

## VIEWERWATCH: TOP NETWORKS

# How Cable Channels Are Measuring Up

The most popular ad-supported cable networks vary by age, with Nickelodeon topping the list for the under-11 set and Fox News Channel racking up the ratings with those over 50. Adult Swim is the top-rated network among those aged 18 to 24, Nickelodeon tops the 25-to-34 set and TNT leads among adults aged 35 to 49. Several networks, including TNT, USA and ESPN make the ranking for all the age groups above 18. In cable homes with pay-TV subscriptions, HBO and Encore break into the top 10.

## Top 10 Cable Networks In Pay-TV Homes

Top-ranked kids network Nickelodeon scored about two-and-a-half times the audience share that male-targeted ESPN and women's channel Lifetime did.

RANK/NETWORK	AVERAGE AUDIENCE (000s)	SHARE
1. Nickelodeon	944	4.7%
2. HBO	749	3.7%
3. Disney Channel	640	3.2%
4. TNT	563	2.8%
5. Cartoon Network	547	2.7%
6. USA	498	2.5%
7. Encore Movie Pack	486	2.4%
8. ESPN	392	2.0%
9. Lifetime	390	1.9%
10. TBS	374	1.9%

SOURCE: Nielsen Media Research MarketBreaks. Ranked on share of household average audience delivery in cable pay homes, total day (Mon.-Sun., 6 a.m.-6 a.m.), Dec. 26, 2005-Sept. 24, 2006.

## Top Ad-Supported Networks, By Age

Kids, 2 to 11 years old:		Teens, 12 to 17 years old		Youth, 18 to 24 Years Old	
RANK/NETWORK	AVERAGE AUDIENCE (000s)	RANK/NETWORK	AVERAGE AUDIENCE (000s)	RANK/NETWORK	AVERAGE AUDIENCE (000s)
1. Nickelodeon	1234	1. Nickelodeon	281	1. Adult Swim	223
2. Cartoon	676	2. Nick at Nite	251	2. Nick at Nite	173
3. Nick at Nite	314	3. Adult Swim	248	3. MTV	164
4. Adult Swim	254	4. MTV	207	4. Nickelodeon	138
5. Toon Disney	118	5. Cartoon Network	158	5. TBS	133
6. ABC Family	113	6. ABC Family	124	6. TNT	110
7. Noggin	82	7. Comedy Central	96	7. USA	105
8. MTV	62	8. BET	88	8. Comedy Central	100
9. TBS	53	9. TBS	80	9. ESPN	99
10. TNT, USA (tie)	52	10. VH1	75	10. FX	89

  

Young adults, 25 to 34 years old		Adults, 35 to 49 years old		Adults, 50 and older	
RANK/NETWORK	AVERAGE AUDIENCE (000s)	RANK/NETWORK	AVERAGE AUDIENCE (000s)	RANK/NETWORK	AVERAGE AUDIENCE (000s)
1. Nickelodeon	179	1. TNT	360	1. Fox News	632
2. TNT	177	2. USA	307	2. TNT	543
3. Nick at Nite	172	3. Lifetime	251	3. USA	522
4. ESPN	160	4. TBS	250	4. Hallmark Channel	477
5. TBS	155	5. Nick at Nite	238	5. Lifetime	440
6. USA	154	6. ESPN	225	6. TV Land	359
7. Adult Swim	146	7. Nickelodeon	200	7. HGTV	336
8. FX	115	8. Discovery	193	8. CNN	334
9. Discovery	108	9. FX	192	9. AMC	310
10. MTV	108	10. Spike	181	10. ESPN	299

SOURCE: Nielsen Media Research, full day, 2006 year to date through Nov. 15.