



B2

Consolidated National Subscription TV Share and Reach  
 National Share and Reach Report - Subscription TV Homes only  
 Week 31 2010 (25/07/2010 - 31/07/2010) 06:00 - 23:59  
 Total Individuals - Including Guests



	Channel Share Of Viewing %	Reach Weekly 000's TOTAL PEOPLE
ABC1	4.8	3423
ABC2	1.1	1356
ABC3	0.3	526
Seven + AFFILIATES	12.1	4706
7TWO	0.7	1075
Nine + AFFILIATES	13.2	4811
GO + AFFILIATES	0.9	1362
TEN + AFFILIATES	10.2	4754
ONE	0.3	633
SBS ONE	1.2	2369
SBS TWO	0.1	556
111 HITS	0.7	1160
111 HITS2	0.2	515
13TH STREET	1.4	697
[V] HITS	0.4	826
Animal Planet	0.2	601
ARENA	1.2	1885
ARENA+2	0.4	972
Bio.	1.2	1109
BBC Knowledge	0.6	995
Boomerang	0.8	577
Cartoon Network	0.8	805
CBeebies	0.4	339
Channel[V]	0.3	929
CNBC	0.0	105
COMEDY CHANNEL	0.8	1405
COMEDY CHANNEL+2	0.3	810
Crime & Investigation	1.4	960
Discovery Channel	0.8	1352
Discovery Channel+2	0.4	1071
Discovery Home & Health	0.2	483
Discovery Science	0.2	519
Discovery Travel & Living	0.2	471
Discovery Turbo MAX	0.4	573
Discovery Turbo MAX+2	0.2	528
Disney Channel	1.7	1160
E!	0.4	886
ESPN	0.3	719
FMC - Family Movie Channel	0.7	1105
FOX8	2.1	2544
FOX8+2	0.7	1395
FOX Classics	0.8	979
FOX Classics+2	0.2	502
FOX SPORTS 1	2.0	1545
FOX SPORTS 2	2.1	1864
FOX SPORTS 3	1.1	1583
FOX SPORTS News	0.5	1034
FUEL TV	0.2	628
Hallmark	0.3	623
History Channel	0.8	935
HOW TO Channel	0.5	629

Excludes Tasmania

Source: OzTAM



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KidsCo	0.1	230
LifeStyle Channel	1.5	1796
LifeStyle Channel+2	0.5	970
LifeStyle FOOD	0.8	1038
LifeStyle FOOD+2	0.2	598
LifeStyle YOU	0.5	1143
LifeStyle YOU+2	0.2	549
MAX	0.4	865
MOVIE EXTRA	0.6	939
MOVIE GREATS	0.2	700
MOVIE ONE	0.5	970
MOVIE TWO	0.2	687
MTV	0.6	1032
Nat Geo Adventure	0.2	548
Nat Geo Wild	0.2	627
National Geographic	0.7	1266
Nick Jr.	1.3	673
Nickelodeon	1.2	1219
Playhouse Disney	1.3	654
SCI FI	0.8	751
SCI FI+2	0.3	465
showcase	0.3	869
showcase+2	0.1	623
showtime action	0.7	1167
showtime comedy	0.5	1110
showtime drama	0.3	732
showtime premiere	1.0	1471
showtime premiere 2	0.4	1057
SKY NEWS	1.4	1238
SKY NEWS BUSINESS	0.2	275
Sky Racing	0.5	443
STARPICS 1	0.6	1090
STARPICS 2	0.3	846
STVDIO	0.1	405
The Style Network	0.3	481
The Weather Channel	0.1	802
TV1	1.6	1793
TV1+2	0.5	943
TVN	0.2	165
UKTV	1.7	1143
UKTV+2	0.2	447
MTV Classic	0.2	637
W	0.9	1071
W2	0.3	526
WORLD MOVIES Channel	0.1	497
OTHER SUBSCRIPTION TV	2.2	2963
<b>ALL FTA</b>	<b>45.1</b>	<b>5964</b>
<b>ALL STV</b>	<b>54.9</b>	<b>5842</b>
<b>ALL TV</b>	<b>100.0</b>	<b>6291</b>

Excludes Tasmania

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