



B1

Consolidated National Subscription TV Share and Reach
National Share and Reach Report - Subscription TV Homes only
Week 29 2010 (11/07/2010 - 17/07/2010) 18:00 - 23:59
Total Individuals - Including Guests



	Channel Share Of Viewing %	Reach Weekly 000's TOTAL PEOPLE
ABC1	6.2	2755
ABC2	0.4	911
ABC3	0.2	209
Seven + AFFILIATES	13.7	4278
7TWO	0.7	759
Nine + AFFILIATES	15.9	4488
GO + AFFILIATES	0.9	1047
TEN + AFFILIATES	13.0	4164
ONE	0.4	546
SBS ONE	2.8	2135
SBS TWO	0.2	598
111 HITS	0.5	674
111 HITS2	0.1	279
13TH STREET	1.3	538
[V] HITS	0.2	497
Animal Planet	0.1	308
ARENA	1.0	1234
ARENA+2	0.3	517
Bio.	0.8	827
BBC Knowledge	0.8	738
Boomerang	0.3	339
Cartoon Network	0.5	440
CBeebies	0.1	152
Channel[V]	0.1	515
CNBC	0.0	89
COMEDY CHANNEL	0.6	933
COMEDY CHANNEL+2	0.3	493
Crime & Investigation	1.1	684
Discovery Channel	0.6	859
Discovery Channel+2	0.4	619
Discovery Home & Health	0.2	284
Discovery Science	0.2	320
Discovery Travel & Living	0.1	287
Discovery Turbo MAX	0.3	355
Discovery Turbo MAX+2	0.2	332
Disney Channel	1.1	795
E!	0.4	690
ESPN	0.2	441
FMC - Family Movie Channel	0.7	741
FOX8	1.8	1721
FOX8+2	0.5	871
FOX Classics	0.6	781
FOX Classics+2	0.2	328
FOX SPORTS 1	2.5	1473
FOX SPORTS 2	2.4	1547
FOX SPORTS 3	2.4	1680
FOX SPORTS News	0.3	801
FUEL TV	0.2	331
Hallmark	0.2	407
History Channel	0.6	661
HOW TO Channel	0.3	421

Excludes Tasmania

Source: OzTAM



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KidsCo	0.0	74
LifeStyle Channel	1.5	1299
LifeStyle Channel+2	0.4	523
LifeStyle FOOD	0.6	673
LifeStyle FOOD+2	0.2	377
LifeStyle YOU	0.5	725
LifeStyle YOU+2	0.2	420
MAX	0.2	476
MOVIE EXTRA	0.5	687
MOVIE GREATS	0.4	648
MOVIE ONE	0.6	832
MOVIE TWO	0.4	608
MTV	0.3	706
Nat Geo Adventure	0.1	282
Nat Geo Wild	0.1	322
National Geographic	0.6	860
Nick Jr.	0.4	414
Nickelodeon	0.6	667
Playhouse Disney	0.5	363
SCI FI	0.6	484
SCI FI+2	0.2	284
showcase	0.3	638
showcase+2	0.2	536
showtime action	0.8	948
showtime comedy	0.5	785
showtime drama	0.4	644
showtime premiere	1.1	1258
showtime premiere 2	0.5	908
SKY NEWS	0.5	643
SKY NEWS BUSINESS	0.1	123
Sky Racing	0.2	213
STARPICS 1	0.6	697
STARPICS 2	0.3	569
STVDIO	0.0	251
The Style Network	0.2	317
The Weather Channel	0.0	400
TV1	1.2	1270
TV1+2	0.4	574
TVN	0.0	68
UKTV	1.3	857
UKTV+2	0.2	300
MTV Classic	0.2	411
W	0.8	670
W2	0.2	368
WORLD MOVIES Channel	0.2	444
OTHER SUBSCRIPTION TV	1.9	2219
ALL FTA	54.7	5738
ALL STV	45.3	5489
ALL TV	100.0	6131

Excludes Tasmania

Source: OzTAM