



Sydney Beats Melbourne In an A-League Thriller

The extra time period of the A-League Grand Final, in which Sydney FC beat Melbourne Victory 4-2 in penalty kicks, topped the week for subscription TV with 272,000 viewers (listed as **Live: Football: A-League Post Game Show** on FOX Sports overleaf). **Live: NRL Wests Tigers v Sea Eagles** was seen by 241,000 people, **Live: Cricket: Test NZ v Aus 1st Test** was watched by 163,000 people and **Live: Rugby Union: S14 Reds v Force** was viewed by 88,000 subscribers (all on FOX Sports).

American Idol Performance Show on FOX8 was watched by 108,000 people, **NCIS** on TV1 was seen by 88,000 and **That '70s Show** on 111Hits had its best result of the year with 75,000 viewers. **Coronation Street** on UKTV was seen by 71,000 people, **Wizards of Waverly Place** on Disney Channel was viewed by 66,000 people and **Megastructures: Icebreaker** premiered on National Geographic with 61,000 viewers.

In week 12, subscription TV channels had more viewers than any other network around Australia with **23.4%** of all metropolitan viewing between 6am and midnight, **22.0%** of all regional viewing and **58.1%** of all viewing in subscription TV homes. (Fri & Sat listings based on preliminary schedules).

Subscription TV Viewing Summary : Week 12 (14 Mar - 20 Mar 2010)

All People: Current Week Share to All*			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	58.1	23.4	22.0
ABC	4.8	13.0	13.4
Seven/Affiliates	12.6	22.8	19.5
Nine/Affiliates	13.6	20.6	18.8
Ten/Affiliates	8.9	15.1	12.7
SBS	1.1	3.0	3.6

All People: Year-to-Date Share to All**			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	59.2	24.2	22.2
ABC	4.6	12.8	13.2
Seven/Affiliates	11.7	21.0	18.1
Nine/Affiliates	15.0	22.2	20.9
Ten/Affiliates	7.5	14.0	11.7
SBS	1.2	3.3	3.9

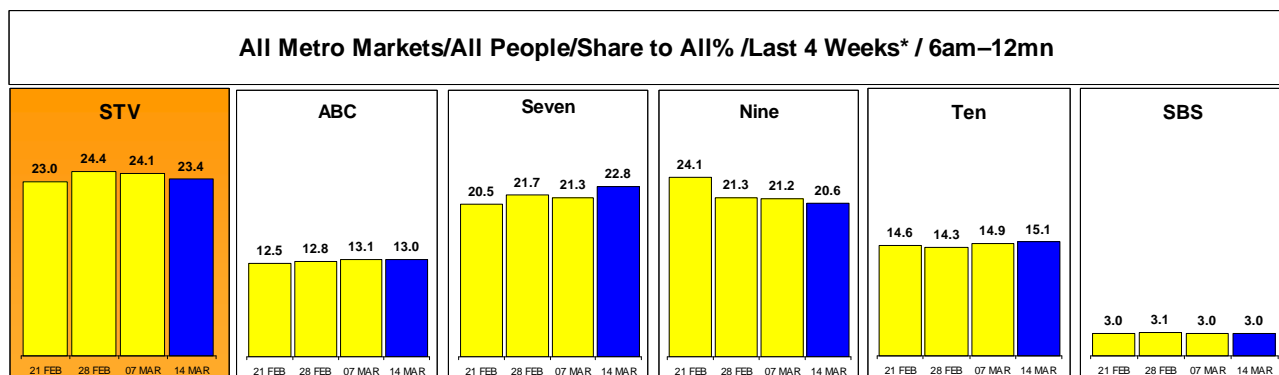
Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	46.7	16.7	16.2
ABC	5.9	12.7	13.6
Seven/Affiliates	15.5	25.2	19.7
Nine/Affiliates	18.0	22.9	21.0
Ten/Affiliates	11.1	16.1	13.7
SBS	1.7	4.1	4.9

Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	50.1	18.2	17.0
ABC	5.7	13.4	13.8
Seven/Affiliates	14.9	23.7	19.1
Nine/Affiliates	16.9	22.2	20.8
Ten/Affiliates	9.6	15.2	13.0
SBS	1.9	4.7	5.4

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	58.6	23.9	22.5
ABC	4.7	12.7	13.3
Seven/Affiliates	12.4	22.5	19.3
Nine/Affiliates	13.5	20.6	18.9
Ten/Affiliates	8.9	15.0	12.6
SBS	1.1	3.0	3.7

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	60.1	24.9	22.7
ABC	4.5	12.6	13.0
Seven/Affiliates	11.4	20.7	17.9
Nine/Affiliates	14.7	22.1	20.9
Ten/Affiliates	7.3	13.9	11.6
SBS	1.2	3.3	3.9

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 1-12 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 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	LIVE: FOOTBALL: A-LEAGUE POST GAME SHOW	FOX SPORTS 3	Sat	21:00	272	272	1,407	471
2	LIVE: NRL WESTS TIGERS V SEA EAGLES	FOX SPORTS 2	Mon	19:00	241	241	1,135	568
3	LIVE: NRL KNIGHTS V STORM	FOX SPORTS 2	Sat	19:30	227	227	1,371	562
4	LIVE: NRL WARRIORS V SHARKS	FOX SPORTS 2	Sat	17:30	218	218	1,137	561
5	LIVE: FOOTBALL: A-LEAGUE GRAND FINAL	FOX SPORTS 3	Sat	19:00	176	176	1,315	460
6	LIVE: CRICKET: TEST NZ V AUS 1ST TEST	FOX SPORTS 3	Sat	11:40	163	163	1,091	915
7	LIVE: NRL TITANS V WARRIORS	FOX SPORTS 2	Sun	14:00	158	158	962	398
8	LIVE: CRICKET: TEST NZ V AUS	FOX SPORTS 3	Sat	09:00	147	147	791	342
9	CRICKET: WORLD SERIES CLASSICS	FOX SPORTS 3	Sat	11:00	142	142	925	395
10	THE SIMPSONS	FOX8	Wed	19:09	135	165	956	1,648
11	LIVE: NRL COWBOYS V PANTHERS	FOX SPORTS 2	Sat	21:30	116	116	1,183	405
12	AMERICAN IDOL PERFORMANCE SHOW	FOX8	Wed	19:35	108	134	1,113	578
13	LIVE: NRL SATURDAY PRE GAME SHOW	FOX SPORTS 2	Sat	16:55	104	104	1,198	248
14	LIVE: NRL MONDAY POST GAME SHOW	FOX SPORTS 2	Mon	21:00	102	102	1,084	291
15	FAMILY GUY	FOX8	Wed	18:44	90	122	885	973
16	NCIS	TV1	Sun	19:30	88	118	1,018	757
17	LIVE: RUGBY UNION: S14 REDS V FORCE	FOX SPORTS 3	Sun	17:20	88	88	975	281
18	AMERICAN IDOL RESULTS SHOW	FOX8	Thu	19:35	80	101	1,010	356
19	FUTURAMA	FOX8	Tue	18:16	78	96	825	936
20	LIVE: RUGBY UNION: S14 FORCE V WARATAHS	FOX SPORTS 1	Sat	21:55	77	77	1,006	268
21	THAT '70S SHOW	111 HITS	Sun	21:00	75	81	1,114	699
22	CORONATION STREET	UKTV	Tue	18:04	71	85	798	273
23	EASTENDERS	UKTV	Mon	19:00	70	76	1,035	235
24	AMERICA'S NEXT TOP MODEL	FOX8	Tue	19:36	66	86	1,002	381
25	WIZARDS OF WAVERLY PLACE	Disney Channel	Mon	17:00	66	66	764	537
26	LIVE: NRL SUNDAY PRE GAME SHOW	FOX SPORTS 2	Sun	13:28	64	64	872	139
27	PROPERTY LADDER	Lifestyle Channel	Wed	21:31	64	90	987	600
28	LAW & ORDER: SVU	TV1	Sat	21:20	64	83	1,369	692
29	THE HOTEL INSPECTOR	Lifestyle Channel	Thu	20:37	64	75	1,220	190
30	LIVE: RUGBY LEAGUE: TOYOTA CUP	FOX SPORTS 2	Sat	15:15	62	62	1,204	342
31	LOCATION, LOCATION, LOCATION	Lifestyle Channel	Sun	17:30	62	76	1,014	646
32	BRIDE WARS	SHOWTIME	Sun	20:30	61	75	1,091	264
33	SKY RACEDAY	Sky Racing	Sat	12:00	61	61	1,116	329
34	MEGASTRUCTURES: ICEBREAKER	National Geographic	Tue	20:30	61	61	983	170
35	AS THE BELL RINGS	Disney Channel	Tue	17:24	61	61	800	238
36	MURDER INVESTIGATION TEAM	13TH STREET	Fri	20:30	60	60	937	154
37	HOW I MET YOUR MOTHER	ARENA	Tue	19:30	60	68	1,010	685
38	JONAS	Disney Channel	Fri	17:30	59	59	812	418
39	MEGAFACORIES: ROLLS ROYCE	National Geographic	Tue	18:30	58	58	908	138
40	FOOTBALL: GRAND FINAL SPECIAL	FOX SPORTS 3	Sat	17:00	57	57	1,191	184
41	RIVER COTTAGE: WINTER'S ON THE WAY	Lifestyle Channel	Tue	19:30	57	80	1,003	241
42	LIVE: RUGBY UNION: S14 BLUES V BRUMBIES	FOX SPORTS 1	Fri	17:30	56	56	824	163
43	LAW & ORDER	W.	Wed	21:15	56	69	1,065	460
44	SHOGUN	FOX Classics	Mon	20:32	56	61	1,014	627
45	WWE RAW	FOX8	Wed	15:30	55	79	745	345
46	I'M IN THE BAND	Disney Channel	Fri	17:59	55	55	778	257
47	LIVE: NRL ON FOX	FOX SPORTS 2	Wed	19:30	55	55	1,063	122
48	MARPLE: THE MURDER AT THE VICARAGE	13TH STREET	Wed	20:30	54	54	1,090	162
49	SILENT WITNESS	UKTV	Sun	20:30	53	60	1,066	270
50	DORA THE EXPLORER	Nick Jr	Sat	10:30	53	53	908	255

(* 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.