

**BASIC CABLE NETWORK RANKINGS FOR WEEK OF: 10/05/2009-10/11/2009**

**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	TBSC	1260	3.9	3,956	5,411
2	ESPN	1260	3	2,945	4,099
3	USA	1260	2.2	2,220	2,919
4	FOXNC	1260	1.7	1,633	2,118
5	NAN	1020	1.3	1,302	1,634
6	AEN	1260	1.1	1,130	1,461
7	SYFY	1260	1.1	1,058	1,455
8	FX	1260	1	961	1,322
9	TOON	840	1	1,008	1,310
10	TNT	1260	1	986	1,239
11	DISC	1260	0.9	874	1,174
12	HGTV	1260	1	952	1,152
13	LIF	1260	0.9	927	1,130
14	FAM	1260	0.8	803	1,117
15	TRU	1260	0.8	784	1,063
16	FOOD	1260	0.8	795	1,045
17	HIST	1260	0.8	822	1,014
18	TLC	1260	0.8	799	972
19	SPIKE	1260	0.7	672	873
20	CMDY	1260	0.7	690	868
21	BRVO	1260	0.7	654	816
22	AMC	1260	0.7	637	812
23	MSNBC	1260	0.6	598	750
24	BET	1260	0.6	579	746
25	HALL	1260	0.7	595	728
26	ENT	1260	0.6	581	714
27	MTV	1260	0.6	580	706
28	VH1	1260	0.5	499	637
29	CNN	1260	0.5	502	613
30	TVL	1260	0.5	487	594

**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	TBSC	9900	1.5	1,521	1,962
2	NICK	5970	1.5	1,506	1,956
3	ESPN	9900	1.1	1,123	1,419
4	USA	9900	1.1	1,105	1,343
5	NAN	3930	1.1	1,067	1,259
6	FOXNC	9900	1	977	1,194
7	ADSM	3180	0.9	842	1,028
8	TOON	6720	0.8	803	1,020
9	TNT	9900	0.9	845	1,000
10	AEN	8460	0.7	661	813
11	TRU	5760	0.6	573	712
12	FX	7980	0.6	550	703
13	LIF	7410	0.6	578	682
14	DISC	7560	0.5	540	677
15	FOOD	8310	0.6	555	672
16	HIST	8460	0.5	538	641
17	SYFY	9900	0.5	495	630
18	HGTV	8910	0.5	534	621
19	SPIKE	7920	0.5	465	582
20	FAM	7560	0.4	431	543
21	TVL	9000	0.5	463	539
22	TLC	8460	0.4	429	501
23	HALL	7800	0.5	429	500
24	AMC	9900	0.4	415	499
25	CMDY	8460	0.4	389	473
26	CNN	9900	0.4	389	454
27	BET	9900	0.4	347	441
28	MTV	8460	0.4	350	398
29	ENT	8760	0.3	326	384
30	BRVO	8340	0.4	330	377

\*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.