

3Q '10 (LIVE+SD) FINAL Competitive Program Analysis (excluding breaking news and specials)  
 3Q '10 FINAL (06/28/10 - 09/24/10)

Ranked On:

NETWORK	PROGRAM NAME	DAYS	TIME	HH COV	AA% AA (000)	P2+ AA (000)	A25-54 AA (000)	#Tlc
FOXN	THE OREILLY FACTOR	MTWTF	06:00A-11:00P	2.3	2220	2867	681	61
FOXN	HANNITY	MTWTF	06:00A-11:00P	1.7	1673	2136	551	57
FOXN	GLENN BECK	MTWTF	06:00A-11:00P	1.7	1648	2047	502	63
FOXN	SPECIAL RPT W/BRET BAIER	MTWTF	06:00A-11:00P	1.6	1546	1906	370	65
FOXN	ON THE RECORD W/GRETA	MTWTF	06:00A-11:00P	1.4	1388	1740	442	63
FOXN	THE FOX REPORT W/S.SMITH	MTWTF	06:00A-11:00P	1.3	1263	1568	379	65
FOXN	THE OREILLY FACTOR (RPT)	MTWTF	11:00P-12:00A	1.1	1082	1331	437	61
FOXN	YOUR WORLD W/NEIL CAVUTO	MTWTF	06:00A-11:00P	1.1	1118	1302	256	64
FOXN	AMERICAS NEWSROOM	MTWTF	06:00A-11:00P	1	992	1144	287	130
FOXN	STUDIO B W/S.SMITH	MTWTF	06:00A-11:00P	0.9	918	1065	232	65
FOXN	AMERICA LIVE	MTWTF	06:00A-11:00P	0.9	899	1043	232	132
MSNB	COUNTDOWN W/ K. OLBERMANN	MTWTF	08:00P-09:00P	0.9	820	983	265	64
FOXN	FOX AND FRIENDS	MTWTF	06:00A-11:00P	0.8	827	945	307	195
FOXN	HAPPENING NOW	MTWTF	06:00A-11:00P	0.8	802	932	233	130
MSNB	RACHEL MADDOW SHOW	MTWTF	06:00A-11:00P	0.8	746	892	246	63
MSNB	ED SHOW	MTWTF	06:00A-11:00P	0.6	555	649	173	63
HLN	NANCY GRACE	MTWTF	08:00P-09:00P	0.5	537	624	191	65
MSNB	COUNTDOWN W/ K. OLBERMANN (RPT)	MTWT	10:00P-11:00P	0.5	501	590	200	50
CNN	LARRY KING LIVE	MTWTF	06:00A-11:00P	0.5	497	590	155	65
CNN	ANDERSON COOPER 360	MTWTF	10:00P-11:00P	0.5	490	582	180	65
MSNB	HARDBALL WITH C. MATTHEWS	MTWTF	06:00A-11:00P	0.5	482	558	155	126
CNN	SITUATION ROOM	MTWTF	06:00A-11:00P	0.4	439	524	138	130
CNN	RICKS LIST	MTWTF	06:00A-11:00P	0.4	429	503	131	175
CNN	CAMPBELL BROWN	MTWTF	06:00A-11:00P	0.4	403	493	122	18
HLN	JOY BEHAR	MTWTF	06:00A-11:00P	0.4	408	456	127	65
CNN	CNN NEWSROOM	MTWTF	06:00A-11:00P	0.4	378	436	120	388
MSNB	MSNBC INVESTIGATES	M_F	11:00P-12:00A	0.4	352	434	236	14
MSNB	RACHEL MADDOW SHOW (RPT)	MTWT	11:00P-12:00A	0.4	356	414	145	49
CNN	ANDERSON COOPER 360	MTWTF	11:00P-12:00A	0.3	344	405	156	64
MSNB	MSNBC INVESTIGATES	M_F	06:00A-11:00P	0.3	331	401	209	36
HLN	ISSUES	MTWTF	06:00A-11:00P	0.3	341	401	146	65
CNN	JOHN KING USA	MTWTF	06:00A-11:00P	0.3	324	397	116	65
HLN	NANCY GRACE (RPT)	MTWTF	10:00P-11:00P	0.3	325	374	148	65
MSNB	MORNING JOE	MTWTF	06:00A-11:00P	0.4	351	373	113	63
MSNB	DAILY RUNDOWN	MTWTF	06:00A-11:00P	0.3	318	339	89	63
HLN	SHOWBIZ TONIGHT (RPT)	MTWTF	11:00P-12:00A	0.3	298	331	135	65
FOXN	RED EYE	MTWTF	03:00A-04:00A	0.3	283	315	152	62
HLN	MORNING EXPRESS W/ MEADE	MTWTF	06:00A-11:00P	0.3	286	310	169	65
MSNB	DYLAN RATIGAN SHOW	MTWTF	06:00A-11:00P	0.3	261	292	92	62
HLN	MORNING EXPRESS	MTWTF	06:00A-11:00P	0.3	259	288	132	65
CNN	AMERICAN MORNING	MTWTF	06:00A-11:00P	0.3	262	287	113	65
MSNB	ANDREA MITCHELL REPORTS	MTWTF	06:00A-11:00P	0.3	251	277	81	62
CNBC	SQUAWK ON THE STREET 2	MTWTF	06:00A-11:00P	0.3	250	277	70	63
CNBC	MADOFF BEHIND BARS	M_W_F	06:00A-11:00P	0.2	236	272	100	5
CNBC	CLOSING BELL 3P	MTWTF	06:00A-11:00P	0.3	248	272	53	63
CNBC	FAST MONEY HALFTIME RPRT	MTWTF	06:00A-11:00P	0.2	243	270	55	62
CNBC	SQUAWK ON THE STREET 930A	MTWTF	06:00A-11:00P	0.2	245	264	72	63
CNBC	CALL, THE	MTWTF	06:00A-11:00P	0.2	235	260	66	62
MSNB	MSNBC LIVE	MTWTF	06:00A-11:00P	0.2	237	260	83	323
CNBC	POWER LUNCH	MTWTF	06:00A-11:00P	0.2	230	255	53	62
CNBC	STRATEGY SESSION, THE	MTWTF	06:00A-11:00P	0.2	228	254	58	62
CNBC	STREET SIGNS	MTWTF	06:00A-11:00P	0.2	226	249	52	62
CNBC	CLOSING BELL 4P	MTWTF	06:00A-11:00P	0.2	229	248	49	63
HLN	PRIME NEWS	MTWTF	06:00A-11:00P	0.2	213	240	96	65
HLN	HLN LOCAL EDITION	MTWTF	06:00A-11:00P	0.2	211	234	100	780
CNBC	SQUAWK ON THE STREET 9A	MTWTF	06:00A-11:00P	0.2	200	216	61	63
CNBC	CRIME INC: COUNTERFEIT	MTWTF	06:00A-11:00P	0.2	181	215	109	7
HLN	HLN NEWS	MTWTF	06:00A-11:00P	0.2	189	213	88	325
CNBC	SQUAWK BOX 8:30A	MTWTF	06:00A-11:00P	0.2	188	202	61	63
CNBC	AMERICAN GREED	MTWTF	06:00A-11:00P	0.2	174	200	98	45
HLN	SHOWBIZ TONIGHT	MTWTF	06:00A-11:00P	0.2	182	198	86	130
CNBC	FAST MONEY	MTWTF	06:00A-11:00P	0.2	182	197	51	63
CNBC	COCA-COLA: THE REAL STORY	_TWT	06:00A-11:00P	0.1	144	185	73	5
CNBC	SQUAWK BOX 8A	MTWTF	06:00A-11:00P	0.2	167	179	64	63
CNBC	ENRON: SMARTEST GUYS	MT_F	06:00A-11:00P	0.1	136	153	75	6
CNBC	SQUAWK BOX 7:30A	MTWTF	06:00A-11:00P	0.1	144	152	66	63
CNBC	SQUAWK BOX 7A	MTWTF	06:00A-11:00P	0.1	133	146	64	63
CNBC	MAD MONEY	MTWTF	06:00A-11:00P	0.1	130	142	52	60
CNBC	KUDLOW REPORT	MTWTF	06:00A-11:00P	0.1	120	132	35	63
CNBC	OPTIONS ACTION	_F	06:00A-11:00P	0.1	126	131	36	13
CNBC	BP: IN DEEP WATER	M_W_F	06:00A-11:00P	0.1	100	117	64	7
CNBC	SQUAWK BOX 6A	MTWTF	06:00A-11:00P	0.1	87	99	43	63
CNBC	MAD MONEY (RPT)	MTWTF	11:00P-12:00A	0.1	70	79	36	60

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