

**BASIC CABLE NETWORK RANKINGS FOR WEEK OF: 11/08/2010-11/14/2010**

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

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

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

<u>RANK</u>	<u>NET</u>	<u>DUR</u>	<u>HHL D Live+SD CVG AA%</u>	<u>HHL D Live+SD AA (000)</u>	<u>P2+ Live+SD AA (000)</u>
1	ESPN	1260	2.7	2738	3743
2	USA	1260	2	2021	2686
3	FOXNC	1260	1.7	1650	2085
4	TBSC	1260	1.4	1376	1955
5	TNT	1260	1.4	1443	1902
6	NAN	1020	1.3	1309	1682
7	TOON	840	1.2	1168	1663
8	FAM	1260	1.2	1155	1645
9	HIST	1260	1.1	1094	1392
10	TLC	1260	1	1013	1322
11	FX	1260	1.2	1010	1314
12	AMC	1260	0.9	882	1200
13	AEN	1260	0.8	846	1110
14	HGTV	1260	0.9	907	1108
15	SPIKE	1260	0.8	750	1058
16	SYFY	1260	0.8	737	1043
17	CMDY	1260	0.8	775	1011
18	DISC	1260	0.7	725	991
19	FOOD	1260	0.8	752	982
20	TRU	1260	0.8	709	982
21	HALL	1260	0.9	774	949
22	ESPN2	1260	0.7	685	941
23	TVL	1260	0.7	722	915
24	BRVO	1260	0.8	709	908
25	MSNBC	1260	0.8	734	880
26	LIF	1260	0.7	659	804
27	NKJR	1260	0.8	561	780
28	MTV	1260	0.6	623	779
29	NFLN	1260	1	576	772
30	BET	1260	0.5	481	640
31	LMN	1260	0.6	478	566
32	NGC	1260	0.6	398	538
33	CNN	1260	0.4	423	526
34	ENT	1260	0.4	439	513
35	VS	1260	0.5	365	504
36	APL	1260	0.4	377	489
37	TRAV	1260	0.4	337	460
38	ID	1260	0.5	371	451
39	OXYG	1260	0.5	354	441
40	HLN	1260	0.3	338	394

**TOTAL PROGRAMMING DAY \***

<u>RANK</u>	<u>NET</u>	<u>DUR</u>	<u>HHL D Live+SD CVG AA%</u>	<u>HHL D Live+SD AA (000)</u>	<u>P2+ Live+SD AA (000)</u>
1	NICK	5820	1.6	1652	2254
2	NAN	4080	1.3	1289	1553
3	ESPN	9900	1.2	1165	1465
4	USA	9900	1.1	1103	1348
5	TNT	9900	1	1046	1275
6	ADSM	3180	1	976	1182
7	FOXNC	9900	1	977	1178
8	TBSC	9900	0.8	833	1072
9	TOON	6720	0.8	791	1064
10	FAM	7560	0.6	596	797
11	HIST	8460	0.6	641	777
12	FX	8160	0.7	594	770
13	AEN	8460	0.6	551	689
14	HGTV	8910	0.6	568	652
15	TRU	5760	0.5	502	649
16	FOOD	8310	0.5	524	634
17	AMC	8820	0.5	497	628
18	TVL	9300	0.5	502	606
19	DISC	7560	0.5	469	595
20	SPIKE	7920	0.4	444	581
21	TLC	8460	0.5	455	556
22	NKJR	9900	0.5	404	540
23	CMDY	8400	0.4	419	512
24	HALL	9900	0.5	430	499
25	LIF	7410	0.4	417	485
26	MTV	8460	0.4	402	477
27	SYFY	9900	0.3	334	439
28	MSNBC	9900	0.4	378	426
29	ESPN2	9900	0.3	339	421
30	BRVO	8340	0.4	355	420
31	BET	9900	0.3	314	402
32	LMN	9900	0.4	342	391
33	ENT	8760	0.3	335	384
34	CNN	9900	0.3	309	366
35	ID	9900	0.4	296	346
36	APL	9900	0.3	268	324
37	GSN	7920	0.3	235	299
38	TRAV	8160	0.2	216	283
39	NGC	8640	0.3	225	279
40	WGNA	8880	0.3	222	272

\*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.