

**BASIC CABLE NETWORK RANKINGS FOR WEEK OF: 08/10/2009-08/16/2009**

**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</u> <u>Live+SD CVG</u> <u>AA%</u>	<u>HHL D</u> <u>Live+SD AA</u> <u>(000)</u>	<u>P2+</u> <u>Live+SD AA</u> <u>(000)</u>
1	USA	1260	2.7	2,621	3,456
2	FOXNC	1260	1.9	1,890	2,447
3	TNT	1260	1.8	1,776	2,338
4	NAN	720	1.6	1,593	2,065
5	ESPN	1260	1.4	1,335	1,734
6	TBSC	1260	1.3	1,277	1,717
7	HGTV	1260	1.1	1,105	1,349
8	FAM	1260	0.9	912	1,340
9	AEN	1260	1.1	1,035	1,330
10	LIF	1260	1.1	1,044	1,296
11	FOOD	1260	1	941	1,231
12	SYFY	1260	1	921	1,226
13	TOON	840	0.9	885	1,173
14	HIST	1260	0.9	885	1,158
15	FX	1260	0.9	858	1,157
16	TLC	1260	0.9	884	1,153
17	TRU	1260	0.9	785	1,077
18	DISC	1260	0.8	805	1,074
19	SPIKE	1260	0.8	756	1,024
20	AMC	1260	0.8	728	938
21	BRVO	1260	0.8	725	915
22	HALL	1260	0.8	717	859
23	CMDY	1260	0.7	647	838
24	MSNBC	1260	0.7	651	820
25	MTV	1260	0.6	560	723
26	CNN	1260	0.6	577	698
27	BET	1260	0.6	492	673
28	ENT	1260	0.5	517	645
29	LMN	1260	0.7	478	594
30	VH1	1260	0.5	475	592

**TOTAL PROGRAMMING DAY \***

<u>RANK</u>	<u>NET</u>	<u>DUR</u>	<u>HHL D</u> <u>Live+SD CVG</u> <u>AA%</u>	<u>HHL D</u> <u>Live+SD AA</u> <u>(000)</u>	<u>P2+</u> <u>Live+SD AA</u> <u>(000)</u>
1	NICK	6270	1.7	1,700	2,192
2	NAN	3630	1.4	1,371	1,633
3	USA	9900	1.3	1,241	1,519
4	TNT	9900	1.1	1,085	1,322
5	FOXNC	9900	1.1	1,047	1,282
6	ADSM	3180	1	983	1,200
7	TOON	6720	0.9	886	1,107
8	ESPN	9900	0.8	779	940
9	TBSC	9900	0.8	752	937
10	TRU	5760	0.6	583	746
11	AEN	8460	0.6	597	730
12	FOOD	8310	0.6	589	730
13	LIF	7410	0.6	601	725
14	FAM	7560	0.5	525	705
15	HIST	8460	0.6	577	690
16	HGTV	8910	0.6	561	661
17	DISC	7560	0.5	522	660
18	FX	7980	0.5	519	660
19	SPIKE	7920	0.5	523	653
20	TLC	8460	0.5	446	542
21	SYFY	9900	0.4	421	526
22	HALL	8100	0.5	440	518
23	CNN	9900	0.4	437	511
24	TVL	9000	0.4	419	510
25	AMC	9900	0.4	415	501
26	CMDY	8460	0.4	412	494
27	MTV	8460	0.4	392	469
28	BET	9900	0.4	318	418
29	BRVO	8340	0.4	343	412
30	ENT	8760	0.4	342	399

\*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.