

BASIC CABLE NETWORK RANKINGS FOR APRIL 2008: 03/31/2008-04/27/2008

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	Live+SD AA	Live+SD AA
			AA%	(000)	(000)
1	USA	5040	2.1	2,040	2,715
2	TNT	5040	1.8	1,719	2,242
3	TBSC	5040	1.4	1,340	1,768
4	SPIKE	5040	1.3	1,236	1,732
5	NAN	2880	1.4	1,371	1,701
6	ESPN	5040	1.3	1,292	1,665
7	FOXNC	5040	1.4	1,289	1,638
8	LIF	5040	1.2	1,164	1,486
9	DISC	5040	1	946	1,284
10	AEN	5040	1	941	1,214
11	TOON	4800	1	964	1,203
12	FAM	5040	0.9	850	1,193
13	CMDY	5040	0.9	886	1,156
14	HALL	5040	1	872	1,152
15	FX	5040	0.9	840	1,132
16	SCIFI	5040	0.9	821	1,124
17	HGTV	5040	1	926	1,109
18	TRU	5040	0.9	816	1,090
19	AMC	5040	0.9	808	1,081
20	HIST	5040	0.9	843	1,069
21	CNN	5040	0.8	783	956
22	MTV	5040	0.8	756	914
23	VH1	5040	0.8	724	888
24	FOOD	5040	0.7	655	854
25	TLC	5040	0.7	682	850
26	ESPN2	5040	0.5	521	674
27	TVL	5040	0.5	490	644
28	BRVO	5040	0.6	512	641
29	MSNBC	5040	0.5	477	597
30	LMN	5040	0.8	462	571

TOTAL PROGRAMMING DAY *

RANK	NET	DUR	HHL D	HHL D	P2+
			Live+SD CVG	Live+SD AA	Live+SD AA
			AA%	(000)	(000)
1	NICK	25,080	1.7	1,642	2,126
2	NAN	14,460	1.3	1,278	1,441
3	TNT	40,140	1.1	1,064	1,286
4	USA	40,140	1.1	1,026	1,257
5	TOON	28,320	0.8	809	979
6	ADSM	11,820	0.9	848	932
7	LIF	29,640	0.8	740	903
8	TBSC	40,140	0.8	754	895
9	FOXNC	40,140	0.8	743	883
10	ESPN	40,140	0.8	748	873
11	SPIKE	31,860	0.6	617	800
12	DISC	30,240	0.6	587	750
13	AEN	34,200	0.6	606	733
14	HALL	32,400	0.7	574	715
15	TRU	23,220	0.6	563	709
16	FAM	30,240	0.5	513	662
17	HIST	34,020	0.6	544	645
18	FX	31,920	0.5	505	641
19	CMDY	34,020	0.5	503	612
20	HGTV	36,060	0.6	537	609
21	FOOD	33,420	0.5	486	582
22	MTV	40,140	0.5	496	552
23	AMC	40,140	0.5	446	549
24	TVL	40,140	0.5	438	528
25	CNN	40,140	0.5	453	512
26	SCIFI	40,140	0.4	388	489
27	TLC	33,840	0.4	347	417
28	VH1	40,140	0.4	351	400
29	LMN	40,140	0.5	312	354
30	MSNBC	40,140	0.3	297	342

*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.