

**BASIC CABLE NETWORK RANKINGS FOR OCTOBER 2007: 10/29/2007-11/25/2007**

**SOURCE: NIELSEN MEDIA RESEARCH (NHI)**

**TOP 30 NETWORKS RANKED ON PERSONS 2+**

**PRIMETIME (M-SU 8PM-11PM)\***

<u>RANK</u>	<u>NET</u>	<u>DUR</u>	<u>HHL D Live CVG AA%</u>	<u>HHL D Live AA (000)</u>	<u>P2+ Live AA (000)</u>
1	ESPN	5040	2.3	2216	2954
2	USA	5040	2	1941	2612
3	TBSC	5040	1.4	1372	1876
4	TNT	5040	1.5	1428	1848
5	NAN	2880	1.2	1165	1465
6	FOXNC	5040	1.2	1099	1392
7	HALL	5040	1.2	1002	1349
8	FX	5040	1	955	1310
9	TOON	4800	1	987	1273
10	LIF	5040	1	974	1239
11	SPIKE	5040	1	921	1231
12	AEN	5040	1	916	1185
13	MTV	5040	1	947	1168
14	COURT	5040	1	896	1153
15	DISC	5040	0.9	829	1151
16	SCIFI	5040	0.8	785	1084
17	FAM	5040	0.8	759	1080
18	HIST	5040	0.9	864	1080
19	CMDY	5040	0.8	789	1049
20	AMC	5040	0.8	790	1047
21	HGTV	5040	0.9	857	1021
22	TVL	5040	0.8	736	941
23	TLC	5040	0.7	707	908
24	VH1	5040	0.7	664	834
25	FOOD	5040	0.7	629	829
26	CNN	5040	0.7	629	756
27	ESPN2	5040	0.6	566	739
28	BET	5040	0.6	535	690
29	BRVO	5040	0.5	484	616
30	MSNBC	5040	0.5	449	555

**TOTAL PROGRAMMING DAY \***

<u>RANK</u>	<u>NET</u>	<u>DUR</u>	<u>HHL D Live CVG AA%</u>	<u>HHL D Live AA (000)</u>	<u>P2+ Live AA (000)</u>
1	NICK	25,080	1.8	1,731	2,284
2	NAN	14,460	1.1	1,101	1,287
3	USA	40,140	1.1	1,036	1,281
4	ESPN	40,140	1.0	972	1,193
5	TNT	40,140	1.0	929	1,125
6	TOON	28,320	0.9	851	1,070
7	TBSC	40,140	0.8	788	980
8	ADSM	11,820	0.8	730	864
9	LIF	29,640	0.7	700	853
10	FOXNC	40,140	0.7	665	787
11	HALL	31,440	0.7	620	778
12	AEN	34,200	0.6	607	735
13	FX	31,920	0.6	558	721
14	DISC	30,240	0.5	519	675
15	MTV	40,140	0.6	568	652
16	FAM	30,240	0.5	485	639
17	SPIKE	31,860	0.5	500	635
18	HIST	34,020	0.5	523	629
19	TVL	40,140	0.6	516	629
20	COURT	32,220	0.6	505	615
21	HGTV	35,220	0.6	531	612
22	FOOD	33,420	0.5	477	579
23	CMDY	34,020	0.5	456	573
24	AMC	40,140	0.5	460	571
25	SCIFI	40,140	0.4	402	516
26	TLC	33,840	0.4	379	461
27	CNN	40,140	0.4	398	445
28	VH1	40,140	0.4	345	394
29	BET	40,140	0.4	312	380
30	ESPN2	40,140	0.3	303	371

\*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.