



B1

Consolidated National Subscription TV Share and Reach
 National Share and Reach Report - Subscription TV Homes only
 Week 34 2010 (15/08/2010 - 21/08/2010) 18:00 - 23:59
 Total Individuals - Including Guests



	Channel Share Of Viewing %	Reach Weekly 000's TOTAL PEOPLE
ABC1	7.5	3067
ABC2	0.4	897
ABC3	0.1	237
ABC News 24	0.2	356
Seven + AFFILIATES	16.3	4290
7TWO	0.8	858
Nine + AFFILIATES	18.0	4538
GO + AFFILIATES	1.1	1199
TEN + AFFILIATES	10.5	4075
ONE	0.4	489
SBS ONE	1.6	2080
SBS TWO	0.2	458
111 HITS	0.6	694
111 HITS2	0.2	346
13TH STREET	1.4	570
[V] HITS	0.3	494
Animal Planet	0.1	309
ARENA	0.9	1132
ARENA+2	0.3	517
Bio.	0.7	781
BBC Knowledge	0.9	854
Boomerang	0.3	311
Cartoon Network	0.4	498
CBeebies	0.2	178
Channel[V]	0.2	538
CNBC	0.0	67
COMEDY CHANNEL	0.7	923
COMEDY CHANNEL+2	0.3	504
Crime & Investigation	1.1	769
Discovery Channel	0.7	888
Discovery Channel+2	0.3	591
Discovery Home & Health	0.1	250
Discovery Science	0.2	373
Discovery Travel & Living	0.2	288
Discovery Turbo MAX	0.3	439
Discovery Turbo MAX+2	0.2	290
Disney Channel	1.1	846
E!	0.5	715
ESPN	0.2	446
FMC - Family Movie Channel	0.4	514
FOX8	2.0	1882
FOX8+2	0.5	921
FOX Classics	0.9	813
FOX Classics+2	0.2	357
FOX SPORTS 1	1.7	1289
FOX SPORTS 2	1.9	1425
FOX SPORTS 3	0.8	946
FOX SPORTS News	0.3	811
FUEL TV	0.2	480
Hallmark	0.2	426
History Channel	0.6	692
HOW TO Channel	0.3	423

Excludes Tasmania

Source: OzTAM



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KidsCo	0.1	74
LifeStyle Channel	1.3	1194
LifeStyle Channel+2	0.4	609
LifeStyle FOOD	0.8	877
LifeStyle FOOD+2	0.2	390
LifeStyle YOU	0.4	671
LifeStyle YOU+2	0.2	370
MAX	0.3	579
MOVIE EXTRA	0.4	602
MOVIE GREATS	0.2	443
MOVIE ONE	0.3	599
MOVIE TWO	0.2	399
MTV	0.3	629
Nat Geo Adventure	0.1	315
Nat Geo Wild	0.1	318
National Geographic	0.7	869
Nick Jr.	0.4	343
Nickelodeon	0.5	620
Playhouse Disney	0.4	349
SCI FI	0.7	491
SCI FI+2	0.2	230
showcase	0.3	453
showcase+2	0.1	296
showtime action	0.6	670
showtime comedy	0.4	615
showtime drama	0.3	407
showtime premiere	0.6	829
showtime premiere 2	0.3	540
SKY NEWS	1.6	1268
SKY NEWS BUSINESS	0.1	412
Sky Racing	0.1	167
STARPICS 1	0.3	501
STARPICS 2	0.2	414
STVDIO	0.1	297
The Style Network	0.2	291
The Weather Channel	0.0	368
TV1	1.2	1335
TV1+2	0.4	614
TVN	0.1	95
UKTV	1.6	965
UKTV+2	0.2	370
MTV Classic	0.2	439
W	0.7	644
W2	0.2	327
WORLD MOVIES Channel	0.1	365
OTHER SUBSCRIPTION TV	2.1	2313
ALL FTA	57.4	5708
ALL STV	42.6	5529
ALL TV	100.0	6116

Excludes Tasmania

Source: OzTAM