STV Batters The Competition with The Big Bash

Interest and viewership in the domestic Twenty20 cricket competition continues to grow with viewing levels regularly reaching near record levels. As an example, last Sunday's coverage of WA vs Victoria, **Live: Cricket: Twenty20 Big Bash** on FOX Sports, drew 216,000 people and the rain affected NSW/Queensland game on Wednesday night was watched by 210,000 viewers. In other sport, **Live: Football: A-League Perth v Sydney** was seen by 76,000 people and the Saturday A-League game between Melbourne and Perth was watched by 65,000 people (all on FOX Sports).

In entertainment programming, the new season of American Idol began with 140,000 people watching **American Idol Auditions** on Wednesday night and 126,000 viewers witnessed former Rabbitohs player Garth Wood win the finale of **Live: The Contender Australia**. **The Inspector Lynley Mysteries** on UKTV had its best result of the past year with 106,00 viewers, **Taggart** on 13th Street was watched by 87,000 people and 87,000 watched **Location, Location, Location** on Lifestyle Channel. **Heartbeat** premiered on UKTV with 71,000 people, **How I met Your Mother** on Arena had its best ever result with 71,000 viewers and similarly **Dog Whisperer with Cesar Millan** on Bio. had its best result with 69,000 people viewers.

Subscription TV channels won the third week of 2010 with **25.9%** of all metropolitan viewing between 6am and midnight, **22.8%** of all regional viewing and **62.7%** of all viewing in subscription TV homes. (Fri & Sat listings based on preliminary schedules)

Subscription TV Viewing Summary (Overnight data) : Week 3 (10 Jan - 16 Jan 2010)

All People: Current Week Share to All

Sun-Sat 6am-12mn			
Network	*NatSTV*	*MTV*	*RTV*
STV	**62.7**	**25.9**	**22.8**
ABC	4.3	13.3	13.8
Seven/Affiliates	10.1	18.7	17.4
Nine/Affiliates	14.5	22.0	21.0
Ten/Affiliates	6.4	13.9	11.8
SBS	1.3	3.6	4.0

Sun-Sat 6pm-12mn			
Network	*NatSTV*	*MTV*	*RTV*
STV	**57.6**	**21.4**	**19.1**
ABC	5.6	14.4	15.0
Seven/Affiliates	11.7	20.3	17.5
Nine/Affiliates	14.1	21.0	19.6
Ten/Affiliates	7.9	14.9	12.9
SBS	2.3	5.6	5.9

Sun-Sat 2am-2am			
Network	*NatSTV*	*MTV*	*RTV*
STV	**63.5**	**26.4**	**23.3**
ABC	4.2	13.1	13.6
Seven/Affiliates	9.8	18.4	17.1
Nine/Affiliates	14.1	21.9	20.9
Ten/Affiliates	6.3	13.9	11.9
SBS	1.3	3.7	4.0

All People: Year-to-Date Share to All

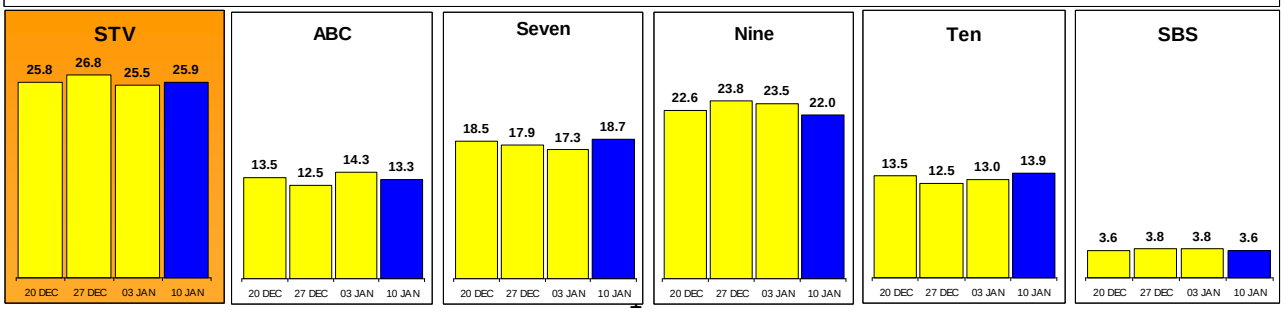
Sun-Sat 6am-12mn			
Network	*NatSTV*	*MTV*	*RTV*
STV	**62.7**	**26.1**	**22.9**
ABC	4.6	13.4	14.0
Seven/Affiliates	9.0	17.9	16.3
Nine/Affiliates	15.7	23.1	22.4
Ten/Affiliates	5.8	13.2	10.9
SBS	1.3	3.7	4.1

Sun-Sat 6pm-12mn			
Network	*NatSTV*	*MTV*	*RTV*
STV	**58.6**	**21.9**	**19.1**
ABC	5.7	14.4	15.0
Seven/Affiliates	11.4	20.6	18.0
Nine/Affiliates	14.2	20.8	19.8
Ten/Affiliates	6.9	13.9	11.9
SBS	2.3	5.8	6.2

Sun-Sat 2am-2am			
Network	*NatSTV*	*MTV*	*RTV*
STV	**63.6**	**26.7**	**23.4**
ABC	4.5	13.1	13.8
Seven/Affiliates	8.8	17.7	16.0
Nine/Affiliates	15.3	23.0	22.3
Ten/Affiliates	5.8	13.1	10.9
SBS	1.3	3.8	4.1

NatSTV = National STV (STV homes only, metro & regional markets); MTV = Five metro markets (STV+FTA homes); RTV = Five regional markets (STV+FTA homes); Year-to-Date Share to All = average share weeks 1-3 2009; Sources: OzTAM (NatSTV, MTV) & RegTAM (RTV)
Data is based on Overnight data for all caculations in all panels . See http://www.oztam.com.au/time-shift.aspx for more detail

All Metro Markets/All People/Share to All% (Overnight data)/Last 4 Weeks / 6am–12mn



Top 50 Subscription TV Program Broadcasts

National STV Program List: All People - w/c 10 Jan 2010		Broadcast Details*			Broadcast Audiences (000s)			Weekly
#	Highest STV Program Broadcast	Channel	Day	Time	B/cast Only	B/cast & Plus2	Total STV	Reach (000s)
1	LIVE: CRICKET: TWENTY20 BIG BASH	FOX SPORTS 3	Sun	20:00	216	216	1,338	997
2	LIVE: CRICKET: TWENTY20 BIG BASH	FOX SPORTS 2	Wed	20:40	210	210	1,482	1,048
3	MIDSOMER MURDERS	UKTV	Sun	20:30	142	162	1,492	437
4	***AMERICAN IDOL AUDITIONS***	***FOX8***	***Wed***	***19:35***	***140***	***201***	***1,452***	***970***
5	***LIVE: THE CONTENDER AUSTRALIA***	***FOX8***	***Mon***	***20:30***	***126***	***147***	***1,246***	***374***
6	***LIVE: CRICKET: TWENTY20 BIG BASH PRE GAME***	***FOX SPORTS 2***	***Wed***	***19:00***	***110***	***110***	***1,230***	***436***
7	THE INSPECTOR LYNLEY MYSTERIES	UKTV	Sat	20:30	106	115	1,364	208
8	THE SIMPSONS	FOX8	Thu	19:09	95	115	1,024	1,773
9	QI	UKTV	Sun	22:00	89	104	1,299	328
10	NEW TRICKS	UKTV	Wed	19:33	88	106	1,312	273
11	FAMILY GUY	FOX8	Tue	18:45	88	126	924	917
12	TAGGART	13TH STREET	Thu	20:30	87	87	1,342	385
13	LOCATION, LOCATION, LOCATION	Lifestyle Channel	Sun	20:30	87	117	1,533	926
14	LIVE: FOOTBALL: A-LEAGUE NEWC V MELB	FOX SPORTS 1	Sun	17:00	86	86	1,049	224
15	BONES	FOX8	Tue	22:20	84	94	1,023	201
16	FUTURAMA	FOX8	Mon	18:16	83	110	803	885
17	EASTENDERS	UKTV	Wed	19:00	79	84	1,025	314
18	***LIVE: FOOTBALL: A-LEAGUE PERTH V SYDNEY***	***FOX SPORTS 1***	***Sun***	***19:00***	***76***	***76***	***1,307***	***211***
19	***HEARTBEAT***	***UKTV***	***Sun***	***19:30***	***71***	***79***	***1,295***	***274***
20	HOW I MET YOUR MOTHER	ARENA	Wed	19:28	71	78	1,216	872
21	AS THE BELL RINGS	Disney Channel	Mon	17:23	70	70	894	208
22	NCIS	TV1	Tue	19:32	69	85	1,370	747
23	DOG WHISPERER WITH CESAR MILLAN	Bio.	Thu	20:31	69	69	1,413	404
24	SELLING HOUSES ABROAD	Lifestyle Channel	Tue	19:31	66	80	1,370	763
25	***LIVE: FOOTBALL: A-LEAGUE MELB V PERTH***	***FOX SPORTS 1***	***Sat***	***19:00***	***65***	***65***	***1,272***	***202***
26	CORONATION STREET	UKTV	Wed	18:03	64	71	826	319
27	PROPERTY LADDER	Lifestyle Channel	Wed	21:30	63	81	1,383	696
28	KEEPING UP APPEARANCES	UKTV	Fri	17:30	62	88	730	282
29	HOW DO YOU SOLVE A PROBLEM LIKE MARIA?	UKTV	Thu	19:31	61	67	1,304	351
30	AFL: FILLER	FOX SPORTS 3	Sun	23:19	61	61	805	87
31	THE HOME SHOW	Lifestyle Channel	Sat	19:30	61	86	1,318	222
32	MOST DARING	FOX8	Wed	21:30	61	76	1,411	286
33	GOSSIP GIRL	FOX8	Tue	20:35	59	88	1,405	310
34	OUTNUMBERED	UKTV	Sat	22:00	59	63	1,339	137
35	PHINEAS AND FERB	Disney Channel	Wed	16:30	59	59	872	483
36	CRISS ANGEL MINDFREAK	FOX8	Fri	19:35	58	68	1,173	308
37	MURDOCH MYSTERIES	13TH STREET	Sat	19:30	58	58	1,318	145
38	DOCTOR WHO	UKTV	Tue	19:34	58	72	1,371	144
39	TWO AND A HALF MEN	ARENA	Fri	19:00	58	64	1,001	914
40	BORDER SECURITY: AUSTRALIA'S FRONT LINE	Lifestyle Channel	Sun	21:30	58	67	1,411	662
41	WIZARDS OF WAVERLY PLACE	Disney Channel	Mon	10:30	58	58	706	502
42	I OWN BRITAIN'S BEST HOME	Lifestyle Channel	Sun	19:30	58	69	1,295	348
43	SONNY WITH A CHANCE	Disney Channel	Mon	16:59	58	58	937	427
44	THE SUITE LIFE ON DECK	Disney Channel	Mon	17:30	57	57	868	497
45	RELOCATION RELOCATION	Lifestyle Channel	Wed	15:06	56	64	738	519
46	MEDICAL EMERGENCY	Bio.	Thu	20:04	55	55	1,305	335
47	WHO DO YOU THINK YOU ARE?	BBC Knowledge	Wed	20:30	55	55	1,575	178
48	DORA THE EXPLORER	Nick Jr	Mon	13:00	55	55	864	351
49	WOW! WOW! WUBBZY!	Nick Jr	Mon	13:40	55	55	884	185
50	SPONGEBOB SQUAREPANTS	Nickelodeon	Mon	13:47	54	54	890	819

(*) Highest rating broadcast of the program (Overnight data). Programs in bold are new on the STV since 28/12/2008. Definitions below (Source: OzTAM)

Audience Definitions for the Program Listing:

The listing is based on the average audience to the highest episode of each program in the week. The audience figures represent viewing to STV programs in STV homes from the metropolitan and regional markets.

- ***B/Cast Only*** represents the average audience watching the program that was broadcast on the channel at the nominated date and time
- ***B/Cast & Plus2*** represents the sum of the average audience to the program's broadcast and the average audience of the two-hour delayed broadcast seen on an associated Plus2 channel. The B/Cast & Plus2 audience includes Plus2 viewing which occurs in the same research day as the original broadcast viewing (ie any Plus2 viewing for a program until 2am)
- ***STV Total*** represents the average number of STV viewers across all STV channels at the time of B/Cast Only.
- ***Weekly Reach (000s)*** represents the cumulative audience (reach audience) that watched any episode of the program across the week (one minute viewing minimum). This figure includes all viewers who watched the nominated broadcast, including any Plus2 audience, and viewers who saw any other episode of the program shown during the week.
- "New on STV this week" means first appearance of the program on the nominated channel since 28/12/2008.

MEDIA INFORMATION:
Ian Garland Commercial Director ph: (02) 9776-2687

ABOUT ASTRA
ASTRA is the Subscription Television (STV) industry organisation representing AUSTAR, FOXTEL, OPTUS and the channels on these platforms.

National Subscription Television Homes Share
The OzTAM National Subscription Television service (National STV) measures homes which have STV, and provides a national view of what STV audiences are watching on AUSTAR, FOXTEL and OPTUS and includes representation of free-to-air viewing within those homes.

All Metro Homes Share
The OzTAM metropolitan service (5 Metro Markets) reports ratings for all the TV homes (STV and free-to-air) in the five capital cities and is the same panel used by the metropolitan free-to-air networks. Approximately 30% of homes represented in this panel have STV.

All Regional Homes Share
The RegTAM regional service (Regional Markets) reports ratings for all the TV homes (STV and free-to-air) in the five aggregate markets capital cities and is the same panel used by the regional free-to-air networks. Approximately 24% of homes represented in this panel have STV.