

BASIC CABLE NETWORK RANKINGS FOR WEEK OF: 10/20/2008-10/26/2008

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 | ESPN | 1260 | 2.3 | 2,251 | 3,102 |
| 2 | FOXNC | 1260 | 2.4 | 2,242 | 2,890 |
| 3 | USA | 1260 | 2.1 | 2,098 | 2,775 |
| 4 | NAN | 720 | 1.4 | 1,374 | 1,710 |
| 5 | TNT | 1260 | 1.4 | 1,329 | 1,661 |
| 6 | CNN | 1260 | 1.3 | 1,254 | 1,587 |
| 7 | MSNBC | 1260 | 1.3 | 1,177 | 1,549 |
| 8 | TOON | 1200 | 1.1 | 1,086 | 1,444 |
| 9 | TBSC | 1260 | 1.1 | 1,082 | 1,439 |
| 10 | SCIFI | 1260 | 1.1 | 1,005 | 1,424 |
| 11 | LIF | 1260 | 1.1 | 1,111 | 1,339 |
| 12 | HALL | 1260 | 1.1 | 926 | 1,222 |
| 13 | CMDY | 1260 | 1 | 922 | 1,200 |
| 14 | FAM | 1260 | 0.8 | 819 | 1,199 |
| 15 | AEN | 1260 | 1 | 936 | 1,189 |
| 16 | DISC | 1260 | 0.9 | 848 | 1,148 |
| 17 | AMC | 1260 | 0.9 | 863 | 1,129 |
| 18 | HIST | 1260 | 0.9 | 886 | 1,129 |
| 19 | SPIKE | 1260 | 0.8 | 819 | 1,118 |
| 20 | BET | 1260 | 0.9 | 753 | 1,077 |
| 21 | HGTV | 1260 | 0.9 | 852 | 1,010 |
| 22 | FX | 1260 | 0.8 | 744 | 985 |
| 23 | FOOD | 1260 | 0.7 | 720 | 968 |
| 24 | TRU | 1260 | 0.8 | 701 | 927 |
| 25 | TLC | 1260 | 0.8 | 739 | 916 |
| 26 | MTV | 1260 | 0.6 | 608 | 741 |
| 27 | VH1 | 1260 | 0.6 | 581 | 734 |
| 28 | TVL | 1260 | 0.6 | 533 | 710 |
| 29 | ESPN2 | 1260 | 0.5 | 532 | 678 |
| 30 | HLN | 1260 | 0.5 | 517 | 635 |

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 | 6270 | 1.6 | 1,597 | 2,119 |
| 2 | NAN | 3630 | 1.3 | 1,297 | 1,496 |
| 3 | FOXNC | 9900 | 1.2 | 1,168 | 1,394 |
| 4 | USA | 9900 | 1.1 | 1,040 | 1,291 |
| 5 | TOON | 7080 | 0.9 | 882 | 1,127 |
| 6 | ESPN | 9900 | 0.9 | 901 | 1,103 |
| 7 | TNT | 9900 | 0.9 | 913 | 1,091 |
| 8 | ADSM | 2820 | 0.9 | 858 | 1,044 |
| 9 | CNN | 9900 | 0.8 | 786 | 941 |
| 10 | LIF | 7410 | 0.8 | 775 | 912 |
| 11 | TBSC | 9900 | 0.7 | 673 | 820 |
| 12 | HIST | 8460 | 0.6 | 601 | 718 |
| 13 | MSNBC | 9900 | 0.6 | 577 | 688 |
| 14 | AEN | 8460 | 0.6 | 573 | 686 |
| 15 | HALL | 8100 | 0.6 | 552 | 674 |
| 16 | FAM | 7560 | 0.5 | 513 | 665 |
| 17 | SCIFI | 9900 | 0.5 | 505 | 661 |
| 18 | DISC | 7560 | 0.5 | 513 | 652 |
| 19 | AMC | 9900 | 0.5 | 508 | 633 |
| 20 | TRU | 5760 | 0.5 | 496 | 622 |
| 21 | FOOD | 8310 | 0.5 | 481 | 614 |
| 22 | CMDY | 8460 | 0.5 | 495 | 609 |
| 23 | FX | 7980 | 0.5 | 484 | 609 |
| 24 | HGTV | 8910 | 0.5 | 490 | 560 |
| 25 | SPIKE | 7920 | 0.4 | 427 | 538 |
| 26 | TVL | 9900 | 0.4 | 427 | 528 |
| 27 | MTV | 9900 | 0.4 | 422 | 490 |
| 28 | BET | 9900 | 0.4 | 357 | 468 |
| 29 | TLC | 8460 | 0.4 | 373 | 441 |
| 30 | VH1 | 9900 | 0.3 | 316 | 372 |

*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.