

Cricket on the Continent Captivates Subscription Viewers

Live: Cricket: Test Ind v Aus Session 1 on Sunday afternoon was the top program for the week for Subscription TV in week 43 with 202,000 viewers. **Live: Football: EPL Everton v Man Utd** was also popular with 121,000 viewers and **Live: Football: A-League Melb v Sydney** drew 98,000. In entertainment programming, the series 10 finale of **America's Next Top Model** was watched by 143,000 viewers and the James Bond movie **The Living Daylights** was watched by 142,000. **Kyle XY** drew 124,000 viewers this week and **Midsomer Murders** was watched by its biggest audience of the year with 115,000 viewers. In week 43, STV accounted for **23.9%** of metropolitan viewing between 6am and midnight (up from 23.3%), **21.1%** of regional viewing (up from 19.9%) and **59.5%** of all viewing in subscription TV homes (up from 58.3%). (Listings overleaf; Friday & Saturday based on preliminary schedules).

Subscription TV (STV) Viewing Summary: Week 43 (19 October - 25 October 2008)

All People: Current Week Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	59.5	23.9	21.1
ABC	5.5	12.9	13.5
Seven/Affiliates	12.9	23.4	22.7
Nine/Affiliates	11.7	18.9	16.9
Ten/Affiliates	8.4	15.7	13.4
SBS	1.3	3.0	3.8

All People: YTD Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	57.8	21.6	21.2
ABC	5.0	12.7	12.6
Seven/Affiliates	13.2	23.1	22.1
Nine/Affiliates	12.7	19.6	18.7
Ten/Affiliates	8.8	16.6	13.4
SBS	1.6	3.5	3.7

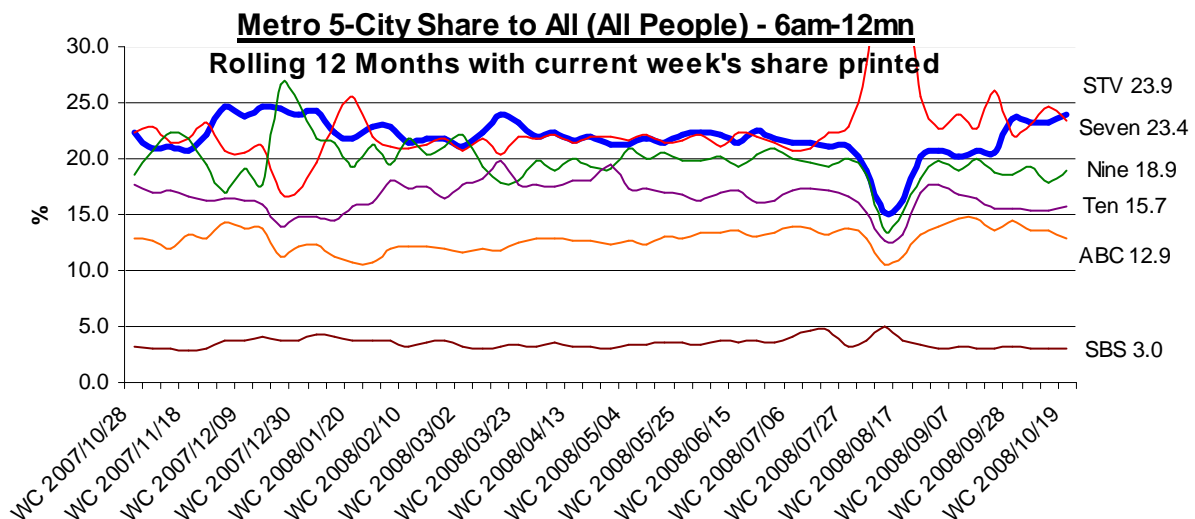
Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	47.4	16.8	14.6
ABC	7.0	14.2	14.9
Seven/Affiliates	16.6	24.8	22.8
Nine/Affiliates	15.7	21.5	19.4
Ten/Affiliates	10.4	16.5	13.7
SBS	1.9	4.0	5.1

Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	46.9	15.8	15.3
ABC	6.6	14.0	13.8
Seven/Affiliates	15.9	23.9	21.7
Nine/Affiliates	16.4	21.6	21.5
Ten/Affiliates	10.8	17.1	13.7
SBS	2.3	4.7	5.0

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	60.0	24.5	21.5
ABC	5.5	12.8	13.5
Seven/Affiliates	12.6	23.2	22.3
Nine/Affiliates	11.6	18.9	17.1
Ten/Affiliates	8.3	15.6	13.2
SBS	1.3	3.0	3.8

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	58.6	22.2	21.7
ABC	4.9	12.5	12.4
Seven/Affiliates	12.9	23.0	21.8
Nine/Affiliates	12.5	19.4	18.7
Ten/Affiliates	8.7	16.5	13.3
SBS	1.6	3.6	3.8

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)



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Top 50 Subscription TV Program Broadcasts

National STV Program List: All People - w/c 19 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 1	Fox Sports 2	Sun	15:00	202	202	1,210	751
2	LIVE: CRICKET: TEST IND V AUS SESSION 2	Fox Sports 2	Sun	17:40	195	195	1,171	952
3	LIVE: CRICKET: TEST IND V AUS SESSION 3	Fox Sports 2	Sun	20:00	162	162	1,194	1,059
4	THE SIMPSONS	FOX8	Mon	19:12	146	204	1,160	1,918
5	AMERICA'S NEXT TOP MODEL	FOX8	Tue	19:37	143	213	1,155	834
6	THE LIVING DAYLIGHTS	Fox Classics	Sun	20:30	142	157	1,192	428
7	KYLE XY	FOX8	Thu	19:38	124	167	1,173	385
8	LIVE: FOOTBALL: EPL EVERTON V MAN UTD	Fox Sports 2	Sat	21:55	121	121	995	296
9	FAMILY GUY	FOX8	Thu	18:48	119	208	919	1,155
10	MIDSOMER MURDERS	UKTV	Sun	20:30	115	130	1,226	373
11	LAW & ORDER: CRIMINAL INTENT	TV1	Sat	20:30	110	125	1,375	789
12	ICE ROAD TRUCKERS	FOX8	Mon	20:31	109	126	1,176	428
13	LIVE: CRICKET: TEST IND V AUS HL	Fox Sports 2	Sun	17:04	105	105	1,273	464
14	NCIS	TV1	Thu	19:31	103	118	1,165	889
15	FUTURAMA	FOX8	Mon	18:21	99	144	1,066	1,095
16	LIVE: FOOTBALL: A-LEAGUE MELB V SYDNEY	Fox Sports 2	Sat	19:00	98	98	1,272	305
17	TWO AND A HALF MEN	FOX8	Mon	20:03	93	113	1,154	238
18	LIVE: CRICKET: TEST IND V AUS PREVIEW	Fox Sports 2	Sun	14:30	91	91	1,052	280
19	MY WIFE & KIDS	FOX8	Sun	18:30	90	107	1,178	193
20	HOW I MET YOUR MOTHER	FOX8	Mon	19:36	88	133	1,100	391
21	LAW & ORDER: SVU	TV1	Sat	21:30	86	102	1,276	1,067
22	RELOCATION RELOCATION	Lifestyle	Wed	20:30	85	107	1,218	544
23	PROJECT RUNWAY	Arena	Wed	20:30	84	114	1,224	489
24	DEADLIEST CATCH	Discovery Channel	Wed	20:30	81	81	1,224	382
25	LIVE: FOOTBALL: A-LEAGUE C'CST V NEWC	Fox Sports 2	Fri	20:00	81	81	1,172	228
26	ENTERTAINMENT DAILY	TV1	Sun	20:20	78	96	1,182	525
27	GREEK	FOX8	Thu	20:32	77	98	1,166	300
28	JONAS BROTHERS: LIVING THE DREAM	Disney Channel	Mon	17:26	77	77	1,005	81
29	ACCORDING TO JIM	FOX8	Sun	19:00	77	93	1,140	161
30	KEEPING UP APPEARANCES	UKTV	Sun	19:30	76	82	1,145	152
31	CRISS ANGEL MINDFREAK	FOX8	Wed	19:36	74	106	1,164	560
32	WWE RAW	FOX8	Wed	15:31	74	115	882	509
33	KING OF THE HILL	FOX8	Sun	20:00	73	105	1,165	605
34	HANNAH MONTANA	Disney Channel	Thu	17:30	73	73	857	410
35	MONK	TV1	Mon	19:33	73	86	1,131	154
36	LIVE: FOOTBALL: A-LEAGUE PERTH V SYD	Fox Sports 1	Sun	17:05	73	73	1,211	219
37	SEINFELD	TV1	Thu	20:32	72	84	1,223	730
38	LICENCE TO KILL	Fox Classics	Sun	22:35	71	83	597	361
39	WWE SMACKDOWN!	FOX8	Fri	15:31	71	105	799	469
40	TOP CHEF	Arena	Mon	20:32	70	79	1,176	358
41	THE SUITE LIFE OF ZACK & CODY	Disney Channel	Mon	17:00	70	70	998	527
42	PHINEAS AND FERB	Disney Channel	Sun	10:00	70	70	808	392
43	THE SECRET MILLIONAIRE	Lifestyle	Mon	20:37	69	88	1,170	354
44	PROPERTY LADDER	Lifestyle	Sun	17:00	68	90	1,282	721
45	M*A*S*H	Fox Classics	Wed	19:00	66	91	1,064	562
46	AFTER YOU'VE GONE	UKTV	Sun	20:00	66	70	1,165	175
47	SPONGEBOB SQUAREPANTS	Nickelodeon	Fri	07:58	65	65	419	731
48	EASTENDERS	UKTV	Tue	19:01	64	73	985	275
49	CORONATION STREET	UKTV	Wed	18:05	63	83	804	306
50	THE INSPECTOR LYNLEY MYSTERIES	UKTV	Wed	19:33	62	85	1,170	212

(*) 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.