

**BASIC CABLE NETWORK RANKINGS FOR WEEK OF: 08/02/2010-08/08/2010**

**SOURCE: NIELSEN MEDIA RESEARCH (NHI)**

**TOP 40 NETWORKS RANKED ON PERSONS 2+**

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

**TOTAL PROGRAMMING DAY \***

RANK	NET	DUR	HHL D	HHL D	P2+	RANK	NET	DUR	HHL D	HHL D	P2+
			Live+SD CVG	Live+SD AA	Live+SD AA				Live+SD CVG	Live+SD AA	Live+SD AA
			AA%	(000)	(000)				AA%	(000)	(000)
1	USA	1260	2.6	2601	3392	1	NICK	5820	1.9	1890	2559
2	TNT	1260	1.9	1855	2454	2	NAN	4080	1.2	1231	1532
3	FOXNC	1260	1.5	1508	1922	3	USA	9900	1.1	1137	1379
4	DISC	1260	1.1	1135	1630	4	TNT	9900	1.1	1087	1324
5	HIST	1260	1.2	1172	1529	5	ADSM	3180	1	1018	1243
6	TBSC	1260	1.1	1125	1524	6	TOON	6720	0.9	896	1176
7	AEN	1260	1.1	1112	1480	7	FOXNC	9900	0.9	876	1058
8	NAN	1020	1.1	1076	1454	8	DISC	7560	0.7	685	899
9	TOON	840	1	996	1369	9	TBSC	9900	0.7	690	849
10	HGTV	1260	1.1	1053	1316	10	HIST	8460	0.7	669	831
11	ESPN	1260	1	983	1251	11	ESPN	9900	0.7	686	819
12	FAM	1260	0.9	931	1236	12	AEN	8460	0.6	633	794
13	SYFY	1260	0.9	870	1175	13	TRU	5760	0.7	623	784
14	FOOD	1260	0.9	864	1174	14	HGTV	8910	0.6	579	683
15	LIF	1260	1	947	1171	15	FOOD	8310	0.6	549	676
16	TRU	1260	0.9	854	1136	16	FAM	7560	0.5	517	658
17	MTV	1260	0.9	888	1116	17	LIF	7410	0.5	535	634
18	FX	1260	0.8	814	1065	18	FX	7980	0.5	506	632
19	AMC	1260	0.8	812	1033	19	MTV	8460	0.5	530	617
20	CMDY	1260	0.8	777	997	20	NKJR	9900	0.6	445	593
21	BRVO	1260	0.8	770	958	21	CMDY	8400	0.5	487	581
22	TLC	1260	0.8	755	958	22	SPIKE	7920	0.5	455	560
23	SPIKE	1260	0.7	729	944	23	SYFY	9900	0.5	440	555
24	TVL	1260	0.7	725	880	24	AMC	8820	0.5	442	548
25	NKJR	1260	0.8	570	791	25	TVL	9300	0.5	445	525
26	MSNBC	1260	0.6	587	717	26	TLC	8460	0.4	417	509
27	BET	1260	0.6	502	663	27	BRVO	8340	0.4	367	443
28	ENT	1260	0.5	517	621	28	HALL	8580	0.4	366	426
29	HALL	1260	0.6	510	617	29	BET	9900	0.4	319	401
30	LMN	1260	0.6	442	543	30	ENT	8760	0.4	344	393
31	TRAV	1260	0.4	404	536	31	LMN	9900	0.4	327	393
32	APL	1260	0.4	397	533	32	MSNBC	9900	0.3	329	383
33	OXYG	1260	0.5	376	498	33	CNN	9900	0.3	326	380
34	CNN	1260	0.4	411	486	34	APL	9900	0.3	289	344
35	HLN	1260	0.4	364	419	35	TRAV	7800	0.3	243	311
36	GSN	1260	0.4	295	376	36	OXYG	8580	0.3	230	285
37	NGC	1260	0.4	291	373	37	GSN	7920	0.3	223	270
38	NKTNS	1260	0.5	265	358	38	HLN	9900	0.2	242	268
39	WGNA	1260	0.4	271	354	39	WGNA	8460	0.3	216	264
40	CMT	1260	0.3	262	340	40	ID	9900	0.3	218	259

\*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.