



STV is Number One with the World's Number One Golfer

The "Tiger Woods" show topped the week with FOX Sport's coverage of **Live: Golf: JBWere Masters** drawing 152,000 viewers. In other sport, **Rugby League: Four Nations** was watched by 88,000 people, **Live: Football: A-League Bris v Melb** had 73,000 viewers and **Live: Cricket: Ford Ranger Cup** was seen by 69,000 people. Finally, in the early hours of Sunday morning, 63,000 dedicated fans watched the Socceroos beat Oman in **Live: Football: AFC Asian Cup Qualifier Oman v Aust** (all on FOX Sports).

New Zealand's Next Top Model on FOX8 scored a season-to-date best result when it was seen by 127,000 viewers, **Midsomer Murders** on UKTV was seen by 119,000 people and **The Contender Australia** on FOX8 was watched by 92,000 people. **Law & Order: SVU** on TV1 was seen by 85,000 people, **Location, Location, Location** on Lifestyle was seen by 82,000 people and **Dora the Explorer** on Nick Jr. was watched by 78,000 people.

In week 47, subscription TV was the number one choice for TV across Australia, with STV channels representing **22.3%** of all metropolitan viewing between 6am and midnight, **22.6%** of all regional viewing and **60.6%** of all viewing in subscription TV homes. (Listings overleaf; Friday & Saturday based on preliminary schedules.)

Subscription TV (STV) Viewing Summary: Week 47 (15 Nov - 21 Nov 2009)

All People: Current Week Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	60.6	23.3	22.6
ABC	4.7	12.8	12.5
Seven/Affiliates	12.0	22.0	19.5
Nine/Affiliates	13.0	21.3	19.6
Ten/Affiliates	8.1	15.2	13.1
SBS	1.1	3.1	4.1

All People: Year-to-Date Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	58.2	22.5	21.5
ABC	5.1	13.0	13.0
Seven/Affiliates	12.3	21.9	20.2
Nine/Affiliates	13.3	19.8	18.4
Ten/Affiliates	9.1	17.3	13.5
SBS	1.5	3.5	4.1

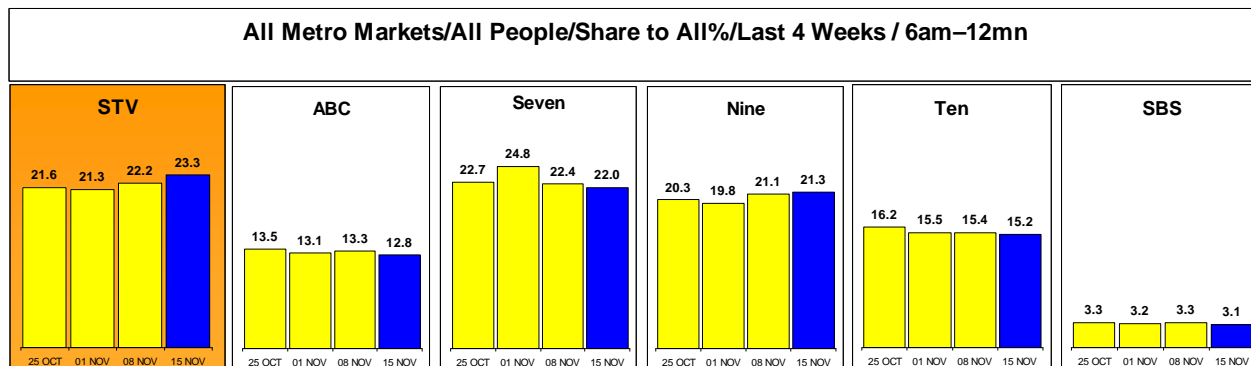
Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	49.1	16.9	16.2
ABC	6.1	13.8	13.8
Seven/Affiliates	15.6	24.3	20.9
Nine/Affiliates	15.9	22.2	20.0
Ten/Affiliates	10.6	16.2	14.3
SBS	1.8	4.4	5.4

Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	47.0	16.4	15.5
ABC	6.2	13.8	13.7
Seven/Affiliates	15.3	23.1	20.4
Nine/Affiliates	17.1	21.7	20.4
Ten/Affiliates	11.3	18.1	14.6
SBS	2.3	4.9	5.5

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	61.3	23.8	23.1
ABC	4.5	12.5	12.4
Seven/Affiliates	11.7	21.7	19.2
Nine/Affiliates	12.8	21.3	19.7
Ten/Affiliates	8.0	15.1	13.0
SBS	1.1	3.2	4.2

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	58.8	23.0	21.8
ABC	5.0	12.9	13.0
Seven/Affiliates	11.9	21.6	19.9
Nine/Affiliates	13.1	19.7	18.6
Ten/Affiliates	9.0	17.1	13.3
SBS	1.6	3.6	4.2

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 1-47 2009; Sources: OzTAM (NatSTV, MTV) & RegTAM (RTV)





Top 50 Subscription TV Program Broadcasts

National STV Program List: All People - w/c 15 Nov 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: GOLF: JBWERE MASTERS	Fox Sports 2	Sun	12:30	152	152	1,116	474
2	NEW ZEALAND'S NEXT TOP MODEL	FOX8	Tue	19:37	127	152	1,145	475
3	MIDSOMER MURDERS	UKTV	Sun	20:30	119	134	1,283	422
4	THE SIMPSONS	FOX8	Tue	19:12	116	142	1,062	1,792
5	FAMILY GUY	FOX8	Mon	18:48	109	138	948	1,036
6	FUTURAMA	FOX8	Fri	18:20	94	139	907	951
7	THE CONTENDER AUSTRALIA	FOX8	Mon	20:31	92	99	1,295	369
8	TWO AND A HALF MEN	FOX8	Mon	20:03	88	119	1,095	236
9	RUGBY LEAGUE: FOUR NATIONS	Fox Sports 1	Sun	09:00	88	88	806	406
10	LAW & ORDER: SVU	TV1	Sat	21:20	85	97	1,292	792
11	LOCATION, LOCATION, LOCATION	Lifestyle	Sun	17:30	82	122	1,319	849
12	DORA THE EXPLORER	Nick Jnr	Tue	08:33	78	78	391	201
13	THE INSPECTOR LYNLEY MYSTERIES	UKTV	Sat	20:30	77	94	1,303	190
14	HANNAH MONTANA	Disney Channel	Sun	17:30	77	77	1,319	651
15	NCIS	TV1	Tue	19:32	76	95	1,160	838
16	SKY RACEDAY	Sky Racing	Sat	12:00	76	76	1,066	366
17	EASTENDERS	UKTV	Mon	19:02	75	81	986	288
18	RELOCATION RELOCATION	Lifestyle	Wed	20:31	75	88	1,084	402
19	GRAND DESIGNS	Lifestyle	Wed	21:32	74	83	1,035	722
20	LIVE: FOOTBALL: A-LEAGUE BRIS V MELB	Fox Sports 2	Sat	19:00	73	73	1,308	197
21	MAX PAYNE	Showtime	Sun	20:30	71	106	1,283	307
22	LAW & ORDER: CRIMINAL INTENT	TV1	Sat	19:30	71	81	1,383	835
23	ICARLY	Nickelodeon	Thu	17:29	71	71	895	414
24	HOW I MET YOUR MOTHER	FOX8	Mon	19:38	70	107	977	192
25	SPONGEBOB SQUAREPANTS	Nickelodeon	Sat	17:00	70	70	1,173	945
26	LIVE: CRICKET: FORD RANGER CUP	Fox Sports 3	Sun	15:05	69	69	1,197	472
27	BORDER SECURITY: AUSTRALIA'S FRONT LINE	Lifestyle	Sun	21:30	66	86	1,226	740
28	TV1'S CASH TRIVIA CHALLENGE	TV1	Sat	20:25	66	78	1,333	710
29	SONNY WITH A CHANCE	Disney Channel	Thu	18:30	65	65	852	331
30	THE SUITE LIFE ON DECK	Disney Channel	Mon	17:31	64	64	866	504
31	LAW & ORDER	W	Thu	21:15	64	88	1,165	684
32	LIVE: FOOTBALL: AFC ASIAN CUP QUALIFIER OMAN V AUS	Fox Sports 1	Sun	02:00	63	63	236	70
33	THE SPONGEBOB SQUAREPANTS MOVIE	Nickelodeon	Sat	19:20	62	62	1,349	130
34	THE SEARCHERS	Fox Classics	Mon	20:33	62	72	1,235	255
35	WHAT HAPPENS IN VEGAS	Showtime	Sat	20:30	61	91	1,295	246
36	WOMEN'S MURDER CLUB	W	Tue	19:33	61	77	1,155	223
37	THE GOOD, THE BAD AND THE UGLY	Fox Classics	Tue	20:33	60	66	946	322
38	M*A*S*H	Fox Classics	Wed	19:32	60	75	931	552
39	PHINEAS AND FERB	Disney Channel	Sun	08:30	59	59	652	419
40	NEW TRICKS	UKTV	Wed	19:34	59	70	996	196
41	WWE RAW	FOX8	Sat	12:00	58	82	969	454
42	FORREST GUMP	TV1	Sun	15:30	58	89	1,214	617
43	GO, DIEGO, GO!	Nick Jnr	Tue	18:32	58	58	992	248
44	AS THE BELL RINGS	Disney Channel	Fri	17:25	57	57	871	195
45	IT'S A BIG BIG WORLD	Nick Jnr	Tue	09:01	57	57	421	233
46	WILD AT HEART	UKTV	Sun	19:30	57	59	1,209	146
47	SEINFELD	TV1	Sat	18:30	56	82	1,116	731
48	CORONATION STREET	UKTV	Mon	18:08	56	60	792	246
49	OUTNUMBERED	UKTV	Sat	22:00	56	68	1,176	110
50	NUMB3RS	TV1	Sat	22:15	55	64	1,008	141

(* 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.