

**BASIC CABLE NETWORK RANKINGS FOR WEEK OF: 10/15/2007-10/21/2007**

**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	1260	2.3	2,221	2,906
2	USA	1260	2.2	2,088	2,696
3	TBSC	1260	1.4	1,385	1,863
4	TNT	1260	1.3	1,290	1,627
<b>5</b>	<b>FOXNC</b>	<b>1260</b>	<b>1.2</b>	<b>1,143</b>	<b>1,441</b>
6	NAN	720	1.2	1,116	1,311
7	TOON	1200	1.1	1,048	1,302
8	HALL	1260	1.1	906	1,149
9	LIF	1260	0.9	907	1,148
10	SPIKE	1260	0.9	839	1,134
11	FAM	1260	0.8	749	1,107
12	COURT	1260	0.9	855	1,084
13	AEN	1260	0.9	818	1,066
14	BET	1260	0.8	740	1,022
15	HGTV	1260	0.9	882	1,021
16	FX	1260	0.8	765	1,014
17	DISC	1260	0.7	714	985
18	SCIFI	1260	0.8	744	983
19	MTV	1260	0.9	826	981
20	CMDY	1260	0.8	750	972
21	AMC	1260	0.8	725	957
22	HIST	1260	0.8	744	909
23	TLC	1260	0.7	693	893
24	TVL	1260	0.7	695	880
25	VH1	1260	0.7	647	808
26	FOOD	1260	0.6	609	788
27	CNN	1260	0.6	567	684
28	LMN	1260	0.7	430	531
29	ENT	1260	0.5	423	525
30	APL	1260	0.4	403	519

**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	6270	1.6	1,543	1,940
2	USA	9900	1.1	1,087	1,317
3	ESPN	9900	1.1	1,016	1,211
4	NAN	3480	1.1	1,015	1,156
5	TOON	7080	0.9	855	1,057
6	TNT	9900	0.9	831	990
7	TBSC	9900	0.8	737	907
8	ADSM	2820	0.8	747	899
9	LIF	7410	0.7	676	802
<b>10</b>	<b>FOXNC</b>	<b>9900</b>	<b>0.7</b>	<b>662</b>	<b>770</b>
11	HALL	7860	0.7	612	739
12	AEN	8460	0.5	528	632
13	FAM	7560	0.5	476	632
14	HGTV	8760	0.6	547	605
15	DISC	7560	0.5	467	594
16	COURT	8010	0.5	482	588
17	TVL	9900	0.5	484	579
18	HIST	8460	0.5	488	565
19	FX	7980	0.5	447	558
20	SPIKE	7920	0.5	435	555
21	CMDY	8460	0.5	443	551
22	MTV	9900	0.5	475	530
23	AMC	9900	0.5	431	521
24	FOOD	8310	0.4	426	503
25	SCIFI	9900	0.4	373	458
26	CNN	9900	0.4	388	443
27	BET	9900	0.4	344	430
28	TLC	8460	0.4	350	428
29	VH1	9900	0.4	358	414
30	LMN	9900	0.5	297	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.