



## Shane Watson Wins The Allan Border Medal on STV

On Monday night, 149,000 viewers watched FOX Sports' live coverage of **Live: Cricket: The Allan Border Medal**. At the event, all-rounder Shane Watson was recognised as the best cricketer in Australia for the year, just beating Michael Clarke and Mitchell Johnson for the honour. In other sport, **Live: AFL: NAB Cup Bulldogs v Lions** was seen by 111,000 people, **Live: Cricket: Ford Ranger Cup** was viewed by 108,000 people, **Live: Rugby Union: S14 Reds v Crusaders** by 107,000 and **Live: Football: A-League Sydney v Melb** by 92,000 (all on FOX Sports).

In entertainment programming, 108,000 people saw **American Idol Hollywood Show** on FOX8, 93,000 people watched **America's Next Top Model** (also on FOX8) and **Gran Torino** premiered on Movie One with 96,000 viewers. **How Do You Solve A Problem Like Maria?** picked up its biggest ever audience on UKTV with 82,000 viewers, **Wizards of Waverly Place** on Disney Channel was viewed by 79,000 people, **SpongeBob SquarePants** on Nickelodeon had its best result of the year with 74,000 people and **NCIS** on TV1 was seen by 69,000 viewers.

In week 8, subscription TV channels accounted for **22.6%** of all metropolitan viewing between 6am and midnight, **20.6%** of all regional viewing and **55.5%** of all viewing in subscription TV homes. (Fri & Sat listings based on preliminary schedules).

### Subscription TV Viewing Summary : Week 8 (14 Feb - 20 Feb 2010)

All People: Current Week Share to All*			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>55.5</b>	<b>22.6</b>	<b>20.6</b>
ABC	4.5	12.1	12.4
Seven/Affiliates	11.6	20.3	17.3
Nine/Affiliates	18.5	25.8	24.2
Ten/Affiliates	8.2	13.8	11.8
SBS	0.9	2.9	3.5

All People: Year-to-Date Share to All**			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>59.6</b>	<b>24.4</b>	<b>22.1</b>
ABC	4.5	12.8	13.2
Seven/Affiliates	11.6	20.8	17.9
Nine/Affiliates	15.4	22.4	21.6
Ten/Affiliates	6.9	13.6	11.4
SBS	1.2	3.4	3.9

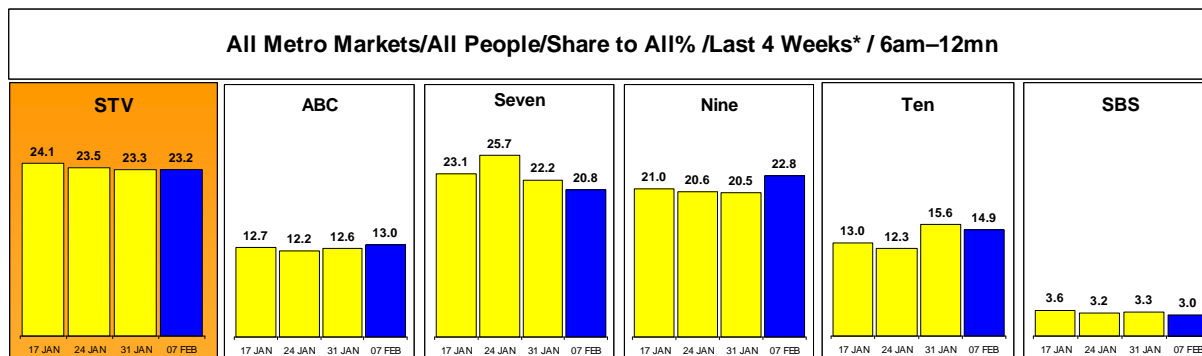
Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>46.1</b>	<b>16.7</b>	<b>15.8</b>
ABC	5.6	13.2	13.4
Seven/Affiliates	15.3	23.6	18.7
Nine/Affiliates	19.7	24.2	22.5
Ten/Affiliates	10.9	15.7	13.5
SBS	1.5	4.1	5.0

Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>51.4</b>	<b>18.9</b>	<b>17.4</b>
ABC	5.5	13.5	13.9
Seven/Affiliates	14.8	23.5	19.1
Nine/Affiliates	16.4	21.6	20.7
Ten/Affiliates	8.9	14.8	12.7
SBS	2.0	5.0	5.7

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>56.4</b>	<b>23.2</b>	<b>21.1</b>
ABC	4.4	11.9	12.3
Seven/Affiliates	11.4	20.1	17.1
Nine/Affiliates	18.2	25.7	24.1
Ten/Affiliates	8.0	13.6	11.6
SBS	1.0	3.0	3.6

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>60.5</b>	<b>25.1</b>	<b>22.7</b>
ABC	4.4	12.6	13.1
Seven/Affiliates	11.3	20.5	17.6
Nine/Affiliates	15.0	22.3	21.5
Ten/Affiliates	6.8	13.5	11.3
SBS	1.2	3.5	4.0

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 1-8 2009. \*Current week based on Overnight data; \*\*Year-to-date based on overnight data current week/consolidated all other weeks. Sources: OzTAM (NatSTV, MTV) & RegTAM (RTV)



\*Overnight data for current week; all other weeks based on consolidated data



### Top 50 Subscription TV Program Broadcasts

National STV Program List: All People - w/c 14 Feb 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	<b>LIVE: CRICKET: THE ALLAN BORDER MEDAL</b>	<b>FOX SPORTS 1</b>	<b>Mon</b>	<b>20:30</b>	<b>149</b>	<b>149</b>	<b>1,114</b>	<b>354</b>
2	THE SIMPSONS	FOX8	Wed	19:10	115	145	1,034	1,749
3	<b>LIVE: AFL: NAB CUP BULLDOGS V LIONS</b>	<b>FOX SPORTS 2</b>	<b>Sun</b>	<b>16:30</b>	<b>111</b>	<b>111</b>	<b>1,106</b>	<b>372</b>
4	AMERICAN IDOL HOLLYWOOD SHOW	FOX8	Wed	19:35	108	134	1,073	806
5	LIVE: CRICKET: FORD RANGER CUP	FOX SPORTS 3	Sat	19:15	108	108	1,173	754
6	<b>LIVE: RUGBY UNION: S14 REDS V CRUSADERS</b>	<b>FOX SPORTS 2</b>	<b>Fri</b>	<b>20:45</b>	<b>107</b>	<b>107</b>	<b>1,058</b>	<b>300</b>
7	FAMILY GUY	FOX8	Wed	18:44	101	116	901	985
8	<b>GRAN TORINO</b>	<b>MOVIE ONE</b>	<b>Sun</b>	<b>20:30</b>	<b>96</b>	<b>125</b>	<b>1,065</b>	<b>507</b>
9	AMERICA'S NEXT TOP MODEL	FOX8	Tue	19:35	93	129	982	451
10	<b>LIVE: FOOTBALL: A-LEAGUE SYDNEY V MELB</b>	<b>FOX SPORTS 1</b>	<b>Sun</b>	<b>17:00</b>	<b>92</b>	<b>92</b>	<b>1,090</b>	<b>243</b>
11	FUTURAMA	FOX8	Tue	18:16	88	111	757	981
12	<b>LIVE: FOOTBALL: A-LEAGUE SF LEG 1 MELB V SYD</b>	<b>FOX SPORTS 2</b>	<b>Thu</b>	<b>19:30</b>	<b>84</b>	<b>84</b>	<b>1,147</b>	<b>236</b>
13	HOW DO YOU SOLVE A PROBLEM LIKE MARIA?	UKTV	Thu	19:35	82	93	1,146	304
14	WIZARDS OF WAVERLY PLACE	Disney Channel	Fri	16:59	79	79	749	708
15	FOOTBALL: EPL CLASSIC MATCH	FOX SPORTS 1	Sat	22:30	79	79	1,025	185
16	EASTENDERS	UKTV	Thu	19:00	78	85	904	286
17	CRICKET: WORLD SERIES CLASSICS	FOX SPORTS 3	Sat	18:45	74	74	1,038	293
18	SPONGEBOB SQUAREPANTS	Nickelodeon	Mon	17:00	74	74	877	736
19	<b>LIVE: RUGBY UNION: S14 HURR V FORCE</b>	<b>FOX SPORTS 2</b>	<b>Sat</b>	<b>17:30</b>	<b>71</b>	<b>71</b>	<b>1,050</b>	<b>204</b>
20	NCIS	TV1	Mon	19:31	69	88	977	808
21	AS THE BELL RINGS	Disney Channel	Fri	17:23	69	69	741	243
22	ICARLY	Nickelodeon	Mon	17:26	68	68	826	462
23	LAW & ORDER: SVU	TV1	Sat	21:20	68	86	1,244	720
24	HOW I MET YOUR MOTHER	ARENA	Thu	19:28	68	73	1,059	769
25	SKY RACEDAY	Sky Racing	Sat	12:00	67	67	1,025	365
26	CORONATION STREET	UKTV	Wed	18:03	66	67	732	253
27	HANNAH MONTANA	Disney Channel	Mon	17:59	65	65	765	685
28	LAW & ORDER	W.	Thu	21:16	65	77	1,109	544
29	LIVE: RUGBY UNION: S14 PRE GAME SHOW	FOX SPORTS 2	Fri	20:30	64	64	1,025	152
30	THE SUITE LIFE ON DECK	Disney Channel	Fri	17:31	64	64	734	592
31	TAGGART	13TH STREET	Mon	20:30	62	62	1,132	289
32	LIVE: FOOTBALL: EPL PRE GAME SHOW	FOX SPORTS 1	Sat	23:00	61	61	834	129
33	<b>MAID IN MANHATTAN</b>	<b>TV1</b>	<b>Sun</b>	<b>15:30</b>	<b>61</b>	<b>79</b>	<b>1,074</b>	<b>412</b>
34	GOSSIP GIRL	FOX8	Tue	20:35	60	81	1,005	308
35	<b>LIVE: RUGBY UNION: S14 H'LANDERS V BLUES</b>	<b>FOX SPORTS 2</b>	<b>Fri</b>	<b>17:30</b>	<b>59</b>	<b>59</b>	<b>772</b>	<b>160</b>
36	WALL-E	Disney Channel	Sun	18:30	58	58	1,019	142
37	<b>MARLEY &amp; ME</b>	<b>SHOWTIME</b>	<b>Sun</b>	<b>20:30</b>	<b>58</b>	<b>72</b>	<b>1,065</b>	<b>303</b>
38	HOGAN'S HEROES	TV1	Mon	19:02	58	77	943	340
39	<b>RIVER COTTAGE: GONE FISHING!</b>	<b>Lifestyle Channel</b>	<b>Tue</b>	<b>19:30</b>	<b>58</b>	<b>64</b>	<b>974</b>	<b>265</b>
40	SECRET LIFE OF THE AMERICAN TEENAGER	FOX8	Mon	19:35	57	66	977	349
41	LIVE: FOOTBALL: A-LEAGUE POST GAME SHOW	FOX SPORTS 1	Sat	22:00	57	57	1,214	214
42	PROPERTY LADDER	Lifestyle Channel	Mon	21:30	56	69	1,068	615
43	FRIENDS	111 HITS	Tue	21:00	56	72	1,020	689
44	EMMERDALE	UKTV	Thu	18:31	56	57	793	164
45	LOCATION, LOCATION, LOCATION	Lifestyle Channel	Wed	20:30	54	77	1,116	261
46	LAW & ORDER: CRIMINAL INTENT	TV1	Sat	19:30	54	60	1,152	648
47	PHINEAS AND FERB	Disney Channel	Sat	08:29	54	54	576	489
48	<b>MURDER IN SUBURBIA</b>	<b>13TH STREET</b>	<b>Sat</b>	<b>19:30</b>	<b>53</b>	<b>53</b>	<b>1,152</b>	<b>117</b>
49	LIVE: FOOTBALL: A-LEAGUE POST GAME SHOW	FOX SPORTS 2	Thu	21:30	53	53	1,088	129
50	TWO AND A HALF MEN	ARENA	Sun	17:30	53	81	1,091	784

(\* Highest rating broadcast of the program (Overnight data). Programs in bold are new on STV since 27/12/2009. 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.

**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.