



National Subscription TV Report (B2)
Viewing within SUBSCRIPTION TV Homes only
Week 1 (31/12/2006 – 06/01/2007)
Sun – Sat 06:00 – 23:59
™ (Total Individuals – Including Guests)

	Share Of Viewing %	Reach Weekly 000's TOTAL PEOPLE
ABC	4.6	3087
SEVEN + AFFILIATES	8.3	3464
NINE + AFFILIATES	17.6	4025
TEN + AFFILIATES	6.1	3482
SBS	1.2	2347
ANIMAL PLANET	0.4	785
ARENA	1.6	1607
ARENA +2	0.6	1034
BIOGRAPHY CHANNEL	0.5	1045
BOOMERANG	0.5	511
CARTOON NT	0.9	715
CHANNEL-V	0.6	1193
CNBC	0.1	164
COMEDY	1.0	1398
COMEDY +2	0.5	1027
CRIME INVESTIGATION	1.9	1043
DISCOVERY	1.6	1523
DISCOVERY HOME HEALTH	0.2	486
DISCOVERY SCIENCE	0.3	616
DISCOVERY TRAVEL LIVING	0.2	465
DISNEY	2.5	1027
E!	0.5	1175
ESPN	0.6	869
FOX 8	2.8	2433
FOX 8 +2	1.4	1906
FOX CLASSICS	1.7	1594
FOX CLASSICS +2	0.6	1082
FOX SPORTS 1	1.0	1386
FOX SPORTS 2	1.7	1531
FOX SPORTS 3	1.5	1322
FOX SPORTS NEWS	0.3	804
HALLMARK	1.1	879
HISTORY	1.0	1094
HOW TO CHANNEL	0.3	685
LIFESTYLE	2.2	1698
LIFESTYLE +2	0.6	1068
LIFESTYLE FOOD	0.8	905
MAX	0.6	981



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MOVIE EXTRA	0.7	1000
MOVIE GREATS	0.7	962
MOVIE ONE	1.0	1106
MOVIE TWO	0.7	955
MTV	0.6	911
NATIONAL GEOGRAPHIC	1.1	1347
NICK JNR	1.2	571
NICKELODEON	1.2	1020
OVATION	0.5	780
PLAYHOUSE DISNEY	1.1	348
SCIFI	1.4	970
SHOWTIME	1.4	1512
SHOWTIME 2	0.9	1271
SHOWTIME GREATS	1.5	1398
SKY NEWS	1.4	1467
TV1	2.7	2166
TV1 +2	0.8	1344
UKTV	1.7	1538
UKTV +2	0.5	945
VH1	0.3	717
W	1.7	1488
W2	0.6	1023
OTHER SUBSCRIPTION TV	6.2	3432
ALL FTA	38.1	4580
ALL STV	61.9	4545
ALL TV	100.0	4948

Excludes Tasmania

Source: OzTAM