



B2

Consolidated National Subscription TV Share and Reach
National Share and Reach Report - Subscription TV Homes only
Week 35 2010 (22/08/2010 - 28/08/2010) 06:00 - 23:59
Total Individuals - Including Guests



	Channel Share Of Viewing %	Reach Weekly 000's TOTAL PEOPLE
ABC1	4.6	3237
ABC2	1.0	1355
ABC3	0.3	494
ABC News 24	0.2	506
Seven + AFFILIATES	14.3	4838
7TWO	0.6	1137
Nine + AFFILIATES	13.1	4868
GO + AFFILIATES	0.9	1410
TEN + AFFILIATES	8.5	4553
ONE	0.2	584
SBS ONE	1.0	2192
SBS TWO	0.2	505
111 HITS	0.7	1173
111 HITS2	0.3	542
13TH STREET	1.4	763
[V] HITS	0.4	831
Animal Planet	0.2	596
ARENA	1.0	1671
ARENA+2	0.4	862
Bio.	1.0	1133
BBC Knowledge	0.7	1136
Boomerang	0.6	611
Cartoon Network	0.9	891
CBeebies	0.5	424
Channel[V]	0.4	1001
CNBC	0.0	125
COMEDY CHANNEL	0.8	1385
COMEDY CHANNEL+2	0.3	768
Crime & Investigation	1.3	963
Discovery Channel	0.9	1457
Discovery Channel+2	0.5	1056
Discovery Home & Health	0.1	433
Discovery Science	0.3	568
Discovery Travel & Living	0.2	478
Discovery Turbo MAX	0.3	644
Discovery Turbo MAX+2	0.2	576
Disney Channel	1.6	1216
E!	0.4	861
ESPN	0.3	661
FMC - Family Movie Channel	0.8	967
FOX8	2.5	2737
FOX8+2	0.7	1490
FOX Classics	0.9	1122
FOX Classics+2	0.3	598
FOX SPORTS 1	1.9	1673
FOX SPORTS 2	2.1	1868
FOX SPORTS 3	0.9	1250
FOX SPORTS News	0.4	1117
FUEL TV	0.2	600
Hallmark	0.3	616
History Channel	0.8	999
HOW TO Channel	0.5	591

Excludes Tasmania

Source: OzTAM



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KidsCo	0.1	213
LifeStyle Channel	1.9	1768
LifeStyle Channel+2	0.5	915
LifeStyle FOOD	0.9	1126
LifeStyle FOOD+2	0.3	578
LifeStyle YOU	0.4	931
LifeStyle YOU+2	0.2	509
MAX	0.5	871
MOVIE EXTRA	0.4	736
MOVIE GREATS	0.2	618
MOVIE ONE	0.6	994
MOVIE TWO	0.2	774
MTV	0.4	992
Nat Geo Adventure	0.1	535
Nat Geo Wild	0.2	637
National Geographic	0.8	1362
Nick Jr.	1.3	722
Nickelodeon	1.4	1271
Playhouse Disney	1.1	667
SCI FI	0.9	779
SCI FI+2	0.3	512
showcase	0.3	657
showcase+2	0.1	496
showtime action	0.7	1000
showtime comedy	0.3	846
showtime drama	0.2	640
showtime premiere	0.7	1201
showtime premiere 2	0.4	785
SKY NEWS	2.1	1871
SKY NEWS BUSINESS	0.1	304
Sky Racing	0.6	392
STARPICS 1	0.4	884
STARPICS 2	0.3	719
STVDIO	0.1	373
The Style Network	0.2	463
The Weather Channel	0.1	719
TV1	1.7	1877
TV1+2	0.6	937
TVN	0.2	171
UKTV	1.5	1233
UKTV+2	0.2	497
MTV Classic	0.2	645
W	0.8	1148
W2	0.2	497
WORLD MOVIES Channel	0.1	489
OTHER SUBSCRIPTION TV	2.0	2925
ALL FTA	45.1	6031
ALL STV	54.9	5949
ALL TV	100.0	6361

Excludes Tasmania

Source: OzTAM