

BARB Quarterly Reach Report- Quarter 2 2011 (BARB weeks 2228-2240)

Individuals 4+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
TOTAL TV	54206	94.5	56673	98.8	57212	99.8
4Music	4654	8.1	10532	18.4	17196	30.0
5 USA	6140	10.7	12513	21.8	19652	34.3
5 USA+1	1221	2.1	3532	6.2	6752	11.8
5*	6786	11.8	15285	26.7	24537	42.8
5*+1	1325	2.3	4130	7.2	8389	14.6
Alibi	2062	3.6	4000	7.0	6653	11.6
Alibi+1	678	1.2	1748	3.0	3173	5.5
Animal Planet	764	1.3	1978	3.4	3603	6.3
Animal Planet+1	284	0.5	796	1.4	1581	2.8
attheraces	561	1.0	1019	1.8	1624	2.8
BBC 3	18413	32.1	34891	60.9	46154	80.5
BBC 4	9411	16.4	21035	36.7	31720	55.3
BBC HD	2538	4.4	6066	10.6	11074	19.3
BBC News	9827	17.1	17788	31.0	25260	44.1
BBC Parliament	541	0.9	1567	2.7	3251	5.7
BBC RB 6780	771	1.3	2046	3.6	3594	6.3
BBC RB 6781	16	0.0	61	0.1	196	0.3
BBC RB 6785	11	0.0	48	0.1	114	0.2
BBC RB 6786	6	0.0	21	0.0	56	0.1
BBC RB 6787	1	0.0	3	0.0	14	0.0
BBC RB 6788	15	0.0	67	0.1	158	0.3
BBC RB 6789	45	0.1	147	0.3	364	0.6
BBC RB 6790	27	0.0	78	0.1	171	0.3
BBC RB 6880	372	0.6	1298	2.3	3135	5.5
BBC RB 6881	902	1.6	2603	4.5	6064	10.6
BBC RB 6882	559	1.0	1829	3.2	4567	8.0
BBC RB 6883	354	0.6	1225	2.1	3200	5.6
BBC RB 6884	319	0.6	1177	2.1	3218	5.6
BBC RB 6885	438	0.8	1643	2.9	4192	7.3
BBC RB 6886	390	0.7	1227	2.1	2933	5.1
BBC RB FREEVIEW 301	1932	3.4	4585	8.0	8078	14.1
BBC1	48008	83.7	54814	95.6	56710	98.9
BBC2	35785	62.4	48943	85.4	54303	94.7
BET	171	0.3	475	0.8	904	1.6
BET+1	130	0.2	360	0.6	665	1.2
Bio	1024	1.8	2801	4.9	5639	9.8
Blighty	709	1.2	2060	3.6	4117	7.2
Bliss	471	0.8	1468	2.6	2972	5.2
Boomerang	2074	3.6	4524	7.9	7466	13.0
Boomerang+1	1196	2.1	2865	5.0	5065	8.8
Cartoon Network	1593	2.8	3332	5.8	5444	9.5
Cartoon Network Too	1337	2.3	3163	5.5	5589	9.7
Cartoonito	1229	2.1	2746	4.8	4499	7.8
CBBC	5156	9.0	10139	17.7	15998	27.9
Cbeebies	5904	10.3	10509	18.3	15155	26.4
CBS Action	923	1.6	2240	3.9	4080	7.1
CBS Drama	791	1.4	2000	3.5	3834	6.7
CBS Reality TV	1575	2.7	4007	7.0	7475	13.0
CBS Reality+1	1066	1.9	2836	4.9	5315	9.3
Challenge TV	4068	7.1	9307	16.2	16502	28.8
Challenge TV+1	973	1.7	2704	4.7	5515	9.6
CHANNEL 4	35437	61.8	49324	86.0	54569	95.2
CHANNEL 4+1	12458	21.7	26209	45.7	37870	66.0
Channel 5	28004	48.8	43253	75.4	50920	88.8
Channel AKA	532	0.9	1514	2.6	2784	4.9
Channel Starz	668	1.2	1815	3.2	3292	5.7
Chart Show TV	1028	1.8	2792	4.9	4961	8.7
CITV and CITV Breakfast	2684	4.7	5619	9.8	9130	15.9
Clubland TV	347	0.6	1030	1.8	2087	3.6
Comedy Central	4757	8.3	10465	18.3	16145	28.2
Comedy Central Extra	1803	3.1	4572	8.0	8112	14.1
Comedy Central Extra+1	459	0.8	1352	2.4	2798	4.9

BARB Quarterly Reach Report- Quarter 2 2011 (BARB weeks 2228-2240)

Individuals 4+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Comedy Central+1	2452	4.3	6124	10.7	10482	18.3
Community Channel	206	0.4	651	1.1	1370	2.4
Crime & Investigation Net+1	423	0.7	1004	1.8	1766	3.1
Crime & Investigation Network	931	1.6	1997	3.5	3401	5.9
Current TV	609	1.1	1960	3.4	3984	6.9
Dance Nation TV	350	0.6	1113	1.9	2386	4.2
Dave	11234	19.6	23224	40.5	33745	58.9
Dave ja vu	5367	9.4	12848	22.4	21269	37.1
Discovery	2565	4.5	5599	9.8	8873	15.5
Discovery History	1257	2.2	3142	5.5	5477	9.6
Discovery History +1	262	0.5	751	1.3	1446	2.5
Discovery Home & Health	760	1.3	1878	3.3	3341	5.8
Discovery Home & Health+1	385	0.7	1020	1.8	1943	3.4
Discovery Real Time	1204	2.1	3292	5.7	6259	10.9
Discovery Real Time+1	901	1.6	2571	4.5	4869	8.5
Discovery Science	1273	2.2	3088	5.4	5523	9.6
Discovery Science+1	275	0.5	809	1.4	1564	2.7
Discovery Shed	1041	1.8	2476	4.3	4382	7.6
Discovery Travel & Living	434	0.8	1151	2.0	2322	4.0
Discovery Turbo	1402	2.4	3200	5.6	5201	9.1
Discovery+1	1716	3.0	4111	7.2	6898	12.0
Disney Channel	3131	5.5	5459	9.5	7743	13.5
Disney Channel+1	2511	4.4	4783	8.3	7014	12.2
Disney Cinemagic	914	1.6	2225	3.9	3916	6.8
Disney Cinemagic+1	388	0.7	1044	1.8	1911	3.3
Disney Junior	1801	3.1	3645	6.4	5930	10.3
Disney Junior Plus	1248	2.2	2752	4.8	4440	7.7
Disney XD	1606	2.8	3444	6.0	5527	9.6
Disney XD +1	1528	2.7	3361	5.9	5508	9.6
Diva	289	0.5	796	1.4	1607	2.8
Diva+1	120	0.2	378	0.7	852	1.5
DMAX	1823	3.2	5281	9.2	9892	17.3
DMAX+1	1189	2.1	3488	6.1	6845	11.9
DMAX+2	274	0.5	991	1.7	2369	4.1
E!	1580	2.8	3797	6.6	6921	12.1
E4	12520	21.8	24046	41.9	34059	59.4
E4+1	8231	14.4	18187	31.7	27820	48.5
Eden	883	1.5	2449	4.3	4788	8.4
Eden+1	372	0.6	1115	1.9	2218	3.9
ESPN	919	1.6	2216	3.9	3550	6.2
ESPN America	187	0.3	391	0.7	762	1.3
ESPN Classic	623	1.1	1583	2.8	2972	5.2
Euronews	294	0.5	809	1.4	1617	2.8
Eurosport	1366	2.4	3227	5.6	5563	9.7
Eurosport 2	1372	2.4	3065	5.3	5062	8.8
Eurosport HD	399	0.7	1007	1.8	2017	3.5
Extreme Sports Channel	350	0.6	883	1.5	1659	2.9
Film4	10432	18.2	21288	37.1	31016	54.1
Film4+1	2341	4.1	6366	11.1	10980	19.2
Flava	704	1.2	1978	3.4	3712	6.5
Food Network	710	1.2	1712	3.0	3086	5.4
Food Network +1	584	1.0	1419	2.5	2621	4.6
Fox News	184	0.3	538	0.9	1022	1.8
FX	2825	4.9	5960	10.4	10034	17.5
FX+	822	1.4	2025	3.5	3656	6.4
G.O.L.D	5111	8.9	11292	19.7	17404	30.4
G.O.L.D.+1	2196	3.8	5722	10.0	10416	18.2
Good Food	1291	2.3	2992	5.2	5341	9.3
Good Food +1	880	1.5	2241	3.9	3995	7.0
Greatest Hits TV	316	0.6	1017	1.8	2202	3.8
Hi TV	112	0.2	207	0.4	376	0.7
History	1482	2.6	3390	5.9	5885	10.3
History +1	687	1.2	1730	3.0	3169	5.5

BARB Quarterly Reach Report- Quarter 2 2011 (BARB weeks 2228-2240)

Individuals 4+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Home	1184	2.1	2886	5.0	5156	9.0
Home +1	834	1.5	2214	3.9	4051	7.1
Horror Channel	998	1.7	2527	4.4	5119	8.9
Horror Channel +1	561	1.0	1567	2.7	3114	5.4
Horse and Country	160	0.3	458	0.8	920	1.6
Imagine Dil Se	836	1.5	1181	2.1	1393	2.4
Investigation Discovery	446	0.8	974	1.7	1533	2.7
iTV1	40778	71.1	51699	90.2	55478	96.8
iTV1 HD	4217	7.4	7949	13.9	11448	20.0
iTV1+1	8729	15.2	20935	36.5	33029	57.6
iTV2	19962	34.8	35987	62.8	45768	79.8
iTV2+1	5967	10.4	14977	26.1	25285	44.1
iTV3	11580	20.2	22817	39.8	34107	59.5
iTV3+1	1533	2.7	4030	7.0	7453	13.0
iTV4	10541	18.4	22926	40.0	35316	61.6
iTV4+1	637	1.1	1765	3.1	3437	6.0
Kerrang	544	0.9	1484	2.6	2712	4.7
Kiss TV	1063	1.9	2886	5.0	5209	9.1
Kix!	244	0.4	667	1.2	1290	2.3
Liverpool FC TV	461	0.8	1094	1.9	1869	3.3
Magic TV	858	1.5	2481	4.3	4858	8.5
Men & Movies	276	0.5	863	1.5	1884	3.3
MGM HD	206	0.4	645	1.1	1419	2.5
Military History	952	1.7	2266	4.0	3907	6.8
More 4	12616	22.0	25784	45.0	36954	64.5
More 4+1	2728	4.8	7129	12.4	12170	21.2
Motors TV	443	0.8	1123	2.0	2049	3.6
Movies 24	1056	1.8	2976	5.2	5443	9.5
Movies 24 +	841	1.5	2541	4.4	4868	8.5
Movies 4 Men	846	1.5	2389	4.2	4499	7.8
Movies 4 Men 2	867	1.5	2396	4.2	4468	7.8
Movies 4 Men 2+1	665	1.2	2005	3.5	3864	6.7
Movies4Men+1	628	1.1	1944	3.4	3757	6.6
MTV	2560	4.5	6185	10.8	10697	18.7
MTV +1	703	1.2	2044	3.6	4131	7.2
MTV Base	1086	1.9	2854	5.0	5249	9.2
MTV Classic	576	1.0	1764	3.1	3620	6.3
MTV Dance	796	1.4	2428	4.2	4677	8.2
MTV Hits	1299	2.3	3559	6.2	6274	10.9
MTV Music	1045	1.8	2848	5.0	5154	9.0
MTV Rocks	469	0.8	1439	2.5	2953	5.1
MTVN HD	193	0.3	713	1.2	1543	2.7
MUTV	102	0.2	169	0.3	252	0.4
My Channel	60	0.1	209	0.4	448	0.8
National Geographic +1	1104	1.9	3014	5.3	5637	9.8
National Geographic TV	1691	2.9	4279	7.5	7514	13.1
National Geographic Wild	1123	2.0	2893	5.0	5272	9.2
Nick Jr	2014	3.5	3887	6.8	6015	10.5
Nick Jr 2	1441	2.5	3047	5.3	4889	8.5
Nickelodeon	1915	3.3	4007	7.0	6240	10.9
Nickelodeon Replay	1601	2.8	3551	6.2	5652	9.9
Nicktoons	1357	2.4	3207	5.6	5691	9.9
NickToons Replay	166	0.3	471	0.8	1050	1.8
NME TV	221	0.4	707	1.2	1444	2.5
Pick TV	8473	14.8	16916	29.5	25083	43.7
Pick TV+1	2655	4.6	6959	12.1	12992	22.7
Pop	695	1.2	1575	2.7	2631	4.6
Pop Girl	336	0.6	755	1.3	1443	2.5
Pop Girl+1	263	0.5	618	1.1	1196	2.1
Q	505	0.9	1659	2.9	3326	5.8
Quest	4208	7.3	9221	16.1	15057	26.3
Quest +1	453	0.8	1467	2.6	3128	5.5
Really	630	1.1	1881	3.3	3755	6.6

BARB Quarterly Reach Report- Quarter 2 2011 (BARB weeks 2228-2240)

Individuals 4+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
S4C	525	0.9	1280	2.2	2447	4.3
Scuzz	293	0.5	853	1.5	1614	2.8
Sky 1	11601	20.2	19535	34.1	25218	44.0
Sky 2	3372	5.9	8805	15.4	14775	25.8
Sky Arts 1	650	1.1	1984	3.5	4062	7.1
Sky Arts 2	362	0.6	1117	1.9	2453	4.3
Sky Atlantic	3974	6.9	8061	14.1	12370	21.6
Sky Box Office (Movies)	321	0.6	1175	2.0	2562	4.5
Sky Box Office Events	114	0.2	447	0.8	1240	2.2
Sky Living	6910	12.1	13742	24.0	19921	34.7
Sky Living +1	3243	5.7	8209	14.3	14085	24.6
Sky Living Loves	1004	1.8	2741	4.8	5250	9.2
Sky LIVINGit	3018	5.3	7717	13.5	13153	22.9
Sky LIVINGit +1	1957	3.4	5478	9.6	10107	17.6
Sky Movies Action & Adventure	1586	2.8	3993	7.0	6623	11.6
Sky Movies Classics	511	0.9	1444	2.5	2822	4.9
Sky Movies Comedy	1567	2.7	4080	7.1	6778	11.8
Sky Movies Crime & Thriller	1017	1.8	2854	5.0	5219	9.1
Sky Movies Drama & Romance	837	1.5	2452	4.3	4693	8.2
Sky Movies Family	1624	2.8	4072	7.1	6841	11.9
Sky Movies Indie	451	0.8	1469	2.6	3094	5.4
Sky Movies Modern Greats	859	1.5	2612	4.6	4935	8.6
Sky Movies Premiere	2625	4.6	5472	9.5	7941	13.9
Sky Movies Premiere+1	1279	2.2	3417	6.0	5806	10.1
Sky Movies SciFi-Horror	1203	2.1	3156	5.5	5341	9.3
Sky Movies Showcase	1613	2.8	4253	7.4	7109	12.4
Sky News	5952	10.4	11230	19.6	17040	29.7
Sky News Active	282	0.5	658	1.1	1093	1.9
Sky Sports 1	6149	10.7	9563	16.7	11826	20.6
Sky Sports 2	4438	7.7	7995	13.9	10513	18.3
Sky Sports 3	2408	4.2	5266	9.2	7709	13.4
Sky Sports 4	2045	3.6	4869	8.5	7570	13.2
Sky Sports Active 1	32	0.1	133	0.2	356	0.6
Sky Sports Active 2	60	0.1	230	0.4	649	1.1
Sky Sports Active 3	26	0.0	96	0.2	253	0.4
Sky Sports Active 7	18	0.0	77	0.1	206	0.4
Sky Sports Active Other	179	0.3	672	1.2	1761	3.1
Sky Sports News	5754	10.0	9467	16.5	12671	22.1
Smash Hits	910	1.6	2661	4.6	4910	8.6
Sony TV	461	0.8	1564	2.7	3423	6.0
Star Gold	651	1.1	1009	1.8	1323	2.3
Star Plus	944	1.6	1149	2.0	1312	2.3
Style	302	0.5	786	1.4	1517	2.6
Sunrise TV	437	0.8	822	1.4	1087	1.9
Syfy	3182	5.5	7800	13.6	13180	23.0
Syfy +1	585	1.0	1795	3.1	3713	6.5
TCM	1433	2.5	3680	6.4	6591	11.5
TCM 2	297	0.5	931	1.6	1853	3.2
The Africa Channel	52	0.1	135	0.2	289	0.5
The Box	1168	2.0	3113	5.4	5807	10.1
The Travel Channel	230	0.4	691	1.2	1466	2.6
The Travel Channel+1	207	0.4	623	1.1	1354	2.4
The Vault	672	1.2	2049	3.6	4037	7.0
Tiny Pop	819	1.4	1982	3.5	3480	6.1
Tiny Pop+1	402	0.7	1004	1.8	1843	3.2
True Entertainment	825	1.4	2415	4.2	5055	8.8
True Movies 1	1107	1.9	2816	4.9	5152	9.0
True Movies 2	715	1.2	1908	3.3	3655	6.4
Universal	2376	4.1	5076	8.9	8576	15.0
Universal+1	960	1.7	2315	4.0	4348	7.6
VH-1	862	1.5	2554	4.5	5041	8.8
Vintage TV	556	1.0	1524	2.7	3063	5.3
VIVA	4565	8.0	10869	19.0	18184	31.7

BARB Quarterly Reach Report- Quarter 2 2011 (BARB weeks 2228-2240)

Individuals 4+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Watch	5828	10.2	13496	23.5	20389	35.6
Watch+1	1481	2.6	4606	8.0	9617	16.8
Wedding TV	247	0.4	700	1.2	1437	2.5
WTF TV	287	0.5	927	1.6	1951	3.4
Yesterday	6341	11.1	12715	22.2	19367	33.8
Yesterday+1	404	0.7	1111	1.9	2127	3.7
Zing	414	0.7	846	1.5	1236	2.2
Other Non Itemised Channels	15618	27.2	27213	47.5	37692	65.7

BARB Quarterly Reach Report- Quarter 2 2011 (BARB weeks 2228-2240)

Adults 16+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
TOTAL TV	46339	94.9	48291	98.9	48725	99.8
4Music	3858	7.9	8824	18.1	14511	29.7
5 USA	5791	11.9	11622	23.8	18062	37.0
5 USA+1	1148	2.4	3302	6.8	6225	12.7
5*	6214	12.7	13844	28.3	21979	45.0
5*+1	1199	2.5	3668	7.5	7350	15.1
Alibi	1985	4.1	3779	7.7	6137	12.6
Alibi+1	644	1.3	1651	3.4	2941	6.0
Animal Planet	676	1.4	1734	3.6	3188	6.5
Animal Planet+1	247	0.5	688	1.4	1360	2.8
attheraces	532	1.1	936	1.9	1454	3.0
BBC 3	16320	33.4	30537	62.5	40033	82.0
BBC 4	9054	18.5	19858	40.7	29362	60.1
BBC HD	2380	4.9	5611	11.5	10101	20.7
BBC News	9186	18.8	16267	33.3	22872	46.8
BBC Parliament	518	1.1	1480	3.0	3070	6.3
BBC RB 6780	705	1.4	1830	3.7	3216	6.6
BBC RB 6781	8	0.0	33	0.1	102	0.2
BBC RB 6785	11	0.0	44	0.1	104	0.2
BBC RB 6786	6	0.0	21	0.0	56	0.1
BBC RB 6787	1	0.0	3	0.0	8	0.0
BBC RB 6788	14	0.0	63	0.1	147	0.3
BBC RB 6789	44	0.1	142	0.3	349	0.7
BBC RB 6790	27	0.1	77	0.2	169	0.3
BBC RB 6880	355	0.7	1237	2.5	2966	6.1
BBC RB 6881	844	1.7	2426	5.0	5600	11.5
BBC RB 6882	518	1.1	1680	3.4	4144	8.5
BBC RB 6883	328	0.7	1132	2.3	2959	6.1
BBC RB 6884	293	0.6	1089	2.2	2955	6.1
BBC RB 6885	391	0.8	1455	3.0	3706	7.6
BBC RB 6886	356	0.7	1109	2.3	2626	5.4
BBC RB FREEVIEW 301	1837	3.8	4315	8.8	7538	15.4
BBC1	42256	86.5	47058	96.4	48373	99.1
BBC2	32587	66.7	42971	88.0	46819	95.9
BET	148	0.3	410	0.8	785	1.6
BET+1	109	0.2	300	0.6	559	1.1
Bio	962	2.0	2601	5.3	5179	10.6
Blighty	678	1.4	1933	4.0	3827	7.8
Bliss	402	0.8	1237	2.5	2470	5.1
Boomerang	1098	2.2	2650	5.4	4756	9.7
Boomerang+1	659	1.3	1676	3.4	3074	6.3
Cartoon Network	795	1.6	1835	3.8	3197	6.5
Cartoon Network Too	659	1.4	1727	3.5	3215	6.6
Cartoonito	744	1.5	1771	3.6	2993	6.1
CBBC	2668	5.5	6146	12.6	10677	21.9
Cbeebies	4081	8.4	7467	15.3	10976	22.5
CBS Action	881	1.8	2105	4.3	3811	7.8
CBS Drama	743	1.5	1840	3.8	3513	7.2
CBS Reality TV	1461	3.0	3617	7.4	6602	13.5
CBS Reality+1	994	2.0	2604	5.3	4828	9.9
Challenge TV	3658	7.5	8209	16.8	14416	29.5
Challenge TV+1	862	1.8	2354	4.8	4789	9.8
CHANNEL 4	31710	64.9	43087	88.2	47031	96.3
CHANNEL 4+1	11217	23.0	23281	47.7	33057	67.7
Channel 5	25149	51.5	37851	77.5	43940	90.0
Channel AKA	401	0.8	1159	2.4	2110	4.3
Channel Starz	484	1.0	1357	2.8	2508	5.1
Chart Show TV	804	1.6	2222	4.6	3967	8.1
CITV and CITV Breakfast	1368	2.8	3200	6.6	5661	11.6
Clubland TV	300	0.6	865	1.8	1729	3.5
Comedy Central	4228	8.7	9169	18.8	13919	28.5
Comedy Central Extra	1638	3.4	4088	8.4	7180	14.7
Comedy Central Extra+1	418	0.9	1226	2.5	2557	5.2

BARB Quarterly Reach Report- Quarter 2 2011 (BARB weeks 2228-2240)

Adults 16+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Comedy Central+1	2175	4.5	5355	11.0	9112	18.7
Community Channel	201	0.4	630	1.3	1319	2.7
Crime & Investigation Net+1	405	0.8	937	1.9	1600	3.3
Crime & Investigation Network	877	1.8	1828	3.7	3107	6.4
Current TV	577	1.2	1839	3.8	3706	7.6
Dance Nation TV	295	0.6	926	1.9	1922	3.9
Dave	10091	20.7	20665	42.3	29620	60.7
Dave ja vu	4851	9.9	11586	23.7	19066	39.0
Discovery	2293	4.7	4951	10.1	7742	15.9
Discovery History	1181	2.4	2892	5.9	4967	10.2
Discovery History +1	250	0.5	708	1.5	1326	2.7
Discovery Home & Health	694	1.4	1696	3.5	2964	6.1
Discovery Home & Health+1	352	0.7	918	1.9	1752	3.6
Discovery Real Time	1103	2.3	2978	6.1	5565	11.4
Discovery Real Time+1	837	1.7	2362	4.8	4384	9.0
Discovery Science	1161	2.4	2777	5.7	4883	10.0
Discovery Science+1	257	0.5	744	1.5	1449	3.0
Discovery Shed	955	2.0	2215	4.5	3860	7.9
Discovery Travel & Living	410	0.8	1077	2.2	2175	4.5
Discovery Turbo	1265	2.6	2801	5.7	4507	9.2
Discovery+1	1532	3.1	3624	7.4	6046	12.4
Disney Channel	1450	3.0	2975	6.1	4567	9.4
Disney Channel+1	1087	2.2	2483	5.1	4050	8.3
Disney Cinemagic	562	1.2	1440	2.9	2662	5.5
Disney Cinemagic+1	233	0.5	652	1.3	1235	2.5
Disney Junior	1149	2.4	2356	4.8	3941	8.1
Disney Junior Plus	785	1.6	1766	3.6	2907	6.0
Disney XD	688	1.4	1679	3.4	2972	6.1
Disney XD +1	639	1.3	1650	3.4	3014	6.2
Diva	258	0.5	699	1.4	1420	2.9
Diva+1	108	0.2	324	0.7	723	1.5
DMAX	1634	3.3	4664	9.6	8669	17.8
DMAX+1	1048	2.1	3052	6.2	5916	12.1
DMAX+2	257	0.5	923	1.9	2168	4.4
E!	1408	2.9	3381	6.9	6131	12.6
E4	10948	22.4	21022	43.0	29756	60.9
E4+1	7218	14.8	15992	32.7	24312	49.8
Eden	816	1.7	2217	4.5	4272	8.7
Eden+1	343	0.7	1004	2.1	1988	4.1
ESPN	846	1.7	1992	4.1	3106	6.4
ESPN America	172	0.4	346	0.7	678	1.4
ESPN Classic	540	1.1	1368	2.8	2523	5.2
Euronews	272	0.6	733	1.5	1468	3.0
Eurosport	1267	2.6	2957	6.1	5036	10.3
Eurosport 2	1258	2.6	2783	5.7	4560	9.3
Eurosport HD	374	0.8	927	1.9	1831	3.8
Extreme Sports Channel	302	0.6	762	1.6	1446	3.0
Film4	9518	19.5	19070	39.0	27402	56.1
Film4+1	2130	4.4	5704	11.7	9780	20.0
Flava	546	1.1	1556	3.2	2935	6.0
Food Network	625	1.3	1487	3.0	2676	5.5
Food Network +1	517	1.1	1241	2.5	2306	4.7
Fox News	164	0.3	485	1.0	948	1.9
FX	2546	5.2	5293	10.8	8760	17.9
FX+	772	1.6	1877	3.8	3376	6.9
G.O.L.D	4766	9.8	10268	21.0	15465	31.7
G.O.L.D.+1	2081	4.3	5310	10.9	9545	19.5
Good Food	1158	2.4	2651	5.4	4606	9.4
Good Food +1	794	1.6	1985	4.1	3467	7.1
Greatest Hits TV	258	0.5	841	1.7	1845	3.8
Hi TV	101	0.2	186	0.4	328	0.7
History	1397	2.9	3151	6.5	5411	11.1
History +1	641	1.3	1596	3.3	2918	6.0

BARB Quarterly Reach Report- Quarter 2 2011 (BARB weeks 2228-2240)

Adults 16+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Home	1100	2.3	2632	5.4	4690	9.6
Home +1	781	1.6	2028	4.2	3674	7.5
Horror Channel	940	1.9	2333	4.8	4615	9.5
Horror Channel +1	533	1.1	1469	3.0	2887	5.9
Horse and Country	145	0.3	422	0.9	860	1.8
Imagine Dil Se	613	1.3	855	1.8	968	2.0
Investigation Discovery	422	0.9	892	1.8	1384	2.8
iTV1	36204	74.1	44741	91.6	47548	97.4
iTV1 HD	3779	7.7	7002	14.3	9916	20.3
iTV1+1	7978	16.3	18758	38.4	29044	59.5
iTV2	17740	36.3	31415	64.3	39528	80.9
iTV2+1	5379	11.0	13248	27.1	21982	45.0
iTV3	10946	22.4	21013	43.0	30721	62.9
iTV3+1	1467	3.0	3798	7.8	6926	14.2
iTV4	9762	20.0	20887	42.8	31679	64.9
iTV4+1	605	1.2	1649	3.4	3149	6.4
Kerrang	446	0.9	1205	2.5	2250	4.6
Kiss TV	829	1.7	2273	4.7	4106	8.4
Kix!	119	0.2	359	0.7	769	1.6
Liverpool FC TV	362	0.7	849	1.7	1474	3.0
Magic TV	735	1.5	2084	4.3	4061	8.3
Men & Movies	268	0.5	833	1.7	1780	3.6
MGM HD	194	0.4	601	1.2	1283	2.6
Military History	885	1.8	2081	4.3	3570	7.3
More 4	11768	24.1	23501	48.1	33113	67.8
More 4+1	2525	5.2	6479	13.3	10831	22.2
Motors TV	407	0.8	1017	2.1	1818	3.7
Movies 24	1014	2.1	2826	5.8	5097	10.4
Movies 24 +	808	1.7	2420	5.0	4567	9.4
Movies 4 Men	811	1.7	2278	4.7	4220	8.6
Movies 4 Men 2	830	1.7	2262	4.6	4150	8.5
Movies 4 Men 2+1	638	1.3	1912	3.9	3625	7.4
Movies4Men+1	603	1.2	1856	3.8	3541	7.3
MTV	2207	4.5	5315	10.9	9081	18.6
MTV +1	603	1.2	1754	3.6	3543	7.3
MTV Base	832	1.7	2201	4.5	4115	8.4
MTV Classic	500	1.0	1512	3.1	3025	6.2
MTV Dance	636	1.3	1940	4.0	3796	7.8
MTV Hits	1005	2.1	2782	5.7	4934	10.1
MTV Music	839	1.7	2279	4.7	4123	8.4
MTV Rocks	393	0.8	1206	2.5	2471	5.1
MTVN HD	161	0.3	582	1.2	1261	2.6
MUTV	92	0.2	151	0.3	235	0.5
My Channel	59	0.1	202	0.4	429	0.9
National Geographic +1	1043	2.1	2789	5.7	5148	10.5
National Geographic TV	1574	3.2	3907	8.0	6755	13.8
National Geographic Wild	1017	2.1	2566	5.3	4671	9.6
Nick Jr	1263	2.6	2553	5.2	4085	8.4
Nick Jr 2	870	1.8	1907	3.9	3144	6.4
Nickelodeon	799	1.6	2000	4.1	3523	7.2
Nickelodeon Replay	635	1.3	1697	3.5	3042	6.2
Nicktoons	640	1.3	1659	3.4	3218	6.6
NickToons Replay	70	0.1	207	0.4	498	1.0
NME TV	170	0.3	568	1.2	1177	2.4
Pick TV	7863	16.1	15413	31.6	22649	46.4
Pick TV+1	2438	5.0	6292	12.9	11554	23.7
Pop	349	0.7	869	1.8	1550	3.2
Pop Girl	117	0.2	320	0.7	694	1.4
Pop Girl+1	90	0.2	265	0.5	600	1.2
Q	426	0.9	1401	2.9	2826	5.8
Quest	3936	8.1	8524	17.5	13824	28.3
Quest +1	427	0.9	1369	2.8	2898	5.9
Really	588	1.2	1717	3.5	3418	7.0

BARB Quarterly Reach Report- Quarter 2 2011 (BARB weeks 2228-2240)

Adults 16+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
S4C	475	1.0	1137	2.3	2158	4.4
Scuzz	253	0.5	734	1.5	1359	2.8
Sky 1	9695	19.9	16312	33.4	21028	43.1
Sky 2	3007	6.2	7802	16.0	12926	26.5
Sky Arts 1	622	1.3	1883	3.9	3818	7.8
Sky Arts 2	350	0.7	1064	2.2	2314	4.7
Sky Atlantic	3717	7.6	7301	14.9	10877	22.3
Sky Box Office (Movies)	263	0.5	971	2.0	2147	4.4
Sky Box Office Events	101	0.2	399	0.8	1133	2.3
Sky Living	6235	12.8	12073	24.7	17164	35.1
Sky Living +1	2950	6.0	7312	15.0	12250	25.1
Sky Living Loves	909	1.9	2461	5.0	4648	9.5
Sky LIVINGit	2746	5.6	6873	14.1	11539	23.6
Sky LIVINGit +1	1778	3.6	4887	10.0	8813	18.0
Sky Movies Action & Adventure	1404	2.9	3454	7.1	5649	11.6
Sky Movies Classics	485	1.0	1352	2.8	2603	5.3
Sky Movies Comedy	1329	2.7	3407	7.0	5592	11.5
Sky Movies Crime & Thriller	941	1.9	2586	5.3	4620	9.5
Sky Movies Drama & Romance	772	1.6	2233	4.6	4181	8.6
Sky Movies Family	1218	2.5	3087	6.3	5239	10.7
Sky Movies Indie	428	0.9	1387	2.8	2842	5.8
Sky Movies Modern Greats	781	1.6	2339	4.8	4315	8.8
Sky Movies Premiere	2282	4.7	4649	9.5	6625	13.6
Sky Movies Premiere+1	1104	2.3	2897	5.9	4832	9.9
Sky Movies SciFi-Horror	1040	2.1	2701	5.5	4510	9.2
Sky Movies Showcase	1388	2.8	3615	7.4	5911	12.1
Sky News	5469	11.2	10154	20.8	15336	31.4
Sky News Active	259	0.5	572	1.2	946	1.9
Sky Sports 1	5494	11.3	8316	17.0	10137	20.8
Sky Sports 2	4027	8.2	7088	14.5	9128	18.7
Sky Sports 3	2145	4.4	4611	9.4	6632	13.6
Sky Sports 4	1813	3.7	4286	8.8	6574	13.5
Sky Sports Active 1	28	0.1	122	0.2	327	0.7
Sky Sports Active 2	51	0.1	198	0.4	554	1.1
Sky Sports Active 3	22	0.0	86	0.2	234	0.5
Sky Sports Active 7	17	0.0	72	0.1	191	0.4
Sky Sports Active Other	161	0.3	603	1.2	1576	3.2
Sky Sports News	5098	10.4	8196	16.8	10820	22.2
Smash Hits	721	1.5	2120	4.3	3946	8.1
Sony TV	429	0.9	1437	2.9	3105	6.4
Star Gold	513	1.0	764	1.6	953	2.0
Star Plus	718	1.5	864	1.8	943	1.9
Style	266	0.5	694	1.4	1333	2.7
Sunrise TV	363	0.7	647	1.3	827	1.7
Syfy	2903	5.9	6937	14.2	11575	23.7
Syfy +1	543	1.1	1662	3.4	3383	6.9
TCM	1364	2.8	3439	7.0	6015	12.3
TCM 2	284	0.6	887	1.8	1751	3.6
The Africa Channel	47	0.1	121	0.2	263	0.5
The Box	903	1.8	2420	5.0	4606	9.4
The Travel Channel	219	0.4	651	1.3	1357	2.8
The Travel Channel+1	196	0.4	595	1.2	1284	2.6
The Vault	555	1.1	1633	3.3	3217	6.6
Tiny Pop	481	1.0	1251	2.6	2331	4.8
Tiny Pop+1	226	0.5	591	1.2	1134	2.3
True Entertainment	780	1.6	2276	4.7	4699	9.6
True Movies 1	1053	2.2	2636	5.4	4727	9.7
True Movies 2	682	1.4	1799	3.7	3400	7.0
Universal	2252	4.6	4719	9.7	7818	16.0
Universal+1	911	1.9	2164	4.4	3989	8.2
VH-1	734	1.5	2150	4.4	4208	8.6
Vintage TV	492	1.0	1338	2.7	2684	5.5
VIVA	3844	7.9	9205	18.8	15426	31.6

BARB Quarterly Reach Report- Quarter 2 2011 (BARB weeks 2228-2240)

Adults 16+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Watch	5074	10.4	11530	23.6	17197	35.2
Watch+1	1307	2.7	4027	8.2	8385	17.2
Wedding TV	239	0.5	673	1.4	1350	2.8
WTF TV	247	0.5	790	1.6	1624	3.3
Yesterday	6125	12.5	12110	24.8	18215	37.3
Yesterday+1	395	0.8	1082	2.2	2055	4.2
Zing	349	0.7	692	1.4	966	2.0
Other Non Itemised Channels	13979	28.6	24028	49.2	32999	67.6

BARB Quarterly Reach Report- Quarter 2 2011 (BARB weeks 2228-2240)
Adults 16-34

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
TOTAL TV	13316	90.9	14321	97.8	14568	99.5
4Music	1919	13.1	4097	28.0	6287	42.9
5 USA	1232	8.4	2770	18.9	4774	32.6
5 USA+1	272	1.9	876	6.0	1651	11.3
5*	1937	13.2	4187	28.6	6637	45.3
5*+1	431	2.9	1241	8.5	2479	16.9
Alibi	201	1.4	490	3.3	977	6.7
Alibi+1	60	0.4	201	1.4	450	3.1
Animal Planet	152	1.0	425	2.9	853	5.8
Animal Planet+1	58	0.4	147	1.0	262	1.8
attheraces	51	0.3	139	1.0	280	1.9
BBC 3	5791	39.5	10016	68.4	12570	85.8
BBC 4	1151	7.9	3306	22.6	6052	41.3
BBC HD	527	3.6	1353	9.2	2492	17.0
BBC News	1522	10.4	3176	21.7	5047	34.5
BBC Parliament	69	0.5	231	1.6	515	3.5
BBC RB 6780	98	0.7	297	2.0	609	4.2
BBC RB 6781	3	0.0	13	0.1	36	0.2
BBC RB 6785	0	0.0	2	0.0	5	0.0
BBC RB 6786	1	0.0	3	0.0	8	0.1
BBC RB 6787	0	0.0	0	0.0	0	0.0
BBC RB 6788	1	0.0	8	0.1	15	0.1
BBC RB 6789	6	0.0	24	0.2	67	0.5
BBC RB 6790	3	0.0	11	0.1	27	0.2
BBC RB 6880	90	0.6	292	2.0	659	4.5
BBC RB 6881	189	1.3	598	4.1	1392	9.5
BBC RB 6882	140	1.0	471	3.2	1122	7.7
BBC RB 6883	69	0.5	239	1.6	611	4.2
BBC RB 6884	69	0.5	262	1.8	701	4.8
BBC RB 6885	104	0.7	379	2.6	944	6.4
BBC RB 6886	72	0.5	213	1.5	484	3.3
BBC RB FREEVIEW 301	318	2.2	829	5.7	1512	10.3
BBC1	10945	74.7	13522	92.3	14331	97.9
BBC2	6996	47.8	11244	76.8	13347	91.1
BET	63	0.4	162	1.1	296	2.0
BET+1	49	0.3	130	0.9	219	1.5
Bio	181	1.2	515	3.5	1219	8.3
Blighty	67	0.5	241	1.6	615	4.2
Bliss	188	1.3	575	3.9	1089	7.4
Boomerang	433	3.0	1016	6.9	1756	12.0
Boomerang+1	274	1.9	695	4.7	1263	8.6
Cartoon Network	342	2.3	752	5.1	1329	9.1
Cartoon Network Too	279	1.9	687	4.7	1295	8.8
Cartoonito	320	2.2	747	5.1	1228	8.4
CBBC	830	5.7	1911	13.0	3272	22.3
Cbeebies	1749	11.9	2893	19.8	4068	27.8
CBS Action	124	0.8	356	2.4	742	5.1
CBS Drama	129	0.9	353	2.4	690	4.7
CBS Reality TV	305	2.1	894	6.1	1746	11.9
CBS Reality+1	205	1.4	617	4.2	1230	8.4
Challenge TV	980	6.7	2368	16.2	4385	29.9
Challenge TV+1	239	1.6	713	4.9	1507	10.3
CHANNEL 4	8507	58.1	12232	83.5	13824	94.4
CHANNEL 4+1	3459	23.6	7431	50.7	10573	72.2
Channel 5	6015	41.1	10252	70.0	12599	86.0
Channel AKA	246	1.7	696	4.8	1195	8.2
Channel Starz	300	2.0	781	5.3	1351	9.2
Chart Show TV	494	3.4	1284	8.8	2184	14.9
CITV and CITV Breakfast	534	3.6	1135	7.8	1949	13.3
Clubland TV	184	1.3	488	3.3	878	6.0
Comedy Central	1861	12.7	3778	25.8	5480	37.4
Comedy Central Extra	631	4.3	1593	10.9	2708	18.5
Comedy Central Extra+1	157	1.1	464	3.2	949	6.5

BARB Quarterly Reach Report- Quarter 2 2011 (BARB weeks 2228-2240)
Adults 16-34

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Comedy Central+1	1017	6.9	2299	15.7	3783	25.8
Community Channel	24	0.2	82	0.6	176	1.2
Crime & Investigation Net+1	58	0.4	163	1.1	305	2.1
Crime & Investigation Network	147	1.0	365	2.5	694	4.7
Current TV	123	0.8	386	2.6	838	5.7
Dance Nation TV	185	1.3	552	3.8	1066	7.3
Dave	3307	22.6	6773	46.3	9525	65.0
Dave ja vu	1623	11.1	3841	26.2	6266	42.8
Discovery	723	4.9	1531	10.5	2413	16.5
Discovery History	182	1.2	539	3.7	1071	7.3
Discovery History +1	23	0.2	84	0.6	171	1.2
Discovery Home & Health	166	1.1	437	3.0	733	5.0
Discovery Home & Health+1	95	0.6	253	1.7	465	3.2
Discovery Real Time	244	1.7	718	4.9	1459	10.0
Discovery Real Time+1	167	1.1	522	3.6	1102	7.5
Discovery Science	284	1.9	750	5.1	1437	9.8
Discovery Science+1	50	0.3	173	1.2	326	2.2
Discovery Shed	178	1.2	429	2.9	825	5.6
Discovery Travel & Living	41	0.3	132	0.9	337	2.3
Discovery Turbo	313	2.1	765	5.2	1292	8.8
Discovery+1	444	3.0	1093	7.5	1853	12.7
Disney Channel	512	3.5	1031	7.0	1618	11.0
Disney Channel+1	401	2.7	885	6.0	1470	10.0
Disney Cinemagic	265	1.8	646	4.4	1145	7.8
Disney Cinemagic+1	110	0.8	298	2.0	545	3.7
Disney Junior	597	4.1	1155	7.9	1865	12.7
Disney Junior Plus	408	2.8	843	5.8	1339	9.1
Disney XD	248	1.7	570	3.9	1001	6.8
Disney XD +1	226	1.5	593	4.1	1088	7.4
Diva	60	0.4	161	1.1	377	2.6
Diva+1	30	0.2	90	0.6	211	1.4
DMAX	563	3.8	1608	11.0	2956	20.2
DMAX+1	368	2.5	1076	7.4	2061	14.1
DMAX+2	83	0.6	302	2.1	727	5.0
E!	622	4.3	1330	9.1	2237	15.3
E4	4920	33.6	8398	57.3	10966	74.9
E4+1	3438	23.5	6801	46.4	9299	63.5
Eden	188	1.3	523	3.6	1033	7.1
Eden+1	71	0.5	204	1.4	395	2.7
ESPN	238	1.6	609	4.2	963	6.6
ESPN America	35	0.2	96	0.7	210	1.4
ESPN Classic	157	1.1	414	2.8	760	5.2
Euronews	29	0.2	90	0.6	182	1.2
Eurosport	209	1.4	598	4.1	1089	7.4
Eurosport 2	232	1.6	606	4.1	1152	7.9
Eurosport HD	76	0.5	209	1.4	473	3.2
Extreme Sports Channel	121	0.8	286	2.0	526	3.6
Film4	2376	16.2	5262	35.9	8065	55.1
Film4+1	539	3.7	1601	10.9	2940	20.1
Flava	334	2.3	901	6.2	1591	10.9
Food Network	212	1.4	521	3.6	919	6.3
Food Network +1	185	1.3	474	3.2	856	5.8
Fox News	33	0.2	118	0.8	240	1.6
FX	849	5.8	1937	13.2	3244	22.2
FX+	246	1.7	659	4.5	1278	8.7
G.O.L.D	1041	7.1	2748	18.8	4526	30.9
G.O.L.D.+1	412	2.8	1252	8.6	2625	17.9
Good Food	374	2.6	817	5.6	1407	9.6
Good Food +1	251	1.7	626	4.3	1088	7.4
Greatest Hits TV	147	1.0	476	3.3	996	6.8
Hi TV	37	0.3	69	0.5	118	0.8
History	311	2.1	716	4.9	1286	8.8
History +1	129	0.9	349	2.4	670	4.6

BARB Quarterly Reach Report- Quarter 2 2011 (BARB weeks 2228-2240)
Adults 16-34

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Home	208	1.4	525	3.6	1010	6.9
Home +1	142	1.0	374	2.6	757	5.2
Horror Channel	141	1.0	436	3.0	932	6.4
Horror Channel +1	73	0.5	246	1.7	544	3.7
Horse and Country	24	0.2	84	0.6	208	1.4
Imagine Dil Se	278	1.9	414	2.8	448	3.1
Investigation Discovery	43	0.3	115	0.8	217	1.5
ITV1	8680	59.3	12359	84.4	13862	94.7
ITV1 HD	1002	6.8	2012	13.7	2951	20.2
ITV1+1	1958	13.4	5054	34.5	8312	56.8
ITV2	5519	37.7	9944	67.9	12200	83.3
ITV2+1	1874	12.8	4628	31.6	7646	52.2
ITV3	1400	9.6	3738	25.5	6825	46.6
ITV3+1	191	1.3	642	4.4	1368	9.3
ITV4	2198	15.0	5344	36.5	8849	60.4
ITV4+1	101	0.7	339	2.3	751	5.1
Kerrang	261	1.8	625	4.3	1121	7.7
Kiss TV	472	3.2	1205	8.2	2083	14.2
Kix!	53	0.4	149	1.0	296	2.0
Liverpool FC TV	101	0.7	257	1.8	478	3.3
Magic TV	337	2.3	947	6.5	1868	12.8
Men & Movies	23	0.2	95	0.6	200	1.4
MGM HD	39	0.3	139	0.9	333	2.3
Military History	100	0.7	316	2.2	658	4.5
More 4	2778	19.0	6257	42.7	9316	63.6
More 4+1	665	4.5	1896	12.9	3287	22.5
Motors TV	112	0.8	243	1.7	456	3.1
Movies 24	115	0.8	392	2.7	890	6.1
Movies 24 +	89	0.6	311	2.1	692	4.7
Movies 4 Men	86	0.6	291	2.0	637	4.4
Movies 4 Men 2	84	0.6	289	2.0	623	4.3
Movies 4 Men 2+1	63	0.4	223	1.5	496	3.4
Movies4Men+1	71	0.5	242	1.7	553	3.8
MTV	1123	7.7	2475	16.9	3970	27.1
MTV +1	315	2.1	851	5.8	1703	11.6
MTV Base	511	3.5	1312	9.0	2381	16.3
MTV Classic	218	1.5	671	4.6	1240	8.5
MTV Dance	360	2.5	1063	7.3	2010	13.7
MTV Hits	578	3.9	1529	10.4	2640	18.0
MTV Music	476	3.3	1215	8.3	2127	14.5
MTV Rocks	220	1.5	631	4.3	1236	8.4
MTVN HD	91	0.6	314	2.1	677	4.6
MUTV	21	0.1	41	0.3	74	0.5
My Channel	8	0.1	22	0.2	54	0.4
National Geographic +1	212	1.5	655	4.5	1355	9.3
National Geographic TV	341	2.3	959	6.6	1826	12.5
National Geographic Wild	258	1.8	679	4.6	1311	9.0
Nick Jr	618	4.2	1141	7.8	1769	12.1
Nick Jr 2	440	3.0	877	6.0	1313	9.0
Nickelodeon	272	1.9	685	4.7	1223	8.4
Nickelodeon Replay	214	1.5	604	4.1	1075	7.3
Nicktoons	263	1.8	688	4.7	1292	8.8
NickToons Replay	34	0.2	99	0.7	249	1.7
NME TV	83	0.6	285	1.9	583	4.0
Pick TV	1759	12.0	3855	26.3	6062	41.4
Pick TV+1	603	4.1	1689	11.5	3284	22.4
Pop	147	1.0	354	2.4	589	4.0
Pop Girl	28	0.2	84	0.6	183	1.3
Pop Girl+1	25	0.2	74	0.5	190	1.3
Q	217	1.5	676	4.6	1337	9.1
Quest	783	5.3	1843	12.6	3225	22.0
Quest +1	103	0.7	346	2.4	763	5.2
Really	149	1.0	424	2.9	848	5.8

BARB Quarterly Reach Report- Quarter 2 2011 (BARB weeks 2228-2240)
Adults 16-34

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
S4C	76	0.5	254	1.7	519	3.5
Scuzz	173	1.2	469	3.2	782	5.3
Sky 1	3401	23.2	5716	39.0	7338	50.1
Sky 2	946	6.5	2570	17.6	4381	29.9
Sky Arts 1	92	0.6	319	2.2	706	4.8
Sky Arts 2	34	0.2	116	0.8	277	1.9
Sky Atlantic	1027	7.0	2132	14.6	3316	22.6
Sky Box Office (Movies)	93	0.6	351	2.4	803	5.5
Sky Box Office Events	55	0.4	219	1.5	585	4.0
Sky Living	2030	13.9	4089	27.9	5834	39.8
Sky Living +1	920	6.3	2394	16.3	4084	27.9
Sky Living Loves	350	2.4	965	6.6	1863	12.7
Sky LIVINGit	707	4.8	1959	13.4	3607	24.6
Sky LIVINGit +1	471	3.2	1437	9.8	2811	19.2
Sky Movies Action & Adventure	507	3.5	1263	8.6	2067	14.1
Sky Movies Classics	60	0.4	218	1.5	520	3.6
Sky Movies Comedy	562	3.8	1399	9.6	2206	15.1
Sky Movies Crime & Thriller	323	2.2	869	5.9	1622	11.1
Sky Movies Drama & Romance	259	1.8	755	5.2	1420	9.7
Sky Movies Family	469	3.2	1159	7.9	1970	13.5
Sky Movies Indie	132	0.9	424	2.9	908	6.2
Sky Movies Modern Greats	252	1.7	814	5.6	1531	10.5
Sky Movies Premiere	857	5.9	1721	11.8	2419	16.5
Sky Movies Premiere+1	403	2.7	1030	7.0	1704	11.6
Sky Movies SciFi-Horror	401	2.7	1044	7.1	1741	11.9
Sky Movies Showcase	520	3.6	1335	9.1	2159	14.7
Sky News	1098	7.5	2352	16.1	3870	26.4
Sky News Active	46	0.3	120	0.8	249	1.7
Sky Sports 1	1619	11.1	2676	18.3	3431	23.4
Sky Sports 2	1123	7.7	2180	14.9	2990	20.4
Sky Sports 3	568	3.9	1294	8.8	1951	13.3
Sky Sports 4	487	3.3	1235	8.4	2033	13.9
Sky Sports Active 1	5	0.0	20	0.1	47	0.3
Sky Sports Active 2	15	0.1	53	0.4	175	1.2
Sky Sports Active 3	6	0.0	24	0.2	60	0.4
Sky Sports Active 7	5	0.0	21	0.1	61	0.4
Sky Sports Active Other	41	0.3	162	1.1	419	2.9
Sky Sports News	1652	11.3	2734	18.7	3616	24.7
Smash Hits	414	2.8	1142	7.8	2054	14.0
Sony TV	118	0.8	383	2.6	821	5.6
Star Gold	229	1.6	352	2.4	445	3.0
Star Plus	325	2.2	397	2.7	429	2.9
Style	82	0.6	216	1.5	421	2.9
Sunrise TV	120	0.8	249	1.7	358	2.4
Syfy	713	4.9	1932	13.2	3488	23.8
Syfy +1	114	0.8	386	2.6	859	5.9
TCM	186	1.3	613	4.2	1268	8.7
TCM 2	35	0.2	113	0.8	262	1.8
The Africa Channel	14	0.1	37	0.3	62	0.4
The Box	532	3.6	1341	9.2	2473	16.9
The Travel Channel	35	0.2	99	0.7	196	1.3
The Travel Channel+1	37	0.3	121	0.8	220	1.5
The Vault	296	2.0	830	5.7	1553	10.6
Tiny Pop	222	1.5	551	3.8	981	6.7
Tiny Pop+1	101	0.7	265	1.8	486	3.3
True Entertainment	94	0.6	302	2.1	718	4.9
True Movies 1	100	0.7	305	2.1	633	4.3
True Movies 2	76	0.5	241	1.6	521	3.6
Universal	444	3.0	1087	7.4	1969	13.4
Universal+1	155	1.1	434	3.0	915	6.2
VH-1	321	2.2	915	6.2	1782	12.2
Vintage TV	117	0.8	394	2.7	903	6.2
VIVA	1941	13.3	4246	29.0	6578	44.9

BARB Quarterly Reach Report- Quarter 2 2011 (BARB weeks 2228-2240)

Adults 16-34

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Watch	1409	9.6	3494	23.9	5538	37.8
Watch+1	352	2.4	1157	7.9	2478	16.9
Wedding TV	89	0.6	230	1.6	460	3.1
WTF TV	136	0.9	413	2.8	781	5.3
Yesterday	652	4.4	1688	11.5	3105	21.2
Yesterday+1	31	0.2	105	0.7	241	1.6
Zing	154	1.1	314	2.1	444	3.0
Other Non Itemised Channels	3593	24.5	6536	44.6	9368	64.0

BARB Quarterly Reach Report- Quarter 2 2011 (BARB weeks 2228-2240)

Adults ABC1

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
TOTAL TV	23914	94.6	25004	99.0	25217	99.8
4Music	1534	6.1	3839	15.2	6520	25.8
5 USA	2144	8.5	4673	18.5	7856	31.1
5 USA+1	453	1.8	1399	5.5	2867	11.3
5*	2580	10.2	6099	24.1	10190	40.3
5*+1	554	2.2	1739	6.9	3692	14.6
Alibi	947	3.8	1820	7.2	3121	12.4
Alibi+1	255	1.0	693	2.7	1317	5.2
Animal Planet	250	1.0	668	2.6	1311	5.2
Animal Planet+1	75	0.3	247	1.0	526	2.1
attheraces	255	1.0	438	1.7	679	2.7
BBC 3	7806	30.9	15177	60.1	20281	80.3
BBC 4	4697	18.6	10437	41.3	15311	60.6
BBC HD	1460	5.8	3355	13.3	5885	23.3
BBC News	4910	19.4	8783	34.8	12266	48.5
BBC Parliament	259	1.0	741	2.9	1490	5.9
BBC RB 6780	348	1.4	914	3.6	1619	6.4
BBC RB 6781	3	0.0	13	0.1	43	0.2
BBC RB 6785	7	0.0	29	0.1	58	0.2
BBC RB 6786	5	0.0	17	0.1	43	0.2
BBC RB 6787	0	0.0	1	0.0	4	0.0
BBC RB 6788	8	0.0	36	0.1	84	0.3
BBC RB 6789	30	0.1	93	0.4	224	0.9
BBC RB 6790	9	0.0	31	0.1	77	0.3
BBC RB 6880	176	0.7	635	2.5	1555	6.2
BBC RB 6881	431	1.7	1276	5.0	3118	12.3
BBC RB 6882	280	1.1	957	3.8	2414	9.6
BBC RB 6883	183	0.7	659	2.6	1738	6.9
BBC RB 6884	170	0.7	647	2.6	1748	6.9
BBC RB 6885	216	0.9	812	3.2	2110	8.4
BBC RB 6886	166	0.7	559	2.2	1386	5.5
BBC RB FREEVIEW 301	773	3.1	1863	7.4	3456	13.7
BBC1	21761	86.1	24355	96.4	25026	99.0
BBC2	16979	67.2	22409	88.7	24374	96.5
BET	96	0.4	241	1.0	412	1.6
BET+1	81	0.3	202	0.8	340	1.3
Bio	399	1.6	1178	4.7	2429	9.6
Blighty	327	1.3	951	3.8	1858	7.4
Bliss	151	0.6	512	2.0	1067	4.2
Boomerang	491	1.9	1227	4.9	2214	8.8
Boomerang+1	299	1.2	793	3.1	1464	5.8
Cartoon Network	401	1.6	932	3.7	1622	6.4
Cartoon Network Too	328	1.3	853	3.4	1588	6.3
Cartoonito	381	1.5	870	3.4	1438	5.7
CBBC	1060	4.2	2561	10.1	4625	18.3
Cbeebies	1858	7.4	3335	13.2	4971	19.7
CBS Action	334	1.3	889	3.5	1669	6.6
CBS Drama	286	1.1	767	3.0	1533	6.1
CBS Reality TV	538	2.1	1455	5.8	2838	11.2
CBS Reality+1	365	1.4	1009	4.0	2064	8.2
Challenge TV	1178	4.7	3165	12.5	6105	24.2
Challenge TV+1	334	1.3	943	3.7	2072	8.2
CHANNEL 4	15561	61.6	22024	87.2	24234	95.9
CHANNEL 4+1	5198	20.6	11313	44.8	16402	64.9
Channel 5	11392	45.1	18343	72.6	22015	87.1
Channel AKA	170	0.7	515	2.0	981	3.9
Channel Starz	177	0.7	528	2.1	1040	4.1
Chart Show TV	330	1.3	949	3.8	1730	6.8
CITV and CITV Breakfast	432	1.7	1118	4.4	2186	8.7
Clubland TV	96	0.4	287	1.1	641	2.5
Comedy Central	2412	9.5	5314	21.0	8136	32.2
Comedy Central Extra	936	3.7	2420	9.6	4305	17.0
Comedy Central Extra+1	237	0.9	692	2.7	1536	6.1

BARB Quarterly Reach Report- Quarter 2 2011 (BARB weeks 2228-2240)

Adults ABC1

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Comedy Central+1	1210	4.8	3009	11.9	5138	20.3
Community Channel	80	0.3	255	1.0	556	2.2
Crime & Investigation Net+1	175	0.7	393	1.6	689	2.7
Crime & Investigation Network	368	1.5	793	3.1	1393	5.5
Current TV	282	1.1	893	3.5	1871	7.4
Dance Nation TV	110	0.4	373	1.5	820	3.2
Dave	4850	19.2	10455	41.4	15317	60.6
Dave ja vu	2187	8.7	5555	22.0	9508	37.6
Discovery	1025	4.1	2340	9.3	3872	15.3
Discovery History	571	2.3	1485	5.9	2638	10.4
Discovery History +1	118	0.5	319	1.3	620	2.5
Discovery Home & Health	305	1.2	770	3.0	1350	5.3
Discovery Home & Health+1	152	0.6	395	1.6	763	3.0
Discovery Real Time	534	2.1	1473	5.8	2879	11.4
Discovery Real Time+1	410	1.6	1221	4.8	2356	9.3
Discovery Science	523	2.1	1259	5.0	2338	9.3
Discovery Science+1	108	0.4	316	1.2	600	2.4
Discovery Shed	423	1.7	1008	4.0	1805	7.1
Discovery Travel & Living	245	1.0	635	2.5	1256	5.0
Discovery Turbo	596	2.4	1339	5.3	2127	8.4
Discovery+1	716	2.8	1744	6.9	2982	11.8
Disney Channel	743	2.9	1569	6.2	2397	9.5
Disney Channel+1	541	2.1	1270	5.0	2114	8.4
Disney Cinemagic	272	1.1	739	2.9	1382	5.5
Disney Cinemagic+1	127	0.5	342	1.4	680	2.7
Disney Junior	556	2.2	1145	4.5	1904	7.5
Disney Junior Plus	400	1.6	893	3.5	1390	5.5
Disney XD	344	1.4	852	3.4	1493	5.9
Disney XD +1	329	1.3	872	3.4	1492	5.9
Diva	156	0.6	405	1.6	852	3.4
Diva+1	67	0.3	198	0.8	440	1.7
DMAX	726	2.9	2103	8.3	4054	16.0
DMAX+1	488	1.9	1491	5.9	3025	12.0
DMAX+2	125	0.5	445	1.8	1029	4.1
E!	732	2.9	1727	6.8	3090	12.2
E4	5608	22.2	10736	42.5	15182	60.1
E4+1	3594	14.2	8118	32.1	12471	49.4
Eden	384	1.5	1105	4.4	2168	8.6
Eden+1	158	0.6	466	1.8	957	3.8
ESPN	421	1.7	1000	4.0	1571	6.2
ESPN America	125	0.5	248	1.0	472	1.9
ESPN Classic	309	1.2	772	3.1	1429	5.7
Euronews	147	0.6	398	1.6	784	3.1
Eurosport	710	2.8	1646	6.5	2790	11.0
Eurosport 2	655	2.6	1493	5.9	2461	9.7
Eurosport HD	243	1.0	606	2.4	1087	4.3
Extreme Sports Channel	170	0.7	401	1.6	700	2.8
Film4	4176	16.5	9000	35.6	13455	53.3
Film4+1	1038	4.1	2880	11.4	5015	19.9
Flava	226	0.9	667	2.6	1310	5.2
Food Network	324	1.3	798	3.2	1454	5.8
Food Network +1	259	1.0	668	2.6	1251	5.0
Fox News	87	0.3	271	1.1	521	2.1
FX	1318	5.2	2818	11.2	4681	18.5
FX+	375	1.5	901	3.6	1725	6.8
G.O.L.D	2433	9.6	5459	21.6	8453	33.5
G.O.L.D.+1	991	3.9	2668	10.6	4868	19.3
Good Food	609	2.4	1457	5.8	2632	10.4
Good Food +1	414	1.6	1096	4.3	1965	7.8
Greatest Hits TV	88	0.3	326	1.3	770	3.0
Hi TV	62	0.2	116	0.5	180	0.7
History	663	2.6	1549	6.1	2789	11.0
History +1	261	1.0	646	2.6	1214	4.8

BARB Quarterly Reach Report- Quarter 2 2011 (BARB weeks 2228-2240)

Adults ABC1

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Home	525	2.1	1319	5.2	2400	9.5
Home +1	355	1.4	989	3.9	1821	7.2
Horror Channel	368	1.5	993	3.9	2009	8.0
Horror Channel +1	207	0.8	631	2.5	1277	5.1
Horse and Country	83	0.3	233	0.9	439	1.7
Imagine Dil Se	194	0.8	287	1.1	359	1.4
Investigation Discovery	167	0.7	349	1.4	593	2.3
iTV1	17460	69.1	22724	89.9	24459	96.8
iTV1 HD	2126	8.4	4041	16.0	5721	22.6
iTV1+1	3368	13.3	8572	33.9	14004	55.4
iTV2	7600	30.1	14802	58.6	19531	77.3
iTV2+1	2087	8.3	5532	21.9	9795	38.8
iTV3	4579	18.1	9492	37.6	14533	57.5
iTV3+1	614	2.4	1651	6.5	3204	12.7
iTV4	4046	16.0	9422	37.3	15205	60.2
iTV4+1	268	1.1	751	3.0	1407	5.6
Kerrang	193	0.8	570	2.3	1157	4.6
Kiss TV	380	1.5	1082	4.3	1982	7.8
Kix!	50	0.2	158	0.6	352	1.4
Liverpool FC TV	200	0.8	434	1.7	707	2.8
Magic TV	309	1.2	949	3.8	1865	7.4
Men & Movies	118	0.5	367	1.5	841	3.3
MGM HD	104	0.4	318	1.3	688	2.7
Military History	449	1.8	1046	4.1	1776	7.0
More 4	5457	21.6	11393	45.1	16514	65.4
More 4+1	1317	5.2	3314	13.1	5605	22.2
Motors TV	224	0.9	541	2.1	922	3.7
Movies 24	380	1.5	1156	4.6	2234	8.8
Movies 24 +	308	1.2	996	3.9	2010	8.0
Movies 4 Men	338	1.3	1007	4.0	1988	7.9
Movies 4 Men 2	373	1.5	1051	4.2	1970	7.8
Movies 4 Men 2+1	267	1.1	836	3.3	1662	6.6
Movies4Men+1	253	1.0	807	3.2	1579	6.2
MTV	1149	4.5	2720	10.8	4606	18.2
MTV +1	313	1.2	881	3.5	1798	7.1
MTV Base	420	1.7	1126	4.5	2114	8.4
MTV Classic	258	1.0	819	3.2	1593	6.3
MTV Dance	328	1.3	994	3.9	1906	7.5
MTV Hits	466	1.8	1350	5.3	2486	9.8
MTV Music	426	1.7	1183	4.7	2130	8.4
MTV Rocks	192	0.8	652	2.6	1329	5.3
MTVN HD	70	0.3	280	1.1	614	2.4
MUTV	57	0.2	82	0.3	121	0.5
My Channel	22	0.1	82	0.3	154	0.6
National Geographic +1	512	2.0	1417	5.6	2727	10.8
National Geographic TV	778	3.1	2004	7.9	3552	14.1
National Geographic Wild	474	1.9	1223	4.8	2265	9.0
Nick Jr	681	2.7	1401	5.5	2225	8.8
Nick Jr 2	462	1.8	1012	4.0	1635	6.5
Nickelodeon	364	1.4	946	3.7	1751	6.9
Nickelodeon Replay	301	1.2	825	3.3	1469	5.8
Nicktoons	267	1.1	726	2.9	1459	5.8
NickToons Replay	31	0.1	95	0.4	213	0.8
NME TV	84	0.3	290	1.1	613	2.4
Pick TV	2761	10.9	6139	24.3	9947	39.4
Pick TV+1	773	3.1	2244	8.9	4540	18.0
Pop	162	0.6	370	1.5	663	2.6
Pop Girl	58	0.2	145	0.6	307	1.2
Pop Girl+1	48	0.2	131	0.5	304	1.2
Q	207	0.8	700	2.8	1388	5.5
Quest	1290	5.1	3161	12.5	5389	21.3
Quest +1	189	0.8	633	2.5	1406	5.6
Really	295	1.2	872	3.5	1712	6.8

BARB Quarterly Reach Report- Quarter 2 2011 (BARB weeks 2228-2240)

Adults ABC1

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
S4C	220	0.9	550	2.2	1074	4.2
Scuzz	94	0.4	301	1.2	561	2.2
Sky 1	5202	20.6	8912	35.3	11572	45.8
Sky 2	1474	5.8	3839	15.2	6458	25.6
Sky Arts 1	345	1.4	1077	4.3	2169	8.6
Sky Arts 2	206	0.8	623	2.5	1310	5.2
Sky Atlantic	2183	8.6	4248	16.8	6306	25.0
Sky Box Office (Movies)	157	0.6	575	2.3	1284	5.1
Sky Box Office Events	44	0.2	181	0.7	498	2.0
Sky Living	3192	12.6	6362	25.2	9268	36.7
Sky Living +1	1395	5.5	3623	14.3	6264	24.8
Sky Living Loves	489	1.9	1331	5.3	2532	10.0
Sky LIVINGit	1304	5.2	3410	13.5	5864	23.2
Sky LIVINGit +1	795	3.1	2305	9.1	4332	17.1
Sky Movies Action & Adventure	686	2.7	1765	7.0	3060	12.1
Sky Movies Classics	243	1.0	675	2.7	1367	5.4
Sky Movies Comedy	680	2.7	1801	7.1	3013	11.9
Sky Movies Crime & Thriller	479	1.9	1365	5.4	2484	9.8
Sky Movies Drama & Romance	414	1.6	1227	4.9	2324	9.2
Sky Movies Family	583	2.3	1570	6.2	2808	11.1
Sky Movies Indie	231	0.9	795	3.1	1578	6.2
Sky Movies Modern Greats	412	1.6	1278	5.1	2346	9.3
Sky Movies Premiere	1275	5.0	2606	10.3	3700	14.6
Sky Movies Premiere+1	581	2.3	1565	6.2	2654	10.5
Sky Movies SciFi-Horror	508	2.0	1350	5.3	2343	9.3
Sky Movies Showcase	728	2.9	1916	7.6	3236	12.8
Sky News	2798	11.1	5194	20.6	7872	31.2
Sky News Active	136	0.5	283	1.1	471	1.9
Sky Sports 1	3202	12.7	4939	19.5	6056	24.0
Sky Sports 2	2320	9.2	4195	16.6	5419	21.4
Sky Sports 3	1208	4.8	2683	10.6	3845	15.2
Sky Sports 4	985	3.9	2423	9.6	3749	14.8
Sky Sports Active 1	16	0.1	70	0.3	192	0.8
Sky Sports Active 2	34	0.1	138	0.5	372	1.5
Sky Sports Active 3	15	0.1	57	0.2	157	0.6
Sky Sports Active 7	13	0.1	59	0.2	154	0.6
Sky Sports Active Other	93	0.4	351	1.4	937	3.7
Sky Sports News	2750	10.9	4469	17.7	6038	23.9
Smash Hits	319	1.3	973	3.9	1821	7.2
Sony TV	219	0.9	738	2.9	1656	6.6
Star Gold	247	1.0	381	1.5	480	1.9
Star Plus	351	1.4	420	1.7	480	1.9
Style	143	0.6	381	1.5	715	2.8
Sunrise TV	131	0.5	250	1.0	328	1.3
Syfy	1381	5.5	3410	13.5	5771	22.8
Syfy +1	247	1.0	747	3.0	1610	6.4
TCM	656	2.6	1701	6.7	3092	12.2
TCM 2	144	0.6	449	1.8	909	3.6
The Africa Channel	27	0.1	66	0.3	131	0.5
The Box	423	1.7	1165	4.6	2292	9.1
The Travel Channel	124	0.5	385	1.5	768	3.0
The Travel Channel+1	127	0.5	384	1.5	780	3.1
The Vault	211	0.8	676	2.7	1437	5.7
Tiny Pop	196	0.8	530	2.1	1014	4.0
Tiny Pop+1	99	0.4	244	1.0	467	1.8
True Entertainment	289	1.1	935	3.7	2039	8.1
True Movies 1	353	1.4	948	3.8	1812	7.2
True Movies 2	242	1.0	716	2.8	1417	5.6
Universal	971	3.8	2179	8.6	3844	15.2
Universal+1	368	1.5	940	3.7	1853	7.3
VH-1	341	1.3	1090	4.3	2124	8.4
Vintage TV	215	0.9	619	2.4	1260	5.0
VIVA	1535	6.1	3930	15.6	6933	27.4

BARB Quarterly Reach Report- Quarter 2 2011 (BARB weeks 2228-2240)

Adults ABC1

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Watch	2537	10.0	6024	23.8	9200	36.4
Watch+1	623	2.5	1977	7.8	4146	16.4
Wedding TV	131	0.5	370	1.5	692	2.7
WTF TV	84	0.3	311	1.2	641	2.5
Yesterday	2345	9.3	5120	20.3	8175	32.4
Yesterday+1	169	0.7	503	2.0	975	3.9
Zing	131	0.5	269	1.1	389	1.5
Other Non Itemised Channels	6267	24.8	11355	44.9	16103	63.7

BARB Quarterly Reach Report- Quarter 2 2011 (BARB weeks 2228-2240)

Housewives

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
TOTAL TV	25391	96.5	26140	99.3	26291	99.9
4Music	1992	7.6	4536	17.2	7482	28.4
5 USA	3600	13.7	6791	25.8	10182	38.7
5 USA+1	671	2.6	1800	6.8	3273	12.4
5*	3766	14.3	8019	30.5	12357	47.0
5*+1	655	2.5	1964	7.5	3897	14.8
Alibi	1261	4.8	2285	8.7	3530	13.4
Alibi+1	413	1.6	1004	3.8	1709	6.5
Animal Planet	377	1.4	916	3.5	1627	6.2
Animal Planet+1	138	0.5	372	1.4	719	2.7
attheraces	245	0.9	428	1.6	666	2.5
BBC 3	9088	34.5	16719	63.5	21676	82.4
BBC 4	5430	20.6	11595	44.1	16866	64.1
BBC HD	1231	4.7	2878	10.9	5250	19.9
BBC News	5257	20.0	9194	34.9	12777	48.6
BBC Parliament	308	1.2	831	3.2	1756	6.7
BBC RB 6780	416	1.6	1009	3.8	1701	6.5
BBC RB 6781	6	0.0	22	0.1	70	0.3
BBC RB 6785	7	0.0	28	0.1	68	0.3
BBC RB 6786	4	0.0	15	0.1	42	0.2
BBC RB 6787	1	0.0	2	0.0	4	0.0
BBC RB 6788	10	0.0	43	0.2	92	0.4
BBC RB 6789	21	0.1	75	0.3	174	0.7
BBC RB 6790	16	0.1	45	0.2	95	0.4
BBC RB 6880	177	0.7	621	2.4	1509	5.7
BBC RB 6881	454	1.7	1271	4.8	2848	10.8
BBC RB 6882	265	1.0	852	3.2	2107	8.0
BBC RB 6883	167	0.6	587	2.2	1512	5.7
BBC RB 6884	154	0.6	567	2.2	1538	5.8
BBC RB 6885	211	0.8	777	3.0	1946	7.4
BBC RB 6886	193	0.7	597	2.3	1384	5.3
BBC RB FREEVIEW 301	1067	4.1	2504	9.5	4384	16.7
BBC1	23790	90.4	25751	97.9	26212	99.6
BBC2	18758	71.3	23986	91.1	25627	97.4
BET	73	0.3	211	0.8	409	1.6
BET+1	57	0.2	166	0.6	291	1.1
Bio	550	2.1	1433	5.4	2757	10.5
Blighty	372	1.4	1033	3.9	2019	7.7
Bliss	202	0.8	627	2.4	1207	4.6
Boomerang	592	2.2	1367	5.2	2401	9.1
Boomerang+1	376	1.4	929	3.5	1639	6.2
Cartoon Network	422	1.6	950	3.6	1575	6.0
Cartoon Network Too	346	1.3	902	3.4	1648	6.3
Cartoonito	431	1.6	991	3.8	1666	6.3
CBBC	1587	6.0	3591	13.6	6085	23.1
Cbeebies	2388	9.1	4252	16.2	6133	23.3
CBS Action	511	1.9	1157	4.4	2058	7.8
CBS Drama	473	1.8	1106	4.2	2002	7.6
CBS Reality TV	832	3.2	1986	7.5	3543	13.5
CBS Reality+1	583	2.2	1452	5.5	2614	9.9
Challenge TV	1995	7.6	4292	16.3	7392	28.1
Challenge TV+1	457	1.7	1221	4.6	2438	9.3
CHANNEL 4	18207	69.2	23825	90.5	25591	97.2
CHANNEL 4+1	6439	24.5	12848	48.8	17797	67.6
Channel 5	14663	55.7	21140	80.3	24159	91.8
Channel AKA	173	0.7	490	1.9	896	3.4
Channel Starz	202	0.8	595	2.3	1081	4.1
Chart Show TV	367	1.4	1029	3.9	1814	6.9
CITV and CITV Breakfast	865	3.3	1926	7.3	3331	12.7
Clubland TV	136	0.5	387	1.5	775	2.9
Comedy Central	1954	7.4	4274	16.2	6581	25.0
Comedy Central Extra	825	3.1	2021	7.7	3523	13.4
Comedy Central Extra+1	215	0.8	647	2.5	1329	5.1

BARB Quarterly Reach Report- Quarter 2 2011 (BARB weeks 2228-2240)

Housewives

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Comedy Central+1	947	3.6	2433	9.2	4194	15.9
Community Channel	101	0.4	320	1.2	694	2.6
Crime & Investigation Net+1	245	0.9	520	2.0	841	3.2
Crime & Investigation Network	512	1.9	990	3.8	1578	6.0
Current TV	299	1.1	967	3.7	1921	7.3
Dance Nation TV	128	0.5	424	1.6	902	3.4
Dave	5199	19.8	10783	41.0	15595	59.3
Dave ja vu	2522	9.6	6026	22.9	9995	38.0
Discovery	1069	4.1	2300	8.7	3664	13.9
Discovery History	546	2.1	1330	5.1	2282	8.7
Discovery History +1	121	0.5	345	1.3	654	2.5
Discovery Home & Health	448	1.7	992	3.8	1617	6.1
Discovery Home & Health+1	229	0.9	566	2.2	1025	3.9
Discovery Real Time	578	2.2	1523	5.8	2842	10.8
Discovery Real Time+1	448	1.7	1257	4.8	2268	8.6
Discovery Science	538	2.0	1322	5.0	2331	8.9
Discovery Science+1	121	0.5	359	1.4	715	2.7
Discovery Shed	406	1.5	991	3.8	1778	6.8
Discovery Travel & Living	219	0.8	567	2.2	1098	4.2
Discovery Turbo	530	2.0	1237	4.7	1996	7.6
Discovery+1	712	2.7	1663	6.3	2744	10.4
Disney Channel	718	2.7	1449	5.5	2200	8.4
Disney Channel+1	547	2.1	1231	4.7	1988	7.6
Disney Cinemagic	299	1.1	743	2.8	1358	5.2
Disney Cinemagic+1	114	0.4	308	1.2	589	2.2
Disney Junior	636	2.4	1241	4.7	2026	7.7
Disney Junior Plus	438	1.7	986	3.7	1590	6.0
Disney XD	350	1.3	870	3.3	1530	5.8
Disney XD +1	335	1.3	839	3.2	1526	5.8
Diva	163	0.6	437	1.7	852	3.2
Diva+1	72	0.3	212	0.8	464	1.8
DMAX	870	3.3	2445	9.3	4408	16.8
DMAX+1	556	2.1	1586	6.0	3083	11.7
DMAX+2	126	0.5	455	1.7	1047	4.0
E!	804	3.1	1849	7.0	3229	12.3
E4	5960	22.6	11308	43.0	15895	60.4
E4+1	3914	14.9	8531	32.4	12842	48.8
Eden	418	1.6	1103	4.2	2107	8.0
Eden+1	174	0.7	510	1.9	999	3.8
ESPN	374	1.4	891	3.4	1408	5.3
ESPN America	81	0.3	160	0.6	298	1.1
ESPN Classic	210	0.8	539	2.0	1033	3.9
Euronews	151	0.6	402	1.5	805	3.1
Eurosport	636	2.4	1410	5.4	2377	9.0
Eurosport 2	591	2.2	1336	5.1	2145	8.2
Eurosport HD	189	0.7	451	1.7	851	3.2
Extreme Sports Channel	105	0.4	281	1.1	566	2.2
Film4	5356	20.4	10489	39.9	14891	56.6
Film4+1	1067	4.1	2824	10.7	4792	18.2
Flava	245	0.9	691	2.6	1300	4.9
Food Network	338	1.3	795	3.0	1379	5.2
Food Network +1	285	1.1	674	2.6	1226	4.7
Fox News	94	0.4	261	1.0	477	1.8
FX	1321	5.0	2641	10.0	4304	16.4
FX+	401	1.5	928	3.5	1673	6.4
G.O.L.D	2541	9.7	5316	20.2	7900	30.0
G.O.L.D.+1	1108	4.2	2761	10.5	4871	18.5
Good Food	599	2.3	1390	5.3	2400	9.1
Good Food +1	405	1.5	1036	3.9	1789	6.8
Greatest Hits TV	110	0.4	353	1.3	769	2.9
Hi TV	58	0.2	99	0.4	180	0.7
History	694	2.6	1552	5.9	2676	10.2
History +1	314	1.2	762	2.9	1424	5.4

BARB Quarterly Reach Report- Quarter 2 2011 (BARB weeks 2228-2240)

Housewives

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Home	605	2.3	1405	5.3	2378	9.0
Home +1	424	1.6	1095	4.2	1939	7.4
Horror Channel	479	1.8	1149	4.4	2252	8.6
Horror Channel +1	274	1.0	709	2.7	1391	5.3
Horse and Country	89	0.3	231	0.9	447	1.7
Imagine Dil Se	260	1.0	350	1.3	386	1.5
Investigation Discovery	260	1.0	522	2.0	752	2.9
iTV1	20858	79.3	24696	93.8	25920	98.5
iTV1 HD	1923	7.3	3517	13.4	5048	19.2
iTV1+1	4827	18.3	10818	41.1	16168	61.4
iTV2	10234	38.9	17370	66.0	21437	81.5
iTV2+1	3068	11.7	7311	27.8	11804	44.9
iTV3	6874	26.1	12443	47.3	17483	66.4
iTV3+1	899	3.4	2198	8.4	3860	14.7
iTV4	5224	19.8	11113	42.2	16828	63.9
iTV4+1	316	1.2	846	3.2	1565	5.9
Kerrang	182	0.7	511	1.9	972	3.7
Kiss TV	384	1.5	1071	4.1	1920	7.3
Kix!	55	0.2	170	0.6	345	1.3
Liverpool FC TV	155	0.6	382	1.5	666	2.5
Magic TV	380	1.4	1039	3.9	1945	7.4
Men & Movies	135	0.5	397	1.5	845	3.2
MGM HD	96	0.4	280	1.1	605	2.3
Military History	404	1.5	954	3.6	1692	6.4
More 4	7111	27.0	13503	51.3	18429	70.0
More 4+1	1419	5.4	3481	13.2	5723	21.7
Motors TV	166	0.6	450	1.7	824	3.1
Movies 24	520	2.0	1430	5.4	2577	9.8
Movies 24 +	401	1.5	1204	4.6	2298	8.7
Movies 4 Men	406	1.5	1102	4.2	2007	7.6
Movies 4 Men 2	406	1.5	1065	4.0	1973	7.5
Movies 4 Men 2+1	310	1.2	892	3.4	1691	6.4
Movies4Men+1	313	1.2	928	3.5	1759	6.7
MTV	1073	4.1	2580	9.8	4423	16.8
MTV +1	293	1.1	845	3.2	1639	6.2
MTV Base	367	1.4	967	3.7	1818	6.9
MTV Classic	255	1.0	740	2.8	1460	5.5
MTV Dance	293	1.1	899	3.4	1777	6.8
MTV Hits	483	1.8	1325	5.0	2298	8.7
MTV Music	388	1.5	1052	4.0	1935	7.4
MTV Rocks	187	0.7	559	2.1	1136	4.3
MTVN HD	81	0.3	290	1.1	610	2.3
MUTV	39	0.1	62	0.2	98	0.4
My Channel	29	0.1	97	0.4	206	0.8
National Geographic +1	476	1.8	1297	4.9	2414	9.2
National Geographic TV	739	2.8	1829	6.9	3161	12.0
National Geographic Wild	507	1.9	1237	4.7	2271	8.6
Nick Jr	730	2.8	1432	5.4	2216	8.4
Nick Jr 2	496	1.9	1042	4.0	1682	6.4
Nickelodeon	432	1.6	1050	4.0	1826	6.9
Nickelodeon Replay	350	1.3	912	3.5	1581	6.0
Nicktoons	327	1.2	853	3.2	1632	6.2
NickToons Replay	42	0.2	118	0.4	290	1.1
NME TV	80	0.3	263	1.0	557	2.1
Pick TV	4750	18.1	8968	34.1	12824	48.7
Pick TV+1	1467	5.6	3726	14.2	6573	25.0
Pop	206	0.8	497	1.9	846	3.2
Pop Girl	65	0.2	189	0.7	389	1.5
Pop Girl+1	48	0.2	144	0.5	321	1.2
Q	207	0.8	666	2.5	1329	5.0
Quest	2102	8.0	4575	17.4	7472	28.4
Quest +1	195	0.7	627	2.4	1353	5.1
Really	346	1.3	983	3.7	1884	7.2

BARB Quarterly Reach Report- Quarter 2 2011 (BARB weeks 2228-2240)

Housewives

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
S4C	269	1.0	606	2.3	1140	4.3
Scuzz	98	0.4	296	1.1	590	2.2
Sky 1	4851	18.4	8048	30.6	10373	39.4
Sky 2	1537	5.8	3893	14.8	6380	24.2
Sky Arts 1	302	1.1	936	3.6	1925	7.3
Sky Arts 2	190	0.7	589	2.2	1234	4.7
Sky Atlantic	1890	7.2	3686	14.0	5513	20.9
Sky Box Office (Movies)	134	0.5	494	1.9	1072	4.1
Sky Box Office Events	45	0.2	185	0.7	509	1.9
Sky Living	3552	13.5	6460	24.5	8937	34.0
Sky Living +1	1708	6.5	3988	15.2	6373	24.2
Sky Living Loves	518	2.0	1327	5.0	2442	9.3
Sky LIVINGit	1505	5.7	3645	13.8	5998	22.8
Sky LIVINGit +1	981	3.7	2625	10.0	4620	17.6
Sky Movies Action & Adventure	605	2.3	1528	5.8	2569	9.8
Sky Movies Classics	247	0.9	685	2.6	1299	4.9
Sky Movies Comedy	591	2.2	1551	5.9	2540	9.7
Sky Movies Crime & Thriller	423	1.6	1182	4.5	2161	8.2
Sky Movies Drama & Romance	398	1.5	1119	4.3	2091	7.9
Sky Movies Family	583	2.2	1497	5.7	2494	9.5
Sky Movies Indie	198	0.8	646	2.5	1300	4.9
Sky Movies Modern Greats	369	1.4	1095	4.2	2081	7.9
Sky Movies Premiere	1056	4.0	2145	8.2	3033	11.5
Sky Movies Premiere+1	507	1.9	1374	5.2	2236	8.5
Sky Movies SciFi-Horror	466	1.8	1221	4.6	2011	7.6
Sky Movies Showcase	629	2.4	1684	6.4	2754	10.5
Sky News	2961	11.3	5471	20.8	8196	31.1
Sky News Active	164	0.6	337	1.3	528	2.0
Sky Sports 1	2478	9.4	3811	14.5	4605	17.5
Sky Sports 2	1798	6.8	3202	12.2	4177	15.9
Sky Sports 3	949	3.6	2054	7.8	2998	11.4
Sky Sports 4	787	3.0	1903	7.2	3004	11.4
Sky Sports Active 1	13	0.1	58	0.2	163	0.6
Sky Sports Active 2	23	0.1	84	0.3	250	0.9
Sky Sports Active 3	10	0.0	38	0.1	98	0.4
Sky Sports Active 7	5	0.0	20	0.1	59	0.2
Sky Sports Active Other	68	0.3	242	0.9	651	2.5
Sky Sports News	2252	8.6	3737	14.2	5004	19.0
Smash Hits	336	1.3	977	3.7	1807	6.9
Sony TV	242	0.9	798	3.0	1707	6.5
Star Gold	221	0.8	318	1.2	397	1.5
Star Plus	292	1.1	338	1.3	364	1.4
Style	166	0.6	405	1.5	730	2.8
Sunrise TV	167	0.6	297	1.1	374	1.4
Syfy	1504	5.7	3495	13.3	5724	21.8
Syfy +1	282	1.1	850	3.2	1715	6.5
TCM	702	2.7	1725	6.6	3017	11.5
TCM 2	135	0.5	416	1.6	832	3.2
The Africa Channel	26	0.1	62	0.2	137	0.5
The Box	411	1.6	1101	4.2	2085	7.9
The Travel Channel	93	0.4	290	1.1	632	2.4
The Travel Channel+1	88	0.3	266	1.0	594	2.3
The Vault	276	1.0	795	3.0	1539	5.9
Tiny Pop	298	1.1	738	2.8	1291	4.9
Tiny Pop+1	132	0.5	336	1.3	625	2.4
True Entertainment	486	1.8	1347	5.1	2676	10.2
True Movies 1	659	2.5	1564	5.9	2672	10.2
True Movies 2	420	1.6	1019	3.9	1819	6.9
Universal	1304	5.0	2576	9.8	4145	15.7
Universal+1	536	2.0	1228	4.7	2226	8.5
VH-1	396	1.5	1131	4.3	2125	8.1
Vintage TV	263	1.0	677	2.6	1283	4.9
VIVA	2080	7.9	4934	18.7	8242	31.3

BARB Quarterly Reach Report- Quarter 2 2011 (BARB weeks 2228-2240)

Housewives

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Watch	2737	10.4	5973	22.7	8682	33.0
Watch+1	721	2.7	2143	8.1	4356	16.6
Wedding TV	136	0.5	394	1.5	788	3.0
WTF TV	112	0.4	367	1.4	794	3.0
Yesterday	3770	14.3	7256	27.6	10692	40.6
Yesterday+1	210	0.8	547	2.1	1014	3.9
Zing	155	0.6	316	1.2	430	1.6
Other Non Itemised Channels	7811	29.7	13236	50.3	18033	68.5