



Everyone Wants to Move To Australia

In the premiere episode of **Relocation: Phil Down Under** on Lifestyle Channel, host Phil Spencer had 192,000 subscription TV viewers see how the Relocation team is advising the British public about moving to Australia. In the same week, Andrew Winter and the **Selling Houses Australia** team were watched by 178,000 viewers (also on Lifestyle Channel). **America's Next Top Model** on FOX8 had its best result of the year with 129,000 viewers, **Midsomer Murders** on UKTV was seen by 98,000 people and **NCIS** on TV1 was watched by 95,000 people.

The Easter Monday Rugby League game between Souths and Canterbury-Bankstown, **Live: NRL Rabbitohs v Bulldogs**, on FOX Sports was seen by 264,000 viewers. In Australian Rules football, **Live: AFL Port Adelaide v Brisbane Lions** was watched by 153,000 viewers and **Live: Rugby Union: S14 Crus v W'tahs** was seen by 99,000 people. **Live: AFL: On the Couch** was watched by 138,000 viewers, **Live: NRL Monday Pre Game Show** had its best result of the year so far with 99,000 people and the premiere of Open Mike was watched by 65,000 people (all on FOX Sports).

In week 15, subscription TV channels had more viewers than any other network around Australia with **24.6%** of all metropolitan viewing between 6am and midnight, **23.4%** of all regional viewing and **60.4%** of all viewing in subscription TV homes. (Fri & Sat listings based on preliminary schedules).

Subscription TV Viewing Summary : Week 15 (04 Apr - 10 Apr 2010)

All People: Current Week Share to All*			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	60.4	24.6	23.4
ABC	4.9	13.5	14.4
Seven/Affiliates	10.6	20.0	16.7
Nine/Affiliates	12.6	20.1	19.1
Ten/Affiliates	9.8	16.5	12.6
SBS	1.1	3.2	3.9

All People: Year-to-Date Share to All**			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	59.3	24.2	22.4
ABC	4.7	12.9	13.3
Seven/Affiliates	11.7	21.0	18.0
Nine/Affiliates	14.5	21.7	20.5
Ten/Affiliates	7.9	14.4	11.9
SBS	1.1	3.3	3.9

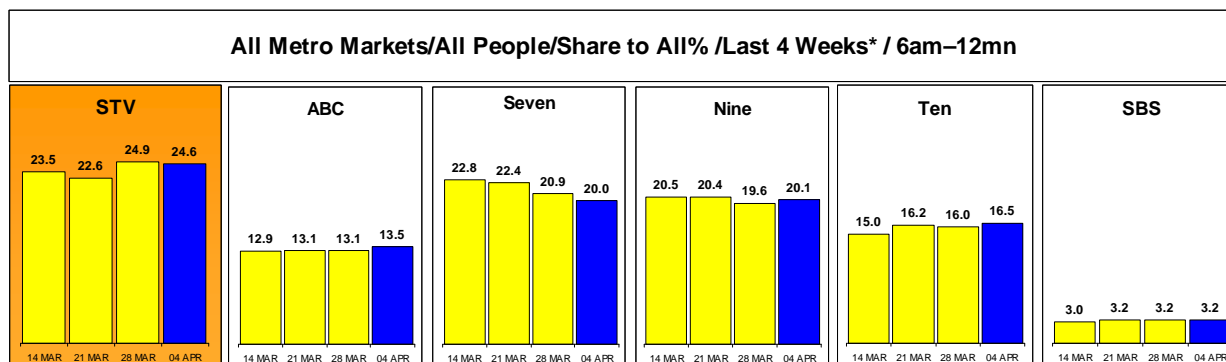
Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	48.6	17.5	16.8
ABC	6.0	13.6	14.3
Seven/Affiliates	14.0	22.3	18.1
Nine/Affiliates	17.3	22.4	21.2
Ten/Affiliates	11.5	17.2	13.3
SBS	1.8	4.7	5.5

Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	49.6	18.0	17.0
ABC	5.7	13.4	13.8
Seven/Affiliates	15.0	23.6	19.0
Nine/Affiliates	16.9	22.2	20.8
Ten/Affiliates	10.0	15.6	13.1
SBS	1.8	4.7	5.4

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	61.1	25.2	23.9
ABC	4.8	13.3	14.2
Seven/Affiliates	10.4	19.8	16.5
Nine/Affiliates	12.4	19.9	19.1
Ten/Affiliates	9.7	16.4	12.6
SBS	1.1	3.2	3.9

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	60.1	24.8	22.9
ABC	4.5	12.7	13.2
Seven/Affiliates	11.4	20.7	17.8
Nine/Affiliates	14.2	21.7	20.5
Ten/Affiliates	7.8	14.3	11.8
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 1-15 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 04 Apr 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 RABBITOHS V BULLDOGS	FOX SPORTS 2	Mon	19:00	264	264	1,345	623
2	LIVE: NRL COWBOYS V WESTS TIGERS	FOX SPORTS 2	Sat	19:30	234	234	1,565	550
3	LIVE: NRL KNIGHTS V PANTHERS	FOX SPORTS 2	Mon	16:00	225	225	1,210	539
4	LIVE: NRL WARRIORS V SEA EAGLES	FOX SPORTS 2	Sun	14:00	217	217	1,045	442
5	LIVE: NRL RABBITOHS V KNIGHTS	FOX SPORTS 2	Sat	17:30	212	212	1,306	542
6	RELOCATION: PHIL DOWN UNDER	Lifestyle Channel	Wed	19:30	192	244	1,174	651
7	SELLING HOUSES AUSTRALIA	Lifestyle Channel	Wed	20:30	178	214	1,220	711
8	LIVE: AFL PORT ADELAIDE V BRISBANE LIONS	FOX SPORTS 1	Sat	15:00	153	153	1,187	508
9	LIVE: AFL: ON THE COUCH	FOX SPORTS 1	Mon	20:30	139	139	1,333	228
10	THE SIMPSONS	FOX8	Thu	19:11	134	151	1,032	1,950
11	LIVE: AFL SYDNEY V RICHMOND	FOX SPORTS 1	Sat	19:00	133	133	1,473	641
12	AMERICA'S NEXT TOP MODEL	FOX8	Tue	19:36	129	160	1,165	465
13	NRL BULLDOGS V WARRIORS	FOX SPORTS 2	Sat	21:20	112	112	1,149	422
14	FAMILY GUY	FOX8	Wed	18:44	110	155	844	1,088
15	FUTURAMA	FOX8	Wed	18:18	109	142	777	947
16	AMERICAN IDOL RESULTS SHOW	FOX8	Thu	19:36	106	121	1,145	438
17	LIVE: RUGBY UNION: S14 CRUS V WTAHS	FOX SPORTS 3	Sat	17:30	99	99	1,306	239
18	LIVE: NRL MONDAY PRE GAME SHOW	FOX SPORTS 2	Mon	17:54	99	99	1,016	362
19	MIDSOMER MURDERS	UKTV	Sun	20:30	98	116	1,220	437
20	LIVE: NRL SUNDAY PRE GAME SHOW	FOX SPORTS 2	Sun	13:25	97	97	1,039	286
21	LIVE: AFL RICHMOND V WESTERN BULLDOGS	FOX SPORTS 1	Sun	16:31	96	96	1,027	440
22	NCIS	TV1	Thu	19:32	95	104	1,145	861
23	LIVE: AFL ADELAIDE V SYDNEY	FOX SPORTS 1	Sun	12:59	88	88	1,040	319
24	LIVE: NRL SATURDAY PRE GAME SHOW	FOX SPORTS 2	Sat	16:55	87	87	1,223	182
25	AMERICAN IDOL PERFORMANCE SHOW	FOX8	Wed	19:35	84	116	1,206	570
26	EASTENDERS	UKTV	Wed	19:00	81	93	951	267
27	LOCATION, LOCATION, LOCATION	Lifestyle Channel	Wed	21:35	79	89	1,029	856
28	CORONATION STREET	UKTV	Wed	18:05	77	87	777	297
29	HANNAH MONTANA	Disney Channel	Sun	08:00	76	76	614	714
30	LIVE: RUGBY UNION: S14 BRUMBIES V C'TAHS	FOX SPORTS 3	Sat	19:30	75	75	1,558	208
31	DORA THE EXPLORER	Nick Jr	Sat	09:40	74	74	832	409
32	ICARLY	Nickelodeon	Thu	15:27	74	74	785	529
33	AMERICAN DAD	FOX8	Sun	21:30	74	107	1,166	159
34	NEW TRICKS	UKTV	Wed	19:34	69	78	1,185	254
35	EGGHEADS	UKTV	Wed	17:02	69	79	858	229
36	SERIAL KILLER SUNDAY	Crime & Investigation	Sun	20:30	69	69	1,248	215
37	WIZARDS OF WAVERLY PLACE	Disney Channel	Thu	11:00	69	69	520	478
38	THE SUITE LIFE ON DECK	Disney Channel	Tue	12:30	68	68	792	562
39	LIVE: NRL ON FOX	FOX SPORTS 2	Wed	19:30	66	66	1,174	141
40	S.W.A.T.	TV1	Sun	15:30	65	77	946	422
41	OPEN MIKE	FOX SPORTS 1	Sat	18:00	65	65	1,242	144
42	LEGEND OF THE SEEKER	FOX8	Sun	18:30	65	71	1,114	209
43	LIVE: RUGBY UNION: S14 CHIEFS V BULLS	FOX SPORTS 3	Fri	17:30	65	65	825	205
44	PROJECT RUNWAY	ARENA	Mon	20:30	64	74	1,333	424
45	LIVE: AFL PRE GAME SHOW	FOX SPORTS 1	Sun	16:00	63	63	860	321
46	AS THE BELL RINGS	Disney Channel	Wed	17:25	62	62	832	168
47	LIVE: RUGBY LEAGUE: TOYOTA CUP	FOX SPORTS 2	Sun	11:45	62	62	940	314
48	TOY STORY	Disney Channel	Fri	18:30	62	62	900	141
49	THE WONDER PETS!	Nick Jr	Tue	08:20	62	62	538	313
50	TWO AND A HALF MEN	ARENA	Sat	21:30	61	83	1,276	852

(* 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.

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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.