



B1

Consolidated National Subscription TV Share and Reach
 National Share and Reach Report - Subscription TV Homes only
 Week 30 2010 (18/07/2010 - 24/07/2010) 18:00 - 23:59
 Total Individuals - Including Guests



	Channel Share Of Viewing %	Reach Weekly 000's TOTAL PEOPLE
ABC1	5.6	2587
ABC2	0.4	827
ABC3	0.2	276
Seven + AFFILIATES	13.8	4271
7TWO	0.6	772
Nine + AFFILIATES	16.1	4448
GO + AFFILIATES	1.0	1112
TEN + AFFILIATES	15.5	4304
ONE	0.4	376
SBS ONE	2.6	1887
SBS TWO	0.1	451
111 HITS	0.5	647
111 HITS2	0.1	262
13TH STREET	1.1	521
[V] HITS	0.1	389
Animal Planet	0.2	426
ARENA	1.0	1216
ARENA+2	0.2	515
Bio.	0.7	719
BBC Knowledge	0.8	786
Boomerang	0.2	210
Cartoon Network	0.5	538
CBeebies	0.1	157
Channel[V]	0.2	518
CNBC	0.0	58
COMEDY CHANNEL	0.6	964
COMEDY CHANNEL+2	0.2	473
Crime & Investigation	1.1	666
Discovery Channel	0.5	862
Discovery Channel+2	0.3	581
Discovery Home & Health	0.2	335
Discovery Science	0.2	397
Discovery Travel & Living	0.2	320
Discovery Turbo MAX	0.3	327
Discovery Turbo MAX+2	0.2	331
Disney Channel	0.9	715
E!	0.4	642
ESPN	0.2	333
FMC - Family Movie Channel	0.5	814
FOX8	1.7	1883
FOX8+2	0.5	880
FOX Classics	0.7	842
FOX Classics+2	0.2	373
FOX SPORTS 1	1.5	1205
FOX SPORTS 2	2.7	1609
FOX SPORTS 3	2.2	1628
FOX SPORTS News	0.3	867
FUEL TV	0.2	437
Hallmark	0.2	349
History Channel	0.6	653
HOW TO Channel	0.3	414

Excludes Tasmania

Source: OzTAM



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KidsCo	0.0	77
LifeStyle Channel	1.4	1221
LifeStyle Channel+2	0.4	554
LifeStyle FOOD	0.5	678
LifeStyle FOOD+2	0.2	344
LifeStyle YOU	0.4	694
LifeStyle YOU+2	0.1	400
MAX	0.3	462
MOVIE EXTRA	0.4	658
MOVIE GREATS	0.2	558
MOVIE ONE	0.4	812
MOVIE TWO	0.3	660
MTV	0.3	650
Nat Geo Adventure	0.1	270
Nat Geo Wild	0.1	397
National Geographic	0.6	897
Nick Jr.	0.4	385
Nickelodeon	0.6	656
Playhouse Disney	0.5	396
SCI FI	0.7	509
SCI FI+2	0.2	255
showcase	0.3	705
showcase+2	0.1	486
showtime action	0.9	1019
showtime comedy	0.7	992
showtime drama	0.3	657
showtime premiere	1.2	1419
showtime premiere 2	0.5	960
SKY NEWS	0.5	673
SKY NEWS BUSINESS	0.1	110
Sky Racing	0.1	201
STARPICS 1	0.5	772
STARPICS 2	0.3	606
STVDIO	0.1	283
The Style Network	0.2	297
The Weather Channel	0.0	346
TV1	1.3	1220
TV1+2	0.4	594
TVN	0.0	63
UKTV	1.3	865
UKTV+2	0.3	382
MTV Classic	0.1	386
W	0.7	660
W2	0.2	332
WORLD MOVIES Channel	0.2	509
OTHER SUBSCRIPTION TV	2.2	2232
ALL FTA	56.6	5637
ALL STV	43.4	5448
ALL TV	100.0	6076

Excludes Tasmania

Source: OzTAM