



B1

Consolidated National Subscription TV Share and Reach
 National Share and Reach Report - Subscription TV Homes only
 Week 02 2010 (03/01/2010 - 10/01/2010) 18:00 - 23:59
 Total Individuals - Including Guests



	Channel Share Of Viewing %	Reach Weekly 000's TOTAL PEOPLE
ABC1	5.4	2351
ABC2	0.4	732
ABC3	0.1	229
Seven + AFFILIATES	10.9	3471
7TWO	0.7	690
Nine + AFFILIATES	14.4	3956
GO + AFFILIATES	0.5	621
TEN + AFFILIATES	7.0	3303
ONE	0.1	280
SBS ONE	2.3	2032
SBS TWO	0.2	415
111 HITS	1.1	987
111 HITS2	0.3	468
13TH STREET	2.0	611
Animal Planet	0.3	373
ARENA	1.3	1400
ARENA+2	0.4	668
Bio.	1.1	1024
BBC Knowledge	0.8	697
Boomerang	0.4	300
Cartoon Network	0.8	518
CBeebies	0.2	182
Channel[V]	0.2	538
Channel[V]2	0.3	552
CNBC	0.0	53
COMEDY CHANNEL	0.8	929
COMEDY CHANNEL+2	0.3	583
Crime & Investigation	1.0	695
Discovery Channel	1.0	1095
Discovery Channel +2	0.5	746
Discovery Home & Health	0.3	389
Discovery Science	0.2	315
Discovery Travel & Living	0.3	357
Discovery Turbo MAX	0.3	384
Discovery Turbo MAX +2	0.3	372
Disney Channel	1.2	714
E!	0.5	755
ESPN	0.3	466
FMC - Family Movie Channel	0.8	662
FOX8	2.2	1814
FOX8+2	1.0	1127
FOX Classics	1.2	939
FOX Classics+2	0.4	449
FOX SPORTS 1	1.0	847
FOX SPORTS 2	3.6	1295
FOX SPORTS 3	0.9	916
FOX SPORTS News	0.3	643
FUEL TV	0.2	446
Hallmark	0.3	458
History Channel	0.8	755
HOW TO Channel	0.4	470

Excludes Tasmania

Source: OzTAM



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LifeStyle Channel	2.4	1414
LifeStyle Channel+2	0.8	736
LifeStyle FOOD	0.5	644
LifeStyle FOOD +2	0.2	360
LifeStyle You	0.7	725
LifeStyle You +2	0.3	459
MAX	0.2	441
MOVIE EXTRA	0.5	633
MOVIE GREATS	0.6	567
MOVIE ONE	0.7	807
MOVIE TWO	0.4	608
MTV	0.3	758
Nat Geo Adventure	0.2	309
National Geographic	0.8	1004
Nick Jr	0.3	271
Nickelodeon	0.6	574
Ovation	0.4	412
Playhouse Disney	0.3	243
SCI FI	0.8	656
SCI FI+2	0.4	397
showcase	0.5	643
showcase+2	0.3	463
SHOWTIME	1.0	902
SHOWTIME 2	0.7	760
SHOWTIME Action	0.8	787
SHOWTIME Comedy	0.5	664
SHOWTIME Drama	0.4	575
SKY NEWS AUSTRALIA	0.7	780
Sky Racing	0.3	262
Starpics 1	0.6	630
Starpics 2	0.4	531
The Style Network	0.4	390
TV1	2.1	1572
TV1+2	0.6	766
TVN	0.1	114
UKTV	1.7	963
UKTV+2	0.4	421
Vh1	0.2	399
W.	1.1	857
W2	0.3	445
OTHER SUBSCRIPTION TV	3.9	2945
ALL FTA	42.2	5080
ALL STV	57.8	4996
ALL TV	100.0	5603

Excludes Tasmania

Source: OzTAM