

Storm Roars Home on Subscription TV

Live: NRL Storm v Warriors on FOX Sports was seen by 312,000 viewers scoring the top program for STV for week 18, 2010. This was closely followed by another Storm clash **Live: NRL Cowboys v Storm** also on FOX Sports picking up 277,000 viewers. In Australian Rules football, **Live: AFL Fremantle v Richmond** was watched by 217,000 viewers and **Live: Rugby Union: S14 Brum v Reds** was seen by 99,000 people.

Bart and Homer brought home the laughs on **The Simpsons** on FOX8 with 140,000 subscription TV viewers. In the same week, **Selling Houses Australia** on Lifestyle Channel was watched by 129,000 viewers and **Relocation: Phil Down Under** had 126,000 viewers. **Hannah Montana** on Disney Channel had 124,000 viewers, **Project Runway** on ARENA had 99,000 viewers and **New Tricks** on UKTV had 85,000 viewers.

In week 18, subscription TV channels had more viewers than any other network around Australia with **22.1%** of all metropolitan viewing between 6am and midnight, **19.4%** of all regional viewing and **55.6%** of all viewing in subscription TV homes. (Fri & Sat listings based on preliminary schedules).

Subscription TV Viewing Summary : Week 18 (25 Apr - 01 May 2010)

All People: Current Week Share to All*			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	55.6	22.1	19.4
ABC	5.1	13.0	13.9
Seven/Affiliates	12.8	21.6	19.0
Nine/Affiliates	14.7	20.9	20.4
Ten/Affiliates	10.0	17.1	13.3
SBS	1.0	3.0	3.7

All People: Year-to-Date Share to All**			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	58.7	23.8	22.0
ABC	4.7	13.0	13.4
Seven/Affiliates	11.9	21.1	18.1
Nine/Affiliates	14.6	21.6	20.5
Ten/Affiliates	8.3	14.8	12.1
SBS	1.1	3.2	3.8

Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	45.0	16.1	14.5
ABC	5.6	12.6	13.1
Seven/Affiliates	15.1	22.8	19.1
Nine/Affiliates	19.7	23.6	22.6
Ten/Affiliates	12.1	18.5	14.6
SBS	1.7	4.2	5.1

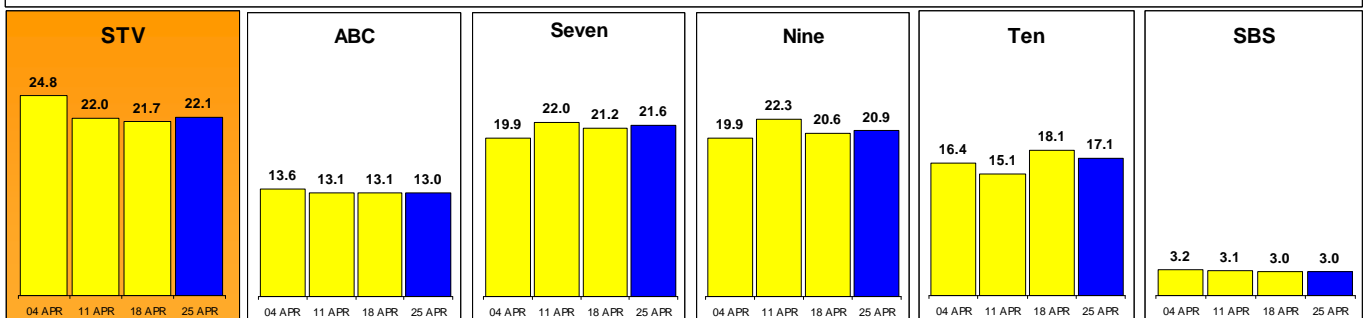
Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	48.6	17.6	16.6
ABC	5.7	13.3	13.7
Seven/Affiliates	15.1	23.5	19.0
Nine/Affiliates	17.4	22.5	21.1
Ten/Affiliates	10.4	16.0	13.3
SBS	1.8	4.6	5.3

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	56.4	22.8	19.7
ABC	5.0	12.8	13.8
Seven/Affiliates	12.5	21.4	18.8
Nine/Affiliates	14.5	20.8	20.4
Ten/Affiliates	9.9	17.0	13.2
SBS	1.1	3.1	3.7

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	59.5	24.5	22.5
ABC	4.6	12.7	13.2
Seven/Affiliates	11.6	20.8	17.9
Nine/Affiliates	14.3	21.6	20.5
Ten/Affiliates	8.1	14.7	12.0
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 1-18 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 25 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 STORM V WARRIORS	FOX SPORTS 2	Sun	18:00	312	312	1,333	703
2	LIVE: NRL COWBOYS V STORM	FOX SPORTS 2	Sat	19:30	277	277	1,435	588
3	LIVE: NRL SEA EAGLES V TITANS	FOX SPORTS 2	Mon	19:00	247	247	1,219	641
4	LIVE: NRL TITANS V PANTHERS	FOX SPORTS 2	Sat	17:30	235	235	1,193	574
5	LIVE: AFL FREMANTLE V RICHMOND	FOX SPORTS 1	Sun	20:30	217	217	997	582
6	LIVE: AFL SYDNEY V BRISBANE LIONS	FOX SPORTS 1	Sat	19:00	186	186	1,372	720
7	LIVE: AFL HAWTHORN V NTH MELBOURNE	FOX SPORTS 1	Sun	17:30	185	185	1,269	629
8	LIVE: NRL RAIDERS V RABBITOHS	FOX SPORTS 2	Sun	14:00	183	183	934	434
9	THE SIMPSONS	FOX8	Wed	19:13	140	164	1,030	1,697
10	LIVE: AFL ADELAIDE V PORT ADELAIDE	FOX SPORTS 1	Sat	15:00	140	140	1,119	433
11	NRL DRAGONS V SHARKS	FOX SPORTS 2	Sat	21:20	139	139	1,102	373
12	LIVE: AFL: ON THE COUCH	FOX SPORTS 1	Mon	20:30	132	132	1,256	210
13	LIVE: NRL SATURDAY PRE GAME SHOW	FOX SPORTS 2	Sat	16:55	132	132	1,112	281
14	LIVE: NRL WARRIORS V RAIDERS	FOX SPORTS 2	Sat	15:00	131	131	1,096	364
15	SELLING HOUSES AUSTRALIA	Lifestyle Channel	Wed	20:30	129	160	1,000	560
16	RELOCATION: PHIL DOWN UNDER	Lifestyle Channel	Wed	19:30	126	153	1,128	559
17	HANNAH MONTANA	Disney Channel	Mon	18:00	124	124	985	614
18	AMERICAN IDOL PERFORMANCE SHOW	FOX8	Wed	19:38	113	148	1,130	462
19	FAMILY GUY	FOX8	Tue	18:40	108	125	886	882
20	FUTURAMA	FOX8	Thu	18:17	106	135	801	912
21	LIVE: RUGBY UNION: S14 BRUM V REDS	FOX SPORTS 3	Sat	19:30	99	99	1,410	308
22	PROJECT RUNWAY	ARENA	Mon	20:30	99	104	1,256	311
23	GRAND DESIGNS REVISITED	Lifestyle Channel	Thu	20:36	89	99	1,093	406
24	NCIS	TV1	Thu	19:30	87	106	1,050	873
25	LIVE: RUGBY UNION: S14 H'DERS V W'TAHS	FOX SPORTS 3	Fri	17:30	86	86	926	223
26	NEW TRICKS	UKTV	Wed	19:33	85	93	1,130	227
27	WIZARDS OF WAVERLY PLACE	Disney Channel	Mon	10:00	82	82	856	615
28	LIVE: NRL MONDAY POST GAME SHOW	FOX SPORTS 2	Mon	20:53	79	79	1,133	235
29	HANDY MANNY	Playhouse Disney	Tue	18:29	79	79	832	262
30	EASTENDERS	UKTV	Wed	19:00	78	79	989	283
31	LOCATION, LOCATION, LOCATION	Lifestyle Channel	Sun	17:00	77	90	898	696
32	LIVE: AFL TEAMS	FOX SPORTS 1	Thu	19:30	77	77	1,046	136
33	TIMMY TIME	Playhouse Disney	Tue	18:18	75	75	825	293
34	CORONATION STREET	UKTV	Wed	18:08	74	76	751	263
35	DORA THE EXPLORER	Nick Jr	Sun	08:50	72	72	661	400
36	LIVE: NRL SUNDAY PRE GAME SHOW	FOX SPORTS 2	Sun	13:27	70	70	853	145
37	LIVE: AFL PRE GAME SHOW	FOX SPORTS 1	Sat	18:30	69	69	1,219	336
38	AMERICAN IDOL RESULTS SHOW	FOX8	Thu	19:35	68	93	1,054	464
39	ICARLY	Nickelodeon	Thu	17:26	68	68	778	592
40	DORA THE EXPLORER - DANCE TO THE RESCUE	Nick Jr	Sun	08:01	67	67	540	96
41	JUNGLE JUNCTION	Playhouse Disney	Tue	17:30	67	67	812	238
42	FOOTBALL: EPL CLASSIC MATCH	FOX SPORTS 1	Sun	23:36	66	66	601	134
43	RELOCATION RELOCATION	Lifestyle Channel	Thu	21:37	65	77	838	547
44	THE CELEBRITY APPRENTICE	FOX8	Wed	20:35	64	85	973	293
45	LIVE: NRL MONDAY PRE GAME SHOW	FOX SPORTS 2	Mon	18:00	64	64	1,009	255
46	SPONGEBOB SQUAREPANTS	Nickelodeon	Thu	17:13	64	64	752	810
47	TWO AND A HALF MEN	ARENA	Sun	17:00	64	76	898	933
48	NORTH AND SOUTH	FOX Classics	Wed	20:32	61	70	985	551
49	AS THE BELL RINGS	Disney Channel	Mon	17:24	61	61	1,113	214
50	DANCING ON ICE	UKTV	Thu	19:33	61	67	1,078	263

(* 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.