

MAY 2010 NIELSEN RATINGS
MISSOULA DMA

Station	Title	Days	Start Time	End Time	Book	Wks	A2554 RTG	A1849 RTG	W2554 RTG	M2554 RTG
KECI+	MONTANA TODAY1	M-F	5:30AM	6:00AM	May-10(TP)	1234	1.7	0.9	1.3	2.1
KPAX+	STORMTRKR-MORN	M-F	5:30AM	6:00AM	May-10(TP)	1234	0.4	0.2	0.6	0.2
KTMF+	AGDAY	M-F	5:30AM	6:00AM	May-10(TP)	1234	0	0	0	0
NTMF	JEWELRY TV	M-F	5:30AM	6:00AM	May-10(TP)	1234	0	0	0	0
KECI+	MONTANA TODAY2	M-F	6:00AM	7:00AM	May-10(TP)	1234	3.3	2.1	3.7	2.9
KPAX+	MONTNA THS MRN	M-F	6:00AM	7:00AM	May-10(TP)	1234	1	0.3	0.9	1.1
KTMF+	VARIOUS	M-F	6:00AM	7:00AM	May-10(TP)	1234	0	0	0	0
NTMF	SHEPHERDS CHPL	M-F	6:00AM	7:00AM	May-10(TP)	1234	0	0	0	0
KECI+	TODAY SHW	M-F	7:00AM	9:00AM	May-10(TP)	1234	3.2	2	3.9	2.5
KPAX+	EARLY SHOW	M-F	7:00AM	9:00AM	May-10(TP)	1234	1.4	0.9	1.7	1.2
KTMF+	GOOD MORNING AMERICA	M-F	7:00AM	9:00AM	May-10(TP)	1234	0.4	0.3	0.1	0.6
NTMF	VARIOUS	M-F	7:00AM	9:00AM	May-10(TP)	1234	0	0	0	0
KECI+	TODAY SHW2-NBC	M-F	9:00AM	10:00AM	May-10(TP)	1234	0.9	0.9	1.3	0.5
KPAX+	PRICE IS RIGHT	M-F	9:00AM	10:00AM	May-10(TP)	1234	2.1	1.6	1.6	2.5
KTMF+	THE VIEW	M-F	9:00AM	10:00AM	May-10(TP)	1234	1	0.7	1.8	0.1
NTMF	VARIOUS	M-F	9:00AM	10:00AM	May-10(TP)	1234	0.1	0.1	0.1	0.1
KECI+	REGIS&KELLY	M-F	10:00AM	11:00AM	May-10(TP)	1234	0.5	0.4	0.9	0.2
KPAX+	YOUNG&RESTLESS	M-F	10:00AM	11:00AM	May-10(TP)	1234	0.5	0.6	0.8	0.1
KTMF+	RACHAEL RAY	M-F	10:00AM	11:00AM	May-10(TP)	1234	0.7	0.2	1.5	0
NTMF	AMR FUN-VIDEOS	M-F	10:00AM	11:00AM	May-10(TP)	1234	0.1	0	0	0.3
KECI+	MARTHA	M-F	11:00AM	12:00PM	May-10(TP)	1234	0.4	0.3	0.7	0.1
KPAX+	AS WORLD TURN	M-F	11:00AM	12:00PM	May-10(TP)	1234	0	0	0	0
KTMF+	700 CLUB	M-F	11:00AM	12:00PM	May-10(TP)	1234	0.2	0.2	0.5	0
NTMF	MAURY POVICH	M-F	11:00AM	12:00PM	May-10(TP)	1234	0.1	0.1	0	0.1
KECI+	TODAY SHW3-NBC	M-F	12:00PM	1:00PM	May-10(TP)	1234	0.3	0.2	0.6	0
KPAX+	NOON NEWS/BOLD BEAUTIFUL	M-F	12:00PM	1:00PM	May-10(TP)	1234	0.1	0.1	0	0.1
KTMF+	ALL-CHILDREN	M-F	12:00PM	1:00PM	May-10(TP)	1234	0.2	0.2	0.5	0
NTMF	JERRY SPRINGER	M-F	12:00PM	1:00PM	May-10(TP)	1234	0.1	0.1	0	0.3
KECI+	DAYS OF OUR LIVES	M-F	1:00PM	2:00PM	May-10(TP)	1234	1.1	0.7	1.5	0.7
KPAX+	LETS MAKE A DEAL	M-F	1:00PM	2:00PM	May-10(TP)	1234	0.1	0.1	0	0.1
KTMF+	1 LIFE TO LIVE	M-F	1:00PM	2:00PM	May-10(TP)	1234	0.3	0.5	0.6	0
NTMF	VARIOUS	M-F	1:00PM	2:00PM	May-10(TP)	1234	0.3	0.3	0.6	0
KECI+	DOCTORS	M-F	2:00PM	3:00PM	May-10(TP)	1234	0.7	0.4	1.2	0.2
KPAX+	FAMILY FEUD/SMARTER THAN 5th GRADER	M-F	2:00PM	3:00PM	May-10(TP)	1234	0.4	0.3	2.0	0.6
KTMF+	GENRL HOSPITAL	M-F	2:00PM	3:00PM	May-10(TP)	1234	0.2	0.1	0.4	0
NTMF	JUDGE MATHIS	M-F	2:00PM	3:00PM	May-10(TP)	1234	0	0	0	0
KECI+	DR. OZ	M-F	3:00PM	4:00PM	May-10(TP)	1234	0.7	0.5	0.9	0.4
KPAX+	DR. PHIL	M-F	3:00PM	4:00PM	May-10(TP)	1234	0.4	0.1	0.6	0.1
KTMF+	DEAL OR NO DEAL	M-F	3:00PM	4:00PM	May-10(TP)	1234	0	0	0	0
NTMF	PEOPLE'S COURT	M-F	3:00PM	4:00PM	May-10(TP)	1234	0.3	0	0.3	0.3
KECI+	ELLEN	M-F	4:00PM	5:00PM	May-10(TP)	1234	0.9	0.7	1.7	0.1
KPAX+	OPRAH WINFREY	M-F	4:00PM	5:00PM	May-10(TP)	1234	0.8	0.8	1	0.6
KTMF+	MILLIONAIRE/ABC WORLD NEWS	M-F	4:00PM	5:00PM	May-10(TP)	1234	0.4	0.1	0.7	0.1
NTMF	AMR FUN-VIDEOS	M-F	4:00PM	5:00PM	May-10(TP)	1234	0.5	0.3	0.3	0.7
KECI+	NEWS AT 5	M-F	5:00PM	5:30PM	May-10(TP)	1234	5	3.5	5.2	4.8
KPAX+	CBS EVE NWS	M-F	5:00PM	5:30PM	May-10(TP)	1234	2.6	1.3	3.7	1.4
KTMF+	MILLIONAIRE	M-F	5:00PM	5:30PM	May-10(TP)	1234	0	0	0	0
NTMF	SIMPSONS	M-F	5:00PM	5:30PM	May-10(TP)	1234	1	1.1	0.2	1.8
KECI+	NBC NITELY NWS	M-F	5:30PM	6:00PM	May-10(TP)	1234	6	3.3	6.7	5.3
KPAX+	KPAX 530 NEWS	M-F	5:30PM	6:00PM	May-10(TP)	1234	3.2	2.5	3.5	2.9
KTMF+	THE OFFICE	M-F	5:30PM	6:00PM	May-10(TP)	1234	0.1	0.1	0	0.3
NTMF	SIMPSONS B	M-F	5:30PM	6:00PM	May-10(TP)	1234	1.5	1.9	0.6	2.5
KECI+	NEWS AT 6	M-F	6:00PM	6:30PM	May-10(TP)	1234	7.2	4.2	8.7	5.6
KPAX+	JEOPARDY	M-F	6:00PM	6:30PM	May-10(TP)	1234	1.5	1.1	1.9	1.2
KTMF+	TWO & HALF MEN	M-F	6:00PM	6:30PM	May-10(TP)	1234	2.3	1.7	1.7	2.9
NTMF	FAMILY GUY	M-F	6:00PM	6:30PM	May-10(TP)	1234	1.2	1.4	0.5	2
KECI+	ENT TONIGHT 30	M-F	6:30PM	7:00PM	May-10(TP)	1234	3.5	2.2	4.7	2.2
KPAX+	WHEEL-FORTNE	M-F	6:30PM	7:00PM	May-10(TP)	1234	2.2	1.2	3.4	1
KTMF+	TWO&HALF MEN B	M-F	6:30PM	7:00PM	May-10(TP)	1234	2.7	2	1.8	3.7
NTMF	FAMILY GUY B	M-F	6:30PM	7:00PM	May-10(TP)	1234	2.1	2.3	1.6	2.6

KECI+	NEWS AT 10	M-F	10:00PM	10:35PM	May-10(TP)	1234	9.4	5.8	9.7	9
KPAX+	10 OCLOCK NWS	M-F	10:00PM	10:35PM	May-10(TP)	1234	7	5.7	6.9	7.1
KTMF+	FRIENDS/10 @ 10	M-F	10:00PM	10:35PM	May-10(TP)	1234	0.2	0.2	0.2	0.3
NTMF	VARIOUS	M-F	10:00PM	10:35PM	May-10(TP)	1234	0.1	0	0.1	0.1
KECI+	TONITE SHW-NBC	M-F	10:35PM	11:35PM	May-10(TP)	1234	4	2.3	3.9	4
KPAX+	D LETTRMAN-CBS	M-F	10:35PM	11:35PM	May-10(TP)	1234	2.6	2.7	1.9	3.3
KTMF+	NIGHTLINE	M-F	10:35PM	11:35PM	May-10(TP)	1234	0.3	0.2	0.2	0.3
NTMF	VARIOUS	M-F	10:35PM	11:35PM	May-10(TP)	1234	0.1	0.1	0	0.1
KECI+	NEWS AT 10	SAT	10:00PM	10:35PM	May-10(TP)	1234	4.8	3.3	6.1	3.4
KPAX+	SATURDAY 10P NEWS	SAT	10:00PM	10:35PM	May-10(TP)	1234	6.2	5.4	4.8	7.6
KTMF+	OFFICE/10 @ 10	SAT	10:00PM	10:35PM	May-10(TP)	1234	0.5	0.5	0.3	0.7
NTMF	AVG. ALL WKS	SAT	10:00PM	10:35PM	May-10(TP)	1234	0.4	0	0	0.7
KECI+	SAT NITE LIVE	SAT	10:35PM	12:00AM	May-10(TP)	1234	4.5	3.6	5.5	3.4
KPAX+	CSI/DESPARATE HOUSEWIVES	SAT	10:35PM	12:00AM	May-10(TP)	1234	0.8	0.7	0.6	1
KTMF+	VARIOUS	SAT	10:35PM	12:00AM	May-10(TP)	1234	0.1	0.1	0	0.2
NTMF	AVG. ALL WKS	SAT	10:35PM	12:00AM	May-10(TP)	1234	0	0	0	0.1
KECI+	NEWS AT 10	SUN	10:00PM	10:35PM	May-10(TP)	1234	7.9	5.1	8	7.8
KPAX+	10 OCLOCK NWS	SUN	10:00PM	10:35PM	May-10(TP)	1234	6.9	6.2	7.6	6.2
KTMF+	OFFICE/10 @ 10	SUN	10:00PM	10:35PM	May-10(TP)	1234	0.6	0.6	0.6	0.7
NTMF	LOST	SUN	10:00PM	10:35PM	May-10(TP)	1234	0.5	0.5	0.4	0.6
KECI+	SEINFELD WK B	SUN	10:35PM	11:05PM	May-10(TP)	1234	3.9	3.5	2.9	4.9
KPAX+	HOUSE R	SUN	10:35PM	11:05PM	May-10(TP)	1234	3.9	3.6	4	3.9
KTMF+	AVG. ALL WKS	SUN	10:35PM	11:05PM	May-10(TP)	1234	0.5	0.5	0.6	0.3
NTMF	LOST	SUN	10:35PM	11:05PM	May-10(TP)	1234	0.4	0.4	0.2	0.7
KECI+	PRIME VARIOUS	M-Su	7:00PM	10:00PM	May-10(TP)	1234	3.5	3.2	4.2	2.7
KPAX+	PRIME VARIOUS	M-Su	7:00PM	10:00PM	May-10(TP)	1234	5.6	3.9	7	4.2
KTMF+	PRIME VARIOUS	M-Su	7:00PM	10:00PM	May-10(TP)	1234	2.6	2.5	2.9	2.3
NTMF	PRIME VARIOUS	M-Su	7:00PM	10:00PM	May-10(TP)	1234	2.9	2.2	2.9	2.9

 = KECI+/NBC NUMBER ONE IN RATINGS
 = KPAX+/CBS NUMBER ONE IN RATINGS
 = KTMF+/ABC NUMBER ONE IN RATINGS
 = NTMF/FOX NUMBER ONE IN RATINGS

A2554 = Ratings in the Adult Ages 25-54 Demo
A1849 = Ratings in the Adult Ages 18-49 Demo
W2554 = Ratings in the Women Ages 25-54 Demo
M2554 = Ratings in the Men Ages 25-54 Demo