

BASIC CABLE NETWORK RANKINGS FOR OCTOBER 2008: 09/29/2008-10/26/2008

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 | TBSC | 5040 | 2.7 | 2,622 | 3,631 |
| 2 | FOXNC | 5040 | 2.7 | 2,547 | 3,362 |
| 3 | ESPN | 5040 | 2.2 | 2,160 | 2,913 |
| 4 | USA | 5040 | 2.1 | 2,067 | 2,746 |
| 5 | CNN | 5040 | 1.6 | 1,603 | 2,139 |
| 6 | NAN | 2880 | 1.4 | 1,404 | 1,745 |
| 7 | TNT | 5040 | 1.3 | 1,282 | 1,638 |
| 8 | TOON | 4800 | 1.2 | 1,204 | 1,621 |
| 9 | MSNBC | 5040 | 1.3 | 1,177 | 1,579 |
| 10 | LIF | 5040 | 1.1 | 1,111 | 1,363 |
| 11 | SCIFI | 5040 | 1.1 | 1,002 | 1,357 |
| 12 | AEN | 5040 | 1 | 1,008 | 1,300 |
| 13 | HALL | 5040 | 1.1 | 914 | 1,259 |
| 14 | DISC | 5040 | 0.8 | 835 | 1,133 |
| 15 | FX | 5040 | 0.9 | 852 | 1,130 |
| 16 | SPIKE | 5040 | 0.8 | 828 | 1,128 |
| 17 | CMDY | 5040 | 0.9 | 858 | 1,122 |
| 18 | FAM | 5040 | 0.8 | 767 | 1,043 |
| 19 | HIST | 5040 | 0.8 | 819 | 1,041 |
| 20 | AMC | 5040 | 0.8 | 768 | 986 |
| 21 | HGTV | 5040 | 0.8 | 823 | 982 |
| 22 | TLC | 5040 | 0.8 | 736 | 925 |
| 23 | TRU | 5040 | 0.8 | 710 | 919 |
| 24 | FOOD | 5040 | 0.7 | 642 | 845 |
| 25 | MTV | 5040 | 0.7 | 652 | 791 |
| 26 | BRVO | 5040 | 0.7 | 601 | 733 |
| 27 | VH1 | 5040 | 0.6 | 587 | 729 |
| 28 | HLN | 5040 | 0.5 | 529 | 666 |
| 29 | TVL | 5040 | 0.5 | 491 | 633 |
| 30 | BET | 5040 | 0.5 | 465 | 632 |

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 | 1.6 | 1,589 | 2,075 |
| 2 | NAN | 15060 | 1.3 | 1,289 | 1,498 |
| 3 | FOXNC | 40140 | 1.3 | 1,234 | 1,490 |
| 4 | TBSC | 40140 | 1.1 | 1,080 | 1,376 |
| 5 | USA | 40140 | 1 | 1,009 | 1,248 |
| 6 | TOON | 28320 | 0.9 | 918 | 1,162 |
| 7 | ESPN | 40140 | 0.9 | 919 | 1,126 |
| 8 | TNT | 40140 | 0.9 | 911 | 1,099 |
| 9 | CNN | 40140 | 0.9 | 835 | 1,008 |
| 10 | ADSM | 11820 | 0.9 | 839 | 995 |
| 11 | LIF | 29640 | 0.8 | 749 | 887 |
| 12 | AEN | 34200 | 0.6 | 574 | 688 |
| 13 | MSNBC | 40140 | 0.6 | 557 | 675 |
| 14 | HALL | 32400 | 0.6 | 535 | 674 |
| 15 | DISC | 30240 | 0.5 | 514 | 653 |
| 16 | HIST | 34020 | 0.6 | 548 | 650 |
| 17 | FX | 31920 | 0.5 | 504 | 638 |
| 18 | TRU | 23220 | 0.6 | 501 | 617 |
| 19 | SCIFI | 40140 | 0.5 | 470 | 596 |
| 20 | FAM | 30240 | 0.5 | 469 | 588 |
| 21 | SPIKE | 31860 | 0.5 | 456 | 582 |
| 22 | CMDY | 34020 | 0.5 | 471 | 573 |
| 23 | HGTV | 35820 | 0.5 | 479 | 553 |
| 24 | FOOD | 33420 | 0.5 | 447 | 552 |
| 25 | AMC | 40140 | 0.5 | 445 | 541 |
| 26 | TVL | 40140 | 0.4 | 426 | 515 |
| 27 | MTV | 40140 | 0.4 | 413 | 470 |
| 28 | TLC | 33840 | 0.4 | 372 | 444 |
| 29 | CNBC | 29520 | 0.4 | 341 | 380 |
| 30 | LMN | 40140 | 0.5 | 311 | 375 |

*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.