



## Footy, Cricket and The Academy Awards Too

Some 257,000 viewers watched **Live: NRL Sharks v Storm** on FOX Sports and saw defending premiers Melbourne Storm beat the Cronulla Sharks in the first round of the 2010 National Rugby League competition. In other sport, 209,000 people watched the Australian and New Zealand cricket teams play each other in **Live: Cricket: ODI NZ V Aus 5th ODI S2**, 177,000 viewers saw Melbourne Victory earn a home ground grand final by beating Sydney FC during **Live: Football: A-League Major SF Syd v Melb** and 82,000 watched the ACT Brumbies prevail in **Live: Rugby Union: S14 Brumbies v Sharks** (all on FOX Sports).

**The Curious Case of Benjamin Button** premiered on Movie One with 133,000 viewers, **NCIS** had its best result of the year so far with 99,000 watching the program on TV1, **Wizards of Waverly Place** on Disney Channel also had a year-to-date largest audience with 99,000 viewers and the **American Idol Performance Show** on FOX8 was watched by 94,000 viewers. Movie Extra's live coverage of the Oscars, **The 82nd Academy Awards Live 2010**, was seen by 84,000 people, **How I Met Your Mother** on Arena was watched by 70,000 people and **Property Ladder** on Lifestyle Channel was seen by 69,000 people.

In week 11, subscription TV channels had more viewers than any other network around Australia with **24.0%** of all metropolitan viewing between 6am and midnight, **23.1%** of all regional viewing and **59.3%** of all viewing in subscription TV homes. (Fri & Sat listings based on preliminary schedules).

### Subscription TV Viewing Summary : Week 11 (07 Mar - 13 Mar 2010)

All People: Current Week Share to All*			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>59.3</b>	<b>24.0</b>	<b>23.1</b>
ABC	4.8	13.2	13.2
Seven/Affiliates	11.6	21.3	18.4
Nine/Affiliates	13.6	21.4	18.7
Ten/Affiliates	8.9	14.9	12.8
SBS	1.1	3.0	3.6

All People: Year-to-Date Share to All**			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>59.3</b>	<b>24.3</b>	<b>22.2</b>
ABC	4.6	12.8	13.1
Seven/Affiliates	11.6	20.9	18.0
Nine/Affiliates	15.1	22.3	21.1
Ten/Affiliates	7.3	13.9	11.6
SBS	1.2	3.3	3.9

Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>47.7</b>	<b>17.2</b>	<b>17.0</b>
ABC	6.0	13.3	13.5
Seven/Affiliates	14.2	23.1	18.6
Nine/Affiliates	18.2	23.9	21.0
Ten/Affiliates	11.1	15.9	13.9
SBS	1.7	4.2	4.9

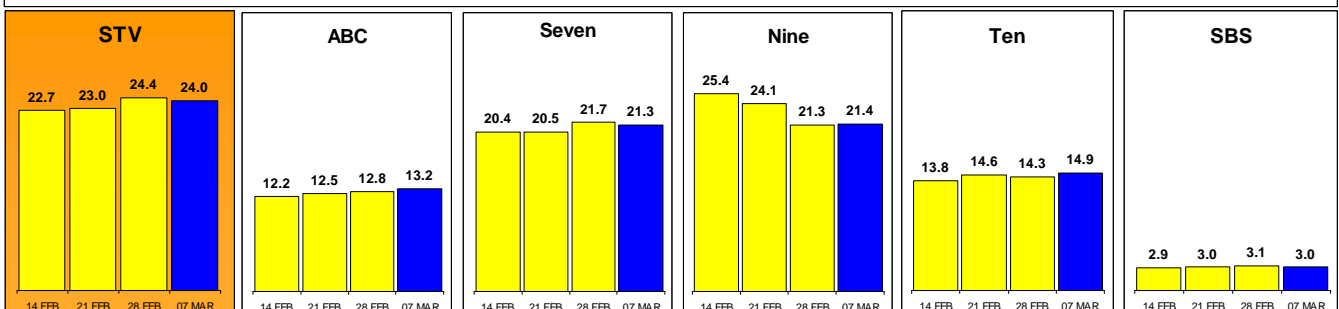
Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>50.4</b>	<b>18.4</b>	<b>17.2</b>
ABC	5.7	13.5	13.8
Seven/Affiliates	14.9	23.5	19.0
Nine/Affiliates	16.8	22.1	20.8
Ten/Affiliates	9.4	15.1	12.9
SBS	1.9	4.8	5.5

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>59.9</b>	<b>24.5</b>	<b>23.6</b>
ABC	4.7	13.0	13.1
Seven/Affiliates	11.4	21.1	18.1
Nine/Affiliates	13.4	21.3	18.7
Ten/Affiliates	8.8	14.7	12.6
SBS	1.1	3.1	3.7

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>60.2</b>	<b>24.9</b>	<b>22.8</b>
ABC	4.5	12.6	13.0
Seven/Affiliates	11.4	20.6	17.7
Nine/Affiliates	14.8	22.3	21.0
Ten/Affiliates	7.2	13.8	11.5
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 1-11 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)

### All Metro Markets/All People/Share to All% /Last 4 Weeks\* / 6am-12mn



\*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 07 Mar 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: NRL SHARKS V STORM</b>	FOX SPORTS 2	Sat	19:30	257	257	1,413	662
2	<b>LIVE: CRICKET: ODI NZ V AUS 5TH ODI S2</b>	FOX SPORTS 3	Sat	16:10	209	209	1,291	815
3	<b>LIVE: CRICKET: ODI NZ V AUS 3RD ODI S2</b>	FOX SPORTS 2	Tue	16:05	198	198	932	709
4	<b>LIVE: CRICKET: ODI NZ V AUS 4TH ODI S2</b>	FOX SPORTS 2	Thu	17:37	181	181	987	620
5	<b>LIVE: NRL BULLDOGS V KNIGHTS</b>	FOX SPORTS 2	Sat	17:30	178	178	1,314	543
6	<b>LIVE: FOOTBALL: A-LEAGUE MAJOR SF SYD V MELB</b>	FOX SPORTS 2	Sun	17:00	177	177	1,217	453
7	<b>LIVE: CRICKET: ODI NZ V AUS 5TH ODI S1</b>	FOX SPORTS 3	Sat	12:00	155	155	1,023	466
8	<b>THE CURIOUS CASE OF BENJAMIN BUTTON</b>	MOVIE ONE	Sun	20:30	133	158	1,165	570
9	CRICKET: WORLD SERIES CLASSICS	FOX SPORTS 3	Sat	15:30	129	129	1,144	333
10	<b>LIVE: CRICKET: ODI NZ V AUS 3RD ODI S1</b>	FOX SPORTS 2	Tue	12:00	127	127	630	328
11	CRICKET: WORLD SERIES CLASSICS	FOX SPORTS 2	Tue	15:30	123	123	727	320
12	<b>NRL PANTHERS V RAIDERS</b>	FOX SPORTS 2	Sat	21:20	122	122	1,124	456
13	NCIS	TV1	Sun	20:30	99	133	1,307	816
14	WIZARDS OF WAVERLY PLACE	Disney Channel	Fri	16:59	99	99	841	637
15	<b>LIVE: CRICKET: ODI NZ V AUS 4TH ODI S1</b>	FOX SPORTS 2	Thu	12:00	96	96	504	252
16	<b>RACE TO WITCH MOUNTAIN</b>	FMC - Family Movie Ch.	Sat	19:00	94	94	1,398	174
17	AMERICAN IDOL PERFORMANCE SHOW	FOX8	Wed	19:35	94	108	1,034	686
18	FAMILY GUY	FOX8	Mon	18:46	92	128	912	943
19	LIVE: FOOTBALL: A-LEAGUE PRE GAME SHOW	FOX SPORTS 2	Sun	16:42	89	89	1,149	175
20	THE SIMPSONS	FOX8	Mon	19:11	87	116	940	1,593
21	AS THE BELL RINGS	Disney Channel	Fri	17:24	85	85	830	240
22	<b>THE 82ND ACADEMY AWARDS LIVE 2010</b>	MOVIE EXTRA	Mon	12:30	84	84	796	284
23	<b>LIVE: RUGBY UNION: S14 BRUMBIES V SHARKS</b>	FOX SPORTS 1	Sat	19:30	82	82	1,393	254
24	<b>LIVE: FOOTBALL: A-LEAGUE PF SYD V WELL</b>	FOX SPORTS 3	Sat	19:50	79	79	1,357	317
25	<b>LIVE: RUGBY UNION: S14 WARATAHS V LIONS</b>	FOX SPORTS 1	Fri	19:30	78	78	966	297
26	<b>LIVE: FOOTBALL: A-LEAGUE MINOR SF WELL V NEWC</b>	FOX SPORTS 2	Sun	14:00	78	78	1,074	261
27	HANNAH MONTANA	Disney Channel	Thu	18:00	76	76	828	573
28	<b>CRICKET: TWENTY20: NZ V AUS GAME 2</b>	FOX SPORTS 2	Thu	16:10	76	76	799	277
29	THE SUITE LIFE ON DECK	Disney Channel	Sat	17:00	74	74	1,254	531
30	HOW I MET YOUR MOTHER	ARENA	Thu	19:28	70	77	1,205	701
31	PROPERTY LADDER	Lifestyle Channel	Thu	21:31	69	82	1,022	593
32	ICARLY	Nickelodeon	Tue	17:30	69	69	923	436
33	<b>MURDER IN GREENWICH</b>	13TH STREET	Mon	20:31	66	66	1,107	185
34	LAW & ORDER: SVU	TV1	Sat	21:20	65	97	1,213	745
35	FRIENDS	111 HITS	Thu	21:00	65	70	1,223	693
36	<b>LIVE: RUGBY UNION: S14 CHIEFS V CRUS</b>	FOX SPORTS 1	Fri	17:30	65	65	806	194
37	LAW & ORDER: CRIMINAL INTENT	TV1	Sat	19:30	64	75	1,428	552
38	JONAS	Disney Channel	Fri	17:31	64	64	824	435
39	EASTENDERS	UKTV	Wed	19:00	63	72	893	268
40	FUTURAMA	FOX8	Mon	18:21	62	93	813	892
41	THE REAL HOUSEWIVES OF NEW JERSEY	ARENA	Tue	20:33	60	77	1,065	187
42	<b>LIVE: CRICKET: ODI NZ V AUS PRE MATCH</b>	FOX SPORTS 3	Sat	11:30	59	59	791	130
43	PHINEAS AND FERB	Disney Channel	Thu	16:30	59	59	818	445
44	CORONATION STREET	UKTV	Mon	18:03	58	63	826	225
45	AMERICAN IDOL RESULTS SHOW	FOX8	Fri	19:35	58	90	954	315
46	TWO AND A HALF MEN	ARENA	Sun	17:30	58	73	1,303	777
47	AMERICA'S NEXT TOP MODEL	FOX8	Tue	19:35	58	89	1,004	369
48	LIVE: FOOTBALL: A-LEAGUE POST GAME SHOW	FOX SPORTS 2	Sun	19:48	57	57	1,193	131
49	LAW & ORDER	W.	Mon	20:30	57	71	1,113	542
50	<b>PAUL BLART: MALL COP</b>	SHOWTIME	Sun	20:30	56	81	1,265	278

(\* 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.