

BASIC CABLE NETWORK RANKINGS FOR WEEK OF: 10/26/2009-11/01/2009

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	2.6	2,584	3,470
2	ESPN	1260	2.3	2,325	3,092
3	FOXNC	1260	1.6	1,602	2,087
4	TNT	1260	1.6	1,580	2,084
5	NAN	1020	1.3	1,320	1,679
6	SYFY	1260	1.1	1,090	1,507
7	TBSC	1260	1.1	1,109	1,435
8	AEN	1260	1.1	1,087	1,398
9	TOON	840	1	988	1,352
10	FX	1260	1	948	1,309
11	HGTV	1260	1.1	1,041	1,264
12	FOOD	1260	0.9	938	1,256
13	TLC	1260	1	961	1,204
14	FAM	1260	0.8	764	1,133
15	SPIKE	1260	0.9	840	1,121
16	TRU	1260	0.9	819	1,105
17	DISC	1260	0.8	831	1,096
18	BET	1260	0.8	703	1,063
19	HIST	1260	0.8	821	1,046
20	CMDY	1260	0.8	802	1,021
21	AMC	1260	0.8	731	1,002
22	ESPN2	1260	0.8	755	963
23	LIF	1260	0.7	730	921
24	BRVO	1260	0.7	686	867
25	HALL	1260	0.8	671	830
26	MSNBC	1260	0.6	585	767
27	TVL	1260	0.6	562	716
28	VH1	1260	0.6	554	703
29	MTV	1260	0.5	501	618
30	LMN	1260	0.6	445	567

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	5970	1.5	1,502	1,982
2	USA	9900	1.4	1,354	1,661
3	NAN	3930	1.2	1,150	1,381
4	ESPN	9900	1.1	1,057	1,294
5	FOXNC	9900	1	992	1,219
6	TNT	9900	1	973	1,172
7	TOON	6720	0.9	884	1,164
8	ADSM	3180	0.9	854	1,023
9	TBSC	9900	0.7	673	813
10	AEN	8460	0.7	662	793
11	FOOD	8310	0.6	618	757
12	SYFY	9900	0.6	568	735
13	TRU	5760	0.6	570	735
14	FX	7980	0.6	562	733
15	HGTV	8910	0.6	578	680
16	SPIKE	7920	0.5	526	660
17	DISC	7560	0.5	517	651
18	FAM	7560	0.5	470	624
19	LIF	7410	0.5	527	623
20	HIST	8460	0.5	515	620
21	AMC	9900	0.5	472	603
22	HALL	7800	0.5	473	562
23	TLC	8460	0.5	478	559
24	TVL	9000	0.5	464	557
25	CMDY	8460	0.5	454	540
26	BET	9900	0.4	349	475
27	CNN	9900	0.4	393	460
28	MTV	8460	0.4	375	437
29	BRVO	8340	0.4	336	396
30	LMN	9900	0.4	320	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.