



B1

Consolidated National Subscription TV Share and Reach
 National Share and Reach Report - Subscription TV Homes only
 Week 35 2010 (22/08/2010 - 28/08/2010) 18:00 - 23:59
 Total Individuals - Including Guests



	Channel Share Of Viewing %	Reach Weekly 000's TOTAL PEOPLE
ABC1	6.6	2723
ABC2	0.5	985
ABC3	0.1	234
ABC News 24	0.2	351
Seven + AFFILIATES	18.5	4562
7TWO	0.9	896
Nine + AFFILIATES	16.1	4563
GO + AFFILIATES	1.2	1183
TEN + AFFILIATES	10.1	4078
ONE	0.2	431
SBS ONE	1.6	1934
SBS TWO	0.2	418
111 HITS	0.6	769
111 HITS2	0.2	298
13TH STREET	1.3	568
[V] HITS	0.2	455
Animal Planet	0.2	382
ARENA	1.0	1171
ARENA+2	0.2	503
Bio.	0.9	834
BBC Knowledge	0.9	877
Boomerang	0.3	309
Cartoon Network	0.6	514
CBeebies	0.2	185
Channel[V]	0.2	543
CNBC	0.0	82
COMEDY CHANNEL	0.6	895
COMEDY CHANNEL+2	0.2	455
Crime & Investigation	1.0	732
Discovery Channel	0.6	995
Discovery Channel+2	0.4	650
Discovery Home & Health	0.1	272
Discovery Science	0.2	371
Discovery Travel & Living	0.2	326
Discovery Turbo MAX	0.2	432
Discovery Turbo MAX+2	0.2	353
Disney Channel	1.0	776
E!	0.4	578
ESPN	0.2	417
FMC - Family Movie Channel	0.6	671
FOX8	2.1	2044
FOX8+2	0.5	857
FOX Classics	0.8	829
FOX Classics+2	0.2	371
FOX SPORTS 1	1.7	1330
FOX SPORTS 2	2.6	1578
FOX SPORTS 3	0.9	960
FOX SPORTS News	0.3	830
FUEL TV	0.2	409
Hallmark	0.2	412
History Channel	0.7	727
HOW TO Channel	0.3	397

Excludes Tasmania

Source: OzTAM



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KidsCo	0.0	84
LifeStyle Channel	1.9	1315
LifeStyle Channel+2	0.5	608
LifeStyle FOOD	0.7	798
LifeStyle FOOD+2	0.2	390
LifeStyle YOU	0.4	632
LifeStyle YOU+2	0.1	290
MAX	0.3	520
MOVIE EXTRA	0.3	499
MOVIE GREATS	0.2	392
MOVIE ONE	0.6	728
MOVIE TWO	0.2	481
MTV	0.3	615
Nat Geo Adventure	0.1	273
Nat Geo Wild	0.2	377
National Geographic	0.7	927
Nick Jr.	0.5	381
Nickelodeon	0.6	651
Playhouse Disney	0.4	326
SCI FI	0.8	522
SCI FI+2	0.2	255
showcase	0.2	426
showcase+2	0.1	293
showtime action	0.8	744
showtime comedy	0.4	575
showtime drama	0.2	464
showtime premiere	0.7	901
showtime premiere 2	0.4	531
SKY NEWS	0.9	1082
SKY NEWS BUSINESS	0.1	142
Sky Racing	0.2	170
STARPICS 1	0.4	626
STARPICS 2	0.3	537
STVDIO	0.1	269
The Style Network	0.2	301
The Weather Channel	0.0	403
TV1	1.2	1345
TV1+2	0.4	564
TVN	0.0	51
UKTV	1.5	920
UKTV+2	0.2	334
MTV Classic	0.1	390
W	0.8	779
W2	0.2	306
WORLD MOVIES Channel	0.1	356
OTHER SUBSCRIPTION TV	1.8	2052
ALL FTA	56.3	5805
ALL STV	43.7	5633
ALL TV	100.0	6229

Excludes Tasmania

Source: OzTAM