



B2

Consolidated National Subscription TV Share and Reach
 National Share and Reach Report - Subscription TV Homes only
 Week 28 2010 (04/07/2010 - 10/07/2010) 06:00 - 23:59
 Total Individuals - Including Guests



	Channel Share Of Viewing %	Reach Weekly 000's TOTAL PEOPLE
ABC1	4.6	3309
ABC2	1.0	1285
ABC3	0.3	588
Seven + AFFILIATES	11.2	4657
7TWO	0.6	1086
Nine + AFFILIATES	13.7	4879
GO + AFFILIATES	0.7	1269
TEN + AFFILIATES	10.1	4697
ONE	0.3	658
SBS ONE	2.0	2702
SBS TWO	0.3	913
111 HITS	0.7	1212
111 HITS2	0.2	521
13TH STREET	1.4	722
[V] HITS	0.4	873
Animal Planet	0.3	640
ARENA	1.0	1821
ARENA+2	0.4	1008
Bio.	1.0	1104
BBC Knowledge	0.7	1151
Boomerang	0.8	645
Cartoon Network	1.4	1010
CBeebies	0.3	395
Channel[V]	0.3	1018
CNBC	0.1	125
COMEDY CHANNEL	0.8	1383
COMEDY CHANNEL+2	0.3	783
Crime & Investigation	1.2	943
Discovery Channel	0.8	1447
Discovery Channel+2	0.4	1016
Discovery Home & Health	0.2	456
Discovery Science	0.2	568
Discovery Travel & Living	0.2	579
Discovery Turbo MAX	0.3	612
Discovery Turbo MAX+2	0.2	584
Disney Channel	2.4	1258
E!	0.4	931
ESPN	0.2	654
FMC - Family Movie Channel	0.6	981
FOX8	2.5	2591
FOX8+2	1.0	1552
FOX Classics	0.9	1063
FOX Classics+2	0.3	580
FOX SPORTS 1	1.8	1593
FOX SPORTS 2	2.0	1870
FOX SPORTS 3	0.8	1341
FOX SPORTS News	0.5	1192
FUEL TV	0.2	594
Hallmark	0.3	631
History Channel	0.7	937
HOW TO Channel	0.4	629

Excludes Tasmania

Source: OzTAM



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KidsCo	0.1	264
LifeStyle Channel	1.8	1815
LifeStyle Channel+2	0.5	922
LifeStyle FOOD	0.7	1020
LifeStyle FOOD+2	0.2	577
LifeStyle YOU	0.4	920
LifeStyle YOU+2	0.2	601
MAX	0.4	887
MOVIE EXTRA	0.5	972
MOVIE GREATS	0.2	603
MOVIE ONE	0.6	942
MOVIE TWO	0.4	778
MTV	0.5	1096
Nat Geo Adventure	0.2	616
Nat Geo Wild	0.2	553
National Geographic	0.7	1413
Nick Jr.	1.6	770
Nickelodeon	1.5	1282
Playhouse Disney	1.3	681
SCI FI	0.8	731
SCI FI+2	0.3	448
showcase	0.3	701
showcase+2	0.1	505
showtime action	0.8	1073
showtime comedy	0.4	871
showtime drama	0.2	706
showtime premiere	0.8	1244
showtime premiere 2	0.4	908
SKY NEWS	1.1	1086
SKY NEWS BUSINESS	0.2	284
Sky Racing	0.5	408
STARPICS 1	0.3	742
STARPICS 2	0.3	683
STVDIO	0.1	387
The Style Network	0.2	520
The Weather Channel	0.1	749
TV1	1.7	1914
TV1+2	0.5	1006
TVN	0.1	138
UKTV	1.5	1169
UKTV+2	0.3	461
MTV Classic	0.2	706
W	0.7	1080
W2	0.2	526
WORLD MOVIES Channel	0.1	515
OTHER SUBSCRIPTION TV	2.2	3091
ALL FTA	45.0	5973
ALL STV	55.0	5832
ALL TV	100.0	6277

Excludes Tasmania

Source: OzTAM