

BASIC CABLE NETWORK RANKINGS FOR APRIL 2010: 03/29/10-4/25/10

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 AA%	Live+SD AA (000)	Live+SD AA (000)
1	USA	5040	2.3	2,266	2,967
2	TNT	5040	1.6	1,584	2,061
3	FOXNC	5040	1.5	1,487	1,910
4	NAN	4080	1.4	1,419	1,789
5	HIST	5040	1.4	1,335	1,774
6	TBSC	5040	1.3	1,290	1,754
7	ESPN	5040	1.3	1,336	1,732
8	TOON	3360	1.1	1,076	1,424
9	AEN	5040	1	1,038	1,363
10	DISC	5040	1	973	1,334
11	FAM	5040	0.8	801	1,153
12	SYFY	5040	0.9	839	1,130
13	HGTV	5040	0.9	913	1,129
14	TRU	5040	0.9	836	1,128
15	FX	5040	0.9	828	1,084
16	LIF	5040	0.9	881	1,077
17	FOOD	5040	0.8	779	1,014
18	CMDY	5040	0.8	739	955
19	TLC	5040	0.7	730	923
20	AMC	5040	0.7	690	888
21	MTV	5040	0.7	677	836
22	SPIKE	5040	0.6	632	835
23	MSNBC	5040	0.7	640	780
24	BET	5040	0.6	556	754
25	TVL	5040	0.6	610	752
26	BRVO	5040	0.6	573	703
27	LMN	5040	0.7	564	690
28	HALL	5040	0.6	558	679
29	ESPN2	5040	0.5	520	673
30	APL	5040	0.5	453	600

*Excludes networks not programming in majority of daypart (51%+)

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.