



Stargate: Universe Takes STV Viewers to a New Destiny

The Australian premiere of **Stargate: Universe** on Sci Fi was seen by 149,000 people, giving the channel its biggest audience of the year so far. In this new series, a team of scientists and soldiers journey through the universe on the Ancient ship *Destiny*. In other entertainment programming this week, **America's Next Top Model** on FOX8 was watched by 129,000 and **NCIS** on TV1 was viewed 98,000. **The Inspector Lynley Mysteries** on UKTV had its best result for the 2009 so far with 97,000 viewers, **Property Ladder** on Lifestyle was watched by 96,000 people and **The Silence of the Lambs** premiered on FOX Classics with 82,000 people.

The FOX Sports' coverage of the "friendly" between the Australian and Dutch football teams, **Live: Football: International**, topped the week on subscription TV with 208,000 viewers. In other sport, **Live: Cricket: ICC Champions Trophy Final Aus v NZ** was watched by 109,000, 94,000 people saw **Live: Football: A-League Melb v Sydney** (both on FOX Sports) and Sky Racing on **Sky Raceday** was seen by 74,000 people.

In week 41, STV channels represented **20.3%** of all metropolitan viewing between 6am and midnight, **19.9%** of all regional viewing and **54.7%** of all viewing in subscription TV homes. (Listings overleaf; Friday & Saturday based on preliminary schedules.)

Subscription TV (STV) Viewing Summary: Week 41 (04 Oct - 10 Oct 2009)

All People: Current Week Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	54.7	20.3	19.9
ABC	5.6	13.5	13.3
Seven/Affiliates	12.8	21.0	19.9
Nine/Affiliates	16.5	23.8	21.1
Ten/Affiliates	8.4	15.5	12.9
SBS	1.3	3.2	4.0

All People: Year-to-Date Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	58.2	22.6	21.5
ABC	5.1	13.0	13.0
Seven/Affiliates	12.0	21.7	20.0
Nine/Affiliates	13.3	19.7	18.5
Ten/Affiliates	9.2	17.5	13.5
SBS	1.5	3.5	4.1

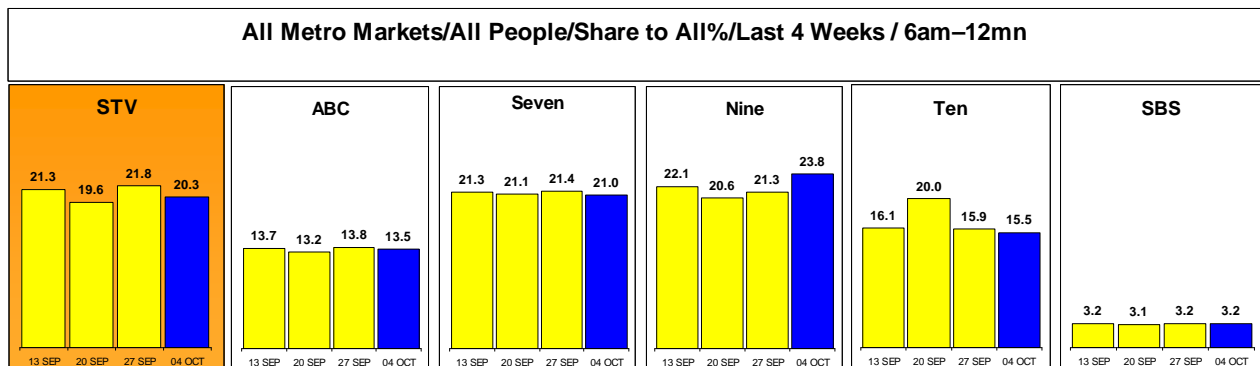
Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	43.0	14.4	13.9
ABC	7.0	14.8	14.2
Seven/Affiliates	15.6	21.8	20.0
Nine/Affiliates	20.9	25.9	22.9
Ten/Affiliates	10.7	16.3	14.3
SBS	2.1	4.4	5.3

Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	47.0	16.4	15.5
ABC	6.1	13.7	13.6
Seven/Affiliates	15.1	22.9	20.2
Nine/Affiliates	17.2	21.7	20.6
Ten/Affiliates	11.3	18.3	14.6
SBS	2.4	5.0	5.6

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	55.6	20.9	20.3
ABC	5.5	13.3	13.2
Seven/Affiliates	12.5	20.8	19.7
Nine/Affiliates	16.1	23.6	21.0
Ten/Affiliates	8.4	15.5	12.9
SBS	1.3	3.2	4.1

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	58.9	23.1	21.9
ABC	5.0	12.8	12.9
Seven/Affiliates	11.7	21.5	19.8
Nine/Affiliates	13.1	19.6	18.6
Ten/Affiliates	9.0	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 1-41 2009; Sources: OzTAM (NatSTV, MTV) & RegTAM (RTV)





Top 50 Subscription TV Program Broadcasts

National STV Program List: All People - w/c 04 Oct 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: FOOTBALL: INTERNATIONAL	Fox Sports 1	Sat	19:30	208	208	1,316	529
2	STARGATE: UNIVERSE	Sci Fi	Fri	20:32	149	149	1,299	289
3	AMERICA'S NEXT TOP MODEL	FOX8	Tue	19:38	129	170	1,141	745
4	THE SIMPSONS	FOX8	Mon	19:10	114	153	1,027	1,698
5	THE MUMMY: TOMB OF THE DRAGON EMPEROR	Showtime	Sun	20:30	110	155	948	428
6	LIVE: CRICKET: ICC CHAMPIONS TROPHY FINAL AUS V NZ	Fox Sports 3	Mon	23:30	109	109	448	417
7	NCIS	TV1	Thu	19:34	98	128	1,047	986
8	THE INSPECTOR LYNLEY MYSTERIES	UKTV	Sat	20:30	97	115	1,309	239
9	PROPERTY LADDER	Lifestyle	Mon	20:30	96	135	1,179	776
10	LIVE: FOOTBALL: A-LEAGUE MELB V SYDNEY	Fox Sports 1	Fri	20:00	94	94	1,286	257
11	FAMILY GUY	FOX8	Mon	18:45	91	125	1,012	1,062
12	FUTURAMA	FOX8	Mon	18:20	89	120	965	880
13	THE SILENCE OF THE LAMBS	Fox Classics	Mon	20:30	82	108	1,143	371
14	RELOCATION RELOCATION	Lifestyle	Sat	19:30	80	101	1,283	452
15	THE VICAR OF DIBLEY	UKTV	Mon	19:30	77	99	988	220
16	LIVE: CRICKET: ICC CHAMPIONS TROPHY POST MATCH	Fox Sports 3	Tue	7:33	75	75	368	132
17	LAW & ORDER: SVU	TV1	Sat	20:30	75	107	1,348	840
18	STARGATE SG-1	Sci Fi	Fri	19:34	74	74	1,127	380
19	SONNY WITH A CHANCE	Disney Channel	Mon	17:30	74	74	1,018	434
20	LAW & ORDER: CRIMINAL INTENT	TV1	Sat	19:30	74	85	1,282	810
21	SKY RACEDAY	Sky Racing	Sat	12:00	74	74	899	339
22	THE SUITE LIFE ON DECK	Disney Channel	Thu	17:00	73	73	775	542
23	TV1'S CASH TRIVIA CHALLENGE	TV1	Thu	20:27	73	110	1,025	727
24	EASTENDERS	UKTV	Mon	19:00	73	83	1,032	259
25	DEADLIEST CATCH	Discovery Channel	Wed	20:30	72	72	863	333
26	ICARLY	Nickelodeon	Fri	17:33	72	72	837	531
27	MARGARET FULTON: OUR FOOD JOURNEY	Lifestyle	Tue	19:30	72	94	1,139	294
28	GRAND DESIGNS	Lifestyle	Mon	21:30	71	84	1,091	927
29	LAW & ORDER	W	Thu	21:23	71	87	1,048	664
30	LIVE: CRICKET: ICC CHAMPIONS TROPHY PRE MATCH	Fox Sports 3	Mon	23:00	71	71	768	135
31	WIZARDS OF WAVERLY PLACE	Disney Channel	Wed	17:29	69	69	803	532
32	NEW TRICKS	UKTV	Wed	19:33	68	92	854	255
33	HOW I MET YOUR MOTHER	FOX8	Mon	19:35	67	96	991	436
34	KIRSTIE'S HOMEMADE HOME	Lifestyle	Thu	20:31	67	82	1,114	418
35	DOC MARTIN	UKTV	Fri	19:32	67	82	1,120	268
36	SPONGEBOB SQUAREPANTS	Nickelodeon	Sat	10:25	67	67	763	822
37	TWO AND A HALF MEN	FOX8	Mon	17:00	66	95	1,040	673
38	THE WONDER PETS!	Nick Jnr	Fri	10:30	66	66	478	231
39	LIVE: RUGBY LEAGUE: TOYOTA CUP	Fox Sports 2	Sun	14:15	66	66	870	236
40	PHINEAS AND FERB	Disney Channel	Wed	16:30	65	65	913	508
41	HANNAH MONTANA	Disney Channel	Sat	10:01	65	65	688	586
42	LIVE: FOOTBALL: A-LEAGUE ADEL V NEWC	Fox Sports 1	Mon	17:00	64	64	994	181
43	WALL-E	Disney Channel	Sun	13:01	63	63	848	136
44	MEN IN BLACK	Sci Fi	Sun	22:15	62	62	752	234
45	EGGHEADS	UKTV	Tue	16:56	61	67	872	200
46	KING OF THE HILL	FOX8	Mon	17:30	61	91	1,025	592
47	WWE SMACKDOWN!	FOX8	Fri	15:33	61	100	842	443
48	FRIENDS	111 HITS	Thu	21:00	60	60	1,107	688
49	LIVE: FOOTBALL: A-LEAGUE	Fox Sports 1	Fri	22:00	60	60	961	235
50	AS THE BELL RINGS	Disney Channel	Fri	17:26	59	59	904	109

(* 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.

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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.