

BASIC CABLE NETWORK RANKINGS FOR WEEK OF: 04/07/2008-04/13/2008

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	1,941	2,556
2	SPIKE	1260	1.6	1,521	2,206
3	TNT	1260	1.6	1,522	1,987
4	LIF	1260	1.6	1,526	1,930
5	TBSC	1260	1.4	1,408	1,893
6	ESPN	1260	1.5	1,444	1,869
7	NAN	720	1.4	1,330	1,663
8	FOXNC	1260	1.3	1,221	1,561
9	DISC	1260	0.9	913	1,228
10	HALL	1260	1.1	911	1,204
11	AEN	1260	1	924	1,197
12	HGTV	1260	1	942	1,121
13	TRU	1260	0.9	848	1,114
14	FX	1260	0.9	807	1,095
15	AMC	1260	0.9	811	1,081
16	TOON	1200	0.9	898	1,080
17	VH1	1260	0.9	877	1,074
18	CMDY	1260	0.9	828	1,069
19	SCIFI	1260	0.8	774	1,069
20	FAM	1260	0.8	765	1,037
21	HIST	1260	0.9	818	1,036
22	TLC	1260	0.8	737	935
23	CNN	1260	0.8	735	894
24	FOOD	1260	0.7	686	892
25	MTV	1260	0.7	673	800
26	BRVO	1260	0.6	498	652
27	BET	1260	0.6	489	637
28	ESPN2	1260	0.5	478	634
29	TVL	1260	0.5	482	620
30	MSNBC	1260	0.5	465	573

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	1,677	2,225
2	NAN	3,480	1.3	1,273	1,508
3	TNT	9,900	1.1	1,038	1,270
4	USA	9,900	1.1	1,025	1,266
5	LIF	7,410	0.9	827	1,007
6	TOON	7,080	0.8	788	963
7	TBSC	9,900	0.8	782	938
8	ADSM	2,820	0.9	825	929
9	SPIKE	7,920	0.7	700	928
10	ESPN	9,900	0.8	743	874
11	FOXNC	9,900	0.8	717	862
12	DISC	7,560	0.6	626	805
13	TRU	5,760	0.6	587	747
14	HALL	8,100	0.7	592	731
15	AEN	8,460	0.6	595	723
16	HIST	8,460	0.6	558	659
17	FX	7,980	0.5	506	651
18	HGTV	8,970	0.6	551	625
19	FAM	7,560	0.5	499	619
20	CMDY	8,460	0.5	485	587
21	FOOD	8,310	0.5	478	582
22	AMC	9,900	0.5	453	569
23	MTV	9,900	0.5	468	508
24	TVL	9,900	0.4	420	506
25	CNN	9,900	0.4	431	489
26	SCIFI	9,900	0.4	373	483
27	TLC	8,460	0.4	370	450
28	VH1	9,900	0.4	389	441
29	MSNBC	9,900	0.3	308	352
30	BET	9,900	0.3	285	347

*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.