

BASIC CABLE NETWORK RANKINGS FOR AUGUST 2009: 07/27/2009-08/30/2009

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	6300	2.7	2,715	3,629
2	TNT	6300	1.9	1,836	2,420
3	FOXNC	6300	1.8	1,755	2,289
4	NAN	3600	1.5	1,473	1,897
5	ESPN	6300	1.4	1,372	1,793
6	TBSC	6300	1.2	1,238	1,642
7	HGTV	6300	1.1	1,117	1,369
8	AEN	6300	1.1	1,053	1,357
9	FAM	6300	0.9	923	1,311
10	LIF	6300	1.1	1,038	1,295
11	FOOD	6300	1	942	1,259
12	SYFY	6300	1	918	1,248
13	DISC	6300	0.9	893	1,217
14	FX	6300	0.9	887	1,201
15	HIST	6300	0.9	914	1,181
16	TOON	4200	0.9	862	1,123
17	TRU	6300	0.9	809	1,111
18	TLC	6300	0.9	853	1,093
19	HALL	6300	0.9	779	954
20	AMC	6300	0.8	730	947
21	SPIKE	6300	0.7	680	899
22	CNN	6300	0.7	721	891
23	CMDY	6300	0.7	684	885
24	BRVO	6300	0.7	658	827
25	MSNBC	6300	0.7	636	807
26	MTV	6300	0.6	558	723
27	VH1	6300	0.5	530	679
28	BET	6300	0.5	489	659
29	TVL	6300	0.5	488	623
30	LMN	6300	0.7	489	609

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	31350	1.7	1,702	2,216
2	NAN	18870	1.3	1,315	1,596
3	USA	50220	1.3	1,252	1,531
4	TNT	50220	1.1	1,046	1,278
5	FOXNC	50220	1	992	1,210
6	ADSM	16620	1	954	1,160
7	TOON	33600	0.9	873	1,099
8	TBSC	50220	0.7	744	919
9	ESPN	50220	0.7	717	857
10	TRU	29040	0.6	587	753
11	FOOD	41790	0.6	594	743
12	AEN	42540	0.6	603	732
13	LIF	37050	0.6	606	732
14	DISC	37800	0.6	558	713
15	FX	39900	0.6	543	693
16	HIST	42540	0.6	567	680
17	HGTV	44790	0.6	572	671
18	FAM	37800	0.5	506	660
19	SPIKE	39840	0.5	504	624
20	CNN	50220	0.5	483	573
21	HALL	40500	0.5	462	551
22	TVL	45720	0.5	447	543
23	TLC	42300	0.5	443	533
24	AMC	50220	0.5	433	530
25	SYFY	50220	0.4	414	526
26	CMDY	42540	0.4	423	517
27	MTV	43020	0.4	382	460
28	MSNBC	50220	0.4	333	394
29	BET	50220	0.3	301	393
30	VH1	50220	0.3	330	393

*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 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.