

**BASIC CABLE NETWORK RANKINGS FOR MARCH 2008: 02/25/2008-03/30/2008**

**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 AA%	Live+SD AA (000)	Live+SD AA (000)
1	USA	6300	2.1	2,027	2,718
2	TBSC	6300	1.6	1,535	2,085
3	TNT	6300	1.6	1,549	2,014
4	NAN	3600	1.5	1,451	1,837
5	FOXNC	6300	1.5	1,400	1,797
6	LIF	6300	1.2	1,123	1,441
7	ESPN	6300	1.1	1,103	1,414
8	AEN	6300	1.1	1,064	1,407
9	SPIKE	6300	1.1	1,038	1,397
10	HIST	6300	1.1	1,050	1,349
11	FX	6300	1	944	1,276
12	TRU	6300	1	926	1,242
13	FAM	6300	0.9	894	1,237
14	HALL	6300	1.1	912	1,224
15	TOON	6000	1	914	1,150
16	SCIFI	6300	0.9	825	1,148
17	DISC	6300	0.9	853	1,138
18	MTV	6300	0.9	890	1,118
19	AMC	6300	0.9	830	1,110
20	CMDY	6300	0.9	850	1,105
21	HGTV	6300	0.9	899	1,077
22	CNN	6300	0.8	812	999
23	TLC	6300	0.8	722	936
24	FOOD	6300	0.7	629	839
25	VH1	6300	0.7	656	823
26	MSNBC	6300	0.7	642	810
27	TVL	6300	0.6	582	760
28	BRVO	6300	0.6	549	685
29	BET	6300	0.6	491	616
30	APL	6300	0.5	450	589

**TOTAL PROGRAMMING DAY \***

RANK	NET	DUR	HHL D	HHL D	P2+
			Live+SD CVG AA%	Live+SD AA (000)	Live+SD AA (000)
1	NICK	31,350	1.8	1,743	2,318
2	NAN	18,120	1.3	1,289	1,525
3	USA	50,220	1.1	1,018	1,267
4	TNT	50,220	1.0	984	1,203
5	TBSC	50,220	0.8	825	1,020
6	TOON	35,400	0.8	784	970
7	FOXNC	50,220	0.8	780	937
8	LIF	37,050	0.8	740	907
9	ADSM	14,820	0.8	791	899
10	AEN	42,780	0.7	670	823
11	TRU	29,040	0.7	631	799
12	ESPN	50,220	0.7	641	747
13	HIST	42,540	0.6	609	740
14	HALL	40,500	0.7	582	731
15	FX	39,900	0.6	556	711
16	SPIKE	39,840	0.6	550	697
17	DISC	37,800	0.6	535	685
18	FAM	37,800	0.6	528	684
19	HGTV	44,040	0.6	547	626
20	TVL	50,220	0.5	478	596
21	CNN	50,220	0.5	506	587
22	CMDY	42,540	0.5	479	587
23	AMC	50,220	0.5	466	585
24	FOOD	41,790	0.5	473	582
25	MTV	50,220	0.5	504	578
26	SCIFI	50,220	0.4	415	534
27	TLC	42,300	0.4	362	443
28	MSNBC	50,220	0.4	353	412
29	VH1	50,220	0.4	352	411
30	LMN	50,220	0.5	314	375

\*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.