

BASIC CABLE NETWORK RANKINGS FOR WEEK OF: 03/31/2008-04/06/2008

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	1260	2.2	2,122	2,853
2	TNT	1260	1.7	1,644	2,179
3	SPIKE	1260	1.6	1,525	2,163
4	NAN	720	1.5	1,407	1,772
5	FOXNC	1260	1.4	1,305	1,653
6	ESPN	1260	1.3	1,253	1,617
7	TBSC	1260	1.2	1,177	1,544
8	FAM	1260	1	937	1,353
9	LIF	1260	1.1	1,011	1,306
10	AEN	1260	1	991	1,262
11	CMDY	1260	1	930	1,250
12	TOON	1200	1	931	1,214
13	AMC	1260	0.9	878	1,175
14	DISC	1260	0.9	872	1,167
15	SCIFI	1260	0.9	834	1,142
16	HIST	1260	0.9	886	1,125
17	TRU	1260	0.9	840	1,121
18	HGTV	1260	1	945	1,114
19	FX	1260	0.9	809	1,080
20	HALL	1260	1	804	1,059
21	MTV	1260	0.8	792	971
22	ESPN2	1260	0.7	698	885
23	VH1	1260	0.7	678	850
24	FOOD	1260	0.7	634	834
25	CNN	1260	0.7	691	831
26	TLC	1260	0.7	664	829
27	LMN	1260	1	587	749
28	TVL	1260	0.5	491	658
29	BRVO	1260	0.5	487	602
30	ENT	1260	0.5	499	592

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	6,270	1.7	1,637	2,147
2	NAN	3,480	1.3	1,290	1,536
3	USA	9,900	1.1	1,069	1,323
4	TNT	9,900	1.1	1,052	1,301
5	TOON	7,080	0.8	783	982
6	ADSM	2,820	0.9	847	963
7	SPIKE	7,920	0.7	686	911
8	FOXNC	9,900	0.8	747	896
9	LIF	7,410	0.7	713	878
10	TBSC	9,900	0.8	733	878
11	ESPN	9,900	0.7	675	784
12	AEN	8,460	0.7	629	755
13	TRU	5,760	0.6	566	720
14	DISC	7,560	0.6	556	708
15	FAM	7,560	0.5	520	703
16	HALL	8,100	0.7	570	698
17	HIST	8,460	0.6	575	690
18	FX	7,980	0.5	511	652
19	CMDY	8,460	0.5	513	649
20	HGTV	8,970	0.6	550	627
21	FOOD	8,310	0.5	491	615
22	AMC	9,900	0.5	491	610
23	TVL	9,900	0.5	462	579
24	MTV	9,900	0.5	494	572
25	SCIFI	9,900	0.4	395	493
26	CNN	9,900	0.4	422	481
27	LMN	9,900	0.6	363	432
28	VH1	9,900	0.4	349	408
29	TLC	8,460	0.3	335	404
30	ESPN2	9,900	0.3	313	365

*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.