

BASIC CABLE NETWORK RANKINGS FOR WEEK OF: 08/04/2008-08/10/2008

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 AA%	Live+SD AA (000)	Live+SD AA (000)
1	USA	1260	2.2	2,067	2,745
2	TNT	1260	1.7	1,640	2,086
3	ESPN	1260	1.3	1,295	1,700
4	FOXNC	1260	1.5	1,384	1,678
5	TBSC	1260	1.3	1,214	1,655
6	NAN	720	1.2	1,201	1,530
7	LIF	1260	1.2	1,188	1,445
8	TOON	1200	1.1	1,097	1,429
9	SCIFI	1260	1	912	1,235
10	AEN	1260	0.9	891	1,179
11	FAM	1260	0.9	880	1,171
12	SPIKE	1260	0.9	865	1,163
13	HALL	1260	1.1	876	1,158
14	FX	1260	0.9	858	1,142
15	HGTV	1260	0.9	902	1,087
16	TRU	1260	0.8	748	1,019
17	DISC	1260	0.7	710	952
18	AMC	1260	0.8	721	928
19	HIST	1260	0.8	726	916
20	CMDY	1260	0.7	664	862
21	FOOD	1260	0.6	576	786
22	TVL	1260	0.6	606	786
23	BRVO	1260	0.7	624	775
24	CNN	1260	0.7	656	765
25	TLC	1260	0.6	539	696
26	MTV	1260	0.6	547	662
27	VH1	1260	0.5	517	618
28	LMN	1260	0.7	464	568
29	APL	1260	0.4	417	562
30	HLN	1260	0.5	471	554

TOTAL PROGRAMMING DAY *

RANK	NET	DUR	HHL D	HHL D	P2+
			Live+SD CVG AA%	Live+SD AA (000)	Live+SD AA (000)
1	NICK	6270	1.8	1,773	2,304
2	NAN	3480	1.3	1,265	1,476
3	USA	9900	1.1	1,059	1,297
4	TOON	7080	1	966	1,181
5	ADSM	2820	1.1	1,006	1,163
6	TNT	9900	1	959	1,140
7	FOXNC	9900	0.9	813	913
8	LIF	7410	0.8	745	885
9	ESPN	9900	0.7	699	849
10	TBSC	9900	0.7	691	845
11	FAM	7560	0.6	551	682
12	FX	7980	0.6	519	659
13	HALL	8100	0.6	531	653
14	AEN	8460	0.5	522	639
15	TRU	5760	0.6	500	628
16	DISC	7560	0.5	484	624
17	SPIKE	7920	0.5	487	615
18	HGTV	8910	0.5	502	582
19	TVL	9900	0.5	472	582
20	HIST	8460	0.5	471	562
21	SCIFI	9900	0.5	425	532
22	MTV	9900	0.5	456	513
23	AMC	9900	0.5	425	512
24	FOOD	8310	0.4	406	508
25	CNN	9900	0.5	445	500
26	CMDY	8460	0.4	389	473
27	LMN	9900	0.5	352	416
28	TLC	8460	0.3	333	403
29	BET	9900	0.3	298	373
30	VH1	9900	0.3	317	358

*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.