

BASIC CABLE NETWORK RANKINGS FOR OCTOBER 2009: 09/28/2009-10/25/2009

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	ESPN	5040	2.8	2,748	3,716
2	TBSC	5040	2.3	2,351	3,225
3	USA	5040	2.2	2,191	2,880
4	FOXNC	5040	1.7	1,653	2,157
5	NAN	4080	1.4	1,362	1,700
6	TNT	5040	1.2	1,146	1,469
7	AEN	5040	1.1	1,119	1,440
8	SYFY	5040	1.1	1,018	1,405
9	TOON	3360	1	1,002	1,339
10	FX	5040	1	942	1,276
11	HGTV	5040	1	952	1,155
12	FAM	5040	0.8	789	1,127
13	DISC	5040	0.8	828	1,115
14	FOOD	5040	0.8	833	1,098
15	TRU	5040	0.8	766	1,052
16	SPIKE	5040	0.8	792	1,046
17	TLC	5040	0.8	820	1,014
18	LIF	5040	0.8	816	991
19	CMDY	5040	0.8	761	976
20	HIST	5040	0.8	786	976
21	AMC	5040	0.7	648	850
22	BRVO	5040	0.7	642	793
23	HALL	5040	0.7	635	780
24	ESPN2	5040	0.6	590	779
25	BET	5040	0.6	571	748
26	MSNBC	5040	0.6	558	699
27	VH1	5040	0.5	535	682
28	CNN	5040	0.5	542	664
29	MTV	5040	0.6	555	664
30	ENT	5040	0.5	494	618

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	23880	1.6	1,548	2,025
2	NAN	16260	1.1	1,135	1,339
3	USA	40140	1.1	1,100	1,332
4	TBSC	40140	1	1,015	1,299
5	ESPN	40140	1.1	1,048	1,292
6	FOXNC	40140	1	1,001	1,223
7	TOON	26880	0.8	821	1,055
8	TNT	40140	0.9	870	1,042
9	ADSM	13260	0.9	846	1,018
10	AEN	34020	0.7	672	817
11	TRU	23220	0.6	568	723
12	FOOD	33420	0.6	572	691
13	FX	31920	0.6	539	689
14	DISC	30240	0.5	525	663
15	LIF	29640	0.6	555	652
16	HGTV	35820	0.6	551	642
17	SPIKE	31860	0.5	511	641
18	HIST	34020	0.5	529	626
19	SYFY	40140	0.5	478	612
20	FAM	30240	0.4	441	571
21	CMDY	34020	0.4	427	518
22	HALL	31200	0.5	435	514
23	TVL	36540	0.5	439	514
24	TLC	33840	0.4	430	504
25	CNN	40140	0.4	413	481
26	AMC	40140	0.4	397	480
27	BET	40140	0.4	325	416
28	MTV	34380	0.4	352	400
29	BRVO	33540	0.4	327	380
30	LMN	40140	0.4	326	379

*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 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.