

**BASIC CABLE NETWORK RANKINGS FOR WEEK OF: 3/03/2008-03/09/2008**

**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	USA	1260	2.0	1,963	2,590
2	TNT	1260	1.7	1,610	2,107
3	TBSC	1260	1.5	1,458	1,988
4	FOXNC	1260	1.5	1,431	1,834
5	ESPN	1260	1.4	1,330	1,739
6	NAN	720	1.4	1,319	1,639
7	HIST	1260	1.2	1,141	1,465
8	LIF	1260	1.1	1,071	1,385
9	SPIKE	1260	1.1	1,019	1,360
10	AEN	1260	1.1	1,027	1,352
11	FX	1260	1.0	961	1,341
12	AMC	1260	1.0	958	1,337
13	HALL	1260	1.2	1,010	1,316
14	CNN	1260	1.1	1,027	1,296
15	TRU	1260	1.0	956	1,258
16	SCIFI	1260	0.9	851	1,183
17	HGTV	1260	1.0	984	1,162
18	CMDY	1260	0.9	850	1,104
19	DISC	1260	0.8	821	1,099
20	TOON	1200	0.9	891	1,096
21	FAM	1260	0.8	786	1,064
22	MTV	1260	0.8	814	1,005
23	TLC	1260	0.7	717	926
24	FOOD	1260	0.7	678	886
25	BRVO	1260	0.7	605	764
26	TVL	1260	0.6	571	760
27	MSNBC	1260	0.7	611	759
28	VH1	1260	0.6	610	747
29	BET	1260	0.6	558	737
30	APL	1260	0.5	471	628

**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	1.9	1,787	2,362
2	NAN	3480	1.2	1,142	1,330
3	USA	9900	1.0	1,002	1,237
4	TNT	9900	1.0	1,000	1,230
5	FOXNC	9900	0.9	804	979
6	TBSC	9900	0.8	784	971
7	LIF	7410	0.8	736	899
8	TOON	7080	0.8	735	897
9	AEN	8460	0.7	682	840
10	ADSM	2820	0.8	756	836
11	ESPN	9900	0.7	669	796
12	HIST	8460	0.7	634	783
13	TRU	5760	0.7	622	777
14	HALL	8100	0.7	609	742
15	FX	7980	0.6	557	719
16	AMC	9900	0.6	534	695
17	SPIKE	7920	0.6	551	690
18	DISC	7560	0.5	528	681
19	CNN	9900	0.6	568	664
20	HGTV	8760	0.6	569	643
21	FAM	7560	0.5	490	628
22	CMDY	8460	0.5	517	627
23	TVL	9900	0.5	491	624
24	FOOD	8310	0.5	491	596
25	MTV	9900	0.5	477	551
26	SCIFI	9900	0.5	425	545
27	TLC	8460	0.4	360	439
28	MSNBC	9900	0.4	366	428
29	BET	9900	0.4	330	405
30	VH1	9900	0.4	339	398

\*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.