

Aussies in India Bring Audiences to STV

297,000 watched the Australian cricket team take a commanding lead and then the Indian team fight back in **Live: Cricket: Test Ind v Aus Session 3**. **Sky Raceday** was watched by 78,000 and 73,000 watched Adelaide United continue their progress in Asia's biggest football competition on **Live: Football: AFC Champions League**. **Ratatouille** premiered with 112,000 viewers while the James Bond festival continued with 111,000 watching **Moonraker**. **The Best In Australia** had its biggest audience of the year with 87,000 as did **Rookies** with 73,000 viewers. In week 41, STV was the number one choice of TV for Australians with **23.2%** of metropolitan viewing between 6am and midnight, **21.2%** in regional markets and **59.0%** in STV homes. (Listings overleaf; Friday & Saturday based on preliminary schedules).

Subscription TV (STV) Viewing Summary: Week 41 (05 October - 11 October 2008)

All People: Current Week Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	59.0	23.2	21.2
ABC	5.7	13.5	13.5
Seven/Affiliates	12.5	23.1	22.3
Nine/Affiliates	12.8	19.3	17.5
Ten/Affiliates	8.0	15.4	12.8
SBS	1.3	3.1	3.7

All People: YTD Growth			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	4%	2%	0%
ABC	20%	7%	5%
Seven/Affiliates	17%	4%	1%
Nine/Affiliates	2%	-1%	-6%
Ten/Affiliates	9%	-5%	-8%
SBS	27%	6%	3%

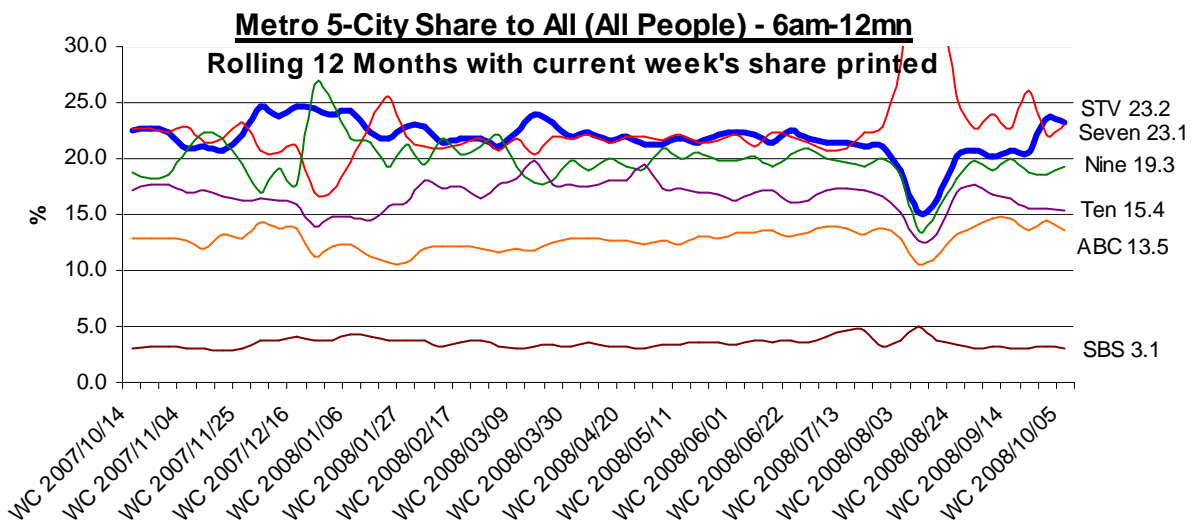
Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	48.0	16.5	15.3
ABC	7.5	15.2	15.0
Seven/Affiliates	15.6	24.9	23.3
Nine/Affiliates	15.9	21.0	18.8
Ten/Affiliates	9.8	15.8	13.0
SBS	2.2	4.3	5.0

Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	3%	0%	1%
ABC	17%	6%	5%
Seven/Affiliates	12%	2%	-1%
Nine/Affiliates	2%	-2%	-7%
Ten/Affiliates	11%	-3%	-7%
SBS	24%	4%	2%

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	59.6	23.7	21.6
ABC	5.6	13.3	13.4
Seven/Affiliates	12.2	22.9	22.0
Nine/Affiliates	12.7	19.3	17.5
Ten/Affiliates	7.8	15.3	12.6
SBS	1.3	3.1	3.8

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	4%	1%	0%
ABC	19%	6%	5%
Seven/Affiliates	16%	3%	1%
Nine/Affiliates	2%	-1%	-5%
Ten/Affiliates	9%	-5%	-8%
SBS	26%	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- 13 October 2008

Top 50 Subscription TV Program Broadcasts

National STV Program List: All People - w/c 05 Oct 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: CRICKET: TEST IND V AUS SESSION 3	Fox Sports 2	Sat	20:00	297	297	1,528	1,186
2	LIVE: CRICKET: TEST IND V AUS SESSION 2	Fox Sports 2	Sat	17:40	276	276	1,298	1,067
3	LIVE: CRICKET: TEST IND V AUS REVIEW	Fox Sports 2	Sat	22:00	247	247	1,386	585
4	LIVE: CRICKET: TEST INDIA V AUSTRALIA	Fox Sports 2	Fri	14:30	222	222	1,049	1,145
5	LIVE: CRICKET: TEST IND V AUS SESSION 1	Fox Sports 2	Sat	15:00	208	208	1,087	716
6	LIVE: CRICKET: TEST IND V AUS HL	Fox Sports 2	Sat	17:00	187	187	1,207	566
7	THE SIMPSONS	FOX8	Sat	09:50	133	164	886	1,903
8	CRICKET: AN AUSSIE GOES BOLLY	Fox Sports 2	Sat	22:30	127	127	1,074	729
9	LIVE: CRICKET: TEST IND V AUS PREVIEW	Fox Sports 2	Thu	14:30	124	124	738	307
10	AMERICA'S NEXT TOP MODEL	FOX8	Tue	19:35	117	186	1,053	874
11	FAMILY GUY	FOX8	Tue	18:45	114	153	841	1,036
12	RATATOUILLE	Disney Channel	Sat	18:31	112	112	1,403	224
13	MOONRAKER	Fox Classics	Sun	20:30	111	121	1,053	491
14	DEADLIEST CATCH	Discovery Channel	Wed	20:30	107	107	1,193	366
15	ICE ROAD TRUCKERS	FOX8	Mon	20:30	105	131	1,106	530
16	NCIS	TV1	Sun	19:30	102	116	1,017	1,019
17	KYLE XY	FOX8	Thu	19:37	100	132	1,305	305
18	HANNAH MONTANA	Disney Channel	Tue	17:31	98	98	785	479
19	H2O: JUST ADD WATER	Disney Channel	Tue	18:01	98	98	724	348
20	THE SUITE LIFE ON DECK	Disney Channel	Sat	17:00	93	93	1,201	375
21	FRIENDS	Arena	Sun	11:00	92	112	714	869
22	THE BEST IN AUSTRALIA	Lifestyle	Sat	19:30	87	97	1,528	315
23	FUTURAMA	FOX8	Tue	18:20	85	123	768	911
24	HOGAN'S HEROES	TV1	Mon	19:00	83	93	1,061	484
25	CAMP ROCK	Disney Channel	Thu	18:30	82	82	1,104	311
26	THE SUITE LIFE OF ZACK & CODY	Disney Channel	Mon	18:30	80	80	1,018	714
27	LAW & ORDER: SVU	TV1	Sat	21:30	79	95	1,489	1,070
28	TWO AND A HALF MEN	FOX8	Mon	20:00	79	122	971	250
29	SKY RACEDAY	Sky Racing	Sat	12:00	78	78	1,046	383
30	ENTERTAINMENT DAILY	TV1	Sun	20:20	78	88	1,028	508
31	FOR YOUR EYES ONLY	Fox Classics	Sun	22:35	78	85	624	355
32	PROJECT RUNWAY	Arena	Wed	20:30	78	116	1,193	472
33	THE SECRET MILLIONAIRE	Lifestyle	Mon	20:30	76	98	1,105	347
34	WWE RAW	FOX8	Wed	15:30	76	118	822	535
35	LIVE: RUGBY LEAGUE: TOYOTA CUP	Fox Sports 2	Sun	14:30	74	74	947	220
36	THE STING	Fox Classics	Wed	20:30	73	88	1,100	323
37	LIVE: FOOTBALL: AFC CHAMPIONS LEAGUE	Fox Sports 3	Wed	20:00	73	73	1,154	295
38	ROOKIES	Crime	Sat	20:30	73	73	1,538	197
39	LAW & ORDER: CRIMINAL INTENT	TV1	Tue	19:34	72	87	1,059	789
40	GREEK	FOX8	Thu	20:32	72	85	1,277	252
41	WWE SMACKDOWN!	FOX8	Fri	15:31	72	110	926	485
42	OUTLAW BIKERS	National Geographic	Thu	20:31	70	70	1,271	221
43	JURASSIC FIGHT CLUB	FOX8	Wed	20:37	68	83	1,211	359
44	BEVERLY HILLS COP	TV1	Sun	15:30	68	100	931	574
45	KEEPING UP APPEARANCES	UKTV	Tue	15:45	68	89	749	373
46	AMERICAN DAD!	FOX8	Sun	21:30	67	84	1,046	244
47	FOOTBALL: EPL HIGHLIGHTS	Fox Sports 1	Mon	18:00	67	67	985	103
48	EASTENDERS	UKTV	Wed	19:00	66	79	928	275
49	THE INSPECTOR LYNLEY MYSTERIES	UKTV	Wed	19:32	66	84	1,085	172
50	DIRTY JOBS	Discovery Channel	Wed	19:30	64	64	1,064	459

(* 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.