

BASIC CABLE NETWORK RANKINGS FOR WEEK OF: 05/05/2008-05/11/2008

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	TNT	1260	2.3	2,221	2,857
2	USA	1260	2.1	2,053	2,839
3	NAN	720	1.5	1,403	1,810
4	ESPN	1260	1.5	1,419	1,773
5	FOXNC	1260	1.4	1,319	1,674
6	TBSC	1260	1.3	1,223	1,625
7	LIF	1260	1.1	1,060	1,318
8	TOON	1200	1	959	1,228
9	DISC	1260	0.9	901	1,225
10	AEN	1260	1	932	1,199
11	CNN	1260	1	928	1,129
12	SPIKE	1260	0.9	853	1,115
13	SCIFI	1260	0.9	800	1,102
14	TRU	1260	0.9	808	1,087
15	HALL	1260	1	814	1,066
16	HIST	1260	0.8	806	1,028
17	FAM	1260	0.8	753	1,020
18	HGTV	1260	0.9	834	999
19	FX	1260	0.8	728	964
20	CMDY	1260	0.8	743	956
21	TLC	1260	0.7	687	859
22	MTV	1260	0.7	684	799
23	AMC	1260	0.7	616	793
24	TVL	1260	0.7	612	791
25	MSNBC	1260	0.6	588	728
26	BRVO	1260	0.6	562	724
27	VS	1260	0.6	468	714
28	FOOD	1260	0.6	543	713
29	VH1	1260	0.5	497	601
30	ESPN2	1260	0.4	427	533

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	6,270	1.6	1,552	2,032
2	NAN	3,480	1.3	1,290	1,550
3	USA	9,900	1.1	1,102	1,407
4	TNT	9,900	1.1	1,099	1,342
5	ADSM	2,820	0.9	845	997
6	TOON	7,080	0.8	756	936
7	FOXNC	9,900	0.8	783	930
8	TBSC	9,900	0.7	703	865
9	LIF	7,410	0.7	703	845
10	ESPN	9,900	0.8	723	841
11	AEN	8,460	0.6	599	725
12	DISC	7,560	0.6	552	712
13	TRU	5,760	0.6	538	686
14	HALL	8,100	0.6	533	665
15	CNN	9,900	0.6	542	626
16	HIST	8,460	0.5	519	624
17	FAM	7,560	0.5	485	619
18	SPIKE	7,920	0.5	493	616
19	FX	7,980	0.5	472	591
20	TVL	9,900	0.5	484	587
21	HGTV	8,970	0.5	489	562
22	CMDY	8,460	0.4	424	519
23	MTV	9,900	0.5	471	517
24	FOOD	8,310	0.4	423	510
25	SCIFI	9,900	0.4	386	491
26	AMC	9,900	0.4	389	471
27	MSNBC	9,900	0.4	354	407
28	TLC	8,460	0.3	334	405
29	LMN	9,900	0.5	294	351
30	VH1	9,900	0.3	279	324

*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.