



B1

Consolidated National Subscription TV Share and Reach
 National Share and Reach Report - Subscription TV Homes only
 Week 32 2010 (01/08/2010 - 07/08/2010) 18:00 - 23:59
 Total Individuals - Including Guests



	Channel Share Of Viewing %	Reach Weekly 000's TOTAL PEOPLE
ABC1	6.6	2609
ABC2	0.5	947
ABC3	0.2	250
ABC News 24	0.2	283
Seven + AFFILIATES	15.4	4369
7TWO	0.8	834
Nine + AFFILIATES	17.5	4618
GO + AFFILIATES	1.1	1173
TEN + AFFILIATES	11.0	4175
ONE	0.4	503
SBS ONE	1.8	1937
SBS TWO	0.2	422
111 HITS	0.5	735
111 HITS2	0.1	253
13TH STREET	1.1	576
[V] HITS	0.2	420
Animal Planet	0.2	323
ARENA	0.9	1216
ARENA+2	0.3	557
Bio.	0.8	819
BBC Knowledge	0.7	796
Boomerang	0.2	278
Cartoon Network	0.5	445
CBeebies	0.1	160
Channel[V]	0.2	535
CNBC	0.0	43
COMEDY CHANNEL	0.7	962
COMEDY CHANNEL+2	0.3	540
Crime & Investigation	1.0	820
Discovery Channel	0.6	889
Discovery Channel+2	0.4	664
Discovery Home & Health	0.1	322
Discovery Science	0.2	328
Discovery Travel & Living	0.2	342
Discovery Turbo MAX	0.3	407
Discovery Turbo MAX+2	0.2	304
Disney Channel	1.0	726
E!	0.5	650
ESPN	0.3	477
FMC - Family Movie Channel	0.6	606
FOX8	2.4	2062
FOX8+2	0.5	831
FOX Classics	0.9	929
FOX Classics+2	0.3	385
FOX SPORTS 1	1.8	1272
FOX SPORTS 2	2.9	1546
FOX SPORTS 3	1.1	1199
FOX SPORTS News	0.3	779
FUEL TV	0.2	439
Hallmark	0.3	450
History Channel	0.8	698
HOW TO Channel	0.4	418

Excludes Tasmania

Source: OzTAM



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KidsCo	0.0	59
LifeStyle Channel	1.5	1356
LifeStyle Channel+2	0.4	600
LifeStyle FOOD	0.6	753
LifeStyle FOOD+2	0.2	348
LifeStyle YOU	0.5	746
LifeStyle YOU+2	0.2	417
MAX	0.4	541
MOVIE EXTRA	0.5	578
MOVIE GREATS	0.2	432
MOVIE ONE	0.5	738
MOVIE TWO	0.2	514
MTV	0.4	660
Nat Geo Adventure	0.1	283
Nat Geo Wild	0.2	332
National Geographic	0.7	979
Nick Jr.	0.4	307
Nickelodeon	0.5	613
Playhouse Disney	0.4	290
SCI FI	0.6	533
SCI FI+2	0.2	321
showcase	0.3	431
showcase+2	0.1	346
showtime action	0.5	732
showtime comedy	0.3	585
showtime drama	0.2	462
showtime premiere	0.8	812
showtime premiere 2	0.3	525
SKY NEWS	0.6	709
SKY NEWS BUSINESS	0.1	112
Sky Racing	0.2	221
STARPICS 1	0.3	574
STARPICS 2	0.3	450
STVDIO	0.2	292
The Style Network	0.2	329
The Weather Channel	0.0	452
TV1	1.5	1318
TV1+2	0.3	605
TVN	0.0	81
UKTV	1.6	922
UKTV+2	0.3	294
MTV Classic	0.2	390
W	0.9	723
W2	0.2	370
WORLD MOVIES Channel	0.1	348
OTHER SUBSCRIPTION TV	2.0	2196
ALL FTA	55.7	5692
ALL STV	44.3	5441
ALL TV	100.0	6120

Excludes Tasmania

Source: OzTAM