



B2

Consolidated National Subscription TV Share and Reach
 National Share and Reach Report - Subscription TV Homes only
 Week 33 2010 (08/08/2010 - 14/08/2010) 06:00 - 23:59
 Total Individuals - Including Guests



	Channel Share Of Viewing %	Reach Weekly 000's TOTAL PEOPLE
ABC1	4.8	3353
ABC2	1.1	1397
ABC3	0.3	533
ABC News 24	0.2	471
Seven + AFFILIATES	12.5	4724
7TWO	0.7	1056
Nine + AFFILIATES	13.2	4915
GO + AFFILIATES	0.9	1454
TEN + AFFILIATES	8.7	4604
ONE	0.2	546
SBS ONE	1.1	2243
SBS TWO	0.1	518
111 HITS	0.6	1126
111 HITS2	0.2	546
13TH STREET	1.7	784
[V] HITS	0.5	960
Animal Planet	0.2	572
ARENA	1.0	1782
ARENA+2	0.4	962
Bio.	1.0	1132
BBC Knowledge	0.7	1023
Boomerang	0.7	607
Cartoon Network	1.0	924
CBeebies	0.4	357
Channel[V]	0.4	1016
CNBC	0.1	100
COMEDY CHANNEL	0.9	1406
COMEDY CHANNEL+2	0.3	722
Crime & Investigation	1.4	1066
Discovery Channel	0.9	1425
Discovery Channel+2	0.5	1093
Discovery Home & Health	0.2	425
Discovery Science	0.3	545
Discovery Travel & Living	0.2	458
Discovery Turbo MAX	0.3	627
Discovery Turbo MAX+2	0.3	541
Disney Channel	1.9	1254
E!	0.4	865
ESPN	0.3	607
FMC - Family Movie Channel	0.6	993
FOX8	2.5	2723
FOX8+2	0.8	1549
FOX Classics	0.9	1116
FOX Classics+2	0.2	552
FOX SPORTS 1	1.7	1577
FOX SPORTS 2	2.1	1797
FOX SPORTS 3	1.2	1310
FOX SPORTS News	0.5	1066
FUEL TV	0.2	690
Hallmark	0.4	826
History Channel	0.8	1045
HOW TO Channel	0.4	585

Excludes Tasmania

Source: OzTAM



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KidsCo	0.1	217
LifeStyle Channel	1.6	1747
LifeStyle Channel+2	0.5	937
LifeStyle FOOD	0.8	1128
LifeStyle FOOD+2	0.3	615
LifeStyle YOU	0.5	1112
LifeStyle YOU+2	0.2	618
MAX	0.4	944
MOVIE EXTRA	0.5	917
MOVIE GREATS	0.3	622
MOVIE ONE	0.6	1052
MOVIE TWO	0.3	779
MTV	0.4	992
Nat Geo Adventure	0.1	563
Nat Geo Wild	0.2	670
National Geographic	0.8	1399
Nick Jr.	1.3	655
Nickelodeon	1.3	1284
Playhouse Disney	1.3	687
SCI FI	0.8	840
SCI FI+2	0.3	455
showcase	0.3	674
showcase+2	0.1	529
showtime action	0.6	984
showtime comedy	0.4	862
showtime drama	0.2	702
showtime premiere	0.7	1235
showtime premiere 2	0.3	887
SKY NEWS	1.6	1220
SKY NEWS BUSINESS	0.1	247
Sky Racing	0.6	393
STARPICS 1	0.4	776
STARPICS 2	0.3	685
STVDIO	0.1	437
The Style Network	0.3	510
The Weather Channel	0.1	721
TV1	1.9	1955
TV1+2	0.5	994
TVN	0.2	179
UKTV	1.6	1184
UKTV+2	0.3	494
MTV Classic	0.2	699
W	0.8	1044
W2	0.2	476
WORLD MOVIES Channel	0.1	501
OTHER SUBSCRIPTION TV	2.3	2874
ALL FTA	44.1	5975
ALL STV	55.9	5896
ALL TV	100.0	6335

Excludes Tasmania

Source: OzTAM