



Subscription TV Number One Across Australia

In week 35, subscription TV was the number one source of television across Australia. STV channels represented **22.3%** of all metropolitan viewing between 6am and midnight, **21.7%** of all regional viewing and **57.5%** of all viewing in subscription TV homes.

As the football home-and-away schedules draw to a close, 282,000 people watched **Live: NRL Titans v Wests Tigers** and 232,000 saw **Live: AFL Fremantle v Essendon**. This week's **Live: AFL: On the Couch** was seen by 144,000 people, 105,000 people viewed **Live: Cricket: Ashes: Day 4 Session 1** and 92,000 people saw Australia battle South Africa in **Live: Rugby Union: Tri Nations** (all on FOX Sports).

In entertainment programming this week, **NCIS** on TV1 was seen by 131,000 people and Movie One's premiere of **Indiana Jones: Kingdom of Crystal Skull** was watched by 127,000 viewers. **America's Next Top Model on FOX8** was seen by 116,000 people, **Project Runway Australia** had a season-to-date high with 108,000 viewers and **iCarly** on Nickelodeon also had a year-to-date best audience with 94,000 viewers. **Destroyed in Seconds** on Discovery Channel was seen by 84,000 people and the Michael Kanaan expose in **Crime Investigation Australia** on Crime & Investigation was watched by 83,000 people. (Listings overleaf; Friday & Saturday based on preliminary schedules.)

Subscription TV (STV) Viewing Summary: Week 35 (23 Aug - 29 Aug 2009)

All People: Current Week Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	57.5	22.3	21.7
ABC	5.5	13.9	13.8
Seven/Affiliates	12.2	21.5	19.7
Nine/Affiliates	12.9	19.9	18.8
Ten/Affiliates	9.6	17.2	13.2
SBS	1.6	3.5	3.9

All People: Year-to-Date Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	58.7	22.8	21.7
ABC	5.0	12.9	12.9
Seven/Affiliates	11.9	21.8	20.0
Nine/Affiliates	13.1	19.4	18.2
Ten/Affiliates	9.1	17.6	13.6
SBS	1.5	3.6	4.1

Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	46.7	16.7	15.6
ABC	6.8	14.8	14.5
Seven/Affiliates	14.8	22.4	19.6
Nine/Affiliates	16.5	21.9	21.1
Ten/Affiliates	11.8	17.8	14.3
SBS	2.5	4.9	5.5

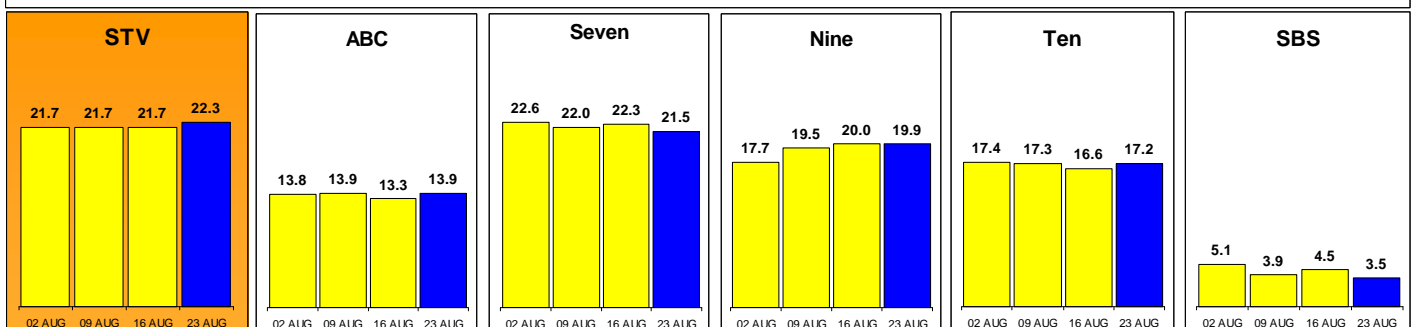
Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	47.6	16.6	15.7
ABC	6.0	13.6	13.5
Seven/Affiliates	15.0	23.0	20.1
Nine/Affiliates	16.8	21.3	20.3
Ten/Affiliates	11.3	18.5	14.7
SBS	2.5	5.0	5.6

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	58.1	22.9	22.1
ABC	5.4	13.7	13.7
Seven/Affiliates	11.9	21.2	19.4
Nine/Affiliates	12.7	19.8	18.7
Ten/Affiliates	9.5	17.1	13.2
SBS	1.7	3.8	4.2

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	59.4	23.4	22.0
ABC	4.9	12.7	12.9
Seven/Affiliates	11.6	21.5	19.7
Nine/Affiliates	12.9	19.3	18.3
Ten/Affiliates	8.9	17.4	13.4
SBS	1.6	3.8	4.3

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 1-35 2009; Sources: OzTAM (NatSTV, MTV) & RegTAM (RTV)

All Metro Markets/All People/Share to All%/Last 4 Weeks / 6am-12mn



Top 50 Subscription TV Program Broadcasts

National STV Program List: All People - w/c 23 Aug 2009		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: NRL TITANS V WESTS TIGERS	Fox Sports 2	Sat	17:30	282	282	1,279	537
2	LIVE: NRL RABBITOHS V DRAGONS	Fox Sports 2	Sat	19:30	265	265	1,535	551
3	LIVE: AFL FREMANTLE V ESSENDON	Fox Sports 1	Sun	16:31	232	232	1,287	638
4	LIVE: NRL BULLDOGS V ROOSTERS	Fox Sports 2	Mon	19:03	227	227	1,296	535
5	LIVE: AFL SYDNEY V BRISBANE LIONS	Fox Sports 1	Sat	19:00	190	190	1,488	695
6	LIVE: AFL CARLTON V ADELAIDE	Fox Sports 1	Sat	16:00	175	175	1,224	526
7	LIVE: AFL ST KILDA V NORTH MELBOURNE	Fox Sports 1	Sun	13:02	173	173	1,163	454
8	LIVE: NRL TITANS V SHARKS	Fox Sports 2	Sun	14:00	146	146	1,200	345
9	NRL STORM V ROOSTERS	Fox Sports 2	Sat	21:20	145	145	1,283	417
10	LIVE: AFL: ON THE COUCH	Fox Sports 1	Mon	20:30	144	144	1,344	278
11	LIVE: AFL PRE GAME SHOW	Fox Sports 1	Sun	16:01	138	138	1,132	319
12	NCIS	TV1	Thu	19:32	131	163	1,246	966
13	INDIANA JONES: KINGDOM OF CRYSTAL SKULL	Movie One	Sun	20:30	127	160	1,097	597
14	LIVE: AFL GEELONG V FREMANTLE	Fox Sports 1	Sat	13:00	124	124	1,121	435
15	THE SIMPSONS	FOX8	Mon	19:10	122	152	1,196	1,774
16	FAMILY GUY	FOX8	Thu	18:47	119	175	981	1,030
17	AMERICA'S NEXT TOP MODEL	FOX8	Tue	19:38	116	170	1,089	689
18	FUTURAMA	FOX8	Wed	18:20	113	182	929	995
19	TV1'S CASH TRIVIA CHALLENGE	TV1	Thu	20:25	110	139	1,271	852
20	PROJECT RUNWAY AUSTRALIA	Arena	Wed	20:30	108	132	1,168	390
21	LIVE: NRL WARRIORS V RAIDERS	Fox Sports 2	Sun	12:00	106	106	953	287
22	LIVE: CRICKET: ASHES: DAY 4 SESSION 1	Fox Sports 3	Sun	20:00	105	105	1,138	499
23	YOU DON'T MESS WITH THE ZOHAN	Showtime	Sun	20:30	102	142	1,115	412
24	ICARLY	Nickelodeon	Tue	17:30	94	94	857	562
25	LIVE: RUGBY UNION: TRI NATIONS	Fox Sports 3	Sat	20:00	92	92	1,519	437
26	DRAKE & JOSH	Nickelodeon	Tue	17:55	91	91	832	526
27	TWO AND A HALF MEN	FOX8	Mon	20:00	89	111	1,313	593
28	HOW I MET YOUR MOTHER	FOX8	Mon	19:35	85	103	1,302	402
29	WWE RAW	FOX8	Wed	15:40	85	116	828	499
30	DESTROYED IN SECONDS	Discovery Channel	Thu	22:00	84	84	955	381
31	CRIME INVESTIGATION AUSTRALIA	Crime	Thu	19:30	83	83	1,240	246
32	ICE ROAD TRUCKERS	FOX8	Mon	20:30	83	97	1,344	427
33	LIVE: AFL TEAMS	Fox Sports 1	Thu	19:30	83	83	1,242	187
34	HOMBRE	Fox Classics	Thu	20:33	81	84	1,164	253
35	INDIANA JONES AND THE LAST CRUSADE	Movie One	Sat	18:25	79	113	1,425	381
36	LAW & ORDER: SVU	TV1	Tue	12:02	77	100	512	792
37	MY WIFE & KIDS	FOX8	Sun	18:30	77	89	1,394	335
38	FOR A FEW DOLLARS MORE	Fox Classics	Tue	20:33	75	88	921	325
39	LAW & ORDER: CRIMINAL INTENT	TV1	Tue	19:33	74	89	1,107	852
40	COLD CASE	W	Mon	19:30	73	105	1,296	290
41	AFL: THE WINNERS	Fox Sports 1	Mon	19:30	73	73	1,296	192
42	LAW & ORDER	W	Thu	21:16	72	92	1,121	633
43	THE SUITE LIFE ON DECK	Disney Channel	Sat	08:30	71	71	679	403
44	M*A*S*H	Fox Classics	Thu	19:31	70	87	1,210	648
45	INVITATION TO A GUNFIGHTER	Fox Classics	Mon	20:30	70	75	1,273	213
46	WWE SMACKDOWN!	FOX8	Fri	15:33	69	99	818	451
47	PRINCESS PROTECTION PROGRAM	Disney Channel	Thu	19:00	69	69	1,184	144
48	EASTENDERS	UKTV	Tue	19:00	68	76	1,075	297
49	THAT '70S SHOW	111 HITS	Sat	13:30	68	68	1,132	587
50	AFL: BEFORE THE BOUNCE	Fox Sports 1	Fri	18:30	67	67	946	125

(* Highest rating broadcast of the nominated program. Programs in bold are new on the STV channel this week 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.

ABOUT SUBSCRIPTION TELEVISION RATINGS

- STV delivers consumers quality programming choices in every genre 24 hours a day, seven days a week across more than 100 channels.
- STV's objective is to achieve viewing shared across those more than 100 channels by catering to individual tastes around the clock
- All figures in the report are based on the OzTAM Metropolitan ratings (five capital cities), the OzTAM National Subscription TV ratings and RegTAM Regional market ratings.
- OzTAM figures show that 96 per cent of all television viewing occurs between 6.00am and midnight, compared with 54% in the day-part the free-to-air networks label "prime -time" (6pm to 10.30pm)

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.