

2003 Competitive Program Analysis (excluding breaking news & specials)
 Year 2003: 12/30/2002 - 12/26/2003

				Ranked On:						
Network	Program Name	Days	TIME	HH COV	HH AA	P2+ AA (000)	A25-54 AA (000)	A18-34 AA (000)	A18-49 AA (000)	#Tlc
FOXN	THE OREILLY FACTOR	MTWTF	06:00A-11:00P	2.3	1,872	2,494	788	207	590	254
FOXN	HANNITY & COLMES	MTWTF	06:00A-11:00P	1.7	1,381	1,781	652	160	491	257
FOXN	THE FOX REPORT W/S.SMITH	MTWTF	06:00A-11:00P	1.5	1,227	1,620	619	166	493	270
CNN	LARRY KING LIVE	MTWTF	06:00A-11:00P	1.4	1,248	1,538	452	113	362	260
FOXN	ON THE RECORD W/GRETA	MTWTF	06:00A-11:00P	1.4	1,166	1,450	576	137	458	255
FOXN	SPECIAL REPORTW/BRIT HUME	MTWTF	06:00A-11:00P	1.3	1,041	1,317	484	112	373	270
FOXN	THE BIG STORY W/J GIBSON	MTWTF	06:00A-11:00P	1.1	911	1,093	392	101	302	291
CNN	CONNIE CHUNG TONIGHT	MTWTF	06:00A-11:00P	1.0	891	1,079	310	110	269	56
FOXN	FOX AND FRIENDS	MTWTF	06:00A-11:00P	1.1	949	1,069	490	92	392	315
FOXN	YOUR WORLD W/NEIL CAVUTO	MTWTF	06:00A-11:00P	1.0	870	1,033	343	96	282	280
CNN	NEWSNIGHT W/ AARON BROWN	MTWTF	06:00A-11:00P	0.9	818	992	372	95	297	256
FOXN	STUDIO B W/S.SMITH	MTWTF	06:00A-11:00P	1.0	819	963	305	87	254	300
CNN	LOU DOBBS MONEYLINE	MTWTF	06:00A-11:00P	0.9	749	921	374	123	318	120
FOXN	FOX NEWS LIVE	MTWTF	06:00A-11:00P	0.9	751	873	297	82	244	1698
CNN	WOLF BLITZER REPORTS	MTWTF	06:00A-11:00P	0.8	684	806	280	98	248	260
CNN	LIVE FROM ...	MTWTF	06:00A-11:00P	0.8	679	783	255	94	236	718
CNN	INSIDE POLITICS	MTWTF	06:00A-11:00P	0.8	655	757	248	99	232	261
CNN	TALK BACK LIVE	MTWTF	06:00A-11:00P	0.7	605	719	202	98	199	47
FOXN	FOX & FRIENDS FIRST	MTWTF	06:00A-11:00P	0.8	622	683	323	74	244	265
CNN	AMERICAN MORNING	MTWTF	06:00A-11:00P	0.7	592	674	289	82	258	265
FOXN	DAYSIDE WITH LINDA VESTER	MTWTF	06:00A-11:00P	0.7	567	667	214	65	179	212
CNN	CNN LIVE	MTWTF	06:00A-11:00P	0.6	559	631	223	71	202	676
CNN	CROSSFIRE	MTWTF	06:00A-11:00P	0.6	519	618	161	66	145	233
CNN	PAULA ZAHN NOW	MTWTF	06:00A-11:00P	0.6	510	616	180	49	146	78
CNN	LIVE FROM THE HEADLINES	MTWTF	06:00A-11:00P	0.6	490	574	196	51	164	202
MSNB	MSNBC REPORTS	MTWTF	06:00A-11:00P	0.5	425	528	259	79	225	53
CNN	CNN PRESENTS	M_WTF	06:00A-11:00P	0.5	406	471	165	47	119	6
CNN	ANDERSON COOPER 360	MTWTF	06:00A-11:00P	0.4	394	459	173	52	158	77
CNN	LOU DOBBS TONIGHT	MTWTF	06:00A-11:00P	0.4	381	454	136	43	122	139
FOXN	WAR STORIES W/OLIVR NORTH	M_T	06:00A-11:00P	0.4	366	436	129	23	114	3
CNN	CNN DAYBREAK	MTWTF	06:00A-11:00P	0.5	394	429	242	75	221	265
MSNB	COUNTDOWN:IRAQ	MTWTF	06:00A-11:00P	0.4	339	429	214	73	198	71
MSNB	DONAHUE	MTWTF	06:00A-11:00P	0.4	341	422	153	36	126	42
MSNB	HARDBALL WITH C. MATTHEWS	MTWTF	06:00A-11:00P	0.4	346	421	163	43	135	279
CNBC	LOUIS RUKEYSERS WALL ST	_F	06:00A-11:00P	0.4	316	409	82	8	54	52
CNN	PEOPLE IN THE NEWS	_WTF	06:00A-11:00P	0.4	334	393	150	59	136	4
MSNB	MSNBC SPECIAL	MTW_F	06:00A-11:00P	0.4	293	376	148	59	138	5
MSNB	COUNTDOWN W/ K. OLBERMANN	MTWTF	06:00A-11:00P	0.4	287	347	140	38	115	188
CNBC	SQUAWK BOX 9:30A	MTWTF	06:00A-11:00P	0.4	319	337	152	35	116	252
CNBC	MORNING CALL	MTWTF	06:00A-11:00P	0.3	287	310	130	22	100	253
CNBC	CLOSING BELL	MTWTF	06:00A-11:00P	0.3	288	307	87	18	65	256
CNBC	POWER LUNCH	MTWTF	06:00A-11:00P	0.3	274	297	100	17	74	253
MSNB	SCARBOROUGH COUNTRY	MTWTF	06:00A-11:00P	0.3	249	292	113	32	88	173
MSNB	MSNBC INVESTIGATES	M_WTF	06:00A-11:00P	0.3	230	290	124	34	115	22
CNBC	OPEN EXCHANGE	MTWTF	06:00A-11:00P	0.3	268	284	90	17	67	233
MSNB	NACHMAN	MTWTF	06:00A-11:00P	0.3	235	278	128	36	100	54
MSNB	BUCHANAN & PRESS	MTWTF	06:00A-11:00P	0.3	242	277	88	24	74	320
MSNB	THE ABRAMS REPORT	MTWTF	06:00A-11:00P	0.3	233	272	122	33	102	210
CNBC	SQUAWK BOX 9A	MTWTF	06:00A-11:00P	0.3	240	256	120	28	91	252
CNBC	STREET SIGNS	MTWTF	06:00A-11:00P	0.3	237	244	49	8	35	12
MSNB	IMUS IN THE MORNING	MTWTF	06:00A-11:00P	0.3	208	241	95	13	61	186
MSNB	HEADLINERS & LEGENDS	MTWTF	06:00A-11:00P	0.2	181	235	123	34	101	36
MSNB	LESTER HOLT LIVE	MTWTF	06:00A-11:00P	0.3	204	234	76	20	65	427
CNBC	THE NEWS WITH B. WILLIAMS	MTWTF	06:00A-11:00P	0.2	185	224	93	23	70	504
HLN	CNN HEADLINE NEWS	MTWTF	06:00A-11:00P	0.2	185	215	90	31	79	8783
CNBC	SQUAWK BOX 8:30A	MTWTF	06:00A-11:00P	0.2	190	214	97	22	74	252
CNBC	BUSINESS CENTER	MTWTF	06:00A-11:00P	0.2	193	212	69	18	53	240
MSNB	MSNBC LIVE	MTWTF	06:00A-11:00P	0.2	181	202	70	20	59	1549
CNBC	KUDLOW & CRAMER	MTWTF	06:00A-11:00P	0.2	159	180	65	14	45	265
CNBC	AFTER HOURS W M BARTIROMO	M	06:00A-11:00P	0.2	151	172	78	20	70	24
CNBC	SQUAWK BOX 8A	MTWTF	06:00A-11:00P	0.2	153	172	97	22	78	252
CNBC	TIM RUSSERT	M_WT	06:00A-11:00P	0.2	142	172	65	27	60	7
CNBC	CAPITAL REPORT PRIMETIME	_TWTF	06:00A-11:00P	0.2	142	164	58	13	44	201
CNBC	WORLDCOM: THE BIG LIE	_T_T	06:00A-11:00P	0.2	136	156	63	33	57	5
CNBC	THE BIG HEIST: AOL/TW	M_T	06:00A-11:00P	0.2	146	154	45	10	41	3
CNBC	CNBC CHECKPOINT	MTWTF	06:00A-11:00P	0.2	132	148	57	16	42	238
CNBC	PETER DRUCKER	_TW	06:00A-11:00P	0.1	109	143	70	9	60	4
CNBC	TOPIC A WITH TINA BROWN	_WT	06:00A-11:00P	0.1	118	143	54	23	48	4
CNBC	SQUAWK BOX 7:30A	MTWTF	06:00A-11:00P	0.2	129	140	90	17	76	252
CNBC	CNBC MONEY MARATHON	M_W	06:00A-11:00P	0.1	124	136	49	21	46	4
CNBC	SQUAWK BOX 7A	MTWTF	06:00A-11:00P	0.1	108	118	80	13	66	252
CNBC	BEHIND THE WHEEL	M_TF	06:00A-11:00P	0.1	91	111	55	21	51	17
CNBC	SPECIAL RPT W/M BARTIROMO	M	06:00A-11:00P	0.1	93	107	39	8	29	23
CNBC	BUSINESS CENTER SPECIAL	_WTF	06:00A-11:00P	0.1	81	103	34	19	41	3
CNBC	LEADERS W/ DAVID FABER	MTWTF	06:00A-11:00P	0.1	83	102	61	8	49	10
CNBC	FAME AND FORTUNE MUSIC	M_F	06:00A-11:00P	0.1	73	101	78	6	66	3
CNBC	WAKE-UP CALL	MTWTF	06:00A-11:00P	0.1	91	97	64	7	53	253
CNBC	BULLSEYE	MTWTF	06:00A-11:00P	0.1	86	96	42	15	32	12
CNBC	OUTSIDE THE BOX	M_WTF	06:00A-11:00P	0.1	77	93	47	15	44	15
CNBC	TITANS W/MARIA BARTIROMO	M_WT	06:00A-11:00P	0.1	81	89	40	10	36	7
CNBC	CNBC IN INDIA	_T	06:00A-11:00P	0.1	65	85	13	3	13	2
CNBC	THE EDGE W/ CARLOS WATSON	M_T	06:00A-11:00P	0.1	65	82	50	16	48	4
CNBC	FAST FORWARD: MED TECH	_T	06:00A-11:00P	0.1	56	53	13	7	13	3
CNBC	BIG IDEA W/DONNIE DEUTSCH	_WT	06:00A-11:00P	0.1	43	44	15	3	11	4
CNBC	THE SUZE ORMAN SHOW	_WT	06:00A-11:00P	0.1	45	44	16	8	13	2
CNBC	CNBC WORLD	M_T	06:00A-11:00P	0.0	32	27	10	0	9	3

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CNBC	THE SUZE ORMAN SHOW	_WT	06:00A-11:00P	0.1	45	44	16	8	13	2
CNBC	BIG IDEA W/DONNIE DEUTSCH	_WT	06:00A-11:00P	0.1	43	44	15	3	11	4
CNBC	CNBC IN INDIA	_T	06:00A-11:00P	0.1	65	85	13	3	13	2
CNBC	FAST FORWARD: MED TECH	_T	06:00A-11:00P	0.1	56	53	13	7	13	3
CNBC	CNBC WORLD	M_T	06:00A-11:00P	0.0	32	27	10	0	9	3