



Metropolitan Total TV Share of All Viewing – All Homes (A2)  
 5 City Share Report  
 Week 50 2006 (10/12/06 – 16/12/06)  
 Sun – Sat 06:00 – 23:59  
 (Total Individuals—including Guests)

	5 City	Sydney	Melbourne	Brisbane	Adelaide	Perth
ABC	12.4	12.4	11.9	11.9	12.9	13.8
SEVEN	20.5	19.2	20.3	20.5	22.3	22.7
NINE	25.2	24.3	27.3	21.7	28.2	25.3
TEN	15.7	14.2	15.7	14.7	20.3	17.0
SBS	3.5	3.8	3.5	3.1	3.3	3.5
ANIMAL PLANET	0.2	0.2	0.2	0.2	0.0	0.3
ARENA	0.4	0.6	0.4	0.3	0.2	0.4
ARENA +2	0.2	0.3	0.2	0.2	0.1	0.2
BIOGRAPHY CHANNEL	0.2	0.2	0.1	0.2	0.1	0.1
BOOMERANG	0.2	0.2	0.3	0.2	0.0	0.2
CARTOON NT	0.4	0.3	0.5	0.4	0.1	0.4
CHANNEL-V	0.2	0.2	0.2	0.2	0.2	0.2
CNBC	0.0	0.0	0.0	0.0	0.0	0.1
COMEDY	0.3	0.3	0.3	0.4	0.2	0.2
COMEDY +2	0.2	0.2	0.1	0.3	0.1	0.1
CRIME INVESTIGATION NETWORK	0.5	0.6	0.3	0.6	0.2	0.6
DISCOVERY	0.4	0.4	0.3	0.5	0.3	0.4
DISCOVERY HOME HEALTH	0.0	0.1	0.0	0.1	0.0	0.0
DISCOVERY SCIENCE	0.1	0.1	0.1	0.1	0.0	0.1
DISCOVERY TRAVEL LIVING	0.1	0.1	0.1	0.1	0.0	0.1
DISNEY	0.8	0.9	0.9	1.1	0.1	0.6
E!	0.2	0.2	0.1	0.2	0.1	0.1
ESPN	0.1	0.2	0.1	0.1	0.2	0.1
FOX 8	1.0	0.9	1.4	0.8	0.8	0.7
FOX 8 +2	0.4	0.4	0.4	0.5	0.3	0.5
FOX CLASSICS	0.5	0.6	0.4	0.7	0.2	0.1
FOX CLASSICS +2	0.2	0.2	0.1	0.3	0.1	0.1
FOX SPORTS 1	0.4	0.5	0.4	0.3	0.2	0.2
FOX SPORTS 2	0.4	0.4	0.6	0.4	0.3	0.2
FOX SPORTS 3	0.5	0.7	0.4	0.4	0.6	0.4
FOX SPORTS NEWS	0.1	0.2	0.1	0.1	0.1	0.0
HALLMARK	0.2	0.3	0.2	0.1	0.1	0.1
HISTORY	0.3	0.5	0.3	0.2	0.2	0.4
HOW TO CHANNEL	0.1	0.2	0.1	0.1	0.1	0.1
LIFESTYLE	0.6	0.7	0.8	0.4	0.3	0.5
LIFESTYLE +2	0.2	0.3	0.3	0.1	0.2	0.2
LIFESTYLE FOOD	0.2	0.3	0.3	0.3	0.0	0.2
MAX	0.2	0.2	0.2	0.2	0.4	0.1
MOVIE EXTRA	0.3	0.3	0.3	0.3	0.2	0.2
MOVIE GREATS	0.2	0.2	0.3	0.3	0.1	0.4
MOVIE ONE	0.3	0.2	0.5	0.4	0.2	0.2
MOVIE TWO	0.2	0.2	0.2	0.3	0.1	0.3
MTV	0.2	0.2	0.3	0.2	0.1	0.2
NATIONAL GEOGRAPHIC	0.3	0.5	0.2	0.3	0.2	0.4
NICK JR	0.5	0.6	0.8	0.3	0.3	0.4
NICKELODEON	0.4	0.4	0.5	0.4	0.3	0.4
OVATION	0.1	0.1	0.1	0.2	0.1	0.1
PLAYHOUSE DISNEY	0.4	0.1	0.6	0.7	0.3	0.0
SCIFI	0.5	0.6	0.5	0.7	0.4	0.4
SHOWTIME	0.6	0.7	0.5	0.6	0.4	0.6
SHOWTIME 2	0.3	0.3	0.3	0.3	0.2	0.4
SHOWTIME GREATS	0.3	0.3	0.3	0.5	0.2	0.3
SKY NEWS	0.4	0.5	0.4	0.3	0.2	0.4
TV1	0.8	1.1	0.8	0.8	0.6	0.4
TV1 +2	0.3	0.3	0.2	0.3	0.1	0.3
UKTV	0.7	0.9	0.6	0.6	0.5	0.7
UKTV +2	0.2	0.2	0.1	0.2	0.1	0.5
VH1	0.2	0.2	0.1	0.1	0.1	0.2
W	0.5	0.8	0.4	0.6	0.2	0.5
W2	0.2	0.2	0.2	0.4	0.1	0.2
OTHER STV	2.0	2.7	2.1	1.2	1.2	1.6

<b>ALL FTA in Metro Markets</b>	80.2	77.1	79.6	80.3	87.5	83.1
<b>ALL STV in Metro Markets</b>	19.8	22.9	20.4	19.7	12.5	16.9
<b>Total TV in Metro Markets</b>	100.0	100.0	100.0	100.0	100.0	100.0

Source: OzTAM