



B2

Consolidated National Subscription TV Share and Reach
 National Share and Reach Report - Subscription TV Homes only
 Week 32 2010 (01/08/2010 - 07/08/2010) 06:00 - 23:59
 Total Individuals - Including Guests



	Channel Share Of Viewing %	Reach Weekly 000's TOTAL PEOPLE
ABC1	4.6	3126
ABC2	1.1	1300
ABC3	0.3	513
ABC News 24	0.2	422
Seven + AFFILIATES	12.4	4691
7TWO	0.6	1073
Nine + AFFILIATES	13.7	4851
GO + AFFILIATES	0.8	1392
TEN + AFFILIATES	9.0	4609
ONE	0.3	629
SBS ONE	1.2	2190
SBS TWO	0.1	463
111 HITS	0.6	1133
111 HITS2	0.2	464
13TH STREET	1.4	782
[V] HITS	0.4	818
Animal Planet	0.2	535
ARENA	1.0	1774
ARENA+2	0.4	910
Bio.	1.1	1138
BBC Knowledge	0.6	1040
Boomerang	0.6	553
Cartoon Network	1.0	905
CBeebies	0.4	377
Channel[V]	0.4	976
CNBC	0.1	76
COMEDY CHANNEL	0.9	1389
COMEDY CHANNEL+2	0.3	806
Crime & Investigation	1.4	1056
Discovery Channel	0.9	1369
Discovery Channel+2	0.5	1030
Discovery Home & Health	0.1	465
Discovery Science	0.2	530
Discovery Travel & Living	0.2	500
Discovery Turbo MAX	0.3	643
Discovery Turbo MAX+2	0.2	470
Disney Channel	1.7	1203
E!	0.4	890
ESPN	0.4	716
FMC - Family Movie Channel	0.7	887
FOX8	2.6	2664
FOX8+2	0.7	1463
FOX Classics	0.9	1151
FOX Classics+2	0.3	553
FOX SPORTS 1	1.9	1593
FOX SPORTS 2	2.4	1811
FOX SPORTS 3	1.1	1491
FOX SPORTS News	0.4	1076
FUEL TV	0.2	619
Hallmark	0.3	664
History Channel	0.9	977
HOW TO Channel	0.5	620

Excludes Tasmania

Source: OzTAM



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KidsCo	0.1	197
LifeStyle Channel	1.7	1802
LifeStyle Channel+2	0.5	950
LifeStyle FOOD	0.8	1043
LifeStyle FOOD+2	0.2	535
LifeStyle YOU	0.5	1111
LifeStyle YOU+2	0.2	646
MAX	0.5	890
MOVIE EXTRA	0.5	776
MOVIE GREATS	0.2	644
MOVIE ONE	0.5	1046
MOVIE TWO	0.3	771
MTV	0.5	1020
Nat Geo Adventure	0.1	475
Nat Geo Wild	0.2	568
National Geographic	0.8	1415
Nick Jr.	1.3	680
Nickelodeon	1.1	1228
Playhouse Disney	1.3	631
SCI FI	0.8	833
SCI FI+2	0.3	510
showcase	0.3	694
showcase+2	0.1	515
showtime action	0.5	966
showtime comedy	0.3	879
showtime drama	0.2	652
showtime premiere	0.9	1201
showtime premiere 2	0.4	839
SKY NEWS	1.4	1097
SKY NEWS BUSINESS	0.1	243
Sky Racing	0.5	421
STARPICS 1	0.4	908
STARPICS 2	0.3	737
STVDIO	0.1	403
The Style Network	0.3	466
The Weather Channel	0.1	762
TV1	1.9	1875
TV1+2	0.6	996
TVN	0.2	148
UKTV	1.7	1161
UKTV+2	0.3	442
MTV Classic	0.2	623
W	0.9	1071
W2	0.2	563
WORLD MOVIES Channel	0.1	471
OTHER SUBSCRIPTION TV	2.1	2888
ALL FTA	44.6	5895
ALL STV	55.4	5804
ALL TV	100.0	6302

Excludes Tasmania

Source: OzTAM