

BASIC CABLE NETWORK RANKINGS FOR WEEK OF: 09/27/2010-10/03/2010

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	ESPN	1260	2.7	2663	3614	1	NICK	5820	1.5	1485	1978
2	USA	1260	2	1991	2515	2	NAN	4080	1.3	1278	1477
3	FOXNC	1260	1.6	1571	1983	3	ESPN	9900	1.1	1136	1395
4	NAN	1020	1.2	1251	1558	4	USA	9900	1	1003	1207
5	TNT	1260	1.2	1208	1503	5	TNT	9900	1	992	1169
6	HIST	1260	1.1	1082	1473	6	ADSM	3180	1	961	1132
7	TBSC	1260	1.1	1085	1464	7	FOXNC	9900	0.9	912	1099
8	AEN	1260	1.1	1084	1405	8	TOON	6720	0.8	751	987
9	TOON	840	1	966	1295	9	AEN	8460	0.6	635	771
10	MTV	1260	1	1021	1279	10	TBSC	9900	0.6	624	759
11	HGTV	1260	0.9	933	1133	11	HIST	8460	0.6	581	735
12	FX	1260	0.9	861	1128	12	TRU	5760	0.6	519	661
13	TLC	1260	0.9	887	1104	13	HGTV	8910	0.6	570	653
14	SYFY	1260	0.8	797	1084	14	FOOD	8310	0.5	514	629
15	FOOD	1260	0.8	783	1048	15	FX	8160	0.5	488	598
16	TRU	1260	0.8	736	995	16	MTV	8460	0.5	520	596
17	FAM	1260	0.7	677	956	17	DISC	7560	0.5	470	588
18	CMDY	1260	0.7	705	915	18	TVL	9300	0.5	474	558
19	DISC	1260	0.7	685	895	19	LIF	7410	0.5	463	543
20	AMC	1260	0.7	710	892	20	CMDY	8400	0.4	438	529
21	LIF	1260	0.7	722	873	21	NKJR	9900	0.6	410	529
22	MSNBC	1260	0.7	666	801	22	TLC	8460	0.4	434	517
23	SPIKE	1260	0.6	606	779	23	AMC	8820	0.4	420	503
24	TVL	1260	0.6	636	779	24	FAM	7560	0.4	390	501
25	NKJR	1260	0.8	566	774	25	SYFY	9900	0.4	380	477
26	ENT	1260	0.6	542	648	26	SPIKE	7920	0.4	385	461
27	LMN	1260	0.6	506	607	27	ENT	8760	0.4	353	403
28	HALL	1260	0.5	467	581	28	MSNBC	9900	0.4	337	382
29	BET	1260	0.5	428	567	29	LMN	9900	0.4	334	381
30	BRVO	1260	0.5	452	556	30	ESPN2	9900	0.3	315	373
31	ESPN2	1260	0.4	409	528	31	CNN	9900	0.3	318	366
32	TRAV	1260	0.4	379	495	32	BET	9900	0.3	279	364
33	OXYG	1260	0.5	376	481	33	HALL	9900	0.3	270	316
34	APL	1260	0.4	353	467	34	BRVO	8340	0.3	260	313
35	CNN	1260	0.4	395	462	35	APL	9900	0.3	254	306
36	CMT	1260	0.3	286	389	36	OXYG	8580	0.3	238	285
37	VH1	1260	0.3	291	359	37	TRAV	8160	0.2	228	282
38	HLN	1260	0.3	306	350	38	ID	9900	0.3	227	269
39	ID	1260	0.4	258	328	39	GSN	7920	0.3	219	266
40	NGC	1260	0.4	256	322	40	HLN	9900	0.2	222	254

*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.