

BASIC CABLE NETWORK RANKINGS FOR WEEK OF: 01/18/2010-01/24/2010

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	FOXNC	1260	2.4	2,386	3,213
2	USA	1260	2.4	2,364	3,194
3	NAN	1020	1.7	1,712	2,236
4	TNT	1260	1.5	1,487	1,979
5	AEN	1260	1.4	1,368	1,845
6	LIF	1260	1.4	1,336	1,729
7	TBSC	1260	1.2	1,157	1,597
8	HIST	1260	1.2	1,143	1,541
9	FAM	1260	1	986	1,442
10	HGTV	1260	1.1	1,092	1,385
11	FX	1260	1	994	1,329
12	TOON	840	1	1,013	1,326
13	ESPN	1260	1	1,010	1,301
14	TRU	1260	1	934	1,299
15	DISC	1260	0.9	925	1,241
16	FOOD	1260	0.9	902	1,204
17	SYFY	1260	0.9	872	1,163
18	TLC	1260	0.9	878	1,141
19	MTV	1260	0.9	890	1,140
20	AMC	1260	0.8	768	1,030
21	HALL	1260	0.9	819	986
22	CNN	1260	0.8	815	980
23	SPIKE	1260	0.7	729	966
24	CMDY	1260	0.6	630	799
25	MSNBC	1260	0.6	593	761
26	ENT	1260	0.6	538	701
27	LMN	1260	0.7	542	691
28	TVL	1260	0.6	555	688
29	VH1	1260	0.5	534	677
30	BET	1260	0.5	484	670

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	1.8	1,761	2,380
2	NAN	3930	1.4	1,442	1,766
3	FOXNC	9900	1.3	1,297	1,642
4	USA	9900	1.2	1,229	1,526
5	TNT	9900	1.1	1,093	1,333
6	ADSM	3180	1	961	1,134
7	TOON	6720	0.9	873	1,127
8	AEN	8460	0.8	780	981
9	TBSC	9900	0.7	716	894
10	TRU	5760	0.7	680	893
11	LIF	7410	0.7	720	880
12	ESPN	9900	0.7	694	825
13	FX	7980	0.7	631	814
14	HIST	8460	0.6	628	786
15	HGTV	8910	0.6	622	752
16	FOOD	8310	0.6	611	750
17	DISC	7560	0.6	586	744
18	SPIKE	7920	0.6	550	691
19	CNN	9900	0.6	564	657
20	MTV	8460	0.5	541	648
21	FAM	7560	0.5	487	641
22	AMC	9900	0.5	452	564
23	TLC	8460	0.5	449	558
24	HALL	7920	0.5	473	541
25	SYFY	9900	0.4	422	532
26	TVL	9000	0.5	449	521
27	CMDY	8400	0.4	420	505
28	LMN	9900	0.5	378	467
29	ENT	8760	0.4	358	435
30	APL	9900	0.4	338	425

*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.