

OCTOBER '09 (LIVE+SD) FINAL Competitive Program Analysis (excluding breaking news & specials)
 OCTOBER '09 FINAL (09/28/09 - 10/23/09)

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	2.6		2563	3389	875	20
FOXN	GLENN BECK	MTWTF	06:00A -11:00P	2.2		2145	2748	712	20
FOXN	HANNITY	MTWTF	06:00A -11:00P	1.8		1810	2374	659	19
FOXN	SPECIAL RPT W/BRET BAIER	MTWTF	06:00A -11:00P	1.8		1792	2248	493	20
FOXN	THE FOX REPORT W/S.SMITH	MTWTF	06:00A -11:00P	1.6		1586	1989	463	20
FOXN	ON THE RECORD W/GRETA	MTWTF	06:00A -11:00P	1.5		1514	1958	533	20
FOXN	YOUR WORLD W/NEIL CAVUTO	MTWTF	06:00A -11:00P	1.4		1353	1645	343	20
FOXN	THE OREILLY FACTOR (RPT)	MTWTF	11:00P -12:00A	1.2		1211	1499	494	20
FOXN	AMERICAS NEWSROOM	MTWTF	06:00A -11:00P	1.3		1225	1475	371	40
FOXN	STUDIO B W/S.SMITH	MTWTF	06:00A -11:00P	1.1		1087	1285	302	21
FOXN	HAPPENING NOW	MTWTF	06:00A -11:00P	1		978	1159	277	40
FOXN	LIVE DESK, THE	MTWTF	06:00A -11:00P	1		950	1136	275	40
FOXN	FOX AND FRIENDS	MTWTF	06:00A -11:00P	1		944	1083	389	60
MSNB	COUNTDOWN W/ K. OLBERMANN	MTWTF	08:00P -09:00P	0.9		796	1015	294	20
MSNB	RACHEL MADDOW SHOW	MTWTF	06:00A -11:00P	0.8		706	880	246	20
CNN	LARRY KING LIVE	MTWTF	06:00A -11:00P	0.7		690	842	224	18
HLN	NANCY GRACE	MTWTF	08:00P -09:00P	0.7		725	830	269	20
CNN	SITUATION ROOM	MTWTF	06:00A -11:00P	0.6		582	692	159	60
CNN	ANDERSON COOPER 360	MTWTF	10:00P -11:00P	0.6		576	689	210	18
CNN	CAMPBELL BROWN	MTWTF	06:00A -11:00P	0.5		509	648	161	20
CNN	LOU DOBBS TONIGHT	MTWTF	06:00A -11:00P	0.5		499	631	163	20
MSNB	COUNTDOWN W/ K. OLBERMANN (RPT)	MTWTF	10:00P -11:00P	0.5		476	600	218	19
MSNB	HARDBALL WITH C. MATTHEWS	MTWTF	06:00A -11:00P	0.5		502	596	157	40
MSNB	ED SHOW	MTWTF	06:00A -11:00P	0.5		457	553	150	20
CNN	CNN NEWSROOM	MTWTF	06:00A -11:00P	0.5		475	546	139	139
HLN	JOY BEHAR	MTWTF	06:00A -11:00P	0.5		479	535	183	19
HLN	NANCY GRACE (RPT)	MTWTF	10:00P -11:00P	0.4		433	495	222	20
CNN	ANDERSON COOPER 360	MTWTF	11:00P -12:00A	0.4		400	475	182	18
HLN	ISSUES	MTWTF	06:00A -11:00P	0.4		413	462	168	21
MSNB	RACHEL MADDOW SHOW (RPT)	MTWTF	11:00P -12:00A	0.4		345	433	161	19
HLN	SHOWBIZ TONIGHT (RPT)	MTWTF	11:00P -12:00A	0.4		381	413	209	20
FOXN	RED EYE	MTWTF	03:00A -04:00A	0.4		360	394	169	19
CNN	AMERICAN MORNING	MTWTF	06:00A -11:00P	0.4		355	392	146	20
CNBC	SQUAWK ON THE STREET 2	MTWTF	06:00A -11:00P	0.3		313	345	109	20
MSNB	MORNING JOE	MTWTF	06:00A -11:00P	0.3		321	340	125	20
CNBC	SQUAWK ON THE STREET 930A	MTWTF	06:00A -11:00P	0.3		302	339	103	20
HLN	MORNING EXPRESS W/ MEADE	MTWTF	06:00A -11:00P	0.3		290	321	188	20
MSNB	MORNING MEETING/D RATIGAN	MTWTF	06:00A -11:00P	0.3		293	318	116	19
CNBC	CALL, THE	MTWTF	06:00A -11:00P	0.3		281	312	98	20
CNBC	CLOSING BELL 4P	MTWTF	06:00A -11:00P	0.3		281	301	88	20
CNBC	CLOSING BELL 3P	MTWTF	06:00A -11:00P	0.3		281	296	86	20
HLN	PRIME NEWS	MTWTF	06:00A -11:00P	0.3		267	296	125	40
CNBC	POWER LUNCH	MTWTF	06:00A -11:00P	0.3		265	290	91	20
MSNB	MSNBC LIVE	MTWTF	06:00A -11:00P	0.3		256	283	90	84
CNBC	SQUAWK ON THE STREET 9A	MTWTF	06:00A -11:00P	0.3		251	282	88	20
HLN	MORNING EXPRESS	MTWTF	06:00A -11:00P	0.2		245	274	141	20
CNBC	STREET SIGNS	MTWTF	06:00A -11:00P	0.3		256	272	83	20
HLN	HLN LOCAL EDITION	MTWTF	06:00A -11:00P	0.2		239	265	121	240
CNBC	SQUAWK BOX 8:30A	MTWTF	06:00A -11:00P	0.2		231	256	86	20
MSNB	ANDREA MITCHELL REPORTS	MTWTF	06:00A -11:00P	0.2		220	245	70	20
HLN	HLN NEWS	MTWTF	06:00A -11:00P	0.2		219	241	109	100
CNBC	FAST MONEY	MTWTF	06:00A -11:00P	0.2		207	236	65	23
MSNB	DR NANCY	MTWTF	06:00A -11:00P	0.2		200	216	72	18
CNBC	SQUAWK BOX 8A	MTWTF	06:00A -11:00P	0.2		194	211	78	20
HLN	SHOWBIZ TONIGHT	MTWTF	06:00A -11:00P	0.2		192	208	105	20
CNBC	MAD MONEY	MTWTF	06:00A -11:00P	0.2		173	195	64	20
CNBC	AMERICAN GREED	___W_F_	06:00A -11:00P	0.2		154	182	85	12
CNBC	SQUAWK BOX 7:30A	MTWTF	06:00A -11:00P	0.2		155	164	65	20
CNBC	NEW AGE OF WAL-MART	MT_T__	06:00A -11:00P	0.1		138	163	85	5
CNBC	THE SUZE ORMAN SHOW	___F__	06:00A -11:00P	0.1		126	152	53	4
CNBC	KUDLOW REPORT	MTWTF	06:00A -11:00P	0.1		134	148	56	19
CNBC	SQUAWK BOX 7A	MTWTF	06:00A -11:00P	0.1		113	118	48	20
CNBC	MAD MONEY (RPT)	MTWTF	11:00P -12:00A	0.1		83	94	46	20
CNBC	SQUAWK BOX 6A	MTWTF	06:00A -11:00P	0.1		77	81	29	20
CNBC	OPTIONS ACTION	___F__	06:00A -11:00P	0		43	54	21	4

Program Name Averages. Only scheduled programs with 4+ telecasts included. Does not include programs that aired out of their regularly scheduled time period's because of special coverage.