



# A1

**Consolidated Metropolitan Total TV Share of All Viewing**  
**5 City Share Report - All Homes**  
 Week 09 2010 (21/02/10 - 27/02/10) 18:00 - 23:59  
 Total Individuals - including Guests



	Channel Share					
	5 City	Sydney	Melbourne	Brisbane	Adelaide	Perth
ABC1	11.8	12.2	11.8	10.7	12.1	12.7
ABC2	1.2	1.0	1.1	1.0	1.7	1.7
ABC3	0.4	0.4	0.4	0.4	0.4	0.6
Seven	20.4	18.3	21.1	19.6	23.8	21.8
7TWO	2.7	2.2	3.1	2.3	3.7	3.0
Nine	21.1	21.7	21.9	20.2	21.5	19.0
GO!	2.7	1.9	3.0	2.4	4.3	2.8
TEN	15.3	14.1	15.5	16.0	16.0	16.0
ONE	0.7	0.4	0.7	1.0	0.9	1.2
SBS ONE	3.9	3.8	4.1	3.3	3.9	4.4
SBS TWO	0.3	0.3	0.3	0.3	0.4	0.4
111 HITS	0.3	0.5	0.3	0.3	0.2	0.3
111 HITS2	0.1	0.1	0.1	0.0	0.1	0.1
13TH STREET	0.6	0.5	0.6	0.5	0.8	0.5
Animal Planet	0.1	0.1	0.1	0.0	0.0	0.2
ARENA	0.5	0.7	0.6	0.4	0.2	0.3
ARENA+2	0.1	0.1	0.1	0.1	0.1	0.2
BBC Knowledge	0.2	0.2	0.2	0.1	0.2	0.2
Bio.	0.4	0.4	0.3	0.5	0.2	0.4
Boomerang	0.1	0.2	0.1	0.0	0.0	0.0
Cartoon Network	0.2	0.2	0.2	0.1	0.1	0.2
CBeebies	0.0	0.0	0.0	0.0	0.1	0.0
Channel [V]	0.1	0.1	0.1	0.0	0.1	0.0
Channel [V]2	0.1	0.1	0.1	0.1	0.1	0.0
CNBC	0.0	0.0	0.0	0.0	0.0	0.1
COMEDY CHANNEL	0.2	0.1	0.2	0.3	0.2	0.1
COMEDY CHANNEL+2	0.1	0.1	0.1	0.1	0.1	0.1
Crime & Investigation	0.4	0.4	0.4	0.5	0.3	0.3
Discovery Channel	0.2	0.3	0.2	0.4	0.1	0.2
Discovery Channel +2	0.1	0.1	0.1	0.1	0.1	0.2
Discovery Home & Health	0.1	0.1	0.0	0.0	0.1	0.1
Discovery Science	0.1	0.1	0.1	0.1	0.0	0.0
Discovery Travel & Living	0.1	0.0	0.1	0.0	0.1	0.1
Discovery Turbo MAX	0.1	0.1	0.1	0.1	0.1	0.1
Discovery Turbo MAX +2	0.1	0.1	0.1	0.1	0.1	0.1
Disney Channel	0.3	0.3	0.3	0.5	0.2	0.3
E!	0.2	0.1	0.2	0.2	0.1	0.1
ESPN	0.1	0.1	0.1	0.1	0.0	0.1
FMC - Family Movie Channel	0.2	0.3	0.2	0.1	0.1	0.2
FOX Classics	0.4	0.5	0.3	0.4	0.2	0.2
FOX Classics+2	0.1	0.1	0.0	0.3	0.0	0.1
FOX SPORTS 1	0.6	0.7	0.7	0.4	0.6	0.7
FOX SPORTS 2	0.6	0.4	0.7	0.6	0.4	0.7
FOX SPORTS 3	0.5	0.8	0.3	0.5	0.1	0.4
FOX SPORTS News	0.1	0.1	0.1	0.1	0.0	0.1
FOX8	0.8	1.1	0.9	0.7	0.4	0.6
FOX8+2	0.3	0.2	0.2	0.3	0.2	0.6
FUEL TV	0.0	0.0	0.1	0.0	0.0	0.0
Hallmark	0.1	0.1	0.2	0.1	0.0	0.1
History Channel	0.2	0.3	0.2	0.2	0.1	0.2
HOW TO Channel	0.1	0.0	0.1	0.1	0.0	0.1
LifeStyle Channel	0.5	0.7	0.6	0.4	0.3	0.4

Source: OzTAM



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	Channel Share					
	5 City	Sydney	Melbourne	Brisbane	Adelaide	Perth
LifeStyle Channel+2	0.1	0.1	0.1	0.1	0.1	0.2
LifeStyle FOOD	0.1	0.1	0.2	0.1	0.1	0.2
Lifestyle FOOD +2	0.1	0.1	0.0	0.0	0.0	0.3
Lifestyle You	0.1	0.3	0.1	0.1	0.1	0.2
Lifestyle You +2	0.1	0.1	0.0	0.1	0.0	0.2
MAX	0.1	0.1	0.1	0.1	0.0	0.1
MOVIE EXTRA	0.2	0.2	0.2	0.3	0.1	0.1
MOVIE GREATS	0.1	0.2	0.1	0.2	0.0	0.1
MOVIE ONE	0.3	0.3	0.2	0.4	0.2	0.2
MOVIE TWO	0.1	0.1	0.2	0.1	0.1	0.2
MTV	0.1	0.1	0.1	0.1	0.1	0.0
Nat Geo Adventure	0.0	0.1	0.1	0.0	0.0	0.0
National Geographic	0.2	0.2	0.2	0.3	0.1	0.2
Nick Jr	0.1	0.1	0.0	0.2	0.0	0.0
Nickelodeon	0.2	0.3	0.2	0.2	0.1	0.2
Ovation	0.1	0.1	0.1	0.2	0.2	0.0
Playhouse Disney	0.1	0.3	0.0	0.1	0.0	0.0
SCI FI	0.3	0.3	0.5	0.1	0.2	0.3
SCI FI+2	0.1	0.1	0.1	0.0	0.1	0.1
showcase	0.1	0.1	0.1	0.1	0.0	0.0
showcase+2	0.0	0.1	0.0	0.0	0.0	0.0
SHOWTIME	0.2	0.2	0.3	0.3	0.2	0.2
SHOWTIME 2	0.1	0.1	0.1	0.1	0.1	0.3
Showtime Action	0.2	0.2	0.3	0.2	0.3	0.1
Showtime Comedy	0.2	0.1	0.2	0.1	0.2	0.2
Showtime Drama	0.1	0.1	0.1	0.1	0.1	0.1
SKY NEWS AUSTRALIA	0.2	0.3	0.1	0.3	0.0	0.1
Sky Racing	0.1	0.1	0.3	0.0	0.0	0.2
Starpics 1	0.1	0.1	0.2	0.1	0.1	0.1
Starpics 2	0.1	0.1	0.1	0.2	0.0	0.2
The Style Network	0.1	0.1	0.2	0.1	0.0	0.2
TV1	0.5	0.5	0.6	0.5	0.4	0.6
TV1+2	0.2	0.1	0.2	0.2	0.1	0.5
TVN	0.0	0.0	0.0	0.0	0.0	0.0
UKTV	0.4	0.6	0.4	0.3	0.5	0.2
UKTV+2	0.1	0.2	0.1	0.1	0.1	0.2
Vh1	0.0	0.0	0.0	0.0	0.1	0.0
W.	0.3	0.2	0.3	0.4	0.1	0.3
W2	0.1	0.0	0.1	0.1	0.1	0.0
OTHER STV	1.7	2.5	1.3	1.8	0.9	1.4
<b>ALL FTA in Metro Markets</b>	<b>83.1</b>	<b>80.3</b>	<b>83.6</b>	<b>83.0</b>	<b>88.8</b>	<b>83.6</b>
<b>ALL STV in Metro Markets</b>	<b>16.9</b>	<b>19.7</b>	<b>16.4</b>	<b>17.0</b>	<b>11.2</b>	<b>16.4</b>
<b>Total TV in Metro Markets</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>

Source: OzTAM