

BARB Quarterly Reach Report- Quarter 3 2011 (BARB weeks 2241-2253)

Individuals 4+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
TOTAL TV	54167	94.2	56829	98.9	57318	99.7
4Music	4910	8.5	11303	19.7	18458	32.1
5 USA	6163	10.7	12191	21.2	18754	32.6
5 USA+1	1176	2.0	3211	5.6	6179	10.8
5*	7127	12.4	16146	28.1	26265	45.7
5*+1	1322	2.3	4088	7.1	8319	14.5
Alibi	2301	4.0	4670	8.1	7415	12.9
Alibi+1	734	1.3	1815	3.2	3279	5.7
Animal Planet	803	1.4	2111	3.7	4084	7.1
Animal Planet+1	285	0.5	810	1.4	1739	3.0
attheraces	531	0.9	934	1.6	1329	2.3
BBC 3	16942	29.5	33038	57.5	45063	78.4
BBC 4	9803	17.1	21632	37.6	32795	57.1
BBC HD	2595	4.5	5823	10.1	9843	17.1
BBC News	11197	19.5	20941	36.4	31198	54.3
BBC Parliament	762	1.3	2346	4.1	4836	8.4
BBC RB 6780	812	1.4	2120	3.7	3916	6.8
BBC RB 6781	12	0.0	45	0.1	125	0.2
BBC RB 6785	10	0.0	37	0.1	110	0.2
BBC RB 6786	6	0.0	25	0.0	72	0.1
BBC RB 6788	18	0.0	56	0.1	154	0.3
BBC RB 6789	23	0.0	77	0.1	169	0.3
BBC RB 6790	21	0.0	71	0.1	133	0.2
BBC RB 6880	338	0.6	1249	2.2	2955	5.1
BBC RB 6881	301	0.5	1059	1.8	2479	4.3
BBC RB 6882	250	0.4	807	1.4	1992	3.5
BBC RB 6883	237	0.4	859	1.5	2107	3.7
BBC RB 6884	163	0.3	653	1.1	1698	3.0
BBC RB 6885	380	0.7	1427	2.5	3387	5.9
BBC RB 6886	250	0.4	819	1.4	1864	3.2
BBC RB FREEVIEW 301	1544	2.7	3998	7.0	7416	12.9
BBC1	47409	82.5	54546	94.9	56607	98.5
BBC2	35796	62.3	49140	85.5	54400	94.6
BET	195	0.3	526	0.9	1096	1.9
BET+1	134	0.2	387	0.7	803	1.4
Bio	1061	1.8	2936	5.1	5741	10.0
Blighty	619	1.1	1713	3.0	3412	5.9
Bliss	546	0.9	1602	2.8	3253	5.7
Boomerang	1982	3.4	4378	7.6	7335	12.8
Boomerang+1	1260	2.2	3127	5.4	5356	9.3
Cartoon Network	1489	2.6	3151	5.5	5323	9.3
Cartoon Network Too	1290	2.2	3027	5.3	5189	9.0
Cartoonito	1403	2.4	3061	5.3	4948	8.6
CBBC	5415	9.4	10738	18.7	16522	28.7
Cbeebies	6312	11.0	11368	19.8	16062	27.9
CBS Action	994	1.7	2396	4.2	4474	7.8
CBS Drama	748	1.3	1941	3.4	3936	6.8
CBS Reality TV	1541	2.7	3890	6.8	7179	12.5
CBS Reality+1	1060	1.8	2725	4.7	5116	8.9
Challenge TV	4465	7.8	10363	18.0	18156	31.6
Challenge TV+1	1074	1.9	3123	5.4	6251	10.9
CHANNEL 4	35565	61.9	49378	85.9	54851	95.4
CHANNEL 4+1	13022	22.7	27352	47.6	39379	68.5
Channel 5	29684	51.6	45020	78.3	52249	90.9
Channel AKA	594	1.0	1601	2.8	3116	5.4
Channel Starz	691	1.2	1746	3.0	3359	5.8
Chart Show TV	1069	1.9	2726	4.7	5044	8.8
CITV and CITV Breakfast	2997	5.2	6127	10.7	9869	17.2
Clubland TV	423	0.7	1163	2.0	2388	4.2
Comedy Central	5157	9.0	11441	19.9	17843	31.0
Comedy Central Extra	1947	3.4	4876	8.5	8750	15.2
Comedy Central Extra+1	387	0.7	1129	2.0	2515	4.4

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	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Comedy Central+1	2683	4.7	6636	11.5	11477	20.0
Community Channel	195	0.3	632	1.1	1418	2.5
Crime & Investigation Net+1	401	0.7	927	1.6	1600	2.8
Crime & Investigation Network	861	1.5	1810	3.1	3154	5.5
Current TV	590	1.0	1836	3.2	3818	6.6
Dance Nation TV	356	0.6	1032	1.8	2125	3.7
Dave	11654	20.3	24205	42.1	35472	61.7
Dave ja vu	3297	5.7	8588	14.9	17699	30.8
Discovery	2771	4.8	6060	10.5	9621	16.7
Discovery History	1226	2.1	3028	5.3	5358	9.3
Discovery History +1	271	0.5	779	1.4	1500	2.6
Discovery Home & Health	761	1.3	2007	3.5	3840	6.7
Discovery Home & Health+1	423	0.7	1157	2.0	2294	4.0
Discovery Real Time	1239	2.2	3401	5.9	6571	11.4
Discovery Real Time+1	897	1.6	2557	4.4	4973	8.7
Discovery Science	1093	1.9	2888	5.0	5161	9.0
Discovery Science+1	222	0.4	713	1.2	1431	2.5
Discovery Shed	997	1.7	2341	4.1	4046	7.0
Discovery Travel & Living	470	0.8	1301	2.3	2540	4.4
Discovery Turbo	1257	2.2	2834	4.9	4684	8.1
Discovery+1	1640	2.9	4056	7.1	6984	12.2
Disney Channel	3139	5.5	5427	9.4	7586	13.2
Disney Channel+1	2529	4.4	4737	8.2	6986	12.2
Disney Cinemagic	979	1.7	2302	4.0	4000	7.0
Disney Cinemagic+1	424	0.7	1161	2.0	2098	3.6
Disney Junior	2113	3.7	4142	7.2	6114	10.6
Disney Junior Plus	1486	2.6	3163	5.5	4905	8.5
Disney XD	1758	3.1	3694	6.4	5863	10.2
Disney XD +1	1636	2.8	3450	6.0	5520	9.6
Diva	203	0.4	588	1.0	1214	2.1
Diva+1	106	0.2	307	0.5	715	1.2
DMAX	1622	2.8	4807	8.4	9238	16.1
DMAX+1	1103	1.9	3221	5.6	6524	11.4
DMAX+2	269	0.5	921	1.6	2306	4.0
E!	1733	3.0	3897	6.8	6740	11.7
E4	11981	20.8	23812	41.4	35010	60.9
E4+1	8109	14.1	18075	31.4	28250	49.1
Eden	886	1.5	2517	4.4	4827	8.4
Eden+1	372	0.6	1180	2.1	2411	4.2
ESPN	1369	2.4	2826	4.9	4230	7.4
ESPN America	194	0.3	410	0.7	746	1.3
ESPN Classic	640	1.1	1668	2.9	3180	5.5
Euronews	289	0.5	749	1.3	1639	2.9
Eurosport	1379	2.4	3352	5.8	5860	10.2
Eurosport 2	1324	2.3	3128	5.4	5403	9.4
Eurosport HD	379	0.7	1055	1.8	2048	3.6
Extreme Sports Channel	354	0.6	987	1.7	2073	3.6
Film4	11305	19.7	22603	39.3	32127	55.9
Film4+1	2573	4.5	6845	11.9	11817	20.6
Flava	694	1.2	1857	3.2	3575	6.2
Food Network	1192	2.1	2765	4.8	5314	9.2
Food Network +1	672	1.2	1672	2.9	3198	5.6
Fox News	209	0.4	593	1.0	1258	2.2
FX	3074	5.3	6692	11.6	10882	18.9
FX+	794	1.4	2054	3.6	3873	6.7
G.O.L.D	5121	8.9	11187	19.5	17861	31.1
G.O.L.D.+1	2251	3.9	5754	10.0	10646	18.5
Good Food	1371	2.4	3105	5.4	5381	9.4
Good Food +1	938	1.6	2322	4.0	4044	7.0
Greatest Hits TV	455	0.8	1374	2.4	2921	5.1
Hi TV	124	0.2	264	0.5	429	0.7
History	1624	2.8	3585	6.2	6173	10.7

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	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
History +1	808	1.4	1987	3.5	3632	6.3
Home	1213	2.1	3066	5.3	5595	9.7
Home +1	837	1.5	2316	4.0	4359	7.6
Horror Channel	1020	1.8	2679	4.7	5062	8.8
Horror Channel +1	607	1.1	1671	2.9	3395	5.9
Horse and Country	173	0.3	464	0.8	895	1.6
Imagine Dil Se	745	1.3	1113	1.9	1340	2.3
Investigation Discovery	451	0.8	939	1.6	1574	2.7
ITV1	40349	70.2	51052	88.8	55523	96.6
ITV1 HD	4092	7.1	7280	12.7	10834	18.8
ITV1+1	9539	16.6	22263	38.7	34908	60.7
ITV2	19766	34.4	35695	62.1	46741	81.3
ITV2+1	7078	12.3	16887	29.4	27806	48.4
ITV3	11775	20.5	23205	40.4	34131	59.4
ITV3+1	1487	2.6	3965	6.9	7595	13.2
ITV4	11788	20.5	25603	44.5	38245	66.5
ITV4+1	716	1.2	2074	3.6	3766	6.6
Kerrang	576	1.0	1590	2.8	3027	5.3
Kiss TV	998	1.7	2666	4.6	4779	8.3
Kix!	312	0.5	721	1.3	1361	2.4
Liverpool FC TV	578	1.0	1386	2.4	2326	4.0
Magic TV	884	1.5	2475	4.3	4906	8.5
Massive R&B	345	0.6	1088	1.9	2312	4.0
Men & Movies	350	0.6	1106	1.9	2306	4.0
MGM HD	210	0.4	618	1.1	1267	2.2
Military History	965	1.7	2335	4.1	4020	7.0
More 4	12404	21.6	25382	44.2	36452	63.4
More 4+1	2582	4.5	6758	11.8	11700	20.4
Motors TV	404	0.7	1051	1.8	2003	3.5
Movies 24	1019	1.8	2841	4.9	5305	9.2
Movies 24 +	765	1.3	2365	4.1	4579	8.0
Movies 4 Men	917	1.6	2578	4.5	4822	8.4
Movies 4 Men 2	874	1.5	2390	4.2	4457	7.8
Movies 4 Men 2+1	713	1.2	2015	3.5	3694	6.4
Movies4Men+1	640	1.1	2010	3.5	4071	7.1
MTV	2322	4.0	5972	10.4	10440	18.2
MTV +1	658	1.1	1986	3.5	4137	7.2
MTV Base	1047	1.8	2921	5.1	5358	9.3
MTV Classic	554	1.0	1654	2.9	3369	5.9
MTV Dance	752	1.3	2220	3.9	4426	7.7
MTV Hits	1360	2.4	3683	6.4	6590	11.5
MTV Music	1059	1.8	2811	4.9	4960	8.6
MTV Rocks	611	1.1	1861	3.2	3790	6.6
MTVN HD	249	0.4	805	1.4	1836	3.2
MUTV	148	0.3	290	0.5	583	1.0
National Geographic +1	1114	1.9	3061	5.3	5701	9.9
National Geographic TV	1673	2.9	4304	7.5	7860	13.7
National Geographic Wild	1199	2.1	3212	5.6	5855	10.2
Nick Jr	2217	3.9	4210	7.3	6382	11.1
Nick Jr 2	1527	2.7	3303	5.7	5381	9.4
Nickelodeon	1944	3.4	4314	7.5	7125	12.4
Nickelodeon Replay	1628	2.8	3817	6.6	6294	11.0
Nicktoons	1662	2.9	3733	6.5	6117	10.6
NickToons Replay	184	0.3	549	1.0	1188	2.1
NME TV	268	0.5	804	1.4	1734	3.0
Pick TV	8908	15.5	17660	30.7	26315	45.8
Pick TV+1	2761	4.8	7605	13.2	14235	24.8
Pop	783	1.4	1870	3.3	3486	6.1
Pop Girl	334	0.6	855	1.5	1600	2.8
Pop Girl+1	238	0.4	639	1.1	1187	2.1
Q	534	0.9	1637	2.8	3443	6.0
Quest	4641	8.1	9971	17.3	16486	28.7

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	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Quest +1	443	0.8	1387	2.4	3133	5.5
Really	2539	4.4	6157	10.7	12878	22.4
S4C	513	0.9	1249	2.2	2493	4.3
Scuzz	329	0.6	924	1.6	1900	3.3
Sky 1	11078	19.3	19395	33.7	24911	43.3
Sky 2	3227	5.6	8520	14.8	14933	26.0
Sky Arts 1	666	1.2	1962	3.4	4035	7.0
Sky Arts 2	351	0.6	1028	1.8	2155	3.7
Sky Atlantic	3318	5.8	7164	12.5	11876	20.7
Sky Box Office (Movies)	263	0.5	936	1.6	2150	3.7
Sky Living	6414	11.2	13207	23.0	19802	34.5
Sky Living +1	3091	5.4	7861	13.7	13605	23.7
Sky Living Loves	886	1.5	2526	4.4	5047	8.8
Sky LIVINGit	2885	5.0	7441	12.9	12882	22.4
Sky LIVINGit +1	1910	3.3	5218	9.1	9734	16.9
Sky Movies Action & Adventure	1638	2.9	4031	7.0	6573	11.4
Sky Movies Classics	571	1.0	1661	2.9	3271	5.7
Sky Movies Comedy	1527	2.7	4016	7.0	6817	11.9
Sky Movies Crime & Thriller	999	1.7	2816	4.9	5158	9.0
Sky Movies Drama & Romance	984	1.7	2709	4.7	5100	8.9
Sky Movies Family	1665	2.9	4152	7.2	7075	12.3
Sky Movies Indie	468	0.8	1474	2.6	2962	5.2
Sky Movies Modern Greats	909	1.6	2544	4.4	4776	8.3
Sky Movies Premiere	2532	4.4	5415	9.4	7890	13.7
Sky Movies Premiere+1	1258	2.2	3381	5.9	5800	10.1
Sky Movies SciFi-Horror	1131	2.0	3052	5.3	5271	9.2
Sky Movies Showcase	1798	3.1	4552	7.9	7435	12.9
Sky News	7077	12.3	13999	24.4	22499	39.1
Sky News Active	306	0.5	733	1.3	1421	2.5
Sky Sports 1	5994	10.4	9253	16.1	11722	20.4
Sky Sports 2	4526	7.9	8080	14.1	10948	19.0
Sky Sports 3	2490	4.3	5522	9.6	8274	14.4
Sky Sports 4	2012	3.5	4841	8.4	8008	13.9
Sky Sports Active 1	82	0.1	291	0.5	774	1.3
Sky Sports Active 2	70	0.1	255	0.4	683	1.2
Sky Sports Active 6	19	0.0	83	0.1	242	0.4
Sky Sports Active Other	117	0.2	447	0.8	1150	2.0
Sky Sports News	6087	10.6	9616	16.7	12589	21.9
Smash Hits	920	1.6	2557	4.4	4827	8.4
Sony TV	548	1.0	1728	3.0	3686	6.4
Sony TV+1	261	0.5	847	1.5	1947	3.4
Star Gold	586	1.0	951	1.7	1186	2.1
Star Plus	912	1.6	1115	1.9	1246	2.2
Style	374	0.7	870	1.5	1700	3.0
Sunrise TV	364	0.6	741	1.3	1037	1.8
Syfy	2892	5.0	6799	11.8	11538	20.1
Syfy +1	592	1.0	1741	3.0	3393	5.9
TCM	1565	2.7	3940	6.9	7223	12.6
TCM 2	376	0.7	1193	2.1	2614	4.5
The Africa Channel	80	0.1	238	0.4	546	0.9
The Box	1155	2.0	3114	5.4	5710	9.9
The Travel Channel	263	0.5	758	1.3	1530	2.7
The Travel Channel+1	267	0.5	810	1.4	1669	2.9
The Vault	635	1.1	1811	3.2	3565	6.2
Tiny Pop	1014	1.8	2323	4.0	4093	7.1
Tiny Pop+1	561	1.0	1253	2.2	2160	3.8
True Entertainment	780	1.4	2158	3.8	4451	7.7
True Movies 1	1192	2.1	2928	5.1	5295	9.2
True Movies 2	852	1.5	2218	3.9	4240	7.4
Universal	2379	4.1	5103	8.9	8594	15.0
Universal+1	962	1.7	2451	4.3	4386	7.6
VH-1	943	1.6	2718	4.7	5324	9.3

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	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Vintage TV	559	1.0	1511	2.6	2970	5.2
VIVA	4785	8.3	11038	19.2	18709	32.5
Watch	6155	10.7	13755	23.9	20766	36.1
Watch+1	1738	3.0	5141	8.9	10275	17.9
Wedding TV	257	0.4	780	1.4	1630	2.8
Yesterday	6913	12.0	13510	23.5	20205	35.2
Yesterday+1	431	0.8	1228	2.1	2290	4.0
Zing	348	0.6	727	1.3	1086	1.9
Other Non Itemised Channels	15281	26.6	26699	46.4	36695	63.8

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Adults 16+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
TOTAL TV	46347	94.7	48413	98.9	48812	99.7
4Music	4067	8.3	9524	19.5	15739	32.1
5 USA	5822	11.9	11283	23.0	17068	34.9
5 USA+1	1093	2.2	2944	6.0	5556	11.3
5*	6501	13.3	14550	29.7	23345	47.7
5*+1	1207	2.5	3698	7.6	7434	15.2
Alibi	2205	4.5	4376	8.9	6824	13.9
Alibi+1	708	1.4	1724	3.5	3089	6.3
Animal Planet	726	1.5	1872	3.8	3588	7.3
Animal Planet+1	260	0.5	729	1.5	1549	3.2
attheraces	502	1.0	866	1.8	1219	2.5
BBC 3	15031	30.7	29111	59.5	39210	80.1
BBC 4	9460	19.3	20485	41.8	30382	62.1
BBC HD	2457	5.0	5401	11.0	8993	18.4
BBC News	10411	21.3	19044	38.9	27784	56.8
BBC Parliament	731	1.5	2245	4.6	4588	9.4
BBC RB 6780	745	1.5	1899	3.9	3445	7.0
BBC RB 6781	7	0.0	29	0.1	83	0.2
BBC RB 6785	10	0.0	36	0.1	109	0.2
BBC RB 6786	6	0.0	23	0.0	66	0.1
BBC RB 6788	17	0.0	51	0.1	138	0.3
BBC RB 6789	22	0.0	74	0.2	162	0.3
BBC RB 6790	21	0.0	71	0.1	133	0.3
BBC RB 6880	307	0.6	1128	2.3	2641	5.4
BBC RB 6881	280	0.6	982	2.0	2287	4.7
BBC RB 6882	235	0.5	762	1.6	1862	3.8
BBC RB 6883	225	0.5	811	1.7	1958	4.0
BBC RB 6884	153	0.3	604	1.2	1565	3.2
BBC RB 6885	341	0.7	1268	2.6	2962	6.1
BBC RB 6886	230	0.5	747	1.5	1707	3.5
BBC RB FREEVIEW 301	1465	3.0	3752	7.7	6876	14.0
BBC1	41896	85.6	46914	95.8	48256	98.6
BBC2	32757	66.9	43276	88.4	46871	95.7
BET	167	0.3	436	0.9	924	1.9
BET+1	123	0.3	348	0.7	697	1.4
Bio	987	2.0	2711	5.5	5275	10.8
Blighty	600	1.2	1648	3.4	3249	6.6
Bliss	456	0.9	1313	2.7	2661	5.4
Boomerang	1024	2.1	2460	5.0	4484	9.2
Boomerang+1	680	1.4	1824	3.7	3286	6.7
Cartoon Network	764	1.6	1769	3.6	3219	6.6
Cartoon Network Too	653	1.3	1691	3.5	3118	6.4
Cartoonito	829	1.7	1914	3.9	3236	6.6
CBBC	2792	5.7	6490	13.3	10980	22.4
Cbeebies	4351	8.9	8023	16.4	11652	23.8
CBS Action	930	1.9	2208	4.5	4096	8.4
CBS Drama	703	1.4	1824	3.7	3655	7.5
CBS Reality TV	1436	2.9	3549	7.2	6451	13.2
CBS Reality+1	982	2.0	2484	5.1	4589	9.4
Challenge TV	3992	8.2	9081	18.5	15670	32.0
Challenge TV+1	927	1.9	2657	5.4	5285	10.8
CHANNEL 4	32019	65.4	43304	88.4	47269	96.6
CHANNEL 4+1	11757	24.0	24340	49.7	34420	70.3
Channel 5	26593	54.3	39417	80.5	45030	92.0
Channel AKA	462	0.9	1260	2.6	2432	5.0
Channel Starz	507	1.0	1320	2.7	2553	5.2
Chart Show TV	853	1.7	2181	4.5	3927	8.0
CITV and CITV Breakfast	1504	3.1	3453	7.1	6151	12.6
Clubland TV	364	0.7	977	2.0	1955	4.0
Comedy Central	4599	9.4	10044	20.5	15400	31.5
Comedy Central Extra	1777	3.6	4379	8.9	7717	15.8
Comedy Central Extra+1	366	0.7	1066	2.2	2350	4.8

BARB Quarterly Reach Report- Quarter 3 2011 (BARB weeks 2241-2253)

Adults 16+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Comedy Central+1	2395	4.9	5854	12.0	9944	20.3
Community Channel	189	0.4	611	1.2	1359	2.8
Crime & Investigation Net+1	385	0.8	872	1.8	1495	3.1
Crime & Investigation Network	811	1.7	1687	3.4	2926	6.0
Current TV	555	1.1	1694	3.5	3444	7.0
Dance Nation TV	302	0.6	864	1.8	1785	3.6
Dave	10416	21.3	21389	43.7	30850	63.0
Dave ja vu	2980	6.1	7726	15.8	15805	32.3
Discovery	2486	5.1	5310	10.8	8323	17.0
Discovery History	1155	2.4	2791	5.7	4874	10.0
Discovery History +1	259	0.5	738	1.5	1406	2.9
Discovery Home & Health	692	1.4	1795	3.7	3372	6.9
Discovery Home & Health+1	382	0.8	1032	2.1	2031	4.1
Discovery Real Time	1130	2.3	3060	6.3	5850	11.9
Discovery Real Time+1	828	1.7	2344	4.8	4505	9.2
Discovery Science	1004	2.0	2594	5.3	4544	9.3
Discovery Science+1	207	0.4	662	1.4	1314	2.7
Discovery Shed	924	1.9	2136	4.4	3643	7.4
Discovery Travel & Living	441	0.9	1201	2.5	2318	4.7
Discovery Turbo	1157	2.4	2554	5.2	4157	8.5
Discovery+1	1469	3.0	3576	7.3	6127	12.5
Disney Channel	1443	2.9	2974	6.1	4578	9.4
Disney Channel+1	1075	2.2	2417	4.9	4001	8.2
Disney Cinemagic	610	1.2	1473	3.0	2642	5.4
Disney Cinemagic+1	242	0.5	694	1.4	1323	2.7
Disney Junior	1317	2.7	2628	5.4	4023	8.2
Disney Junior Plus	946	1.9	2013	4.1	3193	6.5
Disney XD	755	1.5	1829	3.7	3174	6.5
Disney XD +1	684	1.4	1668	3.4	2967	6.1
Diva	186	0.4	541	1.1	1109	2.3
Diva+1	94	0.2	272	0.6	614	1.3
DMAX	1453	3.0	4247	8.7	8102	16.6
DMAX+1	983	2.0	2815	5.8	5590	11.4
DMAX+2	247	0.5	835	1.7	2078	4.2
E!	1540	3.1	3454	7.1	5981	12.2
E4	10626	21.7	20931	42.7	30603	62.5
E4+1	7113	14.5	15849	32.4	24625	50.3
Eden	825	1.7	2297	4.7	4282	8.7
Eden+1	335	0.7	1037	2.1	2069	4.2
ESPN	1256	2.6	2539	5.2	3738	7.6
ESPN America	179	0.4	367	0.8	665	1.4
ESPN Classic	579	1.2	1479	3.0	2745	5.6
Euronews	273	0.6	694	1.4	1507	3.1
Eurosport	1279	2.6	3034	6.2	5222	10.7
Eurosport 2	1222	2.5	2810	5.7	4767	9.7
Eurosport HD	348	0.7	953	1.9	1810	3.7
Extreme Sports Channel	292	0.6	814	1.7	1722	3.5
Film4	10270	21.0	20176	41.2	28188	57.6
Film4+1	2308	4.7	6012	12.3	10236	20.9
Flava	551	1.1	1485	3.0	2883	5.9
Food Network	1081	2.2	2480	5.1	4765	9.7
Food Network +1	591	1.2	1444	2.9	2696	5.5
Fox News	191	0.4	538	1.1	1102	2.3
FX	2779	5.7	5946	12.1	9533	19.5
FX+	728	1.5	1858	3.8	3450	7.0
G.O.L.D	4722	9.6	10118	20.7	15780	32.2
G.O.L.D.+1	2099	4.3	5270	10.8	9595	19.6
Good Food	1255	2.6	2794	5.7	4828	9.9
Good Food +1	863	1.8	2098	4.3	3629	7.4
Greatest Hits TV	382	0.8	1142	2.3	2355	4.8
Hi TV	110	0.2	239	0.5	389	0.8
History	1499	3.1	3244	6.6	5523	11.3

BARB Quarterly Reach Report- Quarter 3 2011 (BARB weeks 2241-2253)

Adults 16+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
History +1	744	1.5	1803	3.7	3228	6.6
Home	1125	2.3	2776	5.7	5026	10.3
Home +1	772	1.6	2102	4.3	3923	8.0
Horror Channel	956	2.0	2463	5.0	4575	9.3
Horror Channel +1	579	1.2	1572	3.2	3122	6.4
Horse and Country	150	0.3	412	0.8	785	1.6
Imagine Dil Se	535	1.1	777	1.6	921	1.9
Investigation Discovery	422	0.9	870	1.8	1441	2.9
ITV1	35975	73.5	44397	90.7	47556	97.1
ITV1 HD	3688	7.5	6429	13.1	9388	19.2
ITV1+1	8756	17.9	20022	40.9	30851	63.0
ITV2	17681	36.1	31371	64.1	40403	82.5
ITV2+1	6386	13.0	15028	30.7	24421	49.9
ITV3	11106	22.7	21325	43.6	30704	62.7
ITV3+1	1419	2.9	3714	7.6	6999	14.3
ITV4	10905	22.3	23240	47.5	33969	69.4
ITV4+1	682	1.4	1957	4.0	3495	7.1
Kerrang	474	1.0	1312	2.7	2492	5.1
Kiss TV	765	1.6	2108	4.3	3823	7.8
Kix!	151	0.3	378	0.8	738	1.5
Liverpool FC TV	464	0.9	1120	2.3	1896	3.9
Magic TV	743	1.5	2051	4.2	4070	8.3
Massive R&B	287	0.6	899	1.8	1902	3.9
Men & Movies	340	0.7	1070	2.2	2204	4.5
MGM HD	197	0.4	568	1.2	1153	2.4
Military History	905	1.8	2147	4.4	3663	7.5
More 4	11630	23.8	23319	47.6	32818	67.0
More 4+1	2353	4.8	6064	12.4	10308	21.1
Motors TV	369	0.8	946	1.9	1806	3.7
Movies 24	965	2.0	2654	5.4	4910	10.0
Movies 24 +	717	1.5	2190	4.5	4194	8.6
Movies 4 Men	877	1.8	2425	5.0	4471	9.1
Movies 4 Men 2	845	1.7	2276	4.6	4173	8.5
Movies 4 Men 2+1	687	1.4	1926	3.9	3524	7.2
Movies4Men+1	608	1.2	1897	3.9	3787	7.7
MTV	1992	4.1	5134	10.5	8978	18.3
MTV +1	580	1.2	1746	3.6	3637	7.4
MTV Base	810	1.7	2297	4.7	4254	8.7
MTV Classic	483	1.0	1419	2.9	2854	5.8
MTV Dance	603	1.2	1811	3.7	3614	7.4
MTV Hits	1033	2.1	2880	5.9	5189	10.6
MTV Music	856	1.7	2255	4.6	3998	8.2
MTV Rocks	517	1.1	1578	3.2	3215	6.6
MTVN HD	204	0.4	650	1.3	1497	3.1
MUTV	138	0.3	260	0.5	519	1.1
National Geographic +1	1033	2.1	2802	5.7	5159	10.5
National Geographic TV	1563	3.2	3932	8.0	7099	14.5
National Geographic Wild	1075	2.2	2850	5.8	5159	10.5
Nick Jr	1356	2.8	2660	5.4	4217	8.6
Nick Jr 2	913	1.9	2046	4.2	3542	7.2
Nickelodeon	876	1.8	2250	4.6	4171	8.5
Nickelodeon Replay	727	1.5	1950	4.0	3606	7.4
Nicktoons	796	1.6	1970	4.0	3546	7.2
NickToons Replay	86	0.2	277	0.6	620	1.3
NME TV	225	0.5	671	1.4	1434	2.9
Pick TV	8210	16.8	15984	32.6	23359	47.7
Pick TV+1	2497	5.1	6752	13.8	12430	25.4
Pop	373	0.8	1006	2.1	2011	4.1
Pop Girl	123	0.3	387	0.8	846	1.7
Pop Girl+1	77	0.2	260	0.5	598	1.2
Q	455	0.9	1376	2.8	2903	5.9
Quest	4377	8.9	9288	19.0	15174	31.0

BARB Quarterly Reach Report- Quarter 3 2011 (BARB weeks 2241-2253)

Adults 16+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Quest +1	420	0.9	1307	2.7	2898	5.9
Really	2347	4.8	5633	11.5	11701	23.9
S4C	465	1.0	1116	2.3	2199	4.5
Scuzz	276	0.6	766	1.6	1564	3.2
Sky 1	9310	19.0	16238	33.2	20745	42.4
Sky 2	2829	5.8	7429	15.2	12877	26.3
Sky Arts 1	631	1.3	1841	3.8	3746	7.7
Sky Arts 2	338	0.7	983	2.0	2030	4.1
Sky Atlantic	3122	6.4	6546	13.4	10553	21.6
Sky Box Office (Movies)	219	0.4	769	1.6	1737	3.5
Sky Living	5773	11.8	11655	23.8	17046	34.8
Sky Living +1	2788	5.7	7022	14.3	12003	24.5
Sky Living Loves	822	1.7	2321	4.7	4600	9.4
Sky LIVINGit	2641	5.4	6661	13.6	11303	23.1
Sky LIVINGit +1	1742	3.6	4703	9.6	8663	17.7
Sky Movies Action & Adventure	1411	2.9	3415	7.0	5476	11.2
Sky Movies Classics	530	1.1	1515	3.1	2911	5.9
Sky Movies Comedy	1300	2.7	3330	6.8	5653	11.5
Sky Movies Crime & Thriller	914	1.9	2537	5.2	4552	9.3
Sky Movies Drama & Romance	863	1.8	2325	4.7	4326	8.8
Sky Movies Family	1235	2.5	3146	6.4	5488	11.2
Sky Movies Indie	438	0.9	1359	2.8	2691	5.5
Sky Movies Modern Greats	815	1.7	2226	4.5	4117	8.4
Sky Movies Premiere	2169	4.4	4563	9.3	6561	13.4
Sky Movies Premiere+1	1057	2.2	2775	5.7	4700	9.6
Sky Movies SciFi-Horror	958	2.0	2528	5.2	4325	8.8
Sky Movies Showcase	1458	3.0	3653	7.5	5931	12.1
Sky News	6447	13.2	12589	25.7	20020	40.9
Sky News Active	282	0.6	642	1.3	1214	2.5
Sky Sports 1	5370	11.0	8051	16.4	10075	20.6
Sky Sports 2	4096	8.4	7076	14.5	9406	19.2
Sky Sports 3	2235	4.6	4852	9.9	7209	14.7
Sky Sports 4	1837	3.8	4300	8.8	7034	14.4
Sky Sports Active 1	73	0.1	264	0.5	693	1.4
Sky Sports Active 2	64	0.1	237	0.5	623	1.3
Sky Sports Active 6	15	0.0	69	0.1	194	0.4
Sky Sports Active Other	108	0.2	414	0.8	1052	2.1
Sky Sports News	5390	11.0	8292	16.9	10747	22.0
Smash Hits	712	1.5	2014	4.1	3800	7.8
Sony TV	503	1.0	1569	3.2	3331	6.8
Sony TV+1	244	0.5	788	1.6	1788	3.7
Star Gold	462	0.9	703	1.4	838	1.7
Star Plus	653	1.3	783	1.6	869	1.8
Style	331	0.7	772	1.6	1515	3.1
Sunrise TV	296	0.6	570	1.2	748	1.5
Syfy	2636	5.4	6058	12.4	10037	20.5
Syfy +1	537	1.1	1551	3.2	3017	6.2
TCM	1476	3.0	3634	7.4	6523	13.3
TCM 2	359	0.7	1126	2.3	2432	5.0
The Africa Channel	74	0.2	220	0.5	496	1.0
The Box	896	1.8	2445	5.0	4526	9.2
The Travel Channel	252	0.5	710	1.5	1429	2.9
The Travel Channel+1	256	0.5	762	1.6	1547	3.2
The Vault	541	1.1	1527	3.1	2952	6.0
Tiny Pop	563	1.1	1390	2.8	2653	5.4
Tiny Pop+1	306	0.6	732	1.5	1306	2.7
True Entertainment	740	1.5	2030	4.1	4165	8.5
True Movies 1	1140	2.3	2740	5.6	4876	10.0
True Movies 2	813	1.7	2080	4.2	3893	8.0
Universal	2228	4.6	4683	9.6	7774	15.9
Universal+1	911	1.9	2274	4.6	4032	8.2
VH-1	807	1.6	2315	4.7	4529	9.3

BARB Quarterly Reach Report- Quarter 3 2011 (BARB weeks 2241-2253)

Adults 16+

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Vintage TV	497	1.0	1349	2.8	2629	5.4
VIVA	3913	8.0	9142	18.7	15611	31.9
Watch	5457	11.1	11953	24.4	17710	36.2
Watch+1	1549	3.2	4532	9.3	8937	18.3
Wedding TV	241	0.5	714	1.5	1453	3.0
Yesterday	6710	13.7	12927	26.4	18940	38.7
Yesterday+1	419	0.9	1177	2.4	2153	4.4
Zing	292	0.6	587	1.2	825	1.7
Other Non Itemised Channels	13690	28.0	23614	48.2	32102	65.6

BARB Quarterly Reach Report- Quarter 3 2011 (BARB weeks 2241-2253)
Adults 16-34

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
TOTAL TV	13346	90.9	14353	97.8	14600	99.5
4Music	1966	13.4	4206	28.7	6497	44.3
5 USA	1256	8.6	2753	18.7	4384	29.9
5 USA+1	250	1.7	743	5.1	1425	9.7
5*	1906	13.0	4336	29.5	7052	48.0
5*+1	442	3.0	1319	9.0	2665	18.2
Alibi	253	1.7	657	4.5	1217	8.3
Alibi+1	75	0.5	224	1.5	499	3.4
Animal Planet	170	1.2	467	3.2	978	6.7
Animal Planet+1	66	0.4	186	1.3	427	2.9
attheraces	45	0.3	120	0.8	203	1.4
BBC 3	5440	37.0	9706	66.1	12445	84.8
BBC 4	1282	8.7	3620	24.7	6405	43.6
BBC HD	619	4.2	1452	9.9	2475	16.9
BBC News	1908	13.0	4292	29.2	7183	48.9
BBC Parliament	96	0.7	356	2.4	743	5.1
BBC RB 6780	111	0.8	322	2.2	688	4.7
BBC RB 6781	3	0.0	14	0.1	30	0.2
BBC RB 6785	4	0.0	15	0.1	48	0.3
BBC RB 6786	0	0.0	0	0.0	0	0.0
BBC RB 6788	4	0.0	8	0.1	24	0.2
BBC RB 6789	2	0.0	9	0.1	32	0.2
BBC RB 6790	3	0.0	12	0.1	26	0.2
BBC RB 6880	51	0.3	214	1.5	515	3.5
BBC RB 6881	59	0.4	216	1.5	544	3.7
BBC RB 6882	52	0.4	166	1.1	437	3.0
BBC RB 6883	38	0.3	143	1.0	344	2.3
BBC RB 6884	31	0.2	125	0.9	350	2.4
BBC RB 6885	72	0.5	275	1.9	710	4.8
BBC RB 6886	45	0.3	159	1.1	361	2.5
BBC RB FREEVIEW 301	247	1.7	695	4.7	1325	9.0
BBC1	10795	73.5	13428	91.5	14293	97.4
BBC2	7282	49.6	11512	78.4	13413	91.4
BET	77	0.5	177	1.2	316	2.2
BET+1	56	0.4	144	1.0	232	1.6
Bio	199	1.4	596	4.1	1209	8.2
Blighty	60	0.4	214	1.5	562	3.8
Bliss	197	1.3	571	3.9	1108	7.5
Boomerang	412	2.8	967	6.6	1690	11.5
Boomerang+1	286	1.9	751	5.1	1298	8.8
Cartoon Network	339	2.3	722	4.9	1328	9.0
Cartoon Network Too	281	1.9	689	4.7	1248	8.5
Cartoonito	341	2.3	777	5.3	1287	8.8
CBBC	911	6.2	2070	14.1	3401	23.2
Cbeebies	1851	12.6	3129	21.3	4196	28.6
CBS Action	151	1.0	461	3.1	917	6.2
CBS Drama	143	1.0	426	2.9	893	6.1
CBS Reality TV	287	2.0	825	5.6	1676	11.4
CBS Reality+1	205	1.4	583	4.0	1150	7.8
Challenge TV	1044	7.1	2659	18.1	4803	32.7
Challenge TV+1	249	1.7	779	5.3	1652	11.3
CHANNEL 4	8750	59.6	12433	84.7	13909	94.8
CHANNEL 4+1	3826	26.1	7949	54.1	11141	75.9
Channel 5	6745	45.9	11009	75.0	13110	89.3
Channel AKA	292	2.0	754	5.1	1370	9.3
Channel Starz	313	2.1	779	5.3	1437	9.8
Chart Show TV	494	3.4	1196	8.1	2038	13.9
CITV and CITV Breakfast	583	4.0	1239	8.4	2083	14.2
Clubland TV	216	1.5	535	3.6	989	6.7
Comedy Central	2074	14.1	4193	28.6	6040	41.2
Comedy Central Extra	709	4.8	1798	12.2	3046	20.7
Comedy Central Extra+1	133	0.9	405	2.8	885	6.0

BARB Quarterly Reach Report- Quarter 3 2011 (BARB weeks 2241-2253)
Adults 16-34

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Comedy Central+1	1134	7.7	2571	17.5	4169	28.4
Community Channel	31	0.2	101	0.7	246	1.7
Crime & Investigation Net+1	49	0.3	143	1.0	291	2.0
Crime & Investigation Network	136	0.9	331	2.3	684	4.7
Current TV	142	1.0	406	2.8	802	5.5
Dance Nation TV	180	1.2	495	3.4	979	6.7
Dave	3444	23.5	6998	47.7	9819	66.9
Dave ja vu	1040	7.1	2745	18.7	5401	36.8
Discovery	824	5.6	1715	11.7	2675	18.2
Discovery History	164	1.1	477	3.2	970	6.6
Discovery History +1	30	0.2	103	0.7	222	1.5
Discovery Home & Health	189	1.3	481	3.3	946	6.4
Discovery Home & Health+1	105	0.7	301	2.1	580	4.0
Discovery Real Time	269	1.8	788	5.4	1622	11.1
Discovery Real Time+1	158	1.1	507	3.5	1083	7.4
Discovery Science	226	1.5	649	4.4	1230	8.4
Discovery Science+1	35	0.2	124	0.8	307	2.1
Discovery Shed	154	1.1	398	2.7	724	4.9
Discovery Travel & Living	52	0.4	177	1.2	460	3.1
Discovery Turbo	255	1.7	592	4.0	989	6.7
Discovery+1	438	3.0	1102	7.5	1879	12.8
Disney Channel	523	3.6	1061	7.2	1622	11.0
Disney Channel+1	391	2.7	854	5.8	1459	9.9
Disney Cinemagic	282	1.9	673	4.6	1143	7.8
Disney Cinemagic+1	105	0.7	313	2.1	567	3.9
Disney Junior	715	4.9	1348	9.2	1896	12.9
Disney Junior Plus	492	3.4	959	6.5	1434	9.8
Disney XD	301	2.0	711	4.8	1165	7.9
Disney XD +1	271	1.8	631	4.3	1082	7.4
Diva	46	0.3	130	0.9	269	1.8
Diva+1	24	0.2	70	0.5	148	1.0
DMAX	516	3.5	1517	10.3	2825	19.2
DMAX+1	351	2.4	980	6.7	1939	13.2
DMAX+2	78	0.5	260	1.8	680	4.6
E!	750	5.1	1489	10.1	2385	16.2
E4	4798	32.7	8338	56.8	11144	75.9
E4+1	3375	23.0	6748	46.0	9785	66.7
Eden	194	1.3	599	4.1	1174	8.0
Eden+1	77	0.5	243	1.7	471	3.2
ESPN	404	2.8	835	5.7	1364	9.3
ESPN America	53	0.4	112	0.8	244	1.7
ESPN Classic	163	1.1	443	3.0	855	5.8
Euronews	38	0.3	108	0.7	282	1.9
Eurosport	187	1.3	544	3.7	1073	7.3
Eurosport 2	228	1.6	621	4.2	1203	8.2
Eurosport HD	81	0.5	253	1.7	498	3.4
Extreme Sports Channel	115	0.8	299	2.0	654	4.5
Film4	2634	17.9	5747	39.1	8293	56.5
Film4+1	588	4.0	1694	11.5	3067	20.9
Flava	353	2.4	911	6.2	1693	11.5
Food Network	334	2.3	741	5.0	1376	9.4
Food Network +1	203	1.4	513	3.5	939	6.4
Fox News	35	0.2	114	0.8	270	1.8
FX	928	6.3	2150	14.6	3523	24.0
FX+	219	1.5	583	4.0	1172	8.0
G.O.L.D	1159	7.9	2944	20.1	4956	33.8
G.O.L.D.+1	450	3.1	1373	9.4	2771	18.9
Good Food	408	2.8	895	6.1	1586	10.8
Good Food +1	265	1.8	647	4.4	1179	8.0
Greatest Hits TV	204	1.4	605	4.1	1207	8.2
Hi TV	44	0.3	104	0.7	164	1.1
History	343	2.3	768	5.2	1436	9.8

BARB Quarterly Reach Report- Quarter 3 2011 (BARB weeks 2241-2253)

Adults 16-34

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
History +1	130	0.9	352	2.4	735	5.0
Home	211	1.4	579	3.9	1142	7.8
Home +1	145	1.0	452	3.1	890	6.1
Horror Channel	139	0.9	423	2.9	885	6.0
Horror Channel +1	71	0.5	251	1.7	586	4.0
Horse and Country	31	0.2	87	0.6	151	1.0
Imagine Dil Se	222	1.5	331	2.3	393	2.7
Investigation Discovery	58	0.4	148	1.0	265	1.8
ITV1	8784	59.8	12226	83.3	13795	94.0
ITV1 HD	1023	7.0	1902	13.0	2837	19.3
ITV1+1	2259	15.4	5553	37.8	8983	61.2
ITV2	5424	36.9	9793	66.7	12559	85.6
ITV2+1	2196	15.0	5129	34.9	8356	56.9
ITV3	1466	10.0	3955	26.9	7104	48.4
ITV3+1	160	1.1	554	3.8	1280	8.7
ITV4	2464	16.8	6096	41.5	9659	65.8
ITV4+1	130	0.9	424	2.9	850	5.8
Kerrang	296	2.0	766	5.2	1385	9.4
Kiss TV	474	3.2	1225	8.3	2138	14.6
Kix!	63	0.4	157	1.1	300	2.0
Liverpool FC TV	149	1.0	375	2.6	628	4.3
Magic TV	340	2.3	927	6.3	1828	12.5
Massive R&B	141	1.0	420	2.9	881	6.0
Men & Movies	27	0.2	112	0.8	255	1.7
MGM HD	28	0.2	98	0.7	222	1.5
Military History	101	0.7	311	2.1	640	4.4
More 4	2747	18.7	6089	41.5	9087	61.9
More 4+1	639	4.4	1797	12.2	3225	22.0
Motors TV	93	0.6	252	1.7	499	3.4
Movies 24	139	0.9	467	3.2	969	6.6
Movies 24 +	99	0.7	363	2.5	784	5.3
Movies 4 Men	95	0.6	322	2.2	670	4.6
Movies 4 Men 2	72	0.5	258	1.8	580	3.9
Movies 4 Men 2+1	56	0.4	202	1.4	448	3.0
Movies4Men+1	68	0.5	249	1.7	542	3.7
MTV	1035	7.0	2431	16.6	4009	27.3
MTV +1	291	2.0	842	5.7	1642	11.2
MTV Base	486	3.3	1296	8.8	2296	15.6
MTV Classic	205	1.4	605	4.1	1220	8.3
MTV Dance	362	2.5	1068	7.3	2072	14.1
MTV Hits	580	4.0	1553	10.6	2696	18.4
MTV Music	482	3.3	1229	8.4	2078	14.2
MTV Rocks	279	1.9	835	5.7	1706	11.6
MTVN HD	114	0.8	342	2.3	762	5.2
MUTV	53	0.4	125	0.9	243	1.7
National Geographic +1	213	1.5	628	4.3	1340	9.1
National Geographic TV	363	2.5	1020	6.9	2027	13.8
National Geographic Wild	301	2.0	819	5.6	1482	10.1
Nick Jr	652	4.4	1167	7.9	1741	11.9
Nick Jr 2	461	3.1	904	6.2	1456	9.9
Nickelodeon	359	2.4	926	6.3	1719	11.7
Nickelodeon Replay	317	2.2	821	5.6	1510	10.3
Nicktoons	343	2.3	800	5.4	1452	9.9
NickToons Replay	29	0.2	94	0.6	219	1.5
NME TV	115	0.8	331	2.3	699	4.8
Pick TV	1897	12.9	4169	28.4	6354	43.3
Pick TV+1	637	4.3	1790	12.2	3487	23.8
Pop	159	1.1	421	2.9	853	5.8
Pop Girl	37	0.3	111	0.8	261	1.8
Pop Girl+1	19	0.1	70	0.5	168	1.1
Q	244	1.7	695	4.7	1415	9.6
Quest	884	6.0	2001	13.6	3459	23.6

BARB Quarterly Reach Report- Quarter 3 2011 (BARB weeks 2241-2253)
Adults 16-34

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Quest +1	87	0.6	292	2.0	761	5.2
Really	661	4.5	1538	10.5	3212	21.9
S4C	70	0.5	220	1.5	507	3.5
Scuzz	179	1.2	463	3.2	903	6.1
Sky 1	3415	23.3	5813	39.6	7333	50.0
Sky 2	912	6.2	2521	17.2	4489	30.6
Sky Arts 1	107	0.7	344	2.3	823	5.6
Sky Arts 2	38	0.3	122	0.8	299	2.0
Sky Atlantic	774	5.3	1767	12.0	3015	20.5
Sky Box Office (Movies)	71	0.5	253	1.7	533	3.6
Sky Living	1854	12.6	3914	26.7	5896	40.2
Sky Living +1	851	5.8	2251	15.3	4061	27.7
Sky Living Loves	260	1.8	779	5.3	1574	10.7
Sky LIVINGit	658	4.5	1914	13.0	3545	24.1
Sky LIVINGit +1	461	3.1	1367	9.3	2707	18.4
Sky Movies Action & Adventure	465	3.2	1200	8.2	2084	14.2
Sky Movies Classics	71	0.5	265	1.8	663	4.5
Sky Movies Comedy	534	3.6	1333	9.1	2243	15.3
Sky Movies Crime & Thriller	295	2.0	844	5.7	1538	10.5
Sky Movies Drama & Romance	303	2.1	833	5.7	1601	10.9
Sky Movies Family	447	3.0	1163	7.9	2097	14.3
Sky Movies Indie	130	0.9	426	2.9	931	6.3
Sky Movies Modern Greats	252	1.7	759	5.2	1458	9.9
Sky Movies Premiere	809	5.5	1670	11.4	2435	16.6
Sky Movies Premiere+1	396	2.7	1045	7.1	1866	12.7
Sky Movies SciFi-Horror	321	2.2	880	6.0	1581	10.8
Sky Movies Showcase	521	3.6	1287	8.8	2158	14.7
Sky News	1357	9.2	3207	21.8	5682	38.7
Sky News Active	57	0.4	150	1.0	314	2.1
Sky Sports 1	1575	10.7	2562	17.4	3354	22.8
Sky Sports 2	1146	7.8	2181	14.9	3121	21.3
Sky Sports 3	613	4.2	1405	9.6	2219	15.1
Sky Sports 4	488	3.3	1250	8.5	2236	15.2
Sky Sports Active 1	23	0.2	83	0.6	215	1.5
Sky Sports Active 2	20	0.1	79	0.5	194	1.3
Sky Sports Active 6	2	0.0	12	0.1	33	0.2
Sky Sports Active Other	20	0.1	88	0.6	209	1.4
Sky Sports News	1766	12.0	2797	19.1	3685	25.1
Smash Hits	420	2.9	1138	7.8	2045	13.9
Sony TV	125	0.8	398	2.7	853	5.8
Sony TV+1	54	0.4	175	1.2	413	2.8
Star Gold	195	1.3	313	2.1	364	2.5
Star Plus	282	1.9	344	2.3	377	2.6
Style	109	0.7	245	1.7	495	3.4
Sunrise TV	89	0.6	198	1.3	256	1.7
Syfy	611	4.2	1611	11.0	2986	20.3
Syfy +1	94	0.6	332	2.3	702	4.8
TCM	195	1.3	644	4.4	1376	9.4
TCM 2	36	0.2	143	1.0	382	2.6
The Africa Channel	20	0.1	52	0.4	127	0.9
The Box	509	3.5	1293	8.8	2272	15.5
The Travel Channel	51	0.4	139	0.9	255	1.7
The Travel Channel+1	58	0.4	148	1.0	291	2.0
The Vault	292	2.0	813	5.5	1475	10.0
Tiny Pop	256	1.7	609	4.1	1177	8.0
Tiny Pop+1	137	0.9	325	2.2	594	4.0
True Entertainment	87	0.6	257	1.8	616	4.2
True Movies 1	117	0.8	368	2.5	728	5.0
True Movies 2	83	0.6	269	1.8	620	4.2
Universal	465	3.2	1100	7.5	2043	13.9
Universal+1	168	1.1	486	3.3	996	6.8
VH-1	358	2.4	1024	7.0	1977	13.5

BARB Quarterly Reach Report- Quarter 3 2011 (BARB weeks 2241-2253)

Adults 16-34

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Vintage TV	104	0.7	353	2.4	768	5.2
VIVA	1978	13.5	4294	29.2	6782	46.2
Watch	1641	11.2	3820	26.0	5855	39.9
Watch+1	455	3.1	1369	9.3	2921	19.9
Wedding TV	84	0.6	222	1.5	411	2.8
Yesterday	662	4.5	1753	11.9	3103	21.1
Yesterday+1	35	0.2	123	0.8	290	2.0
Zing	126	0.9	256	1.7	326	2.2
Other Non Itemised Channels	3378	23.0	6276	42.7	9026	61.5

BARB Quarterly Reach Report- Quarter 3 2011 (BARB weeks 2241-2253)
Adults ABC1

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
TOTAL TV	23818	94.0	25040	98.8	25260	99.7
4Music	1562	6.2	4025	15.9	6977	27.5
5 USA	2071	8.2	4405	17.4	7067	27.9
5 USA+1	413	1.6	1197	4.7	2411	9.5
5*	2619	10.3	6253	24.7	10662	42.1
5*+1	558	2.2	1776	7.0	3682	14.5
Alibi	1094	4.3	2241	8.8	3640	14.4
Alibi+1	327	1.3	795	3.1	1517	6.0
Animal Planet	272	1.1	721	2.8	1475	5.8
Animal Planet+1	80	0.3	272	1.1	576	2.3
attheraces	245	1.0	411	1.6	570	2.3
BBC 3	7213	28.5	14478	57.2	19913	78.6
BBC 4	5026	19.8	10914	43.1	16091	63.5
BBC HD	1534	6.1	3427	13.5	5606	22.1
BBC News	5663	22.4	10498	41.4	15342	60.6
BBC Parliament	378	1.5	1166	4.6	2451	9.7
BBC RB 6780	355	1.4	928	3.7	1707	6.7
BBC RB 6781	1	0.0	5	0.0	13	0.1
BBC RB 6785	7	0.0	25	0.1	73	0.3
BBC RB 6786	3	0.0	9	0.0	26	0.1
BBC RB 6788	12	0.0	39	0.2	105	0.4
BBC RB 6789	10	0.0	39	0.2	79	0.3
BBC RB 6790	9	0.0	36	0.1	68	0.3
BBC RB 6880	157	0.6	582	2.3	1443	5.7
BBC RB 6881	139	0.6	510	2.0	1246	4.9
BBC RB 6882	117	0.5	411	1.6	1058	4.2
BBC RB 6883	118	0.5	441	1.7	1081	4.3
BBC RB 6884	80	0.3	328	1.3	860	3.4
BBC RB 6885	165	0.7	642	2.5	1503	5.9
BBC RB 6886	102	0.4	332	1.3	801	3.2
BBC RB FREEVIEW 301	575	2.3	1551	6.1	2998	11.8
BBC1	21478	84.8	24242	95.7	24951	98.5
BBC2	17114	67.6	22653	89.4	24377	96.2
BET	105	0.4	264	1.0	496	2.0
BET+1	79	0.3	211	0.8	378	1.5
Bio	437	1.7	1245	4.9	2565	10.1
Blighty	295	1.2	816	3.2	1693	6.7
Bliss	162	0.6	508	2.0	1120	4.4
Boomerang	456	1.8	1155	4.6	2184	8.6
Boomerang+1	326	1.3	885	3.5	1665	6.6
Cartoon Network	382	1.5	894	3.5	1605	6.3
Cartoon Network Too	333	1.3	879	3.5	1650	6.5
Cartoonito	438	1.7	991	3.9	1634	6.5
CBBC	1079	4.3	2721	10.7	4889	19.3
Cbeebies	2029	8.0	3712	14.7	5453	21.5
CBS Action	366	1.4	958	3.8	1931	7.6
CBS Drama	244	1.0	728	2.9	1618	6.4
CBS Reality TV	519	2.1	1398	5.5	2714	10.7
CBS Reality+1	364	1.4	1012	4.0	2007	7.9
Challenge TV	1297	5.1	3456	13.6	6675	26.4
Challenge TV+1	360	1.4	1125	4.4	2377	9.4
CHANNEL 4	15720	62.1	22019	86.9	24349	96.1
CHANNEL 4+1	5426	21.4	11865	46.8	17169	67.8
Channel 5	12104	47.8	19302	76.2	22733	89.8
Channel AKA	215	0.9	579	2.3	1095	4.3
Channel Starz	197	0.8	563	2.2	1152	4.5
Chart Show TV	371	1.5	944	3.7	1810	7.1
CITV and CITV Breakfast	477	1.9	1240	4.9	2422	9.6
Clubland TV	114	0.4	343	1.4	750	3.0
Comedy Central	2648	10.5	5801	22.9	8916	35.2
Comedy Central Extra	1025	4.0	2558	10.1	4572	18.1
Comedy Central Extra+1	205	0.8	594	2.3	1388	5.5

BARB Quarterly Reach Report- Quarter 3 2011 (BARB weeks 2241-2253)
Adults ABC1

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Comedy Central+1	1391	5.5	3345	13.2	5630	22.2
Community Channel	87	0.3	264	1.0	592	2.3
Crime & Investigation Net+1	132	0.5	314	1.2	566	2.2
Crime & Investigation Network	311	1.2	691	2.7	1269	5.0
Current TV	277	1.1	817	3.2	1602	6.3
Dance Nation TV	111	0.4	366	1.4	799	3.2
Dave	5088	20.1	10805	42.7	15834	62.5
Dave ja vu	1438	5.7	3794	15.0	7759	30.6
Discovery	1133	4.5	2476	9.8	4118	16.3
Discovery History	559	2.2	1350	5.3	2366	9.3
Discovery History +1	125	0.5	350	1.4	667	2.6
Discovery Home & Health	307	1.2	803	3.2	1528	6.0
Discovery Home & Health+1	177	0.7	470	1.9	962	3.8
Discovery Real Time	559	2.2	1549	6.1	3042	12.0
Discovery Real Time+1	420	1.7	1212	4.8	2313	9.1
Discovery Science	478	1.9	1264	5.0	2228	8.8
Discovery Science+1	98	0.4	321	1.3	641	2.5
Discovery Shed	414	1.6	999	3.9	1753	6.9
Discovery Travel & Living	237	0.9	643	2.5	1257	5.0
Discovery Turbo	543	2.1	1214	4.8	1977	7.8
Discovery+1	661	2.6	1687	6.7	2993	11.8
Disney Channel	698	2.8	1506	5.9	2392	9.4
Disney Channel+1	496	2.0	1209	4.8	2069	8.2
Disney Cinemagic	274	1.1	683	2.7	1268	5.0
Disney Cinemagic+1	122	0.5	349	1.4	662	2.6
Disney Junior	610	2.4	1277	5.0	2050	8.1
Disney Junior Plus	468	1.8	1013	4.0	1593	6.3
Disney XD	373	1.5	930	3.7	1645	6.5
Disney XD +1	330	1.3	830	3.3	1470	5.8
Diva	100	0.4	285	1.1	614	2.4
Diva+1	50	0.2	143	0.6	337	1.3
DMAX	668	2.6	1988	7.8	4040	16.0
DMAX+1	453	1.8	1368	5.4	2852	11.3
DMAX+2	124	0.5	422	1.7	1094	4.3
E!	810	3.2	1772	7.0	3081	12.2
E4	5193	20.5	10356	40.9	15367	60.7
E4+1	3381	13.3	7786	30.7	12152	48.0
Eden	410	1.6	1147	4.5	2139	8.4
Eden+1	165	0.7	501	2.0	1023	4.0
ESPN	617	2.4	1314	5.2	1993	7.9
ESPN America	132	0.5	246	1.0	408	1.6
ESPN Classic	346	1.4	853	3.4	1555	6.1
Euronews	148	0.6	384	1.5	861	3.4
Eurosport	712	2.8	1674	6.6	2969	11.7
Eurosport 2	622	2.5	1488	5.9	2648	10.5
Eurosport HD	214	0.8	577	2.3	1040	4.1
Extreme Sports Channel	159	0.6	411	1.6	874	3.5
Film4	4376	17.3	9259	36.5	13468	53.2
Film4+1	1081	4.3	2839	11.2	4983	19.7
Flava	236	0.9	665	2.6	1272	5.0
Food Network	453	1.8	1082	4.3	2153	8.5
Food Network +1	295	1.2	774	3.1	1436	5.7
Fox News	102	0.4	306	1.2	619	2.4
FX	1484	5.9	3219	12.7	5188	20.5
FX+	358	1.4	934	3.7	1836	7.2
G.O.L.D	2398	9.5	5332	21.0	8545	33.7
G.O.L.D.+1	1022	4.0	2656	10.5	5077	20.0
Good Food	667	2.6	1551	6.1	2655	10.5
Good Food +1	446	1.8	1126	4.4	1986	7.8
Greatest Hits TV	139	0.5	465	1.8	1083	4.3
Hi TV	69	0.3	151	0.6	218	0.9
History	690	2.7	1491	5.9	2597	10.3

BARB Quarterly Reach Report- Quarter 3 2011 (BARB weeks 2241-2253)

Adults ABC1

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
History +1	309	1.2	774	3.1	1493	5.9
Home	528	2.1	1375	5.4	2611	10.3
Home +1	356	1.4	1013	4.0	1962	7.7
Horror Channel	368	1.5	1060	4.2	2060	8.1
Horror Channel +1	225	0.9	678	2.7	1484	5.9
Horse and Country	86	0.3	244	1.0	446	1.8
Imagine Dil Se	215	0.8	334	1.3	407	1.6
Investigation Discovery	160	0.6	364	1.4	647	2.6
ITV1	17339	68.4	22435	88.6	24451	96.5
ITV1 HD	2127	8.4	3762	14.9	5595	22.1
ITV1+1	3736	14.7	9236	36.5	15032	59.4
ITV2	7563	29.9	14598	57.6	19852	78.4
ITV2+1	2536	10.0	6565	25.9	11183	44.2
ITV3	4664	18.4	9703	38.3	14579	57.6
ITV3+1	588	2.3	1620	6.4	3253	12.8
ITV4	4640	18.3	10725	42.3	16573	65.4
ITV4+1	305	1.2	908	3.6	1735	6.9
Kerrang	212	0.8	639	2.5	1281	5.1
Kiss TV	341	1.3	961	3.8	1720	6.8
Kix!	49	0.2	148	0.6	304	1.2
Liverpool FC TV	255	1.0	620	2.4	1027	4.1
Magic TV	310	1.2	922	3.6	1939	7.7
Massive R&B	102	0.4	358	1.4	833	3.3
Men & Movies	149	0.6	494	2.0	1036	4.1
MGM HD	107	0.4	311	1.2	620	2.4
Military History	452	1.8	1093	4.3	1900	7.5
More 4	5249	20.7	11111	43.9	16141	63.7
More 4+1	1174	4.6	3094	12.2	5323	21.0
Motors TV	183	0.7	446	1.8	868	3.4
Movies 24	385	1.5	1185	4.7	2257	8.9
Movies 24 +	264	1.0	904	3.6	1888	7.5
Movies 4 Men	378	1.5	1096	4.3	2116	8.4
Movies 4 Men 2	361	1.4	1035	4.1	1994	7.9
Movies 4 Men 2+1	297	1.2	872	3.4	1663	6.6
Movies4Men+1	240	0.9	821	3.2	1708	6.7
MTV	1034	4.1	2696	10.6	4739	18.7
MTV +1	305	1.2	912	3.6	1880	7.4
MTV Base	399	1.6	1102	4.4	2059	8.1
MTV Classic	235	0.9	705	2.8	1468	5.8
MTV Dance	274	1.1	850	3.4	1683	6.6
MTV Hits	483	1.9	1368	5.4	2583	10.2
MTV Music	427	1.7	1120	4.4	2102	8.3
MTV Rocks	253	1.0	767	3.0	1717	6.8
MTVN HD	95	0.4	310	1.2	777	3.1
MUTV	84	0.3	150	0.6	299	1.2
National Geographic +1	504	2.0	1338	5.3	2453	9.7
National Geographic TV	736	2.9	1914	7.6	3543	14.0
National Geographic Wild	493	1.9	1304	5.1	2462	9.7
Nick Jr	721	2.8	1405	5.5	2211	8.7
Nick Jr 2	485	1.9	1057	4.2	1839	7.3
Nickelodeon	397	1.6	1090	4.3	2102	8.3
Nickelodeon Replay	315	1.2	907	3.6	1759	6.9
Nicktoons	344	1.4	886	3.5	1666	6.6
NickToons Replay	30	0.1	100	0.4	213	0.8
NME TV	122	0.5	367	1.5	809	3.2
Pick TV	2923	11.5	6462	25.5	10106	39.9
Pick TV+1	827	3.3	2498	9.9	4935	19.5
Pop	155	0.6	439	1.7	874	3.4
Pop Girl	57	0.2	173	0.7	340	1.3
Pop Girl+1	38	0.1	133	0.5	287	1.1
Q	220	0.9	676	2.7	1473	5.8
Quest	1453	5.7	3489	13.8	6159	24.3

BARB Quarterly Reach Report- Quarter 3 2011 (BARB weeks 2241-2253)
Adults ABC1

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Quest +1	192	0.8	606	2.4	1339	5.3
Really	979	3.9	2491	9.8	5233	20.7
S4C	211	0.8	509	2.0	1070	4.2
Scuzz	105	0.4	292	1.2	626	2.5
Sky 1	4949	19.5	8808	34.8	11480	45.3
Sky 2	1392	5.5	3768	14.9	6824	26.9
Sky Arts 1	370	1.5	1102	4.3	2305	9.1
Sky Arts 2	214	0.8	590	2.3	1234	4.9
Sky Atlantic	1840	7.3	3826	15.1	6202	24.5
Sky Box Office (Movies)	132	0.5	471	1.9	1048	4.1
Sky Living	2916	11.5	6013	23.7	9135	36.1
Sky Living +1	1319	5.2	3431	13.5	6124	24.2
Sky Living Loves	448	1.8	1263	5.0	2513	9.9
Sky LIVINGit	1283	5.1	3339	13.2	5815	23.0
Sky LIVINGit +1	790	3.1	2263	8.9	4350	17.2
Sky Movies Action & Adventure	712	2.8	1762	7.0	2940	11.6
Sky Movies Classics	281	1.1	815	3.2	1595	6.3
Sky Movies Comedy	696	2.7	1766	7.0	3029	12.0
Sky Movies Crime & Thriller	488	1.9	1405	5.5	2547	10.1
Sky Movies Drama & Romance	474	1.9	1313	5.2	2462	9.7
Sky Movies Family	606	2.4	1575	6.2	2881	11.4
Sky Movies Indie	239	0.9	765	3.0	1530	6.0
Sky Movies Modern Greats	441	1.7	1211	4.8	2230	8.8
Sky Movies Premiere	1147	4.5	2420	9.6	3516	13.9
Sky Movies Premiere+1	549	2.2	1416	5.6	2451	9.7
Sky Movies SciFi-Horror	491	1.9	1306	5.2	2268	9.0
Sky Movies Showcase	747	2.9	1895	7.5	3128	12.4
Sky News	3382	13.4	6636	26.2	10567	41.7
Sky News Active	135	0.5	296	1.2	630	2.5
Sky Sports 1	3197	12.6	4822	19.0	6056	23.9
Sky Sports 2	2364	9.3	4177	16.5	5615	22.2
Sky Sports 3	1275	5.0	2804	11.1	4280	16.9
Sky Sports 4	1034	4.1	2484	9.8	4131	16.3
Sky Sports Active 1	48	0.2	174	0.7	465	1.8
Sky Sports Active 2	42	0.2	155	0.6	400	1.6
Sky Sports Active 6	11	0.0	49	0.2	140	0.6
Sky Sports Active Other	61	0.2	244	1.0	604	2.4
Sky Sports News	2922	11.5	4613	18.2	6105	24.1
Smash Hits	298	1.2	914	3.6	1767	7.0
Sony TV	258	1.0	831	3.3	1804	7.1
Sony TV+1	122	0.5	384	1.5	899	3.5
Star Gold	246	1.0	386	1.5	478	1.9
Star Plus	348	1.4	431	1.7	499	2.0
Style	174	0.7	417	1.6	831	3.3
Sunrise TV	107	0.4	234	0.9	337	1.3
Syfy	1263	5.0	2967	11.7	5071	20.0
Syfy +1	234	0.9	677	2.7	1319	5.2
TCM	718	2.8	1883	7.4	3440	13.6
TCM 2	177	0.7	555	2.2	1163	4.6
The Africa Channel	44	0.2	134	0.5	288	1.1
The Box	427	1.7	1184	4.7	2222	8.8
The Travel Channel	152	0.6	408	1.6	828	3.3
The Travel Channel+1	160	0.6	447	1.8	861	3.4
The Vault	191	0.8	592	2.3	1299	5.1
Tiny Pop	246	1.0	604	2.4	1222	4.8
Tiny Pop+1	135	0.5	320	1.3	595	2.3
True Entertainment	272	1.1	850	3.4	1963	7.7
True Movies 1	377	1.5	1010	4.0	1913	7.6
True Movies 2	294	1.2	836	3.3	1703	6.7
Universal	977	3.9	2227	8.8	3906	15.4
Universal+1	357	1.4	985	3.9	1826	7.2
VH-1	348	1.4	1035	4.1	2123	8.4

BARB Quarterly Reach Report- Quarter 3 2011 (BARB weeks 2241-2253)

Adults ABC1

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Vintage TV	203	0.8	605	2.4	1205	4.8
VIVA	1517	6.0	3830	15.1	6887	27.2
Watch	2712	10.7	6135	24.2	9597	37.9
Watch+1	765	3.0	2291	9.0	4656	18.4
Wedding TV	121	0.5	364	1.4	763	3.0
Yesterday	2590	10.2	5457	21.5	8464	33.4
Yesterday+1	165	0.7	506	2.0	965	3.8
Zing	131	0.5	290	1.1	416	1.6
Other Non Itemised Channels	6096	24.1	10896	43.0	15314	60.5

BARB Quarterly Reach Report- Quarter 3 2011 (BARB weeks 2241-2253)

Housewives

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
TOTAL TV	25405	96.3	26216	99.4	26344	99.8
4Music	2169	8.2	5020	19.0	8296	31.4
5 USA	3676	13.9	6730	25.5	9931	37.6
5 USA+1	646	2.4	1646	6.2	3062	11.6
5*	3974	15.1	8448	32.0	13022	49.4
5*+1	666	2.5	1983	7.5	3927	14.9
Alibi	1364	5.2	2557	9.7	3869	14.7
Alibi+1	444	1.7	1027	3.9	1766	6.7
Animal Planet	420	1.6	1023	3.9	1846	7.0
Animal Planet+1	134	0.5	357	1.4	741	2.8
attheraces	238	0.9	401	1.5	564	2.1
BBC 3	8358	31.7	15854	60.1	21219	80.4
BBC 4	5720	21.7	11920	45.2	17270	65.4
BBC HD	1282	4.9	2814	10.7	4759	18.0
BBC News	5971	22.6	10721	40.6	15413	58.4
BBC Parliament	420	1.6	1277	4.8	2631	10.0
BBC RB 6780	430	1.6	1038	3.9	1809	6.9
BBC RB 6781	2	0.0	10	0.0	26	0.1
BBC RB 6785	8	0.0	28	0.1	81	0.3
BBC RB 6786	4	0.0	13	0.0	39	0.1
BBC RB 6788	11	0.0	35	0.1	99	0.4
BBC RB 6789	11	0.0	36	0.1	85	0.3
BBC RB 6790	13	0.1	49	0.2	87	0.3
BBC RB 6880	155	0.6	566	2.1	1299	4.9
BBC RB 6881	132	0.5	470	1.8	1068	4.0
BBC RB 6882	115	0.4	368	1.4	890	3.4
BBC RB 6883	109	0.4	398	1.5	953	3.6
BBC RB 6884	77	0.3	312	1.2	792	3.0
BBC RB 6885	165	0.6	615	2.3	1451	5.5
BBC RB 6886	109	0.4	344	1.3	779	3.0
BBC RB FREEVIEW 301	844	3.2	2139	8.1	3950	15.0
BBC1	23621	89.5	25704	97.4	26155	99.1
BBC2	18895	71.6	24121	91.4	25648	97.2
BET	83	0.3	216	0.8	484	1.8
BET+1	57	0.2	163	0.6	370	1.4
Bio	553	2.1	1470	5.6	2808	10.6
Blighty	328	1.2	851	3.2	1627	6.2
Bliss	230	0.9	635	2.4	1272	4.8
Boomerang	556	2.1	1290	4.9	2345	8.9
Boomerang+1	375	1.4	957	3.6	1673	6.3
Cartoon Network	390	1.5	921	3.5	1672	6.3
Cartoon Network Too	333	1.3	863	3.3	1575	6.0
Cartoonito	486	1.8	1061	4.0	1768	6.7
CBBC	1630	6.2	3703	14.0	6152	23.3
Cbeebies	2522	9.6	4476	17.0	6539	24.8
CBS Action	525	2.0	1174	4.4	2123	8.0
CBS Drama	443	1.7	1067	4.0	2075	7.9
CBS Reality TV	845	3.2	1987	7.5	3514	13.3
CBS Reality+1	585	2.2	1424	5.4	2533	9.6
Challenge TV	2250	8.5	4919	18.6	8282	31.4
Challenge TV+1	500	1.9	1385	5.2	2700	10.2
CHANNEL 4	18320	69.4	23938	90.7	25664	97.3
CHANNEL 4+1	6682	25.3	13322	50.5	18481	70.0
Channel 5	15380	58.3	21821	82.7	24498	92.8
Channel AKA	175	0.7	482	1.8	965	3.7
Channel Starz	208	0.8	542	2.1	1064	4.0
Chart Show TV	370	1.4	939	3.6	1707	6.5
CITV and CITV Breakfast	942	3.6	2076	7.9	3597	13.6
Clubland TV	187	0.7	476	1.8	931	3.5
Comedy Central	2116	8.0	4714	17.9	7378	28.0
Comedy Central Extra	856	3.2	2047	7.8	3716	14.1
Comedy Central Extra+1	177	0.7	510	1.9	1113	4.2

BARB Quarterly Reach Report- Quarter 3 2011 (BARB weeks 2241-2253)

Housewives

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Comedy Central+1	1057	4.0	2662	10.1	4616	17.5
Community Channel	104	0.4	335	1.3	733	2.8
Crime & Investigation Net+1	236	0.9	475	1.8	774	2.9
Crime & Investigation Network	474	1.8	910	3.4	1499	5.7
Current TV	282	1.1	864	3.3	1723	6.5
Dance Nation TV	141	0.5	377	1.4	781	3.0
Dave	5387	20.4	11140	42.2	16267	61.6
Dave ja vu	1490	5.6	3876	14.7	8077	30.6
Discovery	1125	4.3	2452	9.3	3942	14.9
Discovery History	559	2.1	1329	5.0	2345	8.9
Discovery History +1	136	0.5	372	1.4	688	2.6
Discovery Home & Health	445	1.7	1067	4.0	1909	7.2
Discovery Home & Health+1	243	0.9	619	2.3	1209	4.6
Discovery Real Time	606	2.3	1600	6.1	3029	11.5
Discovery Real Time+1	461	1.7	1262	4.8	2371	9.0
Discovery Science	461	1.7	1180	4.5	2186	8.3
Discovery Science+1	100	0.4	308	1.2	617	2.3
Discovery Shed	385	1.5	951	3.6	1741	6.6
Discovery Travel & Living	243	0.9	658	2.5	1246	4.7
Discovery Turbo	480	1.8	1090	4.1	1840	7.0
Discovery+1	643	2.4	1563	5.9	2786	10.6
Disney Channel	710	2.7	1412	5.4	2149	8.1
Disney Channel+1	546	2.1	1168	4.4	1880	7.1
Disney Cinemagic	324	1.2	768	2.9	1318	5.0
Disney Cinemagic+1	126	0.5	356	1.3	669	2.5
Disney Junior	712	2.7	1398	5.3	2127	8.1
Disney Junior Plus	515	2.0	1047	4.0	1682	6.4
Disney XD	382	1.4	903	3.4	1596	6.0
Disney XD +1	355	1.3	840	3.2	1526	5.8
Diva	120	0.5	335	1.3	679	2.6
Diva+1	60	0.2	167	0.6	371	1.4
DMAX	761	2.9	2184	8.3	4101	15.5
DMAX+1	499	1.9	1423	5.4	2771	10.5
DMAX+2	131	0.5	428	1.6	1087	4.1
E!	846	3.2	1793	6.8	3061	11.6
E4	5733	21.7	11196	42.4	16312	61.8
E4+1	3783	14.3	8371	31.7	12965	49.1
Eden	425	1.6	1122	4.3	2066	7.8
Eden+1	169	0.6	506	1.9	988	3.7
ESPN	563	2.1	1139	4.3	1693	6.4
ESPN America	79	0.3	163	0.6	300	1.1
ESPN Classic	227	0.9	618	2.3	1174	4.4
Euronews	150	0.6	377	1.4	796	3.0
Eurosport	649	2.5	1487	5.6	2503	9.5
Eurosport 2	582	2.2	1289	4.9	2170	8.2
Eurosport HD	162	0.6	428	1.6	820	3.1
Extreme Sports Channel	108	0.4	307	1.2	665	2.5
Film4	5854	22.2	11146	42.2	15260	57.8
Film4+1	1166	4.4	2995	11.4	5042	19.1
Flava	231	0.9	645	2.4	1287	4.9
Food Network	616	2.3	1417	5.4	2637	10.0
Food Network +1	320	1.2	761	2.9	1379	5.2
Fox News	102	0.4	273	1.0	559	2.1
FX	1442	5.5	2931	11.1	4655	17.6
FX+	371	1.4	921	3.5	1694	6.4
G.O.L.D	2488	9.4	5178	19.6	8067	30.6
G.O.L.D.+1	1133	4.3	2690	10.2	4816	18.3
Good Food	632	2.4	1444	5.5	2455	9.3
Good Food +1	429	1.6	1049	4.0	1784	6.8
Greatest Hits TV	171	0.6	508	1.9	1069	4.1
Hi TV	61	0.2	132	0.5	230	0.9
History	737	2.8	1546	5.9	2606	9.9

BARB Quarterly Reach Report- Quarter 3 2011 (BARB weeks 2241-2253)

Housewives

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
History +1	368	1.4	870	3.3	1531	5.8
Home	638	2.4	1515	5.7	2696	10.2
Home +1	433	1.6	1162	4.4	2105	8.0
Horror Channel	506	1.9	1267	4.8	2325	8.8
Horror Channel +1	295	1.1	763	2.9	1496	5.7
Horse and Country	87	0.3	223	0.8	425	1.6
Imagine Dil Se	235	0.9	310	1.2	366	1.4
Investigation Discovery	268	1.0	502	1.9	788	3.0
ITV1	20711	78.5	24584	93.2	25910	98.2
ITV1 HD	1911	7.2	3280	12.4	4827	18.3
ITV1+1	5234	19.8	11377	43.1	17142	65.0
ITV2	10277	38.9	17413	66.0	21846	82.8
ITV2+1	3732	14.1	8401	31.8	13272	50.3
ITV3	7030	26.6	12742	48.3	17691	67.0
ITV3+1	868	3.3	2108	8.0	3878	14.7
ITV4	5829	22.1	12327	46.7	18010	68.3
ITV4+1	370	1.4	1028	3.9	1788	6.8
Kerrang	192	0.7	570	2.2	1102	4.2
Kiss TV	313	1.2	895	3.4	1631	6.2
Kix!	72	0.3	204	0.8	413	1.6
Liverpool FC TV	196	0.7	481	1.8	859	3.3
Magic TV	372	1.4	1005	3.8	2005	7.6
Massive R&B	137	0.5	424	1.6	917	3.5
Men & Movies	178	0.7	523	2.0	1093	4.1
MGM HD	99	0.4	272	1.0	586	2.2
Military History	421	1.6	968	3.7	1670	6.3
More 4	7043	26.7	13402	50.8	18321	69.4
More 4+1	1290	4.9	3190	12.1	5268	20.0
Motors TV	147	0.6	390	1.5	755	2.9
Movies 24	501	1.9	1326	5.0	2471	9.4
Movies 24 +	367	1.4	1092	4.1	2137	8.1
Movies 4 Men	442	1.7	1157	4.4	2162	8.2
Movies 4 Men 2	409	1.6	1056	4.0	2022	7.7
Movies 4 Men 2+1	343	1.3	930	3.5	1715	6.5
Movies4Men+1	318	1.2	935	3.5	1848	7.0
MTV	942	3.6	2453	9.3	4305	16.3
MTV +1	265	1.0	790	3.0	1638	6.2
MTV Base	352	1.3	1028	3.9	1915	7.3
MTV Classic	241	0.9	701	2.7	1359	5.2
MTV Dance	279	1.1	826	3.1	1583	6.0
MTV Hits	493	1.9	1356	5.1	2418	9.2
MTV Music	385	1.5	1001	3.8	1750	6.6
MTV Rocks	221	0.8	665	2.5	1360	5.2
MTVN HD	92	0.3	297	1.1	701	2.7
MUTV	65	0.2	120	0.5	242	0.9
National Geographic +1	489	1.9	1336	5.1	2478	9.4
National Geographic TV	761	2.9	1873	7.1	3405	12.9
National Geographic Wild	515	2.0	1348	5.1	2468	9.4
Nick Jr	762	2.9	1457	5.5	2310	8.8
Nick Jr 2	524	2.0	1128	4.3	1947	7.4
Nickelodeon	461	1.7	1145	4.3	2076	7.9
Nickelodeon Replay	376	1.4	974	3.7	1795	6.8
Nicktoons	424	1.6	1037	3.9	1852	7.0
NickToons Replay	49	0.2	163	0.6	359	1.4
NME TV	101	0.4	300	1.1	641	2.4
Pick TV	4921	18.6	9254	35.1	13207	50.0
Pick TV+1	1439	5.5	3848	14.6	6979	26.4
Pop	212	0.8	560	2.1	1139	4.3
Pop Girl	61	0.2	196	0.7	429	1.6
Pop Girl+1	44	0.2	146	0.6	350	1.3
Q	201	0.8	637	2.4	1326	5.0
Quest	2403	9.1	5117	19.4	8312	31.5

BARB Quarterly Reach Report- Quarter 3 2011 (BARB weeks 2241-2253)

Housewives

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Quest +1	195	0.7	611	2.3	1341	5.1
Really	1488	5.6	3362	12.7	6789	25.7
S4C	267	1.0	622	2.4	1203	4.6
Scuzz	107	0.4	326	1.2	671	2.5
Sky 1	4656	17.6	8003	30.3	10241	38.8
Sky 2	1447	5.5	3719	14.1	6452	24.4
Sky Arts 1	306	1.2	920	3.5	1877	7.1
Sky Arts 2	184	0.7	539	2.0	1135	4.3
Sky Atlantic	1627	6.2	3310	12.5	5357	20.3
Sky Box Office (Movies)	113	0.4	389	1.5	902	3.4
Sky Living	3273	12.4	6130	23.2	8704	33.0
Sky Living +1	1590	6.0	3836	14.5	6336	24.0
Sky Living Loves	504	1.9	1326	5.0	2504	9.5
Sky LIVINGit	1462	5.5	3507	13.3	5931	22.5
Sky LIVINGit +1	958	3.6	2491	9.4	4512	17.1
Sky Movies Action & Adventure	615	2.3	1546	5.9	2471	9.4
Sky Movies Classics	262	1.0	764	2.9	1472	5.6
Sky Movies Comedy	574	2.2	1511	5.7	2600	9.9
Sky Movies Crime & Thriller	418	1.6	1157	4.4	2097	7.9
Sky Movies Drama & Romance	439	1.7	1145	4.3	2082	7.9
Sky Movies Family	594	2.3	1482	5.6	2581	9.8
Sky Movies Indie	206	0.8	627	2.4	1254	4.8
Sky Movies Modern Greats	363	1.4	1008	3.8	1866	7.1
Sky Movies Premiere	1016	3.8	2153	8.2	3021	11.5
Sky Movies Premiere+1	496	1.9	1306	4.9	2192	8.3
Sky Movies SciFi-Horror	443	1.7	1182	4.5	2024	7.7
Sky Movies Showcase	663	2.5	1709	6.5	2779	10.5
Sky News	3537	13.4	6792	25.7	10787	40.9
Sky News Active	174	0.7	377	1.4	678	2.6
Sky Sports 1	2429	9.2	3701	14.0	4693	17.8
Sky Sports 2	1873	7.1	3265	12.4	4355	16.5
Sky Sports 3	1001	3.8	2209	8.4	3260	12.4
Sky Sports 4	817	3.1	1935	7.3	3195	12.1
Sky Sports Active 1	31	0.1	108	0.4	283	1.1
Sky Sports Active 2	28	0.1	104	0.4	278	1.1
Sky Sports Active 6	8	0.0	37	0.1	104	0.4
Sky Sports Active Other	51	0.2	190	0.7	473	1.8
Sky Sports News	2384	9.0	3755	14.2	4959	18.8
Smash Hits	313	1.2	880	3.3	1703	6.5
Sony TV	278	1.1	850	3.2	1769	6.7
Sony TV+1	148	0.6	464	1.8	1055	4.0
Star Gold	193	0.7	283	1.1	352	1.3
Star Plus	272	1.0	315	1.2	350	1.3
Style	209	0.8	437	1.7	809	3.1
Sunrise TV	136	0.5	254	1.0	341	1.3
Syfy	1361	5.2	3025	11.5	4966	18.8
Syfy +1	271	1.0	772	2.9	1490	5.6
TCM	754	2.9	1842	7.0	3293	12.5
TCM 2	179	0.7	558	2.1	1237	4.7
The Africa Channel	39	0.1	116	0.4	259	1.0
The Box	403	1.5	1102	4.2	2097	7.9
The Travel Channel	114	0.4	333	1.3	677	2.6
The Travel Channel+1	112	0.4	349	1.3	687	2.6
The Vault	256	1.0	713	2.7	1359	5.1
Tiny Pop	337	1.3	784	3.0	1463	5.5
Tiny Pop+1	173	0.7	412	1.6	744	2.8
True Entertainment	479	1.8	1239	4.7	2463	9.3
True Movies 1	714	2.7	1593	6.0	2753	10.4
True Movies 2	494	1.9	1191	4.5	2160	8.2
Universal	1288	4.9	2497	9.5	3987	15.1
Universal+1	540	2.0	1298	4.9	2239	8.5
VH-1	406	1.5	1158	4.4	2228	8.4

BARB Quarterly Reach Report- Quarter 3 2011 (BARB weeks 2241-2253)

Housewives

	Weekly Reach		Monthly Reach		Quarterly Reach	
	000s	%	000s	%	000s	%
Vintage TV	272	1.0	725	2.7	1364	5.2
VIVA	2148	8.1	4863	18.4	8226	31.2
Watch	2859	10.8	6116	23.2	8955	33.9
Watch+1	799	3.0	2299	8.7	4454	16.9
Wedding TV	145	0.5	436	1.7	890	3.4
Yesterday	4212	16.0	7860	29.8	11193	42.4
Yesterday+1	224	0.9	602	2.3	1082	4.1
Zing	140	0.5	276	1.0	389	1.5
Other Non Itemised Channels	7769	29.4	13119	49.7	17619	66.8