

BASIC CABLE NETWORK RANKINGS FOR 3rd QUARTER 2008: 06/30/2008-09/28/2008

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	16380	2.1	1,995	2,680
2	TNT	16380	1.9	1,786	2,310
3	ESPN	16380	1.7	1,688	2,252
4	FOXNC	16380	1.8	1,714	2,198
5	TBSC	16380	1.3	1,288	1,725
6	NAN	9360	1.3	1,282	1,632
7	LIF	16380	1.2	1,180	1,456
8	TOON	15600	1.1	1,073	1,396
9	CNN	16380	1.1	1,069	1,342
10	AEN	16380	1	976	1,277
11	HALL	16380	1.1	934	1,273
12	SCIFI	16380	1	925	1,266
13	FAM	16380	1	909	1,246
14	FX	16380	0.9	881	1,178
15	HGTV	16380	1	961	1,156
16	SPIKE	16380	0.9	855	1,150
17	DISC	16380	0.8	813	1,103
18	HIST	16380	0.9	814	1,057
19	AMC	16380	0.8	783	1,018
20	TRU	16380	0.8	741	984
21	CMDY	16380	0.8	747	971
22	FOOD	16380	0.7	658	878
23	MSNBC	16380	0.8	681	875
24	MTV	16380	0.7	662	835
25	TLC	16380	0.6	614	780
26	TVL	16380	0.6	599	773
27	BRVO	16380	0.7	601	740
28	BET	16380	0.6	482	623
29	VH1	16380	0.5	507	620
30	ESPN2	16380	0.5	465	600

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	81,510	1.7	1,658	2,170
2	NAN	47,580	1.3	1,280	1,518
3	USA	131,040	1.0	996	1,231
4	TNT	131,040	1.0	1,006	1,220
5	TOON	92,040	1.0	942	1,180
6	FOXNC	131,040	1.0	946	1,123
7	ADSM	39,000	0.9	898	1,058
8	ESPN	131,040	0.8	777	950
9	LIF	96,330	0.8	745	890
10	TBSC	131,040	0.7	729	887
11	CNN	131,040	0.6	608	713
12	HALL	105,300	0.7	550	703
13	AEN	111,540	0.6	569	691
14	FAM	98,280	0.6	544	689
15	DISC	98,280	0.5	524	670
16	FX	103,740	0.6	527	667
17	SPIKE	103,740	0.5	512	648
18	TRU	75,660	0.6	505	630
19	HGTV	116,610	0.6	530	610
20	HIST	110,760	0.5	502	603
21	TVL	131,040	0.5	465	573
22	FOOD	108,810	0.5	446	554
23	SCIFI	131,040	0.5	439	554
24	CMDY	110,760	0.5	452	552
25	AMC	131,040	0.5	439	539
26	MTV	131,040	0.5	434	499
27	MSNBC	131,040	0.4	404	476
28	TLC	109,980	0.4	347	417
29	LMN	131,040	0.5	325	388
30	BET	131,040	0.3	295	362

*Excludes networks not programming in majority of daypart (51%+)

Total Programming Day = M - Sun 6AM - 6AM or Individual Network's Total Programming Day .

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.