

BASIC CABLE NETWORK RANKINGS FOR WEEK OF: 01/19/2009-01/25/2009

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 AA%	Live+SD AA (000)	Live+SD AA (000)
1	USA	1260	2.4	2,370	3,230
2	FOXNC	1260	2.1	1,963	2,551
3	TNT	1260	1.7	1,689	2,309
4	CNN	1260	1.5	1,522	1,939
5	TBSC	1260	1.4	1,401	1,882
6	NAN	720	1.6	1,540	1,861
7	HIST	1260	1.3	1,236	1,606
8	AEN	1260	1.2	1,194	1,586
9	TOON	840	1.2	1,167	1,569
10	LIF	1260	1.2	1,200	1,496
11	TLC	1260	1	1,001	1,373
12	HALL	1260	1.1	975	1,350
13	DISC	1260	1	948	1,299
14	MSNBC	1260	1	955	1,267
15	ESPN	1260	1	954	1,266
16	FX	1260	1	941	1,257
17	FAM	1260	0.9	869	1,206
18	CMDY	1260	0.9	908	1,195
19	SPIKE	1260	0.9	876	1,195
20	TRU	1260	0.9	859	1,143
21	AMC	1260	0.9	832	1,124
22	HGTV	1260	0.9	925	1,118
23	SCIFI	1260	0.8	800	1,088
24	FOOD	1260	0.8	744	1,005
25	TVL	1260	0.7	699	889
26	MTV	1260	0.7	661	837
27	VH1	1260	0.6	618	774
28	BET	1260	0.7	576	750
29	NGC	1260	0.7	515	709
30	APL	1260	0.5	505	689

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	1.7	1,692	2,233
2	USA	9900	1.3	1,266	1,600
3	NAN	3630	1.3	1,316	1,548
4	FOXNC	9900	1.2	1,181	1,426
5	CNN	9900	1.1	1,065	1,346
6	TNT	9900	1.1	1,053	1,334
7	TOON	6720	1	933	1,197
8	ADSM	3180	0.9	899	1,048
9	TBSC	9900	0.8	830	1,035
10	LIF	7410	0.8	803	959
11	HIST	8460	0.8	733	891
12	TRU	5760	0.7	657	837
13	AEN	8460	0.7	669	827
14	DISC	7560	0.6	615	795
15	FX	7980	0.6	614	792
16	SPIKE	7920	0.6	591	769
17	ESPN	9900	0.7	641	753
18	MSNBC	9900	0.6	585	719
19	HALL	8100	0.6	552	714
20	CMDY	8460	0.6	571	705
21	FOOD	8310	0.6	549	687
22	HGTV	8910	0.6	566	664
23	AMC	9900	0.5	510	644
24	FAM	7560	0.5	505	642
25	TLC	8460	0.5	502	627
26	TVL	9000	0.5	495	615
27	SCIFI	9900	0.4	415	524
28	MTV	9900	0.4	422	501
29	LMN	9900	0.6	396	477
30	VH1	9900	0.3	339	406

*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.