



B1

Consolidated National Subscription TV Share and Reach
 National Share and Reach Report - Subscription TV Homes only
 Week 31 2010 (25/07/2010 - 31/07/2010) 18:00 - 23:59
 Total Individuals - Including Guests



	Channel Share Of Viewing %	Reach Weekly 000's TOTAL PEOPLE
ABC1	6.8	2871
ABC2	0.5	975
ABC3	0.2	285
Seven + AFFILIATES	15.2	4362
7TWO	0.9	879
Nine + AFFILIATES	16.1	4527
GO + AFFILIATES	1.1	1143
TEN + AFFILIATES	13.3	4392
ONE	0.4	490
SBS ONE	1.9	2136
SBS TWO	0.2	503
111 HITS	0.7	785
111 HITS2	0.2	319
13TH STREET	1.1	542
[V] HITS	0.2	461
Animal Planet	0.2	399
ARENA	1.1	1383
ARENA+2	0.3	598
Bio.	0.8	816
BBC Knowledge	0.8	803
Boomerang	0.3	274
Cartoon Network	0.4	394
CBeebies	0.1	145
Channel[V]	0.1	520
CNBC	0.0	62
COMEDY CHANNEL	0.6	964
COMEDY CHANNEL+2	0.3	520
Crime & Investigation	1.2	775
Discovery Channel	0.6	910
Discovery Channel+2	0.4	666
Discovery Home & Health	0.2	301
Discovery Science	0.1	316
Discovery Travel & Living	0.2	366
Discovery Turbo MAX	0.4	402
Discovery Turbo MAX+2	0.2	318
Disney Channel	0.9	763
E!	0.5	642
ESPN	0.2	477
FMC - Family Movie Channel	0.7	815
FOX8	1.9	1891
FOX8+2	0.5	835
FOX Classics	0.7	766
FOX Classics+2	0.2	352
FOX SPORTS 1	1.6	1254
FOX SPORTS 2	2.6	1583
FOX SPORTS 3	1.3	1257
FOX SPORTS News	0.3	729
FUEL TV	0.2	419
Hallmark	0.2	414
History Channel	0.6	705
HOW TO Channel	0.4	433

Excludes Tasmania

Source: OzTAM



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KidsCo	0.0	73
LifeStyle Channel	1.3	1337
LifeStyle Channel+2	0.4	665
LifeStyle FOOD	0.6	747
LifeStyle FOOD+2	0.2	415
LifeStyle YOU	0.5	831
LifeStyle YOU+2	0.2	350
MAX	0.3	489
MOVIE EXTRA	0.5	673
MOVIE GREATS	0.2	479
MOVIE ONE	0.5	687
MOVIE TWO	0.2	392
MTV	0.3	650
Nat Geo Adventure	0.1	320
Nat Geo Wild	0.2	341
National Geographic	0.6	945
Nick Jr.	0.4	346
Nickelodeon	0.4	504
Playhouse Disney	0.5	353
SCI FI	0.6	471
SCI FI+2	0.2	272
showcase	0.3	573
showcase+2	0.1	398
showtime action	0.6	882
showtime comedy	0.3	701
showtime drama	0.3	489
showtime premiere	1.0	1102
showtime premiere 2	0.3	664
SKY NEWS	0.8	888
SKY NEWS BUSINESS	0.1	138
Sky Racing	0.2	243
STARPICS 1	0.6	775
STARPICS 2	0.3	607
STVDIO	0.1	301
The Style Network	0.3	347
The Weather Channel	0.1	433
TV1	1.3	1249
TV1+2	0.3	550
TVN	0.0	77
UKTV	1.6	934
UKTV+2	0.2	324
MTV Classic	0.1	388
W	0.8	718
W2	0.2	345
WORLD MOVIES Channel	0.1	339
OTHER SUBSCRIPTION TV	2.0	2141
ALL FTA	56.7	5780
ALL STV	43.3	5511
ALL TV	100.0	6151

Excludes Tasmania

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