



B1

Consolidated National Subscription TV Share and Reach  
 National Share and Reach Report - Subscription TV Homes only  
 Week 09 2010 (21/02/2010 - 27/02/2010) 18:00 - 23:59  
 Total Individuals - Including Guests



	Channel Share Of Viewing %	Reach Weekly 000's TOTAL PEOPLE
ABC1	5.5	2529
ABC2	0.5	824
ABC3	0.1	232
Seven + AFFILIATES	14.4	4077
7TWO	0.8	741
Nine + AFFILIATES	18.7	4441
GO + AFFILIATES	0.8	884
TEN + AFFILIATES	10.7	3868
ONE	0.2	328
SBS ONE	1.5	1784
SBS TWO	0.1	449
111 HITS	0.9	937
111 HITS2	0.2	394
13TH STREET	1.4	561
Animal Planet	0.2	342
ARENA	1.5	1528
ARENA+2	0.4	651
Bio.	1.0	847
BBC Knowledge	0.5	629
Boomerang	0.3	309
Cartoon Network	0.5	535
CBeebies	0.1	136
Channel[V]	0.2	517
Channel[V]2	0.2	496
CNBC	0.0	87
COMEDY CHANNEL	0.5	774
COMEDY CHANNEL+2	0.3	510
Crime & Investigation	1.1	704
Discovery Channel	0.7	977
Discovery Channel +2	0.3	620
Discovery Home & Health	0.2	259
Discovery Science	0.2	320
Discovery Travel & Living	0.2	288
Discovery Turbo MAX	0.3	374
Discovery Turbo MAX +2	0.3	353
Disney Channel	1.0	770
E!	0.4	651
ESPN	0.2	433
FMC - Family Movie Channel	0.6	825
FOX8	2.3	1902
FOX8+2	0.8	1021
FOX Classics	0.9	899
FOX Classics+2	0.3	346
FOX SPORTS 1	1.8	1395
FOX SPORTS 2	1.5	1166
FOX SPORTS 3	1.4	1233
FOX SPORTS News	0.3	708
FUEL TV	0.1	431
Hallmark	0.3	439
History Channel	0.6	723
HOW TO Channel	0.3	380

Excludes Tasmania

Source: OzTAM



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LifeStyle Channel	1.4	1342
LifeStyle Channel+2	0.4	651
LifeStyle FOOD	0.5	531
LifeStyle FOOD +2	0.2	272
LifeStyle You	0.4	692
LifeStyle You +2	0.2	416
MAX	0.3	536
MOVIE EXTRA	0.6	855
MOVIE GREATS	0.4	616
MOVIE ONE	0.8	970
MOVIE TWO	0.4	762
MTV	0.3	589
Nat Geo Adventure	0.1	285
National Geographic	0.6	848
Nick Jr	0.2	193
Nickelodeon	0.6	629
Ovation	0.3	364
Playhouse Disney	0.3	252
SCI FI	0.8	541
SCI FI+2	0.2	312
showcase	0.2	414
showcase+2	0.1	282
SHOWTIME	0.6	808
SHOWTIME 2	0.4	607
SHOWTIME Action	0.6	671
SHOWTIME Comedy	0.4	745
SHOWTIME Drama	0.3	524
SKY NEWS AUSTRALIA	0.6	802
Sky Racing	0.4	252
Starpics 1	0.4	686
Starpics 2	0.3	573
The Style Network	0.3	390
TV1	1.5	1340
TV1+2	0.5	695
TVN	0.1	112
UKTV	1.2	835
UKTV+2	0.3	321
Vh1	0.1	355
W.	0.8	700
W2	0.2	374
<b>OTHER SUBSCRIPTION TV</b>	<b>4.5</b>	<b>2959</b>
<b>ALL FTA</b>	<b>53.3</b>	<b>5547</b>
<b>ALL STV</b>	<b>46.7</b>	<b>5407</b>
<b>ALL TV</b>	<b>100.0</b>	<b>6004</b>

Excludes Tasmania

Source: OzTAM