

BASIC CABLE NETWORK RANKINGS FOR OCTOBER 2008: 09/29/2008-10/26/2008

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	TBSC	5040	2.7	2,622	3,631
2	FOXNC	5040	2.7	2,547	3,362
3	ESPN	5040	2.2	2,160	2,913
4	USA	5040	2.1	2,067	2,746
5	CNN	5040	1.6	1,603	2,139
6	NAN	2880	1.4	1,404	1,745
7	TNT	5040	1.3	1,282	1,638
8	TOON	4800	1.2	1,204	1,621
9	MSNBC	5040	1.3	1,177	1,579
10	LIF	5040	1.1	1,111	1,363
11	SCIFI	5040	1.1	1,002	1,357
12	AEN	5040	1	1,008	1,300
13	HALL	5040	1.1	914	1,259
14	DISC	5040	0.8	835	1,133
15	FX	5040	0.9	852	1,130
16	SPIKE	5040	0.8	828	1,128
17	CMDY	5040	0.9	858	1,122
18	FAM	5040	0.8	767	1,043
19	HIST	5040	0.8	819	1,041
20	AMC	5040	0.8	768	986
21	HGTV	5040	0.8	823	982
22	TLC	5040	0.8	736	925
23	TRU	5040	0.8	710	919
24	FOOD	5040	0.7	642	845
25	MTV	5040	0.7	652	791
26	BRVO	5040	0.7	601	733
27	VH1	5040	0.6	587	729
28	HLN	5040	0.5	529	666
29	TVL	5040	0.5	491	633
30	BET	5040	0.5	465	632

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	25080	1.6	1,589	2,075
2	NAN	15060	1.3	1,289	1,498
3	FOXNC	40140	1.3	1,234	1,490
4	TBSC	40140	1.1	1,080	1,376
5	USA	40140	1	1,009	1,248
6	TOON	28320	0.9	918	1,162
7	ESPN	40140	0.9	919	1,126
8	TNT	40140	0.9	911	1,099
9	CNN	40140	0.9	835	1,008
10	ADSM	11820	0.9	839	995
11	LIF	29640	0.8	749	887
12	AEN	34200	0.6	574	688
13	MSNBC	40140	0.6	557	675
14	HALL	32400	0.6	535	674
15	DISC	30240	0.5	514	653
16	HIST	34020	0.6	548	650
17	FX	31920	0.5	504	638
18	TRU	23220	0.6	501	617
19	SCIFI	40140	0.5	470	596
20	FAM	30240	0.5	469	588
21	SPIKE	31860	0.5	456	582
22	CMDY	34020	0.5	471	573
23	HGTV	35820	0.5	479	553
24	FOOD	33420	0.5	447	552
25	AMC	40140	0.5	445	541
26	TVL	40140	0.4	426	515
27	MTV	40140	0.4	413	470
28	TLC	33840	0.4	372	444
29	CNBC	29520	0.4	341	380
30	LMN	40140	0.5	311	375

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

Total Programming Day = M - Sun 6AM - 6AM or Individual Network's Total Programming Day

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.