

BASIC CABLE NETWORK RANKINGS FOR 3rd QUARTER 2010: 06/28/10-09/26/10

SOURCE: NIELSEN MEDIA RESEARCH (NHI)

TOP 30 NETWORKS RANKED ON PERSONS 2+

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

RANK	NET	DUR	HHL D	HHL D	P2+
			Live+SD CVG	Live+SD AA	Live+SD AA
			AA%	(000)	(000)
1	USA	16380	2.3	2,280	2,997
2	TNT	16380	1.8	1,787	2,323
3	ESPN	16380	1.6	1,636	2,166
4	FOXNC	16380	1.5	1,439	1,831
5	HIST	16380	1.3	1,243	1,653
6	NAN	13260	1.2	1,246	1,639
7	TBSC	16380	1.1	1,093	1,482
8	AEN	16380	1.1	1,087	1,429
9	TOON	10920	1	969	1,316
10	FAM	16380	0.9	916	1,280
11	HGTV	16380	1	1,016	1,267
12	DISC	16380	0.9	914	1,256
13	FX	16380	0.9	907	1,213
14	LIF	16380	1	951	1,186
15	SYFY	16380	0.9	876	1,183
16	FOOD	16380	0.9	865	1,155
17	MTV	16380	0.9	891	1,145
18	TRU	16380	0.9	826	1,118
19	AMC	16380	0.9	861	1,114
20	TLC	16380	0.8	824	1,052
21	CMDY	16380	0.8	765	988
22	TVL	16380	0.7	721	882
23	BRVO	16380	0.7	678	848
24	SPIKE	16380	0.6	607	792
25	NKJR	16380	0.8	576	781
26	BET	16380	0.6	555	742
27	HALL	16380	0.7	590	709
28	MSNBC	16380	0.6	574	687
29	ENT	16380	0.6	553	679
30	ESPN2	16380	0.5	506	665
31	LMN	16380	0.6	485	605
32	APL	16380	0.4	418	547
33	TRAV	16380	0.4	384	516
34	CNN	16380	0.4	429	512
35	OXYG	16380	0.5	367	477
36	VH1	16380	0.3	343	439
37	HLN	16380	0.4	352	402
38	NGC	16380	0.4	295	378
39	NKTNS	16380	0.5	273	362
40	ID	16380	0.4	284	347

TOTAL PROGRAMMING DAY *

RANK	NET	DUR	HHL D	HHL D	P2+
			Live+SD CVG	Live+SD AA	Live+SD AA
			AA%	(000)	(000)
1	NICK	75660	1.7	1,684	2,265
2	NAN	55200	1.3	1,289	1,565
3	USA	130860	1.1	1,071	1,303
4	TNT	130860	1.1	1,077	1,294
5	ADSM	43500	1	974	1,165
6	TOON	87360	0.9	868	1,137
7	ESPN	130860	0.9	871	1,061
8	FOXNC	130860	0.9	847	1,016
9	HIST	110700	0.7	677	843
10	TBSC	130860	0.7	673	824
11	AEN	110700	0.6	622	771
12	TRU	75600	0.6	580	735
13	DISC	98280	0.5	547	703
14	HGTV	116550	0.6	587	696
15	FOOD	108750	0.5	545	669
16	FX	104460	0.5	527	669
17	LIF	96330	0.5	539	642
18	FAM	98280	0.5	492	641
19	MTV	112140	0.5	506	602
20	AMC	116820	0.5	481	595
21	NKJR	130860	0.6	431	572
22	CMDY	110640	0.5	473	571
23	TVL	123060	0.5	474	558
24	SYFY	130860	0.4	425	533
25	TLC	109980	0.4	439	532
26	SPIKE	103680	0.4	426	524
27	ENT	114600	0.4	366	430
28	HALL	111060	0.4	368	426
29	BET	130860	0.4	327	416
30	LMN	130860	0.4	344	412
31	BRVO	109140	0.4	334	398
32	CNN	130860	0.3	338	392
33	MSNBC	130860	0.4	335	385
34	ESPN2	130860	0.3	288	347
35	APL	130860	0.3	288	344
36	TRAV	101400	0.2	238	302
37	ID	130860	0.4	241	282
38	OXYG	111540	0.3	228	279
39	VH1	130860	0.2	232	273
40	GSN	103680	0.3	220	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.