

DIGITAL LIFE AMERICA

2007 • Q4 "Must Keep TV" Rankings





'MUST KEEP' TV BRANDS

ABC continues to be the leading 'must keep TV' brand—Disney and Lifetime have momentum

TOP 20 'MUST KEEP TV' BRAND RANKINGS

Disney and Lifetime have strong momentum—USA enters the top 20.

	Fall 07	Spring 07
ABC	1	1
CBS	2	3
NBC	3	4
Fox	4	2
Discovery	5	5
ESPN	6	6
History	7	8
HBO	8	7
PBS	9	10
Disney	10	17

	Fall 07	Spring 07
Food Network	11	12
Comedy Central	12	9
Nickelodeon	13	16
Sci-Fi	14	15
Lifetime	15	20
A&E	16	11
Cartoon	17	19
CNN	18	13
Animal Planet	19	14
USA Network	20	24

Base: Total Online U.S., 12+ – rankings based on % choosing each brand if they could “keep only 7 channels” in household



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Digital Life America is our ongoing consumer trend study, now quarterly!

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