

BASIC CABLE NETWORK RANKINGS FOR WEEK OF: 08/18/2008-08/24/2008

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	2,145	2,845
2	TNT	1260	1.8	1,689	2,184
3	ESPN	1260	1.6	1,529	2,057
4	FOXNC	1260	1.4	1,323	1,668
5	TBSC	1260	1.3	1,265	1,649
6	NAN	720	1.2	1,123	1,374
7	TOON	1200	1.1	1,070	1,368
8	LIF	1260	1.1	1,078	1,324
9	SCIFI	1260	1	949	1,279
10	AEN	1260	1	952	1,237
11	HALL	1260	1.1	903	1,196
12	FAM	1260	0.9	855	1,183
13	CNN	1260	0.9	825	1,018
14	HGTV	1260	0.9	859	1,018
15	SPIKE	1260	0.8	734	1,008
16	TRU	1260	0.8	715	951
17	HIST	1260	0.8	723	930
18	DISC	1260	0.7	661	882
19	CMDY	1260	0.7	668	867
20	FX	1260	0.7	664	852
21	MTV	1260	0.7	652	828
22	TVL	1260	0.7	630	785
23	TLC	1260	0.6	612	781
24	AMC	1260	0.6	581	758
25	FOOD	1260	0.6	563	745
26	BRVO	1260	0.7	594	719
27	MSNBC	1260	0.6	539	683
28	LMN	1260	0.8	527	678
29	BET	1260	0.6	513	639
30	VH1	1260	0.5	483	600

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	1,744	2,267
2	NAN	3480	1.3	1,232	1,452
3	USA	9900	1.1	1,076	1,321
4	TOON	7080	1	987	1,229
5	TNT	9900	1	965	1,176
6	ADSM	2820	1	942	1,098
7	FOXNC	9900	0.9	862	1,019
8	LIF	7410	0.7	708	863
9	TBSC	9900	0.7	703	841
10	ESPN	9900	0.6	612	749
11	AEN	8460	0.6	556	679
12	HALL	8100	0.6	527	653
13	FAM	7560	0.5	512	650
14	CNN	9900	0.6	550	639
15	TRU	5760	0.6	495	616
16	TVL	9900	0.5	503	614
17	SPIKE	7920	0.5	459	589
18	HGTV	8910	0.5	505	574
19	FX	7980	0.5	462	569
20	DISC	7560	0.5	435	548
21	SCIFI	9900	0.5	434	545
22	HIST	8460	0.5	459	541
23	MSNBC	9900	0.5	450	534
24	FOOD	8310	0.4	429	533
25	CMDY	8460	0.4	425	521
26	MTV	9900	0.4	418	489
27	AMC	9900	0.4	356	440
28	LMN	9900	0.5	348	415
29	TLC	8460	0.4	342	415
30	BET	9900	0.3	300	353

*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.