

BASIC CABLE NETWORK RANKINGS FOR WEEK OF: 12/15/2008-12/21/2008

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	ESPN	1260	2.2	2,172	2,900
2	USA	1260	2.2	2,141	2,897
3	FAM	1260	1.6	1,520	2,317
4	LIF	1260	1.7	1,688	2,119
5	FOXNC	1260	1.7	1,594	2,063
6	TBSC	1260	1.4	1,420	1,927
7	TNT	1260	1.4	1,373	1,905
8	HALL	1260	1.6	1,343	1,825
9	NAN	720	1.4	1,335	1,651
10	FX	1260	1.2	1,128	1,565
11	TOON	1200	1.2	1,129	1,497
12	AEN	1260	1.1	1,122	1,495
13	NFLN	1260	2.3	969	1,405
14	AMC	1260	1	950	1,266
15	DISC	1260	0.9	931	1,265
16	TRU	1260	0.9	851	1,204
17	SCIFI	1260	0.9	862	1,179
18	CMDY	1260	0.9	863	1,132
19	SPIKE	1260	0.9	832	1,123
20	HIST	1260	0.9	885	1,111
21	CNN	1260	0.8	809	1,002
22	HGTV	1260	0.8	816	984
23	TLC	1260	0.8	750	975
24	MSNBC	1260	0.8	747	952
25	HLN	1260	0.8	761	927
26	FOOD	1260	0.7	666	898
27	BRVO	1260	0.7	675	837
28	VH1	1260	0.7	659	815
29	TVL	1260	0.6	590	759
30	MTV	1260	0.6	607	727

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	6270	1.7	1,689	2,231
2	NAN	3630	1.3	1,252	1,448
3	USA	9900	1.1	1,071	1,341
4	ESPN	9900	1	979	1,194
5	FOXNC	9900	1	967	1,155
6	FAM	7560	0.8	815	1,153
7	TNT	9900	0.9	902	1,130
8	TOON	7080	0.9	875	1,129
9	LIF	7410	0.9	920	1,118
10	TBSC	9900	0.8	812	1,007
11	ADSM	2820	0.9	858	993
12	HALL	8100	0.8	685	873
13	AEN	8460	0.7	679	848
14	FX	7980	0.7	630	825
15	SPIKE	7920	0.6	601	772
16	TRU	5760	0.6	578	748
17	DISC	7560	0.6	566	731
18	HIST	8460	0.6	597	714
19	AMC	9900	0.6	533	680
20	CNN	9900	0.6	554	654
21	CMDY	8460	0.5	487	603
22	FOOD	8310	0.5	481	594
23	HGTV	8910	0.5	479	554
24	TVL	9900	0.5	446	544
25	SCIFI	9900	0.5	429	542
26	MSNBC	9900	0.5	422	501
27	MTV	9900	0.4	431	492
28	TLC	8460	0.4	407	488
29	BET	9900	0.4	328	420
30	HLN	9900	0.4	347	413

*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.