



A2

Consolidated Metropolitan Total TV Share of All Viewing
5 City Share Report - All Homes
Week 09 2010 (21/02/10 - 27/02/10) 06:00 - 23:59
Total Individuals - including Guests



	Channel Share					
	5 City	Sydney	Melbourne	Brisbane	Adelaide	Perth
ABC1	9.3	9.7	9.5	8.0	10.1	9.7
ABC2	2.2	2.1	2.5	1.3	2.4	2.5
ABC3	1.0	1.0	0.9	0.8	0.9	1.2
Seven	18.2	16.1	18.2	18.8	21.7	19.3
7TWO	2.3	1.9	2.6	1.8	3.5	2.4
Nine	21.1	22.1	21.8	20.0	21.2	18.8
GO!	3.0	2.1	3.3	2.6	4.6	3.4
TEN	13.7	12.4	14.2	13.4	15.7	14.6
ONE	0.9	0.5	0.8	0.9	1.1	1.4
SBS ONE	2.8	2.7	3.0	2.4	2.9	2.9
SBS TWO	0.2	0.2	0.2	0.2	0.3	0.2
111 HITS	0.4	0.5	0.4	0.4	0.2	0.4
111 HITS2	0.1	0.1	0.1	0.1	0.1	0.1
13TH STREET	0.7	0.6	0.7	0.8	0.9	0.9
Animal Planet	0.1	0.1	0.1	0.0	0.0	0.3
ARENA	0.5	0.7	0.6	0.5	0.3	0.4
ARENA+2	0.1	0.1	0.1	0.1	0.1	0.3
BBC Knowledge	0.2	0.2	0.2	0.3	0.2	0.3
Bio.	0.5	0.6	0.4	0.7	0.3	0.4
Boomerang	0.2	0.3	0.2	0.1	0.1	0.0
Cartoon Network	0.3	0.5	0.3	0.3	0.1	0.3
CBeebies	0.1	0.2	0.1	0.0	0.2	0.3
Channel [V]	0.1	0.1	0.1	0.2	0.1	0.0
Channel [V]2	0.1	0.2	0.1	0.2	0.1	0.1
CNBC	0.0	0.0	0.0	0.0	0.0	0.0
COMEDY CHANNEL	0.3	0.2	0.2	0.4	0.2	0.3
COMEDY CHANNEL+2	0.1	0.2	0.1	0.2	0.1	0.1
Crime & Investigation	0.5	0.5	0.5	0.6	0.4	0.5
Discovery Channel	0.3	0.3	0.2	0.3	0.2	0.3
Discovery Channel +2	0.1	0.1	0.2	0.1	0.1	0.2
Discovery Home & Health	0.1	0.1	0.1	0.1	0.1	0.1
Discovery Science	0.1	0.1	0.0	0.1	0.0	0.1
Discovery Travel & Living	0.1	0.1	0.1	0.0	0.1	0.1
Discovery Turbo MAX	0.1	0.1	0.1	0.1	0.3	0.1
Discovery Turbo MAX +2	0.1	0.1	0.1	0.1	0.1	0.1
Disney Channel	0.6	0.6	0.7	0.6	0.3	0.6
E!	0.2	0.2	0.2	0.2	0.1	0.2
ESPN	0.1	0.1	0.2	0.2	0.0	0.1
FMC - Family Movie Channel	0.3	0.4	0.2	0.2	0.2	0.3
FOX Classics	0.5	0.7	0.3	0.6	0.4	0.3
FOX Classics+2	0.2	0.2	0.1	0.3	0.0	0.2
FOX SPORTS 1	0.6	0.6	0.6	0.5	0.6	0.9
FOX SPORTS 2	0.6	0.5	0.7	0.6	0.4	0.9
FOX SPORTS 3	0.5	0.7	0.3	0.5	0.2	0.4
FOX SPORTS News	0.2	0.2	0.1	0.3	0.1	0.1
FOX8	1.1	1.5	1.1	0.8	0.5	0.9
FOX8+2	0.3	0.3	0.3	0.3	0.2	0.6
FUEL TV	0.1	0.1	0.1	0.0	0.0	0.0
Hallmark	0.1	0.1	0.2	0.1	0.1	0.1
History Channel	0.3	0.4	0.2	0.2	0.1	0.3
HOW TO Channel	0.1	0.1	0.1	0.1	0.1	0.2
LifeStyle Channel	0.7	0.8	0.8	0.8	0.4	0.6

Source: OzTAM



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LifeStyle Channel+2	0.2	0.2	0.2	0.2	0.1	0.2
LifeStyle FOOD	0.2	0.2	0.3	0.2	0.1	0.4
Lifestyle FOOD +2	0.1	0.1	0.0	0.0	0.0	0.3
Lifestyle You	0.2	0.2	0.1	0.1	0.1	0.3
Lifestyle You +2	0.1	0.1	0.1	0.1	0.0	0.2
MAX	0.1	0.2	0.1	0.2	0.1	0.1
MOVIE EXTRA	0.3	0.3	0.2	0.4	0.2	0.2
MOVIE GREATS	0.2	0.2	0.1	0.2	0.1	0.2
MOVIE ONE	0.3	0.3	0.3	0.4	0.2	0.3
MOVIE TWO	0.2	0.2	0.1	0.1	0.1	0.2
MTV	0.2	0.1	0.2	0.2	0.1	0.2
Nat Geo Adventure	0.0	0.1	0.1	0.0	0.0	0.1
National Geographic	0.3	0.3	0.3	0.4	0.1	0.2
Nick Jr	0.3	0.3	0.3	0.6	0.1	0.2
Nickelodeon	0.5	0.5	0.5	0.5	0.2	0.3
Ovation	0.1	0.1	0.1	0.2	0.1	0.0
Playhouse Disney	0.4	0.7	0.3	0.4	0.1	0.1
SCI FI	0.4	0.4	0.6	0.2	0.2	0.5
SCI FI+2	0.1	0.1	0.1	0.1	0.1	0.2
showcase	0.1	0.1	0.1	0.1	0.1	0.0
showcase+2	0.0	0.0	0.0	0.0	0.0	0.0
SHOWTIME	0.2	0.2	0.2	0.3	0.2	0.2
SHOWTIME 2	0.2	0.1	0.2	0.2	0.1	0.3
Showtime Action	0.2	0.2	0.2	0.3	0.2	0.1
Showtime Comedy	0.2	0.2	0.2	0.2	0.2	0.2
Showtime Drama	0.1	0.2	0.1	0.1	0.1	0.1
SKY NEWS AUSTRALIA	0.5	0.6	0.6	0.6	0.2	0.4
Sky Racing	0.3	0.3	0.5	0.3	0.0	0.4
Starpics 1	0.2	0.2	0.2	0.2	0.1	0.1
Starpics 2	0.1	0.1	0.1	0.1	0.1	0.2
The Style Network	0.1	0.1	0.1	0.1	0.1	0.2
TV1	0.7	0.7	0.8	0.8	0.5	0.7
TV1+2	0.2	0.2	0.2	0.2	0.2	0.5
TVN	0.1	0.1	0.1	0.1	0.1	0.0
UKTV	0.6	0.6	0.6	0.6	0.8	0.7
UKTV+2	0.1	0.1	0.1	0.1	0.1	0.2
Vh1	0.1	0.1	0.1	0.1	0.1	0.1
W.	0.4	0.5	0.3	0.6	0.3	0.4
W2	0.1	0.1	0.1	0.1	0.3	0.2
OTHER STV	2.4	3.1	2.3	2.5	1.2	1.9
ALL FTA in Metro Markets	77.0	74.3	77.8	76.1	84.7	76.4
ALL STV in Metro Markets	23.0	25.7	22.2	23.9	15.3	23.6
Total TV in Metro Markets	100.00	100.00	100.00	100.00	100.00	100.00

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