

BASIC CABLE NETWORK RANKINGS FOR WEEK OF: 2/25/2008-03/02/2008

SOURCE: NIELSEN MEDIA RESEARCH (NHI)

TOP 30 NETWORKS RANKED ON PERSONS 2+

PRIMETIME (M-SU 8PM-11PM)*

<u>RANK</u>	<u>NET</u>	<u>DUR</u>	<u>HHL D Live CVG AA%</u>	<u>HHL D Live AA (000)</u>	<u>P2+ Live AA (000)</u>
1	USA	1260	2.1	2,035	2,730
2	TBSC	1260	1.7	1,628	2,171
3	TNT	1260	1.6	1,503	1,975
4	NAN	720	1.4	1,391	1,740
5	FOXNC	1260	1.4	1,320	1,672
6	ESPN	1260	1.2	1,191	1,533
7	LIF	1260	1.2	1,145	1,482
8	FAM	1260	1.1	1,017	1,415
9	AEN	1260	1.1	1,089	1,376
10	SPIKE	1260	1.0	990	1,346
11	HIST	1260	1.1	1,041	1,311
12	DISC	1260	1.0	960	1,289
13	MSNBC	1260	1.1	967	1,263
14	HALL	1260	1.1	930	1,233
15	TRU	1260	1.0	890	1,232
16	FX	1260	1.0	934	1,200
17	TOON	1200	1.0	939	1,182
18	MTV	1260	0.9	860	1,070
19	HGTV	1260	0.9	892	1,064
20	AMC	1260	0.8	779	1,015
21	SCIFI	1260	0.7	697	962
22	CMDY	1260	0.8	724	953
23	TLC	1260	0.8	733	916
24	CNN	1260	0.8	728	903
25	FOOD	1260	0.7	636	852
26	VH1	1260	0.6	614	784
27	TVL	1260	0.6	560	727
28	BRVO	1260	0.6	558	690
29	APL	1260	0.5	440	588
30	ENT	1260	0.5	461	582

TOTAL PROGRAMMING DAY *

<u>RANK</u>	<u>NET</u>	<u>DUR</u>	<u>HHL D Live CVG AA%</u>	<u>HHL D Live AA (000)</u>	<u>P2+ Live AA (000)</u>
1	NICK	6270	1.7	1,675	2,217
2	NAN	3480	1.2	1,204	1,414
3	USA	9900	1.1	1,042	1,307
4	TNT	9900	1.0	991	1,213
5	TBSC	9900	0.9	860	1,053
6	TOON	7080	0.8	769	969
7	LIF	7410	0.8	755	933
8	FOXNC	9900	0.8	758	905
9	ADSM	2820	0.8	774	862
10	AEN	8460	0.7	699	843
11	TRU	5760	0.7	619	796
12	FAM	7560	0.6	587	779
13	HALL	8100	0.7	606	760
14	DISC	7560	0.6	554	708
15	ESPN	9900	0.6	610	708
16	FX	7980	0.6	570	708
17	HIST	8460	0.6	589	708
18	SPIKE	7920	0.6	531	678
19	HGTV	8760	0.6	586	675
20	MTV	9900	0.5	523	600
21	TVL	9900	0.5	474	585
22	FOOD	8310	0.5	471	583
23	CNN	9900	0.5	486	569
24	CMDY	8460	0.5	435	550
25	AMC	9900	0.5	432	530
26	MSNBC	9900	0.5	417	493
27	TLC	8460	0.4	377	464
28	SCIFI	9900	0.4	358	449
29	LMN	9900	0.5	322	385
30	VH1	9900	0.3	323	378

*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.