



NIELSEN CABLE NETWORK RANKINGS

Top 10 Cable Networks FEMALES AGES 18-35

1. Nick@Nite
2. Adult Swim
3. Nickelodeon
4. TBS
5. USA Network
6. ABC Family
7. FX
- 8t. MTV
- 8t. TLC
10. E! Entertainment Television

Top 10 Cable Networks MALES AGES 18-35

1. Adult Swim
2. ESPN
3. Comedy Central
4. TBS
5. FX
6. Nick@Nite
7. Nickelodeon
8. Cartoon Network
- 9t. Discovery Channel
- 9t. USA Network



Nielsen operates as an information and measurement company worldwide. It offers critical media and marketing information, analytics and industry expertise about what consumers buy and what consumers watch on a global and local basis. TV audience data above is from Nielsen NPM Sample and is based on live+same day viewing during the time period Oct. 31, 2011 through Nov. 27, 2011. Ranking is based on the projected audience in 000s and the reportable day interval for each cable network. For inquiries on the above, please E-mail: sigma@nielsen.com.