



B2

Consolidated National Subscription TV Share and Reach
 National Share and Reach Report - Subscription TV Homes only
 Week 30 2010 (18/07/2010 - 24/07/2010) 06:00 - 23:59
 Total Individuals - Including Guests



	Channel Share Of Viewing %	Reach Weekly 000's TOTAL PEOPLE
ABC1	4.2	3137
ABC2	1.0	1196
ABC3	0.3	526
Seven + AFFILIATES	11.6	4611
7TWO	0.5	992
Nine + AFFILIATES	12.6	4700
GO + AFFILIATES	0.8	1329
TEN + AFFILIATES	11.5	4673
ONE	0.3	523
SBS ONE	1.6	2150
SBS TWO	0.1	494
111 HITS	0.5	1009
111 HITS2	0.2	501
13TH STREET	1.3	732
[V] HITS	0.3	740
Animal Planet	0.2	639
ARENA	1.2	1713
ARENA+2	0.3	887
Bio.	1.0	1066
BBC Knowledge	0.7	1035
Boomerang	0.5	529
Cartoon Network	0.9	902
CBeebies	0.3	381
Channel[V]	0.3	935
CNBC	0.0	120
COMEDY CHANNEL	0.7	1331
COMEDY CHANNEL+2	0.3	769
Crime & Investigation	1.4	931
Discovery Channel	0.7	1270
Discovery Channel+2	0.4	984
Discovery Home & Health	0.2	477
Discovery Science	0.2	556
Discovery Travel & Living	0.2	415
Discovery Turbo MAX	0.3	529
Discovery Turbo MAX+2	0.3	507
Disney Channel	1.6	1127
E!	0.4	915
ESPN	0.2	571
FMC - Family Movie Channel	0.8	1282
FOX8	1.9	2503
FOX8+2	0.7	1437
FOX Classics	0.8	1068
FOX Classics+2	0.2	550
FOX SPORTS 1	2.0	1651
FOX SPORTS 2	2.2	1914
FOX SPORTS 3	1.6	1898
FOX SPORTS News	0.5	1222
FUEL TV	0.2	657
Hallmark	0.2	559
History Channel	0.7	908
HOW TO Channel	0.4	615

Excludes Tasmania

Source: OzTAM



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KidsCo	0.1	235
LifeStyle Channel	1.6	1699
LifeStyle Channel+2	0.4	887
LifeStyle FOOD	0.7	1025
LifeStyle FOOD+2	0.2	551
LifeStyle YOU	0.4	1079
LifeStyle YOU+2	0.2	664
MAX	0.4	804
MOVIE EXTRA	0.4	910
MOVIE GREATS	0.3	846
MOVIE ONE	0.5	1183
MOVIE TWO	0.3	990
MTV	0.5	977
Nat Geo Adventure	0.2	474
Nat Geo Wild	0.2	608
National Geographic	0.7	1256
Nick Jr.	1.6	744
Nickelodeon	1.3	1289
Playhouse Disney	1.4	704
SCI FI	0.9	773
SCI FI+2	0.3	443
showcase	0.3	1044
showcase+2	0.2	779
showtime action	1.0	1359
showtime comedy	0.6	1375
showtime drama	0.5	1080
showtime premiere	1.4	1935
showtime premiere 2	0.6	1358
SKY NEWS	1.3	1090
SKY NEWS BUSINESS	0.1	242
Sky Racing	0.4	412
STARPICS 1	0.6	1155
STARPICS 2	0.4	900
STVDIO	0.1	386
The Style Network	0.2	424
The Weather Channel	0.1	609
TV1	1.7	1742
TV1+2	0.5	950
TVN	0.1	157
UKTV	1.5	1091
UKTV+2	0.3	544
MTV Classic	0.2	609
W	0.8	939
W2	0.3	532
WORLD MOVIES Channel	0.2	684
OTHER SUBSCRIPTION TV	2.2	2944
ALL FTA	44.7	5835
ALL STV	55.3	5731
ALL TV	100.0	6199

Excludes Tasmania

Source: OzTAM