

BASIC CABLE NETWORK RANKINGS FOR WEEK OF: 07/20/2009-07/26/2009

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	2.7	2,634	3,470
2	FOXNC	1260	1.8	1,776	2,329
3	TNT	1260	1.8	1,725	2,317
4	NICK	540	1.7	1,659	2,224
5	NAN	720	1.3	1,235	1,642
6	FAM	1260	1.1	1,056	1,535
7	TBSC	1260	1.1	1,066	1,448
8	SYFY	1260	1	942	1,308
9	LIF	1260	1.1	1,056	1,303
10	FX	1260	1	948	1,283
11	HGTV	1260	1.1	1,058	1,270
12	FOOD	1260	0.9	919	1,241
13	TRU	1260	1	874	1,208
14	AEN	1260	1	944	1,200
15	HIST	1260	0.9	892	1,154
16	AMC	1260	0.9	868	1,126
17	ESPN	1260	0.9	876	1,120
18	DISC	1260	0.8	834	1,118
19	ADSM	420	0.9	858	1,090
20	CNN	1260	0.8	795	1,027
21	TLC	1260	0.8	813	1,021
22	HALL	1260	0.9	791	990
23	TOON	840	0.7	704	915
24	SPIKE	1260	0.7	692	896
25	CMDY	1260	0.7	684	872
26	MSNBC	1260	0.7	604	765
27	MTV	1260	0.6	581	732
28	APL	1260	0.5	503	687
29	BET	1260	0.5	487	634
30	VH1	1260	0.5	518	631

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	1.8	1,734	2,268
2	USA	9900	1.3	1,265	1,541
3	NAN	3630	1.2	1,209	1,512
4	TNT	9900	1	1,005	1,255
5	FOXNC	9900	1	975	1,201
6	ADSM	3180	0.9	909	1,084
7	TOON	6720	0.8	785	986
8	TBSC	9900	0.7	693	854
9	TRU	5760	0.7	611	792
10	FX	7980	0.6	608	778
11	LIF	7410	0.6	634	754
12	ESPN	9900	0.6	624	752
13	FAM	7560	0.5	530	719
14	FOOD	8310	0.6	567	715
15	AEN	8460	0.6	583	702
16	HGTV	8910	0.6	570	673
17	HIST	8460	0.6	550	660
18	AMC	9900	0.5	520	638
19	DISC	7560	0.5	493	620
20	SPIKE	7920	0.5	487	608
21	CNN	9900	0.5	495	599
22	SYFY	9900	0.5	436	571
23	HALL	8100	0.5	474	570
24	CMDY	8460	0.5	446	542
25	TLC	8460	0.5	450	538
26	TVL	9000	0.4	433	525
27	MTV	8460	0.4	432	498
28	LMN	9900	0.5	332	400
29	VH1	9900	0.3	331	398
30	BET	9900	0.3	306	392

*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.