

BARB Quarterly Reach Report- Quarter 4 2011 (BARB weeks 2254-2266)
Individuals 4+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
TOTAL TV	55102	95.6	57033	99.0	57538	99.8
4Music	5292	9.2	12206	21.2	20263	35.2
5 USA	6177	10.7	12274	21.3	18810	32.6
5 USA+1	1187	2.1	3286	5.7	6244	10.8
5*	7422	12.9	16817	29.2	26891	46.7
5*+1	1234	2.1	3902	6.8	8321	14.4
Alibi	2177	3.8	4624	8.0	8016	13.9
Alibi+1	817	1.4	2074	3.6	3945	6.8
AlJazeera English	608	1.1	1448	2.5	2388	4.1
Animal Planet	818	1.4	2198	3.8	4347	7.5
Animal Planet+1	289	0.5	843	1.5	1762	3.1
attheraces	542	0.9	994	1.7	1606	2.8
BBC 3	17407	30.2	33663	58.4	45506	79.0
BBC 4	10566	18.3	22715	39.4	34247	59.4
BBC HD	2477	4.3	5882	10.2	10759	18.7
BBC News	10465	18.2	18228	31.6	25906	45.0
BBC Parliament	743	1.3	2074	3.6	4349	7.5
BBC RB 6780	636	1.1	1676	2.9	3138	5.4
BBC RB 6785	6	0.0	24	0.0	49	0.1
BBC RB 6786	5	0.0	13	0.0	31	0.1
BBC RB 6788	11	0.0	41	0.1	91	0.2
BBC RB 6789	1	0.0	4	0.0	18	0.0
BBC RB 6790	16	0.0	60	0.1	147	0.3
BBC RB 6880	345	0.6	1032	1.8	2290	4.0
BBC RB 6881	225	0.4	828	1.4	2116	3.7
BBC RB 6882	164	0.3	597	1.0	1582	2.7
BBC RB 6883	208	0.4	812	1.4	2160	3.7
BBC RB 6886	227	0.4	734	1.3	1669	2.9
BBC RB FREEVIEW 301	1497	2.6	3867	6.7	6963	12.1
BBC1	49081	85.2	55188	95.8	57006	98.9
BBC2	37204	64.5	50026	86.8	55173	95.7
BET	171	0.3	458	0.8	940	1.6
BET+1	142	0.2	416	0.7	878	1.5
Bio	1267	2.2	3486	6.0	6793	11.8
Blighty	678	1.2	1962	3.4	3973	6.9
Bliss	740	1.3	2065	3.6	4086	7.1
Boomerang	2034	3.5	4673	8.1	8091	14.0
Boomerang+1	1242	2.2	3146	5.5	5526	9.6
Cartoon Network	1757	3.0	3648	6.3	5805	10.1
Cartoon Network Too	1339	2.3	3234	5.6	5644	9.8
Cartoonito	1401	2.4	3108	5.4	5300	9.2
CBBC	5578	9.7	10863	18.8	17003	29.5
Cbeebies	6508	11.3	11545	20.0	16499	28.6
CBS Action	1027	1.8	2615	4.5	5151	8.9
CBS Drama	954	1.7	2408	4.2	4576	7.9
CBS Reality TV	1473	2.6	3865	6.7	7073	12.3
CBS Reality+1	992	1.7	2724	4.7	5184	9.0
Challenge TV	4274	7.4	9958	17.3	17446	30.3
Challenge TV+1	995	1.7	2841	4.9	5791	10.0
CHANNEL 4	36948	64.1	50247	87.2	55213	95.8
CHANNEL 4+1	13478	23.4	28449	49.4	40619	70.5
Channel 5	30510	52.9	46111	80.0	53584	93.0
Channel AKA	537	0.9	1479	2.6	2972	5.2
Channel Starz	680	1.2	1761	3.1	3358	5.8
Chart Show TV	1179	2.0	2943	5.1	5516	9.6
CITV and CITV Breakfast	3227	5.6	6572	11.4	10620	18.4
Clubland TV	502	0.9	1381	2.4	2804	4.9
Comedy Central	6277	10.9	13146	22.8	20132	34.9
Comedy Central Extra	1703	3.0	4576	7.9	8697	15.1
Comedy Central Extra+1	402	0.7	1274	2.2	2876	5.0
Comedy Central+1	2966	5.1	7327	12.7	12713	22.1
Community Channel	204	0.4	685	1.2	1523	2.6

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	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Crime & Investigation Net+1	365	0.6	909	1.6	1653	2.9
Crime & Investigation Network	801	1.4	1865	3.2	3347	5.8
Current TV	630	1.1	2004	3.5	4310	7.5
Dance Nation TV	412	0.7	1213	2.1	2561	4.4
Dave	12308	21.4	25297	43.9	36621	63.5
Dave ja vu	1676	2.9	5011	8.7	10072	17.5
Discovery	2858	5.0	6185	10.7	10063	17.5
Discovery History	1358	2.4	3248	5.6	5512	9.6
Discovery History +1	276	0.5	749	1.3	1457	2.5
Discovery Home & Health	728	1.3	1851	3.2	3550	6.2
Discovery Home & Health+1	396	0.7	1112	1.9	2170	3.8
Discovery Real Time	1300	2.3	3459	6.0	6429	11.2
Discovery Real Time+1	908	1.6	2570	4.5	5037	8.7
Discovery Science	1191	2.1	3115	5.4	5840	10.1
Discovery Science+1	239	0.4	714	1.2	1556	2.7
Discovery Shed	1020	1.8	2423	4.2	4297	7.5
Discovery Travel & Living	437	0.8	1267	2.2	2701	4.7
Discovery Turbo	1379	2.4	3050	5.3	4973	8.6
Discovery+1	1633	2.8	3989	6.9	6871	11.9
Disney Channel	3150	5.5	5485	9.5	7578	13.1
Disney Channel+1	2541	4.4	4731	8.2	6862	11.9
Disney Cinemagic	1089	1.9	2563	4.4	4265	7.4
Disney Cinemagic+1	435	0.8	1244	2.2	2230	3.9
Disney Junior	2226	3.9	4479	7.8	6895	12.0
Disney Junior Plus	1669	2.9	3475	6.0	5355	9.3
Disney XD	1957	3.4	3971	6.9	6070	10.5
Disney XD +1	1743	3.0	3670	6.4	5612	9.7
Diva	167	0.3	486	0.8	1057	1.8
Diva+1	30	0.1	105	0.2	295	0.5
DMAX	1509	2.6	4500	7.8	9029	15.7
DMAX+1	1039	1.8	3124	5.4	6534	11.3
DMAX+2	253	0.4	912	1.6	2312	4.0
E!	1444	2.5	3496	6.1	6481	11.2
E4	12552	21.8	24743	42.9	36580	63.5
E4+1	8207	14.2	18479	32.1	29381	51.0
Eden	1186	2.1	3173	5.5	6182	10.7
Eden+1	752	1.3	2217	3.8	4397	7.6
ESPN	1528	2.7	3207	5.6	4387	7.6
ESPN America	175	0.3	378	0.7	693	1.2
ESPN Classic	770	1.3	2006	3.5	3714	6.4
Euronews	273	0.5	741	1.3	1527	2.6
Eurosport	1032	1.8	2706	4.7	5111	8.9
Eurosport 2	1099	1.9	2783	4.8	5086	8.8
Eurosport HD	271	0.5	818	1.4	1642	2.8
Extreme Sports Channel	418	0.7	1161	2.0	2248	3.9
Film4	11217	19.5	22348	38.8	32682	56.7
Film4+1	2575	4.5	6860	11.9	12187	21.1
Flava	747	1.3	2070	3.6	3949	6.9
Food Network	1370	2.4	3146	5.5	5829	10.1
Food Network +1	739	1.3	1780	3.1	3265	5.7
Fox News	147	0.3	419	0.7	891	1.5
FX	3117	5.4	6853	11.9	10963	19.0
FX+	709	1.2	1943	3.4	3708	6.4
G.O.L.D	6307	10.9	13363	23.2	20911	36.3
G.O.L.D.+1	2803	4.9	7382	12.8	13424	23.3
Good Food	1456	2.5	3599	6.2	6577	11.4
Good Food +1	1034	1.8	2671	4.6	5308	9.2
Greatest Hits TV	484	0.8	1429	2.5	2802	4.9
Hi TV	126	0.2	338	0.6	671	1.2
History	1771	3.1	3581	6.2	5938	10.3
History +1	916	1.6	2116	3.7	3661	6.4
Home	1116	1.9	3020	5.2	5714	9.9

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	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Home +1	796	1.4	2269	3.9	4333	7.5
Horror Channel	1090	1.9	2967	5.1	5557	9.6
Horror Channel +1	679	1.2	1861	3.2	3585	6.2
Horse and Country	153	0.3	406	0.7	879	1.5
Imagine Dil Se	801	1.4	1172	2.0	1438	2.5
Investigation Discovery	435	0.8	974	1.7	1784	3.1
ITV1	43531	75.5	53191	92.3	56280	97.7
ITV1 HD	5221	9.1	9297	16.1	13224	22.9
ITV1+1	10566	18.3	24038	41.7	36973	64.2
ITV2	21830	37.9	38235	66.3	48482	84.1
ITV2+1	7712	13.4	18313	31.8	28988	50.3
ITV3	12167	21.1	23363	40.5	34780	60.3
ITV3+1	1671	2.9	4321	7.5	8092	14.0
ITV4	11752	20.4	25791	44.7	38064	66.0
ITV4+1	749	1.3	2047	3.6	3603	6.3
Kerrang	598	1.0	1599	2.8	3250	5.6
Kiss TV	1023	1.8	2923	5.1	5756	10.0
Kix!	374	0.6	868	1.5	1691	2.9
Liverpool FC TV	454	0.8	1139	2.0	1908	3.3
Magic TV	1150	2.0	3213	5.6	6412	11.1
Massive R&B	523	0.9	1437	2.5	2825	4.9
Men & Movies	357	0.6	1080	1.9	2463	4.3
MGM HD	228	0.4	686	1.2	1391	2.4
Military History	970	1.7	2347	4.1	4131	7.2
More 4	12476	21.6	25711	44.6	37439	65.0
More 4+1	2446	4.2	6502	11.3	11447	19.9
Motors TV	450	0.8	1142	2.0	1999	3.5
Movies 24	1496	2.6	3868	6.7	7698	13.4
Movies 24 +	1186	2.1	3321	5.8	6699	11.6
Movies 4 Men	1016	1.8	2805	4.9	5360	9.3
Movies 4 Men 2	963	1.7	2576	4.5	4868	8.4
Movies 4 Men 2+1	739	1.3	2148	3.7	4326	7.5
Movies4Men+1	728	1.3	2214	3.8	4317	7.5
MTV	1907	3.3	5209	9.0	9627	16.7
MTV +1	559	1.0	1772	3.1	3784	6.6
MTV Base	1019	1.8	2862	5.0	5582	9.7
MTV Classic	801	1.4	2446	4.2	5117	8.9
MTV Dance	836	1.5	2519	4.4	5235	9.1
MTV Hits	1400	2.4	3907	6.8	7497	13.0
MTV Music	1126	2.0	3061	5.3	5794	10.1
MTV Rocks	728	1.3	2143	3.7	4425	7.7
MTVN HD	260	0.5	855	1.5	2023	3.5
MUTV	105	0.2	220	0.4	427	0.7
My Channel	83	0.1	280	0.5	682	1.2
National Geographic +1	1161	2.0	3218	5.6	6056	10.5
National Geographic TV	1753	3.0	4358	7.6	7750	13.4
National Geographic Wild	1267	2.2	3404	5.9	6331	11.0
Nick Jr	2303	4.0	4502	7.8	6573	11.4
Nick Jr 2	1528	2.7	3312	5.7	5459	9.5
Nickelodeon	2344	4.1	5087	8.8	7839	13.6
Nickelodeon Replay	1889	3.3	4336	7.5	6952	12.1
Nicktoons	1868	3.2	4279	7.4	6977	12.1
NickToons Replay	162	0.3	506	0.9	1073	1.9
NME TV	319	0.6	963	1.7	2046	3.5
Pick TV	9027	15.7	17435	30.3	26340	45.7
Pick TV+1	1028	1.8	3007	5.2	6074	10.5
Pop	980	1.7	2323	4.0	4403	7.6
Pop Girl	303	0.5	770	1.3	1489	2.6
Pop Girl+1	183	0.3	504	0.9	1020	1.8
Q	671	1.2	2145	3.7	4484	7.8
Quest	4759	8.3	10363	18.0	16884	29.3
Quest +1	455	0.8	1490	2.6	3232	5.6

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	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Really	4096	7.1	9628	16.7	16091	27.9
S4C	658	1.1	1509	2.6	2908	5.0
Scuzz	387	0.7	1063	1.8	2161	3.8
Sky 1	12736	22.1	21463	37.2	26835	46.6
Sky 2	3504	6.1	9351	16.2	16264	28.2
Sky Arts 1	804	1.4	2309	4.0	4810	8.3
Sky Arts 2	509	0.9	1389	2.4	2907	5.0
Sky Atlantic	3235	5.6	6842	11.9	11118	19.3
Sky Box Office (Movies)	290	0.5	1043	1.8	2191	3.8
Sky Box Office Events	13	0.0	48	0.1	113	0.2
Sky Living	6720	11.7	13508	23.4	20299	35.2
Sky Living +1	3253	5.6	7961	13.8	13728	23.8
Sky Living Loves	1120	1.9	3147	5.5	6272	10.9
Sky LIVINGit	2929	5.1	7702	13.4	13357	23.2
Sky LIVINGit +1	1882	3.3	5317	9.2	9937	17.2
Sky Movies Action & Adventure	1641	2.8	4120	7.1	6972	12.1
Sky Movies Classics	619	1.1	1704	3.0	3447	6.0
Sky Movies Comedy	1592	2.8	4191	7.3	7289	12.6
Sky Movies Crime & Thriller	1083	1.9	2997	5.2	5691	9.9
Sky Movies Drama & Romance	886	1.5	2560	4.4	4746	8.2
Sky Movies Family	2043	3.5	4997	8.7	8242	14.3
Sky Movies Indie	488	0.8	1553	2.7	3361	5.8
Sky Movies Modern Greats	1067	1.9	3105	5.4	5938	10.3
Sky Movies Premiere	2762	4.8	5892	10.2	8837	15.3
Sky Movies Premiere+1	1302	2.3	3509	6.1	5966	10.4
Sky Movies SciFi-Horror	1154	2.0	3110	5.4	5779	10.0
Sky Movies Showcase	2030	3.5	5087	8.8	8593	14.9
Sky News	6173	10.7	11528	20.0	17897	31.1
Sky News Active	314	0.5	709	1.2	1206	2.1
Sky Sports 1	6451	11.2	9737	16.9	11834	20.5
Sky Sports 2	4638	8.0	8431	14.6	10719	18.6
Sky Sports 3	2453	4.3	5219	9.1	7567	13.1
Sky Sports 4	2233	3.9	5448	9.5	8147	14.1
Sky Sports Active 1	70	0.1	288	0.5	731	1.3
Sky Sports Active 2	106	0.2	383	0.7	877	1.5
Sky Sports Active 3	50	0.1	214	0.4	474	0.8
Sky Sports Active 4	34	0.1	151	0.3	427	0.7
Sky Sports Active 5	30	0.1	135	0.2	377	0.7
Sky Sports Active Other	114	0.2	403	0.7	960	1.7
Sky Sports News	6291	10.9	9951	17.3	12870	22.3
Smash Hits	1061	1.8	3072	5.3	6239	10.8
Sony TV	642	1.1	2065	3.6	4487	7.8
Sony TV+1	289	0.5	921	1.6	2113	3.7
Star Gold	648	1.1	1050	1.8	1381	2.4
Star Plus	984	1.7	1235	2.1	1477	2.6
Style	299	0.5	775	1.3	1599	2.8
Sunrise TV	449	0.8	900	1.6	1329	2.3
Syfy	2800	4.9	6759	11.7	11635	20.2
Syfy +1	561	1.0	1556	2.7	3098	5.4
TCM	1849	3.2	4787	8.3	8577	14.9
TCM 2	473	0.8	1536	2.7	3216	5.6
The Africa Channel	74	0.1	215	0.4	465	0.8
The Box	1256	2.2	3400	5.9	6587	11.4
The Travel Channel	254	0.4	798	1.4	1787	3.1
The Travel Channel+1	217	0.4	712	1.2	1614	2.8
The Vault	752	1.3	2160	3.7	4281	7.4
Tiny Pop	999	1.7	2322	4.0	4046	7.0
Tiny Pop+1	506	0.9	1196	2.1	2243	3.9
True Entertainment	913	1.6	2478	4.3	4879	8.5
True Movies 1	1419	2.5	3559	6.2	6457	11.2
True Movies 2	993	1.7	2580	4.5	4873	8.5
Universal	2454	4.3	5080	8.8	8267	14.3

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	000s	%	000s	%	000s	%
Universal+1	943	1.6	2332	4.0	4179	7.3
VH-1	1180	2.0	3484	6.0	7162	12.4
Vintage TV	717	1.2	1947	3.4	3913	6.8
VIVA	5205	9.0	12109	21.0	20370	35.3
Watch	6433	11.2	14644	25.4	22798	39.6
Watch+1	1440	2.5	4479	7.8	9633	16.7
Wedding TV	195	0.3	615	1.1	1376	2.4
Yesterday	7542	13.1	14296	24.8	21001	36.4
Yesterday+1	867	1.5	2227	3.9	4158	7.2
Zing	441	0.8	896	1.6	1350	2.3
Other Non Itemised Channels	15694	27.2	27141	47.1	37547	65.1

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Adults 16+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
TOTAL TV	46979	95.7	48537	98.9	48994	99.8
4Music	4386	8.9	10246	20.9	17078	34.8
5 USA	5860	11.9	11374	23.2	17148	34.9
5 USA+1	1120	2.3	3046	6.2	5724	11.7
5*	6838	13.9	15235	31.0	23922	48.7
5*+1	1121	2.3	3501	7.1	7416	15.1
Alibi	2089	4.3	4345	8.9	7429	15.1
Alibi+1	791	1.6	1965	4.0	3713	7.6
AlJazeera English	572	1.2	1336	2.7	2222	4.5
Animal Planet	729	1.5	1932	3.9	3788	7.7
Animal Planet+1	253	0.5	714	1.5	1466	3.0
attheraces	514	1.0	923	1.9	1463	3.0
BBC 3	15337	31.2	29310	59.7	39249	80.0
BBC 4	10111	20.6	21234	43.3	31305	63.8
BBC HD	2336	4.8	5446	11.1	9809	20.0
BBC News	9802	20.0	16696	34.0	23416	47.7
BBC Parliament	720	1.5	1984	4.0	4145	8.4
BBC RB 6780	589	1.2	1510	3.1	2814	5.7
BBC RB 6785	5	0.0	23	0.0	46	0.1
BBC RB 6786	4	0.0	13	0.0	28	0.1
BBC RB 6788	10	0.0	37	0.1	89	0.2
BBC RB 6789	1	0.0	4	0.0	18	0.0
BBC RB 6790	16	0.0	58	0.1	143	0.3
BBC RB 6880	321	0.7	952	1.9	2111	4.3
BBC RB 6881	209	0.4	768	1.6	1944	4.0
BBC RB 6882	151	0.3	555	1.1	1440	2.9
BBC RB 6883	187	0.4	727	1.5	1945	4.0
BBC RB 6886	203	0.4	645	1.3	1450	3.0
BBC RB FREEVIEW 301	1416	2.9	3603	7.3	6445	13.1
BBC1	43004	87.6	47286	96.3	48604	99.0
BBC2	33764	68.8	43861	89.3	47421	96.6
BET	149	0.3	388	0.8	775	1.6
BET+1	125	0.3	358	0.7	730	1.5
Bio	1173	2.4	3199	6.5	6163	12.6
Blighty	645	1.3	1833	3.7	3669	7.5
Bliss	606	1.2	1682	3.4	3392	6.9
Boomerang	1092	2.2	2762	5.6	5163	10.5
Boomerang+1	699	1.4	1854	3.8	3461	7.1
Cartoon Network	889	1.8	2087	4.3	3667	7.5
Cartoon Network Too	677	1.4	1840	3.7	3492	7.1
Cartoonito	866	1.8	1999	4.1	3564	7.3
CBBC	2950	6.0	6709	13.7	11609	23.7
Cbeebies	4540	9.2	8292	16.9	12033	24.5
CBS Action	957	1.9	2375	4.8	4653	9.5
CBS Drama	880	1.8	2206	4.5	4175	8.5
CBS Reality TV	1378	2.8	3544	7.2	6401	13.0
CBS Reality+1	910	1.9	2437	5.0	4594	9.4
Challenge TV	3912	8.0	8888	18.1	15292	31.2
Challenge TV+1	895	1.8	2507	5.1	5050	10.3
CHANNEL 4	32867	66.9	43659	88.9	47379	96.5
CHANNEL 4+1	12149	24.7	25165	51.3	35468	72.3
Channel 5	27112	55.2	40077	81.6	45909	93.5
Channel AKA	409	0.8	1142	2.3	2318	4.7
Channel Starz	504	1.0	1334	2.7	2581	5.3
Chart Show TV	920	1.9	2343	4.8	4401	9.0
CITV and CITV Breakfast	1631	3.3	3854	7.9	6823	13.9
Clubland TV	396	0.8	1092	2.2	2210	4.5
Comedy Central	5474	11.1	11258	22.9	17182	35.0
Comedy Central Extra	1570	3.2	4135	8.4	7721	15.7
Comedy Central Extra+1	376	0.8	1174	2.4	2617	5.3
Comedy Central+1	2626	5.3	6395	13.0	10967	22.3
Community Channel	198	0.4	666	1.4	1463	3.0

BARB Quarterly Reach Report- Quarter 4 2011 (BARB weeks 2254-2266)

Adults 16+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Crime & Investigation Net+1	348	0.7	854	1.7	1526	3.1
Crime & Investigation Network	752	1.5	1710	3.5	3063	6.2
Current TV	588	1.2	1844	3.8	3888	7.9
Dance Nation TV	339	0.7	990	2.0	2084	4.2
Dave	11025	22.5	22351	45.5	31979	65.1
Dave ja vu	1520	3.1	4528	9.2	9035	18.4
Discovery	2597	5.3	5507	11.2	8813	18.0
Discovery History	1272	2.6	2993	6.1	5020	10.2
Discovery History +1	253	0.5	675	1.4	1301	2.6
Discovery Home & Health	667	1.4	1662	3.4	3125	6.4
Discovery Home & Health+1	361	0.7	998	2.0	1928	3.9
Discovery Real Time	1203	2.5	3134	6.4	5719	11.7
Discovery Real Time+1	851	1.7	2356	4.8	4549	9.3
Discovery Science	1095	2.2	2816	5.7	5149	10.5
Discovery Science+1	227	0.5	667	1.4	1437	2.9
Discovery Shed	947	1.9	2217	4.5	3899	7.9
Discovery Travel & Living	414	0.8	1191	2.4	2511	5.1
Discovery Turbo	1250	2.5	2704	5.5	4344	8.8
Discovery+1	1474	3.0	3547	7.2	6102	12.4
Disney Channel	1452	3.0	2955	6.0	4442	9.0
Disney Channel+1	1118	2.3	2498	5.1	3980	8.1
Disney Cinemagic	723	1.5	1748	3.6	2925	6.0
Disney Cinemagic+1	261	0.5	769	1.6	1427	2.9
Disney Junior	1455	3.0	2930	6.0	4599	9.4
Disney Junior Plus	1106	2.3	2314	4.7	3613	7.4
Disney XD	871	1.8	2019	4.1	3450	7.0
Disney XD +1	736	1.5	1792	3.6	3104	6.3
Diva	146	0.3	417	0.8	895	1.8
Diva+1	28	0.1	95	0.2	262	0.5
DMAX	1366	2.8	4050	8.2	8018	16.3
DMAX+1	938	1.9	2797	5.7	5793	11.8
DMAX+2	227	0.5	815	1.7	2069	4.2
E!	1283	2.6	3081	6.3	5587	11.4
E4	11115	22.6	21720	44.2	31806	64.8
E4+1	7278	14.8	16256	33.1	25489	51.9
Eden	1067	2.2	2817	5.7	5455	11.1
Eden+1	678	1.4	1959	4.0	3864	7.9
ESPN	1398	2.8	2865	5.8	3856	7.9
ESPN America	165	0.3	348	0.7	614	1.3
ESPN Classic	669	1.4	1728	3.5	3142	6.4
Euronews	260	0.5	690	1.4	1414	2.9
Eurosport	952	1.9	2429	4.9	4542	9.3
Eurosport 2	995	2.0	2433	5.0	4363	8.9
Eurosport HD	247	0.5	738	1.5	1447	2.9
Extreme Sports Channel	356	0.7	974	2.0	1845	3.8
Film4	10245	20.9	19979	40.7	28726	58.5
Film4+1	2322	4.7	6053	12.3	10522	21.4
Flava	574	1.2	1625	3.3	3178	6.5
Food Network	1221	2.5	2779	5.7	5109	10.4
Food Network +1	649	1.3	1533	3.1	2755	5.6
Fox News	130	0.3	359	0.7	762	1.6
FX	2826	5.8	6050	12.3	9468	19.3
FX+	660	1.3	1801	3.7	3399	6.9
G.O.L.D	5750	11.7	11844	24.1	18046	36.8
G.O.L.D.+1	2586	5.3	6665	13.6	11914	24.3
Good Food	1331	2.7	3244	6.6	5840	11.9
Good Food +1	953	1.9	2415	4.9	4767	9.7
Greatest Hits TV	396	0.8	1167	2.4	2320	4.7
Hi TV	110	0.2	289	0.6	562	1.1
History	1634	3.3	3233	6.6	5341	10.9
History +1	848	1.7	1915	3.9	3276	6.7
Home	1050	2.1	2782	5.7	5272	10.7

BARB Quarterly Reach Report- Quarter 4 2011 (BARB weeks 2254-2266)

Adults 16+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Home +1	755	1.5	2127	4.3	4000	8.1
Horror Channel	1014	2.1	2706	5.5	4986	10.2
Horror Channel +1	632	1.3	1703	3.5	3223	6.6
Horse and Country	142	0.3	384	0.8	813	1.7
Imagine Dil Se	600	1.2	831	1.7	1029	2.1
Investigation Discovery	407	0.8	889	1.8	1591	3.2
ITV1	38193	77.8	45724	93.1	48050	97.9
ITV1 HD	4629	9.4	8097	16.5	11357	23.1
ITV1+1	9546	19.4	21286	43.4	32174	65.5
ITV2	19368	39.5	33243	67.7	41678	84.9
ITV2+1	6944	14.1	16182	33.0	25280	51.5
ITV3	11541	23.5	21624	44.0	31335	63.8
ITV3+1	1574	3.2	3991	8.1	7329	14.9
ITV4	10805	22.0	23197	47.3	33637	68.5
ITV4+1	712	1.5	1909	3.9	3264	6.6
Kerrang	494	1.0	1348	2.7	2760	5.6
Kiss TV	783	1.6	2282	4.6	4571	9.3
Kix!	183	0.4	472	1.0	992	2.0
Liverpool FC TV	373	0.8	927	1.9	1550	3.2
Magic TV	969	2.0	2705	5.5	5366	10.9
Massive R&B	403	0.8	1163	2.4	2278	4.6
Men & Movies	345	0.7	1035	2.1	2343	4.8
MGM HD	213	0.4	632	1.3	1259	2.6
Military History	901	1.8	2154	4.4	3752	7.6
More 4	11625	23.7	23534	47.9	33603	68.5
More 4+1	2227	4.5	5866	11.9	10145	20.7
Motors TV	403	0.8	999	2.0	1757	3.6
Movies 24	1339	2.7	3407	6.9	6573	13.4
Movies 24 +	1063	2.2	2920	5.9	5841	11.9
Movies 4 Men	946	1.9	2584	5.3	4902	10.0
Movies 4 Men 2	919	1.9	2416	4.9	4529	9.2
Movies 4 Men 2+1	697	1.4	2002	4.1	4005	8.2
Movies4Men+1	680	1.4	2060	4.2	4000	8.1
MTV	1643	3.3	4471	9.1	8238	16.8
MTV +1	494	1.0	1539	3.1	3263	6.6
MTV Base	789	1.6	2239	4.6	4424	9.0
MTV Classic	681	1.4	2038	4.2	4232	8.6
MTV Dance	672	1.4	2018	4.1	4228	8.6
MTV Hits	1067	2.2	3015	6.1	5800	11.8
MTV Music	900	1.8	2438	5.0	4608	9.4
MTV Rocks	604	1.2	1771	3.6	3662	7.5
MTVN HD	209	0.4	684	1.4	1559	3.2
MUTV	93	0.2	192	0.4	394	0.8
My Channel	78	0.2	260	0.5	643	1.3
National Geographic +1	1084	2.2	2956	6.0	5483	11.2
National Geographic TV	1645	3.4	4011	8.2	6995	14.3
National Geographic Wild	1124	2.3	2964	6.0	5408	11.0
Nick Jr	1425	2.9	2900	5.9	4448	9.1
Nick Jr 2	940	1.9	2103	4.3	3631	7.4
Nickelodeon	1092	2.2	2743	5.6	4663	9.5
Nickelodeon Replay	860	1.8	2259	4.6	4086	8.3
Nicktoons	902	1.8	2355	4.8	4230	8.6
NickToons Replay	81	0.2	262	0.5	590	1.2
NME TV	262	0.5	792	1.6	1700	3.5
Pick TV	8331	17.0	15818	32.2	23473	47.8
Pick TV+1	938	1.9	2698	5.5	5350	10.9
Pop	495	1.0	1292	2.6	2637	5.4
Pop Girl	118	0.2	364	0.7	786	1.6
Pop Girl+1	72	0.1	250	0.5	579	1.2
Q	568	1.2	1808	3.7	3746	7.6
Quest	4470	9.1	9617	19.6	15577	31.7
Quest +1	417	0.9	1356	2.8	2968	6.0

BARB Quarterly Reach Report- Quarter 4 2011 (BARB weeks 2254-2266)

Adults 16+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Really	3797	7.7	8805	17.9	14536	29.6
S4C	599	1.2	1362	2.8	2622	5.3
Scuzz	325	0.7	888	1.8	1761	3.6
Sky 1	10664	21.7	17927	36.5	22347	45.5
Sky 2	3071	6.3	8195	16.7	14053	28.6
Sky Arts 1	760	1.5	2151	4.4	4413	9.0
Sky Arts 2	489	1.0	1324	2.7	2767	5.6
Sky Atlantic	3047	6.2	6290	12.8	9994	20.4
Sky Box Office (Movies)	229	0.5	836	1.7	1714	3.5
Sky Box Office Events	11	0.0	44	0.1	99	0.2
Sky Living	5993	12.2	11715	23.9	17295	35.2
Sky Living +1	2934	6.0	7071	14.4	12073	24.6
Sky Living Loves	1022	2.1	2817	5.7	5517	11.2
Sky LIVINGit	2663	5.4	6866	14.0	11741	23.9
Sky LIVINGit +1	1709	3.5	4752	9.7	8810	17.9
Sky Movies Action & Adventure	1400	2.9	3448	7.0	5839	11.9
Sky Movies Classics	582	1.2	1562	3.2	3106	6.3
Sky Movies Comedy	1345	2.7	3501	7.1	5942	12.1
Sky Movies Crime & Thriller	985	2.0	2677	5.5	4936	10.1
Sky Movies Drama & Romance	801	1.6	2278	4.6	4145	8.4
Sky Movies Family	1516	3.1	3759	7.7	6250	12.7
Sky Movies Indie	445	0.9	1389	2.8	2977	6.1
Sky Movies Modern Greats	949	1.9	2708	5.5	5038	10.3
Sky Movies Premiere	2319	4.7	4853	9.9	7218	14.7
Sky Movies Premiere+1	1092	2.2	2900	5.9	4861	9.9
Sky Movies SciFi-Horror	993	2.0	2633	5.4	4776	9.7
Sky Movies Showcase	1670	3.4	4164	8.5	6927	14.1
Sky News	5667	11.5	10409	21.2	16003	32.6
Sky News Active	287	0.6	631	1.3	1090	2.2
Sky Sports 1	5784	11.8	8457	17.2	10061	20.5
Sky Sports 2	4223	8.6	7472	15.2	9285	18.9
Sky Sports 3	2211	4.5	4639	9.5	6681	13.6
Sky Sports 4	2024	4.1	4839	9.9	7166	14.6
Sky Sports Active 1	63	0.1	259	0.5	656	1.3
Sky Sports Active 2	98	0.2	352	0.7	807	1.6
Sky Sports Active 3	45	0.1	190	0.4	423	0.9
Sky Sports Active 4	33	0.1	144	0.3	405	0.8
Sky Sports Active 5	27	0.1	123	0.3	354	0.7
Sky Sports Active Other	106	0.2	372	0.8	901	1.8
Sky Sports News	5590	11.4	8639	17.6	10957	22.3
Smash Hits	832	1.7	2413	4.9	4957	10.1
Sony TV	588	1.2	1869	3.8	4032	8.2
Sony TV+1	266	0.5	833	1.7	1886	3.8
Star Gold	503	1.0	769	1.6	989	2.0
Star Plus	715	1.5	891	1.8	1064	2.2
Style	264	0.5	675	1.4	1391	2.8
Sunrise TV	369	0.8	694	1.4	972	2.0
Syfy	2560	5.2	6026	12.3	10166	20.7
Syfy +1	518	1.1	1412	2.9	2805	5.7
TCM	1738	3.5	4360	8.9	7640	15.6
TCM 2	448	0.9	1436	2.9	3010	6.1
The Africa Channel	66	0.1	187	0.4	410	0.8
The Box	958	2.0	2646	5.4	5150	10.5
The Travel Channel	243	0.5	763	1.6	1682	3.4
The Travel Channel+1	206	0.4	672	1.4	1482	3.0
The Vault	624	1.3	1799	3.7	3577	7.3
Tiny Pop	558	1.1	1382	2.8	2527	5.1
Tiny Pop+1	276	0.6	695	1.4	1349	2.7
True Entertainment	857	1.7	2317	4.7	4472	9.1
True Movies 1	1319	2.7	3245	6.6	5711	11.6
True Movies 2	900	1.8	2299	4.7	4303	8.8
Universal	2296	4.7	4607	9.4	7315	14.9

BARB Quarterly Reach Report- Quarter 4 2011 (BARB weeks 2254-2266)

Adults 16+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Universal+1	909	1.9	2204	4.5	3874	7.9
VH-1	995	2.0	2911	5.9	5886	12.0
Vintage TV	648	1.3	1718	3.5	3393	6.9
VIVA	4354	8.9	10241	20.9	17272	35.2
Watch	5650	11.5	12622	25.7	19232	39.2
Watch+1	1283	2.6	3919	8.0	8307	16.9
Wedding TV	174	0.4	546	1.1	1223	2.5
Yesterday	7299	14.9	13618	27.7	19656	40.0
Yesterday+1	837	1.7	2129	4.3	3929	8.0
Zing	356	0.7	688	1.4	1030	2.1
Other Non Itemised Channels	14038	28.6	23925	48.7	32769	66.8

BARB Quarterly Reach Report- Quarter 4 2011 (BARB weeks 2254-2266)

Adults 16-34

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
TOTAL TV	13545	92.0	14405	97.9	14662	99.6
4Music	2001	13.6	4318	29.3	6766	46.0
5 USA	1118	7.6	2509	17.0	4061	27.6
5 USA+1	221	1.5	666	4.5	1327	9.0
5*	1834	12.5	4288	29.1	6977	47.4
5*+1	327	2.2	1034	7.0	2319	15.8
Alibi	272	1.8	748	5.1	1506	10.2
Alibi+1	107	0.7	322	2.2	696	4.7
AlJazeera English	114	0.8	281	1.9	399	2.7
Animal Planet	172	1.2	505	3.4	1110	7.5
Animal Planet+1	60	0.4	161	1.1	340	2.3
attheraces	53	0.4	147	1.0	310	2.1
BBC 3	5477	37.2	9620	65.3	12433	84.5
BBC 4	1325	9.0	3698	25.1	6567	44.6
BBC HD	509	3.5	1278	8.7	2399	16.3
BBC News	1503	10.2	3099	21.0	4881	33.2
BBC Parliament	74	0.5	252	1.7	618	4.2
BBC RB 6780	95	0.6	260	1.8	501	3.4
BBC RB 6785	0	0.0	0	0.0	0	0.0
BBC RB 6786	0	0.0	0	0.0	0	0.0
BBC RB 6788	2	0.0	7	0.0	30	0.2
BBC RB 6789	0	0.0	0	0.0	0	0.0
BBC RB 6790	3	0.0	14	0.1	34	0.2
BBC RB 6880	60	0.4	188	1.3	425	2.9
BBC RB 6881	41	0.3	151	1.0	415	2.8
BBC RB 6882	22	0.2	84	0.6	222	1.5
BBC RB 6883	38	0.3	149	1.0	413	2.8
BBC RB 6886	30	0.2	104	0.7	242	1.6
BBC RB FREEVIEW 301	243	1.7	643	4.4	1249	8.5
BBC1	11171	75.9	13605	92.4	14465	98.3
BBC2	7312	49.7	11634	79.0	13681	92.9
BET	65	0.4	148	1.0	259	1.8
BET+1	58	0.4	135	0.9	231	1.6
Bio	269	1.8	799	5.4	1697	11.5
Blighty	67	0.5	221	1.5	550	3.7
Bliss	259	1.8	707	4.8	1353	9.2
Boomerang	442	3.0	1079	7.3	1974	13.4
Boomerang+1	294	2.0	705	4.8	1280	8.7
Cartoon Network	382	2.6	877	6.0	1565	10.6
Cartoon Network Too	292	2.0	768	5.2	1473	10.0
Cartoonito	340	2.3	811	5.5	1461	9.9
CBBC	951	6.5	2059	14.0	3448	23.4
Cbeebies	1905	12.9	3164	21.5	4376	29.7
CBS Action	134	0.9	403	2.7	888	6.0
CBS Drama	159	1.1	449	3.1	897	6.1
CBS Reality TV	278	1.9	829	5.6	1694	11.5
CBS Reality+1	166	1.1	528	3.6	1106	7.5
Challenge TV	843	5.7	2204	15.0	4152	28.2
Challenge TV+1	205	1.4	676	4.6	1489	10.1
CHANNEL 4	8818	59.9	12475	84.7	13925	94.6
CHANNEL 4+1	3717	25.3	7919	53.8	11197	76.1
Channel 5	6554	44.5	10858	73.8	13228	89.9
Channel AKA	243	1.7	678	4.6	1283	8.7
Channel Starz	306	2.1	759	5.2	1371	9.3
Chart Show TV	527	3.6	1235	8.4	2134	14.5
CITV and CITV Breakfast	652	4.4	1423	9.7	2348	15.9
Clubland TV	216	1.5	573	3.9	1076	7.3
Comedy Central	2437	16.6	4626	31.4	6715	45.6
Comedy Central Extra	598	4.1	1591	10.8	2992	20.3
Comedy Central Extra+1	138	0.9	440	3.0	1086	7.4
Comedy Central+1	1233	8.4	2842	19.3	4663	31.7
Community Channel	29	0.2	111	0.8	286	1.9

BARB Quarterly Reach Report- Quarter 4 2011 (BARB weeks 2254-2266)
Adults 16-34

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Crime & Investigation Net+1	43	0.3	135	0.9	263	1.8
Crime & Investigation Network	144	1.0	388	2.6	835	5.7
Current TV	126	0.9	431	2.9	988	6.7
Dance Nation TV	183	1.2	534	3.6	1008	6.8
Dave	3373	22.9	6918	47.0	9896	67.2
Dave ja vu	467	3.2	1386	9.4	2951	20.0
Discovery	805	5.5	1732	11.8	2817	19.1
Discovery History	186	1.3	542	3.7	1087	7.4
Discovery History +1	24	0.2	78	0.5	188	1.3
Discovery Home & Health	211	1.4	539	3.7	997	6.8
Discovery Home & Health+1	122	0.8	330	2.2	623	4.2
Discovery Real Time	250	1.7	715	4.9	1454	9.9
Discovery Real Time+1	179	1.2	567	3.9	1216	8.3
Discovery Science	252	1.7	738	5.0	1502	10.2
Discovery Science+1	33	0.2	132	0.9	295	2.0
Discovery Shed	168	1.1	430	2.9	895	6.1
Discovery Travel & Living	52	0.4	186	1.3	501	3.4
Discovery Turbo	283	1.9	681	4.6	1216	8.3
Discovery+1	398	2.7	1007	6.8	1837	12.5
Disney Channel	514	3.5	1015	6.9	1529	10.4
Disney Channel+1	409	2.8	914	6.2	1464	9.9
Disney Cinemagic	317	2.2	778	5.3	1225	8.3
Disney Cinemagic+1	102	0.7	313	2.1	595	4.0
Disney Junior	728	4.9	1378	9.4	2052	13.9
Disney Junior Plus	552	3.7	1079	7.3	1610	10.9
Disney XD	309	2.1	711	4.8	1189	8.1
Disney XD +1	274	1.9	644	4.4	1131	7.7
Diva	39	0.3	118	0.8	275	1.9
Diva+1	4	0.0	17	0.1	38	0.3
DMAX	493	3.3	1424	9.7	2838	19.3
DMAX+1	340	2.3	1031	7.0	2152	14.6
DMAX+2	75	0.5	286	1.9	748	5.1
E!	580	3.9	1248	8.5	2101	14.3
E4	4934	33.5	8426	57.2	11154	75.8
E4+1	3281	22.3	6570	44.6	9545	64.9
Eden	243	1.7	723	4.9	1520	10.3
Eden+1	157	1.1	497	3.4	1051	7.1
ESPN	428	2.9	990	6.7	1379	9.4
ESPN America	55	0.4	125	0.9	253	1.7
ESPN Classic	192	1.3	540	3.7	899	6.1
Euronews	23	0.2	88	0.6	225	1.5
Eurosport	155	1.1	502	3.4	1024	7.0
Eurosport 2	158	1.1	486	3.3	968	6.6
Eurosport HD	47	0.3	179	1.2	388	2.6
Extreme Sports Channel	126	0.9	328	2.2	620	4.2
Film4	2313	15.7	5135	34.9	8077	54.9
Film4+1	523	3.6	1542	10.5	3055	20.8
Flava	344	2.3	952	6.5	1789	12.2
Food Network	349	2.4	774	5.3	1393	9.5
Food Network +1	205	1.4	475	3.2	810	5.5
Fox News	16	0.1	42	0.3	101	0.7
FX	993	6.7	2284	15.5	3656	24.8
FX+	189	1.3	542	3.7	1112	7.6
G.O.L.D	1359	9.2	3351	22.8	5485	37.3
G.O.L.D.+1	594	4.0	1796	12.2	3585	24.4
Good Food	360	2.4	923	6.3	1595	10.8
Good Food +1	248	1.7	671	4.6	1327	9.0
Greatest Hits TV	193	1.3	572	3.9	1117	7.6
Hi TV	44	0.3	132	0.9	233	1.6
History	374	2.5	816	5.5	1429	9.7
History +1	172	1.2	412	2.8	821	5.6
Home	163	1.1	501	3.4	1053	7.2

BARB Quarterly Reach Report- Quarter 4 2011 (BARB weeks 2254-2266)

Adults 16-34

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Home +1	112	0.8	354	2.4	785	5.3
Horror Channel	152	1.0	505	3.4	1085	7.4
Horror Channel +1	83	0.6	259	1.8	596	4.0
Horse and Country	21	0.1	73	0.5	165	1.1
Imagine Dil Se	256	1.7	365	2.5	461	3.1
Investigation Discovery	51	0.3	151	1.0	334	2.3
ITV1	9703	65.9	12915	87.7	14150	96.1
ITV1 HD	1381	9.4	2549	17.3	3687	25.0
ITV1+1	2472	16.8	5876	39.9	9478	64.4
ITV2	5945	40.4	10308	70.0	12821	87.1
ITV2+1	2372	16.1	5457	37.1	8374	56.9
ITV3	1331	9.0	3598	24.4	6570	44.6
ITV3+1	182	1.2	623	4.2	1440	9.8
ITV4	2239	15.2	5706	38.8	9215	62.6
ITV4+1	135	0.9	404	2.7	823	5.6
Kerrang	273	1.9	719	4.9	1433	9.7
Kiss TV	448	3.0	1235	8.4	2462	16.7
Kix!	73	0.5	190	1.3	401	2.7
Liverpool FC TV	116	0.8	277	1.9	413	2.8
Magic TV	416	2.8	1203	8.2	2299	15.6
Massive R&B	212	1.4	600	4.1	1107	7.5
Men & Movies	36	0.2	126	0.9	400	2.7
MGM HD	31	0.2	97	0.7	212	1.4
Military History	101	0.7	345	2.3	732	5.0
More 4	2663	18.1	5971	40.6	9049	61.5
More 4+1	566	3.8	1649	11.2	3037	20.6
Motors TV	78	0.5	220	1.5	383	2.6
Movies 24	241	1.6	710	4.8	1487	10.1
Movies 24 +	188	1.3	573	3.9	1305	8.9
Movies 4 Men	114	0.8	370	2.5	862	5.9
Movies 4 Men 2	88	0.6	310	2.1	718	4.9
Movies 4 Men 2+1	71	0.5	261	1.8	631	4.3
Movies4Men+1	72	0.5	227	1.5	519	3.5
MTV	825	5.6	2088	14.2	3659	24.9
MTV +1	237	1.6	717	4.9	1431	9.7
MTV Base	452	3.1	1246	8.5	2317	15.7
MTV Classic	249	1.7	772	5.2	1613	11.0
MTV Dance	367	2.5	1100	7.5	2203	15.0
MTV Hits	579	3.9	1535	10.4	2785	18.9
MTV Music	497	3.4	1260	8.6	2255	15.3
MTV Rocks	300	2.0	882	6.0	1821	12.4
MTVN HD	117	0.8	379	2.6	830	5.6
MUTV	19	0.1	47	0.3	115	0.8
My Channel	11	0.1	38	0.3	120	0.8
National Geographic +1	221	1.5	708	4.8	1522	10.3
National Geographic TV	371	2.5	989	6.7	1890	12.8
National Geographic Wild	280	1.9	778	5.3	1549	10.5
Nick Jr	634	4.3	1271	8.6	1928	13.1
Nick Jr 2	413	2.8	912	6.2	1550	10.5
Nickelodeon	442	3.0	1086	7.4	1770	12.0
Nickelodeon Replay	347	2.4	897	6.1	1673	11.4
Nicktoons	364	2.5	910	6.2	1634	11.1
NickToons Replay	37	0.3	118	0.8	240	1.6
NME TV	119	0.8	369	2.5	796	5.4
Pick TV	1819	12.4	3908	26.5	6274	42.6
Pick TV+1	271	1.8	810	5.5	1690	11.5
Pop	205	1.4	525	3.6	1027	7.0
Pop Girl	44	0.3	132	0.9	289	2.0
Pop Girl+1	23	0.2	78	0.5	166	1.1
Q	286	1.9	915	6.2	1892	12.9
Quest	911	6.2	2135	14.5	3761	25.6
Quest +1	92	0.6	331	2.2	750	5.1

BARB Quarterly Reach Report- Quarter 4 2011 (BARB weeks 2254-2266)
Adults 16-34

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Really	1065	7.2	2517	17.1	4121	28.0
S4C	64	0.4	206	1.4	479	3.3
Scuzz	187	1.3	504	3.4	985	6.7
Sky 1	3811	25.9	6275	42.6	7700	52.3
Sky 2	977	6.6	2717	18.5	4793	32.6
Sky Arts 1	117	0.8	368	2.5	875	5.9
Sky Arts 2	58	0.4	148	1.0	369	2.5
Sky Atlantic	827	5.6	1804	12.3	2973	20.2
Sky Box Office (Movies)	67	0.5	255	1.7	500	3.4
Sky Box Office Events	4	0.0	14	0.1	32	0.2
Sky Living	1840	12.5	3845	26.1	5834	39.6
Sky Living +1	886	6.0	2257	15.3	3947	26.8
Sky Living Loves	327	2.2	912	6.2	1907	13.0
Sky LIVINGit	654	4.4	1869	12.7	3524	23.9
Sky LIVINGit +1	454	3.1	1375	9.3	2674	18.2
Sky Movies Action & Adventure	472	3.2	1216	8.3	2048	13.9
Sky Movies Classics	65	0.4	247	1.7	599	4.1
Sky Movies Comedy	540	3.7	1374	9.3	2292	15.6
Sky Movies Crime & Thriller	335	2.3	943	6.4	1737	11.8
Sky Movies Drama & Romance	255	1.7	766	5.2	1401	9.5
Sky Movies Family	553	3.8	1404	9.5	2289	15.5
Sky Movies Indie	125	0.8	424	2.9	964	6.5
Sky Movies Modern Greats	301	2.0	943	6.4	1758	11.9
Sky Movies Premiere	796	5.4	1674	11.4	2487	16.9
Sky Movies Premiere+1	359	2.4	978	6.6	1672	11.4
Sky Movies SciFi-Horror	333	2.3	961	6.5	1706	11.6
Sky Movies Showcase	592	4.0	1524	10.4	2489	16.9
Sky News	1043	7.1	2349	16.0	3820	26.0
Sky News Active	56	0.4	135	0.9	268	1.8
Sky Sports 1	1703	11.6	2709	18.4	3309	22.5
Sky Sports 2	1163	7.9	2319	15.8	2987	20.3
Sky Sports 3	613	4.2	1391	9.5	2000	13.6
Sky Sports 4	552	3.8	1423	9.7	2158	14.7
Sky Sports Active 1	15	0.1	61	0.4	138	0.9
Sky Sports Active 2	17	0.1	75	0.5	160	1.1
Sky Sports Active 3	10	0.1	43	0.3	94	0.6
Sky Sports Active 4	8	0.1	33	0.2	99	0.7
Sky Sports Active 5	9	0.1	45	0.3	126	0.9
Sky Sports Active Other	21	0.1	82	0.6	187	1.3
Sky Sports News	1713	11.6	2774	18.8	3565	24.2
Smash Hits	457	3.1	1268	8.6	2489	16.9
Sony TV	137	0.9	452	3.1	1028	7.0
Sony TV+1	62	0.4	186	1.3	467	3.2
Star Gold	203	1.4	322	2.2	423	2.9
Star Plus	309	2.1	394	2.7	474	3.2
Style	82	0.6	223	1.5	450	3.1
Sunrise TV	127	0.9	267	1.8	395	2.7
Syfy	592	4.0	1589	10.8	3106	21.1
Syfy +1	98	0.7	304	2.1	697	4.7
TCM	248	1.7	834	5.7	1706	11.6
TCM 2	69	0.5	249	1.7	610	4.1
The Africa Channel	14	0.1	36	0.2	68	0.5
The Box	530	3.6	1398	9.5	2645	18.0
The Travel Channel	40	0.3	142	1.0	318	2.2
The Travel Channel+1	29	0.2	103	0.7	252	1.7
The Vault	318	2.2	918	6.2	1783	12.1
Tiny Pop	235	1.6	579	3.9	993	6.7
Tiny Pop+1	121	0.8	286	1.9	535	3.6
True Entertainment	108	0.7	343	2.3	724	4.9
True Movies 1	157	1.1	484	3.3	1003	6.8
True Movies 2	104	0.7	346	2.4	787	5.3
Universal	434	3.0	1028	7.0	1828	12.4

BARB Quarterly Reach Report- Quarter 4 2011 (BARB weeks 2254-2266)

Adults 16-34

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Universal+1	156	1.1	443	3.0	915	6.2
VH-1	411	2.8	1205	8.2	2346	15.9
Vintage TV	136	0.9	448	3.0	1016	6.9
VIVA	2060	14.0	4431	30.1	6878	46.7
Watch	1596	10.8	3881	26.4	6215	42.2
Watch+1	353	2.4	1145	7.8	2483	16.9
Wedding TV	57	0.4	175	1.2	377	2.6
Yesterday	664	4.5	1701	11.6	3041	20.7
Yesterday+1	76	0.5	235	1.6	570	3.9
Zing	155	1.1	313	2.1	449	3.1
Other Non Itemised Channels	3459	23.5	6274	42.6	9015	61.2

BARB Quarterly Reach Report- Quarter 4 2011 (BARB weeks 2254-2266)
Adults ABC1

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
TOTAL TV	24209	95.3	25064	98.7	25338	99.8
4Music	1729	6.8	4313	17.0	7575	29.8
5 USA	2047	8.1	4367	17.2	7082	27.9
5 USA+1	396	1.6	1165	4.6	2385	9.4
5*	2733	10.8	6508	25.6	10673	42.0
5*+1	507	2.0	1599	6.3	3472	13.7
Alibi	965	3.8	2083	8.2	3741	14.7
Alibi+1	355	1.4	939	3.7	1924	7.6
AlJazeera English	292	1.1	659	2.6	1072	4.2
Animal Planet	277	1.1	789	3.1	1662	6.5
Animal Planet+1	71	0.3	243	1.0	515	2.0
attheraces	248	1.0	418	1.6	617	2.4
BBC 3	7225	28.4	14463	56.9	19775	77.9
BBC 4	5331	21.0	11102	43.7	16176	63.7
BBC HD	1414	5.6	3279	12.9	5783	22.8
BBC News	5292	20.8	9124	35.9	12875	50.7
BBC Parliament	361	1.4	1025	4.0	2171	8.5
BBC RB 6780	277	1.1	743	2.9	1385	5.5
BBC RB 6785	3	0.0	15	0.1	32	0.1
BBC RB 6786	2	0.0	5	0.0	7	0.0
BBC RB 6788	7	0.0	28	0.1	64	0.3
BBC RB 6789	0	0.0	2	0.0	6	0.0
BBC RB 6790	11	0.0	39	0.2	91	0.4
BBC RB 6880	148	0.6	458	1.8	1039	4.1
BBC RB 6881	97	0.4	380	1.5	989	3.9
BBC RB 6882	67	0.3	250	1.0	665	2.6
BBC RB 6883	99	0.4	403	1.6	1019	4.0
BBC RB 6886	84	0.3	277	1.1	607	2.4
BBC RB FREEVIEW 301	543	2.1	1508	5.9	2824	11.1
BBC1	22149	87.2	24387	96.0	25111	98.9
BBC2	17738	69.8	22885	90.1	24596	96.8
BET	84	0.3	204	0.8	368	1.4
BET+1	75	0.3	202	0.8	377	1.5
Bio	494	1.9	1395	5.5	2861	11.3
Blighty	285	1.1	847	3.3	1652	6.5
Bliss	204	0.8	639	2.5	1435	5.7
Boomerang	496	2.0	1286	5.1	2409	9.5
Boomerang+1	361	1.4	947	3.7	1728	6.8
Cartoon Network	450	1.8	1023	4.0	1768	7.0
Cartoon Network Too	363	1.4	927	3.6	1754	6.9
Cartoonito	455	1.8	966	3.8	1641	6.5
CBBC	1157	4.6	2802	11.0	5052	19.9
Cbeebies	2141	8.4	3799	15.0	5395	21.2
CBS Action	382	1.5	981	3.9	2051	8.1
CBS Drama	303	1.2	823	3.2	1689	6.6
CBS Reality TV	524	2.1	1465	5.8	2708	10.7
CBS Reality+1	346	1.4	948	3.7	1847	7.3
Challenge TV	1379	5.4	3590	14.1	6781	26.7
Challenge TV+1	352	1.4	1052	4.1	2176	8.6
CHANNEL 4	16292	64.1	22257	87.6	24427	96.2
CHANNEL 4+1	5654	22.3	12293	48.4	17677	69.6
Channel 5	12446	49.0	19658	77.4	23242	91.5
Channel AKA	161	0.6	498	2.0	1016	4.0
Channel Starz	172	0.7	512	2.0	1072	4.2
Chart Show TV	395	1.6	1088	4.3	2054	8.1
CITV and CITV Breakfast	540	2.1	1416	5.6	2701	10.6
Clubland TV	122	0.5	352	1.4	771	3.0
Comedy Central	3155	12.4	6332	24.9	9699	38.2
Comedy Central Extra	879	3.5	2348	9.2	4379	17.2
Comedy Central Extra+1	173	0.7	588	2.3	1356	5.3
Comedy Central+1	1545	6.1	3669	14.4	6179	24.3
Community Channel	78	0.3	261	1.0	552	2.2

BARB Quarterly Reach Report- Quarter 4 2011 (BARB weeks 2254-2266)

Adults ABC1

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Crime & Investigation Net+1	126	0.5	331	1.3	676	2.7
Crime & Investigation Network	277	1.1	692	2.7	1339	5.3
Current TV	274	1.1	884	3.5	1843	7.3
Dance Nation TV	119	0.5	377	1.5	863	3.4
Dave	5353	21.1	11208	44.1	16239	63.9
Dave ja vu	749	3.0	2230	8.8	4472	17.6
Discovery	1190	4.7	2598	10.2	4284	16.9
Discovery History	592	2.3	1442	5.7	2404	9.5
Discovery History +1	120	0.5	339	1.3	651	2.6
Discovery Home & Health	290	1.1	728	2.9	1370	5.4
Discovery Home & Health+1	153	0.6	422	1.7	784	3.1
Discovery Real Time	574	2.3	1525	6.0	2848	11.2
Discovery Real Time+1	405	1.6	1121	4.4	2250	8.9
Discovery Science	520	2.0	1367	5.4	2475	9.7
Discovery Science+1	99	0.4	292	1.1	584	2.3
Discovery Shed	432	1.7	1028	4.0	1831	7.2
Discovery Travel & Living	231	0.9	652	2.6	1366	5.4
Discovery Turbo	573	2.3	1269	5.0	2007	7.9
Discovery+1	653	2.6	1612	6.3	2814	11.1
Disney Channel	724	2.8	1518	6.0	2276	9.0
Disney Channel+1	520	2.0	1235	4.9	2029	8.0
Disney Cinemagic	348	1.4	848	3.3	1455	5.7
Disney Cinemagic+1	121	0.5	368	1.4	634	2.5
Disney Junior	677	2.7	1359	5.4	2139	8.4
Disney Junior Plus	523	2.1	1077	4.2	1724	6.8
Disney XD	446	1.8	1042	4.1	1780	7.0
Disney XD +1	353	1.4	900	3.5	1559	6.1
Diva	90	0.4	248	1.0	559	2.2
Diva+1	21	0.1	76	0.3	209	0.8
DMAX	639	2.5	1939	7.6	3922	15.4
DMAX+1	417	1.6	1262	5.0	2711	10.7
DMAX+2	94	0.4	347	1.4	927	3.7
E!	683	2.7	1598	6.3	2886	11.4
E4	5304	20.9	10569	41.6	15751	62.0
E4+1	3391	13.4	7801	30.7	12404	48.8
Eden	507	2.0	1409	5.5	2670	10.5
Eden+1	297	1.2	857	3.4	1707	6.7
ESPN	756	3.0	1581	6.2	2056	8.1
ESPN America	127	0.5	268	1.1	457	1.8
ESPN Classic	373	1.5	928	3.7	1681	6.6
Euronews	138	0.5	361	1.4	736	2.9
Eurosport	499	2.0	1283	5.1	2460	9.7
Eurosport 2	504	2.0	1287	5.1	2330	9.2
Eurosport HD	159	0.6	479	1.9	875	3.4
Extreme Sports Channel	196	0.8	516	2.0	929	3.7
Film4	4313	17.0	9172	36.1	13850	54.5
Film4+1	1068	4.2	2896	11.4	5192	20.4
Flava	233	0.9	699	2.8	1375	5.4
Food Network	499	2.0	1294	5.1	2449	9.6
Food Network +1	294	1.2	745	2.9	1364	5.4
Fox News	58	0.2	191	0.8	376	1.5
FX	1350	5.3	3020	11.9	4818	19.0
FX+	285	1.1	814	3.2	1589	6.3
G.O.L.D	2946	11.6	6295	24.8	9674	38.1
G.O.L.D.+1	1229	4.8	3296	13.0	6008	23.7
Good Food	680	2.7	1716	6.8	3104	12.2
Good Food +1	472	1.9	1248	4.9	2569	10.1
Greatest Hits TV	147	0.6	510	2.0	1071	4.2
Hi TV	61	0.2	166	0.7	324	1.3
History	719	2.8	1473	5.8	2455	9.7
History +1	371	1.5	854	3.4	1448	5.7
Home	522	2.1	1371	5.4	2654	10.5

BARB Quarterly Reach Report- Quarter 4 2011 (BARB weeks 2254-2266)
Adults ABC1

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Home +1	366	1.4	1067	4.2	2064	8.1
Horror Channel	331	1.3	1004	4.0	1964	7.7
Horror Channel +1	208	0.8	627	2.5	1219	4.8
Horse and Country	83	0.3	203	0.8	401	1.6
Imagine Dil Se	230	0.9	354	1.4	415	1.6
Investigation Discovery	140	0.6	326	1.3	622	2.4
ITV1	18728	73.7	23275	91.6	24743	97.4
ITV1 HD	2667	10.5	4715	18.6	6519	25.7
ITV1+1	4082	16.1	9807	38.6	15629	61.5
ITV2	8544	33.6	15838	62.4	20799	81.9
ITV2+1	2774	10.9	6915	27.2	11495	45.3
ITV3	4882	19.2	9822	38.7	14884	58.6
ITV3+1	628	2.5	1703	6.7	3290	13.0
ITV4	4480	17.6	10584	41.7	16191	63.8
ITV4+1	294	1.2	833	3.3	1503	5.9
Kerrang	225	0.9	632	2.5	1284	5.1
Kiss TV	337	1.3	1027	4.0	2131	8.4
Kix!	65	0.3	179	0.7	408	1.6
Liverpool FC TV	213	0.8	476	1.9	779	3.1
Magic TV	398	1.6	1206	4.7	2512	9.9
Massive R&B	146	0.6	469	1.8	898	3.5
Men & Movies	167	0.7	484	1.9	1123	4.4
MGM HD	126	0.5	361	1.4	671	2.6
Military History	435	1.7	1080	4.3	1829	7.2
More 4	5268	20.7	11261	44.3	16508	65.0
More 4+1	1101	4.3	2961	11.7	5185	20.4
Motors TV	197	0.8	502	2.0	892	3.5
Movies 24	490	1.9	1361	5.4	2867	11.3
Movies 24 +	400	1.6	1183	4.7	2491	9.8
Movies 4 Men	369	1.5	1114	4.4	2120	8.3
Movies 4 Men 2	370	1.5	1036	4.1	1998	7.9
Movies 4 Men 2+1	271	1.1	801	3.2	1663	6.5
Movies4Men+1	289	1.1	929	3.7	1752	6.9
MTV	852	3.4	2315	9.1	4311	17.0
MTV +1	218	0.9	745	2.9	1601	6.3
MTV Base	403	1.6	1154	4.5	2246	8.8
MTV Classic	322	1.3	987	3.9	2140	8.4
MTV Dance	327	1.3	1033	4.1	2072	8.2
MTV Hits	480	1.9	1411	5.6	2810	11.1
MTV Music	459	1.8	1246	4.9	2298	9.0
MTV Rocks	321	1.3	968	3.8	1953	7.7
MTVN HD	113	0.4	353	1.4	819	3.2
MUTV	48	0.2	96	0.4	200	0.8
My Channel	25	0.1	92	0.4	234	0.9
National Geographic +1	509	2.0	1387	5.5	2526	9.9
National Geographic TV	809	3.2	2022	8.0	3547	14.0
National Geographic Wild	527	2.1	1418	5.6	2583	10.2
Nick Jr	769	3.0	1500	5.9	2283	9.0
Nick Jr 2	504	2.0	1124	4.4	1829	7.2
Nickelodeon	524	2.1	1366	5.4	2407	9.5
Nickelodeon Replay	398	1.6	1104	4.3	2042	8.0
Nicktoons	422	1.7	1126	4.4	2025	8.0
NickToons Replay	39	0.2	120	0.5	279	1.1
NME TV	122	0.5	364	1.4	756	3.0
Pick TV	2980	11.7	6331	24.9	10140	39.9
Pick TV+1	348	1.4	1107	4.4	2341	9.2
Pop	209	0.8	538	2.1	1111	4.4
Pop Girl	44	0.2	143	0.6	306	1.2
Pop Girl+1	32	0.1	112	0.4	263	1.0
Q	270	1.1	872	3.4	1910	7.5
Quest	1581	6.2	3799	15.0	6586	25.9
Quest +1	187	0.7	618	2.4	1379	5.4

BARB Quarterly Reach Report- Quarter 4 2011 (BARB weeks 2254-2266)

Adults ABC1

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Really	1605	6.3	3917	15.4	6560	25.8
S4C	280	1.1	666	2.6	1348	5.3
Scuzz	140	0.6	393	1.5	782	3.1
Sky 1	5811	22.9	9829	38.7	12304	48.4
Sky 2	1572	6.2	4305	16.9	7465	29.4
Sky Arts 1	432	1.7	1248	4.9	2551	10.0
Sky Arts 2	296	1.2	773	3.0	1564	6.2
Sky Atlantic	1754	6.9	3605	14.2	5626	22.2
Sky Box Office (Movies)	138	0.5	506	2.0	1019	4.0
Sky Box Office Events	4	0.0	18	0.1	39	0.2
Sky Living	3034	11.9	6147	24.2	9401	37.0
Sky Living +1	1384	5.4	3451	13.6	6164	24.3
Sky Living Loves	464	1.8	1285	5.1	2637	10.4
Sky LIVINGit	1276	5.0	3457	13.6	6150	24.2
Sky LIVINGit +1	764	3.0	2217	8.7	4194	16.5
Sky Movies Action & Adventure	685	2.7	1746	6.9	2939	11.6
Sky Movies Classics	312	1.2	838	3.3	1690	6.7
Sky Movies Comedy	666	2.6	1748	6.9	2934	11.6
Sky Movies Crime & Thriller	486	1.9	1366	5.4	2488	9.8
Sky Movies Drama & Romance	398	1.6	1169	4.6	2100	8.3
Sky Movies Family	722	2.8	1903	7.5	3179	12.5
Sky Movies Indie	223	0.9	723	2.8	1566	6.2
Sky Movies Modern Greats	482	1.9	1406	5.5	2597	10.2
Sky Movies Premiere	1227	4.8	2588	10.2	3854	15.2
Sky Movies Premiere+1	541	2.1	1460	5.7	2432	9.6
Sky Movies SciFi-Horror	515	2.0	1340	5.3	2357	9.3
Sky Movies Showcase	838	3.3	2155	8.5	3544	14.0
Sky News	2919	11.5	5349	21.1	8082	31.8
Sky News Active	138	0.5	290	1.1	500	2.0
Sky Sports 1	3315	13.1	4926	19.4	5805	22.9
Sky Sports 2	2405	9.5	4362	17.2	5362	21.1
Sky Sports 3	1242	4.9	2685	10.6	3853	15.2
Sky Sports 4	1137	4.5	2779	10.9	4128	16.3
Sky Sports Active 1	38	0.2	153	0.6	391	1.5
Sky Sports Active 2	62	0.2	226	0.9	476	1.9
Sky Sports Active 3	25	0.1	107	0.4	213	0.8
Sky Sports Active 4	18	0.1	81	0.3	225	0.9
Sky Sports Active 5	21	0.1	95	0.4	252	1.0
Sky Sports Active Other	68	0.3	235	0.9	531	2.1
Sky Sports News	2980	11.7	4716	18.6	5997	23.6
Smash Hits	344	1.4	1093	4.3	2335	9.2
Sony TV	258	1.0	869	3.4	1837	7.2
Sony TV+1	126	0.5	409	1.6	887	3.5
Star Gold	240	0.9	378	1.5	474	1.9
Star Plus	341	1.3	436	1.7	532	2.1
Style	151	0.6	379	1.5	750	3.0
Sunrise TV	134	0.5	291	1.1	426	1.7
Syfy	1139	4.5	2802	11.0	4986	19.6
Syfy +1	216	0.9	632	2.5	1316	5.2
TCM	788	3.1	2057	8.1	3703	14.6
TCM 2	225	0.9	747	2.9	1583	6.2
The Africa Channel	39	0.2	113	0.4	252	1.0
The Box	435	1.7	1236	4.9	2404	9.5
The Travel Channel	139	0.5	424	1.7	967	3.8
The Travel Channel+1	111	0.4	368	1.4	773	3.0
The Vault	227	0.9	699	2.8	1497	5.9
Tiny Pop	240	0.9	598	2.4	1110	4.4
Tiny Pop+1	102	0.4	278	1.1	580	2.3
True Entertainment	293	1.2	904	3.6	1868	7.4
True Movies 1	425	1.7	1170	4.6	2183	8.6
True Movies 2	297	1.2	830	3.3	1695	6.7
Universal	983	3.9	2105	8.3	3555	14.0

BARB Quarterly Reach Report- Quarter 4 2011 (BARB weeks 2254-2266)
Adults ABC1

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Universal+1	348	1.4	933	3.7	1823	7.2
VH-1	417	1.6	1296	5.1	2746	10.8
Vintage TV	253	1.0	717	2.8	1441	5.7
VIVA	1638	6.4	4239	16.7	7663	30.2
Watch	2777	10.9	6500	25.6	10161	40.0
Watch+1	622	2.4	1882	7.4	3983	15.7
Wedding TV	89	0.4	292	1.1	608	2.4
Yesterday	2759	10.9	5708	22.5	8798	34.6
Yesterday+1	352	1.4	956	3.8	1811	7.1
Zing	144	0.6	282	1.1	413	1.6
Other Non Itemised Channels	6095	24.0	10895	42.9	15470	60.9

BARB Quarterly Reach Report- Quarter 4 2011 (BARB weeks 2254-2266)

Housewives

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
TOTAL TV	25715	97.2	26278	99.3	26439	99.9
4Music	2415	9.1	5527	20.9	9188	34.7
5 USA	3737	14.1	6877	26.0	9980	37.7
5 USA+1	651	2.5	1666	6.3	3019	11.4
5*	4172	15.8	8818	33.3	13495	51.0
5*+1	614	2.3	1868	7.1	3938	14.9
Alibi	1299	4.9	2497	9.4	4122	15.6
Alibi+1	494	1.9	1155	4.4	2087	7.9
AlJazeera English	313	1.2	754	2.9	1275	4.8
Animal Planet	418	1.6	1015	3.8	1865	7.1
Animal Planet+1	137	0.5	371	1.4	751	2.8
attheraces	247	0.9	428	1.6	682	2.6
BBC 3	8651	32.7	16159	61.1	21332	80.6
BBC 4	6106	23.1	12404	46.9	17872	67.6
BBC HD	1256	4.7	2858	10.8	5151	19.5
BBC News	5676	21.5	9515	36.0	13158	49.7
BBC Parliament	416	1.6	1136	4.3	2411	9.1
BBC RB 6780	345	1.3	842	3.2	1538	5.8
BBC RB 6785	4	0.0	18	0.1	35	0.1
BBC RB 6786	2	0.0	6	0.0	19	0.1
BBC RB 6788	6	0.0	23	0.1	41	0.2
BBC RB 6789	1	0.0	1	0.0	8	0.0
BBC RB 6790	10	0.0	36	0.1	91	0.3
BBC RB 6880	167	0.6	492	1.9	1113	4.2
BBC RB 6881	111	0.4	420	1.6	1054	4.0
BBC RB 6882	85	0.3	316	1.2	808	3.1
BBC RB 6883	106	0.4	413	1.6	1099	4.2
BBC RB 6886	112	0.4	360	1.4	831	3.1
BBC RB FREEVIEW 301	819	3.1	2079	7.9	3790	14.3
BBC1	24235	91.6	25862	97.8	26290	99.4
BBC2	19511	73.8	24525	92.7	25948	98.1
BET	69	0.3	200	0.8	440	1.7
BET+1	59	0.2	181	0.7	382	1.4
Bio	649	2.5	1689	6.4	3194	12.1
Blighty	348	1.3	972	3.7	1893	7.2
Bliss	314	1.2	855	3.2	1695	6.4
Boomerang	579	2.2	1431	5.4	2626	9.9
Boomerang+1	370	1.4	946	3.6	1758	6.6
Cartoon Network	454	1.7	1092	4.1	1859	7.0
Cartoon Network Too	339	1.3	951	3.6	1765	6.7
Cartoonito	497	1.9	1094	4.1	1870	7.1
CBBC	1768	6.7	3951	14.9	6628	25.1
Cbeebies	2656	10.0	4728	17.9	6735	25.5
CBS Action	528	2.0	1266	4.8	2403	9.1
CBS Drama	535	2.0	1294	4.9	2354	8.9
CBS Reality TV	765	2.9	1872	7.1	3287	12.4
CBS Reality+1	548	2.1	1390	5.3	2488	9.4
Challenge TV	2255	8.5	4863	18.4	8124	30.7
Challenge TV+1	482	1.8	1284	4.9	2552	9.6
CHANNEL 4	18881	71.4	24132	91.2	25770	97.4
CHANNEL 4+1	7004	26.5	14018	53.0	19230	72.7
Channel 5	15778	59.6	22365	84.5	25111	94.9
Channel AKA	175	0.7	457	1.7	913	3.5
Channel Starz	231	0.9	603	2.3	1143	4.3
Chart Show TV	425	1.6	1064	4.0	2028	7.7
CITV and CITV Breakfast	1031	3.9	2320	8.8	3969	15.0
Clubland TV	194	0.7	505	1.9	966	3.7
Comedy Central	2572	9.7	5387	20.4	8279	31.3
Comedy Central Extra	788	3.0	2022	7.6	3727	14.1
Comedy Central Extra+1	185	0.7	563	2.1	1235	4.7
Comedy Central+1	1195	4.5	3002	11.3	5204	19.7
Community Channel	106	0.4	354	1.3	796	3.0

BARB Quarterly Reach Report- Quarter 4 2011 (BARB weeks 2254-2266)

Housewives

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Crime & Investigation Net+1	211	0.8	495	1.9	837	3.2
Crime & Investigation Network	439	1.7	950	3.6	1621	6.1
Current TV	292	1.1	906	3.4	1903	7.2
Dance Nation TV	167	0.6	465	1.8	970	3.7
Dave	5744	21.7	11749	44.4	16935	64.0
Dave ja vu	732	2.8	2206	8.3	4471	16.9
Discovery	1178	4.5	2553	9.7	4158	15.7
Discovery History	613	2.3	1425	5.4	2427	9.2
Discovery History +1	129	0.5	344	1.3	659	2.5
Discovery Home & Health	411	1.6	936	3.5	1634	6.2
Discovery Home & Health+1	227	0.9	564	2.1	1053	4.0
Discovery Real Time	655	2.5	1653	6.2	2939	11.1
Discovery Real Time+1	445	1.7	1196	4.5	2295	8.7
Discovery Science	501	1.9	1280	4.8	2355	8.9
Discovery Science+1	104	0.4	309	1.2	691	2.6
Discovery Shed	384	1.5	969	3.7	1757	6.6
Discovery Travel & Living	224	0.8	627	2.4	1304	4.9
Discovery Turbo	538	2.0	1216	4.6	1941	7.3
Discovery+1	654	2.5	1580	6.0	2762	10.4
Disney Channel	717	2.7	1407	5.3	2123	8.0
Disney Channel+1	562	2.1	1199	4.5	1881	7.1
Disney Cinemagic	357	1.4	848	3.2	1411	5.3
Disney Cinemagic+1	131	0.5	367	1.4	645	2.4
Disney Junior	793	3.0	1524	5.8	2377	9.0
Disney Junior Plus	597	2.3	1189	4.5	1816	6.9
Disney XD	437	1.7	998	3.8	1683	6.4
Disney XD +1	386	1.5	890	3.4	1504	5.7
Diva	97	0.4	254	1.0	540	2.0
Diva+1	19	0.1	62	0.2	167	0.6
DMAX	693	2.6	1998	7.6	4000	15.1
DMAX+1	462	1.7	1377	5.2	2822	10.7
DMAX+2	114	0.4	400	1.5	998	3.8
E!	702	2.7	1615	6.1	2875	10.9
E4	6039	22.8	11621	43.9	16883	63.8
E4+1	3950	14.9	8794	33.2	13700	51.8
Eden	527	2.0	1366	5.2	2679	10.1
Eden+1	340	1.3	950	3.6	1894	7.2
ESPN	607	2.3	1232	4.7	1708	6.5
ESPN America	69	0.3	150	0.6	278	1.0
ESPN Classic	280	1.1	730	2.8	1401	5.3
Euronews	144	0.5	378	1.4	767	2.9
Eurosport	486	1.8	1203	4.5	2228	8.4
Eurosport 2	481	1.8	1135	4.3	2000	7.6
Eurosport HD	120	0.5	344	1.3	709	2.7
Extreme Sports Channel	150	0.6	405	1.5	761	2.9
Film4	5882	22.2	11259	42.6	15810	59.8
Film4+1	1184	4.5	3054	11.5	5220	19.7
Flava	272	1.0	745	2.8	1430	5.4
Food Network	709	2.7	1576	6.0	2902	11.0
Food Network +1	350	1.3	808	3.1	1445	5.5
Fox News	70	0.3	182	0.7	389	1.5
FX	1420	5.4	2887	10.9	4487	17.0
FX+	328	1.2	869	3.3	1620	6.1
G.O.L.D	3031	11.5	6069	22.9	9152	34.6
G.O.L.D.+1	1372	5.2	3423	12.9	6050	22.9
Good Food	686	2.6	1633	6.2	3000	11.3
Good Food +1	508	1.9	1219	4.6	2429	9.2
Greatest Hits TV	198	0.7	547	2.1	1046	4.0
Hi TV	58	0.2	163	0.6	291	1.1
History	784	3.0	1552	5.9	2626	9.9
History +1	411	1.6	928	3.5	1578	6.0
Home	593	2.2	1524	5.8	2798	10.6

BARB Quarterly Reach Report- Quarter 4 2011 (BARB weeks 2254-2266)

Housewives

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Home +1	435	1.6	1192	4.5	2166	8.2
Horror Channel	517	2.0	1334	5.0	2443	9.2
Horror Channel +1	343	1.3	874	3.3	1611	6.1
Horse and Country	83	0.3	202	0.8	423	1.6
Imagine Dil Se	261	1.0	347	1.3	416	1.6
Investigation Discovery	237	0.9	488	1.8	810	3.1
ITV1	21695	82.0	25135	95.0	26029	98.4
ITV1 HD	2345	8.9	4004	15.1	5592	21.1
ITV1+1	5773	21.8	12258	46.3	17937	67.8
ITV2	11316	42.8	18480	69.9	22707	85.8
ITV2+1	4144	15.7	9242	34.9	13875	52.4
ITV3	7255	27.4	12910	48.8	18096	68.4
ITV3+1	961	3.6	2329	8.8	4105	15.5
ITV4	5912	22.3	12542	47.4	18084	68.4
ITV4+1	384	1.5	1009	3.8	1689	6.4
Kerrang	205	0.8	569	2.2	1173	4.4
Kiss TV	350	1.3	1028	3.9	2050	7.7
Kix!	87	0.3	237	0.9	519	2.0
Liverpool FC TV	154	0.6	397	1.5	682	2.6
Magic TV	465	1.8	1272	4.8	2606	9.9
Massive R&B	202	0.8	543	2.1	1049	4.0
Men & Movies	175	0.7	509	1.9	1143	4.3
MGM HD	103	0.4	305	1.2	586	2.2
Military History	419	1.6	989	3.7	1735	6.6
More 4	6970	26.3	13562	51.3	18996	71.8
More 4+1	1199	4.5	3101	11.7	5189	19.6
Motors TV	175	0.7	437	1.7	779	2.9
Movies 24	746	2.8	1799	6.8	3447	13.0
Movies 24 +	605	2.3	1537	5.8	3025	11.4
Movies 4 Men	464	1.8	1204	4.6	2253	8.5
Movies 4 Men 2	463	1.7	1168	4.4	2144	8.1
Movies 4 Men 2+1	347	1.3	958	3.6	1923	7.3
Movies4Men+1	348	1.3	1015	3.8	1966	7.4
MTV	794	3.0	2130	8.1	3871	14.6
MTV +1	240	0.9	719	2.7	1532	5.8
MTV Base	366	1.4	1034	3.9	2020	7.6
MTV Classic	331	1.3	984	3.7	2101	7.9
MTV Dance	308	1.2	917	3.5	1929	7.3
MTV Hits	498	1.9	1418	5.4	2832	10.7
MTV Music	422	1.6	1162	4.4	2170	8.2
MTV Rocks	260	1.0	780	2.9	1607	6.1
MTVN HD	100	0.4	319	1.2	727	2.7
MUTV	44	0.2	87	0.3	173	0.7
My Channel	39	0.1	125	0.5	288	1.1
National Geographic +1	501	1.9	1395	5.3	2647	10.0
National Geographic TV	788	3.0	1962	7.4	3449	13.0
National Geographic Wild	536	2.0	1402	5.3	2573	9.7
Nick Jr	782	3.0	1516	5.7	2242	8.5
Nick Jr 2	519	2.0	1120	4.2	1876	7.1
Nickelodeon	554	2.1	1340	5.1	2300	8.7
Nickelodeon Replay	438	1.7	1146	4.3	2030	7.7
Nicktoons	450	1.7	1158	4.4	2042	7.7
NickToons Replay	41	0.2	139	0.5	316	1.2
NME TV	127	0.5	380	1.4	802	3.0
Pick TV	5074	19.2	9301	35.2	13522	51.1
Pick TV+1	498	1.9	1386	5.2	2682	10.1
Pop	258	1.0	674	2.5	1367	5.2
Pop Girl	54	0.2	177	0.7	384	1.5
Pop Girl+1	37	0.1	141	0.5	327	1.2
Q	264	1.0	844	3.2	1728	6.5
Quest	2464	9.3	5238	19.8	8448	31.9
Quest +1	190	0.7	615	2.3	1378	5.2

BARB Quarterly Reach Report- Quarter 4 2011 (BARB weeks 2254-2266)

Housewives

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Really	2396	9.1	5309	20.1	8569	32.4
S4C	351	1.3	768	2.9	1453	5.5
Scuzz	134	0.5	368	1.4	772	2.9
Sky 1	5286	20.0	8836	33.4	10999	41.6
Sky 2	1543	5.8	4055	15.3	6912	26.1
Sky Arts 1	386	1.5	1102	4.2	2300	8.7
Sky Arts 2	271	1.0	723	2.7	1430	5.4
Sky Atlantic	1565	5.9	3177	12.0	4956	18.7
Sky Box Office (Movies)	114	0.4	397	1.5	822	3.1
Sky Box Office Events	6	0.0	24	0.1	47	0.2
Sky Living	3352	12.7	6161	23.3	8813	33.3
Sky Living +1	1671	6.3	3802	14.4	6233	23.6
Sky Living Loves	601	2.3	1560	5.9	2960	11.2
Sky LIVINGit	1436	5.4	3592	13.6	6036	22.8
Sky LIVINGit +1	948	3.6	2557	9.7	4617	17.5
Sky Movies Action & Adventure	619	2.3	1544	5.8	2594	9.8
Sky Movies Classics	286	1.1	760	2.9	1498	5.7
Sky Movies Comedy	601	2.3	1571	5.9	2615	9.9
Sky Movies Crime & Thriller	448	1.7	1231	4.7	2229	8.4
Sky Movies Drama & Romance	409	1.5	1142	4.3	2022	7.6
Sky Movies Family	736	2.8	1774	6.7	2936	11.1
Sky Movies Indie	212	0.8	651	2.5	1382	5.2
Sky Movies Modern Greats	434	1.6	1238	4.7	2294	8.7
Sky Movies Premiere	1091	4.1	2280	8.6	3318	12.5
Sky Movies Premiere+1	507	1.9	1341	5.1	2179	8.2
Sky Movies SciFi-Horror	433	1.6	1159	4.4	2161	8.2
Sky Movies Showcase	766	2.9	1911	7.2	3166	12.0
Sky News	3155	11.9	5691	21.5	8751	33.1
Sky News Active	186	0.7	380	1.4	615	2.3
Sky Sports 1	2620	9.9	3889	14.7	4664	17.6
Sky Sports 2	1909	7.2	3438	13.0	4246	16.1
Sky Sports 3	987	3.7	2105	8.0	3022	11.4
Sky Sports 4	903	3.4	2226	8.4	3305	12.5
Sky Sports Active 1	27	0.1	114	0.4	273	1.0
Sky Sports Active 2	43	0.2	158	0.6	337	1.3
Sky Sports Active 3	22	0.1	90	0.3	206	0.8
Sky Sports Active 4	15	0.1	62	0.2	173	0.7
Sky Sports Active 5	11	0.0	48	0.2	149	0.6
Sky Sports Active Other	48	0.2	169	0.6	417	1.6
Sky Sports News	2517	9.5	3975	15.0	5085	19.2
Smash Hits	372	1.4	1086	4.1	2280	8.6
Sony TV	335	1.3	1034	3.9	2241	8.5
Sony TV+1	150	0.6	454	1.7	1049	4.0
Star Gold	213	0.8	314	1.2	383	1.4
Star Plus	292	1.1	342	1.3	410	1.5
Style	164	0.6	385	1.5	750	2.8
Sunrise TV	166	0.6	283	1.1	374	1.4
Syfy	1320	5.0	2987	11.3	4941	18.7
Syfy +1	264	1.0	722	2.7	1448	5.5
TCM	898	3.4	2202	8.3	3880	14.7
TCM 2	217	0.8	711	2.7	1476	5.6
The Africa Channel	38	0.1	106	0.4	231	0.9
The Box	435	1.6	1181	4.5	2340	8.8
The Travel Channel	116	0.4	377	1.4	863	3.3
The Travel Channel+1	97	0.4	332	1.3	741	2.8
The Vault	302	1.1	848	3.2	1624	6.1
Tiny Pop	319	1.2	763	2.9	1374	5.2
Tiny Pop+1	148	0.6	369	1.4	710	2.7
True Entertainment	535	2.0	1357	5.1	2599	9.8
True Movies 1	787	3.0	1789	6.8	3096	11.7
True Movies 2	543	2.1	1288	4.9	2300	8.7
Universal	1336	5.0	2558	9.7	3922	14.8

BARB Quarterly Reach Report- Quarter 4 2011 (BARB weeks 2254-2266)

Housewives

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Universal+1	555	2.1	1259	4.8	2105	8.0
VH-1	505	1.9	1436	5.4	2926	11.1
Vintage TV	351	1.3	906	3.4	1757	6.6
VIVA	2451	9.3	5619	21.2	9414	35.6
Watch	2956	11.2	6397	24.2	9634	36.4
Watch+1	669	2.5	1990	7.5	4228	16.0
Wedding TV	99	0.4	308	1.2	696	2.6
Yesterday	4591	17.4	8325	31.5	11890	44.9
Yesterday+1	464	1.8	1153	4.4	2114	8.0
Zing	161	0.6	289	1.1	418	1.6
Other Non Itemised Channels	8031	30.4	13309	50.3	18069	68.3