



Storm Thunders Home on Subscription TV

The Melbourne Storm held off a resurgent Penrith Panthers in FOX Sports' coverage of their Rugby League match, **Live: NRL Panthers v Storm**, watched by 220,000 people on Saturday evening. In Australian Rules, 183,000 watched **Live: AFL Brisbane Lions v West Coast**, 172,000 watched **Live: Cricket: Test NZ v Aus 2nd Test** and **Live: Rugby Union: S14 Waratahs v Blues** was seen by 96,000 viewers (all on FOX Sports).

American Idol Performance Show on FOX8 was watched by 105,000 people, **Hannah Montana** on Disney Channel was seen by 88,000 and **Legend of the Seeker** on FOX8 had its best result of the year with 83,000 viewers. **NCIS** on TV1 was seen by 83,000 people, **Location, Location, Location** on Lifestyle Channel was viewed by 67,000 people and **Keeping Up With The Kardashians** on E! had its best result of the year with 62,000 viewers.

In week 13, subscription TV channels had more viewers than any other network around Australia with **22.5%** of all metropolitan viewing between 6am and midnight, **22.4%** 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 13 (21 Mar - 27 Mar 2010)

All People: Current Week Share to All*			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	57.0	22.5	22.4
ABC	4.9	13.1	13.2
Seven/Affiliates	12.3	22.4	18.7
Nine/Affiliates	14.0	20.6	19.1
Ten/Affiliates	9.8	16.2	12.7
SBS	1.1	3.2	3.8

All People: Year-to-Date Share to All**			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	59.1	24.1	22.2
ABC	4.6	12.9	13.2
Seven/Affiliates	11.8	21.1	18.2
Nine/Affiliates	14.9	22.0	20.8
Ten/Affiliates	7.7	14.1	11.8
SBS	1.1	3.3	3.9

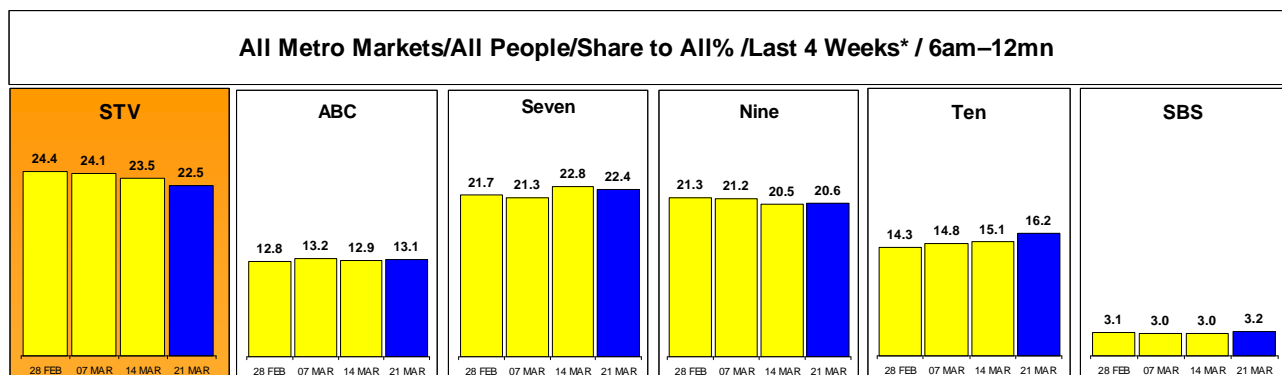
Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	45.8	16.1	16.7
ABC	5.7	12.9	13.3
Seven/Affiliates	15.7	24.6	19.2
Nine/Affiliates	18.0	22.9	21.2
Ten/Affiliates	12.0	16.9	13.5
SBS	1.7	4.5	5.1

Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	49.7	18.1	17.0
ABC	5.7	13.4	13.8
Seven/Affiliates	15.0	23.7	19.1
Nine/Affiliates	17.0	22.2	20.8
Ten/Affiliates	9.8	15.3	13.0
SBS	1.9	4.7	5.4

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	57.8	23.1	22.7
ABC	4.8	12.8	13.2
Seven/Affiliates	12.0	22.1	18.6
Nine/Affiliates	13.6	20.4	19.1
Ten/Affiliates	9.8	16.1	12.6
SBS	1.1	3.3	3.9

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	59.9	24.8	22.7
ABC	4.5	12.6	13.1
Seven/Affiliates	11.5	20.8	17.9
Nine/Affiliates	14.6	22.0	20.7
Ten/Affiliates	7.5	14.0	11.7
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 1-13 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 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: NRL PANTHERS V STORM	FOX SPORTS 2	Sat	17:30	220	220	1,093	550
2	LIVE: NRL RAIDERS V BRONCOS	FOX SPORTS 2	Mon	19:00	219	219	1,145	522
3	LIVE: NRL EELS V SEA EAGLES	FOX SPORTS 2	Sun	14:00	213	213	1,162	463
4	LIVE: NRL SEA EAGLES V KNIGHTS	FOX SPORTS 2	Sat	19:30	202	202	1,404	510
5	LIVE: AFL BRISBANE LIONS V WEST COAST	FOX SPORTS 1	Sat	20:00	183	183	1,357	645
6	LIVE: CRICKET: TEST NZ V AUS 2ND TEST	FOX SPORTS 3	Sat	11:35	172	172	925	855
7	LIVE: NRL TITANS V RAIDERS	FOX SPORTS 2	Sat	21:30	170	170	1,223	476
8	LIVE: AFL MELBOURNE V HAWTHORN	FOX SPORTS 1	Sat	14:00	145	145	1,105	506
9	LIVE: CRICKET: TEST NZ V AUS 1ST TEST DAY 3 S2	FOX SPORTS 3	Sun	11:37	130	130	1,030	473
10	LIVE: CRICKET: TEST NZ V AUS 1ST TEST DAY 3 S3	FOX SPORTS 3	Sun	13:59	121	121	1,158	507
11	THE SIMPSONS	FOX8	Mon	19:12	112	131	1,143	1,643
12	LIVE: CRICKET: TEST NZ V AUS 1ST TEST DAY 3 S1	FOX SPORTS 3	Sun	09:00	111	111	755	379
13	CRICKET: WORLD SERIES CLASSICS	FOX SPORTS 3	Sat	11:00	111	111	876	572
14	FAMILY GUY	FOX8	Mon	18:47	107	126	982	970
15	AMERICAN IDOL PERFORMANCE SHOW	FOX8	Wed	19:35	105	131	1,067	548
16	LIVE: CRICKET: TEST NZ V AUS 1ST TEST DAY 4 S2	FOX SPORTS 3	Mon	11:36	102	102	601	304
17	LIVE: RUGBY UNION: S14 WARATAHS V BLUES	FOX SPORTS 3	Sat	19:30	96	96	1,404	272
18	LIVE: NRL SATURDAY PRE GAME SHOW	FOX SPORTS 2	Sat	16:55	90	90	1,118	150
19	LIVE: CRICKET: TEST NZ V AUS 1ST TEST DAY 5 S1	FOX SPORTS 3	Tue	08:52	89	89	409	243
20	HANNAH MONTANA	Disney Channel	Mon	18:00	88	88	748	544
21	AMERICA'S NEXT TOP MODEL	FOX8	Tue	19:35	87	118	987	450
22	FUTURAMA	FOX8	Tue	18:19	84	119	760	1,007
23	LIVE: RUGBY UNION: S14 BRUMBIES V CHIEFS	FOX SPORTS 3	Fri	19:30	84	84	983	247
24	LEGEND OF THE SEEKER	FOX8	Sun	18:30	83	99	981	244
25	NCIS	TV1	Sun	20:30	83	108	1,245	830
26	LIVE: NRL SATURDAY POST GAME SHOW	FOX SPORTS 2	Sat	23:20	76	76	752	162
27	LIVE: CRICKET: TEST NZ V AUS 1ST TEST DAY 4 S1	FOX SPORTS 3	Mon	09:26	75	75	426	195
28	AMERICAN IDOL RESULTS SHOW	FOX8	Thu	19:36	75	88	920	404
29	LIVE: NRL SUNDAY PRE GAME SHOW	FOX SPORTS 2	Sun	13:31	73	73	1,134	145
30	HOW I MET YOUR MOTHER	ARENA	Tue	19:27	72	87	944	691
31	PROJECT RUNWAY	ARENA	Mon	20:31	72	78	1,048	212
32	LIVE: NRL MONDAY POST GAME SHOW	FOX SPORTS 2	Mon	20:52	69	69	1,063	249
33	LOCATION, LOCATION, LOCATION	Lifestyle Channel	Sun	17:30	67	87	1,010	670
34	LIVE: CRICKET: TEST NZ V AUS 1ST TEST DAY 4 S3	FOX SPORTS 3	Mon	14:07	65	65	646	245
35	EASTENDERS	UKTV	Wed	19:00	65	70	842	227
36	WIZARDS OF WAVERLY PLACE	Disney Channel	Mon	18:29	64	64	854	577
37	KEEPING UP WITH THE KARDASHIANS	E!	Tue	21:30	62	62	1,063	391
38	TWO AND A HALF MEN	ARENA	Tue	19:00	61	70	893	824
39	THE WRESTLER	SHOWTIME	Sun	20:30	60	67	1,195	235
40	NEWS DAY	SKY NEWS	Tue	14:00	59	59	562	642
41	CORONATION STREET	UKTV	Tue	18:02	59	65	765	210
42	THE SUITE LIFE OF ZACK & CODY	Disney Channel	Sat	15:00	59	59	1,132	203
43	WWE RAW	FOX8	Wed	15:30	59	73	684	384
44	LIVE: NRL ON FOX	FOX SPORTS 2	Wed	19:30	59	59	1,005	115
45	LAW & ORDER: SVU	TV1	Sat	21:20	58	69	1,361	719
46	CRUISE SHIP ATTACK	Crime & Investigation	Thu	20:22	58	58	943	72
47	GOSSIP GIRL	FOX8	Tue	20:35	57	77	1,034	287
48	LIVE: RUGBY LEAGUE: TOYOTA CUP	FOX SPORTS 2	Sat	15:15	57	57	1,143	298
49	JONAS	Disney Channel	Mon	17:31	56	56	744	399
50	SKY RACEDAY	Sky Racing	Sat	12:00	56	56	1,051	362

(* 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.