

SEPTEMBER '09 (LIVE+SD) FINAL Competitive Program Analysis (excluding breaking news & specials)  
 SEPTEMBER '09 FINAL (08/31/09 - 09/25/09)

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	2.7		2632	3483	914	20
FOXN	HANNITY	MTWTF	06:00A -11:00P	2.2		2142	2820	800	18
FOXN	GLENN BECK	MTWTF	06:00A -11:00P	2.3		2199	2809	686	21
FOXN	ON THE RECORD W/GRETA	MTWTF	06:00A -11:00P	1.8		1765	2259	613	17
FOXN	SPECIAL RPT W/BRET BAIER	MTWTF	06:00A -11:00P	1.8		1735	2198	492	20
FOXN	THE FOX REPORT W/S.SMITH	MTWTF	06:00A -11:00P	1.6		1561	1966	486	20
FOXN	THE OREILLY FACTOR (RPT)	MTWTF	11:00P -12:00A	1.4		1361	1676	554	18
FOXN	YOUR WORLD W/NEIL CAVUTO	MTWTF	06:00A -11:00P	1.4		1335	1615	315	20
FOXN	AMERICAS NEWSROOM	MTWTF	06:00A -11:00P	1.4		1346	1603	419	40
FOXN	STUDIO B W/S.SMITH	MTWTF	06:00A -11:00P	1.1		1081	1302	292	20
FOXN	HAPPENING NOW	MTWTF	06:00A -11:00P	1.1		1049	1253	321	40
FOXN	LIVE DESK, THE	MTWTF	06:00A -11:00P	1		984	1179	278	40
FOXN	FOX AND FRIENDS	MTWTF	06:00A -11:00P	1		986	1134	385	60
CNN	LARRY KING LIVE	MTWTF	06:00A -11:00P	0.9		921	1122	312	20
MSNB	COUNTDOWN W/ K. OLBERMANN	MTWTF	08:00P -09:00P	0.9		881	1121	346	18
MSNB	RACHEL MADDOW SHOW	MTWTF	06:00A -11:00P	0.9		827	1018	302	19
CNN	ANDERSON COOPER 360	MTWTF	10:00P -11:00P	0.8		746	889	276	20
HLN	NANCY GRACE	MTWTF	08:00P -09:00P	0.7		721	823	295	20
CNN	CAMPBELL BROWN	MTWTF	06:00A -11:00P	0.6		578	727	191	19
CNN	SITUATION ROOM	MTWTF	06:00A -11:00P	0.6		601	716	149	60
MSNB	COUNTDOWN W/ K. OLBERMANN (RPT)	MTWTF	10:00P -11:00P	0.6		557	682	236	18
CNN	ANDERSON COOPER 360	MTWTF	11:00P -12:00A	0.5		545	644	237	19
CNN	LOU DOBBS TONIGHT	MTWTF	06:00A -11:00P	0.5		501	616	160	20
CNN	CNN NEWSROOM	MTWTF	06:00A -11:00P	0.5		513	605	157	140
MSNB	HARDBALL WITH C. MATTHEWS	MTWTF	06:00A -11:00P	0.5		500	601	175	38
MSNB	ED SHOW	MTWTF	06:00A -11:00P	0.5		465	564	170	19
HLN	NANCY GRACE (RPT)	MTWTF	10:00P -11:00P	0.5		459	523	214	20
MSNB	RACHEL MADDOW SHOW (RPT)	MTWTF	11:00P -12:00A	0.4		419	516	197	18
HLN	ISSUES	MTWTF	06:00A -11:00P	0.4		409	464	175	40
HLN	SHOWBIZ TONIGHT (RPT)	MTWTF	11:00P -12:00A	0.4		397	445	219	20
FOXN	RED EYE	MTWTF	03:00A -04:00A	0.4		401	433	203	18
CNN	AMERICAN MORNING	MTWTF	06:00A -11:00P	0.4		388	423	157	20
MSNB	MORNING JOE	MTWTF	06:00A -11:00P	0.4		357	382	135	19
CNBC	SQUAWK ON THE STREET 2	MTWTF	06:00A -11:00P	0.3		314	342	127	19
CNBC	SQUAWK ON THE STREET 930A	MTWTF	06:00A -11:00P	0.3		304	333	118	19
CNBC	MARIJUANA INC	M_WT	06:00A -11:00P	0.3		264	323	166	5
HLN	MORNING EXPRESS W/ MEADE	MTWTF	06:00A -11:00P	0.3		291	322	182	20
MSNB	MORNING MEETING/D RATIGAN	MTWTF	06:00A -11:00P	0.3		296	321	116	13
CNBC	CLOSING BELL 3P	MTWTF	06:00A -11:00P	0.3		276	300	90	19
MSNB	MSNBC LIVE	MTWTF	06:00A -11:00P	0.3		266	298	99	97
CNBC	CALL, THE	MTWTF	06:00A -11:00P	0.3		274	297	96	19
CNBC	CLOSING BELL 4P	MTWTF	06:00A -11:00P	0.3		261	287	76	19
CNBC	POWER LUNCH	MTWTF	06:00A -11:00P	0.3		259	282	89	19
MSNB	ANDREA MITCHELL REPORTS	MTWTF	06:00A -11:00P	0.3		250	278	89	19
HLN	PRIME NEWS	MTWTF	06:00A -11:00P	0.3		253	278	109	40
CNBC	STREET SIGNS	MTWTF	06:00A -11:00P	0.3		253	276	80	19
CNBC	SQUAWK ON THE STREET 9A	MTWTF	06:00A -11:00P	0.3		247	272	96	19
CNBC	BIG MAC: INSIDE MCDONALDS	_T_T	06:00A -11:00P	0.2		222	268	117	4
MSNB	DR NANCY	MTWTF	06:00A -11:00P	0.3		241	268	91	16
HLN	MORNING EXPRESS	MTWTF	06:00A -11:00P	0.2		242	264	136	20
HLN	HLN LOCAL EDITION	MTWTF	06:00A -11:00P	0.2		234	261	115	240
CNBC	SQUAWK BOX 8:30A	MTWTF	06:00A -11:00P	0.2		236	255	89	19
HLN	HLN NEWS	MTWTF	06:00A -11:00P	0.2		212	233	92	100
CNBC	SQUAWK BOX 8A	MTWTF	06:00A -11:00P	0.2		207	220	86	19
CNBC	FAST MONEY	MTWTF	06:00A -11:00P	0.2		191	216	55	21
HLN	SHOWBIZ TONIGHT	MTWTF	06:00A -11:00P	0.2		198	214	102	20
CNBC	MAD MONEY	MTWTF	06:00A -11:00P	0.2		164	188	65	19
CNBC	SQUAWK BOX 7:30A	MTWTF	06:00A -11:00P	0.2		170	179	74	19
CNBC	KUDLOW REPORT	MTWTF	06:00A -11:00P	0.1		132	150	56	18
CNBC	SQUAWK BOX 7A	MTWTF	06:00A -11:00P	0.1		142	147	60	19
CNBC	AMERICAN GREED	_W_F	06:00A -11:00P	0.1		117	138	65	7
CNBC	MAD MONEY (RPT)	MTWTF	11:00P -12:00A	0.1		98	114	59	18
CNBC	SQUAWK BOX 6A	MTWTF	06:00A -11:00P	0.1		103	105	38	19
CNBC	CNBC REPORTS	MTWTF	06:00A -11:00P	0.1		93	103	35	10
CNBC	OPTIONS ACTION	_F	06:00A -11:00P	0.1		64	67	26	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.