

Oxygen Is The #1 Network To Efficiently Deliver Women 18-49

<u>Rank</u>	<u>Network</u>	<u>VPVH</u>
1	OXYGEN	521
2	BRAVO	511
3	VH1	503
4	ENT	487
5	MTV	477
6	TLC	432
7	WE	421
8	TBSC	415
9	FAM	407
10	DHLT	406
11	BET	404
11	SOAP	404
13	LIFETIME	397
14	FOOD	395
15	CMT	378

Source: Nielsen NPower 1Q09 (12/29/08-3/29/09) Live+7 thru 3/15/09 blended with L+SD thru 3/29/09, Primetime (M-Su 8p-11p); Includes all cable entertainment networks in 70mm+ homes

Oxygen Is The #2 Network To Efficiently Deliver Career Women

<u>Rank</u>	<u>Network</u>	<u>VPVH</u>
1	BRAVO	303
2	OXYGEN	287
3	ENT	264
4	VH1	251
5	MTV	244
6	TLC	241
7	WE	220
8	TBSC	215
9	FOOD	214
10	FAM	212
11	SOAP	204
12	LIFETIME	198
13	HGTV	192
14	DHLT	190
15	BET	188

Source: Nielsen NPower 1Q09 (12/29/08-3/29/09) Live+7 thru 3/15/09 blended with L+SD thru 3/29/09, Primetime (M-Su 8p-11p); Includes all cable entertainment networks in 70mm+ homes

Oxygen Is The #2 Network To Efficiently Deliver Educated W18-49

<u>Rank</u>	<u>Network</u>	<u>VPVH</u>
1	BRAVO	201
2	OXYGEN	152
2	ENT	150
4	TLC	145
5	FOOD	138
6	HGTV	126
7	WE	124
8	TBSC	116
9	MTV	110
10	DHLT	103
10	VH1	103
12	FAM	99
13	SOAP	97
14	USA	93
15	CMDY	91
19	LIFETIME	74

Source: Nielsen NPower 1Q09 (12/29/08-3/29/09) Live+7 thru 3/15/09 blended with L+SD thru 3/29/09, Primetime (M-Su 8p-11p); Includes all cable entertainment networks in 70mm+ homes

Oxygen Is The #2 Network To Efficiently Deliver Upscale W18-49

<u>Rank</u>	<u>Network</u>	<u>VPVH</u>
1	BRAVO	173
2	OXYGEN	150
3	ENT	134
4	FOOD	121
5	HGTV	119
6	TLC	116
7	MTV	108
8	VH1	106
9	FAM	102
10	WE	101
11	TBSC	92
12	DHLT	86
13	TRAV	84
14	SOAP	79
15	FX	75
19	LIFETIME	67

Source: Nielsen NPower 1Q09 (12/29/08-3/29/09) Live+7 thru 3/15/09 blended with L+SD thru 3/29/09, Primetime (M-Su 8p-11p); Includes all cable entertainment networks in 70mm+ homes

Oxygen Is The #1 Network To Attract Consumer Brand Loyalists

<u>Rank</u>	<u>Network</u>	<u>W18-49 Index</u>
1	OXYGEN	149
2	CARTOON NETWORK	145
3	WGNA	139
4	TV LAND	137
5	AMC	135
5	ADULT SWIM	135
7	TV GUIDE NETWORK	132
8	E!	131
8	HISTORY CHANNEL	131
10	BRAVO	130
11	TRAVEL CHANNEL	127
12	SCI-FI	126
13	HALLMARK	125
14	ANIMAL PLANET	124
15	BET	121
39	LIFETIME	99