



B2

Consolidated National Subscription TV Share and Reach
 National Share and Reach Report - Subscription TV Homes only
 Week 09 2010 (21/02/2010 - 27/02/2010) 06:00 - 23:59
 Total Individuals - Including Guests



	Channel Share Of Viewing %	Reach Weekly 000's TOTAL PEOPLE
ABC1	3.7	3112
ABC2	0.9	1149
ABC3	0.2	443
Seven + AFFILIATES	11.4	4476
7TWO	0.5	966
Nine + AFFILIATES	16.2	4822
GO + AFFILIATES	0.7	1157
TEN + AFFILIATES	8.3	4313
ONE	0.2	503
SBS ONE	0.9	2080
SBS TWO	0.1	522
111 HITS	0.9	1313
111 HITS2	0.3	644
13TH STREET	1.6	720
Animal Planet	0.2	610
ARENA	1.3	1994
ARENA+2	0.4	1014
Bio.	1.2	1162
BBC Knowledge	0.5	938
Boomerang	0.6	490
Cartoon Network	1.0	920
CBeebies	0.3	344
Channel[V]	0.3	927
Channel[V]2	0.4	836
CNBC	0.1	136
COMEDY CHANNEL	0.7	1196
COMEDY CHANNEL+2	0.4	825
Crime & Investigation	1.2	1006
Discovery Channel	0.7	1445
Discovery Channel +2	0.4	923
Discovery Home & Health	0.2	419
Discovery Science	0.2	457
Discovery Travel & Living	0.2	429
Discovery Turbo MAX	0.3	554
Discovery Turbo MAX +2	0.2	512
Disney Channel	1.6	1165
E!	0.4	924
ESPN	0.3	702
FMC - Family Movie Channel	0.7	1239
FOX8	2.6	2590
FOX8+2	0.9	1514
FOX Classics	1.0	1162
FOX Classics+2	0.3	602
FOX SPORTS 1	1.6	1701
FOX SPORTS 2	1.4	1522
FOX SPORTS 3	1.2	1502
FOX SPORTS News	0.4	983
FUEL TV	0.2	617
Hallmark	0.3	661
History Channel	0.6	1005
HOW TO Channel	0.3	593

Excludes Tasmania

Source: OzTAM



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LifeStyle Channel	1.7	1862
LifeStyle Channel+2	0.5	1031
LifeStyle FOOD	0.6	758
LifeStyle FOOD +2	0.2	401
LifeStyle You	0.4	1025
LifeStyle You +2	0.2	648
MAX	0.4	939
MOVIE EXTRA	0.8	1242
MOVIE GREATS	0.5	992
MOVIE ONE	0.9	1359
MOVIE TWO	0.4	1123
MTV	0.5	984
Nat Geo Adventure	0.1	450
National Geographic	0.6	1257
Nick Jr	0.8	556
Nickelodeon	1.1	1153
Ovation	0.2	526
Playhouse Disney	1.0	518
SCI FI	0.8	766
SCI FI+2	0.3	521
showcase	0.2	623
showcase+2	0.1	474
SHOWTIME	0.5	1174
SHOWTIME 2	0.4	944
SHOWTIME Action	0.6	932
SHOWTIME Comedy	0.4	1055
SHOWTIME Drama	0.3	785
SKY NEWS AUSTRALIA	1.3	1233
Sky Racing	0.8	449
Starpics 1	0.5	1046
Starpics 2	0.3	915
The Style Network	0.3	556
TV1	1.8	1933
TV1+2	0.6	1105
TVN	0.2	215
UKTV	1.4	1164
UKTV+2	0.3	499
Vh1	0.2	600
W.	1.1	1121
W2	0.3	691
OTHER SUBSCRIPTION TV	5.7	3907
ALL FTA	43.2	5781
ALL STV	56.8	5709
ALL TV	100.0	6161

Excludes Tasmania

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