

**BASIC CABLE NETWORK RANKINGS FOR WEEK OF: 08/11/2008-08/17/2008**

**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	USA	1260	2.2	2,104	2,771
2	FOXNC	1260	1.6	1,514	1,930
3	TNT	1260	1.5	1,437	1,880
4	NAN	720	1.2	1,195	1,503
5	TBSC	1260	1.2	1,118	1,501
6	FAM	1260	1.1	1,055	1,391
7	TOON	1200	1.1	1,044	1,322
8	LIF	1260	1.1	1,100	1,311
9	ESPN	1260	1	943	1,205
10	SCIFI	1260	0.9	850	1,189
11	HALL	1260	1	827	1,179
12	AEN	1260	0.8	760	977
13	HGTV	1260	0.8	807	961
14	SPIKE	1260	0.7	690	936
15	HIST	1260	0.8	724	935
16	CMDY	1260	0.8	711	931
17	CNN	1260	0.8	752	913
18	TRU	1260	0.8	688	906
19	DISC	1260	0.7	639	861
20	AMC	1260	0.7	608	834
21	FX	1260	0.7	613	829
22	TVL	1260	0.6	563	726
23	TLC	1260	0.6	549	704
24	FOOD	1260	0.5	511	671
25	LMN	1260	0.8	515	663
26	BRVO	1260	0.6	551	662
27	MSNBC	1260	0.6	527	654
28	BET	1260	0.6	510	644
29	VH1	1260	0.5	504	623
30	MTV	1260	0.5	517	617

**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	1.9	1,817	2,400
2	NAN	3480	1.3	1,239	1,460
3	USA	9900	1.1	1,040	1,273
4	TOON	7080	1	964	1,228
5	TNT	9900	0.9	855	1,029
6	FOXNC	9900	0.9	848	984
7	ADSM	2820	0.9	863	982
8	LIF	7410	0.7	706	834
9	TBSC	9900	0.7	683	823
10	ESPN	9900	0.6	620	739
11	FAM	7560	0.6	562	691
12	HALL	8100	0.6	522	668
13	AEN	8460	0.5	503	607
14	MSNBC	9900	0.6	488	583
15	TRU	5760	0.5	474	577
16	DISC	7560	0.5	449	574
17	TVL	9900	0.5	451	557
18	HGTV	8910	0.5	472	550
19	SPIKE	7920	0.5	432	548
20	CMDY	8460	0.5	436	532
21	SCIFI	9900	0.4	415	528
22	CNN	9900	0.5	463	526
23	HIST	8460	0.5	440	525
24	FX	7980	0.4	410	514
25	AMC	9900	0.4	406	507
26	FOOD	8310	0.4	380	464
27	LMN	9900	0.5	356	428
28	MTV	9900	0.4	384	424
29	TLC	8460	0.3	318	377
30	BET	9900	0.3	298	355

\*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.