

BASIC CABLE NETWORK RANKINGS FOR WEEK OF: 03/29/2010-04/04/2010

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	USA	1260	2.4	2,366	3,143
2	FOXNC	1260	1.6	1,533	1,963
3	NAN	1020	1.3	1,342	1,696
4	TBSC	1260	1.2	1,208	1,645
5	HIST	1260	1.2	1,227	1,633
6	TNT	1260	1.2	1,240	1,599
7	ESPN	1260	1.2	1,176	1,526
8	AEN	1260	1	983	1,301
9	DISC	1260	0.9	939	1,252
10	TOON	840	1	952	1,248
11	FAM	1260	0.9	841	1,243
12	FX	1260	0.9	828	1,126
13	TRU	1260	0.9	806	1,096
14	SYFY	1260	0.9	827	1,082
15	FOOD	1260	0.8	813	1,070
16	HGTV	1260	0.9	858	1,041
17	CMDY	1260	0.8	772	1,024
18	AMC	1260	0.8	755	964
19	LIF	1260	0.8	749	929
20	ESPN2	1260	0.7	674	903
21	TLC	1260	0.7	668	847
22	SPIKE	1260	0.6	635	830
23	MSNBC	1260	0.7	659	812
24	MTV	1260	0.7	647	807
25	BET	1260	0.6	545	736
26	LMN	1260	0.7	569	704
27	TVL	1260	0.6	551	692
28	BRVO	1260	0.6	548	670
29	APL	1260	0.5	494	653
30	HALL	1260	0.6	525	645

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	1.6	1,638	2,164
2	NAN	3930	1.4	1,392	1,666
3	USA	9900	1.1	1,127	1,382
4	ADSM	3180	1.1	1,047	1,267
5	TNT	9900	1	967	1,149
6	FOXNC	9900	0.9	894	1,081
7	TOON	6720	0.8	834	1,055
8	TBSC	9900	0.7	729	897
9	ESPN	9900	0.7	663	778
10	HIST	8460	0.6	631	768
11	AEN	8460	0.6	592	735
12	TRU	5760	0.6	552	706
13	FOOD	8310	0.6	553	677
14	DISC	7560	0.5	518	665
15	FX	7980	0.5	514	663
16	HGTV	8910	0.6	545	644
17	LIF	7410	0.5	508	620
18	FAM	7560	0.4	442	602
19	SPIKE	7920	0.5	473	577
20	CMDY	8400	0.5	457	563
21	AMC	8820	0.5	440	551
22	TVL	9000	0.5	460	545
23	MTV	8460	0.5	451	529
24	SYFY	9900	0.4	419	524
25	LMN	9900	0.5	378	453
26	TLC	8460	0.4	372	442
27	CNN	9900	0.4	368	436
28	BET	9900	0.4	323	427
29	MSNBC	9900	0.4	342	392
30	APL	9900	0.3	321	381

*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.