

BASIC CABLE NETWORK RANKINGS FOR JULY 2010: 06/28/10-07/25/10

SOURCE: NIELSEN MEDIA RESEARCH (NHI)

TOP 40 NETWORKS RANKED ON PERSONS 2+

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

RANK	NET	DUR	HHL Live+SD CVG AA%	HHL Live+SD AA (000)	P2+ Live+SD AA (000)
1	USA	5040	2.3	2,320	3,035
2	TNT	5040	1.9	1,866	2,438
3	FOXNC	5040	1.5	1,443	1,843
4	NAN	4080	1.2	1,188	1,566
5	HIST	5040	1.2	1,161	1,533
6	TBSC	5040	1.1	1,079	1,493
7	ESPN	5040	1.2	1,146	1,492
8	FAM	5040	1.1	1,039	1,491
9	DISC	5040	1.1	1,066	1,483
10	AEN	5040	1.1	1,055	1,389
11	FX	5040	1	949	1,283
12	FOOD	5040	0.9	908	1,232
13	HGTV	5040	1	954	1,187
14	TOON	3360	0.9	880	1,186
15	SYFY	5040	0.9	843	1,144
16	AMC	5040	0.9	875	1,124
17	TRU	5040	0.9	813	1,097
18	LIF	5040	0.9	874	1,087
19	TLC	5040	0.8	784	1,011
20	CMDY	5040	0.8	781	994
21	TVL	5040	0.8	739	917
22	BET	5040	0.7	614	831
23	BRVO	5040	0.7	638	797
24	SPIKE	5040	0.6	585	757
25	NKJR	5040	0.7	543	731
26	HALL	5040	0.7	592	722
27	MTV	5040	0.6	598	721
28	MSNBC	5040	0.6	562	675
29	ENT	5040	0.5	526	657
30	LMN	5040	0.6	456	576
31	APL	5040	0.4	423	556
32	CNN	5040	0.4	443	529
33	TRAV	5040	0.4	377	504
34	VH1	5040	0.4	372	476
35	HLN	5040	0.4	397	452
36	NKTNS	5040	0.5	314	428
37	ESPN2	5040	0.3	323	409
38	NGC	5040	0.4	307	393
39	OXYG	5040	0.4	294	378
40	WGNA	5040	0.4	259	347

TOTAL PROGRAMMING DAY *

RANK	NET	DUR	HHL Live+SD CVG AA%	HHL Live+SD AA (000)	P2+ Live+SD AA (000)
1	NICK	23280	1.7	1,709	2,292
2	NAN	16860	1.3	1,293	1,574
3	USA	40140	1.1	1,124	1,372
4	TNT	40140	1.1	1,112	1,339
5	ADSM	13260	1	999	1,210
6	TOON	26880	0.9	885	1,158
7	FOXNC	40140	0.9	837	996
8	ESPN	40140	0.8	770	918
9	TBSC	40140	0.7	665	820
10	HIST	34020	0.7	648	799
11	AEN	34020	0.6	628	775
12	DISC	30240	0.6	572	742
13	TRU	23220	0.6	576	737
14	FAM	30240	0.6	543	727
15	FX	31920	0.6	555	707
16	FOOD	33420	0.6	567	704
17	HGTV	35820	0.6	563	674
18	AMC	35820	0.5	521	643
19	LIF	29640	0.5	522	625
20	CMDY	33960	0.5	505	601
21	TVL	37740	0.5	490	580
22	NKJR	40140	0.6	432	579
23	TLC	33840	0.4	441	540
24	SPIKE	31860	0.4	432	533
25	SYFY	40140	0.4	422	531
26	MTV	34380	0.4	442	513
27	BET	40140	0.4	355	457
28	ENT	35220	0.4	368	441
29	HALL	33300	0.4	368	430
30	CNN	40140	0.4	357	412
31	LMN	40140	0.4	336	408
32	MSNBC	40140	0.4	338	389
33	BRVO	33540	0.3	315	375
34	APL	40140	0.3	296	356
35	TRAV	31200	0.2	235	301
36	VH1	40140	0.3	250	294
37	HLN	40140	0.3	258	285
38	NKTNS	40140	0.4	220	284
39	WGNA	34290	0.3	221	276
40	GSN	31860	0.3	219	266

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

Total Programming Day = M - Sun 6AM - 6AM or Individual Network's Total Programming Day and 6AM - 3AM for Most Current Day.

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.