



Subscription TV Parties with Mardi Gras Special

On Saturday night, the **Mardi Gras Special** on Arena brought the colour and spectacle of the 2010 Sydney Mardi Gras parade to 133,000 viewers around Australia. The **American Idol Performance Show** on FOX8 was watched by 103,000 people, **Zack And Miri Make A Porno** premiered on Movie One with 77,000 viewers and **How Do You Solve A Problem Like Maria?** was watched by 72,000 on UKTV. **NCIS** on TV1 was watched by 72,000 people, **Property Ladder** on LifeStyle Channel was seen by 65,000 and **Helen West** on 13th Street was watched by 64,000 viewers.

In sport, **Live: Cricket: Twenty20: NZ v Aus Game 1** on FOX Sports was watched by 189,000 people and 180,000 watched the Dragons and Rabbitohs play the traditional Rugby League season opener in **Live: Rugby League: Charity Shield**. **Live: AFL: NAB Cup Geelong v North Melb** was seen by 157,000 people, **Live: Rugby Union: S14 Reds v Blues** was watched by 106,000 people, **Live: Football: EPL Chelsea v Man City** was viewed by 68,000 and **Live: Football: A-League Semi Final** by 65,000 people (all on FOX Sports).

In week 9, subscription TV channels accounted for **22.9%** of all metropolitan viewing between 6am and midnight, **21.7%** of all regional viewing and **57.0%** of all viewing in subscription TV homes. (Fri & Sat listings based on preliminary schedules).

Subscription TV Viewing Summary : Week 9 (21 Feb - 27 Feb 2010)

All People: Current Week Share to All*			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	57.0	22.9	21.7
ABC	4.6	12.4	12.8
Seven/Affiliates	11.5	20.4	17.7
Nine/Affiliates	16.8	24.5	21.9
Ten/Affiliates	8.2	14.5	11.8
SBS	1.0	2.9	3.6

All People: Year-to-Date Share to All**			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	59.3	24.3	22.1
ABC	4.5	12.8	13.2
Seven/Affiliates	11.6	20.7	17.9
Nine/Affiliates	15.5	22.6	21.6
Ten/Affiliates	7.1	13.7	11.4
SBS	1.2	3.4	3.9

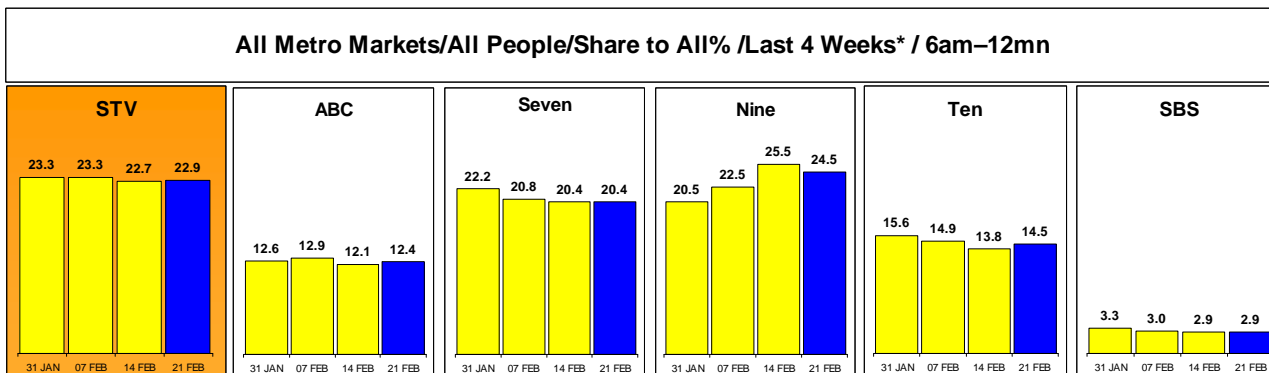
Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	47.3	17.0	16.3
ABC	5.8	13.3	13.6
Seven/Affiliates	14.5	23.0	18.5
Nine/Affiliates	19.5	24.4	22.3
Ten/Affiliates	10.4	15.9	13.2
SBS	1.5	4.2	4.9

Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	50.9	18.6	17.2
ABC	5.5	13.5	13.9
Seven/Affiliates	14.8	23.5	19.0
Nine/Affiliates	16.7	21.9	20.8
Ten/Affiliates	9.1	15.0	12.7
SBS	1.9	4.9	5.6

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	57.8	23.6	22.2
ABC	4.5	12.1	12.7
Seven/Affiliates	11.2	20.1	17.4
Nine/Affiliates	16.6	24.5	22.0
Ten/Affiliates	8.1	14.4	11.6
SBS	1.0	3.0	3.7

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	60.2	25.0	22.6
ABC	4.4	12.5	13.0
Seven/Affiliates	11.3	20.4	17.6
Nine/Affiliates	15.2	22.5	21.5
Ten/Affiliates	6.9	13.6	11.3
SBS	1.2	3.4	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 1-9 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 21 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	LIVE: CRICKET: TWENTY20: NZ V AUS GAME 1	FOX SPORTS 1	Fri	16:30	189	189	978	715
2	LIVE: RUGBY LEAGUE: CHARITY SHIELD	FOX SPORTS 3	Sat	20:00	180	180	1,354	524
3	LIVE: AFL: NAB CUP GEELONG V NORTH MELB	FOX SPORTS 2	Sun	16:30	157	157	1,131	453
4	MARDI GRAS SPECIAL	ARENA	Sat	19:30	133	146	1,358	596
5	FAMILY GUY	FOX8	Mon	18:45	109	134	865	940
6	LIVE: RUGBY UNION: S14 REDS V BLUES	FOX SPORTS 2	Sat	19:30	106	106	1,366	298
7	AMERICAN IDOL PERFORMANCE SHOW	FOX8	Wed	19:35	103	132	1,079	826
8	LIVE: AFL: NAB CUP FREMANTLE V MELBOURNE	FOX SPORTS 2	Sun	20:30	100	100	1,029	363
9	TWO AND A HALF MEN	ARENA	Sat	22:15	99	112	1,100	862
10	THE SIMPSONS	FOX8	Tue	19:09	93	106	924	1,692
11	LIVE: AFL: NAB CUP WEST COAST V PORT AD	FOX SPORTS 1	Sat	20:30	80	80	1,285	331
12	FUTURAMA	FOX8	Tue	18:15	79	104	800	919
13	ZACK AND MIRI MAKE A PORNO	MOVIE ONE	Sun	20:30	77	92	1,103	529
14	LIVE: RUGBY UNION: S14 FORCE V CHIEFS	FOX SPORTS 2	Sat	22:00	73	73	965	217
15	LIVE: RUGBY UNION: S14 HURR V LIONS	FOX SPORTS 2	Sat	17:30	73	73	1,038	207
16	HOW DO YOU SOLVE A PROBLEM LIKE MARIA?	UKTV	Thu	19:32	72	84	1,108	271
17	NCIS	TV1	Sun	20:30	72	113	1,118	773
18	AMERICA'S NEXT TOP MODEL	FOX8	Tue	19:35	69	92	961	402
19	LIVE: FOOTBALL: EPL CHELSEA V MAN CITY	FOX SPORTS 1	Sat	23:40	68	68	506	178
20	FOOTBALL: EPL PREVIEW	FOX SPORTS 1	Sat	23:00	68	68	869	199
21	SKY RACEDAY	Sky Racing	Sat	12:00	68	68	998	331
22	CORONATION STREET	UKTV	Tue	18:02	66	70	800	264
23	HOW I MET YOUR MOTHER	ARENA	Mon	19:29	66	74	1,028	703
24	NEW TRICKS	UKTV	Wed	19:32	65	81	1,067	215
25	PROPERTY LADDER	Lifestyle Channel	Wed	21:30	65	74	1,025	576
26	LIVE: FOOTBALL: A-LEAGUE SEMI FINAL	FOX SPORTS 1	Sun	14:45	65	65	1,114	232
27	HELEN WEST	13TH STREET	Thu	20:30	64	64	1,112	238
28	AMERICAN IDOL RESULTS SHOW	FOX8	Fri	19:35	64	79	1,060	342
29	WIZARDS OF WAVERLY PLACE	Disney Channel	Fri	16:59	64	64	882	625
30	EASTENDERS	UKTV	Mon	19:00	63	67	943	256
31	WWE RAW	FOX8	Sat	12:00	63	73	891	404
32	TAGGART	13TH STREET	Mon	20:30	62	62	1,081	245
33	SECRET LIFE OF THE AMERICAN TEENAGER	FOX8	Mon	19:36	61	69	1,063	293
34	AS THE BELL RINGS	Disney Channel	Tue	17:26	61	61	876	239
35	CRICKET: TWENTY20: NZ V AUS GAME 1	FOX SPORTS 1	Fri	21:30	60	60	929	267
36	DRAKE & JOSH	Nickelodeon	Sun	10:13	59	59	698	451
37	AMERICAN DAD!	FOX8	Sun	21:30	58	80	1,107	218
38	THE REAL HOUSEWIVES OF NEW JERSEY	ARENA	Tue	20:31	58	69	954	223
39	AFL: OPEN MIKE	FOX SPORTS 2	Sun	19:06	58	58	969	154
40	PHINEAS AND FERB	Disney Channel	Tue	16:29	58	58	878	490
41	AGATHA CHRISTIE'S POIROT	13TH STREET	Sun	14:00	58	58	990	148
42	THE SUITE LIFE ON DECK	Disney Channel	Fri	17:30	57	57	965	625
43	ICARLY	Nickelodeon	Sun	18:03	57	57	1,062	426
44	EMMERDALE	UKTV	Tue	18:30	56	65	819	182
45	STONE COLD	13TH STREET	Sat	20:30	56	56	1,402	107
46	WWE SMACKDOWN!	FOX8	Fri	15:30	55	81	823	371
47	LIVE: RUGBY UNION: S14 PRE GAME SHOW	FOX SPORTS 2	Sat	21:30	55	55	1,384	184
48	ROSEMARY & THYME	13TH STREET	Mon	19:30	54	54	1,054	298
49	OPEN HOUSE	Lifestyle Channel	Sun	16:30	54	61	1,129	184
50	MAKE IT OR BREAK IT	FOX8	Mon	20:35	53	75	1,107	275

(* 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:

Ian Garland c/- Multiview Analytics ph: (02) 9776-2687



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.