

BASIC CABLE NETWORK RANKINGS FOR FEBRUARY 2008: 01/28/2008-02/24/2008

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	5040	2.2	2,161	2,875
2	TNT	5040	1.8	1,705	2,220
3	FOXNC	5040	1.5	1,434	1,842
4	TBSC	5040	1.4	1,373	1,821
5	CNN	5040	1.3	1,271	1,630
6	NAN	2880	1.3	1,289	1,620
7	FX	5040	1.1	1,078	1,448
8	AEN	5040	1.1	1,084	1,423
9	ESPN	5040	1.1	1,066	1,367
10	HALL	5040	1.2	994	1,323
11	LIF	5040	1.1	1,027	1,287
12	SPIKE	5040	1	939	1,267
13	TRU	5040	1	928	1,223
14	AMC	5040	1	901	1,216
15	HIST	5040	1	941	1,200
16	DISC	5040	0.9	883	1,184
17	TOON	4800	1	937	1,180
18	SCIFI	5040	0.8	789	1,091
19	FAM	5040	0.8	768	1,085
20	HGTV	5040	0.9	880	1,054
21	CMDY	5040	0.8	780	1,015
22	MTV	5040	0.8	772	946
23	TLC	5040	0.7	683	874
24	FOOD	5040	0.7	645	860
25	VH1	5040	0.7	648	806
26	TVL	5040	0.6	602	798
27	MSNBC	5040	0.6	589	744
28	BRVO	5040	0.6	528	671
29	BET	5040	0.5	480	614
30	ENT	5040	0.5	466	580

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	25,080	1.8	1,693	2,233
2	NAN	14,460	1.2	1,128	1,315
3	USA	40,140	1.1	1,043	1,276
4	TNT	40,140	1.1	1,024	1,251
5	TOON	28,320	0.8	808	1,020
6	TBSC	40,140	0.8	823	1,007
7	FOXNC	40,140	0.9	810	966
8	ADSM	11,820	0.8	745	876
9	AEN	34,200	0.7	701	849
10	LIF	29,640	0.7	691	828
11	HALL	32,400	0.7	629	795
12	TRU	23,220	0.7	628	783
13	FX	31,920	0.6	613	782
14	HIST	34,020	0.6	603	726
15	DISC	30,240	0.6	564	723
16	ESPN	40,140	0.6	622	723
17	CNN	40,140	0.6	611	715
18	SPIKE	31,860	0.6	536	691
19	FAM	30,240	0.5	500	670
20	AMC	40,140	0.5	513	646
21	TVL	40,140	0.5	513	645
22	HGTV	35,220	0.6	546	629
23	FOOD	33,420	0.5	478	590
24	CMDY	34,020	0.5	471	580
25	MTV	40,140	0.5	512	579
26	SCIFI	40,140	0.4	405	514
27	TLC	33,840	0.4	360	442
28	MSNBC	40,140	0.4	343	397
29	LMN	40,140	0.6	333	388
30	VH1	40,140	0.3	327	379

*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.