

BASIC CABLE NETWORK RANKINGS FOR WEEK OF: 09/28/2009-10/04/2009

SOURCE: NIELSEN MEDIA RESEARCH (NHI)

TOP 30 NETWORKS RANKED ON PERSONS 2+

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

<u>RANK</u>	<u>NET</u>	<u>DUR</u>	<u>HHL D</u> <u>Live+SD CVG</u> <u>AA%</u>	<u>HHL D</u> <u>Live+SD AA</u> <u>(000)</u>	<u>P2+</u> <u>Live+SD AA</u> <u>(000)</u>
1	ESPN	1260	2.6	2,613	3,489
2	USA	1260	1.9	1,858	2,467
3	FOXNC	1260	1.7	1,693	2,209
4	NAN	1020	1.4	1,403	1,754
5	TBSC	1260	1.2	1,215	1,628
6	TNT	1260	1.2	1,143	1,456
7	AEN	1260	1.1	1,082	1,361
8	SYFY	1260	1	987	1,337
9	TOON	840	1	952	1,247
10	SPIKE	1260	0.9	917	1,223
11	FX	1260	0.9	829	1,126
12	HGTV	1260	0.9	899	1,101
13	FOOD	1260	0.8	838	1,088
14	LIF	1260	0.9	862	1,056
15	FAM	1260	0.7	737	1,013
16	TRU	1260	0.8	741	993
17	TLC	1260	0.8	774	969
18	HIST	1260	0.8	746	929
19	DISC	1260	0.7	672	885
20	ESPN2	1260	0.7	668	862
21	CMDY	1260	0.7	668	845
22	HALL	1260	0.8	678	836
23	AMC	1260	0.6	586	770
24	CNN	1260	0.6	581	711
25	BRVO	1260	0.6	565	683
26	BET	1260	0.6	514	668
27	LMN	1260	0.7	497	635
28	MSNBC	1260	0.6	521	632
29	VH1	1260	0.5	489	602
30	MTV	1260	0.5	501	595

TOTAL PROGRAMMING DAY *

<u>RANK</u>	<u>NET</u>	<u>DUR</u>	<u>HHL D</u> <u>Live+SD CVG</u> <u>AA%</u>	<u>HHL D</u> <u>Live+SD AA</u> <u>(000)</u>	<u>P2+</u> <u>Live+SD AA</u> <u>(000)</u>
1	NICK	5970	1.5	1,542	2,005
2	NAN	3930	1.2	1,173	1,383
3	FOXNC	9900	1	1,027	1,252
4	USA	9900	1	1,038	1,249
5	ESPN	9900	1	1,020	1,243
6	TNT	9900	0.9	900	1,067
7	ADSM	3180	0.9	880	1,043
8	TOON	6720	0.8	771	961
9	TBSC	9900	0.7	701	870
10	AEN	8460	0.7	647	778
11	LIF	7410	0.6	594	698
12	SPIKE	7920	0.6	545	691
13	TRU	5760	0.6	541	682
14	FOOD	8310	0.6	561	667
15	FX	7980	0.5	494	638
16	HGTV	8910	0.5	536	627
17	DISC	7560	0.5	479	595
18	HIST	8460	0.5	497	586
19	SYFY	9900	0.5	446	564
20	HALL	7800	0.5	459	543
21	FAM	7560	0.4	405	519
22	CNN	9900	0.4	442	504
23	TVL	9000	0.4	428	499
24	CMDY	8460	0.4	410	495
25	TLC	8460	0.4	416	493
26	AMC	9900	0.4	368	439
27	LMN	9900	0.5	339	402
28	MTV	8460	0.3	326	370
29	BRVO	8340	0.3	315	366
30	VH1	9900	0.3	301	350

*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.