

BARB Quarterly Reach Report- Quarter 2 2010 (BARB weeks 2175-2187)

Individuals 4+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
TOTAL TV	53447	93.7	56043	98.3	56852	99.7
4Music	4613	8.1	10499	18.4	17124	30.0
Alibi	2184	3.8	4367	7.7	7045	12.4
Alibi+1	737	1.3	1771	3.1	3164	5.5
Animal Planet	951	1.7	2323	4.1	4473	7.8
Animal Planet+1	389	0.7	1000	1.8	2051	3.6
attheraces	559	1.0	1010	1.8	1598	2.8
BBC 3	16796	29.5	32760	57.4	43855	76.9
BBC 4	8379	14.7	19102	33.5	30114	52.8
BBC HD	2451	4.3	5156	9.0	8194	14.4
BBC News	10466	18.4	18987	33.3	27586	48.4
BBC Parliament	882	1.5	2533	4.4	5137	9.0
BBC RB 6780	916	1.6	2381	4.2	4401	7.7
BBC RB 6781	30	0.1	110	0.2	262	0.5
BBC RB 6785	9	0.0	38	0.1	106	0.2
BBC RB 6786	14	0.0	46	0.1	96	0.2
BBC RB 6787	13	0.0	56	0.1	160	0.3
BBC RB 6788	19	0.0	68	0.1	158	0.3
BBC RB 6789	8	0.0	33	0.1	104	0.2
BBC RB 6790	64	0.1	209	0.4	476	0.8
BBC RB 6880	438	0.8	1569	2.8	3974	7.0
BBC RB 6881	589	1.0	1843	3.2	4413	7.7
BBC RB 6882	413	0.7	1362	2.4	3375	5.9
BBC RB 6883	367	0.6	1307	2.3	3388	5.9
BBC RB 6884	328	0.6	1211	2.1	2946	5.2
BBC RB 6885	263	0.5	984	1.7	2545	4.5
BBC RB 6886	496	0.9	1558	2.7	3642	6.4
BBC RB FREEVIEW 301	1730	3.0	4425	7.8	7864	13.8
BBC1	47417	83.2	54011	94.7	56245	98.6
BBC2	35449	62.2	48856	85.7	54112	94.9
BET	178	0.3	450	0.8	954	1.7
BET+1	123	0.2	344	0.6	699	1.2
Bio	867	1.5	2619	4.6	5303	9.3
Blighty	793	1.4	2279	4.0	4444	7.8
Bliss	573	1.0	1553	2.7	3002	5.3
Boomerang	2000	3.5	4462	7.8	7296	12.8
Boomerang+1	1166	2.0	2820	4.9	4806	8.4
Bravo	3076	5.4	7616	13.4	13527	23.7
Bravo 2	1357	2.4	3835	6.7	7457	13.1
Bravo+1	2328	4.1	6149	10.8	11424	20.0
Cartoon Network	1693	3.0	3580	6.3	5912	10.4
Cartoon Network Too	1157	2.0	2765	4.8	4630	8.1
Cartoonito	947	1.7	2226	3.9	4032	7.1
CBBC	4664	8.2	9332	16.4	14783	25.9
Cbeebies	5564	9.8	9854	17.3	14556	25.5
CBS Action	728	1.3	1967	3.5	3989	7.0
CBS Drama	600	1.1	1601	2.8	3185	5.6
CBS Reality TV	1273	2.2	3269	5.7	6361	11.2
CBS Reality+1	825	1.4	2215	3.9	4471	7.8
Challenge TV	1939	3.4	4888	8.6	8926	15.7
Challenge TV+1	849	1.5	2341	4.1	4785	8.4
CHANNEL 4	35573	62.4	48736	85.5	54164	95.0
CHANNEL 4+1	11587	20.3	24652	43.2	35842	62.8
Channel 5	28309	49.6	42593	74.7	50372	88.3
Channel AKA	657	1.2	1677	2.9	3122	5.5
Channel Starz	832	1.5	2121	3.7	3736	6.6
Chart Show TV	983	1.7	2461	4.3	4602	8.1
CITV	2674	4.7	5586	9.8	8944	15.7
Clubland TV	498	0.9	1303	2.3	2472	4.3
Comedy Central	3625	6.4	7927	13.9	13259	23.2
Comedy Central Extra	2202	3.9	5448	9.6	9812	17.2
Comedy Central Extra+1	391	0.7	1248	2.2	2828	5.0

**BARB Quarterly Reach Report- Quarter 2 2010 (BARB weeks 2175-2187)**  
**Individuals 4+**

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Comedy Central+1	2595	4.6	6011	10.5	10288	18.0
Community Channel	266	0.5	898	1.6	2102	3.7
Crime & Investigation Net+1	470	0.8	1046	1.8	1861	3.3
Crime & Investigation Network	888	1.6	1884	3.3	3155	5.5
Current TV	463	0.8	1533	2.7	3390	5.9
Dance Nation TV	419	0.7	1145	2.0	2331	4.1
Dave	10951	19.2	22873	40.1	33124	58.1
Dave ja vu	5242	9.2	12571	22.0	20881	36.6
Discovery	2184	3.8	5060	8.9	8550	15.0
Discovery Home & Health	704	1.2	1642	2.9	2933	5.1
Discovery Home & Health+1	429	0.8	1058	1.9	1960	3.4
Discovery Knowledge	1283	2.3	3216	5.6	5901	10.3
Discovery Knowledge+1	277	0.5	777	1.4	1624	2.8
Discovery Real Time	1377	2.4	3684	6.5	6836	12.0
Discovery Real Time+1	1071	1.9	3045	5.3	6118	10.7
Discovery Science	1182	2.1	3017	5.3	5380	9.4
Discovery Science+1	265	0.5	827	1.5	1723	3.0
Discovery Shed	973	1.7	2239	3.9	3991	7.0
Discovery Travel & Living	419	0.7	1065	1.9	2156	3.8
Discovery Turbo	1268	2.2	2910	5.1	5009	8.8
Discovery+1	1589	2.8	3958	6.9	6981	12.2
Disney Channel	3292	5.8	5612	9.8	7849	13.8
Disney Channel+1	2712	4.8	5019	8.8	7359	12.9
Disney Cinemagic	818	1.4	1893	3.3	3428	6.0
Disney Cinemagic+1	381	0.7	1032	1.8	1985	3.5
Disney XD	1337	2.3	3041	5.3	5032	8.8
Disney XD +1	1408	2.5	3201	5.6	5284	9.3
Diva	259	0.5	753	1.3	1654	2.9
Diva+1	141	0.2	433	0.8	967	1.7
DMAX	1538	2.7	4263	7.5	8166	14.3
DMAX+1	937	1.6	2776	4.9	5533	9.7
DMAX+2	236	0.4	820	1.4	2025	3.6
E!	1433	2.5	3443	6.0	6420	11.3
E4	12063	21.2	23435	41.1	33410	58.6
E4+1	8194	14.4	17649	30.9	27195	47.7
Eden	905	1.6	2445	4.3	4787	8.4
Eden+1	418	0.7	1203	2.1	2462	4.3
ESPN	944	1.7	2154	3.8	3676	6.4
ESPN Classic	641	1.1	1737	3.0	3332	5.8
Euronews	256	0.4	730	1.3	1474	2.6
Eurosport	1464	2.6	3528	6.2	5882	10.3
Eurosport 2	1257	2.2	2930	5.1	4805	8.4
Eurosport HD	261	0.5	681	1.2	1212	2.1
Extreme Sports Channel	350	0.6	1023	1.8	2027	3.6
Film 24	617	1.1	1989	3.5	4456	7.8
Film4	9484	16.6	19965	35.0	29425	51.6
Film4+1	2304	4.0	6335	11.1	11381	20.0
five USA	6110	10.7	12553	22.0	19586	34.3
five USA+1	940	1.6	2509	4.4	4855	8.5
fiver	6985	12.2	15831	27.8	25020	43.9
fiver+1	828	1.5	2560	4.5	5318	9.3
Flava	847	1.5	2201	3.9	4016	7.0
Food Network	341	0.6	841	1.5	1546	2.7
Food Network +1	312	0.5	797	1.4	1520	2.7
Fox News	188	0.3	477	0.8	911	1.6
FX	2178	3.8	4547	8.0	7521	13.2
FX+	1142	2.0	2647	4.6	4620	8.1
G.O.L.D	5589	9.8	11808	20.7	18476	32.4
G.O.L.D.+1	2688	4.7	6745	11.8	11724	20.6
Good Food	999	1.8	2328	4.1	4131	7.2
Good Food +1	742	1.3	1926	3.4	3693	6.5
Hallmark	2073	3.6	4360	7.6	7377	12.9

BARB Quarterly Reach Report- Quarter 2 2010 (BARB weeks 2175-2187)

Individuals 4+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Hallmark+1	1166	2.0	2804	4.9	5106	9.0
History	1229	2.2	3140	5.5	5931	10.4
History +1	742	1.3	1976	3.5	3699	6.5
Home	1365	2.4	3143	5.5	5525	9.7
Home +1	923	1.6	2363	4.1	4414	7.7
Horror Channel	896	1.6	2482	4.4	4686	8.2
Horror Channel +1	493	0.9	1492	2.6	3067	5.4
Horse and Country	176	0.3	515	0.9	1039	1.8
Investigation Discovery	465	0.8	1039	1.8	1851	3.2
ITV1	42749	75.0	52273	91.7	55631	97.5
ITV2	18125	31.8	33589	58.9	43964	77.1
ITV2+1	8299	14.6	19762	34.7	31410	55.1
ITV3	11264	19.8	22007	38.6	32600	57.2
ITV3+1	1537	2.7	3989	7.0	7469	13.1
ITV4	10339	18.1	22677	39.8	34718	60.9
ITV4+1	1305	2.3	3933	6.9	7901	13.9
Kerrang	605	1.1	1575	2.8	3010	5.3
Kiss TV	1203	2.1	3046	5.3	5528	9.7
Kix!	258	0.5	610	1.1	1153	2.0
Liverpool FC TV	303	0.5	771	1.4	1565	2.7
Living + 2	985	1.7	2875	5.0	5749	10.1
Living TV	5431	9.5	11019	19.3	16804	29.5
Living TV+1	3988	7.0	9287	16.3	15260	26.8
LIVINGit	3497	6.1	8638	15.1	14624	25.6
LIVINGit +1	800	1.4	2499	4.4	5440	9.5
LUXE.TV	46	0.1	174	0.3	409	0.7
Magic TV	861	1.5	2460	4.3	4802	8.4
MGM HD	89	0.2	280	0.5	572	1.0
Military History	968	1.7	2358	4.1	4134	7.2
More 4	11494	20.2	23690	41.5	34503	60.5
More 4+1	2355	4.1	6273	11.0	11231	19.7
Motors TV	333	0.6	875	1.5	1689	3.0
Movies 24	1379	2.4	3646	6.4	6688	11.7
Movies 24 +	1089	1.9	3022	5.3	5759	10.1
Movies 4 Men	834	1.5	2381	4.2	4531	7.9
Movies 4 Men 2	933	1.6	2498	4.4	4616	8.1
Movies 4 Men 2+1	643	1.1	1875	3.3	3603	6.3
Movies4Men+1	576	1.0	1736	3.0	3425	6.0
MTV	1139	2.0	2804	4.9	5065	8.9
MTV +1	731	1.3	2026	3.6	3948	6.9
MTV Base	983	1.7	2616	4.6	4905	8.6
MTV Classic	695	1.2	2104	3.7	4107	7.2
MTV Dance	670	1.2	1989	3.5	3930	6.9
MTV Hits	1259	2.2	3391	5.9	6130	10.7
MTV Rocks	566	1.0	1710	3.0	3494	6.1
MTV Shows	794	1.4	2317	4.1	4845	8.5
MUTV	125	0.2	303	0.5	544	1.0
National Geographic +1	1062	1.9	2853	5.0	5445	9.5
National Geographic HD	322	0.6	958	1.7	2079	3.6
National Geographic TV	1456	2.6	3735	6.6	6705	11.8
National Geographic Wild	1040	1.8	2811	4.9	5408	9.5
Nick Jr	1619	2.8	3256	5.7	4971	8.7
Nick Jr 2	1040	1.8	2433	4.3	4198	7.4
Nickelodeon	2164	3.8	4471	7.8	7076	12.4
Nickelodeon Replay	1823	3.2	3917	6.9	6365	11.2
Nicktoons	1789	3.1	3739	6.6	6000	10.5
NickToons Replay	188	0.3	557	1.0	1183	2.1
NME TV	306	0.5	846	1.5	1673	2.9
Playhouse Disney	1459	2.6	2922	5.1	4678	8.2
Playhouse Disney Plus	1012	1.8	2216	3.9	3724	6.5
Pop	729	1.3	1803	3.2	3239	5.7
Pop Girl	344	0.6	812	1.4	1399	2.5

**BARB Quarterly Reach Report- Quarter 2 2010 (BARB weeks 2175-2187)**  
**Individuals 4+**

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Pop Girl+1	275	0.5	691	1.2	1297	2.3
Prime TV	231	0.4	459	0.8	640	1.1
Q	524	0.9	1654	2.9	3421	6.0
Quest	3671	6.4	8261	14.5	14156	24.8
Quest +1	379	0.7	1180	2.1	2667	4.7
Really	580	1.0	1791	3.1	3735	6.5
S4C	569	1.0	1288	2.3	2466	4.3
Scuzz	412	0.7	1025	1.8	1864	3.3
Sky 1	10581	18.6	18228	32.0	23861	41.8
Sky 2	6417	11.3	14130	24.8	21058	36.9
Sky 3	10677	18.7	22416	39.3	33588	58.9
Sky Arts 1	551	1.0	1679	2.9	3387	5.9
Sky Arts 2	184	0.3	563	1.0	1213	2.1
Sky Box Office (Movies)	276	0.5	1015	1.8	2306	4.0
Sky Movies Action & Adventure	1615	2.8	3963	6.9	6491	11.4
Sky Movies Classics	611	1.1	1728	3.0	3304	5.8
Sky Movies Comedy	1607	2.8	4020	7.0	6724	11.8
Sky Movies Crime & Thriller	874	1.5	2458	4.3	4566	8.0
Sky Movies Drama & Romance	999	1.8	2872	5.0	5333	9.4
Sky Movies Family	1369	2.4	3592	6.3	6210	10.9
Sky Movies Indie	500	0.9	1647	2.9	3234	5.7
Sky Movies Modern Greats	1151	2.0	3089	5.4	5490	9.6
Sky Movies Premiere	2599	4.6	5356	9.4	7749	13.6
Sky Movies Premiere+1	1280	2.2	3367	5.9	5832	10.2
Sky Movies SciFi-Horror	985	1.7	2707	4.7	4864	8.5
Sky Movies Showcase	1599	2.8	4146	7.3	7119	12.5
Sky News	6592	11.6	12916	22.6	20549	36.0
Sky News Active	557	1.0	1204	2.1	1909	3.3
Sky Real Lives	684	1.2	2002	3.5	4182	7.3
Sky Real Lives 2	443	0.8	1392	2.4	2927	5.1
Sky Real Lives+1	348	0.6	1118	2.0	2519	4.4
Sky Sports 1	5399	9.5	8440	14.8	10974	19.2
Sky Sports 2	3369	5.9	6382	11.2	9189	16.1
Sky Sports 3	2462	4.3	5134	9.0	7897	13.8
Sky Sports 4	1547	2.7	3823	6.7	6083	10.7
Sky Sports Active 2	47	0.1	178	0.3	517	0.9
Sky Sports Active Other	82	0.1	301	0.5	763	1.3
Sky Sports News	7431	13.0	12535	22.0	17484	30.7
Sky Travel	89	0.2	269	0.5	586	1.0
Smash Hits	949	1.7	2657	4.7	4985	8.7
Sunrise TV	486	0.9	860	1.5	1114	2.0
Syfy	2698	4.7	6369	11.2	11255	19.7
Syfy +1	620	1.1	1746	3.1	3542	6.2
TCM	1042	1.8	2740	4.8	5117	9.0
TCM 2	241	0.4	777	1.4	1631	2.9
The Africa Channel	50	0.1	152	0.3	330	0.6
The Box	1171	2.1	3182	5.6	5850	10.3
The Style Network	237	0.4	697	1.2	1535	2.7
The Travel Channel	206	0.4	656	1.2	1423	2.5
The Travel Channel+1	194	0.3	617	1.1	1319	2.3
The Vault	729	1.3	2060	3.6	4008	7.0
Tiny Pop	1008	1.8	2274	4.0	3946	6.9
Tiny Pop+1	519	0.9	1150	2.0	2008	3.5
True Entertainment	405	0.7	1269	2.2	2783	4.9
True Movies	1173	2.1	3045	5.3	5578	9.8
True Movies 2	740	1.3	1992	3.5	3874	6.8
VH-1	918	1.6	2691	4.7	5295	9.3
Virgin 1	8600	15.1	18692	32.8	28880	50.6
Virgin 1+1	4249	7.5	11117	19.5	20600	36.1
VIVA	4947	8.7	11488	20.1	18795	33.0
Watch	5493	9.6	12939	22.7	19922	34.9
Watch+1	1440	2.5	4476	7.8	9045	15.9

**BARB Quarterly Reach Report- Quarter 2 2010 (BARB weeks 2175-2187)**

**Individuals 4+**

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Wedding TV	189	0.3	591	1.0	1363	2.4
Wedding TV Asia	159	0.3	463	0.8	964	1.7
Yesterday	4289	7.5	9385	16.5	15617	27.4
Yesterday+1	459	0.8	1196	2.1	2267	4.0
Zing	349	0.6	664	1.2	955	1.7
Other Satellite/Cable	22600	39.6	36190	63.5	48004	84.2

BARB Quarterly Reach Report- Quarter 2 2010 (BARB weeks 2175-2187)

Adults 16+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
TOTAL TV	45630	94.2	47680	98.4	48320	99.7
4Music	3804	7.9	8720	18.0	14251	29.4
Alibi	2095	4.3	4105	8.5	6467	13.3
Alibi+1	707	1.5	1671	3.4	2936	6.1
Animal Planet	872	1.8	2065	4.3	3849	7.9
Animal Planet+1	347	0.7	885	1.8	1810	3.7
attheraces	531	1.1	938	1.9	1491	3.1
BBC 3	14676	30.3	28466	58.7	37753	77.9
BBC 4	8056	16.6	18063	37.3	27848	57.5
BBC HD	2176	4.5	4518	9.3	7112	14.7
BBC News	9768	20.2	17370	35.8	24950	51.5
BBC Parliament	847	1.7	2401	5.0	4838	10.0
BBC RB 6780	840	1.7	2130	4.4	3925	8.1
BBC RB 6781	10	0.0	39	0.1	89	0.2
BBC RB 6785	9	0.0	38	0.1	103	0.2
BBC RB 6786	14	0.0	44	0.1	91	0.2
BBC RB 6787	11	0.0	44	0.1	133	0.3
BBC RB 6788	17	0.0	65	0.1	151	0.3
BBC RB 6789	7	0.0	31	0.1	96	0.2
BBC RB 6790	60	0.1	197	0.4	447	0.9
BBC RB 6880	394	0.8	1405	2.9	3529	7.3
BBC RB 6881	546	1.1	1689	3.5	3958	8.2
BBC RB 6882	379	0.8	1241	2.6	3037	6.3
BBC RB 6883	340	0.7	1202	2.5	3093	6.4
BBC RB 6884	294	0.6	1074	2.2	2602	5.4
BBC RB 6885	236	0.5	866	1.8	2230	4.6
BBC RB 6886	460	0.9	1427	2.9	3278	6.8
BBC RB FREEVIEW 301	1635	3.4	4139	8.5	7226	14.9
BBC1	41573	85.8	46302	95.5	47888	98.8
BBC2	32156	66.4	42819	88.3	46539	96.0
BET	153	0.3	394	0.8	813	1.7
BET+1	106	0.2	294	0.6	597	1.2
Bio	825	1.7	2466	5.1	4887	10.1
Blighty	758	1.6	2152	4.4	4141	8.5
Bliss	484	1.0	1292	2.7	2424	5.0
Boomerang	1121	2.3	2699	5.6	4648	9.6
Boomerang+1	658	1.4	1674	3.5	2963	6.1
Bravo	2810	5.8	6828	14.1	11861	24.5
Bravo 2	1211	2.5	3421	7.1	6572	13.6
Bravo+1	2123	4.4	5493	11.3	10010	20.7
Cartoon Network	874	1.8	2075	4.3	3670	7.6
Cartoon Network Too	583	1.2	1566	3.2	2756	5.7
Cartoonito	595	1.2	1429	2.9	2599	5.4
CBBC	2352	4.9	5564	11.5	9752	20.1
Cbeebies	3930	8.1	7126	14.7	10741	22.2
CBS Action	690	1.4	1829	3.8	3649	7.5
CBS Drama	569	1.2	1501	3.1	2943	6.1
CBS Reality TV	1182	2.4	2978	6.1	5716	11.8
CBS Reality+1	775	1.6	2052	4.2	4081	8.4
Challenge TV	1723	3.6	4223	8.7	7534	15.5
Challenge TV+1	748	1.5	2033	4.2	4088	8.4
CHANNEL 4	31709	65.4	42488	87.7	46598	96.1
CHANNEL 4+1	10358	21.4	21747	44.9	31199	64.4
Channel 5	25452	52.5	37316	77.0	43408	89.6
Channel AKA	481	1.0	1230	2.5	2281	4.7
Channel Starz	568	1.2	1490	3.1	2748	5.7
Chart Show TV	750	1.5	1932	4.0	3633	7.5
CITV	1330	2.7	3140	6.5	5486	11.3
Clubland TV	409	0.8	1061	2.2	1988	4.1
Comedy Central	3260	6.7	7023	14.5	11565	23.9
Comedy Central Extra	2029	4.2	4953	10.2	8708	18.0
Comedy Central Extra+1	371	0.8	1183	2.4	2646	5.5

BARB Quarterly Reach Report- Quarter 2 2010 (BARB weeks 2175-2187)

Adults 16+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Comedy Central+1	2327	4.8	5277	10.9	8885	18.3
Community Channel	255	0.5	860	1.8	2014	4.2
Crime & Investigation Net+1	445	0.9	970	2.0	1706	3.5
Crime & Investigation Network	841	1.7	1757	3.6	2914	6.0
Current TV	434	0.9	1425	2.9	3114	6.4
Dance Nation TV	360	0.7	967	2.0	1906	3.9
Dave	9945	20.5	20419	42.1	29107	60.1
Dave ja vu	4795	9.9	11360	23.4	18574	38.3
Discovery	1968	4.1	4476	9.2	7430	15.3
Discovery Home & Health	647	1.3	1482	3.1	2583	5.3
Discovery Home & Health+1	389	0.8	939	1.9	1695	3.5
Discovery Knowledge	1201	2.5	2950	6.1	5320	11.0
Discovery Knowledge+1	257	0.5	718	1.5	1453	3.0
Discovery Real Time	1264	2.6	3307	6.8	6046	12.5
Discovery Real Time+1	977	2.0	2716	5.6	5336	11.0
Discovery Science	1078	2.2	2693	5.6	4734	9.8
Discovery Science+1	245	0.5	762	1.6	1578	3.3
Discovery Shed	915	1.9	2057	4.2	3636	7.5
Discovery Travel & Living	409	0.8	1028	2.1	2045	4.2
Discovery Turbo	1144	2.4	2584	5.3	4380	9.0
Discovery+1	1447	3.0	3551	7.3	6135	12.7
Disney Channel	1576	3.3	3123	6.4	4712	9.7
Disney Channel+1	1219	2.5	2680	5.5	4302	8.9
Disney Cinemagic	492	1.0	1186	2.4	2269	4.7
Disney Cinemagic+1	213	0.4	628	1.3	1257	2.6
Disney XD	606	1.3	1560	3.2	2869	5.9
Disney XD +1	626	1.3	1595	3.3	2884	6.0
Diva	224	0.5	655	1.4	1423	2.9
Diva+1	125	0.3	386	0.8	852	1.8
DMAX	1401	2.9	3836	7.9	7194	14.8
DMAX+1	863	1.8	2519	5.2	4893	10.1
DMAX+2	218	0.4	745	1.5	1814	3.7
E!	1280	2.6	3071	6.3	5714	11.8
E4	10567	21.8	20421	42.1	28956	59.7
E4+1	7173	14.8	15372	31.7	23580	48.6
Eden	832	1.7	2224	4.6	4331	8.9
Eden+1	375	0.8	1083	2.2	2232	4.6
ESPN	857	1.8	1921	4.0	3265	6.7
ESPN Classic	568	1.2	1534	3.2	2942	6.1
Euronews	236	0.5	658	1.4	1336	2.8
Eurosport	1360	2.8	3213	6.6	5302	10.9
Eurosport 2	1167	2.4	2685	5.5	4344	9.0
Eurosport HD	242	0.5	618	1.3	1067	2.2
Extreme Sports Channel	298	0.6	865	1.8	1680	3.5
Film 24	586	1.2	1883	3.9	4134	8.5
Film4	8675	17.9	17910	37.0	25897	53.4
Film4+1	2090	4.3	5670	11.7	9963	20.6
five USA	5739	11.8	11593	23.9	17840	36.8
five USA+1	859	1.8	2282	4.7	4339	9.0
fiver	6392	13.2	14336	29.6	22395	46.2
fiver+1	748	1.5	2308	4.8	4769	9.8
Flava	640	1.3	1694	3.5	3114	6.4
Food Network	315	0.7	764	1.6	1387	2.9
Food Network +1	286	0.6	716	1.5	1348	2.8
Fox News	164	0.3	424	0.9	825	1.7
FX	1981	4.1	4051	8.4	6559	13.5
FX+	1052	2.2	2403	5.0	4043	8.3
G.O.L.D	5192	10.7	10619	21.9	16041	33.1
G.O.L.D.+1	2521	5.2	6198	12.8	10492	21.6
Good Food	912	1.9	2096	4.3	3663	7.6
Good Food +1	683	1.4	1742	3.6	3275	6.8
Hallmark	1911	3.9	3935	8.1	6564	13.5

BARB Quarterly Reach Report- Quarter 2 2010 (BARB weeks 2175-2187)

Adults 16+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Hallmark+1	1082	2.2	2569	5.3	4586	9.5
History	1154	2.4	2912	6.0	5363	11.1
History +1	692	1.4	1816	3.7	3315	6.8
Home	1264	2.6	2865	5.9	4967	10.2
Home +1	863	1.8	2170	4.5	3953	8.2
Horror Channel	837	1.7	2296	4.7	4260	8.8
Horror Channel +1	459	0.9	1374	2.8	2781	5.7
Horse and Country	155	0.3	456	0.9	915	1.9
Investigation Discovery	441	0.9	955	2.0	1667	3.4
ITV1	37629	77.6	44957	92.8	47421	97.8
ITV2	16019	33.1	29147	60.1	37693	77.8
ITV2+1	7411	15.3	17361	35.8	27139	56.0
ITV3	10649	22.0	20251	41.8	29306	60.5
ITV3+1	1452	3.0	3725	7.7	6807	14.0
ITV4	9541	19.7	20539	42.4	30782	63.5
ITV4+1	1217	2.5	3621	7.5	7152	14.8
Kerrang	492	1.0	1303	2.7	2488	5.1
Kiss TV	921	1.9	2349	4.8	4316	8.9
Kix!	134	0.3	322	0.7	630	1.3
Liverpool FC TV	249	0.5	634	1.3	1269	2.6
Living + 2	896	1.8	2596	5.4	5134	10.6
Living TV	4828	10.0	9572	19.8	14315	29.5
Living TV+1	3575	7.4	8145	16.8	13109	27.0
LIVINGit	3163	6.5	7684	15.9	12764	26.3
LIVINGit +1	735	1.5	2268	4.7	4906	10.1
LUXE.TV	43	0.1	166	0.3	393	0.8
Magic TV	747	1.5	2120	4.4	4102	8.5
MGM HD	83	0.2	263	0.5	536	1.1
Military History	912	1.9	2178	4.5	3795	7.8
More 4	10746	22.2	21650	44.7	30980	63.9
More 4+1	2192	4.5	5762	11.9	10115	20.9
Motors TV	300	0.6	774	1.6	1489	3.1
Movies 24	1315	2.7	3432	7.1	6149	12.7
Movies 24 +	1038	2.1	2831	5.8	5249	10.8
Movies 4 Men	803	1.7	2265	4.7	4209	8.7
Movies 4 Men 2	898	1.9	2372	4.9	4305	8.9
Movies 4 Men 2+1	614	1.3	1763	3.6	3346	6.9
Movies4Men+1	558	1.2	1666	3.4	3218	6.6
MTV	964	2.0	2355	4.9	4256	8.8
MTV +1	599	1.2	1634	3.4	3209	6.6
MTV Base	782	1.6	2060	4.3	3835	7.9
MTV Classic	594	1.2	1784	3.7	3469	7.2
MTV Dance	551	1.1	1632	3.4	3250	6.7
MTV Hits	975	2.0	2656	5.5	4834	10.0
MTV Rocks	464	1.0	1424	2.9	2913	6.0
MTV Shows	670	1.4	1952	4.0	4072	8.4
MUTV	105	0.2	260	0.5	480	1.0
National Geographic +1	987	2.0	2614	5.4	4892	10.1
National Geographic HD	299	0.6	869	1.8	1867	3.9
National Geographic TV	1350	2.8	3398	7.0	5980	12.3
National Geographic Wild	928	1.9	2486	5.1	4724	9.7
Nick Jr	1040	2.1	2131	4.4	3322	6.9
Nick Jr 2	684	1.4	1619	3.3	2817	5.8
Nickelodeon	969	2.0	2328	4.8	4109	8.5
Nickelodeon Replay	800	1.7	2012	4.2	3638	7.5
Nicktoons	880	1.8	2071	4.3	3690	7.6
NickToons Replay	94	0.2	297	0.6	668	1.4
NME TV	264	0.5	718	1.5	1413	2.9
Playhouse Disney	896	1.8	1873	3.9	3072	6.3
Playhouse Disney Plus	629	1.3	1426	2.9	2453	5.1
Pop	378	0.8	1019	2.1	1950	4.0
Pop Girl	150	0.3	399	0.8	773	1.6

BARB Quarterly Reach Report- Quarter 2 2010 (BARB weeks 2175-2187)

Adults 16+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Pop Girl+1	111	0.2	325	0.7	659	1.4
Prime TV	180	0.4	344	0.7	481	1.0
Q	434	0.9	1362	2.8	2792	5.8
Quest	3464	7.1	7702	15.9	13082	27.0
Quest +1	358	0.7	1123	2.3	2514	5.2
Really	543	1.1	1660	3.4	3420	7.1
S4C	520	1.1	1153	2.4	2183	4.5
Scuzz	350	0.7	869	1.8	1577	3.3
Sky 1	8887	18.3	15177	31.3	19763	40.8
Sky 2	5443	11.2	11915	24.6	17492	36.1
Sky 3	9802	20.2	20152	41.6	29657	61.2
Sky Arts 1	524	1.1	1577	3.3	3134	6.5
Sky Arts 2	177	0.4	545	1.1	1142	2.4
Sky Box Office (Movies)	221	0.5	809	1.7	1830	3.8
Sky Movies Action & Adventure	1409	2.9	3415	7.0	5475	11.3
Sky Movies Classics	572	1.2	1585	3.3	2968	6.1
Sky Movies Comedy	1358	2.8	3382	7.0	5567	11.5
Sky Movies Crime & Thriller	813	1.7	2253	4.6	4149	8.6
Sky Movies Drama & Romance	884	1.8	2496	5.2	4582	9.5
Sky Movies Family	1033	2.1	2787	5.8	4824	10.0
Sky Movies Indie	461	1.0	1516	3.1	2870	5.9
Sky Movies Modern Greats	1024	2.1	2701	5.6	4686	9.7
Sky Movies Premiere	2264	4.7	4556	9.4	6415	13.2
Sky Movies Premiere+1	1084	2.2	2813	5.8	4734	9.8
Sky Movies SciFi-Horror	863	1.8	2358	4.9	4139	8.5
Sky Movies Showcase	1369	2.8	3500	7.2	5906	12.2
Sky News	6041	12.5	11713	24.2	18533	38.2
Sky News Active	490	1.0	1018	2.1	1631	3.4
Sky Real Lives	641	1.3	1857	3.8	3844	7.9
Sky Real Lives 2	419	0.9	1310	2.7	2705	5.6
Sky Real Lives+1	324	0.7	1028	2.1	2288	4.7
Sky Sports 1	4844	10.0	7371	15.2	9409	19.4
Sky Sports 2	3082	6.4	5708	11.8	7991	16.5
Sky Sports 3	2195	4.5	4491	9.3	6783	14.0
Sky Sports 4	1411	2.9	3435	7.1	5353	11.0
Sky Sports Active 2	44	0.1	169	0.3	487	1.0
Sky Sports Active Other	76	0.2	282	0.6	738	1.5
Sky Sports News	6646	13.7	10966	22.6	15228	31.4
Sky Travel	87	0.2	261	0.5	561	1.2
Smash Hits	748	1.5	2077	4.3	3950	8.2
Sunrise TV	390	0.8	651	1.3	823	1.7
Syfy	2460	5.1	5713	11.8	9924	20.5
Syfy +1	567	1.2	1579	3.3	3132	6.5
TCM	998	2.1	2563	5.3	4694	9.7
TCM 2	232	0.5	739	1.5	1522	3.1
The Africa Channel	45	0.1	136	0.3	280	0.6
The Box	884	1.8	2420	5.0	4470	9.2
The Style Network	203	0.4	593	1.2	1285	2.7
The Travel Channel	195	0.4	611	1.3	1305	2.7
The Travel Channel+1	183	0.4	575	1.2	1235	2.5
The Vault	625	1.3	1740	3.6	3322	6.9
Tiny Pop	604	1.2	1454	3.0	2606	5.4
Tiny Pop+1	311	0.6	712	1.5	1261	2.6
True Entertainment	386	0.8	1198	2.5	2576	5.3
True Movies	1113	2.3	2822	5.8	5058	10.4
True Movies 2	708	1.5	1873	3.9	3537	7.3
VH-1	784	1.6	2284	4.7	4423	9.1
Virgin 1	7810	16.1	16635	34.3	25216	52.0
Virgin 1+1	3869	8.0	9974	20.6	18167	37.5
VIVA	4140	8.5	9647	19.9	15781	32.6
Watch	4844	10.0	11189	23.1	16836	34.7
Watch+1	1266	2.6	3879	8.0	7752	16.0

**BARB Quarterly Reach Report- Quarter 2 2010 (BARB weeks 2175-2187)**

**Adults 16+**

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Wedding TV	171	0.4	527	1.1	1177	2.4
Wedding TV Asia	131	0.3	382	0.8	814	1.7
Yesterday	4147	8.6	8915	18.4	14574	30.1
Yesterday+1	442	0.9	1132	2.3	2116	4.4
Zing	299	0.6	555	1.1	779	1.6
Other Satellite/Cable	20043	41.4	31643	65.3	41399	85.4

BARB Quarterly Reach Report- Quarter 2 2010 (BARB weeks 2175-2187)

Adults 16-34

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
TOTAL TV	12946	89.4	14014	96.8	14385	99.3
4Music	1829	12.6	3959	27.3	5962	41.2
Alibi	222	1.5	584	4.0	1104	7.6
Alibi+1	80	0.6	240	1.7	485	3.3
Animal Planet	156	1.1	431	3.0	868	6.0
Animal Planet+1	72	0.5	199	1.4	451	3.1
attheraces	51	0.4	138	1.0	240	1.7
BBC 3	5113	35.3	9246	63.8	11802	81.5
BBC 4	1166	8.1	3208	22.2	5908	40.8
BBC HD	516	3.6	1142	7.9	1931	13.3
BBC News	1612	11.1	3431	23.7	5671	39.2
BBC Parliament	132	0.9	433	3.0	937	6.5
BBC RB 6780	149	1.0	458	3.2	964	6.7
BBC RB 6781	5	0.0	21	0.1	56	0.4
BBC RB 6785	4	0.0	17	0.1	49	0.3
BBC RB 6786	3	0.0	10	0.1	16	0.1
BBC RB 6787	6	0.0	26	0.2	74	0.5
BBC RB 6788	6	0.0	22	0.2	53	0.4
BBC RB 6789	3	0.0	14	0.1	43	0.3
BBC RB 6790	17	0.1	56	0.4	125	0.9
BBC RB 6880	89	0.6	330	2.3	898	6.2
BBC RB 6881	146	1.0	436	3.0	1040	7.2
BBC RB 6882	99	0.7	329	2.3	862	6.0
BBC RB 6883	89	0.6	309	2.1	842	5.8
BBC RB 6884	84	0.6	287	2.0	662	4.6
BBC RB 6885	62	0.4	213	1.5	576	4.0
BBC RB 6886	119	0.8	363	2.5	833	5.8
BBC RB FREEVIEW 301	229	1.6	677	4.7	1246	8.6
BBC1	10647	73.5	13093	90.4	14097	97.3
BBC2	6995	48.3	11261	77.8	13190	91.1
BET	73	0.5	172	1.2	321	2.2
BET+1	46	0.3	131	0.9	264	1.8
Bio	138	1.0	468	3.2	1071	7.4
Blighty	79	0.5	265	1.8	631	4.4
Bliss	244	1.7	624	4.3	1127	7.8
Boomerang	443	3.1	1037	7.2	1800	12.4
Boomerang+1	280	1.9	688	4.8	1237	8.5
Bravo	836	5.8	2139	14.8	3924	27.1
Bravo 2	357	2.5	1003	6.9	2049	14.1
Bravo+1	670	4.6	1730	11.9	3326	23.0
Cartoon Network	362	2.5	826	5.7	1484	10.2
Cartoon Network Too	256	1.8	667	4.6	1205	8.3
Cartoonito	276	1.9	647	4.5	1158	8.0
CBBC	690	4.8	1713	11.8	3136	21.7
Cbeebies	1712	11.8	2854	19.7	4089	28.2
CBS Action	74	0.5	246	1.7	611	4.2
CBS Drama	87	0.6	259	1.8	586	4.0
CBS Reality TV	263	1.8	730	5.0	1599	11.0
CBS Reality+1	180	1.2	515	3.6	1145	7.9
Challenge TV	479	3.3	1330	9.2	2584	17.8
Challenge TV+1	209	1.4	651	4.5	1399	9.7
CHANNEL 4	8628	59.6	12042	83.2	13576	93.7
CHANNEL 4+1	3474	24.0	7328	50.6	10380	71.7
Channel 5	6048	41.8	9959	68.8	12237	84.5
Channel AKA	293	2.0	706	4.9	1265	8.7
Channel Starz	347	2.4	870	6.0	1547	10.7
Chart Show TV	456	3.2	1120	7.7	1990	13.7
CITV	479	3.3	1078	7.4	1863	12.9
Clubland TV	254	1.8	602	4.2	1061	7.3
Comedy Central	1489	10.3	3048	21.0	4833	33.4
Comedy Central Extra	708	4.9	1824	12.6	3303	22.8
Comedy Central Extra+1	120	0.8	409	2.8	1002	6.9

BARB Quarterly Reach Report- Quarter 2 2010 (BARB weeks 2175-2187)

Adults 16-34

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Comedy Central+1	1027	7.1	2291	15.8	3717	25.7
Community Channel	35	0.2	134	0.9	307	2.1
Crime & Investigation Net+1	54	0.4	126	0.9	251	1.7
Crime & Investigation Network	118	0.8	296	2.0	531	3.7
Current TV	106	0.7	336	2.3	768	5.3
Dance Nation TV	233	1.6	588	4.1	1100	7.6
Dave	3234	22.3	6620	45.7	9306	64.3
Dave ja vu	1551	10.7	3739	25.8	6020	41.6
Discovery	575	4.0	1260	8.7	2142	14.8
Discovery Home & Health	161	1.1	384	2.7	679	4.7
Discovery Home & Health+1	107	0.7	271	1.9	473	3.3
Discovery Knowledge	202	1.4	576	4.0	1188	8.2
Discovery Knowledge+1	28	0.2	95	0.7	235	1.6
Discovery Real Time	289	2.0	824	5.7	1644	11.3
Discovery Real Time+1	236	1.6	694	4.8	1484	10.2
Discovery Science	303	2.1	802	5.5	1524	10.5
Discovery Science+1	45	0.3	153	1.1	346	2.4
Discovery Shed	170	1.2	401	2.8	771	5.3
Discovery Travel & Living	33	0.2	119	0.8	286	2.0
Discovery Turbo	309	2.1	732	5.1	1331	9.2
Discovery+1	415	2.9	1030	7.1	1839	12.7
Disney Channel	541	3.7	1047	7.2	1595	11.0
Disney Channel+1	439	3.0	921	6.4	1519	10.5
Disney Cinemagic	244	1.7	578	4.0	1073	7.4
Disney Cinemagic+1	114	0.8	336	2.3	686	4.7
Disney XD	228	1.6	574	4.0	1094	7.6
Disney XD +1	228	1.6	587	4.1	1080	7.5
Diva	55	0.4	153	1.1	338	2.3
Diva+1	24	0.2	87	0.6	185	1.3
DMAX	490	3.4	1285	8.9	2439	16.8
DMAX+1	307	2.1	909	6.3	1743	12.0
DMAX+2	70	0.5	246	1.7	570	3.9
E!	559	3.9	1157	8.0	2012	13.9
E4	4820	33.3	8284	57.2	10776	74.4
E4+1	3469	24.0	6690	46.2	9379	64.8
Eden	158	1.1	468	3.2	1038	7.2
Eden+1	74	0.5	218	1.5	461	3.2
ESPN	234	1.6	589	4.1	1010	7.0
ESPN Classic	151	1.0	432	3.0	851	5.9
Euronews	31	0.2	100	0.7	225	1.6
Eurosport	223	1.5	675	4.7	1293	8.9
Eurosport 2	217	1.5	546	3.8	1012	7.0
Eurosport HD	51	0.4	140	1.0	236	1.6
Extreme Sports Channel	114	0.8	338	2.3	698	4.8
Film 24	101	0.7	338	2.3	866	6.0
Film4	2293	15.8	5214	36.0	7708	53.2
Film4+1	543	3.8	1600	11.0	3203	22.1
five USA	1171	8.1	2735	18.9	4595	31.7
five USA+1	189	1.3	591	4.1	1210	8.4
fiver	1860	12.8	4254	29.4	6699	46.2
fiver+1	255	1.8	767	5.3	1522	10.5
Flava	408	2.8	1024	7.1	1734	12.0
Food Network	91	0.6	219	1.5	392	2.7
Food Network +1	86	0.6	217	1.5	372	2.6
Fox News	26	0.2	72	0.5	165	1.1
FX	667	4.6	1480	10.2	2510	17.3
FX+	361	2.5	893	6.2	1580	10.9
G.O.L.D	1246	8.6	2937	20.3	4840	33.4
G.O.L.D.+1	526	3.6	1530	10.6	2857	19.7
Good Food	234	1.6	510	3.5	926	6.4
Good Food +1	161	1.1	420	2.9	776	5.4
Hallmark	398	2.7	971	6.7	1858	12.8

**BARB Quarterly Reach Report- Quarter 2 2010 (BARB weeks 2175-2187)**  
**Adults 16-34**

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Hallmark+1	210	1.5	560	3.9	1102	7.6
History	161	1.1	479	3.3	1043	7.2
History +1	104	0.7	307	2.1	607	4.2
Home	166	1.2	464	3.2	984	6.8
Home +1	117	0.8	355	2.5	825	5.7
Horror Channel	152	1.1	473	3.3	991	6.8
Horror Channel +1	74	0.5	277	1.9	652	4.5
Horse and Country	25	0.2	80	0.6	189	1.3
Investigation Discovery	57	0.4	151	1.0	323	2.2
ITV1	9319	64.4	12483	86.2	13805	95.3
ITV2	4823	33.3	8903	61.5	11573	79.9
ITV2+1	2418	16.7	5780	39.9	9094	62.8
ITV3	1401	9.7	3636	25.1	6476	44.7
ITV3+1	209	1.4	610	4.2	1272	8.8
ITV4	2241	15.5	5279	36.5	8580	59.2
ITV4+1	242	1.7	795	5.5	1755	12.1
Kerrang	256	1.8	659	4.6	1218	8.4
Kiss TV	536	3.7	1302	9.0	2304	15.9
Kix!	73	0.5	158	1.1	299	2.1
Liverpool FC TV	60	0.4	160	1.1	334	2.3
Living + 2	294	2.0	840	5.8	1695	11.7
Living TV	1656	11.4	3225	22.3	4927	34.0
Living TV+1	1180	8.2	2763	19.1	4498	31.1
LIVINGit	833	5.8	2233	15.4	3970	27.4
LIVINGit +1	170	1.2	564	3.9	1311	9.0
LUXE.TV	6	0.0	25	0.2	51	0.4
Magic TV	328	2.3	945	6.5	1800	12.4
MGM HD	9	0.1	39	0.3	96	0.7
Military History	102	0.7	302	2.1	644	4.4
More 4	2540	17.5	5752	39.7	8681	59.9
More 4+1	580	4.0	1615	11.2	3073	21.2
Motors TV	62	0.4	176	1.2	377	2.6
Movies 24	210	1.4	629	4.3	1291	8.9
Movies 24 +	172	1.2	513	3.5	1064	7.3
Movies 4 Men	91	0.6	325	2.2	697	4.8
Movies 4 Men 2	92	0.6	324	2.2	733	5.1
Movies 4 Men 2+1	79	0.5	270	1.9	631	4.4
Movies4Men+1	65	0.4	236	1.6	495	3.4
MTV	587	4.1	1319	9.1	2190	15.1
MTV +1	369	2.5	974	6.7	1814	12.5
MTV Base	455	3.1	1146	7.9	2032	14.0
MTV Classic	253	1.7	796	5.5	1563	10.8
MTV Dance	338	2.3	958	6.6	1882	13.0
MTV Hits	554	3.8	1459	10.1	2540	17.5
MTV Rocks	268	1.8	812	5.6	1612	11.1
MTV Shows	337	2.3	896	6.2	1816	12.5
MUTV	31	0.2	83	0.6	134	0.9
National Geographic +1	181	1.3	536	3.7	1142	7.9
National Geographic HD	78	0.5	218	1.5	445	3.1
National Geographic TV	246	1.7	706	4.9	1407	9.7
National Geographic Wild	216	1.5	628	4.3	1235	8.5
Nick Jr	523	3.6	999	6.9	1441	10.0
Nick Jr 2	336	2.3	759	5.2	1255	8.7
Nickelodeon	351	2.4	851	5.9	1516	10.5
Nickelodeon Replay	300	2.1	766	5.3	1386	9.6
Nicktoons	386	2.7	869	6.0	1559	10.8
NickToons Replay	47	0.3	129	0.9	287	2.0
NME TV	159	1.1	395	2.7	781	5.4
Playhouse Disney	449	3.1	865	6.0	1367	9.4
Playhouse Disney Plus	318	2.2	682	4.7	1142	7.9
Pop	186	1.3	485	3.3	914	6.3
Pop Girl	61	0.4	171	1.2	326	2.2

**BARB Quarterly Reach Report- Quarter 2 2010 (BARB weeks 2175-2187)**  
**Adults 16-34**

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Pop Girl+1	49	0.3	144	1.0	322	2.2
Prime TV	68	0.5	129	0.9	183	1.3
Q	232	1.6	734	5.1	1475	10.2
Quest	620	4.3	1618	11.2	2956	20.4
Quest +1	63	0.4	230	1.6	562	3.9
Really	151	1.0	447	3.1	923	6.4
S4C	91	0.6	259	1.8	568	3.9
Scuzz	224	1.5	536	3.7	891	6.1
Sky 1	3210	22.2	5372	37.1	6964	48.1
Sky 2	1892	13.1	4151	28.7	6090	42.0
Sky 3	2468	17.0	5643	39.0	8820	60.9
Sky Arts 1	59	0.4	209	1.4	477	3.3
Sky Arts 2	13	0.1	46	0.3	93	0.6
Sky Box Office (Movies)	86	0.6	318	2.2	721	5.0
Sky Movies Action & Adventure	484	3.3	1208	8.3	1920	13.3
Sky Movies Classics	80	0.5	287	2.0	679	4.7
Sky Movies Comedy	538	3.7	1286	8.9	2040	14.1
Sky Movies Crime & Thriller	246	1.7	705	4.9	1315	9.1
Sky Movies Drama & Romance	293	2.0	830	5.7	1594	11.0
Sky Movies Family	395	2.7	1073	7.4	1829	12.6
Sky Movies Indie	152	1.0	517	3.6	982	6.8
Sky Movies Modern Greats	341	2.4	931	6.4	1689	11.7
Sky Movies Premiere	762	5.3	1602	11.1	2334	16.1
Sky Movies Premiere+1	368	2.5	952	6.6	1651	11.4
Sky Movies SciFi-Horror	276	1.9	792	5.5	1406	9.7
Sky Movies Showcase	450	3.1	1160	8.0	2029	14.0
Sky News	1200	8.3	2662	18.4	4627	31.9
Sky News Active	124	0.9	296	2.0	545	3.8
Sky Real Lives	112	0.8	373	2.6	842	5.8
Sky Real Lives 2	69	0.5	246	1.7	561	3.9
Sky Real Lives+1	54	0.4	186	1.3	477	3.3
Sky Sports 1	1301	9.0	2215	15.3	3018	20.8
Sky Sports 2	715	4.9	1536	10.6	2363	16.3
Sky Sports 3	577	4.0	1240	8.6	1996	13.8
Sky Sports 4	349	2.4	930	6.4	1551	10.7
Sky Sports Active 2	9	0.1	29	0.2	83	0.6
Sky Sports Active Other	16	0.1	64	0.4	160	1.1
Sky Sports News	1888	13.0	3293	22.7	4651	32.1
Sky Travel	11	0.1	35	0.2	79	0.5
Smash Hits	392	2.7	1043	7.2	1940	13.4
Sunrise TV	158	1.1	283	2.0	380	2.6
Syfy	624	4.3	1662	11.5	3190	22.0
Syfy +1	120	0.8	389	2.7	835	5.8
TCM	77	0.5	282	1.9	716	4.9
TCM 2	14	0.1	58	0.4	152	1.0
The Africa Channel	13	0.1	51	0.4	122	0.8
The Box	508	3.5	1313	9.1	2324	16.0
The Style Network	53	0.4	155	1.1	382	2.6
The Travel Channel	38	0.3	141	1.0	284	2.0
The Travel Channel+1	31	0.2	98	0.7	187	1.3
The Vault	328	2.3	874	6.0	1618	11.2
Tiny Pop	309	2.1	709	4.9	1197	8.3
Tiny Pop+1	169	1.2	358	2.5	648	4.5
True Entertainment	40	0.3	148	1.0	363	2.5
True Movies	148	1.0	427	2.9	861	5.9
True Movies 2	79	0.5	252	1.7	565	3.9
VH-1	339	2.3	983	6.8	1980	13.7
Virgin 1	2055	14.2	4719	32.6	7415	51.2
Virgin 1+1	1069	7.4	2957	20.4	5446	37.6
VIVA	1992	13.8	4345	30.0	6693	46.2
Watch	1434	9.9	3538	24.4	5456	37.7
Watch+1	336	2.3	1067	7.4	2329	16.1

**BARB Quarterly Reach Report- Quarter 2 2010 (BARB weeks 2175-2187)**  
**Adults 16-34**

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Wedding TV	70	0.5	186	1.3	436	3.0
Wedding TV Asia	67	0.5	174	1.2	331	2.3
Yesterday	461	3.2	1308	9.0	2418	16.7
Yesterday+1	32	0.2	115	0.8	274	1.9
Zing	159	1.1	287	2.0	379	2.6
Other Satellite/Cable	5461	37.7	9000	62.2	12056	83.2

**BARB Quarterly Reach Report- Quarter 2 2010 (BARB weeks 2175-2187)**  
**Adults ABC1**

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
TOTAL TV	23470	93.8	24644	98.5	24934	99.7
4Music	1607	6.4	3877	15.5	6473	25.9
Alibi	890	3.6	1851	7.4	3043	12.2
Alibi+1	288	1.2	686	2.7	1313	5.2
Animal Planet	332	1.3	817	3.3	1524	6.1
Animal Planet+1	121	0.5	325	1.3	662	2.6
attheraces	231	0.9	410	1.6	669	2.7
BBC 3	7041	28.2	14269	57.1	19241	76.9
BBC 4	4269	17.1	9495	38.0	14566	58.2
BBC HD	1314	5.3	2659	10.6	4076	16.3
BBC News	5299	21.2	9440	37.7	13404	53.6
BBC Parliament	442	1.8	1272	5.1	2527	10.1
BBC RB 6780	390	1.6	1028	4.1	1911	7.6
BBC RB 6781	5	0.0	21	0.1	34	0.1
BBC RB 6785	7	0.0	29	0.1	87	0.3
BBC RB 6786	5	0.0	18	0.1	40	0.2
BBC RB 6787	8	0.0	32	0.1	99	0.4
BBC RB 6788	11	0.0	40	0.2	96	0.4
BBC RB 6789	4	0.0	17	0.1	54	0.2
BBC RB 6790	24	0.1	93	0.4	229	0.9
BBC RB 6880	225	0.9	794	3.2	2058	8.2
BBC RB 6881	277	1.1	878	3.5	2175	8.7
BBC RB 6882	182	0.7	633	2.5	1582	6.3
BBC RB 6883	174	0.7	628	2.5	1670	6.7
BBC RB 6884	151	0.6	574	2.3	1370	5.5
BBC RB 6885	123	0.5	444	1.8	1155	4.6
BBC RB 6886	223	0.9	730	2.9	1650	6.6
BBC RB FREEVIEW 301	705	2.8	1908	7.6	3475	13.9
BBC1	21396	85.6	23898	95.6	24713	98.8
BBC2	16655	66.6	22374	89.5	24177	96.7
BET	90	0.4	221	0.9	392	1.6
BET+1	72	0.3	181	0.7	326	1.3
Bio	357	1.4	1128	4.5	2232	8.9
Blighty	355	1.4	1036	4.1	2034	8.1
Bliss	185	0.7	529	2.1	1001	4.0
Boomerang	481	1.9	1181	4.7	2109	8.4
Boomerang+1	303	1.2	760	3.0	1353	5.4
Bravo	1184	4.7	3072	12.3	5689	22.7
Bravo 2	450	1.8	1379	5.5	2817	11.3
Bravo+1	880	3.5	2395	9.6	4566	18.3
Cartoon Network	419	1.7	964	3.9	1641	6.6
Cartoon Network Too	244	1.0	656	2.6	1188	4.8
Cartoonito	233	0.9	590	2.4	1130	4.5
CBBC	921	3.7	2286	9.1	4000	16.0
Cbeebies	1716	6.9	3082	12.3	4794	19.2
CBS Action	260	1.0	725	2.9	1533	6.1
CBS Drama	256	1.0	677	2.7	1286	5.1
CBS Reality TV	395	1.6	1112	4.4	2201	8.8
CBS Reality+1	290	1.2	813	3.3	1669	6.7
Challenge TV	665	2.7	1822	7.3	3488	13.9
Challenge TV+1	243	1.0	780	3.1	1637	6.5
CHANNEL 4	15794	63.2	21836	87.3	24073	96.2
CHANNEL 4+1	4845	19.4	10639	42.5	15464	61.8
Channel 5	11763	47.0	18346	73.4	21980	87.9
Channel AKA	196	0.8	522	2.1	956	3.8
Channel Starz	212	0.8	577	2.3	1069	4.3
Chart Show TV	319	1.3	859	3.4	1605	6.4
CITV	430	1.7	1102	4.4	2039	8.2
Clubland TV	138	0.6	411	1.6	772	3.1
Comedy Central	1754	7.0	3810	15.2	6238	24.9
Comedy Central Extra	1089	4.4	2700	10.8	4783	19.1
Comedy Central Extra+1	193	0.8	619	2.5	1438	5.7

**BARB Quarterly Reach Report- Quarter 2 2010 (BARB weeks 2175-2187)**  
**Adults ABC1**

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Comedy Central+1	1231	4.9	2786	11.1	4720	18.9
Community Channel	78	0.3	301	1.2	711	2.8
Crime & Investigation Net+1	177	0.7	403	1.6	748	3.0
Crime & Investigation Network	348	1.4	773	3.1	1406	5.6
Current TV	177	0.7	605	2.4	1325	5.3
Dance Nation TV	131	0.5	380	1.5	797	3.2
Dave	4860	19.4	10301	41.2	14887	59.5
Dave ja vu	2202	8.8	5482	21.9	9265	37.0
Discovery	846	3.4	2054	8.2	3485	13.9
Discovery Home & Health	272	1.1	651	2.6	1136	4.5
Discovery Home & Health+1	156	0.6	416	1.7	806	3.2
Discovery Knowledge	545	2.2	1422	5.7	2647	10.6
Discovery Knowledge+1	135	0.5	378	1.5	727	2.9
Discovery Real Time	567	2.3	1577	6.3	2917	11.7
Discovery Real Time+1	443	1.8	1267	5.1	2503	10.0
Discovery Science	444	1.8	1178	4.7	2159	8.6
Discovery Science+1	117	0.5	378	1.5	811	3.2
Discovery Shed	372	1.5	861	3.4	1533	6.1
Discovery Travel & Living	220	0.9	552	2.2	1062	4.2
Discovery Turbo	458	1.8	1067	4.3	1835	7.3
Discovery+1	610	2.4	1633	6.5	2917	11.7
Disney Channel	657	2.6	1366	5.5	2082	8.3
Disney Channel+1	500	2.0	1164	4.7	1926	7.7
Disney Cinemagic	207	0.8	492	2.0	982	3.9
Disney Cinemagic+1	101	0.4	288	1.2	509	2.0
Disney XD	251	1.0	688	2.7	1324	5.3
Disney XD +1	251	1.0	669	2.7	1227	4.9
Diva	101	0.4	330	1.3	726	2.9
Diva+1	61	0.2	192	0.8	448	1.8
DMAX	604	2.4	1676	6.7	3245	13.0
DMAX+1	414	1.7	1185	4.7	2308	9.2
DMAX+2	99	0.4	343	1.4	843	3.4
E!	664	2.7	1555	6.2	2797	11.2
E4	5316	21.3	10149	40.6	14223	56.9
E4+1	3611	14.4	7821	31.3	11900	47.6
Eden	358	1.4	1002	4.0	2058	8.2
Eden+1	173	0.7	521	2.1	1098	4.4
ESPN	422	1.7	997	4.0	1697	6.8
ESPN Classic	336	1.3	869	3.5	1642	6.6
Euronews	119	0.5	308	1.2	568	2.3
Eurosport	682	2.7	1634	6.5	2811	11.2
Eurosport 2	575	2.3	1382	5.5	2327	9.3
Eurosport HD	152	0.6	393	1.6	627	2.5
Extreme Sports Channel	174	0.7	503	2.0	924	3.7
Film 24	235	0.9	790	3.2	1830	7.3
Film4	3857	15.4	8495	34.0	12745	51.0
Film4+1	947	3.8	2617	10.5	4798	19.2
five USA	2220	8.9	4798	19.2	7827	31.3
five USA+1	352	1.4	976	3.9	1929	7.7
fiver	2583	10.3	6049	24.2	10004	40.0
fiver+1	328	1.3	1016	4.1	2133	8.5
Flava	272	1.1	786	3.1	1409	5.6
Food Network	147	0.6	397	1.6	722	2.9
Food Network +1	133	0.5	350	1.4	625	2.5
Fox News	82	0.3	219	0.9	410	1.6
FX	1004	4.0	2046	8.2	3420	13.7
FX+	484	1.9	1152	4.6	2039	8.2
G.O.L.D	2512	10.0	5413	21.6	8363	33.4
G.O.L.D.+1	1147	4.6	2960	11.8	5182	20.7
Good Food	452	1.8	1072	4.3	1894	7.6
Good Food +1	335	1.3	851	3.4	1671	6.7
Hallmark	819	3.3	1791	7.2	3041	12.2

**BARB Quarterly Reach Report- Quarter 2 2010 (BARB weeks 2175-2187)**  
**Adults ABC1**

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Hallmark+1	452	1.8	1119	4.5	2080	8.3
History	516	2.1	1368	5.5	2626	10.5
History +1	311	1.2	839	3.4	1599	6.4
Home	569	2.3	1366	5.5	2384	9.5
Home +1	427	1.7	1081	4.3	1947	7.8
Horror Channel	304	1.2	906	3.6	1713	6.8
Horror Channel +1	161	0.6	516	2.1	1104	4.4
Horse and Country	53	0.2	145	0.6	312	1.2
Investigation Discovery	169	0.7	380	1.5	718	2.9
ITV1	18453	73.8	22926	91.7	24379	97.5
ITV2	6959	27.8	13620	54.5	18458	73.8
ITV2+1	2923	11.7	7452	29.8	12291	49.1
ITV3	4400	17.6	8972	35.9	13697	54.8
ITV3+1	555	2.2	1503	6.0	2842	11.4
ITV4	3858	15.4	9147	36.6	14635	58.5
ITV4+1	453	1.8	1431	5.7	3015	12.1
Kerrang	216	0.9	575	2.3	1165	4.7
Kiss TV	394	1.6	1028	4.1	1946	7.8
Kix!	45	0.2	107	0.4	193	0.8
Liverpool FC TV	116	0.5	290	1.2	608	2.4
Living + 2	413	1.7	1207	4.8	2332	9.3
Living TV	2449	9.8	4865	19.5	7340	29.3
Living TV+1	1747	7.0	4022	16.1	6558	26.2
LIVINGit	1397	5.6	3666	14.7	6401	25.6
LIVINGit +1	258	1.0	874	3.5	1972	7.9
LUXE.TV	22	0.1	81	0.3	189	0.8
Magic TV	321	1.3	961	3.8	1960	7.8
MGM HD	40	0.2	135	0.5	295	1.2
Military History	416	1.7	1047	4.2	1808	7.2
More 4	5033	20.1	10572	42.3	15574	62.3
More 4+1	1085	4.3	2932	11.7	5132	20.5
Motors TV	177	0.7	440	1.8	786	3.1
Movies 24	509	2.0	1458	5.8	2719	10.9
Movies 24 +	426	1.7	1220	4.9	2359	9.4
Movies 4 Men	300	1.2	917	3.7	1814	7.3
Movies 4 Men 2	379	1.5	1061	4.2	1964	7.9
Movies 4 Men 2+1	230	0.9	716	2.9	1509	6.0
Movies4Men+1	205	0.8	676	2.7	1399	5.6
MTV	493	2.0	1220	4.9	2245	9.0
MTV +1	304	1.2	848	3.4	1695	6.8
MTV Base	361	1.4	979	3.9	1916	7.7
MTV Classic	278	1.1	862	3.4	1796	7.2
MTV Dance	262	1.0	789	3.2	1659	6.6
MTV Hits	446	1.8	1239	5.0	2293	9.2
MTV Rocks	257	1.0	780	3.1	1587	6.3
MTV Shows	305	1.2	938	3.7	2052	8.2
MUTV	62	0.2	138	0.6	261	1.0
National Geographic +1	439	1.8	1172	4.7	2240	9.0
National Geographic HD	146	0.6	434	1.7	960	3.8
National Geographic TV	609	2.4	1548	6.2	2906	11.6
National Geographic Wild	389	1.6	1079	4.3	2138	8.5
Nick Jr	515	2.1	1016	4.1	1594	6.4
Nick Jr 2	336	1.3	778	3.1	1376	5.5
Nickelodeon	385	1.5	985	3.9	1757	7.0
Nickelodeon Replay	334	1.3	906	3.6	1713	6.8
Nicktoons	358	1.4	891	3.6	1605	6.4
NickToons Replay	43	0.2	146	0.6	318	1.3
NME TV	125	0.5	341	1.4	640	2.6
Playhouse Disney	421	1.7	882	3.5	1397	5.6
Playhouse Disney Plus	274	1.1	634	2.5	1095	4.4
Pop	142	0.6	375	1.5	681	2.7
Pop Girl	67	0.3	180	0.7	351	1.4

BARB Quarterly Reach Report- Quarter 2 2010 (BARB weeks 2175-2187)

Adults ABC1

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Pop Girl+1	52	0.2	151	0.6	311	1.2
Prime TV	60	0.2	115	0.5	153	0.6
Q	228	0.9	716	2.9	1449	5.8
Quest	1108	4.4	2843	11.4	5185	20.7
Quest +1	138	0.6	459	1.8	1090	4.4
Really	256	1.0	789	3.2	1614	6.5
S4C	241	1.0	541	2.2	1019	4.1
Scuzz	147	0.6	365	1.5	684	2.7
Sky 1	4708	18.8	8012	32.0	10469	41.9
Sky 2	2798	11.2	6178	24.7	9235	36.9
Sky 3	3945	15.8	8914	35.6	14020	56.1
Sky Arts 1	277	1.1	827	3.3	1638	6.5
Sky Arts 2	105	0.4	319	1.3	622	2.5
Sky Box Office (Movies)	121	0.5	428	1.7	1007	4.0
Sky Movies Action & Adventure	653	2.6	1679	6.7	2724	10.9
Sky Movies Classics	258	1.0	745	3.0	1432	5.7
Sky Movies Comedy	639	2.6	1700	6.8	2862	11.4
Sky Movies Crime & Thriller	399	1.6	1148	4.6	2184	8.7
Sky Movies Drama & Romance	429	1.7	1254	5.0	2356	9.4
Sky Movies Family	450	1.8	1300	5.2	2345	9.4
Sky Movies Indie	222	0.9	766	3.1	1501	6.0
Sky Movies Modern Greats	468	1.9	1296	5.2	2303	9.2
Sky Movies Premiere	1152	4.6	2349	9.4	3392	13.6
Sky Movies Premiere+1	539	2.2	1444	5.8	2449	9.8
Sky Movies SciFi-Horror	417	1.7	1180	4.7	2057	8.2
Sky Movies Showcase	668	2.7	1783	7.1	3100	12.4
Sky News	3075	12.3	6006	24.0	9557	38.2
Sky News Active	233	0.9	481	1.9	809	3.2
Sky Real Lives	308	1.2	876	3.5	1867	7.5
Sky Real Lives 2	200	0.8	631	2.5	1285	5.1
Sky Real Lives+1	139	0.6	478	1.9	1093	4.4
Sky Sports 1	2793	11.2	4341	17.4	5524	22.1
Sky Sports 2	1740	7.0	3260	13.0	4651	18.6
Sky Sports 3	1146	4.6	2424	9.7	3798	15.2
Sky Sports 4	747	3.0	1853	7.4	2949	11.8
Sky Sports Active 2	23	0.1	88	0.4	244	1.0
Sky Sports Active Other	45	0.2	170	0.7	438	1.8
Sky Sports News	3134	12.5	5275	21.1	7466	29.9
Sky Travel	39	0.2	111	0.4	263	1.1
Smash Hits	330	1.3	942	3.8	1905	7.6
Sunrise TV	123	0.5	240	1.0	304	1.2
Syfy	1107	4.4	2696	10.8	4822	19.3
Syfy +1	230	0.9	661	2.6	1368	5.5
TCM	435	1.7	1183	4.7	2220	8.9
TCM 2	102	0.4	313	1.3	692	2.8
The Africa Channel	13	0.1	45	0.2	115	0.5
The Box	418	1.7	1160	4.6	2214	8.9
The Style Network	105	0.4	301	1.2	666	2.7
The Travel Channel	92	0.4	314	1.3	679	2.7
The Travel Channel+1	94	0.4	287	1.1	638	2.6
The Vault	262	1.0	750	3.0	1400	5.6
Tiny Pop	195	0.8	515	2.1	981	3.9
Tiny Pop+1	84	0.3	220	0.9	444	1.8
True Entertainment	126	0.5	421	1.7	955	3.8
True Movies	352	1.4	946	3.8	1832	7.3
True Movies 2	251	1.0	711	2.8	1399	5.6
VH-1	333	1.3	1051	4.2	2128	8.5
Virgin 1	3187	12.7	7386	29.5	11800	47.2
Virgin 1+1	1637	6.5	4390	17.6	8123	32.5
VIVA	1742	7.0	4240	17.0	7270	29.1
Watch	2274	9.1	5539	22.1	8730	34.9
Watch+1	529	2.1	1737	6.9	3587	14.3

**BARB Quarterly Reach Report- Quarter 2 2010 (BARB weeks 2175-2187)**

**Adults ABC1**

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Wedding TV	88	0.4	274	1.1	570	2.3
Wedding TV Asia	34	0.1	130	0.5	318	1.3
Yesterday	1580	6.3	3690	14.8	6468	25.9
Yesterday+1	186	0.7	535	2.1	1061	4.2
Zing	112	0.4	198	0.8	277	1.1
Other Satellite/Cable	9011	36.0	15144	60.6	20678	82.7

BARB Quarterly Reach Report- Quarter 2 2010 (BARB weeks 2175-2187)

Housewives

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
TOTAL TV	25018	96.1	25786	99.0	26013	99.9
4Music	1981	7.6	4520	17.4	7369	28.3
Alibi	1303	5.0	2376	9.1	3547	13.6
Alibi+1	434	1.7	960	3.7	1614	6.2
Animal Planet	501	1.9	1116	4.3	2000	7.7
Animal Planet+1	196	0.8	473	1.8	931	3.6
attheraces	245	0.9	434	1.7	709	2.7
BBC 3	8080	31.0	15419	59.2	20201	77.6
BBC 4	4797	18.4	10518	40.4	15768	60.5
BBC HD	1054	4.0	2225	8.5	3440	13.2
BBC News	5506	21.1	9612	36.9	13679	52.5
BBC Parliament	431	1.7	1223	4.7	2530	9.7
BBC RB 6780	497	1.9	1208	4.6	2172	8.3
BBC RB 6781	7	0.0	26	0.1	69	0.3
BBC RB 6785	5	0.0	20	0.1	49	0.2
BBC RB 6786	10	0.0	27	0.1	52	0.2
BBC RB 6787	5	0.0	20	0.1	59	0.2
BBC RB 6788	11	0.0	42	0.2	85	0.3
BBC RB 6789	4	0.0	15	0.1	48	0.2
BBC RB 6790	35	0.1	114	0.4	265	1.0
BBC RB 6880	197	0.8	708	2.7	1732	6.7
BBC RB 6881	265	1.0	824	3.2	1945	7.5
BBC RB 6882	182	0.7	599	2.3	1485	5.7
BBC RB 6883	167	0.6	598	2.3	1506	5.8
BBC RB 6884	138	0.5	524	2.0	1304	5.0
BBC RB 6885	114	0.4	436	1.7	1156	4.4
BBC RB 6886	229	0.9	710	2.7	1656	6.4
BBC RB FREEVIEW 301	952	3.7	2400	9.2	4187	16.1
BBC1	23362	89.7	25373	97.4	25900	99.5
BBC2	18439	70.8	23805	91.4	25478	97.8
BET	80	0.3	200	0.8	410	1.6
BET+1	59	0.2	168	0.6	325	1.2
Bio	488	1.9	1386	5.3	2572	9.9
Blighty	408	1.6	1147	4.4	2143	8.2
Bliss	261	1.0	679	2.6	1256	4.8
Boomerang	599	2.3	1410	5.4	2376	9.1
Boomerang+1	360	1.4	895	3.4	1598	6.1
Bravo	1428	5.5	3393	13.0	5763	22.1
Bravo 2	574	2.2	1601	6.1	3092	11.9
Bravo+1	1027	3.9	2660	10.2	4779	18.3
Cartoon Network	453	1.7	1064	4.1	1815	7.0
Cartoon Network Too	295	1.1	790	3.0	1375	5.3
Cartoonito	350	1.3	809	3.1	1438	5.5
CBBC	1382	5.3	3196	12.3	5590	21.5
Cbeebies	2333	9.0	4062	15.6	6010	23.1
CBS Action	390	1.5	1016	3.9	2009	7.7
CBS Drama	371	1.4	909	3.5	1672	6.4
CBS Reality TV	696	2.7	1675	6.4	3110	11.9
CBS Reality+1	473	1.8	1206	4.6	2311	8.9
Challenge TV	939	3.6	2196	8.4	3819	14.7
Challenge TV+1	419	1.6	1063	4.1	2048	7.9
CHANNEL 4	18242	70.1	23605	90.6	25400	97.5
CHANNEL 4+1	5887	22.6	11916	45.8	16816	64.6
Channel 5	14780	56.8	20833	80.0	23690	91.0
Channel AKA	226	0.9	568	2.2	1065	4.1
Channel Starz	292	1.1	739	2.8	1361	5.2
Chart Show TV	384	1.5	943	3.6	1734	6.7
CITV	803	3.1	1834	7.0	3169	12.2
Clubland TV	202	0.8	508	2.0	964	3.7
Comedy Central	1509	5.8	3309	12.7	5578	21.4
Comedy Central Extra	1078	4.1	2529	9.7	4252	16.3
Comedy Central Extra+1	194	0.7	609	2.3	1301	5.0

BARB Quarterly Reach Report- Quarter 2 2010 (BARB weeks 2175-2187)

Housewives

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Comedy Central+1	1061	4.1	2423	9.3	4137	15.9
Community Channel	156	0.6	510	2.0	1217	4.7
Crime & Investigation Net+1	270	1.0	555	2.1	886	3.4
Crime & Investigation Network	518	2.0	981	3.8	1543	5.9
Current TV	222	0.9	700	2.7	1469	5.6
Dance Nation TV	181	0.7	476	1.8	943	3.6
Dave	5133	19.7	10618	40.8	15210	58.4
Dave ja vu	2500	9.6	5936	22.8	9652	37.1
Discovery	942	3.6	2130	8.2	3473	13.3
Discovery Home & Health	428	1.6	903	3.5	1493	5.7
Discovery Home & Health+1	251	1.0	577	2.2	1017	3.9
Discovery Knowledge	570	2.2	1364	5.2	2373	9.1
Discovery Knowledge+1	122	0.5	342	1.3	666	2.6
Discovery Real Time	665	2.6	1683	6.5	2963	11.4
Discovery Real Time+1	530	2.0	1465	5.6	2799	10.7
Discovery Science	488	1.9	1220	4.7	2144	8.2
Discovery Science+1	118	0.5	375	1.4	729	2.8
Discovery Shed	379	1.5	873	3.4	1611	6.2
Discovery Travel & Living	231	0.9	574	2.2	1112	4.3
Discovery Turbo	489	1.9	1118	4.3	1850	7.1
Discovery+1	680	2.6	1656	6.4	2889	11.1
Disney Channel	787	3.0	1531	5.9	2299	8.8
Disney Channel+1	608	2.3	1296	5.0	2105	8.1
Disney Cinemagic	254	1.0	581	2.2	1084	4.2
Disney Cinemagic+1	114	0.4	328	1.3	653	2.5
Disney XD	326	1.3	816	3.1	1434	5.5
Disney XD +1	336	1.3	825	3.2	1403	5.4
Diva	141	0.5	396	1.5	844	3.2
Diva+1	84	0.3	254	1.0	514	2.0
DMAX	704	2.7	1922	7.4	3540	13.6
DMAX+1	450	1.7	1300	5.0	2452	9.4
DMAX+2	112	0.4	388	1.5	929	3.6
E!	709	2.7	1594	6.1	2920	11.2
E4	5774	22.2	10937	42.0	15316	58.8
E4+1	3903	15.0	8191	31.5	12341	47.4
Eden	439	1.7	1141	4.4	2203	8.5
Eden+1	194	0.7	561	2.2	1129	4.3
ESPN	358	1.4	821	3.2	1433	5.5
ESPN Classic	219	0.8	620	2.4	1236	4.7
Euronews	114	0.4	335	1.3	747	2.9
Eurosport	684	2.6	1555	6.0	2527	9.7
Eurosport 2	555	2.1	1286	4.9	2015	7.7
Eurosport HD	103	0.4	253	1.0	455	1.7
Extreme Sports Channel	114	0.4	349	1.3	700	2.7
Film 24	319	1.2	1001	3.8	2150	8.3
Film4	4881	18.7	9792	37.6	13983	53.7
Film4+1	1063	4.1	2851	10.9	4960	19.0
five USA	3522	13.5	6824	26.2	10155	39.0
five USA+1	506	1.9	1269	4.9	2336	9.0
fiver	3863	14.8	8254	31.7	12568	48.3
fiver+1	382	1.5	1169	4.5	2404	9.2
Flava	312	1.2	813	3.1	1485	5.7
Food Network	178	0.7	416	1.6	770	3.0
Food Network +1	159	0.6	387	1.5	707	2.7
Fox News	87	0.3	220	0.8	424	1.6
FX	1065	4.1	2036	7.8	3162	12.1
FX+	560	2.2	1206	4.6	1961	7.5
G.O.L.D	2724	10.5	5441	20.9	8096	31.1
G.O.L.D.+1	1315	5.1	3185	12.2	5362	20.6
Good Food	464	1.8	1085	4.2	1924	7.4
Good Food +1	346	1.3	908	3.5	1693	6.5
Hallmark	1197	4.6	2304	8.8	3656	14.0

BARB Quarterly Reach Report- Quarter 2 2010 (BARB weeks 2175-2187)

Housewives

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Hallmark+1	669	2.6	1510	5.8	2589	9.9
History	582	2.2	1440	5.5	2614	10.0
History +1	347	1.3	920	3.5	1637	6.3
Home	711	2.7	1566	6.0	2651	10.2
Home +1	481	1.8	1206	4.6	2121	8.1
Horror Channel	423	1.6	1150	4.4	2114	8.1
Horror Channel +1	236	0.9	691	2.7	1360	5.2
Horse and Country	90	0.3	249	1.0	476	1.8
Investigation Discovery	279	1.1	561	2.2	915	3.5
ITV1	21336	81.9	24690	94.8	25713	98.7
ITV2	9362	36.0	16170	62.1	20378	78.2
ITV2+1	4381	16.8	9764	37.5	14769	56.7
ITV3	6603	25.4	11874	45.6	16572	63.6
ITV3+1	881	3.4	2159	8.3	3754	14.4
ITV4	5078	19.5	10866	41.7	16259	62.4
ITV4+1	608	2.3	1821	7.0	3549	13.6
Kerrang	197	0.8	564	2.2	1135	4.4
Kiss TV	427	1.6	1070	4.1	1930	7.4
Kix!	71	0.3	177	0.7	358	1.4
Liverpool FC TV	106	0.4	291	1.1	606	2.3
Living + 2	534	2.1	1479	5.7	2829	10.9
Living TV	2724	10.5	5133	19.7	7409	28.4
Living TV+1	2042	7.8	4388	16.9	6790	26.1
LIVINGit	1762	6.8	4129	15.9	6642	25.5
LIVINGit +1	415	1.6	1245	4.8	2573	9.9
LUXE.TV	18	0.1	67	0.3	178	0.7
Magic TV	396	1.5	1080	4.1	2041	7.8
MGM HD	41	0.2	127	0.5	269	1.0
Military History	436	1.7	1017	3.9	1751	6.7
More 4	6553	25.2	12596	48.4	17426	66.9
More 4+1	1246	4.8	3122	12.0	5303	20.4
Motors TV	125	0.5	329	1.3	621	2.4
Movies 24	660	2.5	1715	6.6	2972	11.4
Movies 24 +	481	1.8	1342	5.2	2485	9.5
Movies 4 Men	401	1.5	1117	4.3	2026	7.8
Movies 4 Men 2	419	1.6	1101	4.2	1960	7.5
Movies 4 Men 2+1	304	1.2	842	3.2	1570	6.0
Movies4Men+1	282	1.1	815	3.1	1567	6.0
MTV	442	1.7	1071	4.1	1969	7.6
MTV +1	273	1.0	714	2.7	1361	5.2
MTV Base	354	1.4	947	3.6	1761	6.8
MTV Classic	298	1.1	889	3.4	1702	6.5
MTV Dance	249	1.0	749	2.9	1521	5.8
MTV Hits	444	1.7	1223	4.7	2242	8.6
MTV Rocks	196	0.8	636	2.4	1262	4.8
MTV Shows	301	1.2	912	3.5	1903	7.3
MUTV	47	0.2	116	0.4	225	0.9
National Geographic +1	480	1.8	1261	4.8	2362	9.1
National Geographic HD	140	0.5	415	1.6	857	3.3
National Geographic TV	672	2.6	1653	6.3	2882	11.1
National Geographic Wild	465	1.8	1230	4.7	2292	8.8
Nick Jr	581	2.2	1147	4.4	1746	6.7
Nick Jr 2	395	1.5	900	3.5	1499	5.8
Nickelodeon	511	2.0	1189	4.6	2103	8.1
Nickelodeon Replay	434	1.7	1055	4.1	1793	6.9
Nicktoons	474	1.8	1088	4.2	1838	7.1
NickToons Replay	55	0.2	167	0.6	362	1.4
NME TV	117	0.4	348	1.3	694	2.7
Playhouse Disney	502	1.9	999	3.8	1612	6.2
Playhouse Disney Plus	356	1.4	780	3.0	1295	5.0
Pop	196	0.8	543	2.1	1032	4.0
Pop Girl	81	0.3	215	0.8	414	1.6

BARB Quarterly Reach Report- Quarter 2 2010 (BARB weeks 2175-2187)

Housewives

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Pop Girl+1	62	0.2	178	0.7	376	1.4
Prime TV	73	0.3	141	0.5	211	0.8
Q	199	0.8	620	2.4	1248	4.8
Quest	1945	7.5	4253	16.3	7172	27.5
Quest +1	173	0.7	559	2.1	1270	4.9
Really	311	1.2	908	3.5	1795	6.9
S4C	280	1.1	609	2.3	1141	4.4
Scuzz	143	0.6	382	1.5	721	2.8
Sky 1	4484	17.2	7565	29.0	9722	37.3
Sky 2	2766	10.6	6001	23.0	8643	33.2
Sky 3	5667	21.8	11268	43.3	16157	62.0
Sky Arts 1	248	1.0	742	2.8	1470	5.6
Sky Arts 2	95	0.4	276	1.1	574	2.2
Sky Box Office (Movies)	113	0.4	428	1.6	964	3.7
Sky Movies Action & Adventure	615	2.4	1531	5.9	2502	9.6
Sky Movies Classics	279	1.1	763	2.9	1443	5.5
Sky Movies Comedy	601	2.3	1531	5.9	2516	9.7
Sky Movies Crime & Thriller	382	1.5	1038	4.0	1896	7.3
Sky Movies Drama & Romance	462	1.8	1252	4.8	2244	8.6
Sky Movies Family	488	1.9	1299	5.0	2222	8.5
Sky Movies Indie	216	0.8	721	2.8	1388	5.3
Sky Movies Modern Greats	470	1.8	1222	4.7	2125	8.2
Sky Movies Premiere	1033	4.0	2099	8.1	2962	11.4
Sky Movies Premiere+1	500	1.9	1324	5.1	2222	8.5
Sky Movies SciFi-Horror	406	1.6	1107	4.2	1959	7.5
Sky Movies Showcase	622	2.4	1592	6.1	2682	10.3
Sky News	3217	12.4	6205	23.8	9922	38.1
Sky News Active	284	1.1	549	2.1	855	3.3
Sky Real Lives	347	1.3	964	3.7	1947	7.5
Sky Real Lives 2	237	0.9	696	2.7	1373	5.3
Sky Real Lives+1	184	0.7	566	2.2	1227	4.7
Sky Sports 1	2075	8.0	3238	12.4	4191	16.1
Sky Sports 2	1303	5.0	2482	9.5	3525	13.5
Sky Sports 3	917	3.5	1932	7.4	2992	11.5
Sky Sports 4	581	2.2	1456	5.6	2378	9.1
Sky Sports Active 2	23	0.1	81	0.3	243	0.9
Sky Sports Active Other	40	0.2	143	0.5	361	1.4
Sky Sports News	3086	11.9	5171	19.9	7332	28.2
Sky Travel	48	0.2	139	0.5	299	1.2
Smash Hits	357	1.4	952	3.7	1827	7.0
Sunrise TV	162	0.6	271	1.0	359	1.4
Syfy	1285	4.9	2879	11.1	4799	18.4
Syfy +1	297	1.1	802	3.1	1553	6.0
TCM	523	2.0	1315	5.1	2367	9.1
TCM 2	118	0.5	369	1.4	771	3.0
The Africa Channel	24	0.1	73	0.3	150	0.6
The Box	403	1.5	1103	4.2	2032	7.8
The Style Network	129	0.5	355	1.4	725	2.8
The Travel Channel	101	0.4	299	1.1	667	2.6
The Travel Channel+1	92	0.4	286	1.1	628	2.4
The Vault	332	1.3	899	3.5	1685	6.5
Tiny Pop	349	1.3	807	3.1	1432	5.5
Tiny Pop+1	176	0.7	413	1.6	750	2.9
True Entertainment	254	1.0	726	2.8	1499	5.8
True Movies	703	2.7	1690	6.5	2932	11.3
True Movies 2	452	1.7	1136	4.4	2075	8.0
VH-1	401	1.5	1126	4.3	2146	8.2
Virgin 1	4282	16.4	8837	33.9	13257	50.9
Virgin 1+1	2090	8.0	5219	20.0	9484	36.4
VIVA	2223	8.5	5091	19.6	8237	31.6
Watch	2573	9.9	5783	22.2	8450	32.4
Watch+1	686	2.6	2051	7.9	3950	15.2

**BARB Quarterly Reach Report- Quarter 2 2010 (BARB weeks 2175-2187)**

**Housewives**

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Wedding TV	107	0.4	334	1.3	730	2.8
Wedding TV Asia	70	0.3	202	0.8	448	1.7
Yesterday	2583	9.9	5312	20.4	8500	32.6
Yesterday+1	247	0.9	593	2.3	1101	4.2
Zing	114	0.4	209	0.8	313	1.2
Other Satellite/Cable	11164	42.9	17311	66.5	22414	86.1