



A2

Consolidated Metropolitan Total TV Share of All Viewing
5 City Share Report - All Homes
 Week 34 2010 (15/08/10 - 21/08/10) 06:00 - 23:59
 Total Individuals - including Guests



| | Channel Share | | | | | |
|----------------------------|---------------|--------|-----------|----------|----------|-------|
| | 5 City | Sydney | Melbourne | Brisbane | Adelaide | Perth |
| ABC1 | 10.7 | 11.1 | 10.5 | 9.6 | 12.3 | 10.8 |
| ABC2 | 2.6 | 2.2 | 3.4 | 1.6 | 3.0 | 2.5 |
| ABC3 | 1.3 | 1.2 | 1.3 | 0.9 | 1.8 | 1.6 |
| ABC News 24 | 0.9 | 1.1 | 0.8 | 1.1 | 0.6 | 0.6 |
| Seven | 19.5 | 18.0 | 20.0 | 18.5 | 23.2 | 20.5 |
| 7TWO | 3.0 | 2.5 | 3.1 | 2.7 | 4.4 | 3.1 |
| Nine | 16.9 | 16.6 | 18.2 | 17.3 | 15.8 | 14.2 |
| GO! | 3.5 | 2.7 | 3.9 | 3.4 | 4.4 | 4.0 |
| TEN | 13.9 | 11.8 | 15.8 | 12.0 | 15.9 | 15.5 |
| ONE | 1.1 | 0.7 | 1.2 | 1.0 | 1.6 | 1.6 |
| SBS ONE | 2.6 | 2.7 | 2.8 | 2.4 | 2.4 | 2.5 |
| SBS TWO | 0.4 | 0.3 | 0.5 | 0.4 | 0.5 | 0.5 |
| 111 HITS | 0.2 | 0.4 | 0.2 | 0.1 | 0.1 | 0.2 |
| 111 HITS2 | 0.1 | 0.1 | 0.1 | 0.1 | 0.0 | 0.2 |
| 13TH STREET | 0.7 | 0.6 | 0.7 | 0.8 | 0.7 | 0.6 |
| [V] HITS | 0.1 | 0.2 | 0.1 | 0.2 | 0.1 | 0.2 |
| Animal Planet | 0.1 | 0.1 | 0.0 | 0.1 | 0.0 | 0.2 |
| ARENA | 0.5 | 0.5 | 0.5 | 0.4 | 0.2 | 0.6 |
| ARENA+2 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.3 |
| BBC Knowledge | 0.3 | 0.2 | 0.2 | 0.5 | 0.2 | 0.2 |
| Bio. | 0.4 | 0.4 | 0.4 | 0.7 | 0.2 | 0.5 |
| Boomerang | 0.2 | 0.3 | 0.2 | 0.1 | 0.1 | 0.2 |
| Cartoon Network | 0.2 | 0.3 | 0.2 | 0.3 | 0.2 | 0.1 |
| CBeebies | 0.2 | 0.2 | 0.1 | 0.1 | 0.1 | 0.4 |
| Channel [V] | 0.1 | 0.2 | 0.1 | 0.3 | 0.1 | 0.1 |
| CNBC | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 |
| COMEDY CHANNEL | 0.3 | 0.4 | 0.2 | 0.5 | 0.3 | 0.3 |
| COMEDY CHANNEL+2 | 0.1 | 0.1 | 0.1 | 0.2 | 0.1 | 0.1 |
| Crime & Investigation | 0.5 | 0.8 | 0.4 | 0.5 | 0.3 | 0.4 |
| Discovery Channel | 0.3 | 0.4 | 0.3 | 0.5 | 0.2 | 0.3 |
| Discovery Channel+2 | 0.1 | 0.2 | 0.1 | 0.2 | 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 | 0.1 | 0.2 |
| Discovery Travel & Living | 0.1 | 0.1 | 0.0 | 0.1 | 0.0 | 0.2 |
| Discovery Turbo MAX | 0.1 | 0.1 | 0.1 | 0.2 | 0.1 | 0.1 |
| Discovery Turbo MAX+2 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.2 |
| Disney Channel | 0.6 | 0.6 | 0.8 | 0.6 | 0.3 | 0.6 |
| E! | 0.3 | 0.4 | 0.1 | 0.3 | 0.2 | 0.2 |
| ESPN | 0.1 | 0.1 | 0.0 | 0.1 | 0.1 | 0.1 |
| FMC - Family Movie Channel | 0.2 | 0.3 | 0.2 | 0.3 | 0.1 | 0.2 |
| FOX Classics | 0.4 | 0.5 | 0.3 | 0.5 | 0.2 | 0.2 |
| FOX Classics+2 | 0.1 | 0.1 | 0.1 | 0.2 | 0.0 | 0.1 |
| FOX SPORTS 1 | 0.8 | 0.4 | 1.1 | 0.5 | 0.9 | 1.1 |
| FOX SPORTS 2 | 0.6 | 1.2 | 0.2 | 0.7 | 0.1 | 0.2 |
| FOX SPORTS 3 | 0.4 | 0.4 | 0.3 | 0.4 | 0.3 | 0.6 |
| FOX SPORTS News | 0.1 | 0.2 | 0.1 | 0.2 | 0.1 | 0.1 |
| FOX8 | 0.9 | 1.0 | 0.8 | 0.9 | 0.6 | 1.1 |
| FOX8+2 | 0.3 | 0.4 | 0.2 | 0.2 | 0.2 | 0.4 |
| FUEL TV | 0.1 | 0.1 | 0.1 | 0.1 | 0.0 | 0.1 |
| Hallmark | 0.1 | 0.1 | 0.1 | 0.2 | 0.0 | 0.1 |
| History Channel | 0.3 | 0.3 | 0.2 | 0.4 | 0.2 | 0.3 |
| HOW TO Channel | 0.2 | 0.2 | 0.2 | 0.2 | 0.1 | 0.2 |

Source: OzTAM



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| | Channel Share | | | | | |
|----------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|
| | 5 City | Sydney | Melbourne | Brisbane | Adelaide | Perth |
| KidsCo | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 | 0.1 |
| LifeStyle Channel | 0.7 | 0.8 | 0.7 | 0.6 | 0.4 | 0.6 |
| LifeStyle Channel+2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.1 | 0.2 |
| LifeStyle FOOD | 0.4 | 0.3 | 0.3 | 0.3 | 0.3 | 0.6 |
| LifeStyle FOOD+2 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.2 |
| LifeStyle YOU | 0.2 | 0.2 | 0.1 | 0.3 | 0.2 | 0.3 |
| LifeStyle YOU+2 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| MAX | 0.2 | 0.2 | 0.1 | 0.2 | 0.1 | 0.1 |
| MOVIE EXTRA | 0.2 | 0.2 | 0.2 | 0.2 | 0.3 | 0.3 |
| MOVIE GREATS | 0.1 | 0.1 | 0.1 | 0.2 | 0.1 | 0.2 |
| MOVIE ONE | 0.2 | 0.1 | 0.1 | 0.2 | 0.1 | 0.2 |
| MOVIE TWO | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| MTV | 0.2 | 0.2 | 0.1 | 0.2 | 0.1 | 0.2 |
| MTV Classic | 0.1 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 |
| Nat Geo Adventure | 0.1 | 0.1 | 0.1 | 0.1 | 0.0 | 0.0 |
| Nat Geo Wild | 0.1 | 0.1 | 0.1 | 0.1 | 0.0 | 0.1 |
| National Geographic | 0.3 | 0.3 | 0.2 | 0.4 | 0.2 | 0.4 |
| Nick Jr. | 0.4 | 0.4 | 0.4 | 0.4 | 0.2 | 0.3 |
| Nickelodeon | 0.4 | 0.6 | 0.4 | 0.5 | 0.2 | 0.5 |
| Playhouse Disney | 0.4 | 0.5 | 0.2 | 0.6 | 0.1 | 0.3 |
| SCI FI | 0.4 | 0.3 | 0.4 | 0.3 | 0.4 | 0.4 |
| SCI FI+2 | 0.1 | 0.1 | 0.2 | 0.1 | 0.1 | 0.2 |
| showcase | 0.1 | 0.1 | 0.1 | 0.2 | 0.1 | 0.1 |
| showcase+2 | 0.1 | 0.1 | 0.0 | 0.1 | 0.0 | 0.0 |
| showtime action | 0.3 | 0.3 | 0.2 | 0.4 | 0.3 | 0.2 |
| showtime comedy | 0.1 | 0.1 | 0.1 | 0.2 | 0.1 | 0.1 |
| showtime drama | 0.1 | 0.2 | 0.1 | 0.2 | 0.0 | 0.1 |
| showtime premiere | 0.3 | 0.4 | 0.2 | 0.3 | 0.1 | 0.3 |
| showtime premiere 2 | 0.1 | 0.2 | 0.1 | 0.1 | 0.1 | 0.2 |
| SKY NEWS | 0.9 | 1.4 | 0.4 | 1.2 | 0.3 | 0.9 |
| SKY NEWS BUSINESS | 0.1 | 0.0 | 0.1 | 0.1 | 0.0 | 0.0 |
| Sky Racing | 0.2 | 0.3 | 0.0 | 0.2 | 0.1 | 0.3 |
| STARPICS 1 | 0.1 | 0.1 | 0.2 | 0.2 | 0.1 | 0.1 |
| STARPICS 2 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| STVDIO | 0.0 | 0.0 | 0.0 | 0.1 | 0.0 | 0.1 |
| The Style Network | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.2 |
| The Weather Channel | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| TV1 | 0.6 | 0.7 | 0.6 | 0.7 | 0.4 | 0.5 |
| TV1+2 | 0.3 | 0.3 | 0.2 | 0.3 | 0.2 | 0.5 |
| TVN | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.0 |
| UKTV | 0.7 | 0.8 | 0.7 | 0.7 | 0.6 | 0.8 |
| UKTV+2 | 0.1 | 0.1 | 0.1 | 0.2 | 0.1 | 0.2 |
| W | 0.3 | 0.4 | 0.2 | 0.4 | 0.2 | 0.2 |
| W2 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| WORLD MOVIES Channel | 0.0 | 0.1 | 0.0 | 0.1 | 0.0 | 0.1 |
| OTHER STV | 0.9 | 1.4 | 0.6 | 1.0 | 0.5 | 0.9 |
| ALL FTA in Metro Markets | 78.9 | 75.2 | 82.2 | 76.1 | 86.0 | 77.6 |
| ALL STV in Metro Markets | 21.1 | 24.8 | 17.8 | 23.9 | 14.0 | 22.4 |
| Total TV in Metro Markets | 100.00 | 100.00 | 100.00 | 100.00 | 100.00 | 100.00 |

Source: OzTAM