



B1

Consolidated National Subscription TV Share and Reach
 National Share and Reach Report - Subscription TV Homes only
 Week 28 2010 (04/07/2010 - 10/07/2010) 18:00 - 23:59
 Total Individuals - Including Guests



	Channel Share Of Viewing %	Reach Weekly 000's TOTAL PEOPLE
ABC1	6.4	2687
ABC2	0.4	901
ABC3	0.2	337
Seven + AFFILIATES	13.8	4266
7TWO	0.9	912
Nine + AFFILIATES	18.8	4669
GO + AFFILIATES	0.9	1014
TEN + AFFILIATES	13.3	4302
ONE	0.3	471
SBS ONE	3.0	2225
SBS TWO	0.2	665
111 HITS	0.7	787
111 HITS2	0.2	297
13TH STREET	1.3	583
[V] HITS	0.2	400
Animal Planet	0.2	396
ARENA	1.0	1293
ARENA+2	0.3	604
Bio.	0.7	748
BBC Knowledge	0.9	877
Boomerang	0.3	335
Cartoon Network	0.6	562
CBeebies	0.1	156
Channel[V]	0.2	496
CNBC	0.0	84
COMEDY CHANNEL	0.6	944
COMEDY CHANNEL+2	0.3	509
Crime & Investigation	0.9	652
Discovery Channel	0.6	960
Discovery Channel+2	0.3	659
Discovery Home & Health	0.2	295
Discovery Science	0.2	335
Discovery Travel & Living	0.2	393
Discovery Turbo MAX	0.3	418
Discovery Turbo MAX+2	0.2	383
Disney Channel	1.4	819
E!	0.4	625
ESPN	0.2	427
FMC - Family Movie Channel	0.5	659
FOX8	1.8	1858
FOX8+2	0.5	907
FOX Classics	0.8	856
FOX Classics+2	0.3	399
FOX SPORTS 1	1.6	1165
FOX SPORTS 2	2.4	1524
FOX SPORTS 3	0.6	919
FOX SPORTS News	0.3	822
FUEL TV	0.2	405
Hallmark	0.3	419
History Channel	0.6	671
HOW TO Channel	0.3	437

Excludes Tasmania

Source: OzTAM



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KidsCo	0.0	102
LifeStyle Channel	1.6	1273
LifeStyle Channel+2	0.4	539
LifeStyle FOOD	0.6	730
LifeStyle FOOD+2	0.2	349
LifeStyle YOU	0.3	610
LifeStyle YOU+2	0.1	370
MAX	0.2	441
MOVIE EXTRA	0.5	619
MOVIE GREATS	0.2	394
MOVIE ONE	0.6	668
MOVIE TWO	0.3	523
MTV	0.3	664
Nat Geo Adventure	0.1	357
Nat Geo Wild	0.1	321
National Geographic	0.7	913
Nick Jr.	0.4	350
Nickelodeon	0.6	696
Playhouse Disney	0.5	375
SCI FI	0.6	495
SCI FI+2	0.2	304
showcase	0.2	425
showcase+2	0.1	341
showtime action	0.8	759
showtime comedy	0.3	572
showtime drama	0.2	443
showtime premiere	0.7	893
showtime premiere 2	0.3	573
SKY NEWS	0.4	674
SKY NEWS BUSINESS	0.1	128
Sky Racing	0.2	197
STARPICS 1	0.3	471
STARPICS 2	0.2	425
STVDIO	0.1	274
The Style Network	0.2	320
The Weather Channel	0.0	426
TV1	1.4	1309
TV1+2	0.4	602
TVN	0.0	64
UKTV	1.3	855
UKTV+2	0.3	307
MTV Classic	0.1	369
W	0.6	712
W2	0.2	332
WORLD MOVIES Channel	0.1	344
OTHER SUBSCRIPTION TV	1.9	2211
ALL FTA	58.3	5777
ALL STV	41.7	5454
ALL TV	100.0	6142

Excludes Tasmania

Source: OzTAM