



Metropolitan Total TV Share of All Viewing - All Homes (A2)
 5 City Share Report
 Week 52 2008 (21/12/08 - 27/12/08)
 Sun - Sat 06:00 - 23:59
 (Total Individuals-including Guests)

	5 City	Sydney	Melbourne	Brisbane	Adelaide	Perth
ABC1	11.2	10.7	11.4	9.8	12.8	12.6
ABC2	0.9	1.1	0.8	0.5	1.0	0.8
SEVEN	17.3	15.4	18.0	16.4	18.0	21.1
NINE	25.1	24.0	28.9	22.6	27.4	20.6
TEN	13.4	12.0	13.9	12.2	14.4	16.7
SBS	3.7	3.4	4.2	3.5	4.3	3.5
111 HITS	0.7	0.8	0.5	1.0	0.2	0.8
Animal Planet	0.2	0.2	0.1	0.3	0.1	0.3
ARENA	0.6	0.8	0.6	0.5	0.2	0.4
ARENA+2	0.2	0.3	0.2	0.2	0.2	0.3
BBC Knowledge	0.3	0.4	0.2	0.4	0.3	0.5
Bio.	0.5	0.5	0.4	0.6	0.5	0.6
Boomerang	0.3	0.5	0.2	0.1	0.2	0.2
Cartoon Network	0.5	0.8	0.4	0.4	0.5	0.3
CBeebies	0.1	0.2	0.1	0.0	0.1	0.0
Channel [V]	0.2	0.2	0.1	0.4	0.2	0.2
Channel [V]2	0.2	0.5	0.2	0.1	0.1	0.2
CNBC	0.0	0.0	0.0	0.0	0.0	0.0
COMEDY CHANNEL	0.4	0.6	0.3	0.4	0.3	0.4
COMEDY CHANNEL+2	0.2	0.3	0.2	0.2	0.1	0.1
Crime & Investigation	0.7	0.8	0.6	0.8	0.6	0.6
Discovery Channel	0.6	0.6	0.6	0.6	0.7	0.9
Discovery Home & Health	0.1	0.2	0.0	0.2	0.3	0.2
Discovery Science	0.1	0.1	0.1	0.1	0.1	0.2
Discovery Travel & Living	0.1	0.1	0.0	0.1	0.1	0.1
Disney Channel	0.6	0.7	0.3	0.8	0.4	0.7
E!	0.2	0.2	0.1	0.3	0.2	0.2
ESPN	0.2	0.1	0.1	0.3	0.2	0.1
FOX Classics	1.0	1.1	0.7	1.5	0.9	0.4
FOX Classics+2	0.3	0.3	0.2	0.4	0.4	0.4
FOX SPORTS 1	0.4	0.5	0.3	0.3	0.5	0.4
FOX SPORTS 2	0.5	0.6	0.7	0.5	0.4	0.3
FOX SPORTS 3	0.3	0.3	0.3	0.3	0.3	0.2
FOX SPORTS News	0.1	0.2	0.1	0.1	0.1	0.2
FOX8	1.4	1.5	1.4	1.4	1.2	1.0
FOX8+2	0.6	0.6	0.6	0.7	0.5	0.7
FUEL TV	0.1	0.1	0.1	0.0	0.1	0.0
Hallmark	0.3	0.4	0.4	0.2	0.2	0.4
History Channel	0.5	0.6	0.5	0.7	0.2	0.5
HOW TO Channel	0.2	0.3	0.3	0.1	0.1	0.2
LifeStyle Channel	0.9	1.3	0.7	0.6	0.3	1.4
LifeStyle Channel+2	0.2	0.3	0.2	0.2	0.2	0.3
LifeStyle FOOD	0.4	0.4	0.4	0.6	0.3	0.5
MAX	0.3	0.2	0.4	0.4	0.3	0.3
MOVIE EXTRA	0.3	0.4	0.3	0.5	0.2	0.2
MOVIE GREATS	0.3	0.3	0.3	0.3	0.1	0.2
MOVIE ONE	0.4	0.6	0.3	0.4	0.2	0.3
MOVIE TWO	0.3	0.4	0.2	0.3	0.3	0.2
MTV	0.2	0.3	0.2	0.2	0.2	0.2
Nat Geo Adventure	0.0	0.0	0.0	0.0	0.0	0.0
National Geographic	0.5	0.6	0.4	0.7	0.3	0.6
Nick Jr	0.6	0.7	0.6	0.5	0.6	0.3
Nickelodeon	0.6	0.7	0.4	0.7	0.5	0.6
Ovation	0.2	0.2	0.2	0.3	0.1	0.2
Playhouse Disney	0.3	0.6	0.1	0.3	0.5	0.1
SCI FI	0.6	0.8	0.4	0.8	0.4	0.4
showcase	0.2	0.2	0.1	0.3	0.1	0.3
SHOWTIME	0.5	0.6	0.3	0.7	0.6	0.3
SHOWTIME 2	0.3	0.3	0.2	0.4	0.2	0.3
SHOWTIME Greats	0.3	0.3	0.2	0.4	0.2	0.1
SKY NEWS AUSTRALIA	0.5	0.6	0.4	0.7	0.5	0.7

Sky Racing	0.3	0.2	0.3	0.3	0.3	0.4
TV1	1.1	1.3	1.0	1.0	1.3	0.5
TV1+2	0.4	0.4	0.2	0.4	0.3	0.6
TVN	0.1	0.1	0.3	0.1	0.1	0.0
UKTV	1.0	1.2	1.0	1.0	1.0	0.7
UKTV+2	0.3	0.2	0.4	0.3	0.2	0.6
Vh1	0.2	0.1	0.2	0.2	0.1	0.2
W.	0.6	0.5	0.6	0.6	0.3	1.1
W2	0.2	0.2	0.2	0.3	0.1	0.1
OTHER STV	1.4	1.8	1.3	1.3	1.2	1.2
ALL FTA in Metro Markets	73.7	69.0	77.7	71.3	78.5	75.5
ALL STV in Metro Markets	26.3	31.0	22.3	28.7	21.5	24.5
Total TV in Metro Markets	100.0	100.0	100.0	100.0	100.0	100.0

Source: OzTAM