

BASIC CABLE NETWORK RANKINGS FOR 1st QUARTER 2008: 12/31/2007-03/30/2008

SOURCE: NIELSEN MEDIA RESEARCH (NHI)

TOP 30 NETWORKS RANKED ON PERSONS 2+

PRIMETIME (M-SU 8PM-11PM)*

RANK	NET	DUR	HHL D	HHL D	P2+
			Live+SD CVG	Live+SD AA	Live+SD AA
			AA%	(000)	(000)
1	USA	16380	2.2	2,116	2,828
2	TNT	16380	1.7	1,611	2,096
3	TBSC	16380	1.5	1,460	1,969
4	FOXNC	16380	1.5	1,410	1,809
5	NAN	9360	1.4	1,360	1,731
6	AEN	16380	1.1	1,087	1,429
7	LIF	16380	1.1	1,099	1,395
8	FX	16380	1.1	1,014	1,377
9	ESPN	16380	1.1	1,064	1,376
10	HALL	16380	1.2	1,004	1,349
11	SPIKE	16380	1	995	1,341
12	HIST	16380	1.1	1,018	1,307
13	TRU	16380	1.1	957	1,272
14	CNN	16380	1	992	1,251
15	AMC	16380	1	899	1,209
16	FAM	16380	0.9	853	1,197
17	TOON	15600	1	929	1,173
18	DISC	16380	0.9	869	1,167
19	SCIFI	16380	0.9	828	1,147
20	CMDY	16380	0.9	838	1,103
21	HGTV	16380	0.9	906	1,090
22	MTV	16380	0.8	811	998
23	TLC	16380	0.7	721	938
24	FOOD	16380	0.7	643	860
25	TVL	16380	0.7	648	859
26	VH1	16380	0.7	682	857
27	MSNBC	16380	0.7	615	777
28	BRVO	16380	0.6	573	723
29	BET	16380	0.6	492	625
30	ENT	16380	0.5	474	583

TOTAL PROGRAMMING DAY *

RANK	NET	DUR	HHL D	HHL D	P2+
			Live+SD CVG	Live+SD AA	Live+SD AA
			AA%	(000)	(000)
1	NICK	81,510	1.8	1,715	2,277
2	NAN	47,400	1.3	1,220	1,442
3	USA	130,860	1.1	1,053	1,301
4	TNT	130,860	1.1	1,015	1,240
5	TBSC	130,860	0.9	834	1,028
6	TOON	92,040	0.8	806	1,012
7	FOXNC	130,860	0.8	800	955
8	LIF	96,330	0.8	736	894
9	ADSM	38,820	0.8	746	871
10	AEN	111,420	0.7	697	850
11	TRU	75,600	0.7	648	813
12	HALL	105,300	0.7	615	779
13	ESPN	130,860	0.7	648	762
14	FX	103,740	0.6	586	753
15	HIST	110,700	0.6	619	752
16	DISC	98,280	0.6	555	716
17	SPIKE	103,680	0.6	554	710
18	FAM	98,280	0.5	518	685
19	TVL	130,860	0.6	532	669
20	HGTV	114,600	0.6	564	650
21	AMC	130,860	0.5	506	636
22	CNN	130,860	0.6	545	635
23	CMDY	110,700	0.5	497	617
24	FOOD	108,750	0.5	485	598
25	MTV	130,860	0.5	513	584
26	SCIFI	130,860	0.5	421	539
27	TLC	109,980	0.4	373	459
28	VH1	130,860	0.4	366	429
29	LMN	130,860	0.6	336	397
30	MSNBC	130,860	0.4	340	396

*Excludes networks not programming in majority of daypart (51%+)

Total Programming Day = M - Sun 6AM - 6AM or Individual Network's Total Programming Day and Sun 6AM - 3AM for Most Current Week

Coverage area ratings are within each cable network's universe.

As some networks program different portions of the day, the DUR column indicates each network's duration in minutes for the measurement period and the daypart.

This report includes only those cable networks who supply program names to the industry.