

BASIC CABLE NETWORK RANKINGS FOR SEPTEMBER 2008: 09/01/2008-09/28/2008

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	ESPN	5040	2.7	2,680	3,615
2	FOXNC	5040	2.6	2,463	3,254
3	USA	5040	2	2,009	2,724
4	TNT	5040	1.8	1,778	2,303
5	CNN	5040	1.5	1,495	1,914
6	TBSC	5040	1.4	1,338	1,773
7	NAN	2880	1.4	1,352	1,680
8	LIF	5040	1.3	1,248	1,540
9	TOON	4800	1.1	1,099	1,428
10	AEN	5040	1.1	1,031	1,360
11	SCIFI	5040	1	934	1,259
12	FX	5040	1	946	1,255
13	HALL	5040	1.1	918	1,235
14	MSNBC	5040	1	932	1,223
15	SPIKE	5040	0.9	870	1,156
16	HGTV	5040	1	935	1,117
17	FAM	5040	0.8	822	1,116
18	AMC	5040	0.9	870	1,108
19	HIST	5040	0.9	834	1,076
20	CMDY	5040	0.8	817	1,057
21	MTV	5040	0.8	788	1,020
22	DISC	5040	0.8	772	1,012
23	TRU	5040	0.8	732	965
24	TLC	5040	0.7	671	847
25	BRVO	5040	0.8	687	845
26	FOOD	5040	0.6	624	826
27	ESPN2	5040	0.6	603	794
28	TVL	5040	0.6	592	758
29	HLN	5040	0.6	577	695
30	VH1	5040	0.5	529	657

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	25080	1.5	1,508	1,946
2	FOXNC	40320	1.3	1,255	1,519
3	NAN	14640	1.3	1,237	1,444
4	ESPN	40320	1.1	1,092	1,358
5	TNT	40320	1	1,013	1,234
6	USA	40320	1	989	1,229
7	TOON	28320	0.9	864	1,093
8	CNN	40320	0.9	831	992
9	ADSM	12000	0.9	835	983
10	TBSC	40320	0.8	744	906
11	LIF	29640	0.8	752	892
12	AEN	34320	0.6	585	709
13	HALL	32400	0.6	548	706
14	FX	31920	0.6	539	676
15	SPIKE	31920	0.6	536	669
16	TRU	23280	0.6	500	618
17	DISC	30240	0.5	486	612
18	HIST	34080	0.5	508	608
19	FAM	30240	0.5	488	606
20	TVL	40320	0.5	480	592
21	HGTV	35880	0.5	518	589
22	MSNBC	40320	0.5	476	567
23	CMDY	34080	0.5	459	566
24	AMC	40320	0.5	459	555
25	SCIFI	40320	0.5	436	547
26	FOOD	33480	0.4	431	534
27	MTV	40320	0.4	430	503
28	TWC	40320	0.4	400	472
29	TLC	33840	0.4	352	422
30	LMN	40320	0.5	319	382

*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.