

Footy and Fashion Lead the Week for STV

Live: NRL Storm v Rabbitohs on Sunday topped the week for subscription TV, with 227,000 viewers while the penultimate episode of **Project Runway Australia** drew 193,000 viewers at 8.30pm Tuesday and a total of 223,000 viewers on the night. In other sport programs, 178,000 viewers watched the nail-biting conclusion to the Tri-Nations series in **Live: Rugby Union: Bledisloe Cup** and 130,000 watched **Live: Football: EPL Liverpool v Man Utd**. In entertainment programming, **America's Next Top Model** drew 132,000 people and 118,000 watched **Kyle XY**. **Stargate SG-1** had a year-to-date highest audience of 72,000 while **4 Ingredients** premiered with 68,000 viewers and was watched by 91,000 viewers on the night. In week 37, STV's share of metropolitan viewing was **20.1%**, represented **19.8%** of regional viewing and accounted for **55.1%** of viewing in STV homes (6am-12mn). (Listings overleaf; Friday & Saturday based on preliminary schedules).

Subscription TV (STV) Viewing Summary: Week 37 (07 September - 13 September 2008)

All People: Current Week Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	55.1	20.1	19.8
ABC	7.5	14.7	14.3
Seven/Affiliates	14.1	23.9	21.8
Nine/Affiliates	12.3	19.0	18.3
Ten/Affiliates	8.7	16.7	13.0
SBS	1.5	3.2	4.0

All People: YTD Growth			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	4%	2%	1%
ABC	19%	6%	5%
Seven/Affiliates	18%	5%	2%
Nine/Affiliates	2%	0%	-6%
Ten/Affiliates	9%	-4%	-7%
SBS	28%	7%	3%

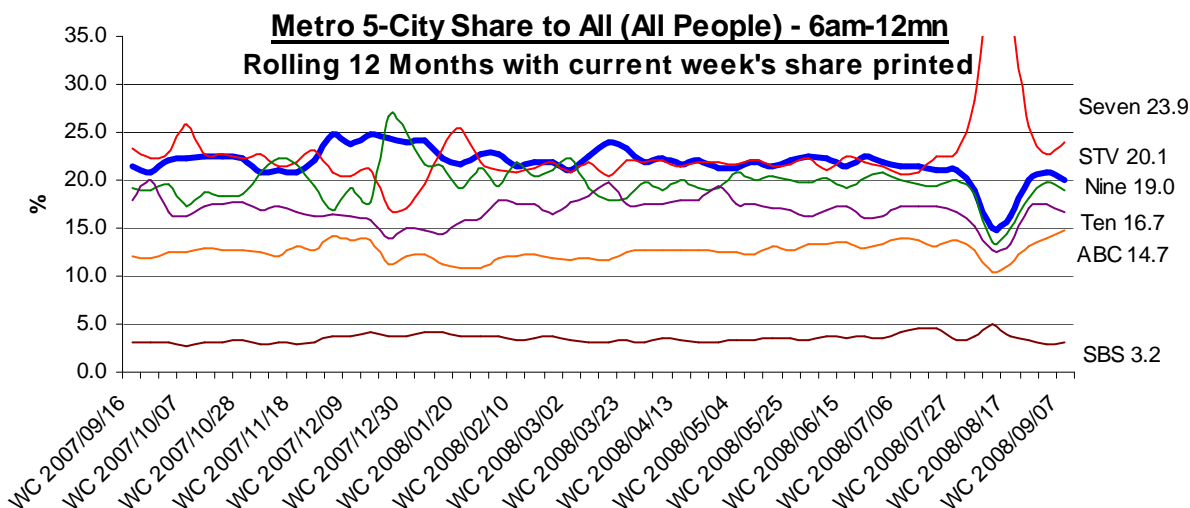
Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	43.1	14.2	13.6
ABC	9.4	15.7	15.2
Seven/Affiliates	17.2	24.9	21.8
Nine/Affiliates	16.3	21.2	21.1
Ten/Affiliates	10.8	17.1	13.3
SBS	2.4	4.4	5.5

Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	3%	1%	2%
ABC	16%	5%	4%
Seven/Affiliates	12%	3%	0%
Nine/Affiliates	1%	-3%	-7%
Ten/Affiliates	10%	-2%	-7%
SBS	25%	4%	2%

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	56.0	20.9	20.1
ABC	7.4	14.5	14.3
Seven/Affiliates	13.6	23.5	21.4
Nine/Affiliates	12.1	18.9	18.5
Ten/Affiliates	8.6	16.5	12.9
SBS	1.6	3.2	4.1

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	4%	2%	2%
ABC	18%	6%	5%
Seven/Affiliates	17%	4%	2%
Nine/Affiliates	1%	-1%	-5%
Ten/Affiliates	9%	-3%	-7%
SBS	27%	6%	3%

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- 15 September 2008

Top 50 Subscription TV Program Broadcasts

National STV Program List: All People - w/c 07 Sep 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 STORM V RABBITOHS	Fox Sports 2	Sun	19:00	227	227	1,218	593
2	PROJECT RUNWAY AUSTRALIA	Arena	Mon	20:31	193	223	1,133	620
3	LIVE: NRL RAIDERS V BULLDOGS	Fox Sports 2	Sun	14:00	192	192	1,010	442
4	LIVE: RUGBY UNION: BLEDISLOE CUP	Fox Sports 1	Sat	20:00	178	178	1,060	505
5	THE SIMPSONS	FOX8	Thu	19:13	145	210	1,064	1,737
6	FAMILY GUY	FOX8	Thu	18:46	141	201	974	1,087
7	AMERICA'S NEXT TOP MODEL	FOX8	Tue	19:37	132	182	1,101	735
8	LIVE: FOOTBALL: EPL LIVERPOOL V MAN UTD	Fox Sports 2	Sat	21:45	130	130	874	316
9	KYLE XY	FOX8	Thu	19:38	118	158	1,224	391
10	GOLDFINGER	Fox Classics	Sun	20:30	114	130	1,214	432
11	AFL: ON THE COUCH	Fox Sports 1	Mon	20:30	112	112	1,142	235
12	FUTURAMA	FOX8	Thu	18:20	109	156	854	1,086
13	LIVE: RUGBY LEAGUE: DALLY M AWARDS	Fox Sports 2	Tue	20:30	103	103	883	285
14	RELOCATION RELOCATION	Lifestyle	Wed	20:30	92	104	1,088	508
15	NCIS	TV1	Thu	19:30	88	115	1,211	498
16	LAW & ORDER: CRIMINAL INTENT	TV1	Tue	19:36	88	99	1,109	697
17	TWO AND A HALF MEN	FOX8	Mon	20:03	86	102	1,021	256
18	MEET THE ROBINSONS	Disney Channel	Sat	18:31	85	85	1,025	194
19	WHEN STUNTS GO BAD	FOX8	Thu	20:32	85	116	1,161	504
20	EASTENDERS	UKTV	Wed	19:00	81	89	977	315
21	THE VICAR OF DIBLEY	UKTV	Fri	19:00	79	100	1,069	182
22	NEW TRICKS	UKTV	Fri	19:43	78	93	1,023	269
23	WWE RAW	FOX8	Wed	15:30	77	112	773	438
24	WWE SMACKDOWN!	FOX8	Fri	15:32	75	105	776	440
25	ACTIVE: LICENSE TO WED	Movie One	Sun	20:30	75	84	1,238	270
26	DEADLIEST CATCH	Discovery Channel	Wed	20:30	72	72	1,097	279
27	STARGATE SG-1	Sci Fi	Fri	19:34	72	72	1,042	383
28	LIVE: NRL SUNDAY POST GAME SHOW	Fox Sports 2	Sun	21:00	71	71	1,204	234
29	KING OF THE HILL	FOX8	Wed	17:30	71	91	885	574
30	HOW I MET YOUR MOTHER	FOX8	Mon	19:37	71	88	987	276
31	AMERICAN DAD!	FOX8	Sun	21:30	69	96	1,140	250
32	AFL: PLAYERS ASSOCIATION AWARDS	Fox Sports 1	Mon	21:30	69	69	884	180
33	4 INGREDIENTS	Lifestyle	Thu	19:30	68	91	1,183	253
34	LIVE: AFL TEAMS	Fox Sports 1	Thu	19:30	68	68	1,208	149
35	TV1'S CASH TRIVIA CHALLENGE	TV1	Sun	11:50	68	91	875	587
36	NIGHT PASSAGE	Fox Classics	Mon	20:30	68	71	1,078	199
37	JONAS BROTHERS: LIVING THE DREAM	Disney Channel	Mon	17:25	67	67	920	74
38	LAW & ORDER: SVU	TV1	Sat	21:30	67	95	989	993
39	MY WIFE & KIDS	FOX8	Sun	18:30	67	105	1,071	422
40	ENTERTAINMENT DAILY	TV1	Thu	20:20	67	94	1,194	412
41	M*A*S*H	Fox Classics	Mon	19:01	67	78	1,079	547
42	RAMBO: FIRST BLOOD PART II	TV1	Sun	17:05	66	84	1,022	323
43	AVATAR: THE LAST AIRBENDER	Nickelodeon	Sat	17:00	66	66	1,001	329
44	LAW & ORDER	W	Wed	20:30	66	73	1,101	683
45	ICARLY	Nickelodeon	Wed	17:54	65	65	814	515
46	DOCTOR WHO	UKTV	Tue	19:31	64	85	1,101	213
47	KEEPING UP APPEARANCES	UKTV	Mon	15:45	63	75	797	380
48	CURIOUS GEORGE	Nick Jnr	Thu	07:27	63	63	422	271
49	H2O: JUST ADD WATER	Disney Channel	Sat	10:30	63	63	769	90
50	THE SUITE LIFE OF ZACK & CODY	Disney Channel	Thu	17:00	63	63	844	561

(* Highest rating broadcast of the nominated program. Programs in bold new this week. 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.

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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.