



## Anthony Capon Wins Project Runway Australia

Melbourne designer Anthony Capon defeated William Lazootin and Lauren Vieyra in the finale of the designer competition, **Project Runway Australia: Finale**. The Wednesday night broadcast on Arena achieved a season high 191,000 viewers for the second series of the program. **America's Next Top Model** on FOX8 was watched by 157,000 people, **NCIS** on TV1 was seen by 143,000 subscribers and the Disney Channel premiere of **Wizards of Waverly Place: The Movie** was watched by 119,000 people. **Deadliest Catch** on Discovery Channel had a year-to-date biggest audience of 118,000 people, **Property Ladder** on Lifestyle was viewed by 101,000 people and **Summer Heights High** on Comedy Channel was seen by 60,000 people.

**Live: Rugby Union: Bledisloe Cup** on FOX Sports was seen by 132,000 viewers, **AFL: On the Couch** was watched by 112,000 people and the **AFL: All Australian** team was announced on Monday night to 95,000 viewers (all on FOX Sports). Sky Racing's coverage of the spring racing carnival on Saturday, **Sky Raceday**, was seen by 87,000 viewers.

In week 38, STV channels represented **21.3%** of all metropolitan viewing between 6am and midnight, **20.4%** of all regional viewing and **55.2%** of all viewing in subscription TV homes. (Listings overleaf; Friday & Saturday based on preliminary schedules.)

### Subscription TV (STV) Viewing Summary: Week 38 (13 Sep - 19 Sep 2009)

All People: Current Week Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>55.2</b>	<b>21.3</b>	<b>20.4</b>
ABC	5.6	13.7	13.4
Seven/Affiliates	12.7	21.3	20.5
Nine/Affiliates	15.7	22.1	20.7
Ten/Affiliates	8.9	16.1	12.4
SBS	1.2	3.2	3.5

All People: Year-to-Date Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>58.5</b>	<b>22.7</b>	<b>21.6</b>
ABC	5.0	13.0	13.0
Seven/Affiliates	12.0	21.8	20.0
Nine/Affiliates	13.2	19.5	18.3
Ten/Affiliates	9.1	17.5	13.5
SBS	1.5	3.6	4.1

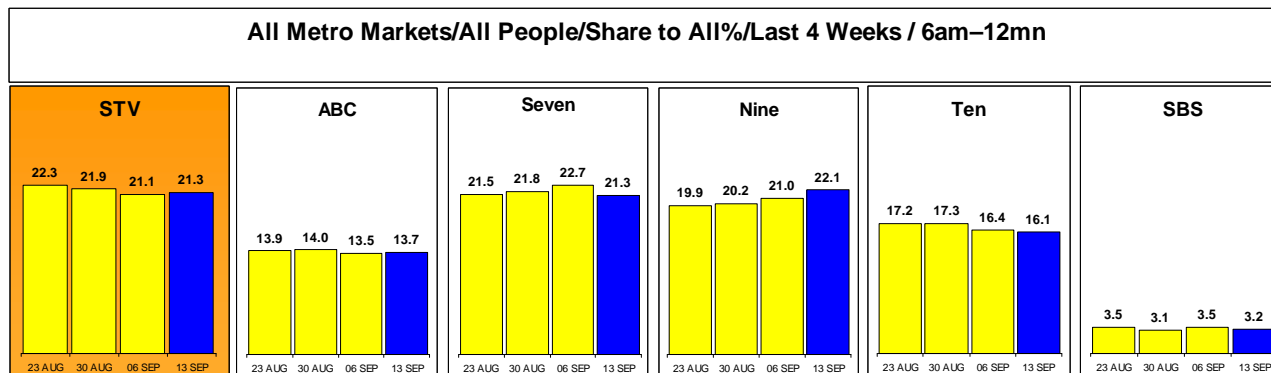
Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>43.3</b>	<b>15.3</b>	<b>13.8</b>
ABC	6.7	14.6	14.1
Seven/Affiliates	15.9	22.7	21.0
Nine/Affiliates	20.1	23.8	23.1
Ten/Affiliates	11.3	17.0	13.4
SBS	1.9	4.3	4.6

Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>47.3</b>	<b>16.6</b>	<b>15.6</b>
ABC	6.1	13.7	13.6
Seven/Affiliates	15.1	23.0	20.1
Nine/Affiliates	17.0	21.5	20.4
Ten/Affiliates	11.3	18.4	14.6
SBS	2.4	5.0	5.6

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>55.9</b>	<b>22.0</b>	<b>20.7</b>
ABC	5.5	13.4	13.2
Seven/Affiliates	12.5	21.1	20.2
Nine/Affiliates	15.4	21.8	20.7
Ten/Affiliates	8.8	15.9	12.3
SBS	1.4	3.5	3.9

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>59.1</b>	<b>23.3</b>	<b>22.0</b>
ABC	4.9	12.8	12.9
Seven/Affiliates	11.7	21.5	19.7
Nine/Affiliates	13.0	19.4	18.4
Ten/Affiliates	8.9	17.3	13.3
SBS	1.6	3.7	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 1-38 2009; Sources: OzTAM (NatSTV, MTV) & RegTAM (RTV)





### Top 50 Subscription TV Program Broadcasts

National STV Program List: All People - w/c 13 Sep 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	<b>PROJECT RUNWAY AUSTRALIA: FINALE</b>	Arena	Wed	20:30	191	219	1,267	372
2	AMERICA'S NEXT TOP MODEL	FOX8	Tue	19:38	157	192	1,126	721
3	NCIS	TV1	Thu	19:34	143	185	1,244	1,069
4	THE SIMPSONS	FOX8	Thu	19:11	133	174	1,076	1,732
5	<b>LIVE: RUGBY UNION: BLEDISLOE CUP</b>	<b>Fox Sports 1</b>	<b>Sat</b>	<b>17:30</b>	<b>132</b>	<b>132</b>	<b>1,086</b>	<b>355</b>
6	FUTURAMA	FOX8	Thu	18:20	131	171	837	1,012
7	PROJECT RUNWAY AUSTRALIA	Arena	Wed	21:42	128	150	1,190	259
8	FAMILY GUY	FOX8	Tue	18:45	121	151	963	1,011
9	<b>WIZARDS OF WAVERLY PLACE: THE MOVIE</b>	<b>Disney Channel</b>	<b>Sat</b>	<b>18:30</b>	<b>119</b>	<b>119</b>	<b>1,077</b>	<b>160</b>
10	DEADLIEST CATCH	Discovery Channel	Wed	20:30	118	118	1,266	400
11	AFL: ON THE COUCH	Fox Sports 1	Mon	20:30	112	112	1,295	295
12	PROPERTY LADDER	Lifestyle	Wed	19:31	101	130	1,174	485
13	<b>AFL: ALL AUSTRALIAN</b>	<b>Fox Sports 1</b>	<b>Mon</b>	<b>21:30</b>	<b>95</b>	<b>95</b>	<b>972</b>	<b>242</b>
14	M*A*S*H	Fox Classics	Wed	19:31	91	104	1,150	663
15	TV1'S CASH TRIVIA CHALLENGE	TV1	Thu	20:27	90	123	1,153	752
16	SKY RACEDAY	Sky Racing	Sat	12:00	87	87	1,006	332
17	ICE ROAD TRUCKERS	FOX8	Mon	20:30	86	103	1,295	360
18	TWO AND A HALF MEN	FOX8	Mon	20:03	84	109	1,141	620
19	LAW & ORDER	W	Mon	21:15	81	104	1,191	668
20	AS THE BELL RINGS	Disney Channel	Mon	17:24	80	80	925	266
21	LIVE: AFL TEAMS	Fox Sports 1	Thu	19:30	79	79	1,231	171
22	WWE RAW	FOX8	Sat	12:00	79	103	931	459
23	HOW I MET YOUR MOTHER	FOX8	Mon	19:38	78	109	1,130	359
24	SURVIVORMAN	Discovery Channel	Wed	21:30	78	78	1,150	365
25	LAW & ORDER: SVU	TV1	Sun	14:35	78	109	932	808
26	SONNY WITH A CHANCE	Disney Channel	Mon	17:31	77	77	869	205
27	EASTENDERS	UKTV	Mon	19:00	77	82	1,034	270
28	<b>LIVE: TENNIS: US OPEN: DAY 15</b>	<b>Fox Sports 3</b>	<b>Tue</b>	<b>6:00</b>	<b>75</b>	<b>75</b>	<b>399</b>	<b>264</b>
29	DRAKE & JOSH	Nickelodeon	Tue	17:54	73	73	820	524
30	ICARLY	Nickelodeon	Thu	17:32	73	73	807	544
31	THE VICAR OF DIBLEY	UKTV	Mon	19:32	70	80	1,107	171
32	JONAS	Disney Channel	Mon	17:00	69	69	950	258
33	CORONATION STREET	UKTV	Mon	18:04	67	73	839	224
34	THE UNSELLABLES UK	Lifestyle	Wed	20:31	66	92	1,204	257
35	THE SUITE LIFE ON DECK	Disney Channel	Tue	17:00	65	65	852	542
36	SPONGEBOB SQUAREPANTS	Nickelodeon	Thu	16:38	64	64	893	785
37	HANNAH MONTANA	Disney Channel	Wed	18:00	63	63	740	582
38	AMERICAN CHOPPER	Discovery Channel	Thu	19:30	63	63	1,231	393
39	HOGAN'S HEROES	TV1	Thu	19:01	62	70	1,040	509
40	PRINCESS PROTECTION PROGRAM	Disney Channel	Fri	18:30	62	62	983	149
41	WWE SMACKDOWN!	FOX8	Fri	15:32	62	88	821	410
42	KYLE XY	FOX8	Thu	19:37	61	94	1,238	345
43	LIVE: NRL ON FOX	Fox Sports 2	Wed	19:30	60	60	1,172	136
44	FRIENDS	111 HITS	Wed	21:00	60	60	1,335	652
45	SUMMER HEIGHTS HIGH	Comedy Channel	Thu	20:30	60	79	1,170	176
46	LAW & ORDER: CRIMINAL INTENT	TV1	Tue	19:34	59	68	1,128	817
47	DALZIEL AND PASCOE	UKTV	Sat	20:30	59	70	871	281
48	THE BONE COLLECTOR	TV1	Sun	15:30	59	77	928	423
49	AS THE BELL RINGS - SPECIAL	Disney Channel	Mon	16:30	59	59	930	78
50	GRAND DESIGNS	Lifestyle	Wed	21:36	59	66	1,111	693

(\* 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:

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**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.