

MAY '10 (LIVE+SD) FINAL Competitive Program Analysis (excluding breaking news & specials)  
MAY '10 FINAL (04/26/10 - 05/28/10)

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	2.2		2157	2811	686	24
FOXN	GLENN BECK	MTWTF	06:00A -11:00P	1.7		1682	2141	585	24
FOXN	HANNITY	MTWTF	06:00A -11:00P	1.6		1551	1966	511	24
FOXN	SPECIAL RPT W/BRET BAIER	MTWTF	06:00A -11:00P	1.6		1553	1932	412	25
FOXN	ON THE RECORD W/GRETA	MTWTF	06:00A -11:00P	1.4		1384	1764	460	25
FOXN	THE FOX REPORT W/S.SMITH	MTWTF	06:00A -11:00P	1.3		1284	1585	391	25
FOXN	THE OREILLY FACTOR (RPT)	MTWTF	11:00P -12:00A	1.1		1102	1374	441	24
FOXN	YOUR WORLD W/NEIL CAVUTO	MTWTF	06:00A -11:00P	1.1		1105	1302	272	25
FOXN	AMERICAS NEWSROOM	MTWTF	06:00A -11:00P	1		1005	1162	304	50
FOXN	AMERICA LIVE	MTWTF	06:00A -11:00P	1		940	1088	259	50
FOXN	STUDIO B W/S.SMITH	MTWTF	06:00A -11:00P	0.9		911	1050	241	25
MSNB	COUNTDOWN W/ K. OLBERMANN	MTWTF	08:00P -09:00P	0.9		841	1031	250	25
FOXN	FOX AND FRIENDS	MTWTF	06:00A -11:00P	0.9		875	1011	343	75
MSNB	RACHEL MADDOW SHOW	MTWTF	06:00A -11:00P	0.8		781	962	245	25
FOXN	HAPPENING NOW	MTWTF	06:00A -11:00P	0.8		780	898	231	50
CNN	ANDERSON COOPER 360	MTWTF	10:00P -11:00P	0.6		563	680	206	25
CNN	LARRY KING LIVE	MTWTF	06:00A -11:00P	0.5		544	653	165	25
HLN	NANCY GRACE	MTWTF	08:00P -09:00P	0.6		549	646	226	25
MSNB	COUNTDOWN W/ K. OLBERMANN (RPT)	MTWT	10:00P -11:00P	0.6		535	645	206	20
MSNB	ED SHOW	MTWTF	06:00A -11:00P	0.6		532	632	160	25
MSNB	HARDBALL WITH C. MATTHEWS	MTWTF	06:00A -11:00P	0.5		511	600	151	50
CNN	SITUATION ROOM	MTWTF	06:00A -11:00P	0.5		475	568	173	50
HLN	JOY BEHAR	MTWTF	06:00A -11:00P	0.5		476	540	151	25
CNN	RICKS LIST	MTWTF	06:00A -11:00P	0.5		456	528	149	50
CNN	CNN NEWSROOM	MTWTF	06:00A -11:00P	0.4		428	498	153	150
CNN	CAMPBELL BROWN	MTWTF	06:00A -11:00P	0.4		402	486	147	25
CNN	JOHN KING USA	MTWTF	06:00A -11:00P	0.4		376	463	157	25
MSNB	RACHEL MADDOW SHOW (RPT)	MTWT	11:00P -12:00A	0.4		379	463	167	20
CNN	ANDERSON COOPER 360	MTWTF	11:00P -12:00A	0.4		379	446	175	25
HLN	NANCY GRACE (RPT)	MTWTF	10:00P -11:00P	0.4		380	428	169	25
MSNB	MORNING JOE	MTWTF	06:00A -11:00P	0.4		378	406	119	25
HLN	ISSUES	MTWTF	06:00A -11:00P	0.3		347	403	162	25
CNBC	SQUAWK ON THE STREET 2	MTWTF	06:00A -11:00P	0.4		345	382	100	25
CNBC	SQUAWK ON THE STREET 930A	MTWTF	06:00A -11:00P	0.4		346	381	103	25
HLN	SHOWBIZ TONIGHT (RPT)	MTWTF	11:00P -12:00A	0.3		330	364	152	25
CNN	AMERICAN MORNING	MTWTF	06:00A -11:00P	0.3		316	353	147	25
MSNB	DAILY RUNDOWN	MTWTF	06:00A -11:00P	0.3		329	352	75	26
CNBC	CALL, THE	MTWTF	06:00A -11:00P	0.3		309	344	89	25
CNBC	CLOSING BELL 3P	MTWTF	06:00A -11:00P	0.3		307	335	63	25
MSNB	DYLAN RATIGAN SHOW	MTWTF	06:00A -11:00P	0.3		291	333	90	25
CNBC	CLOSING BELL 4P	MTWTF	06:00A -11:00P	0.3		295	319	69	25
CNBC	POWER LUNCH	MTWTF	06:00A -11:00P	0.3		283	315	63	25
HLN	MORNING EXPRESS W/ MEADE	MTWTF	06:00A -11:00P	0.3		282	310	174	25
CNBC	SQUAWK ON THE STREET 9A	MTWTF	06:00A -11:00P	0.3		283	307	81	25
FOXN	RED EYE	MTWTF	03:00A -04:00A	0.3		275	304	132	22
MSNB	ANDREA MITCHELL REPORTS	MTWTF	06:00A -11:00P	0.3		270	300	65	25
CNBC	STREET SIGNS	MTWTF	06:00A -11:00P	0.3		265	288	55	25
CNBC	SQUAWK BOX 8:30A	MTWTF	06:00A -11:00P	0.3		261	285	73	25
HLN	MORNING EXPRESS	MTWTF	06:00A -11:00P	0.3		251	274	130	25
CNBC	FAST MONEY	MTWTF	06:00A -11:00P	0.2		242	270	67	24
MSNB	MSNBC LIVE	MTWTF	06:00A -11:00P	0.3		241	268	69	124
CNBC	SQUAWK BOX 8A	MTWTF	06:00A -11:00P	0.2		235	258	84	25
CNBC	THE APPRENTICE	___F	06:00A -11:00P	0.2		201	252	114	5
HLN	HLN LOCAL EDITION	MTWTF	06:00A -11:00P	0.2		221	247	106	300
HLN	PRIME NEWS	MTWTF	06:00A -11:00P	0.2		208	226	103	25
CNBC	OPTIONS ACTION	___F	06:00A -11:00P	0.2		187	216	68	5
HLN	HLN NEWS	MTWTF	06:00A -11:00P	0.2		193	216	85	125
HLN	SHOWBIZ TONIGHT	MTWTF	06:00A -11:00P	0.2		188	206	95	50
CNBC	AMERICAN GREED	___W	06:00A -11:00P	0.2		178	205	100	9
CNBC	SQUAWK BOX 7:30A	MTWTF	06:00A -11:00P	0.2		188	205	76	25
CNBC	MAD MONEY	MTWTF	06:00A -11:00P	0.2		174	193	69	24
CNBC	SQUAWK BOX 7A	MTWTF	06:00A -11:00P	0.2		166	178	69	25
CNBC	KUDLOW REPORT	MTWTF	06:00A -11:00P	0.1		146	163	48	23
CNBC	BEYOND THE BARREL	MTW	06:00A -11:00P	0.1		124	138	58	5
CNBC	TIL DEBT DO US PART	___F	06:00A -11:00P	0.1		117	138	77	6
CNBC	SQUAWK BOX 6A	MTWTF	06:00A -11:00P	0.1		108	116	46	25
CNBC	MAD MONEY (RPT)	MTWTF	11:00P -12:00A	0.1		71	83	45	25

Program Name Averages, M-F 6a-12a. Only scheduled programs with 5+ telecasts included.

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