



B1

Consolidated National Subscription TV Share and Reach
National Share and Reach Report - Subscription TV Homes only
Week 04 2010 (17/01/2010 - 24/01/2010) 18:00 - 23:59
Total Individuals - Including Guests



	Channel Share Of Viewing %	Reach Weekly 000's TOTAL PEOPLE
ABC1	4.5	2312
ABC2	0.5	790
ABC3	0.1	307
Seven + AFFILIATES	15.6	3643
7TWO	0.6	718
Nine + AFFILIATES	15.2	3982
GO + AFFILIATES	0.5	747
TEN + AFFILIATES	7.6	3289
ONE	0.1	310
SBS ONE	2.1	2020
SBS TWO	0.1	449
111 HITS	1.0	899
111 HITS2	0.3	390
13TH STREET	1.6	605
Animal Planet	0.3	380
ARENA	1.3	1351
ARENA+2	0.5	637
Bio.	1.1	908
BBC Knowledge	0.6	704
Boomerang	0.3	321
Cartoon Network	0.7	563
CBeebies	0.1	146
Channel[V]	0.2	522
Channel[V]2	0.2	437
CNBC	0.0	91
COMEDY CHANNEL	0.6	765
COMEDY CHANNEL+2	0.3	585
Crime & Investigation	1.2	805
Discovery Channel	0.9	963
Discovery Channel +2	0.4	641
Discovery Home & Health	0.2	384
Discovery Science	0.2	354
Discovery Travel & Living	0.2	334
Discovery Turbo MAX	0.3	402
Discovery Turbo MAX +2	0.3	356
Disney Channel	1.5	766
E!	0.6	752
ESPN	0.3	418
FMC - Family Movie Channel	0.5	592
FOX8	2.8	2154
FOX8+2	1.0	1125
FOX Classics	1.3	1014
FOX Classics+2	0.4	505
FOX SPORTS 1	1.1	936
FOX SPORTS 2	3.4	1473
FOX SPORTS 3	0.6	754
FOX SPORTS News	0.3	672
FUEL TV	0.1	409
Hallmark	0.3	523
History Channel	0.7	701
HOW TO Channel	0.4	487

Excludes Tasmania

Source: OzTAM



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LifeStyle Channel	2.3	1464
LifeStyle Channel+2	0.6	727
LifeStyle FOOD	0.5	604
LifeStyle FOOD +2	0.3	322
LifeStyle You	0.6	771
LifeStyle You +2	0.2	391
MAX	0.2	529
MOVIE EXTRA	0.4	594
MOVIE GREATS	0.4	551
MOVIE ONE	0.8	742
MOVIE TWO	0.3	567
MTV	0.4	668
Nat Geo Adventure	0.1	297
National Geographic	0.7	954
Nick Jr	0.4	312
Nickelodeon	0.6	645
Ovation	0.3	417
Playhouse Disney	0.4	253
SCI FI	0.7	602
SCI FI+2	0.2	377
showcase	0.4	502
showcase+2	0.2	406
SHOWTIME	0.8	838
SHOWTIME 2	0.5	695
SHOWTIME Action	0.7	606
SHOWTIME Comedy	0.5	666
SHOWTIME Drama	0.4	493
SKY NEWS AUSTRALIA	0.6	852
Sky Racing	0.2	220
Starpics 1	0.4	513
Starpics 2	0.3	504
The Style Network	0.3	439
TV1	1.5	1344
TV1+2	0.5	647
TVN	0.0	88
UKTV	1.7	983
UKTV+2	0.4	455
Vh1	0.2	355
W.	0.9	782
W2	0.3	390
OTHER SUBSCRIPTION TV	3.4	2905
ALL FTA	47.0	5227
ALL STV	53.0	5168
ALL TV	100.0	5767

Excludes Tasmania

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