

BASIC CABLE NETWORK RANKINGS FOR WEEK OF: 05/03/2010-05/09/2010

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	TNT	1260	2.2	2,154	2,871
2	USA	1260	2.1	2,116	2,719
3	ESPN	1260	1.5	1,447	1,895
4	FOXNC	1260	1.5	1,428	1,817
5	NAN	1020	1.4	1,407	1,677
6	HIST	1260	1.2	1,167	1,508
7	TBSC	1260	1.1	1,104	1,414
8	TOON	840	1	1,014	1,286
9	FX	1260	1	984	1,264
10	AEN	1260	1	945	1,247
11	DISC	1260	0.9	896	1,174
12	TRU	1260	0.9	791	1,067
13	HGTV	1260	0.8	825	1,019
14	VS	1260	1	735	1,011
15	AMC	1260	0.8	764	992
16	SYFY	1260	0.8	744	978
17	FOOD	1260	0.7	707	921
18	FAM	1260	0.7	676	886
19	TLC	1260	0.7	670	836
20	CMDY	1260	0.7	657	823
21	BRVO	1260	0.7	646	797
22	BET	1260	0.7	595	789
23	HALL	1260	0.8	674	784
24	TVL	1260	0.6	627	771
25	SPIKE	1260	0.6	569	742
26	LIF	1260	0.6	613	732
27	MSNBC	1260	0.6	588	715
28	ENT	1260	0.5	509	627
29	CNN	1260	0.5	519	624
30	APL	1260	0.5	471	609

TOTAL PROGRAMMING DAY *

RANK	NET	DUR	HHLD Live+SD CVG AA%	HHLD Live+SD AA (000)	P2+ Live+SD AA (000)
1	NICK	5970	1.6	1,598	2,115
2	NAN	3930	1.3	1,317	1,481
3	TNT	9900	1.2	1,188	1,460
4	USA	9900	1	1,039	1,249
5	ADSM	3180	1	984	1,166
6	FOXNC	9900	0.9	884	1,062
7	TOON	6720	0.9	845	1,059
8	ESPN	9900	0.7	695	833
9	HIST	8460	0.7	648	781
10	TBSC	9900	0.6	636	766
11	AEN	8460	0.6	600	744
12	TRU	5760	0.6	572	729
13	FX	7980	0.6	534	659
14	DISC	7560	0.5	489	608
15	LIF	7410	0.5	516	597
16	FOOD	8310	0.5	492	592
17	HGTV	8910	0.5	496	588
18	TVL	9000	0.5	474	554
19	AMC	8820	0.5	455	551
20	SPIKE	7920	0.4	409	501
21	CMDY	8400	0.4	418	496
22	CNN	9900	0.4	411	479
23	FAM	7560	0.4	381	473
24	SYFY	9900	0.4	377	460
25	HALL	8280	0.4	382	434
26	BET	9900	0.4	342	431
27	TLC	8460	0.4	355	421
28	ENT	8760	0.3	328	380
29	MSNBC	9900	0.4	330	380
30	LMN	9900	0.4	315	371

*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.