



## Easter Entertainment For Everyone

The Easter Saturday Rugby League game between Cronulla and Parramatta, Live: NRL Sharks v Eels, on FOX Sports topped the week for subscription TV with 261,000 viewers. In Australian Rules football, **Live: AFL Collingwood v Melbourne** was watched by 219,000 viewers and **Live: Cricket: Test NZ v Aus 2nd Test Day 3 S3** was seen by 166,000 people. **Live: AFL: On the Couch** had its best result of the year so far with 138,000 viewers, **Live: Rugby Union: S14 Waratahs v Chtahs** was watched by 98,000 people and the premiership showdown for English football, **Live: Football: EPL Man United v Chelsea**, was seen by 96,000 viewers (all on FOX Sports).

In entertainment programming, **The Simpsons** on FOX8 topped the week with 140,000 viewers, **America's Next Top Model** (also on FOX8) was seen by 108,000 people and **NCIS** on TV1 was viewed by 82,000. **Wizards of Waverly Place** on Disney Channel was watched by 78,000 people, **Two and a Half Men** on Arena was watched by 78,000 and the new series of **Selling Houses Australia** on Lifestyle Channel was seen by 76,000 people.

In week 14, subscription TV channels had more viewers than any other network around Australia with **24.8%** of all metropolitan viewing between 6am and midnight, **23.8%** of all regional viewing and **60.7%** of all viewing in subscription TV homes. (Fri & Sat listings based on preliminary schedules).

### Subscription TV Viewing Summary : Week 14 (28 Mar - 03 Apr 2010)

All People: Current Week Share to All*			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>60.7</b>	<b>24.8</b>	<b>23.8</b>
ABC	4.8	13.1	13.4
Seven/Affiliates	11.6	20.9	17.7
Nine/Affiliates	12.3	19.8	19.0
Ten/Affiliates	9.0	16.0	12.6
SBS	1.0	3.2	3.7

All People: Year-to-Date Share to All**			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>59.2</b>	<b>24.1</b>	<b>22.3</b>
ABC	4.7	12.9	13.2
Seven/Affiliates	11.8	21.1	18.1
Nine/Affiliates	14.7	21.9	20.7
Ten/Affiliates	7.8	14.3	11.8
SBS	1.1	3.3	3.9

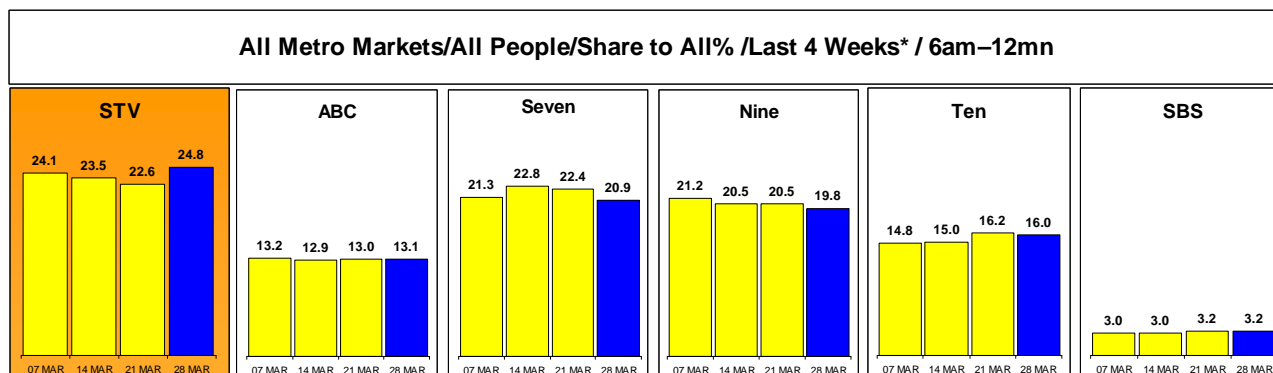
Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>50.2</b>	<b>18.2</b>	<b>17.4</b>
ABC	5.7	13.3	13.6
Seven/Affiliates	14.7	22.9	18.7
Nine/Affiliates	16.0	22.0	20.8
Ten/Affiliates	10.8	16.7	13.4
SBS	1.7	4.6	5.4

Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>49.7</b>	<b>18.1</b>	<b>17.0</b>
ABC	5.7	13.4	13.8
Seven/Affiliates	15.0	23.7	19.1
Nine/Affiliates	16.9	22.2	20.8
Ten/Affiliates	9.9	15.4	13.1
SBS	1.9	4.7	5.4

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>61.3</b>	<b>25.3</b>	<b>24.2</b>
ABC	4.7	12.9	13.3
Seven/Affiliates	11.3	20.6	17.5
Nine/Affiliates	12.1	19.6	18.9
Ten/Affiliates	9.0	16.0	12.5
SBS	1.1	3.2	3.8

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>60.0</b>	<b>24.8</b>	<b>22.8</b>
ABC	4.5	12.6	13.1
Seven/Affiliates	11.5	20.8	17.9
Nine/Affiliates	14.4	21.8	20.6
Ten/Affiliates	7.6	14.2	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 1-14 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 28 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 EELS</b>	<b>FOX SPORTS 2</b>	<b>Sat</b>	<b>17:30</b>	<b>261</b>	<b>261</b>	<b>1,191</b>	<b>583</b>
2	<b>LIVE: NRL COWBOYS V TITANS</b>	<b>FOX SPORTS 2</b>	<b>Sat</b>	<b>19:30</b>	<b>239</b>	<b>239</b>	<b>1,429</b>	<b>537</b>
3	<b>LIVE: AFL COLLINGWOOD V MELBOURNE</b>	<b>FOX SPORTS 1</b>	<b>Sat</b>	<b>14:00</b>	<b>219</b>	<b>219</b>	<b>1,135</b>	<b>527</b>
4	<b>LIVE: NRL SHARKS V RABBITOHS</b>	<b>FOX SPORTS 2</b>	<b>Mon</b>	<b>19:00</b>	<b>213</b>	<b>213</b>	<b>1,277</b>	<b>548</b>
5	<b>LIVE: NRL BRONCOS V WARRIORS</b>	<b>FOX SPORTS 2</b>	<b>Sun</b>	<b>14:00</b>	<b>206</b>	<b>206</b>	<b>1,070</b>	<b>491</b>
6	<b>LIVE: AFL WEST COAST V PORT ADELAIDE</b>	<b>FOX SPORTS 1</b>	<b>Sat</b>	<b>20:30</b>	<b>191</b>	<b>191</b>	<b>1,322</b>	<b>605</b>
7	<b>LIVE: CRICKET: TEST NZ V AUS 2ND TEST DAY 3 S3</b>	<b>FOX SPORTS 3</b>	<b>Mon</b>	<b>14:00</b>	<b>166</b>	<b>166</b>	<b>728</b>	<b>376</b>
8	<b>LIVE: CRICKET: TEST NZ V AUS 2ND TEST DAY 2 S2</b>	<b>FOX SPORTS 3</b>	<b>Sun</b>	<b>11:35</b>	<b>162</b>	<b>162</b>	<b>976</b>	<b>596</b>
9	<b>LIVE: CRICKET: TEST NZ V AUS 2ND TEST DAY 4 S3</b>	<b>FOX SPORTS 3</b>	<b>Tue</b>	<b>13:59</b>	<b>143</b>	<b>143</b>	<b>704</b>	<b>348</b>
10	<b>LIVE: AFL FREMANTLE V ADELAIDE</b>	<b>FOX SPORTS 1</b>	<b>Sun</b>	<b>20:00</b>	<b>142</b>	<b>142</b>	<b>1,236</b>	<b>474</b>
11	THE SIMPSONS	FOX8	Wed	19:10	140	168	971	2,017
12	<b>LIVE: AFL: ON THE COUCH</b>	<b>FOX SPORTS 1</b>	<b>Mon</b>	<b>20:30</b>	<b>138</b>	<b>138</b>	<b>1,365</b>	<b>228</b>
13	FAMILY GUY	FOX8	Thu	18:44	138	166	847	1,081
14	FUTURAMA	FOX8	Thu	18:17	124	151	797	1,079
15	<b>LIVE: CRICKET: TEST NZ V AUS 2ND TEST DAY 2 S1</b>	<b>FOX SPORTS 3</b>	<b>Sun</b>	<b>08:57</b>	<b>116</b>	<b>116</b>	<b>780</b>	<b>384</b>
16	<b>LIVE: CRICKET: TEST NZ V AUS 2ND TEST DAY 3 S2</b>	<b>FOX SPORTS 3</b>	<b>Mon</b>	<b>11:35</b>	<b>114</b>	<b>114</b>	<b>629</b>	<b>312</b>
17	AMERICA'S NEXT TOP MODEL	FOX8	Tue	19:36	108	136	1,082	450
18	CRICKET: WORLD SERIES CLASSICS	FOX SPORTS 3	Sun	11:03	107	107	833	621
19	<b>LIVE: CRICKET: TEST NZ V AUS 2ND TEST DAY 4 S2</b>	<b>FOX SPORTS 3</b>	<b>Tue</b>	<b>11:35</b>	<b>106</b>	<b>106</b>	<b>615</b>	<b>290</b>
20	AMERICAN IDOL PERFORMANCE SHOW	FOX8	Wed	19:36	104	149	1,135	558
21	LIVE: NRL SATURDAY PRE GAME SHOW	FOX SPORTS 2	Sat	16:55	98	98	1,199	216
22	<b>LIVE: RUGBY UNION: S14 WARATAHS V CHTAHS</b>	<b>FOX SPORTS 3</b>	<b>Sat</b>	<b>19:30</b>	<b>98</b>	<b>98</b>	<b>1,436</b>	<b>322</b>
23	<b>LIVE: FOOTBALL: EPL MAN UNITED V CHELSEA</b>	<b>FOX SPORTS 3</b>	<b>Sat</b>	<b>22:00</b>	<b>96</b>	<b>96</b>	<b>933</b>	<b>329</b>
24	<b>NRL POST GAME SHOW</b>	<b>FOX SPORTS 2</b>	<b>Sat</b>	<b>21:18</b>	<b>86</b>	<b>86</b>	<b>1,424</b>	<b>217</b>
25	<b>LIVE: CRICKET: TEST NZ V AUS 2ND TEST DAY 4 S1</b>	<b>FOX SPORTS 3</b>	<b>Tue</b>	<b>08:28</b>	<b>86</b>	<b>86</b>	<b>492</b>	<b>249</b>
26	<b>LIVE: CRICKET: TEST NZ V AUS 2ND TEST DAY 5 S1</b>	<b>FOX SPORTS 3</b>	<b>Wed</b>	<b>08:46</b>	<b>85</b>	<b>85</b>	<b>484</b>	<b>216</b>
27	<b>AFL: OPEN MIKE</b>	<b>FOX SPORTS 1</b>	<b>Mon</b>	<b>21:30</b>	<b>82</b>	<b>82</b>	<b>1,099</b>	<b>171</b>
28	NCIS	TV1	Thu	19:30	82	107	963	869
29	LIVE: NRL ON FOX	FOX SPORTS 2	Wed	19:30	79	79	1,113	143
30	WIZARDS OF WAVERLY PLACE	Disney Channel	Fri	20:04	78	78	1,281	614
31	TWO AND A HALF MEN	ARENA	Sat	21:30	78	86	1,393	767
32	<b>LIVE: RUGBY UNION: S14 FORCE V STORMERS</b>	<b>FOX SPORTS 3</b>	<b>Fri</b>	<b>21:00</b>	<b>78</b>	<b>78</b>	<b>1,111</b>	<b>234</b>
33	WWE RAW	FOX8	Wed	15:29	78	106	763	366
34	SELLING HOUSES AUSTRALIA	Lifestyle Channel	Wed	20:30	76	106	1,144	433
35	MIDSOMER MURDERS	UKTV	Fri	20:30	75	92	1,187	437
36	LIVE: NRL MONDAY POST GAME SHOW	FOX SPORTS 2	Mon	20:57	74	74	1,209	207
37	EASTENDERS	UKTV	Wed	19:00	73	84	947	281
38	HANNAH MONTANA	Disney Channel	Fri	09:59	73	73	848	882
39	BEAUTY AND THE GEEK	FOX8	Wed	21:30	72	95	1,090	195
40	<b>LIVE: RUGBY UNION: S14 HURRICANES CRUS</b>	<b>FOX SPORTS 3</b>	<b>Fri</b>	<b>17:30</b>	<b>69</b>	<b>69</b>	<b>1,113</b>	<b>212</b>
41	<b>PRINCESS PROTECTION PROGRAM</b>	<b>Disney Channel</b>	<b>Fri</b>	<b>18:30</b>	<b>69</b>	<b>69</b>	<b>1,214</b>	<b>184</b>
42	LIVE: NRL SUNDAY PRE GAME SHOW	FOX SPORTS 2	Sun	13:27	68	68	1,021	166
43	<b>LIVE: CRICKET: TEST NZ V AUS 2ND TEST DAY 3 S1</b>	<b>FOX SPORTS 3</b>	<b>Mon</b>	<b>08:28</b>	<b>68</b>	<b>68</b>	<b>479</b>	<b>229</b>
44	GOSSIP GIRL	FOX8	Tue	20:35	67	79	1,082	313
45	AS THE BELL RINGS	Disney Channel	Wed	17:25	66	66	799	188
46	GRAND DESIGNS	Lifestyle Channel	Fri	15:00	66	72	1,140	541
47	<b>RIGHTEOUS KILL</b>	<b>MOVIE ONE</b>	<b>Sun</b>	<b>20:30</b>	<b>65</b>	<b>80</b>	<b>1,349</b>	<b>295</b>
48	HOW I MET YOUR MOTHER	ARENA	Fri	16:30	65	78	1,103	1,050
49	<b>LIVE: CRICKET: TEST NZ V AUS 2ND TEST DAY 2 S3</b>	<b>FOX SPORTS 3</b>	<b>Sun</b>	<b>15:07</b>	<b>64</b>	<b>64</b>	<b>1,046</b>	<b>302</b>
50	WWE SMACKDOWN	FOX8	Fri	15:30	63	77	1,093	407

(\* 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.