

BASIC CABLE NETWORK RANKINGS FOR WEEK OF: 04/05/2010-04/11/2010

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	2,359	3,017
2	TBSC	1260	1.4	1,445	2,046
3	FOXNC	1260	1.5	1,458	1,884
4	TNT	1260	1.4	1,430	1,831
5	NAN	1020	1.4	1,418	1,812
6	HIST	1260	1.2	1,229	1,624
7	TOON	840	1.2	1,165	1,580
8	ESPN	1260	1.2	1,165	1,466
9	AEN	1260	1	976	1,310
10	DISC	1260	0.9	933	1,301
11	SYFY	1260	0.9	913	1,247
12	FX	1260	1	915	1,197
13	HGTV	1260	0.9	906	1,143
14	LIF	1260	0.9	925	1,128
15	TRU	1260	0.9	824	1,127
16	FAM	1260	0.7	737	1,076
17	FOOD	1260	0.8	761	982
18	TLC	1260	0.7	711	907
19	AMC	1260	0.7	696	900
20	CMDY	1260	0.7	689	860
21	MTV	1260	0.7	658	826
22	MSNBC	1260	0.7	633	773
23	TVL	1260	0.6	602	735
24	SPIKE	1260	0.6	557	724
25	BET	1260	0.6	504	674
26	HALL	1260	0.6	553	673
27	ESPN2	1260	0.5	521	660
28	BRVO	1260	0.6	523	633
29	LMN	1260	0.7	504	602
30	ENT	1260	0.5	460	574

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	1.7	1,668	2,185
2	NAN	3930	1.3	1,345	1,651
3	USA	9900	1.1	1,122	1,351
4	TNT	9900	1.1	1,079	1,288
5	ADSM	3180	1.1	1,041	1,255
6	TOON	6720	0.9	920	1,198
7	FOXNC	9900	0.9	849	1,042
8	TBSC	9900	0.7	751	946
9	ESPN	9900	0.8	779	897
10	HIST	8460	0.6	626	763
11	AEN	8460	0.6	614	760
12	TRU	5760	0.6	567	723
13	FX	7980	0.6	540	694
14	DISC	7560	0.5	531	688
15	LIF	7410	0.6	570	679
16	HGTV	8910	0.5	528	626
17	FOOD	8310	0.5	516	618
18	SYFY	9900	0.5	470	605
19	TVL	9000	0.5	472	557
20	FAM	7560	0.4	413	551
21	MTV	8460	0.5	467	537
22	AMC	8820	0.4	418	507
23	CMDY	8400	0.4	420	507
24	SPIKE	7920	0.4	389	476
25	TLC	8460	0.4	379	451
26	BET	9900	0.4	336	433
27	LMN	9900	0.5	361	426
28	CNN	9900	0.4	361	418
29	MSNBC	9900	0.4	338	391
30	ENT	8760	0.3	327	386

*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.