



B2

Consolidated National Subscription TV Share and Reach
 National Share and Reach Report - Subscription TV Homes only
 Week 34 2010 (15/08/2010 - 21/08/2010) 06:00 - 23:59
 Total Individuals - Including Guests



	Channel Share Of Viewing %	Reach Weekly 000's TOTAL PEOPLE
ABC1	5.1	3532
ABC2	1.0	1219
ABC3	0.3	502
ABC News 24	0.2	482
Seven + AFFILIATES	13.1	4609
7TWO	0.7	1021
Nine + AFFILIATES	14.0	4828
GO + AFFILIATES	0.8	1409
TEN + AFFILIATES	8.8	4545
ONE	0.3	629
SBS ONE	1.1	2305
SBS TWO	0.1	500
111 HITS	0.7	1079
111 HITS2	0.2	553
13TH STREET	1.5	789
[V] HITS	0.4	872
Animal Planet	0.2	508
ARENA	1.1	1632
ARENA+2	0.3	838
Bio.	1.0	1074
BBC Knowledge	0.7	1060
Boomerang	0.6	620
Cartoon Network	0.9	872
CBeebies	0.5	379
Channel[V]	0.3	955
CNBC	0.1	117
COMEDY CHANNEL	0.9	1368
COMEDY CHANNEL+2	0.4	730
Crime & Investigation	1.4	1076
Discovery Channel	0.9	1329
Discovery Channel+2	0.4	978
Discovery Home & Health	0.2	381
Discovery Science	0.2	567
Discovery Travel & Living	0.2	489
Discovery Turbo MAX	0.4	599
Discovery Turbo MAX+2	0.2	503
Disney Channel	1.9	1186
E!	0.6	1014
ESPN	0.3	645
FMC - Family Movie Channel	0.5	888
FOX8	2.3	2612
FOX8+2	0.7	1451
FOX Classics	0.9	1047
FOX Classics+2	0.2	490
FOX SPORTS 1	1.9	1672
FOX SPORTS 2	1.9	1807
FOX SPORTS 3	1.0	1302
FOX SPORTS News	0.5	1103
FUEL TV	0.2	645
Hallmark	0.2	699
History Channel	0.7	970
HOW TO Channel	0.4	600

Excludes Tasmania

Source: OzTAM



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KidsCo	0.1	217
LifeStyle Channel	1.6	1660
LifeStyle Channel+2	0.5	933
LifeStyle FOOD	0.8	1185
LifeStyle FOOD+2	0.2	583
LifeStyle YOU	0.5	987
LifeStyle YOU+2	0.2	558
MAX	0.4	984
MOVIE EXTRA	0.5	842
MOVIE GREATS	0.3	712
MOVIE ONE	0.4	887
MOVIE TWO	0.2	655
MTV	0.4	986
Nat Geo Adventure	0.1	511
Nat Geo Wild	0.2	524
National Geographic	0.8	1323
Nick Jr.	1.1	646
Nickelodeon	1.1	1201
Playhouse Disney	1.0	644
SCI FI	0.9	749
SCI FI+2	0.3	421
showcase	0.3	643
showcase+2	0.1	473
showtime action	0.6	969
showtime comedy	0.3	877
showtime drama	0.3	623
showtime premiere	0.7	1202
showtime premiere 2	0.3	837
SKY NEWS	2.1	1606
SKY NEWS BUSINESS	0.2	501
Sky Racing	0.5	364
STARPICS 1	0.3	774
STARPICS 2	0.3	675
STVDIO	0.1	457
The Style Network	0.3	404
The Weather Channel	0.1	677
TV1	1.6	1850
TV1+2	0.6	1011
TVN	0.2	195
UKTV	1.6	1227
UKTV+2	0.3	515
MTV Classic	0.2	676
W	0.8	955
W2	0.2	539
WORLD MOVIES Channel	0.1	484
OTHER SUBSCRIPTION TV	2.3	3101
ALL FTA	45.7	5924
ALL STV	54.3	5872
ALL TV	100.0	6268

Excludes Tasmania

Source: OzTAM