



B2

Consolidated National Subscription TV Share and Reach
 National Share and Reach Report - Subscription TV Homes only
 Week 29 2010 (11/07/2010 - 17/07/2010) 06:00 - 23:59
 Total Individuals - Including Guests



	Channel Share Of Viewing %	Reach Weekly 000's TOTAL PEOPLE
ABC1	4.4	3326
ABC2	0.9	1258
ABC3	0.3	509
Seven + AFFILIATES	11.5	4684
7TWO	0.5	986
Nine + AFFILIATES	12.4	4830
GO + AFFILIATES	0.7	1297
TEN + AFFILIATES	9.9	4614
ONE	0.4	701
SBS ONE	2.1	2678
SBS TWO	0.1	667
111 HITS	0.6	1029
111 HITS2	0.2	454
13TH STREET	1.4	729
[V] HITS	0.5	901
Animal Planet	0.2	486
ARENA	1.1	1730
ARENA+2	0.4	906
Bio.	1.0	1101
BBC Knowledge	0.6	1016
Boomerang	0.7	645
Cartoon Network	1.1	936
CBeebies	0.2	335
Channel[V]	0.3	966
CNBC	0.1	155
COMEDY CHANNEL	0.7	1385
COMEDY CHANNEL+2	0.3	801
Crime & Investigation	1.3	899
Discovery Channel	0.8	1387
Discovery Channel+2	0.4	948
Discovery Home & Health	0.2	451
Discovery Science	0.2	484
Discovery Travel & Living	0.1	439
Discovery Turbo MAX	0.3	572
Discovery Turbo MAX+2	0.3	559
Disney Channel	1.9	1228
E!	0.3	972
ESPN	0.2	679
FMC - Family Movie Channel	0.8	1164
FOX8	2.3	2485
FOX8+2	0.8	1538
FOX Classics	0.7	992
FOX Classics+2	0.2	476
FOX SPORTS 1	2.5	1808
FOX SPORTS 2	2.0	1857
FOX SPORTS 3	1.8	1942
FOX SPORTS News	0.5	1205
FUEL TV	0.2	564
Hallmark	0.2	592
History Channel	0.7	906
HOW TO Channel	0.4	632

Excludes Tasmania

Source: OzTAM



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KidsCo	0.1	196
LifeStyle Channel	1.6	1724
LifeStyle Channel+2	0.4	872
LifeStyle FOOD	0.7	955
LifeStyle FOOD+2	0.2	564
LifeStyle YOU	0.6	1095
LifeStyle YOU+2	0.2	627
MAX	0.4	841
MOVIE EXTRA	0.5	1030
MOVIE GREATS	0.4	887
MOVIE ONE	0.6	1170
MOVIE TWO	0.5	982
MTV	0.4	1055
Nat Geo Adventure	0.1	523
Nat Geo Wild	0.2	577
National Geographic	0.6	1261
Nick Jr.	1.4	775
Nickelodeon	1.3	1230
Playhouse Disney	1.4	678
SCI FI	0.8	709
SCI FI+2	0.3	491
showcase	0.3	939
showcase+2	0.2	796
showtime action	0.8	1374
showtime comedy	0.5	1207
showtime drama	0.4	968
showtime premiere	1.2	1696
showtime premiere 2	0.6	1359
SKY NEWS	1.3	1109
SKY NEWS BUSINESS	0.1	240
Sky Racing	0.6	432
STARPICS 1	0.5	1004
STARPICS 2	0.3	928
STVDIO	0.0	343
The Style Network	0.3	485
The Weather Channel	0.1	766
TV1	1.6	1845
TV1+2	0.5	943
TVN	0.2	177
UKTV	1.6	1133
UKTV+2	0.3	480
MTV Classic	0.2	661
W	0.8	1053
W2	0.3	594
WORLD MOVIES Channel	0.2	623
OTHER SUBSCRIPTION TV	2.1	2970
ALL FTA	43.6	5981
ALL STV	56.4	5819
ALL TV	100.0	6287

Excludes Tasmania

Source: OzTAM