

**BASIC CABLE NETWORK RANKINGS FOR JULY 2008: 06/30/2008-07/27/2008**

**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	USA	5040	2.2	2,133	2,873
2	TNT	5040	1.9	1,843	2,423
3	TBSC	5040	1.3	1,292	1,741
4	NAN	2880	1.3	1,252	1,632
5	ESPN	5040	1.2	1,136	1,487
6	FOXNC	5040	1.3	1,178	1,448
7	LIF	5040	1.2	1,155	1,441
8	TOON	4800	1.1	1,022	1,359
9	HALL	5040	1.2	972	1,351
10	FAM	5040	1	947	1,328
11	AEN	5040	1	980	1,281
12	FX	5040	1	941	1,278
13	HGTV	5040	1.1	1,009	1,230
14	SCIFI	5040	0.9	878	1,211
15	DISC	5040	0.9	881	1,208
16	SPIKE	5040	0.9	890	1,207
17	HIST	5040	0.9	847	1,116
18	AMC	5040	0.9	821	1,066
19	FOOD	5040	0.8	759	1,020
20	TRU	5040	0.9	759	1,012
21	CMDY	5040	0.8	733	956
22	CNN	5040	0.7	667	809
23	MTV	5040	0.7	621	779
24	TVL	5040	0.6	591	767
25	TLC	5040	0.6	570	719
26	BRVO	5040	0.6	490	612
27	APL	5040	0.5	471	604
28	BET	5040	0.5	466	599
29	VH1	5040	0.5	489	594
30	MSNBC	5040	0.5	477	593

**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	1.8	1,685	2,238
2	NAN	14460	1.4	1,338	1,606
3	USA	40140	1.1	1,055	1,302
4	TNT	40140	1.1	1,031	1,260
5	TOON	28320	1	976	1,230
6	ADSM	11820	1	935	1,119
7	LIF	29640	0.8	758	915
8	TBSC	40140	0.8	745	910
9	FOXNC	40140	0.8	715	840
10	FAM	30240	0.6	601	784
11	DISC	30240	0.6	578	742
12	HALL	32400	0.7	570	736
13	FX	31920	0.6	556	716
14	AEN	34200	0.6	588	714
15	ESPN	40140	0.6	579	687
16	HGTV	35820	0.6	563	654
17	TRU	23220	0.6	517	654
18	SPIKE	31860	0.5	507	649
19	HIST	34020	0.6	534	645
20	FOOD	33420	0.5	484	605
21	AMC	40140	0.5	465	576
22	CMDY	34020	0.5	466	564
23	SCIFI	40140	0.5	439	557
24	TVL	40140	0.5	435	538
25	MTV	40140	0.5	449	515
26	CNN	40140	0.5	437	500
27	TLC	33840	0.4	346	416
28	LMN	40140	0.5	314	374
29	BET	40140	0.3	299	362
30	MSNBC	40140	0.3	310	355

\*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.