

APRIL'07 Weekday Ranker

APRIL '07 FINAL Competitive Program Analysis (excluding breaking news & specials)
 APRIL '07: 4/2/2007 - 4/27/2007

NETWORK	PROGRAM NAME	DAYS	TIME	Ranked On:			
				HH COV	AA% AA (000)	P2+ AA (000)	A25-54 AA (000)
FOXN	THE OREILLY FACTOR	MTWTF__	06:00A -11:00P	2.1	1,912	2,459	495
FOXN	HANNITY & COLMES	MTWTF__	06:00A -11:00P	1.4	1,288	1,643	413
FOXN	ON THE RECORD W/GRETA	MTWTF__	06:00A -11:00P	1.4	1,252	1,550	440
FOXN	THE FOX REPORT W/S.SMITH	MTWTF__	06:00A -11:00P	1.3	1,162	1,433	371
FOXN	SPECIAL REPORTWBRIT HUME	MTWTF__	06:00A -11:00P	1.2	1,106	1,342	317
FOXN	THE OREILLY FACTOR (RPT)	MTWTF__	11:00P -12:00A	1.1	982	1,245	431
FOXN	THE BIG STORY W/J GIBSON	MTWTF__	06:00A -11:00P	1	909	1,089	252
CNN	LARRY KING LIVE	MTWTF__	06:00A -11:00P	1	913	1,077	306
FOXN	YOUR WORLD W/NEIL CAVUTO	MTWTF__	06:00A -11:00P	1	880	1,046	243
FOXN	STUDIO B W/S.SMITH	MTWTF__	06:00A -11:00P	1	875	1,019	242
FOXN	AMERICAS NEWSROOM	MTWTF__	06:00A -11:00P	0.9	841	964	291
CNN	LOU DOBBS TONIGHT	MTWTF__	06:00A -11:00P	0.9	820	963	284
FOXN	LIVE DESK W/M.MACCALLUM	MTWTF__	06:00A -11:00P	0.9	808	935	243
FOXN	FOX NEWS LIVE	MTWTF__	06:00A -11:00P	0.9	794	918	243
FOXN	FOX AND FRIENDS	MTWTF__	06:00A -11:00P	0.8	738	836	322
CNN	ANDERSON COOPER 360	MTWTF__	10:00P -12:00A	0.7	689	796	325
CNN	SITUATION ROOM	MTWTF__	06:00A -11:00P	0.7	692	773	249
CNN	PAULA ZAHN NOW	MTWTF__	06:00A -11:00P	0.7	635	721	258
MSNB	COUNTDOWN W/ K. OLBERMANN	MTWTF__	06:00A -11:00P	0.7	604	708	245
CNBC	DEAL OR NO DEAL	_TWTF__	06:00A -11:00P	0.5	442	602	207
CNN	CNN NEWSROOM	MTWTF__	06:00A -11:00P	0.6	546	589	206
FOXN	FOX & FRIENDS FIRST	MTWTF__	06:00A -11:00P	0.5	502	575	260
MSNB	SCARBOROUGH COUNTRY	MTWTF__	06:00A -11:00P	0.5	452	529	207
HLN	NANCY GRACE	MTWTF__	06:00A -11:00P	0.4	412	482	187
MSNB	HARDBALL WITH C. MATTHEWS	MTWTF__	06:00A -11:00P	0.4	390	457	153
CNN	CNNI YOUR WORLD TODAY	MTWTF__	06:00A -11:00P	0.5	419	448	162
CNN	AMERICAN MORNING	MTWTF__	06:00A -11:00P	0.4	390	415	173
MSNB	IMUS IN THE MORNING	MTWTF__	06:00A -11:00P	0.4	370	405	165
MSNB	MSNBC INVESTIGATES	_T_F__	06:00A -11:00P	0.4	338	394	201
HLN	SHOWBIZ TONIGHT	MTWTF__	11:00P -12:00A	0.3	294	341	165
MSNB	MSNBC INVESTIGATES (RPT)	MT_F__	11:00P -12:00A	0.3	274	328	152
CNBC	MORNING CALL	MTWTF__	06:00A -11:00P	0.3	291	326	121
HLN	GLENN BECK	MTWTF__	06:00A -11:00P	0.3	269	313	119
CNBC	POWER LUNCH	MTWTF__	06:00A -11:00P	0.3	279	313	111
CNBC	SQUAWK ON THE STREET 930A	MTWTF__	06:00A -11:00P	0.3	286	311	124
MSNB	TUCKER	MTWTF__	06:00A -11:00P	0.3	267	302	106
MSNB	MSNBC LIVE	MTWTF__	06:00A -11:00P	0.3	268	299	112
CNBC	STREET SIGNS	MTWTF__	06:00A -11:00P	0.3	262	291	92
CNBC	KUDLOW & COMPANY	MTWTF__	06:00A -11:00P	0.3	240	278	70
CNBC	CLOSING BELL	MTWTF__	06:00A -11:00P	0.3	252	276	89
MSNB	MOST, THE	MTWTF__	06:00A -11:00P	0.3	243	259	103
CNBC	SQUAWK ON THE STREET 9A	MTWTF__	06:00A -11:00P	0.3	233	253	100
HLN	PRIME NEWS W/ ERICA HILL	MTWTF__	06:00A -11:00P	0.2	221	252	101
HLN	CNN HEADLINE NEWS	MTWTF__	06:00A -11:00P	0.2	202	228	81
CNBC	SQUAWK BOX 8:30A	MTWTF__	06:00A -11:00P	0.2	200	223	83
HLN	ROBIN & COMPANY	MTWTF__	06:00A -11:00P	0.2	192	209	124
CNBC	MAD MONEY	MTWTF__	06:00A -11:00P	0.2	173	205	59
CNBC	SQUAWK BOX 8A	MTWTF__	06:00A -11:00P	0.2	183	204	87
CNBC	SQUAWK BOX 7:30A	MTWTF__	06:00A -11:00P	0.2	163	178	85
CNBC	BIG IDEA W/ DONNY DEUTSCH	MTWTF__	06:00A -11:00P	0.2	138	169	80
CNBC	THE APPRENTICE	M__F__	06:00A -11:00P	0.1	129	156	85
CNBC	ON THE MONEY	MTWTF__	06:00A -11:00P	0.1	122	148	36
CNBC	SQUAWK BOX 7A	MTWTF__	06:00A -11:00P	0.1	129	142	70
CNBC	BUSINESS NATION	_W_F__	06:00A -11:00P	0.1	108	141	60
CNBC	FAST MONEY	MTWTF__	06:00A -11:00P	0.1	109	129	48
CNBC	MAD MONEY (RPT)	MTWTF__	11:00P -12:00A	0.1	80	100	43
CNBC	SQUAWK BOX 630A	MTWTF__	06:00A -11:00P	0.1	79	88	45
CNBC	SQUAWK BOX 6A	MTWTF__	06:00A -11:00P	0.1	55	59	31

Source: Nielsen Media Research, all regularly scheduled programs airing M-F 6am-12am excluding breaking news & specials.
 Program Name Averages. Only scheduled programs with 3+ telecasts included.