

BASIC CABLE NETWORK RANKINGS FOR WEEK OF: 08/16/2010-08/22/2010

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	2.5	2442	3247	1	NICK	5820	1.8	1755	2386
2	TNT	1260	2	1961	2592	2	NAN	4080	1.3	1286	1579
3	HIST	1260	1.4	1384	1892	3	USA	9900	1.1	1111	1362
4	FOXNC	1260	1.5	1444	1834	4	TNT	9900	1.1	1106	1341
5	ESPN	1260	1.3	1313	1714	5	TOON	6720	0.9	925	1196
6	TBSC	1260	1.1	1140	1574	6	ADSM	3180	1	1016	1182
7	NAN	1020	1.2	1185	1552	7	FOXNC	9900	0.9	854	1026
8	AEN	1260	1.1	1095	1446	8	HIST	8460	0.8	743	936
9	HGTV	1260	1.1	1092	1371	9	TBSC	9900	0.7	718	894
10	FAM	1260	1	982	1368	10	ESPN	9900	0.7	728	874
11	LIF	1260	1.1	1067	1320	11	AEN	8460	0.6	633	804
12	SYFY	1260	1	958	1311	12	TRU	5760	0.7	612	778
13	TOON	840	1	979	1302	13	HGTV	8910	0.6	619	729
14	TRU	1260	1	925	1256	14	DISC	7560	0.5	541	696
15	MTV	1260	0.9	905	1165	15	LIF	7410	0.6	564	662
16	FX	1260	0.8	818	1100	16	FAM	7560	0.5	506	661
17	AMC	1260	0.9	840	1096	17	FOOD	8310	0.5	535	649
18	TLC	1260	0.8	830	1079	18	FX	7980	0.5	509	648
19	DISC	1260	0.8	778	1063	19	MTV	8460	0.5	513	635
20	CMDY	1260	0.8	781	1037	20	NKJR	9900	0.6	467	606
21	FOOD	1260	0.8	761	992	21	AMC	8820	0.5	483	598
22	TVL	1260	0.8	772	956	22	CMDY	8400	0.5	482	596
23	BRVO	1260	0.8	705	875	23	TVL	9300	0.5	491	588
24	NKJR	1260	0.9	632	833	24	SYFY	9900	0.5	459	584
25	BET	1260	0.7	615	816	25	TLC	8460	0.4	434	527
26	ENT	1260	0.6	625	774	26	SPIKE	7920	0.4	421	519
27	HALL	1260	0.7	623	739	27	ENT	8760	0.4	411	486
28	SPIKE	1260	0.6	551	719	28	HALL	8580	0.5	412	471
29	MSNBC	1260	0.6	534	636	29	BET	9900	0.4	340	431
30	APL	1260	0.5	468	617	30	BRVO	8340	0.4	363	424
31	LMN	1260	0.6	477	602	31	LMN	9900	0.4	328	390
32	ESPN2	1260	0.4	417	580	32	CNN	9900	0.3	318	368
33	TRAV	1260	0.4	393	543	33	APL	9900	0.3	308	361
34	OXYG	1260	0.5	390	500	34	MSNBC	9900	0.3	319	361
35	CNN	1260	0.4	385	455	35	TRAV	7800	0.3	245	308
36	VH1	1260	0.3	315	412	36	GSN	7920	0.3	237	291
37	ID	1260	0.5	301	376	37	ESPN2	9900	0.2	238	289
38	CMT	1260	0.3	276	372	38	ID	9900	0.4	246	285
39	HLN	1260	0.3	321	365	39	OXYG	8580	0.3	235	283
40	GSN	1260	0.4	275	350	40	VH1	9900	0.2	236	283

*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.