

BASIC CABLE NETWORK RANKINGS FOR WEEK OF: 04/12/2010-04/18/2010

SOURCE: NIELSEN MEDIA RESEARCH (NHI)

TOP 30 NETWORKS RANKED ON PERSONS 2+

PRIMETIME (M-SU 8PM-11PM)*

RANK	NET	DUR	HHLD Live+SD CVG AA%	HHLD Live+SD AA (000)	P2+ Live+SD AA (000)
1	USA	1260	2.1	2,092	2,759
2	FOXNC	1260	1.6	1,550	1,999
3	TNT	1260	1.5	1,535	1,982
4	TBSC	1260	1.3	1,323	1,814
5	HIST	1260	1.3	1,265	1,678
6	NAN	1020	1.3	1,337	1,646
7	DISC	1260	1.1	1,137	1,570
8	AEN	1260	1.1	1,113	1,442
9	TOON	840	1.1	1,081	1,409
10	ESPN	1260	1.1	1,091	1,402
11	HGTV	1260	1	944	1,170
12	SYFY	1260	0.9	851	1,148
13	LIF	1260	1	946	1,137
14	TRU	1260	0.9	856	1,131
15	FAM	1260	0.8	792	1,081
16	CMDY	1260	0.8	755	992
17	FOOD	1260	0.8	761	987
18	TLC	1260	0.8	758	950
19	FX	1260	0.8	742	944
20	BET	1260	0.7	624	868
21	SPIKE	1260	0.6	631	856
22	AMC	1260	0.7	645	830
23	MTV	1260	0.7	676	814
24	TVL	1260	0.7	646	787
25	MSNBC	1260	0.7	651	785
26	BRVO	1260	0.7	627	763
27	ENT	1260	0.5	531	663
28	LMN	1260	0.7	547	663
29	HALL	1260	0.6	533	632
30	VH1	1260	0.5	468	589

*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.