA (000)	A25-54 AA (000)	#Tlc
FOXN	THE OREILLY FACTOR	MTWTF	06:00A -11:00P	2.3		2279	2977	759	20
FOXN	GLENN BECK	MTWTF	06:00A -11:00P	1.7		1660	2080	554	20
FOXN	HANNITY	MTWTF	06:00A -11:00P	1.6		1611	2063	532	20
FOXN	SPECIAL RPT W/BRET BAIER	MTWTF	06:00A -11:00P	1.6		1545	1933	403	20
FOXN	ON THE RECORD W/GRETA	MTWTF	06:00A -11:00P	1.4		1422	1828	480	19
FOXN	THE FOX REPORT W/S.SMITH	MTWTF	06:00A -11:00P	1.3		1325	1655	406	20
FOXN	THE OREILLY FACTOR (RPT)	MTWTF	11:00P -12:00A	1.2		1138	1434	443	20
FOXN	YOUR WORLD W/NEIL CAVUTO	MTWTF	06:00A -11:00P	1.1		1055	1263	256	20
FOXN	AMERICAS NEWSROOM	MTWTF	06:00A -11:00P	1		976	1146	292	40
MSNB	COUNTDOWN W/ K. OLBERMANN	MTWTF	08:00P -09:00P	0.9		867	1073	266	20
MSNB	RACHEL MADDOW SHOW	MTWTF	06:00A -11:00P	0.9		856	1046	277	22
FOXN	AMERICA LIVE	MTWTF	06:00A -11:00P	0.9		882	1033	244	40
FOXN	STUDIO B W/S.SMITH	MTWTF	06:00A -11:00P	0.9		841	979	219	20
FOXN	FOX AND FRIENDS	MTWTF	06:00A -11:00P	0.9		839	969	319	60
FOXN	HAPPENING NOW	MTWTF	06:00A -11:00P	0.8		768	901	232	40
HLN	NANCY GRACE	MTWTF	08:00P -09:00P	0.6		611	719	231	20
MSNB	COUNTDOWN W/ K. OLBERMANN (RPT)	MTWT	10:00P -11:00P	0.6		583	696	217	15
CNN	ANDERSON COOPER 360	MTWTF	10:00P -11:00P	0.6		560	678	180	20
CNN	LARRY KING LIVE	MTWTF	06:00A -11:00P	0.6		554	670	156	20
MSNB	ED SHOW	MTWTF	06:00A -11:00P	0.6		536	627	147	20
HLN	JOY BEHAR	MTWTF	06:00A -11:00P	0.5		542	608	159	20
MSNB	HARDBALL WITH C. MATTHEWS	MTWTF	06:00A -11:00P	0.5		505	585	133	40
HLN	NANCY GRACE (RPT)	MTWTF	10:00P -11:00P	0.4		445	507	198	20
CNN	SITUATION ROOM	MTWTF	06:00A -11:00P	0.4		420	500	124	40
CNN	CAMPBELL BROWN	MTWTF	06:00A -11:00P	0.4		394	478	123	20
CNN	CNN NEWSROOM	MTWTF	06:00A -11:00P	0.4		396	469	125	120
MSNB	RACHEL MADDOW SHOW (RPT)	MTWTF	11:00P -12:00A	0.4		398	462	159	15
CNN	RICKS LIST	MTWTF	06:00A -11:00P	0.4		396	452	113	40
CNN	ANDERSON COOPER 360	MTWTF	11:00P -12:00A	0.4		371	444	148	19
CNN	JOHN KING USA	MTWTF	06:00A -11:00P	0.3		346	426	109	20
HLN	ISSUES	MTWTF	06:00A -11:00P	0.3		346	397	153	20
MSNB	MORNING JOE	MTWTF	06:00A -11:00P	0.4		372	392	115	20
HLN	SHOWBIZ TONIGHT (RPT)	MTWTF	11:00P -12:00A	0.3		344	381	162	20
MSNB	DAILY RUNDOWN	MTWTF	06:00A -11:00P	0.4		332	359	87	20
CNBC	SQUAWK ON THE STREET 2	MTWTF	06:00A -11:00P	0.3		288	323	68	19
MSNB	DYLAN RATIGAN SHOW	MTWTF	06:00A -11:00P	0.3		285	318	87	20
FOXN	RED EYE	MTWTF	03:00A -04:00A	0.3		289	317	124	18
CNBC	SQUAWK ON THE STREET 930A	MTWTF	06:00A -11:00P	0.3		285	317	69	19
HLN	MORNING EXPRESS W/ MEADE	MTWTF	06:00A -11:00P	0.3		280	316	188	20
CNN	AMERICAN MORNING	MTWTF	06:00A -11:00P	0.3		284	307	122	20
HLN	MORNING EXPRESS	MTWTF	06:00A -11:00P	0.3		267	304	162	20
CNBC	CALL, THE	MTWTF	06:00A -11:00P	0.3		273	301	66	19
CNBC	POWER LUNCH	MTWTF	06:00A -11:00P	0.3		252	276	49	19
MSNB	ANDREA MITCHELL REPORTS	MTWTF	06:00A -11:00P	0.3		245	275	65	20
MSNB	MSNBC LIVE	MTWTF	06:00A -11:00P	0.3		237	265	67	100
CNBC	SQUAWK ON THE STREET 9A	MTWTF	06:00A -11:00P	0.2		237	262	57	19
HLN	HLN LOCAL EDITION	MTWTF	06:00A -11:00P	0.2		232	262	117	240
CNBC	CLOSING BELL 3P	MTWTF	06:00A -11:00P	0.2		242	259	41	19
CNBC	CLOSING BELL 4P	MTWTF	06:00A -11:00P	0.2		239	258	48	19
CNBC	AMERICAN GREED	W	06:00A -11:00P	0.2		211	245	112	12
CNBC	STREET SIGNS	MTWTF	06:00A -11:00P	0.2		224	241	40	19
CNBC	ENRON: SMARTEST GUYS	M TF	06:00A -11:00P	0.2		197	237	112	5
CNBC	SQUAWK BOX 8:30A	MTWTF	06:00A -11:00P	0.2		215	237	57	19
HLN	PRIME NEWS	MTWTF	06:00A -11:00P	0.2		206	224	100	20
CNBC	FAST MONEY	MTWTF	06:00A -11:00P	0.2		197	221	44	19
HLN	HLN NEWS	MTWTF	06:00A -11:00P	0.2		198	220	95	99
HLN	SHOWBIZ TONIGHT	MTWTF	06:00A -11:00P	0.2		200	217	99	40
CNBC	THE APPRENTICE	F	06:00A -11:00P	0.2		166	214	106	4
CNBC	SQUAWK BOX 8A	MTWTF	06:00A -11:00P	0.2		186	203	63	19
CNBC	MAD MONEY	MTWTF	06:00A -11:00P	0.1		138	154	48	19
CNBC	SQUAWK BOX 7:30A	MTWTF	06:00A -11:00P	0.1		145	151	58	19
CNBC	KUDLOW REPORT	MTWTF	06:00A -11:00P	0.1		134	149	36	18
CNBC	SQUAWK BOX 7A	MTWTF	06:00A -11:00P	0.1		128	133	55	19
CNBC	SQUAWK BOX 6A	MTWTF	06:00A -11:00P	0.1		82	88	40	19
CNBC	MAD MONEY (RPT)	MTWTF	11:00P -12:00A	0.1		68	79	41	18

Program Name Averages, M-F 6a-12a. Only scheduled programs with 4+ telecasts included.

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