

Father's Day Joy with Subscription Television

On the day before Father's Day, 290,000 viewers watched **Live: NRL Eels v Warriors**. Earlier in the week, 229,000 people watched **Live & Active: AFL Essendon v St Kilda** and 117,000 watched **AFL: Farewell to a Champion** which celebrated the career of Saints player Robert Harvey. **Project Runway Australia's** stellar growth continued with a record 204,000 viewers watching the designers at 8.30pm and a total of 241,000 watching on the Monday night. The James Bond season started with a bang, with 142,000 watching **Dr. No** while **Kyle XY** was watched by 133,000 people. **Deadliest Catch** drew its biggest audience this year with 113,000 viewers and **The Real Housewives of NYC** premiered with 95,000 viewers. In week 36, STV's share of metropolitan viewing increased to **20.8%** (up from 20.1% in week 35), represented **20.7%** of regional viewing (up from 19.8%) and accounted for **56.8%** of viewing in STV homes, up from 56.5% (6am-12mn). (Listings overleaf; Friday & Saturday based on preliminary schedules).

Subscription TV (STV) Viewing Summary: Week 36 (31 August - 06 September 2008)

All People: Current Week Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	56.8	20.8	20.7
ABC	5.7	13.9	13.4
Seven/Affiliates	12.8	22.7	21.4
Nine/Affiliates	12.8	19.8	18.6
Ten/Affiliates	9.8	17.6	13.5
SBS	1.3	3.0	3.6

All People: YTD Growth			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	4%	2%	2%
ABC	17%	6%	5%
Seven/Affiliates	18%	5%	2%
Nine/Affiliates	2%	0%	-6%
Ten/Affiliates	9%	-3%	-7%
SBS	28%	7%	2%

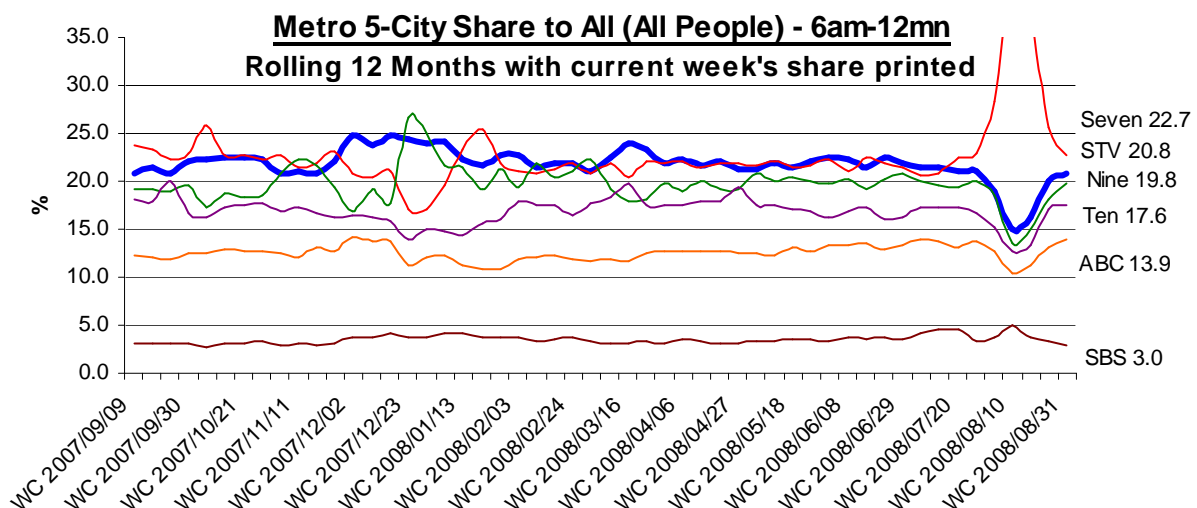
Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	44.9	14.6	14.4
ABC	7.4	15.0	14.7
Seven/Affiliates	16.7	24.4	21.7
Nine/Affiliates	16.4	22.2	21.2
Ten/Affiliates	11.8	17.5	13.7
SBS	2.0	4.0	4.8

Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	3%	1%	3%
ABC	15%	5%	4%
Seven/Affiliates	12%	3%	0%
Nine/Affiliates	1%	-3%	-7%
Ten/Affiliates	10%	-2%	-6%
SBS	25%	4%	1%

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	57.6	21.5	21.1
ABC	5.7	13.8	13.3
Seven/Affiliates	12.5	22.5	21.1
Nine/Affiliates	12.5	19.6	18.6
Ten/Affiliates	9.6	17.4	13.5
SBS	1.3	3.0	3.6

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	4%	2%	2%
ABC	16%	6%	5%
Seven/Affiliates	18%	5%	3%
Nine/Affiliates	1%	-1%	-5%
Ten/Affiliates	10%	-3%	-7%
SBS	26%	6%	2%

NatSTV = National STV (STV homes only, metro & regional markets); MTV = Five metro markets (STV+FTA homes); RTV = Five regional markets (STV+FTA homes); YTD Growth = change in year-to-date 000s vs same weeks 2007; Sources: OzTAM (NatSTV, MTV) & RegTAM (RTV)



MEDIA RELEASE- 8 September 2008

Top 50 Subscription TV Program Broadcasts

National STV Program List: All People - w/c 31 Aug 2008		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 EELS V WARRIORS**	Fox Sports 2	Sat	19:30	290	291	1,327	612
2	LIVE: NRL PANTHERS V SEA EAGLES	Fox Sports 2	Sat	17:30	256	256	1,224	662
3	LIVE & ACTIVE: AFL ESSENDON V ST KILDA	Fox Sports 1	Sun	16:32	229	229	1,243	642
4	PROJECT RUNWAY AUSTRALIA	Arena	Mon	20:31	204	241	1,318	610
5	LIVE: NRL WARRIORS V PANTHERS	Fox Sports 2	Sun	14:00	193	193	1,196	451
6	LIVE: NRL SEA EAGLES V TITANS	Fox Sports 2	Mon	19:13	192	192	1,193	556
7	FAMILY GUY	FOX8	Wed	18:46	148	177	993	1,070
8	THE SIMPSONS	FOX8	Wed	19:12	147	176	1,074	1,777
9	FUTURAMA	FOX8	Wed	18:20	146	181	877	1,041
10	DR. NO	Fox Classics	Sun	20:30	142	158	1,088	470
11	KYLE XY	FOX8	Thu	19:36	133	179	1,224	399
12	LIVE: AFL: ON THE COUCH	Fox Sports 1	Mon	20:30	122	122	1,326	192
13	AMERICA'S NEXT TOP MODEL	FOX8	Tue	19:36	117	153	1,069	773
14	AFL: FAREWELL TO A CHAMPION	Fox Sports 1	Mon	21:30	117	117	1,148	247
15	DEADLIEST CATCH	Discovery Channel	Wed	20:30	113	113	1,123	373
16	NRL SHARKS V COWBOYS**	Fox Sports 2	Sat	21:20	101	101	1,098	393
17	NCIS	TV1	Thu	19:30	100	107	1,216	556
18	WWE SMACKDOWN!	FOX8	Fri	15:31	96	129	962	530
19	TRANSFORMERS	Showtime	Sun	20:30	95	129	1,029	504
20	THE REAL HOUSEWIVES OF NYC	Arena	Mon	21:37	95	100	1,014	234
21	LIVE: NRL SATURDAY PRE GAME SHOW	Fox Sports 2	Sat	16:55	94	94	1,151	233
22	WWE RAW	FOX8	Wed	15:39	94	108	887	492
23	GRAND DESIGNS	Lifestyle	Thu	20:37	92	101	1,178	511
24	LIVE: AFL TEAMS	Fox Sports 1	Thu	19:30	89	89	1,211	150
25	FROM RUSSIA WITH LOVE	Fox Classics	Sun	22:20	88	101	692	394
26	LAW & ORDER: SVU	TV1	Sat	22:15	86	106	985	1,180
27	NEW TRICKS	UKTV	Fri	19:43	84	105	1,063	245
28	TV1'S CASH TRIVIA CHALLENGE	TV1	Sun	11:50	82	125	906	641
29	HIGH PLAINS DRIFTER	Fox Classics	Tue	20:30	81	93	917	312
30	LIVE: AFL PRE GAME SHOW	Fox Sports 1	Sun	16:00	80	80	1,161	188
31	KEEPING UP APPEARANCES	UKTV	Sun	19:30	80	84	1,144	365
32	LAW & ORDER	W	Wed	20:30	79	98	1,124	642
33	LIVE: FOOTBALL: A-LEAGUE QLD V C COAST	Fox Sports 3	Sun	17:00	77	77	1,247	226
34	CRISS ANGEL MINDFREAK	FOX8	Wed	19:38	77	107	1,122	329
35	MONK	TV1	Mon	19:33	74	89	1,096	437
36	THE VICAR OF DIBLEY	UKTV	Fri	19:00	73	92	1,112	225
37	EASTENDERS	UKTV	Thu	19:00	73	92	1,122	266
38	KING OF THE HILL	FOX8	Mon	17:31	73	80	912	599
39	LITTLE EINSTEINS	Playhouse Disney	Thu	17:30	72	72	960	275
40	SEINFELD	TV1	Sun	18:30	72	85	1,261	583
41	THE SUITE LIFE OF ZACK & CODY	Disney Channel	Tue	17:00	72	72	910	538
42	SPONGEBOB SQUAREPANTS	Nickelodeon	Tue	16:24	72	72	895	734
43	RELOCATION RELOCATION	Lifestyle	Wed	20:30	71	92	1,116	474
44	HOW I MET YOUR MOTHER	FOX8	Mon	19:37	71	92	1,094	264
45	CRANFORD	UKTV	Thu	20:33	68	77	1,191	163
46	STARGATE SG-1	Sci Fi	Fri	19:36	67	67	1,078	387
47	FOOTBALL: EPL HIGHLIGHTS	Fox Sports 1	Mon	22:00	67	67	872	249
48	HEAVEN KNOWS, MR. ALLISON	Fox Classics	Sat	20:30	65	77	1,258	206
49	LAW & ORDER: CRIMINAL INTENT	TV1	Sat	20:35	64	79	1,340	843
50	AVATAR: THE LAST AIRBENDER	Nickelodeon	Sat	14:00	64	64	949	339

(* Highest rating broadcast of the nominated program (** Reflects matches as broadcast by FOX Sports; times not final. 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 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 this year.

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.

ABOUT SUBSCRIPTION TELEVISION RATINGS

- STV delivers consumers quality programming choices in every genre 24 hours a day, seven days a week across more than 100 channels.
- STV's objective is to achieve viewing shared across those more than 100 channels by catering to individual tastes around the clock
- All figures in the report are based on the OzTAM Metropolitan ratings (five capital cities), the OzTAM National Subscription TV ratings and RegTAM Regional market ratings.
- OzTAM figures show that 96 per cent of all television viewing occurs between 6.00am and midnight, compared with 54% in the day-part the free-to-air networks label "prime -time" (6pm to 10.30pm)

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 28% 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 25% of homes represented in this panel have STV.