

BASIC CABLE NETWORK RANKINGS FOR WEEK OF: 3/17/2008-03/23/2008

SOURCE: NIELSEN MEDIA RESEARCH (LIVE+SD)

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	2.2	2,092	2,814
2	NAN	720	1.7	1,677	2,172
3	TBSC	1260	1.6	1,537	2,148
4	TNT	1260	1.6	1,504	1,994
5	FOXNC	1260	1.5	1,379	1,808
6	SPIKE	1260	1.1	1,071	1,445
7	AEN	1260	1.1	1,033	1,408
8	LIF	1260	1.1	1,069	1,389
9	HIST	1260	1.0	984	1,299
10	FX	1260	1.0	929	1,231
11	FAM	1260	0.9	871	1,211
12	TRU	1260	1.0	898	1,186
13	AMC	1260	0.9	864	1,162
14	SCIFI	1260	0.9	807	1,149
15	CMDY	1260	0.9	862	1,138
16	DISC	1260	0.9	840	1,128
17	TOON	1200	0.9	906	1,117
18	ESPN	1260	0.9	869	1,097
19	HALL	1260	0.9	755	1,089
20	MTV	1260	0.9	861	1,078
21	HGTV	1260	0.8	814	967
22	TLC	1260	0.7	704	920
23	CNN	1260	0.8	743	904
24	FOOD	1260	0.6	555	763
25	VH1	1260	0.6	618	761
26	BET	1260	0.6	557	700
27	MSNBC	1260	0.6	530	662
28	BRVO	1260	0.6	510	638
29	TVL	1260	0.5	484	619
30	ESPN2	1260	0.5	445	591

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	1.8	1,723	2,296
2	NAN	3480	1.7	1,606	1,961
3	USA	9900	1.1	1,037	1,279
4	TNT	9900	1.0	948	1,172
5	TBSC	9900	0.8	825	1,041
6	TOON	7080	0.9	819	1,001
7	ADSM	2820	0.9	839	985
8	FOXNC	9900	0.8	788	960
9	LIF	7410	0.7	713	869
10	AEN	8460	0.7	665	822
11	TRU	5760	0.7	635	815
12	HIST	8460	0.6	621	756
13	FX	7980	0.6	533	689
14	ESPN	9900	0.6	598	683
15	SPIKE	7920	0.6	540	681
16	HALL	8100	0.6	508	678
17	DISC	7560	0.5	526	676
18	FAM	7560	0.5	497	636
19	AMC	9900	0.5	467	591
20	CNN	9900	0.5	499	580
21	HGTV	8760	0.5	510	577
22	MTV	9900	0.5	500	568
23	FOOD	8310	0.5	446	559
24	SCIFI	9900	0.5	420	557
25	TVL	9900	0.5	458	557
26	CMDY	8460	0.5	452	551
27	TLC	8460	0.4	338	418
28	BET	9900	0.4	339	396
29	MSNBC	9900	0.4	339	395
30	VH1	9900	0.4	340	390

*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.