

# May 2007 versus Year-Ago

Persons 2+			Persons 25-54		
May07	May06	%Chg	May07	May06	%Chg

## Total Day (M-Su)

	May07	May06	%Chg		May07	May06	%Chg
CNN Total Day	416	426	-2%	CNN	146	141	4%
FXNC Total Day	729	762	-4%	FXNC	217	204	6%
MSNBC Total Day	257	226	14%	MSNBC	106	89	19%
CNBC Total Day	196	188	4%	CNBC	67	65	3%
HLN Total Day	217	194	12%	HLN	92	83	11%

## Prime (M-Su)

	May07	May06	%Chg		May07	May06	%Chg
CNN Prime	617	687	-10%	CNN	181	169	7%
FXNC Prime	1314	1318	0%	FXNC	312	269	16%
MSNBC Prime	460	322	43%	MSNBC	168	126	33%
CNBC Prime	215	164	31%	CNBC	72	78	-8%
HLN Prime	328	275	19%	HLN	120	98	22%

## Prime (M-F)

	May07	May06	%Chg		May07	May06	%Chg
CNN Prime	674	778	-13%	CNN	198	184	8%
FXNC Prime	1547	1574	-2%	FXNC	371	326	14%
MSNBC Prime	506	334	51%	MSNBC	180	129	40%
CNBC Prime	220	184	20%	CNBC	73	89	-18%
HLN Prime	360	316	14%	HLN	133	109	22%

## Morning Programs

	May07	May06	%Chg		May07	May06	%Chg
CNN Am Morning (6-9a)	386	353	9%	CNN	150	152	-1%
FXNC Fox & Friends (6-9a)	739	747	-1%	FXNC	329	298	10%
MSNBC MSNBC Live (6-9a)	186	300	-38%	MSNBC	72	110	-35%
CNBC Squawk Box (6-10a)	140	132	6%	CNBC	50	39	28%
HLN Robin & Co. (6-10a)	185	186	-1%	HLN	92	94	-2%

## 3pm Hour

	May07	May06	%Chg		May07	May06	%Chg
CNN CNN Newsroom	420	382	10%	CNN	137	120	14%
FXNC Studio B	720	854	-16%	FXNC	168	202	-17%
MSNBC MSNBC Live	200	155	29%	MSNBC	74	62	19%
CNBC Closing Bell	297	289	3%	CNBC	89	69	29%
HLN HLN News	174	166	5%	HLN	62	58	7%

## 4pm Hour

	May07	May06	%Chg		May07	May06	%Chg
CNN Situation Room	504	498	1%	CNN	156	136	15%
FXNC Your World	742	796	-7%	FXNC	166	177	-6%
MSNBC Tucker	241	211	14%	MSNBC	80	85	-6%
CNBC Closing Bell	274	323	-15%	CNBC	70	68	3%
HLN HLN News	165	175	-6%	HLN	59	62	-5%

## 5pm Hour

	May07	May06	%Chg		May07	May06	%Chg
CNN Situation Room	562	544	3%	CNN	163	161	1%
FXNC Big Story	836	899	-7%	FXNC	179	167	7%
MSNBC Hardball	357	328	9%	MSNBC	123	104	18%
CNBC Kudlow & Co.	266	290	-8%	CNBC	62	81	-23%
HLN HLN News	170	167	2%	HLN	54	65	-17%

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## 6pm Hour

	May07	May06	%Chg		May07	May06	%Chg
CNN Lou Dobbs	811	814	0%	CNN	228	207	10%
FXNC Sp Rpt Hume	1113	1192	-7%	FXNC	242	229	6%
MSNBC Tucker	211	253	-17%	MSNBC	69	89	-22%
CNBC Mad Money	178	250	-29%	CNBC	54	108	-50%
HLN Prime News w/Hill	175	165	6%	HLN	64	81	-21%

## 7pm Hour

	May07	May06	%Chg		May07	May06	%Chg
CNN Situation Room	580	612	-5%	CNN	192	175	10%
FXNC Fox Rpt Smith	1145	1212	-6%	FXNC	264	291	-9%
MSNBC Hardball	361	397	-9%	MSNBC	117	135	-13%
CNBC On the Money	133	139	-4%	CNBC	37	67	-45%
HLN Glenn Beck	243	177	37%	HLN	83	93	-11%

## 8pm Hour

	May07	May06	%Chg		May07	May06	%Chg
CNN Paula Zahn Now	431	550	-22%	CNN	137	129	6%
FXNC O'Reilly Factor	1980	2006	-1%	FXNC	423	379	12%
MSNBC Countdown	652	399	63%	MSNBC	201	149	35%
CNBC Fast Money	134	279	-52%	CNBC	47	128	-63%
HLN Nancy Grace	460	452	2%	HLN	145	120	21%

## 9pm Hour

	May07	May06	%Chg		May07	May06	%Chg
CNN Larry King Live	877	993	-12%	CNN	225	194	16%
FXNC Hannity & Colmes	1383	1390	-1%	FXNC	342	303	13%
MSNBC Scarborough	408	311	31%	MSNBC	133	102	30%
CNBC Various	373	138	170%	CNBC	109	71	54%
HLN Glenn Beck	284	213	33%	HLN	99	85	16%

## 10pm Hour

	May07	May06	%Chg		May07	May06	%Chg
CNN AC360	675	737	-8%	CNN	225	215	5%
FXNC On the Record	1192	1287	-7%	FXNC	320	283	13%
MSNBC MSNBC Docs	349	232	50%	MSNBC	163	81	101%
CNBC Big Idea	151	134	13%	CNBC	63	67	-6%
HLN Nancy Grace	338	284	19%	HLN	153	120	28%

## 11pm Hour

	May07	May06	%Chg		May07	May06	%Chg
CNN AC360	394	535	-26%	CNN	166	212	-22%
FXNC O'Reilly Factor	1002	1071	-6%	FXNC	312	289	8%
MSNBC MSNBC Docs	341	209	63%	MSNBC	180	94	91%
CNBC Mad Money	75	204	-63%	CNBC	36	113	-68%
HLN Showbiz Tonight	306	180	70%	HLN	143	95	51%

## 10pm-12m Block

	May07	May06	%Chg		May07	May06	%Chg
CNN AC360	531	636	-17%	CNN	195	214	-9%
FXNC On the Rec/O'Reilly	1097	1179	-7%	FXNC	316	286	10%
MSNBC MSNBC Docs	345	220	57%	MSNBC	172	87	98%
CNBC Big Idea/Mad Money	112	169	-34%	CNBC	49	91	-46%
HLN NG/Showbiz	322	232	39%	HLN	148	107	38%