



A2

Consolidated Metropolitan Total TV Share of All Viewing
5 City Share Report - All Homes
 Week 35 2010 (22/08/10 - 28/08/10) 06:00 - 23:59
 Total Individuals - including Guests



	Channel Share					
	5 City	Sydney	Melbourne	Brisbane	Adelaide	Perth
ABC1	10.2	10.5	10.5	8.9	11.4	9.6
ABC2	2.6	2.4	3.2	1.8	3.0	2.2
ABC3	1.2	1.0	1.2	1.0	1.7	1.8
ABC News 24	1.0	1.1	0.9	0.9	1.0	0.8
Seven	20.6	17.6	21.4	19.5	23.0	25.5
7TWO	2.8	2.4	2.9	2.6	3.7	3.2
Nine	16.5	16.5	17.5	17.2	16.2	13.2
GO!	3.3	2.6	3.7	3.2	3.9	3.3
TEN	14.0	12.0	15.8	12.3	16.2	14.7
ONE	0.9	0.6	0.9	0.9	1.5	1.0
SBS ONE	2.6	2.6	2.7	2.4	2.8	2.6
SBS TWO	0.4	0.3	0.4	0.3	0.6	0.5
111 HITS	0.3	0.4	0.3	0.3	0.2	0.2
111 HITS2	0.1	0.1	0.1	0.1	0.0	0.1
13TH STREET	0.6	0.6	0.6	0.8	0.6	0.6
[V] HITS	0.1	0.2	0.1	0.2	0.2	0.1
Animal Planet	0.1	0.2	0.1	0.1	0.0	0.1
ARENA	0.4	0.6	0.4	0.3	0.2	0.4
ARENA+2	0.1	0.1	0.2	0.1	0.1	0.2
BBC Knowledge	0.3	0.3	0.3	0.3	0.2	0.2
Bio.	0.5	0.5	0.4	0.7	0.2	0.5
Boomerang	0.2	0.4	0.2	0.2	0.1	0.1
Cartoon Network	0.3	0.4	0.2	0.2	0.2	0.2
CBeebies	0.2	0.3	0.1	0.1	0.1	0.3
Channel [V]	0.1	0.2	0.0	0.1	0.1	0.1
CNBC	0.0	0.0	0.0	0.0	0.0	0.1
COMEDY CHANNEL	0.3	0.3	0.3	0.5	0.3	0.3
COMEDY CHANNEL+2	0.1	0.1	0.1	0.1	0.1	0.1
Crime & Investigation	0.5	0.8	0.4	0.6	0.4	0.4
Discovery Channel	0.3	0.4	0.3	0.4	0.2	0.2
Discovery Channel+2	0.2	0.3	0.1	0.2	0.1	0.1
Discovery Home & Health	0.1	0.1	0.1	0.1	0.0	0.0
Discovery Science	0.1	0.1	0.1	0.1	0.1	0.1
Discovery Travel & Living	0.1	0.1	0.1	0.0	0.0	0.2
Discovery Turbo MAX	0.1	0.2	0.1	0.1	0.2	0.1
Discovery Turbo MAX+2	0.1	0.1	0.1	0.1	0.1	0.0
Disney Channel	0.5	0.6	0.4	0.7	0.3	0.6
E!	0.2	0.2	0.2	0.1	0.1	0.3
ESPN	0.1	0.2	0.1	0.1	0.1	0.1
FMC - Family Movie Channel	0.3	0.4	0.3	0.3	0.3	0.3
FOX Classics	0.4	0.7	0.3	0.4	0.1	0.2
FOX Classics+2	0.1	0.2	0.1	0.1	0.1	0.1
FOX SPORTS 1	0.8	0.5	1.1	0.5	1.4	1.0
FOX SPORTS 2	0.7	1.6	0.2	0.8	0.2	0.2
FOX SPORTS 3	0.4	0.4	0.3	0.3	0.3	0.6
FOX SPORTS News	0.1	0.2	0.1	0.2	0.1	0.1
FOX8	0.9	1.0	1.0	0.8	0.7	0.9
FOX8+2	0.3	0.4	0.2	0.2	0.2	0.3
FUEL TV	0.1	0.1	0.0	0.1	0.0	0.1
Hallmark	0.1	0.1	0.1	0.2	0.0	0.0
History Channel	0.3	0.3	0.2	0.4	0.1	0.4
HOW TO Channel	0.2	0.1	0.2	0.2	0.1	0.3

Source: OzTAM



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	Channel Share					
	5 City	Sydney	Melbourne	Brisbane	Adelaide	Perth
KidsCo	0.0	0.1	0.0	0.0	0.0	0.0
LifeStyle Channel	0.8	1.0	0.7	0.8	0.6	0.5
LifeStyle Channel+2	0.2	0.2	0.2	0.1	0.1	0.3
LifeStyle FOOD	0.4	0.5	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	0.2	0.1	0.2
LifeStyle YOU+2	0.1	0.1	0.0	0.1	0.1	0.1
MAX	0.2	0.2	0.1	0.3	0.1	0.1
MOVIE EXTRA	0.1	0.2	0.1	0.1	0.2	0.1
MOVIE GREATS	0.1	0.1	0.0	0.1	0.0	0.1
MOVIE ONE	0.2	0.2	0.3	0.2	0.2	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	0.2	0.1
MTV Classic	0.1	0.1	0.0	0.0	0.1	0.1
Nat Geo Adventure	0.1	0.1	0.0	0.1	0.0	0.0
Nat Geo Wild	0.1	0.1	0.0	0.1	0.0	0.1
National Geographic	0.3	0.4	0.3	0.3	0.2	0.2
Nick Jr.	0.5	0.5	0.5	0.5	0.2	0.4
Nickelodeon	0.5	0.7	0.4	0.5	0.3	0.5
Playhouse Disney	0.4	0.6	0.2	0.5	0.1	0.2
SCI FI	0.4	0.4	0.5	0.4	0.3	0.3
SCI FI+2	0.1	0.1	0.1	0.1	0.1	0.1
showcase	0.1	0.1	0.1	0.2	0.1	0.1
showcase+2	0.0	0.1	0.0	0.1	0.0	0.1
showtime action	0.3	0.4	0.2	0.3	0.3	0.3
showtime comedy	0.1	0.1	0.1	0.2	0.1	0.2
showtime drama	0.1	0.1	0.0	0.1	0.1	0.1
showtime premiere	0.3	0.4	0.3	0.3	0.2	0.2
showtime premiere 2	0.2	0.2	0.2	0.2	0.1	0.2
SKY NEWS	0.9	1.2	0.6	1.3	0.3	0.9
SKY NEWS BUSINESS	0.1	0.0	0.1	0.1	0.0	0.0
Sky Racing	0.2	0.4	0.1	0.2	0.1	0.1
STARPICS 1	0.2	0.2	0.2	0.2	0.2	0.2
STARPICS 2	0.1	0.1	0.1	0.2	0.1	0.1
STVDIO	0.1	0.1	0.0	0.1	0.0	0.1
The Style Network	0.1	0.0	0.1	0.1	0.2	0.1
The Weather Channel	0.0	0.0	0.0	0.0	0.0	0.0
TV1	0.7	0.9	0.5	0.8	0.4	0.6
TV1+2	0.2	0.3	0.1	0.3	0.1	0.4
TVN	0.1	0.1	0.1	0.1	0.0	0.0
UKTV	0.7	0.7	0.6	0.6	0.6	0.8
UKTV+2	0.1	0.1	0.0	0.1	0.1	0.3
W	0.3	0.4	0.2	0.3	0.2	0.3
W2	0.1	0.1	0.1	0.1	0.0	0.1
WORLD MOVIES Channel	0.0	0.1	0.0	0.0	0.0	0.0
OTHER STV	0.8	1.2	0.6	1.0	0.4	1.0
ALL FTA in Metro Markets	78.5	73.4	81.9	76.6	85.1	78.8
ALL STV in Metro Markets	21.5	26.6	18.1	23.4	14.9	21.2
Total TV in Metro Markets	100.00	100.00	100.00	100.00	100.00	100.00

Source: OzTAM