



B2

Consolidated National Subscription TV Share and Reach
 National Share and Reach Report - Subscription TV Homes only
 Week 27 2010 (27/06/2010 - 03/07/2010) 06:00 - 23:59
 Total Individuals - Including Guests



	Channel Share Of Viewing %	Reach Weekly 000's TOTAL PEOPLE
ABC1	4.6	3530
ABC2	1.0	1359
ABC3	0.2	438
Seven + AFFILIATES	12.3	4782
7TWO	0.6	1061
Nine + AFFILIATES	13.4	4915
GO + AFFILIATES	0.8	1438
TEN + AFFILIATES	9.9	4704
ONE	0.3	725
SBS ONE	1.9	2846
SBS TWO	0.5	945
111 HITS	0.7	1169
111 HITS2	0.2	558
13TH STREET	1.4	691
[V] HITS	0.4	872
Animal Planet	0.3	575
ARENA	1.2	1873
ARENA+2	0.3	998
Bio.	0.9	1094
BBC Knowledge	0.6	1023
Boomerang	0.7	578
Cartoon Network	1.2	1002
CBeebies	0.2	374
Channel[V]	0.3	1062
CNBC	0.0	109
COMEDY CHANNEL	0.8	1387
COMEDY CHANNEL+2	0.3	947
Crime & Investigation	1.3	1028
Discovery Channel	0.8	1402
Discovery Channel+2	0.4	998
Discovery Home & Health	0.2	420
Discovery Science	0.2	494
Discovery Travel & Living	0.2	466
Discovery Turbo MAX	0.3	618
Discovery Turbo MAX+2	0.2	576
Disney Channel	2.0	1183
E!	0.4	982
ESPN	0.2	640
FMC - Family Movie Channel	0.5	910
FOX8	2.3	2577
FOX8+2	0.8	1442
FOX Classics	0.9	1114
FOX Classics+2	0.2	566
FOX SPORTS 1	2.0	1795
FOX SPORTS 2	1.6	1684
FOX SPORTS 3	1.5	1422
FOX SPORTS News	0.6	1147
FUEL TV	0.3	647
Hallmark	0.2	599
History Channel	0.7	1011
HOW TO Channel	0.4	559

Excludes Tasmania

Source: OzTAM



B2

Consolidated National Subscription TV Share and Reach
National Share and Reach Report - Subscription TV Homes only
Week 27 2010 (27/06/2010 - 03/07/2010) 06:00 - 23:59
Total Individuals - Including Guests



	Channel Share Of Viewing %	Reach Weekly 000's TOTAL PEOPLE
KidsCo	0.1	206
LifeStyle Channel	1.7	1902
LifeStyle Channel+2	0.5	1000
LifeStyle FOOD	0.8	1006
LifeStyle FOOD+2	0.2	512
LifeStyle YOU	0.5	1011
LifeStyle YOU+2	0.2	674
MAX	0.4	923
MOVIE EXTRA	0.4	839
MOVIE GREATS	0.2	664
MOVIE ONE	0.5	876
MOVIE TWO	0.3	715
MTV	0.6	1138
Nat Geo Adventure	0.2	569
Nat Geo Wild	0.3	669
National Geographic	0.8	1322
Nick Jr.	1.2	721
Nickelodeon	1.5	1264
Playhouse Disney	1.4	624
SCI FI	0.9	779
SCI FI+2	0.4	520
showcase	0.2	689
showcase+2	0.1	478
showtime action	0.6	963
showtime comedy	0.4	909
showtime drama	0.2	589
showtime premiere	0.8	1313
showtime premiere 2	0.4	915
SKY NEWS	1.2	1150
SKY NEWS BUSINESS	0.2	271
Sky Racing	0.5	379
STARPICS 1	0.4	803
STARPICS 2	0.3	743
STVDIO	0.1	412
The Style Network	0.2	446
The Weather Channel	0.1	802
TV1	1.8	1981
TV1+2	0.6	1108
TVN	0.1	171
UKTV	1.4	1064
UKTV+2	0.3	463
MTV Classic	0.2	622
W	0.9	1123
W2	0.3	613
WORLD MOVIES Channel	0.1	489
OTHER SUBSCRIPTION TV	2.1	3112
ALL FTA	45.6	6004
ALL STV	54.4	5883
ALL TV	100.0	6324

Excludes Tasmania

Source: OzTAM