

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

<u>RANK</u>	<u>NETWORK</u>	<u>VPVH</u>
1	BRVO	336
2	OXYG	284
3	ENT	275
4	MTV	269
5	VH1	259
6	TLC	250
7	SOAP	230
8	FAM	220
9	FOOD	219
10	TBSC	213
10	WE	213
12	BET	199
13	HGTV	198
14	LIF	195
15	DHLT	194

Oxygen Is The #5 Network To Efficiently Deliver Upscale W18-49

<u>RANK</u>	<u>NETWORK</u>	<u>VPVH</u>
1	BRVO	170
2	ENT	120
3	TLC	113
4	FOOD	112
5	OXYG	110
6	HGTV	108
7	MTV	105
8	FAM	91
8	VH1	91
10	TBSC	82
11	SOAP	77
12	WE	74
13	TRAV	72
14	FX	69
15	LIF	65

Source: Nielsen Marketbreaks, 2009-to-date (12/29/08-06/28/09), Prime M-Su 8p-11p, Cable entertainment nets in 70MM+ Homes; Live+7

Oxygen Is The #4 Network To Efficiently Deliver Educated W18-49

<u>RANK</u>	<u>NETWORK</u>	<u>VPVH</u>
1	BRVO	236
2	ENT	161
3	TLC	154
4	OXYG	153
5	FOOD	143
6	HGTV	133
7	MTV	129
8	WE	124
9	TBSC	113
9	SOAP	113
14	TRAV	94
15	CMDY	92
17	USA	84
18	TNT	82
19	LIF	77

Source: Nielsen Marketbreaks, 2009-to-date (12/29/08-06/28/09), Prime M-Su 8p-11p, Cable entertainment nets in 70MM+ Homes; Live+7