

JULY '10 (LIVE+SD) FINAL Competitive Program Analysis (excluding breaking news & specials)
JULY '10 FINAL (06/28/10 - 07/23/10)

Ranked On:

NETWORK	PROGRAM NAME	DAYS	TIME	HH COV	HH AA%	HH AA (000)	P2+ AA (000)	A25-54 AA (000)	#T/c
FOXN	THE OREILLY FACTOR	MTWTF	06:00A -11:00P	2.3		2268	2952	727	18
FOXN	HANNITY	MTWTF	06:00A -11:00P	1.7		1669	2133	556	18
FOXN	GLENN BECK	MTWTF	06:00A -11:00P	1.6		1616	2004	515	18
FOXN	SPECIAL RPT W/BRET BAIER	MTWTF	06:00A -11:00P	1.5		1511	1859	372	20
FOXN	ON THE RECORD W/GRETA	MTWTF	06:00A -11:00P	1.4		1410	1770	462	20
FOXN	THE FOX REPORT W/S.SMITH	MTWTF	06:00A -11:00P	1.3		1237	1519	373	20
FOXN	THE OREILLY FACTOR (RPT)	MTWTF	11:00P -12:00A	1.1		1110	1357	464	18
FOXN	YOUR WORLD W/NEIL CAVUTO	MTWTF	06:00A -11:00P	1.1		1051	1214	258	20
FOXN	AMERICAS NEWSROOM	MTWTF	06:00A -11:00P	1		986	1124	297	40
FOXN	AMERICA LIVE	MTWTF	06:00A -11:00P	0.9		910	1050	226	42
FOXN	STUDIO B W/S.SMITH	MTWTF	06:00A -11:00P	0.9		895	1021	232	20
MSNB	COUNTDOWN W/ K. OLBERMANN	MTWTF	08:00P -09:00P	0.8		784	949	252	19
FOXN	HAPPENING NOW	MTWTF	06:00A -11:00P	0.8		791	911	226	40
FOXN	FOX AND FRIENDS	MTWTF	06:00A -11:00P	0.8		798	903	297	60
MSNB	RACHEL MADDOW SHOW	MTWTF	06:00A -11:00P	0.7		706	846	229	20
HLN	NANCY GRACE	MTWTF	08:00P -09:00P	0.6		587	688	217	20
CNN	LARRY KING LIVE	MTWTF	06:00A -11:00P	0.5		547	652	157	20
MSNB	ED SHOW	MTWTF	06:00A -11:00P	0.6		536	633	157	19
MSNB	COUNTDOWN W/ K. OLBERMANN (RPT)	MTWT	10:00P -11:00P	0.5		498	580	193	15
CNN	ANDERSON COOPER 360	MTWTF	10:00P -11:00P	0.5		483	575	180	20
CNN	SITUATION ROOM	MTWTF	06:00A -11:00P	0.5		471	568	154	40
MSNB	HARDBALL WITH C. MATTHEWS	MTWTF	06:00A -11:00P	0.5		479	554	145	38
HLN	JOY BEHAR	MTWTF	06:00A -11:00P	0.5		470	520	139	20
CNN	RICKS LIST	MTWTF	06:00A -11:00P	0.5		453	515	128	42
CNN	CAMPBELL BROWN	MTWTF	06:00A -11:00P	0.4		403	493	122	18
CNN	CNN NEWSROOM	MTWTF	06:00A -11:00P	0.4		408	465	134	118
HLN	ISSUES	MTWTF	06:00A -11:00P	0.4		368	444	168	20
MSNB	RACHEL MADDOW SHOW (RPT)	MTWT	11:00P -12:00A	0.4		372	432	150	15
CNN	ANDERSON COOPER 360	MTWTF	11:00P -12:00A	0.4		357	428	175	20
MSNB	MSNBC INVESTIGATES	M__F__	11:00P -12:00A	0.4		337	424	214	5
CNN	JOHN KING USA	MTWTF	06:00A -11:00P	0.3		348	422	125	20
HLN	NANCY GRACE (RPT)	MTWTF	10:00P -11:00P	0.4		366	419	167	20
MSNB	MORNING JOE	MTWTF	06:00A -11:00P	0.4		360	384	113	19
MSNB	MSNBC INVESTIGATES	M__F__	06:00A -11:00P	0.3		321	370	200	16
MSNB	DAILY RUNDOWN	MTWTF	06:00A -11:00P	0.3		322	348	98	19
HLN	SHOWBIZ TONIGHT	MTWTF	11:00P -12:00A	0.3		310	341	146	20
CNN	AMERICAN MORNING	MTWTF	06:00A -11:00P	0.3		292	327	131	20
MSNB	DYLAN RATIGAN SHOW	MTWTF	06:00A -11:00P	0.3		273	307	93	19
HLN	MORNING EXPRESS W/ MEADE	MTWTF	06:00A -11:00P	0.3		281	301	166	20
FOXN	RED EYE	MTWTF	03:00A -04:00A	0.3		285	300	155	19
HLN	MORNING EXPRESS	MTWTF	06:00A -11:00P	0.3		271	293	138	20
MSNB	ANDREA MITCHELL REPORTS	MTWTF	06:00A -11:00P	0.3		258	286	89	18
HLN	PRIME NEWS	MTWTF	06:00A -11:00P	0.2		243	277	111	20
CNBC	SQUAWK ON THE STREET 2	MTWTF	06:00A -11:00P	0.3		247	274	69	19
MSNB	MSNBC LIVE	MTWTF	06:00A -11:00P	0.3		247	274	89	100
CNBC	SQUAWK ON THE STREET 930A	MTWTF	06:00A -11:00P	0.3		249	267	73	19
CNBC	CLOSING BELL 3P	MTWTF	06:00A -11:00P	0.3		245	264	54	19
CNBC	FAST MONEY HALFTIME RPRT	MTWTF	06:00A -11:00P	0.2		230	256	52	19
CNBC	POWER LUNCH	MTWTF	06:00A -11:00P	0.2		232	255	53	19
HLN	HLN LOCAL EDITION	MTWTF	06:00A -11:00P	0.2		226	249	105	240
CNBC	CALL, THE	MTWTF	06:00A -11:00P	0.2		225	245	60	19
CNBC	STRATEGY SESSION, THE	MTWTF	06:00A -11:00P	0.2		216	240	54	19
HLN	HLN NEWS	MTWTF	06:00A -11:00P	0.2		213	239	97	100
CNBC	CLOSING BELL 4P	MTWTF	06:00A -11:00P	0.2		223	236	48	19
CNBC	STREET SIGNS	MTWTF	06:00A -11:00P	0.2		212	231	49	19
HLN	SHOWBIZ TONIGHT	MTWTF	06:00A -11:00P	0.2		212	229	103	40
CNBC	SQUAWK ON THE STREET 9A	MTWTF	06:00A -11:00P	0.2		202	217	59	19
CNBC	SQUAWK BOX 8:30A	MTWTF	06:00A -11:00P	0.2		199	216	62	19
CNBC	SQUAWK BOX 8A	MTWTF	06:00A -11:00P	0.2		189	205	64	19
CNBC	AMERICAN GREED	MTWTF	06:00A -11:00P	0.2		175	201	103	15
CNBC	FAST MONEY	MTWTF	06:00A -11:00P	0.2		181	193	54	19
CNBC	SQUAWK BOX 7:30A	MTWTF	06:00A -11:00P	0.2		159	169	63	19
CNBC	SQUAWK BOX 7A	MTWTF	06:00A -11:00P	0.1		144	158	61	19
CNBC	MAD MONEY	MTWTF	06:00A -11:00P	0.1		134	141	53	18
CNBC	KUDLOW REPORT	MTWTF	06:00A -11:00P	0.1		128	137	32	19
CNBC	SQUAWK BOX 6A	MTWTF	06:00A -11:00P	0.1		91	105	45	19
CNBC	MAD MONEY (RPT)	MTWTF	11:00P -12:00A	0.1		74	81	38	16

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