

BASIC CABLE NETWORK RANKINGS FOR MAY 2008: 04/28/2008-05/25/2008

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	TNT	5040	2.3	2,252	2,919
2	USA	5040	2	1,882	2,506
3	ESPN	5040	1.5	1,431	1,814
4	NAN	2880	1.4	1,338	1,693
5	TBSC	5040	1.3	1,247	1,634
6	FOXNC	5040	1.3	1,241	1,581
7	LIF	5040	1.1	1,038	1,303
8	DISC	5040	0.9	915	1,231
9	SCIFI	5040	1	885	1,226
10	TOON	4800	1	920	1,167
11	SPIKE	5040	0.9	866	1,155
12	HALL	5040	1	867	1,150
13	AEN	5040	0.9	882	1,144
14	FAM	5040	0.8	754	1,037
15	HIST	5040	0.8	805	1,023
16	FX	5040	0.8	759	996
17	TRU	5040	0.8	753	992
18	HGTV	5040	0.9	820	985
19	CNN	5040	0.8	809	984
20	AMC	5040	0.8	735	966
21	CMDY	5040	0.8	745	949
22	MTV	5040	0.8	720	848
23	TVL	5040	0.7	624	809
24	TLC	5040	0.7	633	788
25	FOOD	5040	0.6	596	768
26	MSNBC	5040	0.6	554	687
27	BRVO	5040	0.6	516	664
28	VS	5040	0.6	435	645
29	VH1	5040	0.5	508	611
30	ENT	5040	0.5	429	514

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	25,080	1.7	1,600	2,100
2	NAN	14,460	1.3	1,267	1,511
3	TNT	40,140	1.2	1,119	1,355
4	USA	40,140	1.0	995	1,228
5	ADSM	11,820	0.9	846	1,009
6	TOON	28,320	0.8	755	941
7	FOXNC	40,140	0.8	746	890
8	TBSC	40,140	0.8	731	879
9	LIF	29,640	0.8	723	872
10	ESPN	40,140	0.7	701	813
11	AEN	34,200	0.6	593	720
12	DISC	30,240	0.6	554	701
13	HALL	32,400	0.7	547	688
14	TRU	23,220	0.6	532	666
15	SPIKE	31,860	0.5	494	624
16	HIST	34,020	0.5	523	621
17	FAM	30,240	0.5	484	610
18	FX	31,920	0.5	471	588
19	CNN	40,140	0.5	501	578
20	TVL	40,140	0.5	476	576
21	HGTV	36,060	0.5	496	569
22	SCIFI	40,140	0.5	429	547
23	AMC	40,140	0.5	441	543
24	FOOD	33,420	0.5	446	538
25	CMDY	34,020	0.5	440	535
26	MTV	40,140	0.5	454	499
27	MSNBC	40,140	0.4	333	387
28	TLC	33,840	0.3	320	379
29	LMN	40,140	0.5	299	356
30	VH1	40,140	0.3	288	328

*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.