

BARB Quarterly Reach Report- Quarter 1 2011 (BARB weeks 2215-2227)

Reach based on 3+ consecutive minutes

Individuals 4+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
TOTAL TV	54391	95.1	56448	98.7	56979	99.7
4Music	4830	8.4	10846	19.0	17286	30.2
5 USA	6184	10.8	12351	21.6	19031	33.3
5 USA+1	1315	2.3	3643	6.4	6845	12.0
5*	7114	12.4	16113	28.2	25582	44.7
5*+1	1540	2.7	4693	8.2	9224	16.1
Alibi	2228	3.9	4343	7.6	6945	12.1
Alibi+1	699	1.2	1657	2.9	2882	5.0
Animal Planet	905	1.6	2333	4.1	4302	7.5
Animal Planet+1	337	0.6	923	1.6	1819	3.2
attheraces	561	1.0	981	1.7	1463	2.6
BBC 3	18224	31.9	34424	60.2	45076	78.8
BBC 4	9646	16.9	21060	36.8	31796	55.6
BBC HD	2580	4.5	5836	10.2	9465	16.6
BBC News	11407	19.9	19779	34.6	28150	49.2
BBC Parliament	626	1.1	1751	3.1	3720	6.5
BBC RB 6780	587	1.0	1615	2.8	2939	5.1
BBC RB 6781	33	0.1	126	0.2	281	0.5
BBC RB 6785	5	0.0	13	0.0	52	0.1
BBC RB 6786	11	0.0	35	0.1	46	0.1
BBC RB 6787	2	0.0	8	0.0	13	0.0
BBC RB 6788	14	0.0	58	0.1	135	0.2
BBC RB 6789	43	0.1	136	0.2	329	0.6
BBC RB 6790	23	0.0	59	0.1	115	0.2
BBC RB 6880	274	0.5	927	1.6	2163	3.8
BBC RB 6881	350	0.6	1076	1.9	2712	4.7
BBC RB 6882	202	0.4	623	1.1	1370	2.4
BBC RB 6883	186	0.3	669	1.2	1640	2.9
BBC RB 6884	112	0.2	420	0.7	1033	1.8
BBC RB 6885	261	0.5	1005	1.8	2687	4.7
BBC RB 6886	239	0.4	777	1.4	1741	3.0
BBC RB FREEVIEW 301	1772	3.1	4194	7.3	7640	13.4
BBC1	48523	84.9	54620	95.5	56396	98.6
BBC2	37177	65.0	49452	86.5	54459	95.2
BET	183	0.3	493	0.9	930	1.6
BET+1	108	0.2	314	0.5	674	1.2
Bio	975	1.7	2699	4.7	5365	9.4
Blighty	747	1.3	2128	3.7	4204	7.4
Bliss	476	0.8	1391	2.4	2795	4.9
Boomerang	2114	3.7	4400	7.7	7063	12.4
Boomerang+1	1250	2.2	2918	5.1	5012	8.8
Cartoon Network	1606	2.8	3268	5.7	5387	9.4
Cartoon Network Too	1291	2.3	2899	5.1	5072	8.9
Cartoonito	1271	2.2	2694	4.7	4361	7.6
CBBC	5383	9.4	10420	18.2	16129	28.2

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Cbeebies	6325	11.1	10959	19.2	15417	27.0
CBS Action	951	1.7	2420	4.2	4487	7.8
CBS Drama	898	1.6	2348	4.1	4579	8.0
CBS Reality TV	1620	2.8	4016	7.0	7226	12.6
CBS Reality+1	1121	2.0	2844	5.0	5263	9.2
Challenge TV	3308	5.8	7750	13.6	14703	25.7
Challenge TV+1	981	1.7	2640	4.6	5408	9.5
CHANNEL 4	38319	67.0	50576	88.5	54732	95.7
CHANNEL 4+1	13495	23.6	27609	48.3	38586	67.5
Channel 5	29343	51.3	44218	77.3	51386	89.9
Channel AKA	538	0.9	1407	2.5	2674	4.7
Channel Starz	700	1.2	1753	3.1	3185	5.6
Chart Show TV	1089	1.9	2726	4.8	4795	8.4
CITV and CITV Breakfast	2765	4.8	5909	10.3	9595	16.8
Clubland TV	337	0.6	974	1.7	1902	3.3
Comedy Central	4441	7.8	9395	16.4	14837	25.9
Comedy Central Extra	1861	3.3	4548	8.0	8016	14.0
Comedy Central Extra+1	392	0.7	1255	2.2	2625	4.6
Comedy Central+1	2647	4.6	6149	10.8	10439	18.3
Community Channel	213	0.4	728	1.3	1695	3.0
Crime & Investigation Net+1	473	0.8	1087	1.9	1818	3.2
Crime & Investigation Network	970	1.7	2094	3.7	3564	6.2
Current TV	641	1.1	2020	3.5	4346	7.6
Dance Nation TV	333	0.6	1005	1.8	2078	3.6
Dave	11824	20.7	24097	42.1	34334	60.0
Dave ja vu	5304	9.3	12241	21.4	20412	35.7
Discovery	2442	4.3	5421	9.5	8770	15.3
Discovery HD	450	0.8	1231	2.2	2518	4.4
Discovery History	1264	2.2	3169	5.5	5429	9.5
Discovery History +1	287	0.5	816	1.4	1583	2.8
Discovery Home & Health	717	1.3	1740	3.0	3333	5.8
Discovery Home & Health+1	406	0.7	1063	1.9	2057	3.6
Discovery Real Time	1320	2.3	3559	6.2	6653	11.6
Discovery Real Time+1	1055	1.8	2882	5.0	5506	9.6
Discovery Science	1325	2.3	3261	5.7	5723	10.0
Discovery Science+1	314	0.5	963	1.7	1877	3.3
Discovery Shed	1042	1.8	2378	4.2	4068	7.1
Discovery Travel & Living	492	0.9	1339	2.3	2650	4.6
Discovery Turbo	1452	2.5	3290	5.8	5354	9.4
Discovery+1	1641	2.9	4204	7.4	7171	12.5
Disney Channel	2955	5.2	5138	9.0	7237	12.7
Disney Channel+1	2464	4.3	4618	8.1	6607	11.6
Disney Cinemagic	989	1.7	2245	3.9	3713	6.5
Disney Cinemagic+1	446	0.8	1177	2.1	2233	3.9
Disney XD	1560	2.7	3336	5.8	5293	9.3

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	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Disney XD +1	1517	2.7	3247	5.7	5168	9.0
Diva	312	0.5	881	1.5	1802	3.2
Diva+1	108	0.2	351	0.6	757	1.3
DMAX	1764	3.1	5067	8.9	9612	16.8
DMAX+1	1171	2.0	3436	6.0	6657	11.6
DMAX+2	315	0.6	1122	2.0	2726	4.8
E!	1547	2.7	3746	6.6	6822	11.9
E4	13027	22.8	24494	42.8	34627	60.6
E4+1	8581	15.0	18676	32.7	28518	49.9
Eden	1039	1.8	2855	5.0	5270	9.2
Eden+1	455	0.8	1350	2.4	2726	4.8
ESPN	1752	3.1	3410	6.0	5362	9.4
ESPN Classic	605	1.1	1625	2.8	3097	5.4
Euronews	346	0.6	956	1.7	1879	3.3
Eurosport	1154	2.0	2698	4.7	4695	8.2
Eurosport 2	1063	1.9	2484	4.3	4519	7.9
Eurosport HD	207	0.4	515	0.9	1032	1.8
Extreme Sports Channel	357	0.6	1032	1.8	2085	3.6
Film 24	285	0.5	911	1.6	1979	3.5
Film4	10192	17.8	21003	36.7	30370	53.1
Film4+1	2361	4.1	6419	11.2	10840	19.0
Flava	776	1.4	1985	3.5	3711	6.5
Food Network	610	1.1	1414	2.5	2631	4.6
Food Network +1	566	1.0	1320	2.3	2496	4.4
Fox News	196	0.3	515	0.9	1024	1.8
FX	2869	5.0	5756	10.1	9615	16.8
FX+	949	1.7	2369	4.1	4282	7.5
G.O.L.D	5418	9.5	11469	20.1	17440	30.5
G.O.L.D.+1	2399	4.2	6027	10.5	10490	18.3
Good Food	1222	2.1	2926	5.1	5173	9.0
Good Food +1	880	1.5	2199	3.8	3901	6.8
History	1618	2.8	3746	6.6	6232	10.9
History +1	758	1.3	2020	3.5	3672	6.4
Home	1273	2.2	3100	5.4	5480	9.6
Home +1	955	1.7	2553	4.5	4583	8.0
Horror Channel	979	1.7	2562	4.5	4771	8.3
Horror Channel +1	585	1.0	1631	2.9	3182	5.6
Horse and Country	207	0.4	588	1.0	1149	2.0
Investigation Discovery	515	0.9	1085	1.9	1785	3.1
ITV1	42573	74.5	52081	91.1	55425	96.9
ITV1 HD	4179	7.3	7265	12.7	10098	17.7
ITV2	19851	34.7	35619	62.3	45623	79.8
ITV2+1	5869	10.3	15126	26.5	25316	44.3
ITV3	11595	20.3	21682	37.9	31758	55.5
ITV3+1	1629	2.8	4018	7.0	7307	12.8

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	000s	%	000s	%	000s	%
ITV4	11370	19.9	24365	42.6	35904	62.8
ITV4+1	763	1.3	2188	3.8	4254	7.4
Kerrang	519	0.9	1362	2.4	2594	4.5
Kiss TV	1024	1.8	2659	4.7	4753	8.3
Kix!	231	0.4	578	1.0	1061	1.9
Lava TV	160	0.3	465	0.8	1038	1.8
Liverpool FC TV	436	0.8	1025	1.8	1821	3.2
Magic TV	801	1.4	2260	4.0	4458	7.8
Men & Movies	93	0.2	257	0.4	496	0.9
MGM HD	212	0.4	602	1.1	1307	2.3
Military History	1031	1.8	2477	4.3	4147	7.3
More 4	13139	23.0	26086	45.6	36855	64.5
More 4+1	2813	4.9	7235	12.7	12266	21.5
Motors TV	395	0.7	950	1.7	1672	2.9
Movies 24	1185	2.1	3237	5.7	6170	10.8
Movies 24 +	1107	1.9	3036	5.3	5665	9.9
Movies 4 Men	870	1.5	2520	4.4	4757	8.3
Movies 4 Men 2	1040	1.8	2764	4.8	5014	8.8
Movies 4 Men 2+1	752	1.3	2174	3.8	4036	7.1
Movies4Men+1	632	1.1	1887	3.3	3625	6.3
MTV	1974	3.5	4784	8.4	9328	16.3
MTV +1	618	1.1	1784	3.1	3913	6.8
MTV Base	1031	1.8	2671	4.7	4791	8.4
MTV Classic	628	1.1	1895	3.3	3715	6.5
MTV Dance	687	1.2	2031	3.6	3859	6.7
MTV Hits	1289	2.3	3408	6.0	6285	11.0
MTV Music	839	1.5	2320	4.1	4972	8.7
MTV Rocks	536	0.9	1615	2.8	3224	5.6
MTVN HD	169	0.3	571	1.0	1275	2.2
MUTV	108	0.2	195	0.3	343	0.6
My Channel	78	0.1	275	0.5	618	1.1
National Geographic +1	1188	2.1	3255	5.7	5854	10.2
National Geographic TV	1736	3.0	4332	7.6	7521	13.2
National Geographic Wild	1308	2.3	3476	6.1	6364	11.1
Nick Jr	2077	3.6	3905	6.8	5949	10.4
Nick Jr 2	1540	2.7	3050	5.3	4768	8.3
Nickelodeon	1981	3.5	3981	7.0	6352	11.1
Nickelodeon Replay	1636	2.9	3606	6.3	5629	9.8
Nicktoons	1659	2.9	3647	6.4	6040	10.6
NickToons Replay	174	0.3	458	0.8	1023	1.8
NME TV	241	0.4	647	1.1	1312	2.3
Pick TV (was Sky 3)	9324	16.3	19198	33.6	30027	52.5
Pick TV+1 (was Sky 3+1)	2208	3.9	5966	10.4	11734	20.5
Playhouse Disney	1526	2.7	3111	5.4	4819	8.4
Playhouse Disney Plus	1089	1.9	2443	4.3	3887	6.8

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	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Pop	710	1.2	1606	2.8	2901	5.1
Pop Girl	425	0.7	909	1.6	1685	2.9
Pop Girl+1	321	0.6	671	1.2	1275	2.2
Q	474	0.8	1464	2.6	2937	5.1
Quest	4260	7.4	9244	16.2	15241	26.7
Quest +1	446	0.8	1485	2.6	3170	5.5
Really	606	1.1	1819	3.2	3799	6.6
S4C	646	1.1	1476	2.6	2674	4.7
Scuzz	325	0.6	888	1.6	1731	3.0
Sky 1	11737	20.5	19737	34.5	25025	43.8
Sky 2	4359	7.6	10798	18.9	18389	32.2
Sky Arts 1	641	1.1	1851	3.2	3752	6.6
Sky Arts 2	334	0.6	958	1.7	2032	3.6
Sky Box Office (Movies)	234	0.4	853	1.5	1981	3.5
Sky Box Office Events	27	0.0	90	0.2	260	0.5
Sky Living	6764	11.8	13495	23.6	20275	35.5
Sky Living +1	3650	6.4	8786	15.4	15506	27.1
Sky Living Loves	891	1.6	2549	4.5	5348	9.4
Sky LIVINGit	3377	5.9	8289	14.5	14017	24.5
Sky LIVINGit +1	1463	2.6	4172	7.3	8327	14.6
Sky Movies Action & Adventure	1543	2.7	3809	6.7	6280	11.0
Sky Movies Classics	640	1.1	1803	3.2	3335	5.8
Sky Movies Comedy	1607	2.8	4141	7.2	6906	12.1
Sky Movies Crime & Thriller	998	1.7	2775	4.9	5098	8.9
Sky Movies Drama & Romance	835	1.5	2457	4.3	4564	8.0
Sky Movies Family	1638	2.9	4132	7.2	6820	11.9
Sky Movies Indie	484	0.8	1461	2.6	3004	5.3
Sky Movies Modern Greats	1091	1.9	3037	5.3	5340	9.3
Sky Movies Premiere	2395	4.2	5232	9.2	7700	13.5
Sky Movies Premiere+1	1270	2.2	3282	5.7	5644	9.9
Sky Movies SciFi-Horror	1195	2.1	3110	5.4	5425	9.5
Sky Movies Showcase	1540	2.7	4064	7.1	6995	12.2
Sky News	6641	11.6	12164	21.3	18753	32.8
Sky News Active	263	0.5	612	1.1	1154	2.0
Sky Sports 1	6488	11.3	9651	16.9	11705	20.5
Sky Sports 2	5068	8.9	8471	14.8	10650	18.6
Sky Sports 3	2320	4.1	4703	8.2	7172	12.5
Sky Sports 4	2058	3.6	4705	8.2	7327	12.8
Sky Sports Active 1	59	0.1	215	0.4	549	1.0
Sky Sports Active 2	125	0.2	412	0.7	1037	1.8
Sky Sports Active 3	75	0.1	265	0.5	710	1.2
Sky Sports Active 4	31	0.1	98	0.2	274	0.5
Sky Sports Active 5	14	0.0	56	0.1	154	0.3
Sky Sports Active 7	13	0.0	52	0.1	113	0.2
Sky Sports Active Other	115	0.2	399	0.7	1082	1.9

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Sky Sports News	6465	11.3	10054	17.6	13161	23.0
Smash Hits	905	1.6	2528	4.4	4641	8.1
Star Gold	547	1.0	926	1.6	1130	2.0
Star Plus	912	1.6	1127	2.0	1207	2.1
Sunrise TV	493	0.9	919	1.6	1206	2.1
Syfy	2884	5.0	7081	12.4	12205	21.3
Syfy +1	588	1.0	1752	3.1	3681	6.4
TCM	1471	2.6	3671	6.4	6535	11.4
TCM 2	308	0.5	987	1.7	2172	3.8
The Africa Channel	52	0.1	131	0.2	275	0.5
The Box	1222	2.1	3189	5.6	5731	10.0
The Style Network	301	0.5	772	1.4	1479	2.6
The Travel Channel	242	0.4	752	1.3	1590	2.8
The Travel Channel+1	210	0.4	646	1.1	1373	2.4
The Vault	668	1.2	1893	3.3	3840	6.7
Tiny Pop	1031	1.8	2344	4.1	3982	7.0
Tiny Pop+1	457	0.8	1058	1.9	1924	3.4
True Entertainment	643	1.1	1944	3.4	4218	7.4
True Movies 1	1225	2.1	3184	5.6	5693	10.0
True Movies 2	783	1.4	2147	3.8	3850	6.7
Universal	2387	4.2	5247	9.2	9054	15.8
Universal+1	1038	1.8	2620	4.6	4903	8.6
VH-1	854	1.5	2474	4.3	4712	8.2
Vintage TV	539	0.9	1470	2.6	2936	5.1
VIVA	4603	8.0	10834	18.9	17793	31.1
Watch	6292	11.0	13730	24.0	20203	35.3
Watch+1	1631	2.9	4934	8.6	9641	16.9
Wedding TV	200	0.3	624	1.1	1289	2.3
WTF TV	232	0.4	721	1.3	1631	2.9
Yesterday	6520	11.4	13024	22.8	19389	33.9
Yesterday+1	442	0.8	1225	2.1	2307	4.0
Zing	498	0.9	850	1.5	1242	2.2
Other Non Itemised Channels	18378	32.1	30745	53.8	40288	70.5

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Adults 16+

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	000s	%	000s	%	000s	%
TOTAL TV	46446	95.4	48060	98.7	48533	99.7
4Music	4024	8.3	9159	18.8	14697	30.2
5 USA	5863	12.0	11524	23.7	17471	35.9
5 USA+1	1239	2.5	3387	7.0	6327	13.0
5*	6497	13.3	14584	29.9	22870	47.0
5*+1	1411	2.9	4272	8.8	8290	17.0
Alibi	2137	4.4	4100	8.4	6423	13.2
Alibi+1	671	1.4	1570	3.2	2716	5.6
Animal Planet	810	1.7	2058	4.2	3764	7.7
Animal Planet+1	301	0.6	798	1.6	1583	3.3
attheraces	542	1.1	932	1.9	1377	2.8
BBC 3	16227	33.3	30181	62.0	39150	80.4
BBC 4	9292	19.1	19880	40.8	29398	60.4
BBC HD	2392	4.9	5302	10.9	8461	17.4
BBC News	10669	21.9	18069	37.1	25279	51.9
BBC Parliament	598	1.2	1675	3.4	3577	7.3
BBC RB 6780	547	1.1	1486	3.1	2667	5.5
BBC RB 6781	16	0.0	62	0.1	133	0.3
BBC RB 6785	5	0.0	13	0.0	52	0.1
BBC RB 6786	10	0.0	30	0.1	46	0.1
BBC RB 6787	2	0.0	5	0.0	10	0.0
BBC RB 6788	13	0.0	53	0.1	133	0.3
BBC RB 6789	41	0.1	125	0.3	305	0.6
BBC RB 6790	23	0.0	59	0.1	115	0.2
BBC RB 6880	254	0.5	854	1.8	1957	4.0
BBC RB 6881	323	0.7	979	2.0	2426	5.0
BBC RB 6882	188	0.4	575	1.2	1252	2.6
BBC RB 6883	172	0.4	615	1.3	1512	3.1
BBC RB 6884	93	0.2	343	0.7	846	1.7
BBC RB 6885	237	0.5	915	1.9	2454	5.0
BBC RB 6886	213	0.4	685	1.4	1518	3.1
BBC RB FREEVIEW 301	1661	3.4	3876	8.0	7005	14.4
BBC1	42606	87.5	46811	96.1	48087	98.7
BBC2	33769	69.3	43343	89.0	46885	96.3
BET	152	0.3	404	0.8	793	1.6
BET+1	95	0.2	261	0.5	589	1.2
Bio	931	1.9	2542	5.2	4985	10.2
Blighty	715	1.5	2013	4.1	3880	8.0
Bliss	408	0.8	1178	2.4	2314	4.8
Boomerang	1120	2.3	2549	5.2	4354	8.9
Boomerang+1	680	1.4	1700	3.5	3087	6.3
Cartoon Network	819	1.7	1804	3.7	3197	6.6
Cartoon Network Too	657	1.3	1568	3.2	2966	6.1
Cartoonito	763	1.6	1711	3.5	2892	5.9
CBBC	2822	5.8	6412	13.2	10903	22.4

BARB Quarterly Reach Report- Quarter 1 2011 (BARB weeks 2215-2227)

Reach based on 3+ consecutive minutes

Adults 16+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Cbeebies	4443	9.1	7962	16.3	11466	23.5
CBS Action	913	1.9	2275	4.7	4153	8.5
CBS Drama	851	1.7	2188	4.5	4192	8.6
CBS Reality TV	1495	3.1	3628	7.4	6472	13.3
CBS Reality+1	1044	2.1	2572	5.3	4705	9.7
Challenge TV	2895	5.9	6626	13.6	12507	25.7
Challenge TV+1	862	1.8	2266	4.7	4642	9.5
CHANNEL 4	34204	70.2	43988	90.3	47120	96.8
CHANNEL 4+1	12119	24.9	24472	50.2	33770	69.3
Channel 5	26262	53.9	38606	79.3	44202	90.8
Channel AKA	423	0.9	1104	2.3	2150	4.4
Channel Starz	521	1.1	1318	2.7	2405	4.9
Chart Show TV	869	1.8	2172	4.5	3874	8.0
CITV and CITV Breakfast	1450	3.0	3502	7.2	6112	12.6
Clubland TV	292	0.6	821	1.7	1588	3.3
Comedy Central	3965	8.1	8261	17.0	12943	26.6
Comedy Central Extra	1717	3.5	4125	8.5	7123	14.6
Comedy Central Extra+1	377	0.8	1196	2.5	2458	5.0
Comedy Central+1	2366	4.9	5440	11.2	9173	18.8
Community Channel	206	0.4	697	1.4	1611	3.3
Crime & Investigation Net+1	456	0.9	1027	2.1	1678	3.4
Crime & Investigation Network	911	1.9	1925	4.0	3239	6.7
Current TV	599	1.2	1870	3.8	4002	8.2
Dance Nation TV	284	0.6	818	1.7	1680	3.5
Dave	10688	21.9	21374	43.9	30039	61.7
Dave ja vu	4810	9.9	10968	22.5	18180	37.3
Discovery	2186	4.5	4795	9.8	7625	15.7
Discovery HD	415	0.9	1133	2.3	2289	4.7
Discovery History	1194	2.5	2934	6.0	4880	10.0
Discovery History +1	274	0.6	776	1.6	1482	3.0
Discovery Home & Health	653	1.3	1560	3.2	2999	6.2
Discovery Home & Health+1	374	0.8	958	2.0	1836	3.8
Discovery Real Time	1214	2.5	3207	6.6	5879	12.1
Discovery Real Time+1	978	2.0	2620	5.4	4918	10.1
Discovery Science	1236	2.5	3000	6.2	5189	10.7
Discovery Science+1	301	0.6	907	1.9	1749	3.6
Discovery Shed	964	2.0	2167	4.5	3656	7.5
Discovery Travel & Living	467	1.0	1259	2.6	2459	5.0
Discovery Turbo	1313	2.7	2908	6.0	4661	9.6
Discovery+1	1463	3.0	3719	7.6	6232	12.8
Disney Channel	1318	2.7	2699	5.5	4194	8.6
Disney Channel+1	1067	2.2	2398	4.9	3794	7.8
Disney Cinemagic	621	1.3	1460	3.0	2464	5.1
Disney Cinemagic+1	248	0.5	673	1.4	1356	2.8
Disney XD	694	1.4	1682	3.5	2948	6.1

BARB Quarterly Reach Report- Quarter 1 2011 (BARB weeks 2215-2227)

Reach based on 3+ consecutive minutes

Adults 16+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Disney XD +1	665	1.4	1635	3.4	2885	5.9
Diva	275	0.6	793	1.6	1625	3.3
Diva+1	95	0.2	299	0.6	644	1.3
DMAX	1588	3.3	4492	9.2	8459	17.4
DMAX+1	1054	2.2	3048	6.3	5839	12.0
DMAX+2	283	0.6	1012	2.1	2411	5.0
E!	1383	2.8	3343	6.9	6076	12.5
E4	11407	23.4	21325	43.8	30028	61.7
E4+1	7574	15.6	16353	33.6	24728	50.8
Eden	965	2.0	2585	5.3	4667	9.6
Eden+1	417	0.9	1216	2.5	2387	4.9
ESPN	1585	3.3	3003	6.2	4641	9.5
ESPN Classic	530	1.1	1400	2.9	2698	5.5
Euronews	323	0.7	873	1.8	1723	3.5
Eurosport	1072	2.2	2445	5.0	4226	8.7
Eurosport 2	987	2.0	2255	4.6	4033	8.3
Eurosport HD	197	0.4	482	1.0	944	1.9
Extreme Sports Channel	314	0.6	891	1.8	1760	3.6
Film 24	277	0.6	877	1.8	1888	3.9
Film4	9411	19.3	18934	38.9	26926	55.3
Film4+1	2173	4.5	5788	11.9	9636	19.8
Flava	599	1.2	1549	3.2	2901	6.0
Food Network	558	1.1	1269	2.6	2359	4.8
Food Network +1	512	1.1	1179	2.4	2217	4.6
Fox News	179	0.4	471	1.0	942	1.9
FX	2603	5.3	5035	10.3	8271	17.0
FX+	898	1.8	2193	4.5	3882	8.0
G.O.L.D	5071	10.4	10452	21.5	15565	32.0
G.O.L.D.+1	2263	4.6	5548	11.4	9427	19.4
Good Food	1123	2.3	2615	5.4	4543	9.3
Good Food +1	809	1.7	1993	4.1	3499	7.2
History	1520	3.1	3453	7.1	5660	11.6
History +1	703	1.4	1842	3.8	3292	6.8
Home	1178	2.4	2820	5.8	4896	10.1
Home +1	895	1.8	2345	4.8	4183	8.6
Horror Channel	926	1.9	2370	4.9	4270	8.8
Horror Channel +1	551	1.1	1517	3.1	2910	6.0
Horse and Country	184	0.4	523	1.1	1037	2.1
Investigation Discovery	485	1.0	1011	2.1	1654	3.4
ITV1	37609	77.2	45000	92.4	47456	97.5
ITV1 HD	3731	7.7	6365	13.1	8806	18.1
ITV2	17840	36.6	31287	64.2	39489	81.1
ITV2+1	5348	11.0	13548	27.8	22311	45.8
ITV3	11084	22.8	20205	41.5	29034	59.6
ITV3+1	1580	3.2	3848	7.9	6920	14.2

BARB Quarterly Reach Report- Quarter 1 2011 (BARB weeks 2215-2227)

Reach based on 3+ consecutive minutes

Adults 16+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
ITV4	10603	21.8	22222	45.6	32080	65.9
ITV4+1	726	1.5	2047	4.2	3979	8.2
Kerrang	430	0.9	1111	2.3	2070	4.3
Kiss TV	778	1.6	2080	4.3	3770	7.7
Kix!	122	0.3	338	0.7	679	1.4
Lava TV	137	0.3	404	0.8	877	1.8
Liverpool FC TV	353	0.7	839	1.7	1479	3.0
Magic TV	687	1.4	1906	3.9	3741	7.7
Men & Movies	89	0.2	240	0.5	453	0.9
MGM HD	199	0.4	568	1.2	1208	2.5
Military History	963	2.0	2280	4.7	3767	7.7
More 4	12291	25.2	23846	49.0	33065	67.9
More 4+1	2628	5.4	6614	13.6	10990	22.6
Motors TV	357	0.7	838	1.7	1450	3.0
Movies 24	1138	2.3	3086	6.3	5761	11.8
Movies 24 +	1058	2.2	2864	5.9	5277	10.8
Movies 4 Men	835	1.7	2388	4.9	4429	9.1
Movies 4 Men 2	998	2.0	2629	5.4	4668	9.6
Movies 4 Men 2+1	729	1.5	2092	4.3	3814	7.8
Movies4Men+1	605	1.2	1799	3.7	3389	7.0
MTV	1666	3.4	4016	8.2	7809	16.0
MTV +1	535	1.1	1534	3.2	3354	6.9
MTV Base	811	1.7	2137	4.4	3934	8.1
MTV Classic	550	1.1	1617	3.3	3150	6.5
MTV Dance	562	1.2	1671	3.4	3141	6.4
MTV Hits	989	2.0	2641	5.4	4926	10.1
MTV Music	698	1.4	1943	4.0	4110	8.4
MTV Rocks	456	0.9	1359	2.8	2717	5.6
MTVN HD	143	0.3	474	1.0	1048	2.2
MUTV	95	0.2	169	0.3	297	0.6
My Channel	71	0.1	247	0.5	554	1.1
National Geographic +1	1126	2.3	3019	6.2	5297	10.9
National Geographic TV	1620	3.3	3972	8.2	6724	13.8
National Geographic Wild	1170	2.4	3045	6.3	5524	11.3
Nick Jr	1324	2.7	2621	5.4	4119	8.5
Nick Jr 2	953	2.0	1972	4.0	3190	6.6
Nickelodeon	847	1.7	1985	4.1	3559	7.3
Nickelodeon Replay	675	1.4	1774	3.6	3060	6.3
Nicktoons	795	1.6	1952	4.0	3481	7.1
NickToons Replay	82	0.2	235	0.5	529	1.1
NME TV	201	0.4	559	1.1	1134	2.3
Pick TV (was Sky 3)	8619	17.7	17426	35.8	26798	55.0
Pick TV+1 (was Sky 3)	2039	4.2	5427	11.1	10637	21.8
Playhouse Disney	965	2.0	1997	4.1	3186	6.5
Playhouse Disney Plus	677	1.4	1544	3.2	2558	5.3

BARB Quarterly Reach Report- Quarter 1 2011 (BARB weeks 2215-2227)

Reach based on 3+ consecutive minutes

Adults 16+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Pop	353	0.7	909	1.9	1765	3.6
Pop Girl	165	0.3	424	0.9	880	1.8
Pop Girl+1	129	0.3	321	0.7	672	1.4
Q	408	0.8	1248	2.6	2471	5.1
Quest	4003	8.2	8582	17.6	14009	28.8
Quest +1	421	0.9	1390	2.9	2926	6.0
Really	565	1.2	1667	3.4	3485	7.2
S4C	587	1.2	1322	2.7	2366	4.9
Scuzz	279	0.6	766	1.6	1411	2.9
Sky 1	9694	19.9	16355	33.6	20734	42.6
Sky 2	3780	7.8	9316	19.1	15593	32.0
Sky Arts 1	619	1.3	1774	3.6	3557	7.3
Sky Arts 2	321	0.7	908	1.9	1901	3.9
Sky Box Office (Movies)	189	0.4	678	1.4	1563	3.2
Sky Box Office Events	22	0.0	78	0.2	203	0.4
Sky Living	6057	12.4	11737	24.1	17328	35.6
Sky Living +1	3283	6.7	7733	15.9	13371	27.5
Sky Living Loves	803	1.6	2265	4.7	4739	9.7
Sky LIVINGit	3053	6.3	7350	15.1	12102	24.9
Sky LIVINGit +1	1341	2.8	3783	7.8	7407	15.2
Sky Movies Action & Adventure	1344	2.8	3226	6.6	5268	10.8
Sky Movies Classics	596	1.2	1622	3.3	2968	6.1
Sky Movies Comedy	1350	2.8	3377	6.9	5566	11.4
Sky Movies Crime & Thriller	915	1.9	2488	5.1	4491	9.2
Sky Movies Drama & Romance	761	1.6	2203	4.5	4005	8.2
Sky Movies Family	1225	2.5	3118	6.4	5180	10.6
Sky Movies Indie	462	0.9	1385	2.8	2784	5.7
Sky Movies Modern Greats	974	2.0	2662	5.5	4520	9.3
Sky Movies Premiere	2082	4.3	4454	9.1	6422	13.2
Sky Movies Premiere+1	1077	2.2	2723	5.6	4606	9.5
Sky Movies SciFi-Horror	1054	2.2	2693	5.5	4603	9.5
Sky Movies Showcase	1330	2.7	3439	7.1	5825	12.0
Sky News	6098	12.5	11118	22.8	17131	35.2
Sky News Active	243	0.5	551	1.1	1005	2.1
Sky Sports 1	5788	11.9	8351	17.1	9926	20.4
Sky Sports 2	4557	9.4	7368	15.1	9057	18.6
Sky Sports 3	2050	4.2	4084	8.4	6136	12.6
Sky Sports 4	1841	3.8	4119	8.5	6290	12.9
Sky Sports Active 1	54	0.1	203	0.4	516	1.1
Sky Sports Active 2	117	0.2	382	0.8	944	1.9
Sky Sports Active 3	67	0.1	244	0.5	648	1.3
Sky Sports Active 4	24	0.0	81	0.2	220	0.5
Sky Sports Active 5	14	0.0	56	0.1	154	0.3
Sky Sports Active 7	13	0.0	52	0.1	113	0.2
Sky Sports Active Other	104	0.2	351	0.7	941	1.9

BARB Quarterly Reach Report- Quarter 1 2011 (BARB weeks 2215-2227)

Reach based on 3+ consecutive minutes

Adults 16+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Sky Sports News	5737	11.8	8673	17.8	11041	22.7
Smash Hits	715	1.5	2022	4.2	3738	7.7
Star Gold	422	0.9	692	1.4	847	1.7
Star Plus	708	1.5	855	1.8	929	1.9
Sunrise TV	403	0.8	731	1.5	936	1.9
Syfy	2637	5.4	6347	13.0	10671	21.9
Syfy +1	545	1.1	1590	3.3	3309	6.8
TCM	1400	2.9	3423	7.0	5921	12.2
TCM 2	290	0.6	924	1.9	1971	4.0
The Africa Channel	42	0.1	101	0.2	221	0.5
The Box	946	1.9	2498	5.1	4516	9.3
The Style Network	274	0.6	705	1.4	1338	2.7
The Travel Channel	235	0.5	720	1.5	1508	3.1
The Travel Channel+1	201	0.4	611	1.3	1270	2.6
The Vault	579	1.2	1615	3.3	3234	6.6
Tiny Pop	594	1.2	1434	2.9	2541	5.2
Tiny Pop+1	264	0.5	633	1.3	1166	2.4
True Entertainment	618	1.3	1841	3.8	3973	8.2
True Movies 1	1166	2.4	2991	6.1	5275	10.8
True Movies 2	752	1.5	2025	4.2	3602	7.4
Universal	2241	4.6	4796	9.8	8036	16.5
Universal+1	991	2.0	2460	5.1	4546	9.3
VH-1	732	1.5	2098	4.3	3957	8.1
Vintage TV	484	1.0	1316	2.7	2606	5.4
VIVA	3894	8.0	9164	18.8	15129	31.1
Watch	5517	11.3	11778	24.2	17017	34.9
Watch+1	1448	3.0	4329	8.9	8295	17.0
Wedding TV	190	0.4	577	1.2	1171	2.4
WTF TV	197	0.4	618	1.3	1380	2.8
Yesterday	6316	13.0	12420	25.5	18318	37.6
Yesterday+1	431	0.9	1182	2.4	2199	4.5
Zing	401	0.8	664	1.4	934	1.9
Other Non Itemised Channels	16352	33.6	26922	55.3	34791	71.4

BARB Quarterly Reach Report- Quarter 1 2011 (BARB weeks 2215-2227)

Reach based on 3+ consecutive minutes

Adults 16-34

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
TOTAL TV	13290	91.0	14214	97.3	14495	99.3
4Music	2001	13.7	4183	28.6	6224	42.6
5 USA	1173	8.0	2591	17.7	4226	28.9
5 USA+1	266	1.8	806	5.5	1676	11.5
5*	1959	13.4	4391	30.1	6917	47.4
5*+1	490	3.4	1460	10.0	2806	19.2
Alibi	219	1.5	550	3.8	1087	7.4
Alibi+1	68	0.5	195	1.3	382	2.6
Animal Planet	165	1.1	450	3.1	869	5.9
Animal Planet+1	65	0.4	162	1.1	321	2.2
attheraces	64	0.4	162	1.1	312	2.1
BBC 3	5448	37.3	9644	66.0	12273	84.1
BBC 4	1227	8.4	3415	23.4	6083	41.7
BBC HD	571	3.9	1356	9.3	2262	15.5
BBC News	1688	11.6	3438	23.5	5484	37.6
BBC Parliament	81	0.6	231	1.6	572	3.9
BBC RB 6780	71	0.5	232	1.6	487	3.3
BBC RB 6781	8	0.1	27	0.2	51	0.3
BBC RB 6785	1	0.0	0	0.0	17	0.1
BBC RB 6786	0	0.0	0	0.0	0	0.0
BBC RB 6787	0	0.0	0	0.0	0	0.0
BBC RB 6788	1	0.0	7	0.0	18	0.1
BBC RB 6789	5	0.0	16	0.1	36	0.2
BBC RB 6790	1	0.0	3	0.0	8	0.1
BBC RB 6880	53	0.4	190	1.3	427	2.9
BBC RB 6881	76	0.5	233	1.6	551	3.8
BBC RB 6882	48	0.3	135	0.9	315	2.2
BBC RB 6883	35	0.2	128	0.9	303	2.1
BBC RB 6884	18	0.1	65	0.4	147	1.0
BBC RB 6885	94	0.6	375	2.6	1011	6.9
BBC RB 6886	42	0.3	147	1.0	315	2.2
BBC RB FREEVIEW 301	291	2.0	736	5.0	1365	9.3
BBC1	10992	75.3	13439	92.0	14210	97.3
BBC2	7356	50.4	11490	78.7	13399	91.8
BET	64	0.4	151	1.0	254	1.7
BET+1	40	0.3	94	0.6	223	1.5
Bio	166	1.1	491	3.4	1085	7.4
Blighty	62	0.4	225	1.5	503	3.4
Bliss	195	1.3	546	3.7	1012	6.9
Boomerang	441	3.0	982	6.7	1662	11.4
Boomerang+1	291	2.0	732	5.0	1312	9.0
Cartoon Network	357	2.4	716	4.9	1227	8.4
Cartoon Network Too	273	1.9	630	4.3	1154	7.9
Cartoonito	332	2.3	720	4.9	1219	8.3
CBBC	811	5.6	1923	13.2	3313	22.7

BARB Quarterly Reach Report- Quarter 1 2011 (BARB weeks 2215-2227)

Reach based on 3+ consecutive minutes

Adults 16-34

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Cbeebies	1837	12.6	3042	20.8	4127	28.3
CBS Action	124	0.8	395	2.7	841	5.8
CBS Drama	197	1.4	537	3.7	1100	7.5
CBS Reality TV	314	2.2	830	5.7	1539	10.5
CBS Reality+1	237	1.6	631	4.3	1187	8.1
Challenge TV	816	5.6	1999	13.7	3802	26.0
Challenge TV+1	244	1.7	679	4.6	1504	10.3
CHANNEL 4	9246	63.3	12549	85.9	13791	94.4
CHANNEL 4+1	3809	26.1	7826	53.6	10773	73.8
Channel 5	6263	42.9	10425	71.4	12630	86.5
Channel AKA	263	1.8	665	4.6	1214	8.3
Channel Starz	327	2.2	753	5.2	1240	8.5
Chart Show TV	532	3.6	1211	8.3	2006	13.7
CITV and CITV Breakfast	545	3.7	1297	8.9	2184	15.0
Clubland TV	171	1.2	474	3.2	822	5.6
Comedy Central	1655	11.3	3265	22.4	4898	33.5
Comedy Central Extra	618	4.2	1510	10.3	2584	17.7
Comedy Central Extra+1	124	0.8	406	2.8	808	5.5
Comedy Central+1	1027	7.0	2239	15.3	3653	25.0
Community Channel	19	0.1	81	0.6	220	1.5
Crime & Investigation Net+1	58	0.4	172	1.2	298	2.0
Crime & Investigation Network	146	1.0	397	2.7	759	5.2
Current TV	120	0.8	387	2.6	916	6.3
Dance Nation TV	169	1.2	465	3.2	921	6.3
Dave	3364	23.0	6778	46.4	9431	64.6
Dave ja vu	1636	11.2	3679	25.2	6017	41.2
Discovery	641	4.4	1406	9.6	2213	15.2
Discovery HD	139	0.9	378	2.6	758	5.2
Discovery History	190	1.3	520	3.6	859	5.9
Discovery History +1	28	0.2	96	0.7	195	1.3
Discovery Home & Health	158	1.1	435	3.0	839	5.7
Discovery Home & Health+1	92	0.6	255	1.7	537	3.7
Discovery Real Time	260	1.8	762	5.2	1532	10.5
Discovery Real Time+1	190	1.3	578	4.0	1219	8.3
Discovery Science	303	2.1	820	5.6	1421	9.7
Discovery Science+1	66	0.5	199	1.4	352	2.4
Discovery Shed	182	1.2	448	3.1	776	5.3
Discovery Travel & Living	45	0.3	162	1.1	380	2.6
Discovery Turbo	380	2.6	806	5.5	1291	8.8
Discovery+1	388	2.7	1046	7.2	1809	12.4
Disney Channel	450	3.1	889	6.1	1467	10.0
Disney Channel+1	363	2.5	808	5.5	1373	9.4
Disney Cinemagic	276	1.9	645	4.4	1067	7.3
Disney Cinemagic+1	122	0.8	316	2.2	672	4.6
Disney XD	247	1.7	574	3.9	985	6.7

BARB Quarterly Reach Report- Quarter 1 2011 (BARB weeks 2215-2227)

Reach based on 3+ consecutive minutes

Adults 16-34

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Disney XD +1	231	1.6	536	3.7	917	6.3
Diva	58	0.4	180	1.2	382	2.6
Diva+1	19	0.1	58	0.4	123	0.8
DMAX	570	3.9	1549	10.6	2884	19.8
DMAX+1	387	2.7	1065	7.3	2101	14.4
DMAX+2	90	0.6	318	2.2	782	5.4
E!	599	4.1	1251	8.6	2067	14.2
E4	5091	34.9	8373	57.3	10914	74.7
E4+1	3508	24.0	6873	47.1	9514	65.2
Eden	166	1.1	519	3.6	1005	6.9
Eden+1	77	0.5	229	1.6	488	3.3
ESPN	402	2.8	896	6.1	1560	10.7
ESPN Classic	134	0.9	392	2.7	741	5.1
Euronews	26	0.2	95	0.6	235	1.6
Eurosport	141	1.0	383	2.6	709	4.9
Eurosport 2	151	1.0	427	2.9	878	6.0
Eurosport HD	30	0.2	86	0.6	180	1.2
Extreme Sports Channel	127	0.9	310	2.1	583	4.0
Film 24	19	0.1	63	0.4	152	1.0
Film4	2312	15.8	5167	35.4	7659	52.4
Film4+1	516	3.5	1542	10.6	2834	19.4
Flava	370	2.5	953	6.5	1735	11.9
Food Network	164	1.1	388	2.7	759	5.2
Food Network +1	149	1.0	379	2.6	718	4.9
Fox News	27	0.2	92	0.6	233	1.6
FX	909	6.2	1847	12.7	3157	21.6
FX+	306	2.1	743	5.1	1435	9.8
G.O.L.D	1059	7.3	2660	18.2	4438	30.4
G.O.L.D.+1	386	2.6	1133	7.8	2230	15.3
Good Food	307	2.1	733	5.0	1233	8.4
Good Food +1	214	1.5	539	3.7	945	6.5
History	310	2.1	758	5.2	1293	8.9
History +1	114	0.8	324	2.2	639	4.4
Home	185	1.3	496	3.4	982	6.7
Home +1	132	0.9	401	2.7	849	5.8
Horror Channel	153	1.0	470	3.2	907	6.2
Horror Channel +1	76	0.5	238	1.6	550	3.8
Horse and Country	21	0.1	72	0.5	157	1.1
Investigation Discovery	56	0.4	157	1.1	292	2.0
ITV1	9275	63.5	12596	86.3	13904	95.2
ITV1 HD	1106	7.6	1955	13.4	2810	19.2
ITV2	5536	37.9	9707	66.5	12211	83.6
ITV2+1	1853	12.7	4680	32.1	7730	52.9
ITV3	1193	8.2	3170	21.7	5882	40.3
ITV3+1	170	1.2	543	3.7	1216	8.3

BARB Quarterly Reach Report- Quarter 1 2011 (BARB weeks 2215-2227)

Reach based on 3+ consecutive minutes

Adults 16-34

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
ITV4	2290	15.7	5582	38.2	8978	61.5
ITV4+1	114	0.8	382	2.6	852	5.8
Kerrang	244	1.7	603	4.1	1047	7.2
Kiss TV	470	3.2	1189	8.1	2030	13.9
Kix!	51	0.3	143	1.0	289	2.0
Lava TV	82	0.6	247	1.7	490	3.4
Liverpool FC TV	86	0.6	229	1.6	426	2.9
Magic TV	292	2.0	804	5.5	1583	10.8
Men & Movies	6	0.0	22	0.2	48	0.3
MGM HD	36	0.2	120	0.8	247	1.7
Military History	104	0.7	329	2.3	606	4.1
More 4	2740	18.8	6096	41.7	9058	62.0
More 4+1	652	4.5	1795	12.3	3286	22.5
Motors TV	96	0.7	204	1.4	341	2.3
Movies 24	139	1.0	445	3.0	981	6.7
Movies 24 +	128	0.9	400	2.7	887	6.1
Movies 4 Men	88	0.6	309	2.1	688	4.7
Movies 4 Men 2	97	0.7	303	2.1	639	4.4
Movies 4 Men 2+1	63	0.4	213	1.5	513	3.5
Movies4Men+1	56	0.4	185	1.3	421	2.9
MTV	897	6.1	1988	13.6	3535	24.2
MTV +1	298	2.0	800	5.5	1603	11.0
MTV Base	514	3.5	1281	8.8	2176	14.9
MTV Classic	222	1.5	667	4.6	1302	8.9
MTV Dance	327	2.2	934	6.4	1712	11.7
MTV Hits	556	3.8	1401	9.6	2471	16.9
MTV Music	389	2.7	995	6.8	1980	13.6
MTV Rocks	243	1.7	685	4.7	1272	8.7
MTVN HD	74	0.5	243	1.7	495	3.4
MUTV	24	0.2	53	0.4	100	0.7
My Channel	11	0.1	40	0.3	91	0.6
National Geographic +1	196	1.3	593	4.1	1183	8.1
National Geographic TV	337	2.3	995	6.8	1789	12.3
National Geographic Wild	260	1.8	721	4.9	1398	9.6
Nick Jr	620	4.2	1180	8.1	1808	12.4
Nick Jr 2	447	3.1	865	5.9	1372	9.4
Nickelodeon	268	1.8	654	4.5	1207	8.3
Nickelodeon Replay	223	1.5	630	4.3	1084	7.4
Nicktoons	295	2.0	732	5.0	1291	8.8
NickToons Replay	32	0.2	84	0.6	165	1.1
NME TV	113	0.8	305	2.1	562	3.8
Pick TV (was Sky 3)	2000	13.7	4525	31.0	7418	50.8
Pick TV+1 (was Sky 3)	485	3.3	1303	8.9	2780	19.0
Playhouse Disney	486	3.3	930	6.4	1443	9.9
Playhouse Disney Plus	335	2.3	744	5.1	1219	8.3

BARB Quarterly Reach Report- Quarter 1 2011 (BARB weeks 2215-2227)

Reach based on 3+ consecutive minutes

Adults 16-34

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Pop	129	0.9	349	2.4	660	4.5
Pop Girl	52	0.4	137	0.9	302	2.1
Pop Girl+1	38	0.3	102	0.7	213	1.5
Q	200	1.4	596	4.1	1115	7.6
Quest	763	5.2	1806	12.4	3165	21.7
Quest +1	92	0.6	326	2.2	764	5.2
Really	143	1.0	410	2.8	888	6.1
S4C	88	0.6	273	1.9	589	4.0
Scuzz	177	1.2	446	3.1	751	5.1
Sky 1	3461	23.7	5747	39.4	7190	49.2
Sky 2	1188	8.1	3053	20.9	5091	34.9
Sky Arts 1	75	0.5	247	1.7	573	3.9
Sky Arts 2	23	0.2	74	0.5	175	1.2
Sky Box Office (Movies)	72	0.5	216	1.5	490	3.4
Sky Box Office Events	9	0.1	35	0.2	105	0.7
Sky Living	1851	12.7	3796	26.0	5754	39.4
Sky Living +1	997	6.8	2493	17.1	4401	30.1
Sky Living Loves	275	1.9	815	5.6	1759	12.0
Sky LIVINGit	745	5.1	2037	13.9	3586	24.6
Sky LIVINGit +1	313	2.1	962	6.6	2077	14.2
Sky Movies Action & Adventure	433	3.0	1066	7.3	1781	12.2
Sky Movies Classics	71	0.5	246	1.7	573	3.9
Sky Movies Comedy	552	3.8	1318	9.0	2056	14.1
Sky Movies Crime & Thriller	264	1.8	733	5.0	1330	9.1
Sky Movies Drama & Romance	226	1.6	694	4.8	1219	8.3
Sky Movies Family	482	3.3	1204	8.2	1889	12.9
Sky Movies Indie	131	0.9	383	2.6	844	5.8
Sky Movies Modern Greats	286	2.0	811	5.6	1422	9.7
Sky Movies Premiere	672	4.6	1500	10.3	2222	15.2
Sky Movies Premiere+1	351	2.4	886	6.1	1534	10.5
Sky Movies SciFi-Horror	359	2.5	956	6.5	1641	11.2
Sky Movies Showcase	461	3.2	1190	8.2	2009	13.8
Sky News	1202	8.2	2436	16.7	3996	27.4
Sky News Active	40	0.3	116	0.8	262	1.8
Sky Sports 1	1610	11.0	2581	17.7	3260	22.3
Sky Sports 2	1223	8.4	2207	15.1	3001	20.6
Sky Sports 3	566	3.9	1188	8.1	1917	13.1
Sky Sports 4	507	3.5	1197	8.2	1937	13.3
Sky Sports Active 1	7	0.0	35	0.2	78	0.5
Sky Sports Active 2	21	0.1	71	0.5	178	1.2
Sky Sports Active 3	18	0.1	72	0.5	165	1.1
Sky Sports Active 4	5	0.0	20	0.1	51	0.4
Sky Sports Active 5	3	0.0	16	0.1	44	0.3
Sky Sports Active 7	4	0.0	15	0.1	30	0.2
Sky Sports Active Other	26	0.2	88	0.6	239	1.6

BARB Quarterly Reach Report- Quarter 1 2011 (BARB weeks 2215-2227)

Reach based on 3+ consecutive minutes

Adults 16-34

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Sky Sports News	1772	12.1	2861	19.6	3761	25.8
Smash Hits	416	2.9	1101	7.5	1909	13.1
Star Gold	173	1.2	281	1.9	365	2.5
Star Plus	306	2.1	375	2.6	434	3.0
Sunrise TV	151	1.0	302	2.1	395	2.7
Syfy	615	4.2	1711	11.7	3214	22.0
Syfy +1	103	0.7	314	2.1	815	5.6
TCM	172	1.2	551	3.8	1207	8.3
TCM 2	38	0.3	122	0.8	330	2.3
The Africa Channel	8	0.1	23	0.2	47	0.3
The Box	535	3.7	1311	9.0	2228	15.3
The Style Network	80	0.5	207	1.4	373	2.6
The Travel Channel	28	0.2	107	0.7	232	1.6
The Travel Channel+1	32	0.2	110	0.8	251	1.7
The Vault	280	1.9	779	5.3	1526	10.5
Tiny Pop	261	1.8	598	4.1	1057	7.2
Tiny Pop+1	122	0.8	276	1.9	480	3.3
True Entertainment	68	0.5	229	1.6	623	4.3
True Movies 1	108	0.7	352	2.4	688	4.7
True Movies 2	73	0.5	243	1.7	510	3.5
Universal	412	2.8	1018	7.0	1936	13.3
Universal+1	159	1.1	459	3.1	962	6.6
VH-1	289	2.0	849	5.8	1603	11.0
Vintage TV	108	0.7	329	2.3	673	4.6
VIVA	2021	13.8	4284	29.3	6526	44.7
Watch	1457	10.0	3421	23.4	5225	35.8
Watch+1	375	2.6	1196	8.2	2475	17.0
Wedding TV	65	0.4	193	1.3	347	2.4
WTF TV	89	0.6	280	1.9	547	3.7
Yesterday	718	4.9	1829	12.5	3223	22.1
Yesterday+1	26	0.2	102	0.7	219	1.5
Zing	190	1.3	308	2.1	421	2.9
Other Non Itemised Channels	4337	29.7	7511	51.4	9966	68.3

BARB Quarterly Reach Report- Quarter 1 2011 (BARB weeks 2215-2227)

Reach based on 3+ consecutive minutes

Adults ABC1

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
TOTAL TV	23913	94.9	24836	98.6	25127	99.7
4Music	1607	6.4	3954	15.7	6727	26.7
5 USA	2133	8.5	4603	18.3	7572	30.1
5 USA+1	486	1.9	1347	5.3	2703	10.7
5*	2662	10.6	6350	25.2	10509	41.7
5*+1	624	2.5	1977	7.8	3955	15.7
Alibi	987	3.9	1993	7.9	3302	13.1
Alibi+1	282	1.1	707	2.8	1257	5.0
Animal Planet	310	1.2	819	3.3	1549	6.1
Animal Planet+1	99	0.4	283	1.1	612	2.4
attheraces	260	1.0	442	1.8	635	2.5
BBC 3	7974	31.6	15280	60.6	20172	80.1
BBC 4	4897	19.4	10487	41.6	15519	61.6
BBC HD	1456	5.8	3158	12.5	5021	19.9
BBC News	5724	22.7	9835	39.0	13931	55.3
BBC Parliament	310	1.2	870	3.5	1931	7.7
BBC RB 6780	264	1.0	757	3.0	1387	5.5
BBC RB 6781	4	0.0	17	0.1	46	0.2
BBC RB 6785	3	0.0	6	0.0	29	0.1
BBC RB 6786	7	0.0	19	0.1	30	0.1
BBC RB 6787	0	0.0	1	0.0	4	0.0
BBC RB 6788	6	0.0	25	0.1	65	0.3
BBC RB 6789	22	0.1	65	0.3	157	0.6
BBC RB 6790	7	0.0	24	0.1	47	0.2
BBC RB 6880	125	0.5	438	1.7	1008	4.0
BBC RB 6881	126	0.5	407	1.6	1069	4.2
BBC RB 6882	80	0.3	272	1.1	658	2.6
BBC RB 6883	81	0.3	295	1.2	756	3.0
BBC RB 6884	45	0.2	174	0.7	456	1.8
BBC RB 6885	133	0.5	520	2.1	1421	5.6
BBC RB 6886	89	0.4	315	1.3	765	3.0
BBC RB FREEVIEW 301	631	2.5	1635	6.5	3066	12.2
BBC1	21917	87.0	24170	95.9	24855	98.7
BBC2	17561	69.7	22514	89.4	24379	96.8
BET	100	0.4	243	1.0	440	1.7
BET+1	57	0.2	127	0.5	285	1.1
Bio	396	1.6	1161	4.6	2327	9.2
Blighty	318	1.3	890	3.5	1720	6.8
Bliss	154	0.6	447	1.8	944	3.7
Boomerang	516	2.0	1212	4.8	2080	8.3
Boomerang+1	328	1.3	809	3.2	1528	6.1
Cartoon Network	421	1.7	892	3.5	1554	6.2
Cartoon Network Too	335	1.3	751	3.0	1405	5.6
Cartoonito	373	1.5	817	3.2	1335	5.3
CBBC	1119	4.4	2646	10.5	4652	18.5

BARB Quarterly Reach Report- Quarter 1 2011 (BARB weeks 2215-2227)

Reach based on 3+ consecutive minutes

Adults ABC1

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Cbeebies	2070	8.2	3672	14.6	5303	21.1
CBS Action	342	1.4	918	3.6	1777	7.1
CBS Drama	309	1.2	839	3.3	1738	6.9
CBS Reality TV	545	2.2	1479	5.9	2743	10.9
CBS Reality+1	394	1.6	1042	4.1	1991	7.9
Challenge TV	963	3.8	2589	10.3	5323	21.1
Challenge TV+1	332	1.3	923	3.7	2035	8.1
CHANNEL 4	17131	68.0	22570	89.6	24374	96.8
CHANNEL 4+1	5728	22.7	11904	47.2	17030	67.6
Channel 5	11981	47.5	18834	74.7	22319	88.6
Channel AKA	178	0.7	483	1.9	951	3.8
Channel Starz	177	0.7	500	2.0	956	3.8
Chart Show TV	357	1.4	949	3.8	1698	6.7
CITV and CITV Breakfast	453	1.8	1238	4.9	2347	9.3
Clubland TV	109	0.4	306	1.2	604	2.4
Comedy Central	2271	9.0	4800	19.0	7557	30.0
Comedy Central Extra	938	3.7	2262	9.0	3991	15.8
Comedy Central Extra+1	188	0.7	633	2.5	1378	5.5
Comedy Central+1	1330	5.3	3118	12.4	5239	20.8
Community Channel	83	0.3	288	1.1	701	2.8
Crime & Investigation Net+1	182	0.7	426	1.7	697	2.8
Crime & Investigation Network	355	1.4	783	3.1	1348	5.4
Current TV	264	1.0	865	3.4	1965	7.8
Dance Nation TV	117	0.5	342	1.4	699	2.8
Dave	5218	20.7	10880	43.2	15472	61.4
Dave ja vu	2123	8.4	5154	20.5	8985	35.7
Discovery	995	3.9	2281	9.1	3740	14.8
Discovery HD	178	0.7	497	2.0	1054	4.2
Discovery History	535	2.1	1381	5.5	2307	9.2
Discovery History +1	131	0.5	368	1.5	673	2.7
Discovery Home & Health	297	1.2	725	2.9	1399	5.6
Discovery Home & Health+1	157	0.6	407	1.6	794	3.2
Discovery Real Time	567	2.3	1503	6.0	2986	11.9
Discovery Real Time+1	460	1.8	1271	5.0	2443	9.7
Discovery Science	537	2.1	1353	5.4	2397	9.5
Discovery Science+1	125	0.5	391	1.6	741	2.9
Discovery Shed	422	1.7	966	3.8	1701	6.8
Discovery Travel & Living	277	1.1	738	2.9	1421	5.6
Discovery Turbo	543	2.2	1283	5.1	2117	8.4
Discovery+1	647	2.6	1690	6.7	2932	11.6
Disney Channel	635	2.5	1364	5.4	2083	8.3
Disney Channel+1	494	2.0	1190	4.7	1826	7.3
Disney Cinemagic	293	1.2	690	2.7	1178	4.7
Disney Cinemagic+1	111	0.4	302	1.2	630	2.5
Disney XD	351	1.4	871	3.5	1498	5.9

BARB Quarterly Reach Report- Quarter 1 2011 (BARB weeks 2215-2227)

Reach based on 3+ consecutive minutes

Adults ABC1

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Disney XD +1	333	1.3	818	3.2	1407	5.6
Diva	156	0.6	432	1.7	837	3.3
Diva+1	59	0.2	174	0.7	388	1.5
DMAX	679	2.7	2002	7.9	4006	15.9
DMAX+1	440	1.7	1376	5.5	2746	10.9
DMAX+2	109	0.4	417	1.7	1027	4.1
E!	729	2.9	1722	6.8	3191	12.7
E4	5744	22.8	10618	42.1	15017	59.6
E4+1	3685	14.6	8147	32.3	12380	49.1
Eden	445	1.8	1230	4.9	2261	9.0
Eden+1	192	0.8	553	2.2	1014	4.0
ESPN	803	3.2	1586	6.3	2463	9.8
ESPN Classic	313	1.2	817	3.2	1502	6.0
Euronews	177	0.7	466	1.8	972	3.9
Eurosport	577	2.3	1334	5.3	2360	9.4
Eurosport 2	505	2.0	1201	4.8	2196	8.7
Eurosport HD	138	0.5	329	1.3	625	2.5
Extreme Sports Channel	183	0.7	498	2.0	946	3.8
Film 24	104	0.4	364	1.4	802	3.2
Film4	4171	16.6	8949	35.5	13092	52.0
Film4+1	1019	4.0	2829	11.2	4821	19.1
Flava	236	0.9	639	2.5	1211	4.8
Food Network	275	1.1	631	2.5	1209	4.8
Food Network +1	252	1.0	580	2.3	1198	4.8
Fox News	78	0.3	212	0.8	461	1.8
FX	1338	5.3	2582	10.2	4342	17.2
FX+	417	1.7	1044	4.1	1990	7.9
G.O.L.D	2560	10.2	5456	21.7	8351	33.1
G.O.L.D.+1	1056	4.2	2744	10.9	4849	19.2
Good Food	604	2.4	1439	5.7	2576	10.2
Good Food +1	429	1.7	1074	4.3	1909	7.6
History	644	2.6	1555	6.2	2669	10.6
History +1	285	1.1	803	3.2	1457	5.8
Home	568	2.3	1406	5.6	2494	9.9
Home +1	428	1.7	1140	4.5	2094	8.3
Horror Channel	365	1.4	1018	4.0	1837	7.3
Horror Channel +1	224	0.9	647	2.6	1320	5.2
Horse and Country	93	0.4	255	1.0	499	2.0
Investigation Discovery	196	0.8	418	1.7	695	2.8
ITV1	18253	72.4	22750	90.3	24396	96.8
ITV1 HD	2087	8.3	3668	14.6	5067	20.1
ITV2	7927	31.5	14907	59.2	19672	78.1
ITV2+1	2231	8.9	6007	23.8	10495	41.7
ITV3	4832	19.2	9396	37.3	14199	56.4
ITV3+1	664	2.6	1661	6.6	3145	12.5

BARB Quarterly Reach Report- Quarter 1 2011 (BARB weeks 2215-2227)

Reach based on 3+ consecutive minutes

Adults ABC1

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
ITV4	4288	17.0	9878	39.2	15287	60.7
ITV4+1	279	1.1	846	3.4	1744	6.9
Kerrang	205	0.8	577	2.3	1156	4.6
Kiss TV	367	1.5	1015	4.0	1849	7.3
Kix!	46	0.2	125	0.5	255	1.0
Lava TV	56	0.2	179	0.7	398	1.6
Liverpool FC TV	189	0.8	434	1.7	746	3.0
Magic TV	276	1.1	826	3.3	1796	7.1
Men & Movies	48	0.2	119	0.5	205	0.8
MGM HD	91	0.4	261	1.0	553	2.2
Military History	438	1.7	1079	4.3	1762	7.0
More 4	5813	23.1	11717	46.5	16831	66.8
More 4+1	1374	5.5	3477	13.8	5861	23.3
Motors TV	198	0.8	458	1.8	750	3.0
Movies 24	450	1.8	1391	5.5	2699	10.7
Movies 24 +	446	1.8	1283	5.1	2376	9.4
Movies 4 Men	326	1.3	1005	4.0	1956	7.8
Movies 4 Men 2	414	1.6	1160	4.6	2096	8.3
Movies 4 Men 2+1	305	1.2	925	3.7	1684	6.7
Movies4Men+1	243	1.0	773	3.1	1495	5.9
MTV	846	3.4	2046	8.1	4097	16.3
MTV +1	259	1.0	764	3.0	1773	7.0
MTV Base	417	1.7	1107	4.4	2026	8.0
MTV Classic	264	1.0	823	3.3	1715	6.8
MTV Dance	270	1.1	813	3.2	1615	6.4
MTV Hits	476	1.9	1313	5.2	2609	10.4
MTV Music	347	1.4	990	3.9	2177	8.6
MTV Rocks	263	1.0	796	3.2	1613	6.4
MTVN HD	75	0.3	260	1.0	618	2.5
MUTV	52	0.2	92	0.4	152	0.6
My Channel	22	0.1	90	0.4	214	0.9
National Geographic +1	520	2.1	1415	5.6	2519	10.0
National Geographic TV	750	3.0	1881	7.5	3358	13.3
National Geographic Wild	540	2.1	1441	5.7	2553	10.1
Nick Jr	725	2.9	1408	5.6	2188	8.7
Nick Jr 2	512	2.0	1055	4.2	1699	6.7
Nickelodeon	367	1.5	924	3.7	1754	7.0
Nickelodeon Replay	318	1.3	846	3.4	1453	5.8
Nicktoons	349	1.4	871	3.5	1576	6.3
NickToons Replay	41	0.2	114	0.5	274	1.1
NME TV	112	0.4	304	1.2	618	2.5
Pick TV (was Sky 3)	3199	12.7	7207	28.6	12097	48.0
Pick TV+1 (was Sky 3)	641	2.5	1913	7.6	4077	16.2
Playhouse Disney	490	1.9	1055	4.2	1666	6.6
Playhouse Disney Plus	335	1.3	798	3.2	1272	5.1

BARB Quarterly Reach Report- Quarter 1 2011 (BARB weeks 2215-2227)

Reach based on 3+ consecutive minutes

Adults ABC1

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Pop	153	0.6	395	1.6	791	3.1
Pop Girl	69	0.3	190	0.8	398	1.6
Pop Girl+1	56	0.2	159	0.6	315	1.3
Q	224	0.9	690	2.7	1379	5.5
Quest	1331	5.3	3174	12.6	5563	22.1
Quest +1	166	0.7	551	2.2	1248	5.0
Really	300	1.2	837	3.3	1757	7.0
S4C	290	1.2	640	2.5	1162	4.6
Scuzz	138	0.5	400	1.6	716	2.8
Sky 1	5171	20.5	8907	35.4	11400	45.3
Sky 2	1911	7.6	4823	19.1	8230	32.7
Sky Arts 1	333	1.3	931	3.7	1853	7.4
Sky Arts 2	207	0.8	588	2.3	1169	4.6
Sky Box Office (Movies)	116	0.5	414	1.6	902	3.6
Sky Box Office Events	11	0.0	37	0.1	106	0.4
Sky Living	3121	12.4	6069	24.1	9216	36.6
Sky Living +1	1575	6.2	3764	14.9	6785	26.9
Sky Living Loves	424	1.7	1228	4.9	2584	10.3
Sky LIVINGit	1391	5.5	3589	14.2	6129	24.3
Sky LIVINGit +1	553	2.2	1698	6.7	3435	13.6
Sky Movies Action & Adventure	634	2.5	1620	6.4	2644	10.5
Sky Movies Classics	319	1.3	876	3.5	1570	6.2
Sky Movies Comedy	654	2.6	1710	6.8	2913	11.6
Sky Movies Crime & Thriller	452	1.8	1298	5.2	2344	9.3
Sky Movies Drama & Romance	410	1.6	1198	4.8	2158	8.6
Sky Movies Family	609	2.4	1593	6.3	2618	10.4
Sky Movies Indie	254	1.0	767	3.0	1537	6.1
Sky Movies Modern Greats	511	2.0	1409	5.6	2350	9.3
Sky Movies Premiere	1160	4.6	2433	9.7	3444	13.7
Sky Movies Premiere+1	562	2.2	1443	5.7	2343	9.3
Sky Movies SciFi-Horror	504	2.0	1329	5.3	2200	8.7
Sky Movies Showcase	701	2.8	1827	7.3	3112	12.4
Sky News	3059	12.1	5663	22.5	8841	35.1
Sky News Active	121	0.5	269	1.1	487	1.9
Sky Sports 1	3420	13.6	5012	19.9	5984	23.8
Sky Sports 2	2675	10.6	4399	17.5	5395	21.4
Sky Sports 3	1206	4.8	2419	9.6	3591	14.3
Sky Sports 4	1038	4.1	2384	9.5	3765	14.9
Sky Sports Active 1	34	0.1	135	0.5	354	1.4
Sky Sports Active 2	71	0.3	236	0.9	596	2.4
Sky Sports Active 3	41	0.2	152	0.6	418	1.7
Sky Sports Active 4	17	0.1	57	0.2	157	0.6
Sky Sports Active 5	9	0.0	37	0.1	109	0.4
Sky Sports Active 7	11	0.0	43	0.2	81	0.3
Sky Sports Active Other	63	0.3	208	0.8	560	2.2

BARB Quarterly Reach Report- Quarter 1 2011 (BARB weeks 2215-2227)

Reach based on 3+ consecutive minutes

Adults ABC1

	Weekly Reach		Monthly Reach		Quarterly Reach	
Sky Sports News	3174	12.6	4844	19.2	6153	24.4
Smash Hits	331	1.3	969	3.8	1948	7.7
Star Gold	184	0.7	325	1.3	416	1.7
Star Plus	349	1.4	410	1.6	448	1.8
Sunrise TV	124	0.5	254	1.0	347	1.4
Syfy	1187	4.7	3052	12.1	5396	21.4
Syfy +1	223	0.9	675	2.7	1463	5.8
TCM	659	2.6	1728	6.9	3028	12.0
TCM 2	143	0.6	444	1.8	979	3.9
The Africa Channel	27	0.1	69	0.3	163	0.6
The Box	474	1.9	1261	5.0	2327	9.2
The Style Network	161	0.6	383	1.5	723	2.9
The Travel Channel	126	0.5	388	1.5	844	3.3
The Travel Channel+1	112	0.4	313	1.2	658	2.6
The Vault	219	0.9	677	2.7	1479	5.9
Tiny Pop	263	1.0	669	2.7	1201	4.8
Tiny Pop+1	110	0.4	283	1.1	533	2.1
True Entertainment	230	0.9	728	2.9	1622	6.4
True Movies 1	437	1.7	1205	4.8	2229	8.8
True Movies 2	270	1.1	782	3.1	1481	5.9
Universal	1001	4.0	2318	9.2	4136	16.4
Universal+1	394	1.6	1065	4.2	2016	8.0
VH-1	315	1.3	973	3.9	1957	7.8
Vintage TV	205	0.8	625	2.5	1228	4.9
VIVA	1564	6.2	3938	15.6	6765	26.9
Watch	2719	10.8	5983	23.7	9024	35.8
Watch+1	624	2.5	1975	7.8	4060	16.1
Wedding TV	88	0.3	257	1.0	533	2.1
WTF TV	88	0.3	281	1.1	628	2.5
Yesterday	2461	9.8	5295	21.0	8212	32.6
Yesterday+1	171	0.7	485	1.9	964	3.8
Zing	160	0.6	277	1.1	403	1.6
Other Non Itemised Channels	7457	29.6	12765	50.7	17038	67.6

BARB Quarterly Reach Report- Quarter 1 2011 (BARB weeks 2215-2227)

Reach based on 3+ consecutive minutes

Housewives

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
TOTAL TV	25478	97.1	26026	99.2	26186	99.8
4Music	2121	8.1	4782	18.2	7695	29.3
5 USA	3688	14.1	6846	26.1	10032	38.2
5 USA+1	739	2.8	1900	7.2	3384	12.9
5*	3943	15.0	8335	31.8	12660	48.2
5*+1	782	3.0	2298	8.8	4419	16.8
Alibi	1365	5.2	2454	9.3	3641	13.9
Alibi+1	443	1.7	988	3.8	1628	6.2
Animal Planet	476	1.8	1140	4.3	2034	7.7
Animal Planet+1	176	0.7	444	1.7	847	3.2
attheraces	250	1.0	433	1.7	637	2.4
BBC 3	9098	34.7	16512	62.9	21120	80.5
BBC 4	5558	21.2	11523	43.9	16778	63.9
BBC HD	1237	4.7	2747	10.5	4293	16.4
BBC News	6088	23.2	10136	38.6	13985	53.3
BBC Parliament	339	1.3	941	3.6	2013	7.7
BBC RB 6780	329	1.3	809	3.1	1401	5.3
BBC RB 6781	8	0.0	29	0.1	78	0.3
BBC RB 6785	4	0.0	11	0.0	40	0.2
BBC RB 6786	9	0.0	25	0.1	41	0.2
BBC RB 6787	1	0.0	2	0.0	3	0.0
BBC RB 6788	7	0.0	28	0.1	68	0.3
BBC RB 6789	18	0.1	58	0.2	152	0.6
BBC RB 6790	13	0.1	38	0.1	79	0.3
BBC RB 6880	136	0.5	455	1.7	1083	4.1
BBC RB 6881	165	0.6	491	1.9	1242	4.7
BBC RB 6882	93	0.4	279	1.1	633	2.4
BBC RB 6883	89	0.3	313	1.2	780	3.0
BBC RB 6884	50	0.2	189	0.7	471	1.8
BBC RB 6885	125	0.5	473	1.8	1287	4.9
BBC RB 6886	105	0.4	341	1.3	756	2.9
BBC RB FREEVIEW 301	929	3.5	2183	8.3	4008	15.3
BBC1	23966	91.3	25627	97.6	26052	99.3
BBC2	19480	74.2	24153	92.0	25718	98.0
BET	77	0.3	212	0.8	426	1.6
BET+1	44	0.2	128	0.5	298	1.1
Bio	543	2.1	1432	5.5	2740	10.4
Blighty	387	1.5	1071	4.1	2046	7.8
Bliss	196	0.7	568	2.2	1128	4.3
Boomerang	592	2.3	1325	5.0	2190	8.3
Boomerang+1	379	1.4	916	3.5	1605	6.1
Cartoon Network	431	1.6	961	3.7	1631	6.2
Cartoon Network Too	349	1.3	829	3.2	1535	5.8
Cartoonito	453	1.7	968	3.7	1631	6.2
CBBC	1677	6.4	3733	14.2	6234	23.7

BARB Quarterly Reach Report- Quarter 1 2011 (BARB weeks 2215-2227)

Reach based on 3+ consecutive minutes

Housewives

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Cbeebies	2587	9.9	4479	17.1	6399	24.4
CBS Action	529	2.0	1241	4.7	2205	8.4
CBS Drama	509	1.9	1241	4.7	2320	8.8
CBS Reality TV	847	3.2	2003	7.6	3468	13.2
CBS Reality+1	609	2.3	1436	5.5	2573	9.8
Challenge TV	1605	6.1	3540	13.5	6561	25.0
Challenge TV+1	484	1.8	1211	4.6	2377	9.1
CHANNEL 4	19581	74.6	24336	92.7	25723	98.0
CHANNEL 4+1	6968	26.5	13545	51.6	18300	69.7
Channel 5	15247	58.1	21468	81.8	24227	92.3
Channel AKA	181	0.7	478	1.8	946	3.6
Channel Starz	218	0.8	582	2.2	1111	4.2
Chart Show TV	389	1.5	1003	3.8	1794	6.8
CITV and CITV Breakfast	898	3.4	2117	8.1	3651	13.9
Clubland TV	139	0.5	385	1.5	735	2.8
Comedy Central	1879	7.2	3995	15.2	6211	23.7
Comedy Central Extra	898	3.4	2084	7.9	3484	13.3
Comedy Central Extra+1	195	0.7	601	2.3	1226	4.7
Comedy Central+1	1089	4.1	2530	9.6	4235	16.1
Community Channel	125	0.5	427	1.6	976	3.7
Crime & Investigation Net+1	272	1.0	560	2.1	877	3.3
Crime & Investigation Network	546	2.1	1062	4.0	1722	6.6
Current TV	298	1.1	930	3.5	1954	7.4
Dance Nation TV	120	0.5	359	1.4	725	2.8
Dave	5591	21.3	11246	42.8	15932	60.7
Dave ja vu	2506	9.5	5664	21.6	9479	36.1
Discovery	1042	4.0	2309	8.8	3649	13.9
Discovery HD	194	0.7	527	2.0	1069	4.1
Discovery History	587	2.2	1443	5.5	2438	9.3
Discovery History +1	139	0.5	388	1.5	730	2.8
Discovery Home & Health	421	1.6	914	3.5	1698	6.5
Discovery Home & Health+1	231	0.9	538	2.0	1024	3.9
Discovery Real Time	650	2.5	1696	6.5	3079	11.7
Discovery Real Time+1	527	2.0	1389	5.3	2576	9.8
Discovery Science	574	2.2	1413	5.4	2403	9.2
Discovery Science+1	139	0.5	443	1.7	888	3.4
Discovery Shed	416	1.6	950	3.6	1658	6.3
Discovery Travel & Living	253	1.0	668	2.5	1254	4.8
Discovery Turbo	589	2.2	1337	5.1	2138	8.1
Discovery+1	693	2.6	1784	6.8	2983	11.4
Disney Channel	663	2.5	1358	5.2	2051	7.8
Disney Channel+1	547	2.1	1216	4.6	1879	7.2
Disney Cinemagic	337	1.3	762	2.9	1223	4.7
Disney Cinemagic+1	131	0.5	340	1.3	648	2.5
Disney XD	362	1.4	868	3.3	1509	5.8

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Housewives

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Disney XD +1	353	1.3	859	3.3	1508	5.7
Diva	174	0.7	482	1.8	952	3.6
Diva+1	66	0.3	194	0.7	398	1.5
DMAX	828	3.2	2320	8.8	4365	16.6
DMAX+1	554	2.1	1597	6.1	3007	11.5
DMAX+2	150	0.6	528	2.0	1221	4.7
E!	828	3.2	1869	7.1	3275	12.5
E4	6162	23.5	11365	43.3	15952	60.8
E4+1	4101	15.6	8774	33.4	13087	49.9
Eden	518	2.0	1315	5.0	2351	9.0
Eden+1	215	0.8	626	2.4	1226	4.7
ESPN	719	2.7	1356	5.2	2109	8.0
ESPN Classic	215	0.8	560	2.1	1114	4.2
Euronews	179	0.7	491	1.9	972	3.7
Eurosport	556	2.1	1240	4.7	2065	7.9
Eurosport 2	498	1.9	1095	4.2	1913	7.3
Eurosport HD	95	0.4	229	0.9	410	1.6
Extreme Sports Channel	121	0.5	370	1.4	752	2.9
Film 24	154	0.6	481	1.8	1013	3.9
Film4	5348	20.4	10524	40.1	14710	56.0
Film4+1	1097	4.2	2889	11.0	4734	18.0
Flava	279	1.1	735	2.8	1374	5.2
Food Network	302	1.2	662	2.5	1193	4.5
Food Network +1	280	1.1	612	2.3	1135	4.3
Fox News	96	0.4	256	1.0	498	1.9
FX	1392	5.3	2579	9.8	4121	15.7
FX+	458	1.7	1074	4.1	1850	7.0
G.O.L.D	2688	10.2	5403	20.6	7923	30.2
G.O.L.D.+1	1218	4.6	2906	11.1	4849	18.5
Good Food	584	2.2	1344	5.1	2314	8.8
Good Food +1	413	1.6	1015	3.9	1729	6.6
History	770	2.9	1728	6.6	2836	10.8
History +1	362	1.4	924	3.5	1604	6.1
Home	663	2.5	1531	5.8	2566	9.8
Home +1	498	1.9	1252	4.8	2197	8.4
Horror Channel	482	1.8	1209	4.6	2131	8.1
Horror Channel +1	282	1.1	775	3.0	1481	5.6
Horse and Country	104	0.4	278	1.1	539	2.1
Investigation Discovery	302	1.2	587	2.2	899	3.4
ITV1	21517	82.0	24830	94.6	25809	98.3
ITV1 HD	1843	7.0	3112	11.9	4256	16.2
ITV2	10295	39.2	17312	66.0	21353	81.4
ITV2+1	3080	11.7	7536	28.7	11953	45.5
ITV3	7002	26.7	12146	46.3	16876	64.3
ITV3+1	953	3.6	2235	8.5	3877	14.8

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Reach based on 3+ consecutive minutes

Housewives

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
ITV4	5751	21.9	11871	45.2	17158	65.4
ITV4+1	378	1.4	1061	4.0	2042	7.8
Kerrang	185	0.7	490	1.9	904	3.4
Kiss TV	364	1.4	948	3.6	1734	6.6
Kix!	60	0.2	171	0.7	331	1.3
Lava TV	54	0.2	165	0.6	343	1.3
Liverpool FC TV	151	0.6	359	1.4	657	2.5
Magic TV	364	1.4	986	3.8	1883	7.2
Men & Movies	46	0.2	107	0.4	211	0.8
MGM HD	90	0.3	263	1.0	532	2.0
Military History	459	1.7	1057	4.0	1711	6.5
More 4	7449	28.4	13747	52.4	18522	70.6
More 4+1	1478	5.6	3584	13.7	5740	21.9
Motors TV	156	0.6	383	1.5	653	2.5
Movies 24	569	2.2	1538	5.9	2863	10.9
Movies 24 +	509	1.9	1421	5.4	2678	10.2
Movies 4 Men	428	1.6	1167	4.4	2137	8.1
Movies 4 Men 2	493	1.9	1279	4.9	2264	8.6
Movies 4 Men 2+1	354	1.4	1010	3.8	1822	6.9
Movies4Men+1	308	1.2	876	3.3	1664	6.3
MTV	828	3.2	1950	7.4	3795	14.5
MTV +1	264	1.0	753	2.9	1571	6.0
MTV Base	349	1.3	956	3.6	1784	6.8
MTV Classic	295	1.1	831	3.2	1564	6.0
MTV Dance	273	1.0	806	3.1	1463	5.6
MTV Hits	475	1.8	1264	4.8	2381	9.1
MTV Music	329	1.3	947	3.6	2003	7.6
MTV Rocks	216	0.8	649	2.5	1288	4.9
MTVN HD	69	0.3	244	0.9	530	2.0
MUTV	42	0.2	72	0.3	130	0.5
My Channel	37	0.1	125	0.5	285	1.1
National Geographic +1	535	2.0	1459	5.6	2606	9.9
National Geographic TV	777	3.0	1902	7.2	3203	12.2
National Geographic Wild	603	2.3	1501	5.7	2657	10.1
Nick Jr	746	2.8	1419	5.4	2200	8.4
Nick Jr 2	553	2.1	1106	4.2	1737	6.6
Nickelodeon	460	1.8	1068	4.1	1828	7.0
Nickelodeon Replay	374	1.4	960	3.7	1607	6.1
Nicktoons	418	1.6	1043	4.0	1814	6.9
NickToons Replay	47	0.2	132	0.5	304	1.2
NME TV	82	0.3	249	0.9	545	2.1
Pick TV (was Sky 3)	5229	19.9	10130	38.6	15084	57.5
Pick TV+1 (was Sky 3)	1239	4.7	3216	12.3	6135	23.4
Playhouse Disney	526	2.0	1075	4.1	1731	6.6
Playhouse Disney Plus	354	1.4	821	3.1	1350	5.1

BARB Quarterly Reach Report- Quarter 1 2011 (BARB weeks 2215-2227)

Reach based on 3+ consecutive minutes

Housewives

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Pop	209	0.8	530	2.0	1049	4.0
Pop Girl	95	0.4	244	0.9	501	1.9
Pop Girl+1	66	0.3	163	0.6	328	1.3
Q	197	0.8	606	2.3	1198	4.6
Quest	2158	8.2	4644	17.7	7566	28.8
Quest +1	203	0.8	664	2.5	1359	5.2
Really	330	1.3	911	3.5	1832	7.0
S4C	316	1.2	689	2.6	1221	4.7
Scuzz	102	0.4	298	1.1	553	2.1
Sky 1	4886	18.6	8186	31.2	10260	39.1
Sky 2	1961	7.5	4796	18.3	7869	30.0
Sky Arts 1	289	1.1	857	3.3	1742	6.6
Sky Arts 2	171	0.6	471	1.8	976	3.7
Sky Box Office (Movies)	96	0.4	341	1.3	799	3.0
Sky Box Office Events	10	0.0	35	0.1	83	0.3
Sky Living	3492	13.3	6351	24.2	8995	34.3
Sky Living +1	1928	7.3	4306	16.4	7074	27.0
Sky Living Loves	461	1.8	1228	4.7	2446	9.3
Sky LIVINGit	1700	6.5	3983	15.2	6476	24.7
Sky LIVINGit +1	765	2.9	2071	7.9	3928	15.0
Sky Movies Action & Adventure	571	2.2	1427	5.4	2372	9.0
Sky Movies Classics	279	1.1	779	3.0	1444	5.5
Sky Movies Comedy	601	2.3	1555	5.9	2583	9.8
Sky Movies Crime & Thriller	409	1.6	1138	4.3	2042	7.8
Sky Movies Drama & Romance	389	1.5	1102	4.2	1959	7.5
Sky Movies Family	573	2.2	1466	5.6	2381	9.1
Sky Movies Indie	211	0.8	648	2.5	1278	4.9
Sky Movies Modern Greats	444	1.7	1253	4.8	2101	8.0
Sky Movies Premiere	963	3.7	2093	8.0	2931	11.2
Sky Movies Premiere+1	500	1.9	1295	4.9	2162	8.2
Sky Movies SciFi-Horror	454	1.7	1185	4.5	2064	7.9
Sky Movies Showcase	600	2.3	1578	6.0	2689	10.2
Sky News	3327	12.7	6006	22.9	9249	35.2
Sky News Active	149	0.6	330	1.3	563	2.1
Sky Sports 1	2614	10.0	3859	14.7	4607	17.6
Sky Sports 2	2030	7.7	3374	12.9	4176	15.9
Sky Sports 3	919	3.5	1836	7.0	2758	10.5
Sky Sports 4	803	3.1	1832	7.0	2799	10.7
Sky Sports Active 1	22	0.1	92	0.4	232	0.9
Sky Sports Active 2	46	0.2	159	0.6	375	1.4
Sky Sports Active 3	29	0.1	111	0.4	289	1.1
Sky Sports Active 4	10	0.0	37	0.1	94	0.4
Sky Sports Active 5	5	0.0	22	0.1	64	0.2
Sky Sports Active 7	3	0.0	12	0.0	26	0.1
Sky Sports Active Other	44	0.2	152	0.6	384	1.5

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Reach based on 3+ consecutive minutes

Housewives

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Sky Sports News	2554	9.7	3960	15.1	5122	19.5
Smash Hits	341	1.3	968	3.7	1762	6.7
Star Gold	175	0.7	286	1.1	344	1.3
Star Plus	277	1.1	321	1.2	333	1.3
Sunrise TV	172	0.7	287	1.1	376	1.4
Syfy	1360	5.2	3178	12.1	5240	20.0
Syfy +1	288	1.1	820	3.1	1646	6.3
TCM	706	2.7	1717	6.5	2937	11.2
TCM 2	140	0.5	435	1.7	904	3.4
The Africa Channel	21	0.1	41	0.2	89	0.3
The Box	450	1.7	1171	4.5	2127	8.1
The Style Network	170	0.6	412	1.6	746	2.8
The Travel Channel	107	0.4	344	1.3	766	2.9
The Travel Channel+1	91	0.3	283	1.1	606	2.3
The Vault	296	1.1	808	3.1	1562	5.9
Tiny Pop	366	1.4	830	3.2	1422	5.4
Tiny Pop+1	154	0.6	361	1.4	656	2.5
True Entertainment	377	1.4	1085	4.1	2287	8.7
True Movies 1	712	2.7	1713	6.5	2941	11.2
True Movies 2	464	1.8	1156	4.4	1993	7.6
Universal	1331	5.1	2717	10.3	4338	16.5
Universal+1	599	2.3	1397	5.3	2469	9.4
VH-1	397	1.5	1109	4.2	2046	7.8
Vintage TV	258	1.0	690	2.6	1343	5.1
VIVA	2070	7.9	4854	18.5	8066	30.7
Watch	2970	11.3	6136	23.4	8741	33.3
Watch+1	784	3.0	2279	8.7	4307	16.4
Wedding TV	114	0.4	329	1.3	645	2.5
WTF TV	99	0.4	319	1.2	654	2.5
Yesterday	3897	14.8	7395	28.2	10717	40.8
Yesterday+1	231	0.9	635	2.4	1160	4.4
Zing	170	0.6	277	1.1	404	1.5
Other Non Itemised Channels	9053	34.5	14826	56.5	18959	72.2