



Metropolitan Total TV Share of All Viewing – All Homes (A2)  
 5 City Share Report  
 Week 51 2006 (17/12/06 – 23/12/06)  
 Sun – Sat 06:00 – 23:59  
 (Total Individuals—including Guests)

|                             | 5 City | Sydney | Melbourne | Brisbane | Adelaide | Perth |
|-----------------------------|--------|--------|-----------|----------|----------|-------|
| ABC                         | 13.4   | 13.0   | 13.9      | 12.5     | 13.9     | 14.2  |
| SEVEN                       | 20.8   | 19.4   | 20.4      | 20.2     | 23.1     | 24.6  |
| NINE                        | 22.0   | 21.5   | 23.5      | 19.2     | 24.9     | 21.8  |
| TEN                         | 15.6   | 14.6   | 16.6      | 13.3     | 19.1     | 16.7  |
| SBS                         | 3.5    | 3.6    | 3.5       | 3.1      | 3.5      | 3.9   |
| ANIMAL PLANET               | 0.1    | 0.1    | 0.1       | 0.2      | 0.1      | 0.1   |
| ARENA                       | 0.4    | 0.5    | 0.4       | 0.4      | 0.2      | 0.3   |
| ARENA +2                    | 0.2    | 0.3    | 0.2       | 0.2      | 0.2      | 0.1   |
| BIOGRAPHY CHANNEL           | 0.1    | 0.2    | 0.1       | 0.1      | 0.1      | 0.2   |
| BOOMERANG                   | 0.2    | 0.2    | 0.1       | 0.2      | 0.1      | 0.2   |
| CARTOON NT                  | 0.4    | 0.3    | 0.5       | 0.4      | 0.2      | 0.2   |
| 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      | 0.0   |
| COMEDY                      | 0.4    | 0.4    | 0.3       | 0.6      | 0.3      | 0.3   |
| COMEDY +2                   | 0.2    | 0.1    | 0.2       | 0.4      | 0.2      | 0.3   |
| CRIME INVESTIGATION NETWORK | 0.5    | 0.7    | 0.3       | 0.5      | 0.3      | 0.5   |
| DISCOVERY                   | 0.4    | 0.4    | 0.3       | 0.7      | 0.6      | 0.4   |
| DISCOVERY HOME HEALTH       | 0.1    | 0.1    | 0.0       | 0.1      | 0.1      | 0.1   |
| 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                      | 0.9    | 1.1    | 0.9       | 1.1      | 0.2      | 0.7   |
| E!                          | 0.2    | 0.2    | 0.1       | 0.2      | 0.1      | 0.2   |
| ESPN                        | 0.1    | 0.2    | 0.1       | 0.1      | 0.1      | 0.1   |
| FOX 8                       | 1.2    | 1.3    | 1.4       | 1.1      | 1.0      | 0.9   |
| FOX 8 +2                    | 0.6    | 0.5    | 0.7       | 0.6      | 0.4      | 0.6   |
| FOX CLASSICS                | 0.6    | 0.7    | 0.4       | 1.0      | 0.3      | 0.2   |
| FOX CLASSICS +2             | 0.2    | 0.2    | 0.2       | 0.5      | 0.1      | 0.1   |
| FOX SPORTS 1                | 0.4    | 0.3    | 0.4       | 0.4      | 0.3      | 0.3   |
| FOX SPORTS 2                | 0.5    | 0.4    | 0.4       | 0.5      | 0.6      | 0.6   |
| FOX SPORTS 3                | 0.6    | 0.6    | 0.8       | 0.4      | 0.6      | 0.4   |
| FOX SPORTS NEWS             | 0.1    | 0.2    | 0.1       | 0.1      | 0.1      | 0.1   |
| HALLMARK                    | 0.3    | 0.4    | 0.3       | 0.2      | 0.1      | 0.1   |
| HISTORY                     | 0.4    | 0.4    | 0.3       | 0.3      | 0.3      | 0.4   |
| HOW TO CHANNEL              | 0.1    | 0.2    | 0.1       | 0.2      | 0.1      | 0.1   |
| LIFESTYLE                   | 0.7    | 0.6    | 0.9       | 0.6      | 0.3      | 0.6   |
| LIFESTYLE +2                | 0.3    | 0.3    | 0.3       | 0.2      | 0.2      | 0.4   |
| LIFESTYLE FOOD              | 0.3    | 0.2    | 0.4       | 0.5      | 0.1      | 0.2   |
| MAX                         | 0.3    | 0.3    | 0.3       | 0.4      | 0.3      | 0.4   |
| MOVIE EXTRA                 | 0.3    | 0.2    | 0.4       | 0.5      | 0.1      | 0.2   |
| MOVIE GREATS                | 0.2    | 0.2    | 0.2       | 0.3      | 0.1      | 0.3   |
| MOVIE ONE                   | 0.4    | 0.4    | 0.3       | 0.6      | 0.1      | 0.2   |
| MOVIE TWO                   | 0.2    | 0.2    | 0.3       | 0.3      | 0.2      | 0.3   |
| MTV                         | 0.2    | 0.2    | 0.2       | 0.2      | 0.2      | 0.1   |
| NATIONAL GEOGRAPHIC         | 0.5    | 0.6    | 0.4       | 0.5      | 0.3      | 0.3   |
| NICK JR                     | 0.6    | 0.6    | 0.8       | 0.6      | 0.3      | 0.3   |
| NICKELODEON                 | 0.5    | 0.5    | 0.5       | 0.5      | 0.3      | 0.5   |
| OVATION                     | 0.1    | 0.2    | 0.0       | 0.2      | 0.1      | 0.1   |
| PLAYHOUSE DISNEY            | 0.4    | 0.2    | 0.4       | 0.8      | 0.2      | 0.0   |
| SCIFI                       | 0.5    | 0.6    | 0.3       | 0.7      | 0.3      | 0.3   |
| SHOWTIME                    | 0.5    | 0.5    | 0.5       | 0.7      | 0.3      | 0.3   |
| SHOWTIME 2                  | 0.3    | 0.2    | 0.3       | 0.4      | 0.2      | 0.3   |
| SHOWTIME GREATS             | 0.5    | 0.5    | 0.5       | 0.6      | 0.2      | 0.4   |
| SKY NEWS                    | 0.5    | 0.6    | 0.4       | 0.5      | 0.2      | 0.4   |
| TV1                         | 0.9    | 1.2    | 0.9       | 1.0      | 0.8      | 0.5   |
| TV1 +2                      | 0.3    | 0.3    | 0.1       | 0.5      | 0.1      | 0.3   |
| UKTV                        | 0.8    | 1.0    | 0.6       | 0.7      | 0.6      | 0.7   |
| UKTV +2                     | 0.2    | 0.2    | 0.1       | 0.2      | 0.2      | 0.5   |
| VH1                         | 0.2    | 0.1    | 0.1       | 0.1      | 0.3      | 0.1   |
| W                           | 0.6    | 1.0    | 0.3       | 0.6      | 0.3      | 0.6   |
| W2                          | 0.2    | 0.3    | 0.1       | 0.3      | 0.1      | 0.1   |
| OTHER STV                   | 2.3    | 2.8    | 2.4       | 2.0      | 1.8      | 1.4   |

|                                  |       |       |       |       |       |       |
|----------------------------------|-------|-------|-------|-------|-------|-------|
| <b>ALL FTA in Metro Markets</b>  | 78.0  | 75.3  | 78.8  | 74.9  | 84.8  | 82.2  |
| <b>ALL STV in Metro Markets</b>  | 22.0  | 24.7  | 21.2  | 25.1  | 15.2  | 17.8  |
| <b>Total TV in Metro Markets</b> | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

Source: OzTAM