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Overview

Opportunities

MSNBC is the #2 cable network in dayside, total day, and prime for the 2nd consecutive year. It is the only top 10 cable network to grow over 2019 and has topped CNN in total viewers for 34 straight months. The Rachel Maddow Show has beat CNN for 10 consecutive years among P2+ and 4 consecutive years among P25-54.

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