

Nielsen Media Research  
 2005 Competitive Program Analysis  
 2005: 12/27/2004 - 12/25/2005

Ranked On:

NETWORK	PROGRAM NAME	HH COV AA%	HH AA (000)	P2+ AA (000)	A25-54 AA (000)
FOXN	THE OREILLY FACTOR	2.2	1,896	2,490	564
FOXN	HANNITY & COLMES	1.7	1,467	1,885	510
FOXN	ON THE RECORD W/GRETA	1.6	1,401	1,748	504
FOXN	THE FOX REPORT W/S.SMITH	1.4	1,179	1,527	418
FOXN	SPECIAL REPORTW/BRIT HUME	1.3	1,114	1,409	343
CNN	LARRY KING LIVE	1.2	1,033	1,234	348
FOXN	THE BIG STORY W/J GIBSON	1.0	906	1,087	274
FOXN	STUDIO B W/S.SMITH	1.0	908	1,066	310
FOXN	FOX AND FRIENDS	1.0	871	1,003	392
FOXN	FOX NEWS LIVE	1.0	835	981	304
FOXN	YOUR WORLD W/NEIL CAVUTO	0.9	809	952	263
FOXN	DAYSIDE	0.9	832	944	281
CNN	NEWSNIGHT W/ AARON BROWN	0.8	700	838	299
CNN	SITUATION ROOM	0.8	701	782	226
CNN	PAULA ZAHN NOW	0.7	649	781	254
FOXN	DAYSIDE WITH LINDA VESTER	0.8	660	758	239
CNN	PEOPLE IN THE NEWS	0.7	633	749	275
CNN	ANDERSON COOPER 360	0.7	591	714	243
CNN	LOU DOBBS TONIGHT	0.6	550	636	188
FOXN	FOX & FRIENDS FIRST	0.6	560	599	261
CNN	CNN PRESENTS	0.5	475	585	207
CNN	AMERICAN MORNING	0.6	493	545	179
CNN	WOLF BLITZER REPORTS	0.5	461	531	130
CNN	CNN LIVE	0.5	475	525	156
HLN	NANCY GRACE	0.5	418	510	181
MSNB	RITA COSBY LIVE & DIRECT	0.5	398	483	195
CNN	LIVE FROM ...	0.5	418	465	139
CNN	CROSSFIRE	0.4	389	430	104
CNN	INSIDE POLITICS	0.4	380	423	106
CNN	NEWS FROM CNN	0.4	340	396	106
MSNB	HARDBALL WITH C. MATTHEWS	0.4	330	382	125
MSNB	COUNTDOWN W/ K. OLBERMANN	0.4	311	375	142
MSNB	SCARBOROUGH COUNTRY	0.4	302	366	140
CNN	CNNI YOUR WORLD TODAY	0.4	319	345	93
CNN	CNN DAYBREAK	0.4	321	342	139
HLN	PRIME NEWS TONIGHT	0.3	268	335	123
MSNB	MSNBC INVESTIGATES	0.3	254	316	150
MSNB	IMUS IN THE MORNING	0.3	275	314	91
MSNB	THE ABRAMS REPORT	0.3	244	282	110
MSNB	MSNBC REPORTS	0.3	223	265	100
CNBC	CLOSING BELL	0.3	222	241	43
CNBC	SQUAWK ON THE STREET 930A	0.3	228	239	45
MSNB	DEBORAH NORVILLE TONIGHT	0.2	196	234	94
CNBC	HEADS UP POKER	0.2	185	222	86

CNBC	STREET SIGNS	0.2	202	221	46
HLN	CNN HEADLINE NEWS	0.2	187	215	85
CNBC	SQUAWK ON THE STREET 9A	0.2	196	214	50
CNBC	POWER LUNCH	0.2	199	213	45
HLN	ROBIN & COMPANY	0.2	189	212	114
MSNB	MSNBC LIVE	0.2	187	207	81
CNBC	MORNING CALL	0.2	193	206	47
MSNB	THE SITUATION W/T CARLSON	0.2	178	202	83
CNBC	KUDLOW & COMPANY	0.2	180	200	38
CNBC	THE CONTENDER	0.2	158	200	103
CNBC	THE AGE OF WALMART	0.2	155	196	105
CNBC	KUDLOW & CRAMER	0.2	175	190	56
CNBC	THE APPRENTICE	0.2	153	190	113
CNBC	SQUAWK BOX 9:30A	0.2	175	188	47
MSNB	HEADLINERS & LEGENDS	0.2	159	183	73
CNBC	THE OFFICE	0.2	142	177	121
CNBC	MARTHA STEWART	0.2	136	173	102
CNBC	THE EBAY EFFECT	0.2	137	172	99
MSNB	CONNECTED: COAST TO COAST	0.2	148	165	62
CNBC	SQUAWK BOX 9A	0.2	150	163	38
MSNB	LESTER HOLT LIVE	0.2	130	160	49
CNBC	HURRICANE KATRINA: CRISIS	0.2	134	152	68
CNBC	MAD MONEY	0.2	135	150	51
HLN	SHOWBIZ TONIGHT	0.1	126	149	65
CNBC	SQUAWK BOX 8:30A	0.1	126	138	37
CNBC	COVER TO COVER	0.1	114	131	63
MSNB	DIETL & DANIELS	0.2	146	125	65
CNBC	SQUAWK BOX 8A	0.1	107	120	34
CNBC	DENNIS MILLER	0.1	94	113	58
CNBC	ON THE MONEY	0.1	98	113	44
CNBC	BIG IDEA W/ DONNY DEUTSCH	0.1	94	111	64
CNBC	CNBC ON ASSIGNMENT	0.1	92	109	49
CNBC	CNBC TOWN HALL	0.1	89	108	56
CNBC	THE RESTAURANT	0.1	101	108	68
CNBC	INTERNATIONAL AUTO SHOW	0.1	86	106	54
CNBC	LATE NIGHT W/CONAN OBRIEN	0.1	86	106	62
CNBC	THE MARKET HOUR	0.1	88	105	42
CNBC	BULLSEYE	0.1	91	99	36
CNBC	SQUAWK BOX 7:30A	0.1	89	98	36
CNBC	THE SUZE ORMAN SHOW	0.1	80	94	51
CNBC	MADE IN THE USA	0.1	66	82	49
CNBC	MOTHERS ON WALL STREET	0.1	61	80	56
CNBC	DOLLARS AND SPORTS	0.1	68	78	52
CNBC	SQUAWK BOX 7A	0.1	70	76	23
CNBC	FAST FORWARD	0.1	77	74	38
CNBC	ARCH RIVALS	0.1	80	72	24
CNBC	OUTSIDE THE BOX	0.1	60	69	33
CNBC	YOUR MONEY	0.1	62	68	39
CNBC	THE KINGDOM BUILT ON OIL	0.1	57	67	34
CNBC	BEHIND THE WHEEL	0.1	60	66	31
CNBC	MCENROE	0.1	50	63	40

CNBC	BAJA 1000 (2004)	0.1	47	56	26
CNBC	SQUAWK BOX 630A	0.1	54	54	11
CNBC	SQUAWK BOX 6A	0	40	40	13
CNBC	WAKE-UP CALL	0	39	40	15
CNBC	CNBC WORLD	0	31	31	5

Source: Nielsen Media Research, all regularly scheduled programs airing M-F 6am-11pm excluding breaking news & specials.