



B1

Consolidated National Subscription TV Share and Reach  
 National Share and Reach Report - Subscription TV Homes only  
 Week 33 2010 (08/08/2010 - 14/08/2010) 18:00 - 23:59  
 Total Individuals - Including Guests



	Channel Share Of Viewing %	Reach Weekly 000's TOTAL PEOPLE
ABC1	6.8	2749
ABC2	0.5	988
ABC3	0.2	211
ABC News 24	0.2	346
Seven + AFFILIATES	15.3	4359
7TWO	0.9	866
Nine + AFFILIATES	17.1	4626
GO + AFFILIATES	1.1	1201
TEN + AFFILIATES	10.8	4188
ONE	0.2	342
SBS ONE	1.8	2048
SBS TWO	0.2	487
111 HITS	0.6	733
111 HITS2	0.2	298
13TH STREET	1.4	608
[V] HITS	0.2	497
Animal Planet	0.2	328
ARENA	1.0	1301
ARENA+2	0.3	586
Bio.	0.8	774
BBC Knowledge	0.9	814
Boomerang	0.3	318
Cartoon Network	0.5	533
CBeebies	0.1	150
Channel[V]	0.2	537
CNBC	0.0	68
COMEDY CHANNEL	0.8	953
COMEDY CHANNEL+2	0.3	429
Crime & Investigation	1.1	777
Discovery Channel	0.7	948
Discovery Channel+2	0.4	651
Discovery Home & Health	0.1	223
Discovery Science	0.3	371
Discovery Travel & Living	0.2	312
Discovery Turbo MAX	0.3	421
Discovery Turbo MAX+2	0.3	379
Disney Channel	1.1	811
E!	0.4	620
ESPN	0.2	421
FMC - Family Movie Channel	0.5	657
FOX8	2.3	1988
FOX8+2	0.5	910
FOX Classics	0.8	857
FOX Classics+2	0.2	376
FOX SPORTS 1	1.5	1191
FOX SPORTS 2	2.4	1501
FOX SPORTS 3	1.0	984
FOX SPORTS News	0.4	795
FUEL TV	0.2	499
Hallmark	0.4	567
History Channel	0.7	727
HOW TO Channel	0.3	385

Excludes Tasmania

Source: OzTAM



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KidsCo	0.0	78
LifeStyle Channel	1.4	1293
LifeStyle Channel+2	0.4	588
LifeStyle FOOD	0.6	805
LifeStyle FOOD+2	0.3	419
LifeStyle YOU	0.5	823
LifeStyle YOU+2	0.2	379
MAX	0.3	557
MOVIE EXTRA	0.5	621
MOVIE GREATS	0.2	401
MOVIE ONE	0.5	703
MOVIE TWO	0.3	492
MTV	0.3	653
Nat Geo Adventure	0.1	331
Nat Geo Wild	0.2	400
National Geographic	0.7	983
Nick Jr.	0.4	322
Nickelodeon	0.6	695
Playhouse Disney	0.4	346
SCI FI	0.6	511
SCI FI+2	0.2	263
showcase	0.2	426
showcase+2	0.1	327
showtime action	0.7	716
showtime comedy	0.3	580
showtime drama	0.2	466
showtime premiere	0.7	965
showtime premiere 2	0.3	613
SKY NEWS	1.1	833
SKY NEWS BUSINESS	0.1	108
Sky Racing	0.2	189
STARPICS 1	0.4	516
STARPICS 2	0.3	430
STVDIO	0.1	305
The Style Network	0.3	332
The Weather Channel	0.1	386
TV1	1.5	1378
TV1+2	0.4	612
TVN	0.1	64
UKTV	1.5	866
UKTV+2	0.2	318
MTV Classic	0.2	418
W	0.9	654
W2	0.2	280
WORLD MOVIES Channel	0.1	340
OTHER SUBSCRIPTION TV	2.2	2166
<b>ALL FTA</b>	<b>55.2</b>	<b>5775</b>
<b>ALL STV</b>	<b>44.8</b>	<b>5596</b>
<b>ALL TV</b>	<b>100.0</b>	<b>6197</b>

Excludes Tasmania

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