

BASIC CABLE NETWORK RANKINGS FOR AUGUST 2010: 07/26/10-08/29/10

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	6300	2.4	2,410	3,212
2	TNT	6300	1.9	1,859	2,427
3	FOXNC	6300	1.5	1,428	1,814
4	NAN	5100	1.2	1,223	1,652
5	HIST	6300	1.2	1,224	1,639
6	ESPN	6300	1.2	1,240	1,611
7	TBSC	6300	1.1	1,120	1,517
8	AEN	6300	1.1	1,086	1,440
9	TOON	4200	1	991	1,351
10	HGTV	6300	1.1	1,048	1,305
11	DISC	6300	0.9	927	1,287
12	LIF	6300	1	1,033	1,287
13	SYFY	6300	1	948	1,284
14	FAM	6300	0.9	905	1,233
15	TRU	6300	0.9	870	1,181
16	FOOD	6300	0.9	876	1,170
17	FX	6300	0.9	867	1,148
18	MTV	6300	0.9	885	1,121
19	AMC	6300	0.9	815	1,057
20	TLC	6300	0.8	806	1,035
21	CMDY	6300	0.8	787	1,030
22	BRVO	6300	0.8	727	910
23	TVL	6300	0.8	738	906
24	SPIKE	6300	0.6	631	827
25	NKJR	6300	0.8	597	817
26	HALL	6300	0.7	629	751
27	BET	6300	0.6	542	721
28	ENT	6300	0.6	568	691
29	MSNBC	6300	0.6	561	677
30	LMN	6300	0.6	474	598
31	APL	6300	0.5	446	587
32	ESPN2	6300	0.4	411	543
33	TRAV	6300	0.4	396	540
34	CNN	6300	0.4	405	486
35	OXYG	6300	0.5	363	475
36	VH1	6300	0.3	314	405
37	HLN	6300	0.3	348	398
38	ID	6300	0.5	296	367
39	NGC	6300	0.4	280	357
40	NKTNS	6300	0.5	262	346

*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.