

BARB Quarterly Reach Report- Quarter 4 2010 (BARB weeks 2202-2214)

Individuals 4+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
TOTAL TV	54381	94.8	56598	98.7	57112	99.6
4Music	5192	9.1	11596	20.2	18875	32.9
Alibi	2191	3.8	4352	7.6	7250	12.6
Alibi+1	747	1.3	1919	3.3	3665	6.4
Animal Planet	823	1.4	2138	3.7	3990	7.0
Animal Planet+1	294	0.5	846	1.5	1710	3.0
attheraces	601	1.0	1076	1.9	1602	2.8
BBC 3	17324	30.2	33008	57.6	43973	76.7
BBC 4	8807	15.4	19036	33.2	29333	51.2
BBC HD	2243	3.9	5071	8.8	8451	14.7
BBC News	10929	19.1	19261	33.6	27921	48.7
BBC Parliament	727	1.3	1980	3.5	3957	6.9
BBC RB 6780	1069	1.9	2758	4.8	5203	9.1
BBC RB 6781	27	0.0	111	0.2	275	0.5
BBC RB 6785	7	0.0	22	0.0	53	0.1
BBC RB 6786	13	0.0	41	0.1	104	0.2
BBC RB 6787	3	0.0	4	0.0	13	0.0
BBC RB 6788	20	0.0	85	0.1	206	0.4
BBC RB 6789	19	0.0	47	0.1	64	0.1
BBC RB 6790	59	0.1	162	0.3	376	0.7
BBC RB 6880	307	0.5	1067	1.9	2760	4.8
BBC RB 6881	349	0.6	1202	2.1	3069	5.4
BBC RB 6882	219	0.4	789	1.4	1981	3.5
BBC RB 6884	256	0.4	903	1.6	2457	4.3
BBC RB 6885	241	0.4	848	1.5	2226	3.9
BBC RB 6886	362	0.6	1121	2.0	2583	4.5
BBC RB FREEVIEW 301	1347	2.3	3621	6.3	6688	11.7
BBC1	49066	85.6	54852	95.7	56689	98.9
BBC2	38380	66.9	50273	87.7	55072	96.1
BET	161	0.3	458	0.8	929	1.6
BET+1	109	0.2	340	0.6	698	1.2
Bio	1005	1.8	2867	5.0	5580	9.7
Blighty	786	1.4	2217	3.9	4407	7.7
Bliss	693	1.2	1927	3.4	3776	6.6
Boomerang	2239	3.9	4920	8.6	7627	13.3
Boomerang+1	1351	2.4	3246	5.7	5393	9.4
Cartoon Network	1669	2.9	3511	6.1	5586	9.7
Cartoon Network Too	1334	2.3	3297	5.8	5630	9.8
Cartoonito	1329	2.3	2895	5.0	4935	8.6
CBBC	5572	9.7	10612	18.5	16602	29.0
Cbeebies	6242	10.9	10955	19.1	15769	27.5
CBS Action	902	1.6	2226	3.9	4042	7.1
CBS Drama	999	1.7	2598	4.5	5108	8.9
CBS Reality TV	1455	2.5	3831	6.7	7038	12.3
CBS Reality+1	1005	1.8	2708	4.7	5117	8.9
Challenge TV	1974	3.4	4854	8.5	9055	15.8
Challenge TV+1	919	1.6	2551	4.4	5010	8.7
CHANNEL 4	37658	65.7	50221	87.6	54945	95.8
CHANNEL 4+1	12504	21.8	26151	45.6	37596	65.6
Channel AKA	607	1.1	1686	2.9	3024	5.3
Channel One	8483	14.8	18067	31.5	27907	48.7
Channel One +1	2794	4.9	7385	12.9	13309	23.2
Channel Starz	789	1.4	1972	3.4	3475	6.1
Chart Show TV	1195	2.1	3090	5.4	5665	9.9
CITV and CITV Breakfast	3126	5.5	6535	11.4	10593	18.5
Clubland TV	411	0.7	1123	2.0	2273	4.0
Comedy Central	3920	6.8	8680	15.1	13999	24.4
Comedy Central Extra	2174	3.8	5423	9.5	9180	16.0

BARB Quarterly Reach Report- Quarter 4 2010 (BARB weeks 2202-2214)

Individuals 4+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Comedy Central Extra+1	464	0.8	1441	2.5	2916	5.1
Comedy Central+1	2701	4.7	6319	11.0	10583	18.5
Community Channel	243	0.4	806	1.4	1765	3.1
Crime & Investigation Net+1	497	0.9	1157	2.0	2015	3.5
Crime & Investigation Network	869	1.5	1790	3.1	2955	5.2
Current TV	546	1.0	1761	3.1	3861	6.7
Dance Nation TV	360	0.6	1105	1.9	2215	3.9
Dave	12130	21.2	24272	42.3	34573	60.3
Dave ja vu	5214	9.1	12108	21.1	19951	34.8
Discovery	2485	4.3	5427	9.5	8595	15.0
Discovery HD	407	0.7	1024	1.8	1892	3.3
Discovery History	1439	2.5	3545	6.2	6062	10.6
Discovery History +1	307	0.5	894	1.6	1679	2.9
Discovery Home & Health	765	1.3	1989	3.5	3672	6.4
Discovery Home & Health+1	395	0.7	1134	2.0	2243	3.9
Discovery Real Time	1396	2.4	3705	6.5	6660	11.6
Discovery Real Time+1	1022	1.8	2848	5.0	5265	9.2
Discovery Science	1278	2.2	3199	5.6	5730	10.0
Discovery Science+1	336	0.6	953	1.7	1867	3.3
Discovery Shed	1094	1.9	2369	4.1	3823	6.7
Discovery Travel & Living	435	0.8	1187	2.1	2379	4.2
Discovery Turbo	1359	2.4	2999	5.2	4936	8.6
Discovery+1	1624	2.8	4099	7.1	6860	12.0
Disney Channel	3271	5.7	5566	9.7	7683	13.4
Disney Channel+1	2685	4.7	4869	8.5	6910	12.1
Disney Cinemagic	1074	1.9	2369	4.1	4064	7.1
Disney Cinemagic+1	541	0.9	1316	2.3	2368	4.1
Disney XD	1569	2.7	3506	6.1	5644	9.8
Disney XD +1	1494	2.6	3278	5.7	5342	9.3
Diva	246	0.4	710	1.2	1428	2.5
Diva+1	106	0.2	328	0.6	723	1.3
DMAX	1609	2.8	4673	8.1	9141	15.9
DMAX+1	982	1.7	3097	5.4	6187	10.8
DMAX+2	293	0.5	1026	1.8	2452	4.3
E!	1424	2.5	3600	6.3	6478	11.3
E4	13004	22.7	25009	43.6	35540	62.0
E4+1	8566	14.9	18693	32.6	28795	50.2
Eden	954	1.7	2597	4.5	4809	8.4
Eden+1	399	0.7	1306	2.3	2599	4.5
ESPN	1231	2.1	2615	4.6	3799	6.6
ESPN Classic	608	1.1	1631	2.8	2983	5.2
Euronews	292	0.5	794	1.4	1610	2.8
Eurosport	1082	1.9	2842	5.0	5209	9.1
Eurosport 2	1006	1.8	2590	4.5	4678	8.2
Eurosport HD	169	0.3	405	0.7	749	1.3
Extreme Sports Channel	384	0.7	1111	1.9	1959	3.4
Film 24	343	0.6	1137	2.0	2639	4.6
Film4	10596	18.5	21211	37.0	30917	53.9
Film4+1	2592	4.5	6825	11.9	11951	20.8
five	30183	52.6	44792	78.1	51728	90.2
five USA	6022	10.5	12301	21.5	19855	34.6
five USA+1	1448	2.5	3995	7.0	7436	13.0
fiver	7125	12.4	16182	28.2	25692	44.8
fiver+1	1561	2.7	4961	8.7	9635	16.8
Flava	816	1.4	2286	4.0	4334	7.6
Food Network	533	0.9	1224	2.1	2226	3.9
Food Network +1	452	0.8	1126	2.0	2214	3.9
Fox News	165	0.3	384	0.7	662	1.2

BARB Quarterly Reach Report- Quarter 4 2010 (BARB weeks 2202-2214)

Individuals 4+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
FX	2121	3.7	4499	7.8	7476	13.0
FX+	1029	1.8	2579	4.5	4475	7.8
G.O.L.D	6472	11.3	13184	23.0	20201	35.2
G.O.L.D.+1	2833	4.9	6964	12.1	12307	21.5
Good Food	1292	2.3	3016	5.3	5217	9.1
Good Food +1	1033	1.8	2488	4.3	4738	8.3
History	1533	2.7	3683	6.4	6277	10.9
History +1	808	1.4	2148	3.7	3859	6.7
Home	1230	2.1	3077	5.4	5504	9.6
Home +1	872	1.5	2400	4.2	4531	7.9
Horror Channel	922	1.6	2594	4.5	4798	8.4
Horror Channel +1	535	0.9	1624	2.8	3207	5.6
Horse and Country	212	0.4	513	0.9	983	1.7
Investigation Discovery	520	0.9	1126	2.0	1989	3.5
ITV1	44513	77.6	53234	92.8	56126	97.9
ITV1 HD	3555	6.2	6241	10.9	9142	15.9
ITV2	21050	36.7	36591	63.8	46410	80.9
ITV2+1	9456	16.5	21722	37.9	33772	58.9
ITV3	11732	20.5	23160	40.4	34858	60.8
ITV3+1	1754	3.1	4548	7.9	8511	14.8
ITV4	11132	19.4	24217	42.2	36023	62.8
ITV4+1	1622	2.8	4819	8.4	9363	16.3
Kerrang	544	0.9	1493	2.6	2800	4.9
Kiss TV	1125	2.0	2915	5.1	5256	9.2
Kix!	249	0.4	672	1.2	1392	2.4
Lava TV	137	0.2	425	0.7	908	1.6
Liverpool FC TV	367	0.6	923	1.6	1678	2.9
LIVING Loves	618	1.1	1741	3.0	3536	6.2
Living TV	5354	9.3	11594	20.2	17800	31.0
Living TV+1	3796	6.6	9346	16.3	15629	27.3
LIVINGit	3876	6.8	9627	16.8	15741	27.5
LIVINGit +1	800	1.4	2567	4.5	5396	9.4
Magic TV	973	1.7	2761	4.8	5336	9.3
Men & Movies	83	0.1	211	0.4	359	0.6
MGM HD	112	0.2	306	0.5	659	1.2
Military History	1013	1.8	2345	4.1	3920	6.8
More 4	11969	20.9	24275	42.3	35466	61.9
More 4+1	2491	4.3	6735	11.7	11888	20.7
Motors TV	392	0.7	974	1.7	1651	2.9
Movies 24	1666	2.9	4312	7.5	8252	14.4
Movies 24 +	1383	2.4	3760	6.6	7461	13.0
Movies 4 Men	927	1.6	2619	4.6	5072	8.8
Movies 4 Men 2	1104	1.9	2932	5.1	5311	9.3
Movies 4 Men 2+1	820	1.4	2350	4.1	4575	8.0
Movies4Men+1	712	1.2	2091	3.6	4185	7.3
MTV	1031	1.8	2674	4.7	4848	8.5
MTV +1	557	1.0	1589	2.8	3102	5.4
MTV Base	1135	2.0	2958	5.2	5344	9.3
MTV Classic	797	1.4	2308	4.0	4683	8.2
MTV Dance	735	1.3	2216	3.9	4206	7.3
MTV Hits	1547	2.7	4015	7.0	7137	12.4
MTV Rocks	571	1.0	1757	3.1	3365	5.9
MTV Shows	599	1.0	1752	3.1	3549	6.2
MUTV	120	0.2	195	0.3	316	0.6
National Geographic +1	1075	1.9	3012	5.3	5546	9.7
National Geographic HD	305	0.5	885	1.5	1776	3.1
National Geographic TV	1481	2.6	3738	6.5	6688	11.7
National Geographic Wild	1058	1.8	2866	5.0	5390	9.4

BARB Quarterly Reach Report- Quarter 4 2010 (BARB weeks 2202-2214)

Individuals 4+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Nick Jr	2105	3.7	3854	6.7	5709	10.0
Nick Jr 2	1588	2.8	3150	5.5	4818	8.4
Nickelodeon	2093	3.6	4411	7.7	6530	11.4
Nickelodeon Replay	1728	3.0	3693	6.4	5620	9.8
Nicktoons	1859	3.2	3967	6.9	6325	11.0
NickToons Replay	257	0.4	722	1.3	1323	2.3
NME TV	282	0.5	884	1.5	1758	3.1
Playhouse Disney	1682	2.9	3352	5.8	5055	8.8
Playhouse Disney Plus	1281	2.2	2763	4.8	4157	7.3
Pop	825	1.4	1943	3.4	3415	6.0
Pop Girl	427	0.7	1036	1.8	1893	3.3
Pop Girl+1	330	0.6	768	1.3	1366	2.4
Prime TV	252	0.4	545	1.0	743	1.3
Q	622	1.1	1905	3.3	3816	6.7
Quest	4128	7.2	8699	15.2	14667	25.6
Quest +1	431	0.8	1482	2.6	3321	5.8
Really	670	1.2	2119	3.7	4532	7.9
S4C	601	1.0	1402	2.4	2484	4.3
Scuzz	339	0.6	997	1.7	1820	3.2
Sky 1	11302	19.7	19510	34.0	24715	43.1
Sky 2	6197	10.8	14203	24.8	21184	36.9
Sky 3	11466	20.0	23261	40.6	33837	59.0
Sky 3+1	1404	2.4	3816	6.7	7593	13.2
Sky Arts 1	691	1.2	2004	3.5	4007	7.0
Sky Arts 2	320	0.6	904	1.6	1953	3.4
Sky Box Office (Movies)	296	0.5	1015	1.8	2305	4.0
Sky Movies Action & Adventure	1521	2.7	3622	6.3	6216	10.8
Sky Movies Classics	751	1.3	1984	3.5	3721	6.5
Sky Movies Comedy	1920	3.3	4514	7.9	7533	13.1
Sky Movies Crime & Thriller	1053	1.8	2784	4.9	4865	8.5
Sky Movies Drama & Romance	848	1.5	2510	4.4	4808	8.4
Sky Movies Family	1771	3.1	4310	7.5	7213	12.6
Sky Movies Indie	521	0.9	1629	2.8	3206	5.6
Sky Movies Modern Greats	1150	2.0	3092	5.4	5527	9.6
Sky Movies Premiere	2249	3.9	4833	8.4	7466	13.0
Sky Movies Premiere+1	1302	2.3	3429	6.0	5857	10.2
Sky Movies SciFi-Horror	1205	2.1	3101	5.4	5437	9.5
Sky Movies Showcase	2258	3.9	5492	9.6	9630	16.8
Sky News	6330	11.0	11963	20.9	19046	33.2
Sky News Active	247	0.4	626	1.1	1230	2.1
Sky Sports 1	6488	11.3	9474	16.5	11585	20.2
Sky Sports 2	4676	8.2	8057	14.1	10385	18.1
Sky Sports 3	2651	4.6	5446	9.5	8239	14.4
Sky Sports 4	2427	4.2	5467	9.5	8066	14.1
Sky Sports Active 1	88	0.2	328	0.6	880	1.5
Sky Sports Active 2	109	0.2	415	0.7	987	1.7
Sky Sports Active 3	68	0.1	264	0.5	750	1.3
Sky Sports Active 4	55	0.1	203	0.4	524	0.9
Sky Sports Active 5	25	0.0	98	0.2	277	0.5
Sky Sports Active 6	15	0.0	66	0.1	185	0.3
Sky Sports Active Other	89	0.2	304	0.5	803	1.4
Sky Sports News	6015	10.5	9843	17.2	12963	22.6
Smash Hits	1018	1.8	2882	5.0	5609	9.8
Star Gold	589	1.0	926	1.6	1243	2.2
Star Plus	911	1.6	1163	2.0	1299	2.3
Sunrise TV	560	1.0	1052	1.8	1443	2.5
Syfy	2602	4.5	6390	11.1	10784	18.8
Syfy +1	655	1.1	1896	3.3	3966	6.9

BARB Quarterly Reach Report- Quarter 4 2010 (BARB weeks 2202-2214)

Individuals 4+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
TCM	1462	2.6	3681	6.4	6808	11.9
TCM 2	325	0.6	1067	1.9	2131	3.7
The Africa Channel	35	0.1	98	0.2	243	0.4
The Box	1310	2.3	3442	6.0	6243	10.9
The Style Network	319	0.6	919	1.6	1921	3.4
The Travel Channel	239	0.4	761	1.3	1578	2.8
The Travel Channel+1	195	0.3	621	1.1	1470	2.6
The Vault	812	1.4	2346	4.1	4743	8.3
Tiny Pop	1133	2.0	2600	4.5	4388	7.7
Tiny Pop+1	530	0.9	1227	2.1	2154	3.8
True Entertainment	617	1.1	1808	3.2	3710	6.5
True Movies 1	1438	2.5	3705	6.5	6770	11.8
True Movies 2	898	1.6	2461	4.3	4548	7.9
Universal	2009	3.5	4420	7.7	7606	13.3
Universal+1	952	1.7	2423	4.2	4442	7.7
VH-1	1104	1.9	3129	5.5	6053	10.6
Vintage TV	658	1.1	1814	3.2	3614	6.3
VIVA	5107	8.9	11860	20.7	19665	34.3
Watch	6494	11.3	14384	25.1	22043	38.4
Watch+1	1881	3.3	5553	9.7	11041	19.3
Wedding TV	184	0.3	605	1.1	1353	2.4
Yesterday	6716	11.7	13299	23.2	19961	34.8
Yesterday+1	499	0.9	1362	2.4	2657	4.6
Zing	435	0.8	889	1.6	1324	2.3
Other Non Itemised Channels	19205	33.5	31253	54.5	40991	71.5

BARB Quarterly Reach Report- Quarter 4 2010 (BARB weeks 2202-2214)

Adults 16+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
TOTAL TV	46310	95.0	48105	98.7	48549	99.6
4Music	4271	8.8	9643	19.8	15783	32.4
Alibi	2108	4.3	4083	8.4	6675	13.7
Alibi+1	721	1.5	1823	3.7	3448	7.1
Animal Planet	727	1.5	1856	3.8	3395	7.0
Animal Planet+1	262	0.5	742	1.5	1485	3.0
attheraces	582	1.2	1007	2.1	1467	3.0
BBC 3	15215	31.2	28735	59.0	37953	77.9
BBC 4	8445	17.3	17892	36.7	27000	55.4
BBC HD	2043	4.2	4542	9.3	7394	15.2
BBC News	10170	20.9	17569	36.1	25060	51.4
BBC Parliament	695	1.4	1892	3.9	3766	7.7
BBC RB 6780	968	2.0	2444	5.0	4602	9.4
BBC RB 6781	13	0.0	49	0.1	137	0.3
BBC RB 6785	7	0.0	22	0.0	53	0.1
BBC RB 6786	13	0.0	39	0.1	94	0.2
BBC RB 6787	2	0.0	3	0.0	13	0.0
BBC RB 6788	20	0.0	85	0.2	206	0.4
BBC RB 6789	17	0.0	42	0.1	56	0.1
BBC RB 6790	56	0.1	149	0.3	344	0.7
BBC RB 6880	281	0.6	982	2.0	2491	5.1
BBC RB 6881	328	0.7	1136	2.3	2852	5.9
BBC RB 6882	200	0.4	723	1.5	1784	3.7
BBC RB 6884	222	0.5	782	1.6	2077	4.3
BBC RB 6885	219	0.5	766	1.6	1978	4.1
BBC RB 6886	332	0.7	1020	2.1	2321	4.8
BBC RB FREEVIEW 301	1260	2.6	3353	6.9	6115	12.6
BBC1	42825	87.9	46973	96.4	48270	99.1
BBC2	34626	71.1	43884	90.1	47202	96.9
BET	136	0.3	388	0.8	796	1.6
BET+1	97	0.2	297	0.6	613	1.3
Bio	943	1.9	2654	5.4	5073	10.4
Blighty	755	1.6	2109	4.3	4141	8.5
Bliss	595	1.2	1650	3.4	3209	6.6
Boomerang	1236	2.5	2940	6.0	4886	10.0
Boomerang+1	758	1.6	1882	3.9	3387	7.0
Cartoon Network	869	1.8	1988	4.1	3393	7.0
Cartoon Network Too	675	1.4	1831	3.8	3366	6.9
Cartoonito	840	1.7	1889	3.9	3286	6.7
CBBC	2935	6.0	6539	13.4	11172	22.9
Cbeebies	4441	9.1	8034	16.5	11753	24.1
CBS Action	862	1.8	2091	4.3	3723	7.6
CBS Drama	921	1.9	2351	4.8	4578	9.4
CBS Reality TV	1361	2.8	3513	7.2	6335	13.0
CBS Reality+1	942	1.9	2503	5.1	4632	9.5
Challenge TV	1730	3.6	4170	8.6	7743	15.9
Challenge TV+1	801	1.6	2174	4.5	4271	8.8
CHANNEL 4	33438	68.6	43510	89.3	47034	96.5
CHANNEL 4+1	11160	22.9	23029	47.3	32554	66.8
Channel AKA	487	1.0	1333	2.7	2397	4.9
Channel One	7811	16.0	16336	33.5	24766	50.8
Channel One +1	2557	5.2	6634	13.6	11623	23.9
Channel Starz	587	1.2	1494	3.1	2692	5.5
Chart Show TV	950	2.0	2485	5.1	4553	9.3
CITV and CITV Breakfast	1648	3.4	3899	8.0	6943	14.3
Clubland TV	349	0.7	936	1.9	1851	3.8
Comedy Central	3506	7.2	7674	15.7	12230	25.1
Comedy Central Extra	1980	4.1	4879	10.0	8210	16.9

BARB Quarterly Reach Report- Quarter 4 2010 (BARB weeks 2202-2214)

Adults 16+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Comedy Central Extra+1	441	0.9	1358	2.8	2740	5.6
Comedy Central+1	2415	5.0	5559	11.4	9229	18.9
Community Channel	227	0.5	749	1.5	1615	3.3
Crime & Investigation Net+1	475	1.0	1076	2.2	1850	3.8
Crime & Investigation Network	827	1.7	1658	3.4	2658	5.5
Current TV	505	1.0	1637	3.4	3552	7.3
Dance Nation TV	306	0.6	927	1.9	1818	3.7
Dave	10881	22.3	21372	43.9	29946	61.5
Dave ja vu	4716	9.7	10793	22.2	17497	35.9
Discovery	2219	4.6	4805	9.9	7524	15.4
Discovery HD	374	0.8	930	1.9	1693	3.5
Discovery History	1347	2.8	3272	6.7	5471	11.2
Discovery History +1	292	0.6	848	1.7	1580	3.2
Discovery Home & Health	693	1.4	1783	3.7	3257	6.7
Discovery Home & Health+1	366	0.8	1033	2.1	1995	4.1
Discovery Real Time	1280	2.6	3320	6.8	5819	11.9
Discovery Real Time+1	947	1.9	2613	5.4	4722	9.7
Discovery Science	1170	2.4	2893	5.9	5139	10.5
Discovery Science+1	309	0.6	881	1.8	1718	3.5
Discovery Shed	1022	2.1	2168	4.5	3465	7.1
Discovery Travel & Living	412	0.8	1101	2.3	2170	4.5
Discovery Turbo	1220	2.5	2665	5.5	4332	8.9
Discovery+1	1444	3.0	3636	7.5	6015	12.3
Disney Channel	1535	3.2	3042	6.2	4624	9.5
Disney Channel+1	1191	2.4	2503	5.1	3949	8.1
Disney Cinemagic	674	1.4	1548	3.2	2773	5.7
Disney Cinemagic+1	314	0.6	816	1.7	1528	3.1
Disney XD	691	1.4	1753	3.6	3144	6.5
Disney XD +1	633	1.3	1593	3.3	2916	6.0
Diva	216	0.4	633	1.3	1269	2.6
Diva+1	92	0.2	293	0.6	666	1.4
DMAX	1462	3.0	4202	8.6	8009	16.4
DMAX+1	884	1.8	2763	5.7	5431	11.1
DMAX+2	276	0.6	955	2.0	2300	4.7
E!	1275	2.6	3195	6.6	5784	11.9
E4	11440	23.5	21875	44.9	31015	63.7
E4+1	7542	15.5	16411	33.7	25171	51.7
Eden	873	1.8	2371	4.9	4322	8.9
Eden+1	359	0.7	1156	2.4	2263	4.6
ESPN	1127	2.3	2340	4.8	3336	6.8
ESPN Classic	544	1.1	1445	3.0	2623	5.4
Euronews	268	0.6	724	1.5	1447	3.0
Eurosport	989	2.0	2522	5.2	4585	9.4
Eurosport 2	909	1.9	2305	4.7	4092	8.4
Eurosport HD	158	0.3	378	0.8	677	1.4
Extreme Sports Channel	331	0.7	945	1.9	1677	3.4
Film 24	329	0.7	1084	2.2	2507	5.1
Film4	9696	19.9	18952	38.9	27107	55.6
Film4+1	2382	4.9	6087	12.5	10497	21.5
five	26803	55.0	38797	79.6	44273	90.9
five USA	5644	11.6	11295	23.2	17942	36.8
five USA+1	1364	2.8	3699	7.6	6775	13.9
fiver	6455	13.2	14454	29.7	22652	46.5
fiver+1	1413	2.9	4424	9.1	8543	17.5
Flava	643	1.3	1799	3.7	3378	6.9
Food Network	476	1.0	1067	2.2	1938	4.0
Food Network +1	409	0.8	977	2.0	1854	3.8
Fox News	150	0.3	349	0.7	602	1.2

BARB Quarterly Reach Report- Quarter 4 2010 (BARB weeks 2202-2214)

Adults 16+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
FX	1912	3.9	3987	8.2	6479	13.3
FX+	960	2.0	2361	4.8	4018	8.2
G.O.L.D	5985	12.3	11880	24.4	17716	36.4
G.O.L.D.+1	2665	5.5	6447	13.2	11099	22.8
Good Food	1189	2.4	2712	5.6	4648	9.5
Good Food +1	942	1.9	2220	4.6	4160	8.5
History	1424	2.9	3364	6.9	5631	11.6
History +1	754	1.5	1983	4.1	3503	7.2
Home	1135	2.3	2791	5.7	4914	10.1
Home +1	817	1.7	2201	4.5	4050	8.3
Horror Channel	868	1.8	2374	4.9	4305	8.8
Horror Channel +1	509	1.0	1521	3.1	2974	6.1
Horse and Country	198	0.4	474	1.0	913	1.9
Investigation Discovery	486	1.0	1029	2.1	1770	3.6
ITV1	38878	79.8	45625	93.6	47774	98.1
ITV1 HD	3088	6.3	5359	11.0	7738	15.9
ITV2	18563	38.1	31589	64.8	39617	81.3
ITV2+1	8396	17.2	18946	38.9	29109	59.7
ITV3	11031	22.6	21146	43.4	31044	63.7
ITV3+1	1654	3.4	4204	8.6	7620	15.6
ITV4	10312	21.2	21973	45.1	31886	65.4
ITV4+1	1538	3.2	4491	9.2	8581	17.6
Kerrang	457	0.9	1233	2.5	2293	4.7
Kiss TV	836	1.7	2214	4.5	4026	8.3
Kix!	138	0.3	390	0.8	856	1.8
Lava TV	116	0.2	359	0.7	777	1.6
Liverpool FC TV	312	0.6	775	1.6	1411	2.9
LIVING Loves	555	1.1	1547	3.2	3107	6.4
Living TV	4759	9.8	10093	20.7	15272	31.3
Living TV+1	3387	7.0	8174	16.8	13381	27.5
LIVINGit	3516	7.2	8579	17.6	13820	28.4
LIVINGit +1	754	1.5	2409	4.9	4970	10.2
Magic TV	845	1.7	2360	4.8	4537	9.3
Men & Movies	83	0.2	209	0.4	355	0.7
MGM HD	107	0.2	289	0.6	612	1.3
Military History	955	2.0	2191	4.5	3601	7.4
More 4	11168	22.9	22144	45.4	31671	65.0
More 4+1	2306	4.7	6098	12.5	10475	21.5
Motors TV	347	0.7	843	1.7	1441	3.0
Movies 24	1525	3.1	3888	8.0	7285	15.0
Movies 24 +	1270	2.6	3404	7.0	6592	13.5
Movies 4 Men	884	1.8	2475	5.1	4695	9.6
Movies 4 Men 2	1058	2.2	2762	5.7	4881	10.0
Movies 4 Men 2+1	791	1.6	2231	4.6	4302	8.8
Movies4Men+1	668	1.4	1939	4.0	3853	7.9
MTV	879	1.8	2248	4.6	4101	8.4
MTV +1	458	0.9	1292	2.7	2540	5.2
MTV Base	880	1.8	2309	4.7	4241	8.7
MTV Classic	689	1.4	1975	4.1	3913	8.0
MTV Dance	583	1.2	1752	3.6	3249	6.7
MTV Hits	1177	2.4	3113	6.4	5556	11.4
MTV Rocks	467	1.0	1435	2.9	2742	5.6
MTV Shows	533	1.1	1546	3.2	3050	6.3
MUTV	110	0.2	169	0.3	261	0.5
National Geographic +1	1009	2.1	2787	5.7	5036	10.3
National Geographic HD	289	0.6	840	1.7	1646	3.4
National Geographic TV	1388	2.8	3455	7.1	6069	12.5
National Geographic Wild	954	2.0	2570	5.3	4698	9.6

BARB Quarterly Reach Report- Quarter 4 2010 (BARB weeks 2202-2214)

Adults 16+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Nick Jr	1346	2.8	2542	5.2	3888	8.0
Nick Jr 2	1017	2.1	2064	4.2	3182	6.5
Nickelodeon	912	1.9	2274	4.7	3756	7.7
Nickelodeon Replay	745	1.5	1876	3.9	3238	6.6
Nicktoons	903	1.9	2171	4.5	3777	7.8
NickToons Replay	127	0.3	362	0.7	702	1.4
NME TV	229	0.5	722	1.5	1444	3.0
Playhouse Disney	1058	2.2	2159	4.4	3343	6.9
Playhouse Disney Plus	801	1.6	1786	3.7	2733	5.6
Pop	419	0.9	1091	2.2	2063	4.2
Pop Girl	188	0.4	509	1.0	1017	2.1
Pop Girl+1	144	0.3	377	0.8	716	1.5
Prime TV	192	0.4	388	0.8	544	1.1
Q	513	1.1	1574	3.2	3160	6.5
Quest	3873	7.9	8014	16.4	13247	27.2
Quest +1	400	0.8	1361	2.8	3016	6.2
Really	613	1.3	1922	3.9	4065	8.3
S4C	547	1.1	1250	2.6	2209	4.5
Scuzz	293	0.6	847	1.7	1559	3.2
Sky 1	9377	19.2	16174	33.2	20532	42.1
Sky 2	5285	10.8	12037	24.7	17806	36.5
Sky 3	10395	21.3	20595	42.3	29578	60.7
Sky 3+1	1268	2.6	3406	7.0	6771	13.9
Sky Arts 1	665	1.4	1908	3.9	3742	7.7
Sky Arts 2	308	0.6	861	1.8	1819	3.7
Sky Box Office (Movies)	239	0.5	817	1.7	1875	3.8
Sky Movies Action & Adventure	1303	2.7	3053	6.3	5170	10.6
Sky Movies Classics	701	1.4	1824	3.7	3361	6.9
Sky Movies Comedy	1569	3.2	3681	7.6	6070	12.5
Sky Movies Crime & Thriller	965	2.0	2516	5.2	4358	8.9
Sky Movies Drama & Romance	771	1.6	2228	4.6	4168	8.6
Sky Movies Family	1331	2.7	3294	6.8	5612	11.5
Sky Movies Indie	483	1.0	1497	3.1	2884	5.9
Sky Movies Modern Greats	1009	2.1	2666	5.5	4724	9.7
Sky Movies Premiere	1928	4.0	4068	8.3	6181	12.7
Sky Movies Premiere+1	1114	2.3	2895	5.9	4887	10.0
Sky Movies SciFi-Horror	1047	2.1	2660	5.5	4616	9.5
Sky Movies Showcase	1854	3.8	4493	9.2	7872	16.2
Sky News	5817	11.9	10908	22.4	17256	35.4
Sky News Active	218	0.4	536	1.1	1039	2.1
Sky Sports 1	5818	11.9	8206	16.8	9833	20.2
Sky Sports 2	4247	8.7	7106	14.6	8935	18.3
Sky Sports 3	2357	4.8	4817	9.9	7157	14.7
Sky Sports 4	2185	4.5	4845	9.9	6980	14.3
Sky Sports Active 1	81	0.2	306	0.6	802	1.6
Sky Sports Active 2	97	0.2	374	0.8	894	1.8
Sky Sports Active 3	62	0.1	239	0.5	696	1.4
Sky Sports Active 4	52	0.1	189	0.4	489	1.0
Sky Sports Active 5	22	0.0	90	0.2	238	0.5
Sky Sports Active 6	14	0.0	65	0.1	183	0.4
Sky Sports Active Other	81	0.2	278	0.6	729	1.5
Sky Sports News	5368	11.0	8529	17.5	11138	22.9
Smash Hits	787	1.6	2242	4.6	4421	9.1
Star Gold	449	0.9	685	1.4	956	2.0
Star Plus	679	1.4	877	1.8	1005	2.1
Sunrise TV	451	0.9	821	1.7	1099	2.3
Syfy	2383	4.9	5706	11.7	9406	19.3
Syfy +1	606	1.2	1720	3.5	3522	7.2

BARB Quarterly Reach Report- Quarter 4 2010 (BARB weeks 2202-2214)

Adults 16+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
TCM	1363	2.8	3330	6.8	6017	12.4
TCM 2	312	0.6	1017	2.1	1980	4.1
The Africa Channel	30	0.1	86	0.2	214	0.4
The Box	1003	2.1	2655	5.4	4902	10.1
The Style Network	278	0.6	782	1.6	1667	3.4
The Travel Channel	228	0.5	710	1.5	1473	3.0
The Travel Channel+1	186	0.4	590	1.2	1381	2.8
The Vault	696	1.4	1997	4.1	4013	8.2
Tiny Pop	684	1.4	1693	3.5	3023	6.2
Tiny Pop+1	307	0.6	770	1.6	1419	2.9
True Entertainment	586	1.2	1709	3.5	3457	7.1
True Movies 1	1374	2.8	3479	7.1	6212	12.8
True Movies 2	854	1.8	2300	4.7	4162	8.5
Universal	1881	3.9	4053	8.3	6868	14.1
Universal+1	892	1.8	2205	4.5	3996	8.2
VH-1	941	1.9	2609	5.4	4973	10.2
Vintage TV	580	1.2	1570	3.2	3124	6.4
VIVA	4270	8.8	9953	20.4	16513	33.9
Watch	5647	11.6	12241	25.1	18496	38.0
Watch+1	1659	3.4	4842	9.9	9556	19.6
Wedding TV	170	0.3	554	1.1	1219	2.5
Yesterday	6427	13.2	12503	25.7	18390	37.7
Yesterday+1	484	1.0	1301	2.7	2497	5.1
Zing	363	0.7	698	1.4	1019	2.1
Other Non Itemised Channels	16955	34.8	27139	55.7	35338	72.5

BARB Quarterly Reach Report- Quarter 4 2010 (BARB weeks 2202-2214)
Adults 16-34

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
TOTAL TV	13120	90.1	14170	97.3	14452	99.3
4Music	1977	13.6	4068	27.9	6196	42.6
Alibi	229	1.6	577	4.0	1143	7.9
Alibi+1	82	0.6	247	1.7	580	4.0
Animal Planet	143	1.0	360	2.5	772	5.3
Animal Planet+1	50	0.3	124	0.9	299	2.1
attheraces	62	0.4	134	0.9	226	1.6
BBC 3	5326	36.6	9363	64.3	11990	82.4
BBC 4	1135	7.8	3081	21.2	5650	38.8
BBC HD	454	3.1	1135	7.8	2014	13.8
BBC News	1585	10.9	3409	23.4	5487	37.7
BBC Parliament	89	0.6	254	1.7	567	3.9
BBC RB 6780	177	1.2	478	3.3	1058	7.3
BBC RB 6781	7	0.0	28	0.2	79	0.5
BBC RB 6785	1	0.0	4	0.0	7	0.1
BBC RB 6786	1	0.0	6	0.0	13	0.1
BBC RB 6787	1	0.0	2	0.0	9	0.1
BBC RB 6788	5	0.0	22	0.2	51	0.3
BBC RB 6789	2	0.0	7	0.1	2	0.0
BBC RB 6790	10	0.1	37	0.3	110	0.8
BBC RB 6880	64	0.4	238	1.6	650	4.5
BBC RB 6881	53	0.4	205	1.4	559	3.8
BBC RB 6882	37	0.3	135	0.9	334	2.3
BBC RB 6884	48	0.3	169	1.2	481	3.3
BBC RB 6885	47	0.3	174	1.2	438	3.0
BBC RB 6886	73	0.5	227	1.6	547	3.8
BBC RB FREEVIEW 301	229	1.6	633	4.3	1244	8.5
BBC1	11103	76.3	13431	92.3	14296	98.2
BBC2	7603	52.2	11685	80.3	13533	93.0
BET	55	0.4	149	1.0	265	1.8
BET+1	45	0.3	123	0.8	233	1.6
Bio	166	1.1	518	3.6	1067	7.3
Blighty	64	0.4	239	1.6	560	3.8
Bliss	248	1.7	719	4.9	1314	9.0
Boomerang	485	3.3	1121	7.7	1879	12.9
Boomerang+1	333	2.3	804	5.5	1429	9.8
Cartoon Network	369	2.5	812	5.6	1333	9.2
Cartoon Network Too	295	2.0	752	5.2	1334	9.2
Cartoonito	354	2.4	768	5.3	1336	9.2
CBBC	824	5.7	1921	13.2	3285	22.6
Cbeebies	1827	12.6	3022	20.8	4224	29.0
CBS Action	112	0.8	364	2.5	802	5.5
CBS Drama	253	1.7	665	4.6	1381	9.5
CBS Reality TV	280	1.9	887	6.1	1753	12.0
CBS Reality+1	181	1.2	552	3.8	1075	7.4
Challenge TV	447	3.1	1239	8.5	2594	17.8
Challenge TV+1	193	1.3	624	4.3	1378	9.5
CHANNEL 4	8897	61.1	12280	84.4	13832	95.0
CHANNEL 4+1	3555	24.4	7431	51.0	10483	72.0
Channel AKA	301	2.1	802	5.5	1346	9.2
Channel One	1859	12.8	4387	30.1	7256	49.8
Channel One +1	698	4.8	1961	13.5	3640	25.0
Channel Starz	362	2.5	864	5.9	1505	10.3
Chart Show TV	508	3.5	1251	8.6	2175	14.9
CITV and CITV Breakfast	555	3.8	1278	8.8	2282	15.7
Clubland TV	193	1.3	473	3.2	886	6.1
Comedy Central	1457	10.0	3127	21.5	4783	32.9
Comedy Central Extra	704	4.8	1778	12.2	2973	20.4

BARB Quarterly Reach Report- Quarter 4 2010 (BARB weeks 2202-2214)
Adults 16-34

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Comedy Central Extra+1	155	1.1	497	3.4	996	6.8
Comedy Central+1	1007	6.9	2247	15.4	3535	24.3
Community Channel	28	0.2	101	0.7	255	1.8
Crime & Investigation Net+1	62	0.4	161	1.1	310	2.1
Crime & Investigation Network	114	0.8	270	1.9	530	3.6
Current TV	101	0.7	363	2.5	851	5.8
Dance Nation TV	172	1.2	501	3.4	957	6.6
Dave	3368	23.1	6790	46.6	9373	64.4
Dave ja vu	1560	10.7	3585	24.6	5704	39.2
Discovery	664	4.6	1396	9.6	2191	15.0
Discovery HD	126	0.9	287	2.0	532	3.7
Discovery History	193	1.3	540	3.7	1054	7.2
Discovery History +1	27	0.2	98	0.7	195	1.3
Discovery Home & Health	163	1.1	461	3.2	857	5.9
Discovery Home & Health+1	81	0.6	263	1.8	480	3.3
Discovery Real Time	284	2.0	807	5.5	1601	11.0
Discovery Real Time+1	178	1.2	576	4.0	1126	7.7
Discovery Science	297	2.0	756	5.2	1395	9.6
Discovery Science+1	73	0.5	212	1.5	422	2.9
Discovery Shed	192	1.3	422	2.9	692	4.8
Discovery Travel & Living	42	0.3	130	0.9	335	2.3
Discovery Turbo	284	2.0	634	4.4	1086	7.5
Discovery+1	379	2.6	1035	7.1	1721	11.8
Disney Channel	564	3.9	1097	7.5	1600	11.0
Disney Channel+1	450	3.1	918	6.3	1426	9.8
Disney Cinemagic	332	2.3	734	5.0	1264	8.7
Disney Cinemagic+1	146	1.0	391	2.7	740	5.1
Disney XD	276	1.9	668	4.6	1162	8.0
Disney XD +1	248	1.7	584	4.0	1069	7.3
Diva	42	0.3	120	0.8	252	1.7
Diva+1	22	0.2	74	0.5	171	1.2
DMAX	499	3.4	1369	9.4	2623	18.0
DMAX+1	316	2.2	981	6.7	1860	12.8
DMAX+2	87	0.6	278	1.9	622	4.3
E!	529	3.6	1192	8.2	1955	13.4
E4	5068	34.8	8618	59.2	11280	77.5
E4+1	3523	24.2	6941	47.7	9920	68.1
Eden	162	1.1	545	3.7	1125	7.7
Eden+1	67	0.5	250	1.7	531	3.6
ESPN	293	2.0	722	5.0	1121	7.7
ESPN Classic	158	1.1	440	3.0	819	5.6
Euronews	31	0.2	109	0.8	209	1.4
Eurosport	159	1.1	522	3.6	1090	7.5
Eurosport 2	167	1.1	511	3.5	1012	7.0
Eurosport HD	21	0.1	68	0.5	127	0.9
Extreme Sports Channel	127	0.9	337	2.3	500	3.4
Film 24	37	0.3	134	0.9	356	2.4
Film4	2469	17.0	5373	36.9	7891	54.2
Film4+1	559	3.8	1603	11.0	3001	20.6
five	6367	43.7	10507	72.2	12759	87.7
five USA	1133	7.8	2564	17.6	4438	30.5
five USA+1	298	2.0	939	6.4	1873	12.9
fiver	1806	12.4	4155	28.5	6689	45.9
fiver+1	475	3.3	1480	10.2	2828	19.4
Flava	388	2.7	1066	7.3	1844	12.7
Food Network	135	0.9	294	2.0	583	4.0
Food Network +1	110	0.8	251	1.7	506	3.5
Fox News	24	0.2	71	0.5	145	1.0

BARB Quarterly Reach Report- Quarter 4 2010 (BARB weeks 2202-2214)
Adults 16-34

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
FX	585	4.0	1313	9.0	2348	16.1
FX+	309	2.1	762	5.2	1387	9.5
G.O.L.D	1336	9.2	3215	22.1	5333	36.6
G.O.L.D.+1	500	3.4	1441	9.9	2912	20.0
Good Food	325	2.2	774	5.3	1366	9.4
Good Food +1	235	1.6	555	3.8	1129	7.8
History	263	1.8	655	4.5	1235	8.5
History +1	106	0.7	317	2.2	620	4.3
Home	191	1.3	517	3.6	1019	7.0
Home +1	122	0.8	381	2.6	788	5.4
Horror Channel	149	1.0	450	3.1	909	6.2
Horror Channel +1	86	0.6	290	2.0	619	4.2
Horse and Country	26	0.2	68	0.5	128	0.9
Investigation Discovery	55	0.4	149	1.0	299	2.1
ITV1	9892	68.0	12765	87.7	13944	95.8
ITV1 HD	915	6.3	1642	11.3	2540	17.4
ITV2	5817	40.0	9962	68.4	12310	84.6
ITV2+1	2832	19.5	6344	43.6	9625	66.1
ITV3	1490	10.2	3971	27.3	7324	50.3
ITV3+1	202	1.4	674	4.6	1521	10.4
ITV4	2066	14.2	5335	36.6	8679	59.6
ITV4+1	304	2.1	1019	7.0	2144	14.7
Kerrang	239	1.6	641	4.4	1143	7.9
Kiss TV	480	3.3	1205	8.3	2069	14.2
Kix!	73	0.5	201	1.4	436	3.0
Lava TV	70	0.5	203	1.4	422	2.9
Liverpool FC TV	79	0.5	212	1.5	428	2.9
LIVING Loves	143	1.0	432	3.0	908	6.2
Living TV	1473	10.1	3324	22.8	5039	34.6
Living TV+1	992	6.8	2587	17.8	4393	30.2
LIVINGit	885	6.1	2462	16.9	4191	28.8
LIVINGit +1	161	1.1	564	3.9	1254	8.6
Magic TV	350	2.4	986	6.8	1855	12.7
Men & Movies	3	0.0	10	0.1	31	0.2
MGM HD	14	0.1	42	0.3	106	0.7
Military History	100	0.7	312	2.1	595	4.1
More 4	2540	17.4	5768	39.6	8993	61.8
More 4+1	597	4.1	1713	11.8	3063	21.0
Motors TV	87	0.6	229	1.6	358	2.5
Movies 24	265	1.8	773	5.3	1669	11.5
Movies 24 +	217	1.5	666	4.6	1470	10.1
Movies 4 Men	107	0.7	394	2.7	891	6.1
Movies 4 Men 2	111	0.8	372	2.6	801	5.5
Movies 4 Men 2+1	81	0.6	292	2.0	678	4.7
Movies4Men+1	73	0.5	271	1.9	616	4.2
MTV	527	3.6	1217	8.4	2128	14.6
MTV +1	252	1.7	671	4.6	1261	8.7
MTV Base	519	3.6	1310	9.0	2297	15.8
MTV Classic	245	1.7	765	5.3	1557	10.7
MTV Dance	321	2.2	937	6.4	1596	11.0
MTV Hits	618	4.2	1538	10.6	2668	18.3
MTV Rocks	240	1.6	726	5.0	1333	9.2
MTV Shows	260	1.8	684	4.7	1329	9.1
MUTV	33	0.2	52	0.4	83	0.6
National Geographic +1	198	1.4	624	4.3	1181	8.1
National Geographic HD	68	0.5	204	1.4	445	3.1
National Geographic TV	277	1.9	766	5.3	1463	10.1
National Geographic Wild	204	1.4	594	4.1	1202	8.3

BARB Quarterly Reach Report- Quarter 4 2010 (BARB weeks 2202-2214)

Adults 16-34

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Nick Jr	616	4.2	1102	7.6	1597	11.0
Nick Jr 2	493	3.4	888	6.1	1293	8.9
Nickelodeon	310	2.1	782	5.4	1310	9.0
Nickelodeon Replay	236	1.6	598	4.1	1067	7.3
Nicktoons	353	2.4	848	5.8	1441	9.9
NickToons Replay	64	0.4	167	1.1	343	2.4
NME TV	112	0.8	357	2.4	658	4.5
Playhouse Disney	513	3.5	1006	6.9	1422	9.8
Playhouse Disney Plus	377	2.6	833	5.7	1218	8.4
Pop	173	1.2	452	3.1	857	5.9
Pop Girl	54	0.4	161	1.1	353	2.4
Pop Girl+1	38	0.3	112	0.8	204	1.4
Prime TV	77	0.5	163	1.1	224	1.5
Q	256	1.8	772	5.3	1391	9.6
Quest	671	4.6	1576	10.8	2948	20.3
Quest +1	77	0.5	287	2.0	682	4.7
Really	129	0.9	431	3.0	974	6.7
S4C	76	0.5	233	1.6	457	3.1
Scuzz	180	1.2	494	3.4	832	5.7
Sky 1	3303	22.7	5626	38.6	7112	48.9
Sky 2	1594	10.9	3942	27.1	5907	40.6
Sky 3	2433	16.7	5391	37.0	8207	56.4
Sky 3+1	275	1.9	784	5.4	1607	11.0
Sky Arts 1	77	0.5	275	1.9	677	4.6
Sky Arts 2	26	0.2	91	0.6	219	1.5
Sky Box Office (Movies)	88	0.6	299	2.1	687	4.7
Sky Movies Action & Adventure	442	3.0	1009	6.9	1715	11.8
Sky Movies Classics	83	0.6	272	1.9	608	4.2
Sky Movies Comedy	616	4.2	1387	9.5	2150	14.8
Sky Movies Crime & Thriller	302	2.1	786	5.4	1402	9.6
Sky Movies Drama & Romance	232	1.6	697	4.8	1345	9.2
Sky Movies Family	471	3.2	1198	8.2	1985	13.6
Sky Movies Indie	131	0.9	417	2.9	850	5.8
Sky Movies Modern Greats	315	2.2	837	5.7	1542	10.6
Sky Movies Premiere	631	4.3	1359	9.3	2094	14.4
Sky Movies Premiere+1	362	2.5	899	6.2	1588	10.9
Sky Movies SciFi-Horror	364	2.5	892	6.1	1567	10.8
Sky Movies Showcase	660	4.5	1565	10.8	2789	19.2
Sky News	1107	7.6	2354	16.2	3811	26.2
Sky News Active	53	0.4	121	0.8	240	1.7
Sky Sports 1	1626	11.2	2547	17.5	3262	22.4
Sky Sports 2	1111	7.6	2120	14.6	2925	20.1
Sky Sports 3	639	4.4	1433	9.8	2281	15.7
Sky Sports 4	578	4.0	1441	9.9	2212	15.2
Sky Sports Active 1	20	0.1	78	0.5	206	1.4
Sky Sports Active 2	25	0.2	101	0.7	239	1.6
Sky Sports Active 3	11	0.1	47	0.3	117	0.8
Sky Sports Active 4	17	0.1	57	0.4	145	1.0
Sky Sports Active 5	5	0.0	23	0.2	64	0.4
Sky Sports Active 6	3	0.0	14	0.1	36	0.2
Sky Sports Active Other	15	0.1	56	0.4	165	1.1
Sky Sports News	1619	11.1	2764	19.0	3784	26.0
Smash Hits	403	2.8	1078	7.4	2036	14.0
Star Gold	192	1.3	290	2.0	425	2.9
Star Plus	286	2.0	377	2.6	434	3.0
Sunrise TV	182	1.3	370	2.5	503	3.5
Syfy	537	3.7	1484	10.2	2723	18.7
Syfy +1	118	0.8	379	2.6	841	5.8

BARB Quarterly Reach Report- Quarter 4 2010 (BARB weeks 2202-2214)

Adults 16-34

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
TCM	150	1.0	477	3.3	1075	7.4
TCM 2	28	0.2	112	0.8	288	2.0
The Africa Channel	5	0.0	17	0.1	52	0.4
The Box	557	3.8	1361	9.3	2395	16.5
The Style Network	85	0.6	239	1.6	511	3.5
The Travel Channel	27	0.2	106	0.7	247	1.7
The Travel Channel+1	17	0.1	64	0.4	177	1.2
The Vault	279	1.9	808	5.6	1569	10.8
Tiny Pop	300	2.1	720	4.9	1293	8.9
Tiny Pop+1	141	1.0	315	2.2	607	4.2
True Entertainment	65	0.4	238	1.6	607	4.2
True Movies 1	160	1.1	536	3.7	1082	7.4
True Movies 2	84	0.6	305	2.1	665	4.6
Universal	341	2.3	885	6.1	1686	11.6
Universal+1	160	1.1	464	3.2	953	6.5
VH-1	367	2.5	1011	6.9	2078	14.3
Vintage TV	122	0.8	396	2.7	889	6.1
VIVA	2071	14.2	4370	30.0	6672	45.8
Watch	1547	10.6	3653	25.1	5897	40.5
Watch+1	428	2.9	1351	9.3	2869	19.7
Wedding TV	49	0.3	156	1.1	316	2.2
Yesterday	760	5.2	1891	13.0	3327	22.9
Yesterday+1	42	0.3	146	1.0	351	2.4
Zing	161	1.1	323	2.2	467	3.2
Other Non Itemised Channels	4612	31.7	7816	53.7	10350	71.1

BARB Quarterly Reach Report- Quarter 4 2010 (BARB weeks 2202-2214)

Adults ABC1

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
TOTAL TV	23763	94.5	24782	98.6	25000	99.4
4Music	1752	7.0	4177	16.6	7231	28.8
Alibi	952	3.8	1923	7.6	3317	13.2
Alibi+1	299	1.2	804	3.2	1546	6.1
Animal Planet	313	1.2	902	3.6	1657	6.6
Animal Planet+1	102	0.4	326	1.3	664	2.6
attheraces	284	1.1	466	1.9	709	2.8
BBC 3	7238	28.8	14169	56.4	19264	76.6
BBC 4	4593	18.3	9581	38.1	14424	57.4
BBC HD	1284	5.1	2773	11.0	4338	17.3
BBC News	5375	21.4	9368	37.3	13395	53.3
BBC Parliament	333	1.3	909	3.6	1846	7.3
BBC RB 6780	470	1.9	1284	5.1	2380	9.5
BBC RB 6781	6	0.0	22	0.1	63	0.2
BBC RB 6785	5	0.0	21	0.1	45	0.2
BBC RB 6786	8	0.0	32	0.1	63	0.3
BBC RB 6787	0	0.0	0	0.0	0	0.0
BBC RB 6788	16	0.1	63	0.2	149	0.6
BBC RB 6789	15	0.1	36	0.1	40	0.2
BBC RB 6790	35	0.1	97	0.4	230	0.9
BBC RB 6880	129	0.5	481	1.9	1305	5.2
BBC RB 6881	144	0.6	531	2.1	1416	5.6
BBC RB 6882	91	0.4	332	1.3	878	3.5
BBC RB 6884	118	0.5	418	1.7	1152	4.6
BBC RB 6885	94	0.4	345	1.4	928	3.7
BBC RB 6886	147	0.6	479	1.9	1115	4.4
BBC RB FREEVIEW 301	471	1.9	1341	5.3	2629	10.5
BBC1	21997	87.5	24217	96.3	24891	99.0
BBC2	18178	72.3	22863	90.9	24437	97.2
BET	80	0.3	199	0.8	371	1.5
BET+1	65	0.3	168	0.7	296	1.2
Bio	421	1.7	1293	5.1	2603	10.4
Blighty	345	1.4	1002	4.0	2050	8.2
Bliss	217	0.9	705	2.8	1479	5.9
Boomerang	528	2.1	1290	5.1	2163	8.6
Boomerang+1	333	1.3	843	3.4	1543	6.1
Cartoon Network	415	1.7	918	3.7	1506	6.0
Cartoon Network Too	305	1.2	799	3.2	1477	5.9
Cartoonito	406	1.6	916	3.6	1567	6.2
CBBC	1210	4.8	2731	10.9	4765	19.0
Cbeebies	1919	7.6	3499	13.9	5220	20.8
CBS Action	314	1.3	812	3.2	1522	6.1
CBS Drama	362	1.4	972	3.9	1958	7.8
CBS Reality TV	529	2.1	1429	5.7	2720	10.8
CBS Reality+1	368	1.5	1032	4.1	1911	7.6
Challenge TV	679	2.7	1845	7.3	3742	14.9
Challenge TV+1	290	1.2	891	3.5	1948	7.8
CHANNEL 4	16636	66.2	22184	88.2	24062	95.7
CHANNEL 4+1	5222	20.8	11058	44.0	16226	64.5
Channel AKA	193	0.8	535	2.1	1009	4.0
Channel One	3092	12.3	7064	28.1	11377	45.3
Channel One +1	1105	4.4	3028	12.0	5478	21.8
Channel Starz	221	0.9	593	2.4	1123	4.5
Chart Show TV	399	1.6	1061	4.2	1979	7.9
CITV and CITV Breakfast	497	2.0	1324	5.3	2454	9.8
Clubland TV	118	0.5	346	1.4	677	2.7
Comedy Central	1991	7.9	4385	17.4	6894	27.4
Comedy Central Extra	1139	4.5	2838	11.3	4706	18.7

BARB Quarterly Reach Report- Quarter 4 2010 (BARB weeks 2202-2214)

Adults ABC1

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Comedy Central Extra+1	242	1.0	765	3.0	1542	6.1
Comedy Central+1	1407	5.6	3198	12.7	5212	20.7
Community Channel	78	0.3	269	1.1	596	2.4
Crime & Investigation Net+1	207	0.8	510	2.0	958	3.8
Crime & Investigation Network	363	1.4	779	3.1	1413	5.6
Current TV	217	0.9	744	3.0	1647	6.6
Dance Nation TV	127	0.5	421	1.7	826	3.3
Dave	5429	21.6	10946	43.5	15490	61.6
Dave ja vu	2237	8.9	5344	21.3	8879	35.3
Discovery	995	4.0	2265	9.0	3654	14.5
Discovery HD	163	0.6	425	1.7	835	3.3
Discovery History	649	2.6	1640	6.5	2824	11.2
Discovery History +1	146	0.6	438	1.7	808	3.2
Discovery Home & Health	332	1.3	865	3.4	1630	6.5
Discovery Home & Health+1	151	0.6	429	1.7	861	3.4
Discovery Real Time	568	2.3	1568	6.2	2874	11.4
Discovery Real Time+1	468	1.9	1321	5.3	2404	9.6
Discovery Science	493	2.0	1273	5.1	2455	9.8
Discovery Science+1	142	0.6	404	1.6	814	3.2
Discovery Shed	425	1.7	930	3.7	1532	6.1
Discovery Travel & Living	227	0.9	592	2.4	1180	4.7
Discovery Turbo	510	2.0	1177	4.7	2002	8.0
Discovery+1	660	2.6	1704	6.8	2929	11.7
Disney Channel	712	2.8	1444	5.7	2293	9.1
Disney Channel+1	514	2.0	1129	4.5	1865	7.4
Disney Cinemagic	298	1.2	713	2.8	1250	5.0
Disney Cinemagic+1	143	0.6	370	1.5	667	2.7
Disney XD	316	1.3	816	3.2	1591	6.3
Disney XD +1	275	1.1	729	2.9	1380	5.5
Diva	114	0.5	327	1.3	648	2.6
Diva+1	49	0.2	137	0.5	310	1.2
DMAX	674	2.7	2043	8.1	3991	15.9
DMAX+1	411	1.6	1307	5.2	2589	10.3
DMAX+2	130	0.5	438	1.7	1084	4.3
E!	666	2.6	1647	6.6	3061	12.2
E4	5858	23.3	11018	43.8	15544	61.8
E4+1	3770	15.0	8177	32.5	12694	50.5
Eden	400	1.6	1153	4.6	2251	9.0
Eden+1	176	0.7	563	2.2	1094	4.4
ESPN	562	2.2	1229	4.9	1730	6.9
ESPN Classic	326	1.3	849	3.4	1412	5.6
Euronews	122	0.5	313	1.2	585	2.3
Eurosport	511	2.0	1323	5.3	2308	9.2
Eurosport 2	450	1.8	1170	4.7	1990	7.9
Eurosport HD	106	0.4	259	1.0	416	1.7
Extreme Sports Channel	187	0.7	509	2.0	869	3.5
Film 24	117	0.5	421	1.7	1071	4.3
Film4	4362	17.4	9052	36.0	13319	53.0
Film4+1	1095	4.4	2883	11.5	5103	20.3
five	12223	48.6	19005	75.6	22380	89.0
five USA	2151	8.6	4690	18.7	7848	31.2
five USA+1	548	2.2	1599	6.4	3084	12.3
fiver	2624	10.4	6251	24.9	10357	41.2
fiver+1	648	2.6	2041	8.1	4086	16.3
Flava	235	0.9	688	2.7	1333	5.3
Food Network	213	0.8	491	2.0	940	3.7
Food Network +1	183	0.7	449	1.8	847	3.4
Fox News	75	0.3	182	0.7	295	1.2

BARB Quarterly Reach Report- Quarter 4 2010 (BARB weeks 2202-2214)

Adults ABC1

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
FX	950	3.8	2027	8.1	3340	13.3
FX+	453	1.8	1156	4.6	2031	8.1
G.O.L.D	3043	12.1	6348	25.2	9588	38.1
G.O.L.D.+1	1321	5.3	3400	13.5	5915	23.5
Good Food	580	2.3	1408	5.6	2460	9.8
Good Food +1	465	1.9	1127	4.5	2227	8.9
History	617	2.5	1571	6.3	2829	11.3
History +1	359	1.4	923	3.7	1671	6.6
Home	538	2.1	1412	5.6	2514	10.0
Home +1	378	1.5	1038	4.1	1916	7.6
Horror Channel	358	1.4	1019	4.1	1926	7.7
Horror Channel +1	193	0.8	579	2.3	1193	4.7
Horse and Country	76	0.3	192	0.8	367	1.5
Investigation Discovery	198	0.8	448	1.8	888	3.5
ITV1	19040	75.7	23213	92.3	24512	97.5
ITV1 HD	1769	7.0	3067	12.2	4335	17.2
ITV2	8186	32.6	15007	59.7	19588	77.9
ITV2+1	3404	13.5	8332	33.1	13490	53.7
ITV3	4730	18.8	9734	38.7	14979	59.6
ITV3+1	675	2.7	1809	7.2	3398	13.5
ITV4	4293	17.1	9981	39.7	15264	60.7
ITV4+1	611	2.4	1918	7.6	3970	15.8
Kerrang	191	0.8	583	2.3	1089	4.3
Kiss TV	368	1.5	952	3.8	1815	7.2
Kix!	42	0.2	136	0.5	314	1.2
Lava TV	60	0.2	193	0.8	367	1.5
Liverpool FC TV	163	0.6	403	1.6	717	2.9
LIVING Loves	284	1.1	798	3.2	1602	6.4
Living TV	2333	9.3	5078	20.2	7864	31.3
Living TV+1	1600	6.4	4048	16.1	6797	27.0
LIVINGit	1582	6.3	4160	16.5	7024	27.9
LIVINGit +1	276	1.1	939	3.7	2040	8.1
Magic TV	332	1.3	1035	4.1	2100	8.4
Men & Movies	51	0.2	127	0.5	213	0.8
MGM HD	51	0.2	147	0.6	305	1.2
Military History	478	1.9	1160	4.6	1914	7.6
More 4	5235	20.8	10822	43.0	15997	63.6
More 4+1	1175	4.7	3077	12.2	5432	21.6
Motors TV	187	0.7	463	1.8	779	3.1
Movies 24	644	2.6	1764	7.0	3389	13.5
Movies 24 +	505	2.0	1421	5.7	2862	11.4
Movies 4 Men	348	1.4	1080	4.3	2122	8.4
Movies 4 Men 2	439	1.7	1171	4.7	2091	8.3
Movies 4 Men 2+1	327	1.3	989	3.9	1949	7.8
Movies4Men+1	247	1.0	777	3.1	1567	6.2
MTV	451	1.8	1184	4.7	2204	8.8
MTV +1	224	0.9	657	2.6	1308	5.2
MTV Base	431	1.7	1116	4.4	2098	8.3
MTV Classic	311	1.2	946	3.8	1840	7.3
MTV Dance	283	1.1	874	3.5	1616	6.4
MTV Hits	547	2.2	1489	5.9	2721	10.8
MTV Rocks	231	0.9	727	2.9	1440	5.7
MTV Shows	247	1.0	725	2.9	1538	6.1
MUTV	48	0.2	74	0.3	129	0.5
National Geographic +1	479	1.9	1340	5.3	2554	10.2
National Geographic HD	142	0.6	418	1.7	844	3.4
National Geographic TV	669	2.7	1742	6.9	3071	12.2
National Geographic Wild	443	1.8	1222	4.9	2353	9.4

BARB Quarterly Reach Report- Quarter 4 2010 (BARB weeks 2202-2214)

Adults ABC1

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Nick Jr	691	2.7	1314	5.2	1968	7.8
Nick Jr 2	515	2.0	1061	4.2	1567	6.2
Nickelodeon	394	1.6	1034	4.1	1723	6.9
Nickelodeon Replay	315	1.3	863	3.4	1544	6.1
Nicktoons	360	1.4	889	3.5	1559	6.2
NickToons Replay	60	0.2	179	0.7	345	1.4
NME TV	124	0.5	388	1.5	766	3.0
Playhouse Disney	499	2.0	1041	4.1	1624	6.5
Playhouse Disney Plus	363	1.4	846	3.4	1341	5.3
Pop	149	0.6	410	1.6	813	3.2
Pop Girl	97	0.4	250	1.0	515	2.0
Pop Girl+1	64	0.3	161	0.6	304	1.2
Prime TV	49	0.2	96	0.4	128	0.5
Q	254	1.0	800	3.2	1647	6.6
Quest	1293	5.1	2929	11.7	5261	20.9
Quest +1	156	0.6	578	2.3	1395	5.6
Really	299	1.2	951	3.8	2048	8.1
S4C	241	1.0	572	2.3	1010	4.0
Scuzz	137	0.5	399	1.6	788	3.1
Sky 1	5012	19.9	8688	34.6	11090	44.1
Sky 2	2710	10.8	6300	25.1	9540	37.9
Sky 3	4144	16.5	9012	35.8	13920	55.4
Sky 3+1	396	1.6	1204	4.8	2520	10.0
Sky Arts 1	374	1.5	1065	4.2	2143	8.5
Sky Arts 2	170	0.7	458	1.8	963	3.8
Sky Box Office (Movies)	150	0.6	513	2.0	1156	4.6
Sky Movies Action & Adventure	602	2.4	1457	5.8	2453	9.8
Sky Movies Classics	380	1.5	983	3.9	1749	7.0
Sky Movies Comedy	724	2.9	1802	7.2	3046	12.1
Sky Movies Crime & Thriller	473	1.9	1288	5.1	2228	8.9
Sky Movies Drama & Romance	393	1.6	1171	4.7	2256	9.0
Sky Movies Family	617	2.5	1613	6.4	2756	11.0
Sky Movies Indie	250	1.0	771	3.1	1468	5.8
Sky Movies Modern Greats	505	2.0	1374	5.5	2452	9.8
Sky Movies Premiere	1031	4.1	2141	8.5	3182	12.7
Sky Movies Premiere+1	558	2.2	1469	5.8	2502	10.0
Sky Movies SciFi-Horror	492	2.0	1255	5.0	2228	8.9
Sky Movies Showcase	920	3.7	2274	9.0	4145	16.5
Sky News	2786	11.1	5369	21.4	8615	34.3
Sky News Active	101	0.4	267	1.1	528	2.1
Sky Sports 1	3399	13.5	4860	19.3	5768	22.9
Sky Sports 2	2429	9.7	4201	16.7	5205	20.7
Sky Sports 3	1298	5.2	2692	10.7	3955	15.7
Sky Sports 4	1152	4.6	2717	10.8	3957	15.7
Sky Sports Active 1	46	0.2	176	0.7	515	2.0
Sky Sports Active 2	59	0.2	238	0.9	589	2.3
Sky Sports Active 3	30	0.1	116	0.5	331	1.3
Sky Sports Active 4	36	0.1	132	0.5	334	1.3
Sky Sports Active 5	13	0.1	65	0.3	147	0.6
Sky Sports Active 6	10	0.0	44	0.2	130	0.5
Sky Sports Active Other	51	0.2	176	0.7	488	1.9
Sky Sports News	2870	11.4	4608	18.3	6077	24.2
Smash Hits	331	1.3	989	3.9	2079	8.3
Star Gold	167	0.7	263	1.0	391	1.6
Star Plus	292	1.2	375	1.5	435	1.7
Sunrise TV	133	0.5	249	1.0	371	1.5
Syfy	1134	4.5	2717	10.8	4540	18.1
Syfy +1	310	1.2	837	3.3	1720	6.8

BARB Quarterly Reach Report- Quarter 4 2010 (BARB weeks 2202-2214)

Adults ABC1

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
TCM	607	2.4	1609	6.4	2967	11.8
TCM 2	152	0.6	494	2.0	981	3.9
The Africa Channel	9	0.0	22	0.1	53	0.2
The Box	471	1.9	1263	5.0	2404	9.6
The Style Network	137	0.5	397	1.6	842	3.3
The Travel Channel	120	0.5	388	1.5	776	3.1
The Travel Channel+1	109	0.4	343	1.4	748	3.0
The Vault	268	1.1	848	3.4	1711	6.8
Tiny Pop	281	1.1	703	2.8	1296	5.2
Tiny Pop+1	125	0.5	288	1.1	527	2.1
True Entertainment	234	0.9	736	2.9	1562	6.2
True Movies 1	512	2.0	1389	5.5	2581	10.3
True Movies 2	298	1.2	890	3.5	1653	6.6
Universal	811	3.2	1891	7.5	3245	12.9
Universal+1	365	1.5	949	3.8	1817	7.2
VH-1	399	1.6	1199	4.8	2485	9.9
Vintage TV	261	1.0	757	3.0	1524	6.1
VIVA	1764	7.0	4347	17.3	7527	29.9
Watch	2747	10.9	6209	24.7	9569	38.1
Watch+1	765	3.0	2267	9.0	4570	18.2
Wedding TV	75	0.3	244	1.0	565	2.2
Yesterday	2685	10.7	5662	22.5	8582	34.1
Yesterday+1	199	0.8	608	2.4	1297	5.2
Zing	123	0.5	235	0.9	353	1.4
Other Non Itemised Channels	7758	30.9	12923	51.4	17247	68.6

BARB Quarterly Reach Report- Quarter 4 2010 (BARB weeks 2202-2214)

Housewives

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
TOTAL TV	25339	96.8	25964	99.2	26115	99.8
4Music	2193	8.4	5006	19.1	8205	31.3
Alibi	1334	5.1	2437	9.3	3809	14.6
Alibi+1	464	1.8	1092	4.2	1998	7.6
Animal Planet	422	1.6	1013	3.9	1792	6.8
Animal Planet+1	147	0.6	403	1.5	775	3.0
attheraces	273	1.0	485	1.9	710	2.7
BBC 3	8390	32.0	15553	59.4	20233	77.3
BBC 4	4978	19.0	10261	39.2	15232	58.2
BBC HD	1065	4.1	2333	8.9	3741	14.3
BBC News	5713	21.8	9714	37.1	13799	52.7
BBC Parliament	365	1.4	1042	4.0	2050	7.8
BBC RB 6780	542	2.1	1272	4.9	2347	9.0
BBC RB 6781	7	0.0	25	0.1	74	0.3
BBC RB 6785	5	0.0	18	0.1	46	0.2
BBC RB 6786	10	0.0	31	0.1	77	0.3
BBC RB 6787	1	0.0	1	0.0	7	0.0
BBC RB 6788	14	0.1	55	0.2	133	0.5
BBC RB 6789	9	0.0	24	0.1	35	0.1
BBC RB 6790	34	0.1	86	0.3	214	0.8
BBC RB 6880	137	0.5	478	1.8	1207	4.6
BBC RB 6881	163	0.6	564	2.2	1430	5.5
BBC RB 6882	94	0.4	342	1.3	813	3.1
BBC RB 6884	112	0.4	391	1.5	1020	3.9
BBC RB 6885	100	0.4	348	1.3	889	3.4
BBC RB 6886	170	0.6	521	2.0	1196	4.6
BBC RB FREEVIEW 301	696	2.7	1838	7.0	3387	12.9
BBC1	23986	91.6	25567	97.7	26006	99.3
BBC2	19864	75.9	24303	92.8	25703	98.2
BET	71	0.3	213	0.8	441	1.7
BET+1	47	0.2	153	0.6	332	1.3
Bio	567	2.2	1520	5.8	2756	10.5
Blighty	401	1.5	1117	4.3	2217	8.5
Bliss	311	1.2	847	3.2	1652	6.3
Boomerang	638	2.4	1498	5.7	2521	9.6
Boomerang+1	423	1.6	995	3.8	1771	6.8
Cartoon Network	445	1.7	1000	3.8	1672	6.4
Cartoon Network Too	354	1.4	929	3.5	1689	6.5
Cartoonito	484	1.8	1058	4.0	1778	6.8
CBBC	1719	6.6	3736	14.3	6265	23.9
Cbeebies	2571	9.8	4475	17.1	6468	24.7
CBS Action	515	2.0	1148	4.4	2000	7.6
CBS Drama	564	2.2	1354	5.2	2515	9.6
CBS Reality TV	779	3.0	1944	7.4	3398	13.0
CBS Reality+1	554	2.1	1411	5.4	2561	9.8
Challenge TV	948	3.6	2204	8.4	3939	15.0
Challenge TV+1	450	1.7	1145	4.4	2182	8.3
CHANNEL 4	19062	72.8	23988	91.6	25517	97.5
CHANNEL 4+1	6264	23.9	12526	47.8	17427	66.6
Channel AKA	198	0.8	561	2.1	1016	3.9
Channel One	4262	16.3	8693	33.2	13157	50.3
Channel One +1	1308	5.0	3309	12.6	5695	21.8
Channel Starz	249	1.0	653	2.5	1221	4.7
Chart Show TV	453	1.7	1209	4.6	2246	8.6
CITV and CITV Breakfast	1020	3.9	2329	8.9	4029	15.4
Clubland TV	174	0.7	457	1.7	882	3.4
Comedy Central	1671	6.4	3627	13.9	5842	22.3
Comedy Central Extra	1018	3.9	2443	9.3	4064	15.5

BARB Quarterly Reach Report- Quarter 4 2010 (BARB weeks 2202-2214)

Housewives

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Comedy Central Extra+1	230	0.9	689	2.6	1360	5.2
Comedy Central+1	1101	4.2	2565	9.8	4395	16.8
Community Channel	124	0.5	403	1.5	875	3.3
Crime & Investigation Net+1	296	1.1	622	2.4	1021	3.9
Crime & Investigation Network	486	1.9	882	3.4	1346	5.1
Current TV	262	1.0	849	3.2	1840	7.0
Dance Nation TV	139	0.5	413	1.6	852	3.3
Dave	5592	21.4	11073	42.3	15603	59.6
Dave ja vu	2430	9.3	5516	21.1	9005	34.4
Discovery	1048	4.0	2232	8.5	3496	13.4
Discovery HD	167	0.6	423	1.6	757	2.9
Discovery History	639	2.4	1532	5.9	2559	9.8
Discovery History +1	139	0.5	394	1.5	773	3.0
Discovery Home & Health	444	1.7	1045	4.0	1828	7.0
Discovery Home & Health+1	229	0.9	625	2.4	1151	4.4
Discovery Real Time	675	2.6	1734	6.6	3029	11.6
Discovery Real Time+1	487	1.9	1335	5.1	2479	9.5
Discovery Science	546	2.1	1322	5.0	2410	9.2
Discovery Science+1	147	0.6	427	1.6	852	3.3
Discovery Shed	426	1.6	956	3.7	1609	6.1
Discovery Travel & Living	225	0.9	582	2.2	1086	4.1
Discovery Turbo	541	2.1	1190	4.5	1953	7.5
Discovery+1	657	2.5	1661	6.3	2755	10.5
Disney Channel	754	2.9	1462	5.6	2184	8.3
Disney Channel+1	593	2.3	1213	4.6	1828	7.0
Disney Cinemagic	361	1.4	789	3.0	1394	5.3
Disney Cinemagic+1	163	0.6	418	1.6	768	2.9
Disney XD	357	1.4	886	3.4	1544	5.9
Disney XD +1	348	1.3	849	3.2	1562	6.0
Diva	138	0.5	389	1.5	745	2.8
Diva+1	61	0.2	171	0.7	360	1.4
DMAX	765	2.9	2155	8.2	4094	15.6
DMAX+1	468	1.8	1404	5.4	2742	10.5
DMAX+2	148	0.6	507	1.9	1172	4.5
E!	756	2.9	1776	6.8	3036	11.6
E4	6075	23.2	11479	43.8	16199	61.9
E4+1	3994	15.3	8621	32.9	13059	49.9
Eden	451	1.7	1224	4.7	2156	8.2
Eden+1	182	0.7	577	2.2	1116	4.3
ESPN	495	1.9	1017	3.9	1452	5.5
ESPN Classic	220	0.8	606	2.3	1076	4.1
Euronews	144	0.6	382	1.5	766	2.9
Eurosport	478	1.8	1200	4.6	2162	8.3
Eurosport 2	425	1.6	1056	4.0	1880	7.2
Eurosport HD	74	0.3	173	0.7	315	1.2
Extreme Sports Channel	131	0.5	383	1.5	739	2.8
Film 24	196	0.7	624	2.4	1352	5.2
Film4	5334	20.4	10258	39.2	14552	55.6
Film4+1	1191	4.5	2988	11.4	5088	19.4
five	15421	58.9	21420	81.8	23980	91.6
five USA	3428	13.1	6502	24.8	10100	38.6
five USA+1	796	3.0	2003	7.7	3571	13.6
fiver	3841	14.7	8150	31.1	12532	47.9
fiver+1	777	3.0	2366	9.0	4407	16.8
Flava	291	1.1	814	3.1	1646	6.3
Food Network	261	1.0	568	2.2	989	3.8
Food Network +1	234	0.9	526	2.0	950	3.6
Fox News	82	0.3	193	0.7	343	1.3

BARB Quarterly Reach Report- Quarter 4 2010 (BARB weeks 2202-2214)

Housewives

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
FX	977	3.7	1957	7.5	3101	11.8
FX+	476	1.8	1148	4.4	1929	7.4
G.O.L.D	3147	12.0	6084	23.2	9073	34.7
G.O.L.D.+1	1399	5.3	3318	12.7	5599	21.4
Good Food	634	2.4	1390	5.3	2298	8.8
Good Food +1	505	1.9	1188	4.5	2167	8.3
History	710	2.7	1631	6.2	2702	10.3
History +1	377	1.4	958	3.7	1620	6.2
Home	655	2.5	1573	6.0	2660	10.2
Home +1	462	1.8	1232	4.7	2265	8.7
Horror Channel	444	1.7	1191	4.5	2179	8.3
Horror Channel +1	262	1.0	756	2.9	1473	5.6
Horse and Country	106	0.4	263	1.0	516	2.0
Investigation Discovery	299	1.1	601	2.3	1005	3.8
ITV1	22058	84.2	25001	95.5	25837	98.7
ITV1 HD	1506	5.8	2571	9.8	3723	14.2
ITV2	10601	40.5	17238	65.8	21252	81.2
ITV2+1	4852	18.5	10491	40.1	15741	60.1
ITV3	6728	25.7	12246	46.8	17348	66.3
ITV3+1	1006	3.8	2429	9.3	4304	16.4
ITV4	5449	20.8	11442	43.7	16731	63.9
ITV4+1	773	3.0	2210	8.4	4241	16.2
Kerrang	200	0.8	540	2.1	1034	3.9
Kiss TV	383	1.5	1014	3.9	1859	7.1
Kix!	67	0.3	202	0.8	421	1.6
Lava TV	51	0.2	166	0.6	357	1.4
Liverpool FC TV	136	0.5	357	1.4	644	2.5
LIVING Loves	357	1.4	899	3.4	1757	6.7
Living TV	2761	10.5	5516	21.1	8002	30.6
Living TV+1	1967	7.5	4504	17.2	7068	27.0
LIVINGit	1929	7.4	4529	17.3	7139	27.3
LIVINGit +1	442	1.7	1358	5.2	2718	10.4
Magic TV	447	1.7	1216	4.6	2354	9.0
Men & Movies	42	0.2	105	0.4	182	0.7
MGM HD	50	0.2	128	0.5	269	1.0
Military History	449	1.7	1007	3.8	1639	6.3
More 4	6638	25.4	12571	48.0	17464	66.7
More 4+1	1297	5.0	3319	12.7	5562	21.2
Motors TV	146	0.6	385	1.5	690	2.6
Movies 24	823	3.1	2026	7.7	3728	14.2
Movies 24 +	677	2.6	1744	6.7	3330	12.7
Movies 4 Men	446	1.7	1158	4.4	2185	8.3
Movies 4 Men 2	511	2.0	1299	5.0	2298	8.8
Movies 4 Men 2+1	386	1.5	1077	4.1	2058	7.9
Movies4Men+1	343	1.3	934	3.6	1831	7.0
MTV	393	1.5	991	3.8	1815	6.9
MTV +1	213	0.8	588	2.2	1147	4.4
MTV Base	381	1.5	1027	3.9	1899	7.3
MTV Classic	379	1.4	1046	4.0	1999	7.6
MTV Dance	268	1.0	797	3.0	1491	5.7
MTV Hits	579	2.2	1502	5.7	2637	10.1
MTV Rocks	220	0.8	670	2.6	1263	4.8
MTV Shows	255	1.0	763	2.9	1502	5.7
MUTV	47	0.2	73	0.3	105	0.4
National Geographic +1	481	1.8	1328	5.1	2393	9.1
National Geographic HD	124	0.5	367	1.4	729	2.8
National Geographic TV	697	2.7	1693	6.5	2962	11.3
National Geographic Wild	470	1.8	1301	5.0	2272	8.7

BARB Quarterly Reach Report- Quarter 4 2010 (BARB weeks 2202-2214)

Housewives

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Nick Jr	746	2.9	1404	5.4	2120	8.1
Nick Jr 2	571	2.2	1135	4.3	1706	6.5
Nickelodeon	472	1.8	1164	4.4	1893	7.2
Nickelodeon Replay	403	1.5	969	3.7	1585	6.1
Nicktoons	481	1.8	1136	4.3	1927	7.4
NickToons Replay	68	0.3	193	0.7	356	1.4
NME TV	100	0.4	340	1.3	706	2.7
Playhouse Disney	576	2.2	1118	4.3	1713	6.5
Playhouse Disney Plus	437	1.7	940	3.6	1413	5.4
Pop	242	0.9	620	2.4	1188	4.5
Pop Girl	103	0.4	274	1.0	547	2.1
Pop Girl+1	85	0.3	225	0.9	420	1.6
Prime TV	76	0.3	165	0.6	230	0.9
Q	258	1.0	773	3.0	1528	5.8
Quest	2071	7.9	4299	16.4	7076	27.0
Quest +1	202	0.8	656	2.5	1467	5.6
Really	363	1.4	1070	4.1	2214	8.5
S4C	297	1.1	663	2.5	1159	4.4
Scuzz	121	0.5	357	1.4	649	2.5
Sky 1	4770	18.2	8042	30.7	10178	38.9
Sky 2	2773	10.6	6086	23.2	8955	34.2
Sky 3	5995	22.9	11449	43.7	16153	61.7
Sky 3+1	737	2.8	1933	7.4	3781	14.4
Sky Arts 1	308	1.2	916	3.5	1816	6.9
Sky Arts 2	163	0.6	456	1.7	971	3.7
Sky Box Office (Movies)	111	0.4	380	1.5	908	3.5
Sky Movies Action & Adventure	570	2.2	1373	5.2	2353	9.0
Sky Movies Classics	352	1.3	904	3.5	1643	6.3
Sky Movies Comedy	707	2.7	1690	6.5	2768	10.6
Sky Movies Crime & Thriller	445	1.7	1176	4.5	2044	7.8
Sky Movies Drama & Romance	416	1.6	1161	4.4	2045	7.8
Sky Movies Family	645	2.5	1581	6.0	2670	10.2
Sky Movies Indie	221	0.8	686	2.6	1308	5.0
Sky Movies Modern Greats	455	1.7	1217	4.6	2155	8.2
Sky Movies Premiere	915	3.5	1906	7.3	2902	11.1
Sky Movies Premiere+1	544	2.1	1404	5.4	2347	9.0
Sky Movies SciFi-Horror	469	1.8	1209	4.6	2076	7.9
Sky Movies Showcase	861	3.3	2087	8.0	3695	14.1
Sky News	3149	12.0	5793	22.1	9253	35.3
Sky News Active	124	0.5	294	1.1	542	2.1
Sky Sports 1	2585	9.9	3729	14.2	4488	17.1
Sky Sports 2	1884	7.2	3222	12.3	4076	15.6
Sky Sports 3	1031	3.9	2126	8.1	3256	12.4
Sky Sports 4	945	3.6	2112	8.1	3141	12.0
Sky Sports Active 1	29	0.1	105	0.4	285	1.1
Sky Sports Active 2	42	0.2	160	0.6	376	1.4
Sky Sports Active 3	26	0.1	102	0.4	296	1.1
Sky Sports Active 4	18	0.1	65	0.2	180	0.7
Sky Sports Active 5	9	0.0	37	0.1	104	0.4
Sky Sports Active 6	7	0.0	31	0.1	90	0.3
Sky Sports Active Other	40	0.2	145	0.6	369	1.4
Sky Sports News	2350	9.0	3878	14.8	5146	19.7
Smash Hits	374	1.4	1039	4.0	2099	8.0
Star Gold	179	0.7	250	1.0	350	1.3
Star Plus	263	1.0	336	1.3	387	1.5
Sunrise TV	181	0.7	311	1.2	439	1.7
Syfy	1278	4.9	2915	11.1	4705	18.0
Syfy +1	306	1.2	862	3.3	1730	6.6

BARB Quarterly Reach Report- Quarter 4 2010 (BARB weeks 2202-2214)

Housewives

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
TCM	710	2.7	1707	6.5	3099	11.8
TCM 2	152	0.6	475	1.8	940	3.6
The Africa Channel	17	0.1	48	0.2	116	0.4
The Box	467	1.8	1245	4.8	2261	8.6
The Style Network	166	0.6	452	1.7	924	3.5
The Travel Channel	105	0.4	348	1.3	745	2.8
The Travel Channel+1	92	0.4	308	1.2	706	2.7
The Vault	376	1.4	1049	4.0	2027	7.7
Tiny Pop	409	1.6	957	3.7	1656	6.3
Tiny Pop+1	188	0.7	445	1.7	819	3.1
True Entertainment	370	1.4	1033	3.9	1998	7.6
True Movies 1	860	3.3	1998	7.6	3427	13.1
True Movies 2	531	2.0	1334	5.1	2347	9.0
Universal	1130	4.3	2292	8.8	3782	14.4
Universal+1	551	2.1	1282	4.9	2246	8.6
VH-1	508	1.9	1358	5.2	2549	9.7
Vintage TV	305	1.2	812	3.1	1613	6.2
VIVA	2275	8.7	5251	20.1	8630	33.0
Watch	3005	11.5	6310	24.1	9307	35.5
Watch+1	873	3.3	2526	9.6	4880	18.6
Wedding TV	103	0.4	337	1.3	732	2.8
Yesterday	3876	14.8	7239	27.6	10468	40.0
Yesterday+1	258	1.0	683	2.6	1262	4.8
Zing	144	0.6	285	1.1	427	1.6
Other Non Itemised Channels	9241	35.3	14623	55.9	19020	72.7