

AUGUST '10 (LIVE+SD) FINAL Competitive Program Analysis (excluding breaking news & specials)
AUGUST '10 FINAL (07/26/10-08/27/10)

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	2.1		2101	2700	633	25
FOXN	HANNITY	MTWTF__	06:00A -11:00P	1.7		1647	2106	543	22
FOXN	GLENN BECK	MTWTF__	06:00A -11:00P	1.7		1683	2100	520	26
FOXN	SPECIAL RPT W/BRET BAIER	MTWTF__	06:00A -11:00P	1.6		1550	1926	379	25
FOXN	ON THE RECORD W/GRETA	MTWTF__	06:00A -11:00P	1.4		1412	1771	451	24
FOXN	THE FOX REPORT W/S.SMITH	MTWTF__	06:00A -11:00P	1.3		1239	1544	388	25
FOXN	YOUR WORLD W/NEIL CAVUTO	MTWTF__	06:00A -11:00P	1.2		1132	1327	267	25
FOXN	THE OREILLY FACTOR (RPT)	MTWTF__	11:00P -12:00A	1.1		1044	1274	412	25
FOXN	AMERICAS NEWSROOM	MTWTF__	06:00A -11:00P	1		966	1113	273	50
FOXN	STUDIO B W/S.SMITH	MTWTF__	06:00A -11:00P	0.9		911	1062	233	25
FOXN	AMERICA LIVE	MTWTF__	06:00A -11:00P	0.9		880	1023	235	50
MSNB	COUNTDOWN W/ K. OLBERMANN	MTWTF__	08:00P -09:00P	0.8		784	953	261	25
FOXN	FOX AND FRIENDS	MTWTF__	06:00A -11:00P	0.8		826	952	303	75
FOXN	HAPPENING NOW	MTWTF__	06:00A -11:00P	0.8		786	911	235	50
MSNB	RACHEL MADDOW SHOW	MTWTF__	06:00A -11:00P	0.7		677	819	229	25
MSNB	ED SHOW	MTWTF__	06:00A -11:00P	0.6		531	623	176	25
HLN	NANCY GRACE	MTWTF__	08:00P -09:00P	0.5		536	619	183	25
MSNB	COUNTDOWN W/ K. OLBERMANN (RPT)	MTWT___	10:00P -11:00P	0.5		465	560	202	20
CNN	ANDERSON COOPER 360	MTWTF__	10:00P -11:00P	0.5		473	559	172	25
CNN	LARRY KING LIVE	MTWTF__	06:00A -11:00P	0.5		461	545	149	25
MSNB	HARDBALL WITH C. MATTHEWS	MTWTF__	06:00A -11:00P	0.5		453	531	154	50
CNN	SITUATION ROOM	MTWTF__	06:00A -11:00P	0.4		413	484	121	50
CNN	RICKS LIST	MTWTF__	06:00A -11:00P	0.4		402	479	125	74
MSNB	MSNBC INVESTIGATES	___F___	11:00P -12:00A	0.4		376	463	274	5
HLN	JOY BEHAR	MTWTF__	06:00A -11:00P	0.4		415	463	129	25
CNN	CNN NEWSROOM	MTWTF__	06:00A -11:00P	0.4		362	421	115	150
HLN	ISSUES	MTWTF__	06:00A -11:00P	0.4		351	403	145	25
CNN	ANDERSON COOPER 360	MTWTF__	11:00P -12:00A	0.3		338	399	146	24
MSNB	MSNBC INVESTIGATES	___F___	06:00A -11:00P	0.3		329	393	209	4
HLN	NANCY GRACE (RPT)	MTWTF__	10:00P -11:00P	0.3		319	369	147	25
MSNB	RACHEL MADDOW SHOW (RPT)	MTWT___	11:00P -12:00A	0.3		311	365	140	19
CNN	JOHN KING USA	MTWTF__	06:00A -11:00P	0.3		293	364	104	25
MSNB	MORNING JOE	MTWTF__	06:00A -11:00P	0.4		343	363	108	25
HLN	SHOWBIZ TONIGHT	MTWTF__	11:00P -12:00A	0.3		309	345	143	25
MSNB	DAILY RUNDOWN	MTWTF__	06:00A -11:00P	0.3		310	328	86	25
HLN	MORNING EXPRESS W/ MEADE	MTWTF__	06:00A -11:00P	0.3		301	325	180	25
FOXN	RED EYE	MTWTF__	03:00A -04:00A	0.3		265	304	141	24
HLN	MORNING EXPRESS	MTWTF__	06:00A -11:00P	0.3		274	304	140	25
CNBC	FAST MONEY HALFTIME RPRT	MTWTF__	06:00A -11:00P	0.3		251	282	57	25
CNBC	CLOSING BELL 3P	MTWTF__	06:00A -11:00P	0.3		252	281	53	25
CNN	AMERICAN MORNING	MTWTF__	06:00A -11:00P	0.3		261	280	106	25
MSNB	ANDREA MITCHELL REPORTS	MTWTF__	06:00A -11:00P	0.3		240	272	80	25
MSNB	DYLAN RATIGAN SHOW	MTWTF__	06:00A -11:00P	0.3		242	272	86	25
CNBC	SQUAWK ON THE STREET 2	MTWTF__	06:00A -11:00P	0.2		244	271	69	25
CNBC	STREET SIGNS	MTWTF__	06:00A -11:00P	0.2		236	263	54	25
CNBC	CALL, THE	MTWTF__	06:00A -11:00P	0.2		235	260	69	25
CNBC	CLOSING BELL 4P	MTWTF__	06:00A -11:00P	0.2		234	259	53	25
CNBC	STRATEGY SESSION, THE	MTWTF__	06:00A -11:00P	0.2		231	259	60	25
CNBC	SQUAWK ON THE STREET 930A	MTWTF__	06:00A -11:00P	0.2		236	258	70	25
CNBC	POWER LUNCH	MTWTF__	06:00A -11:00P	0.2		227	255	55	25
MSNB	MSNBC LIVE	MTWTF__	06:00A -11:00P	0.2		224	249	82	125
HLN	HLN LOCAL EDITION	MTWTF__	06:00A -11:00P	0.2		216	239	104	300
HLN	PRIME NEWS	MTWTF__	06:00A -11:00P	0.2		212	236	91	25
CNBC	SQUAWK ON THE STREET 9A	MTWTF__	06:00A -11:00P	0.2		196	212	58	25
HLN	HLN NEWS	MTWTF__	06:00A -11:00P	0.2		185	209	86	125
CNBC	AMERICAN GREED	MTWTF__	06:00A -11:00P	0.2		180	205	97	19
CNBC	FAST MONEY	MTWTF__	06:00A -11:00P	0.2		183	200	50	25
CNBC	SQUAWK BOX 8:30A	MTWTF__	06:00A -11:00P	0.2		181	195	56	25
HLN	SHOWBIZ TONIGHT	MTWTF__	06:00A -11:00P	0.2		177	195	82	50
CNBC	SQUAWK BOX 8A	MTWTF__	06:00A -11:00P	0.2		160	172	66	25
CNBC	SQUAWK BOX 7:30A	MTWTF__	06:00A -11:00P	0.1		140	151	69	25
CNBC	MAD MONEY	MTWTF__	06:00A -11:00P	0.1		133	150	55	24
CNBC	SQUAWK BOX 7A	MTWTF__	06:00A -11:00P	0.1		130	143	62	25
CNBC	OPTIONS ACTION	___F___	06:00A -11:00P	0.1		121	133	33	5
CNBC	KUDLOW REPORT	MTWTF__	06:00A -11:00P	0.1		115	129	36	25
CNBC	SQUAWK BOX 6A	MTWTF__	06:00A -11:00P	0.1		87	100	43	25
CNBC	MAD MONEY (RPT)	MTWTF__	11:00P -12:00A	0.1		69	81	35	25

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