

## Adelaide FC's Asian Adventure Continues

This week, 120,000 viewers watched Adelaide United FC play Gamba Osaka in the first leg of the Asian club football championship in FOX Sports' broadcast of **Live: Football: AFC Champions League**. In addition, the Australian cricket team's performance on the sub-continent was seen by 274,000 people in **Live: Cricket: Test India v Australia Review**. **Ice Road Truckers** on FOX8 drew 123,000 viewers, **America's Next Top Model** (also on FOX8) was seen by 119,000 people and **Law & Order: Criminal Intent** had its biggest audience of the year on TV1 with 111,000 viewers. In children's programming, **The Wonder Pets** on Nick Jr. was watched by 65,000 people, **Hannah Montana** on Disney Channel by 65,000 and **Ben 10: Alien Force** on Cartoon Network by 63,000 people. In week 45, STV channels accounted for **23.8%** of metropolitan viewing between 6am and midnight, **20.8%** of regional viewing and **60.1%** of all viewing in subscription TV homes. (Listings overleaf; Friday & Saturday based on preliminary schedules).

### Subscription TV (STV) Viewing Summary: Week 45 (02 November - 08 November 2008)

All People: Current Week Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>60.1</b>	<b>23.8</b>	<b>20.8</b>
ABC	5.6	13.1	13.3
Seven/Affiliates	13.8	23.8	22.7
Nine/Affiliates	10.6	18.4	16.7
Ten/Affiliates	7.7	15.5	13.2
SBS	1.4	3.3	4.0

All People: Year-to-Date Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>57.9</b>	<b>21.7</b>	<b>21.2</b>
ABC	5.0	12.7	12.6
Seven/Affiliates	13.3	23.2	22.2
Nine/Affiliates	12.6	19.6	18.7
Ten/Affiliates	8.8	16.6	13.4
SBS	1.6	3.5	3.7

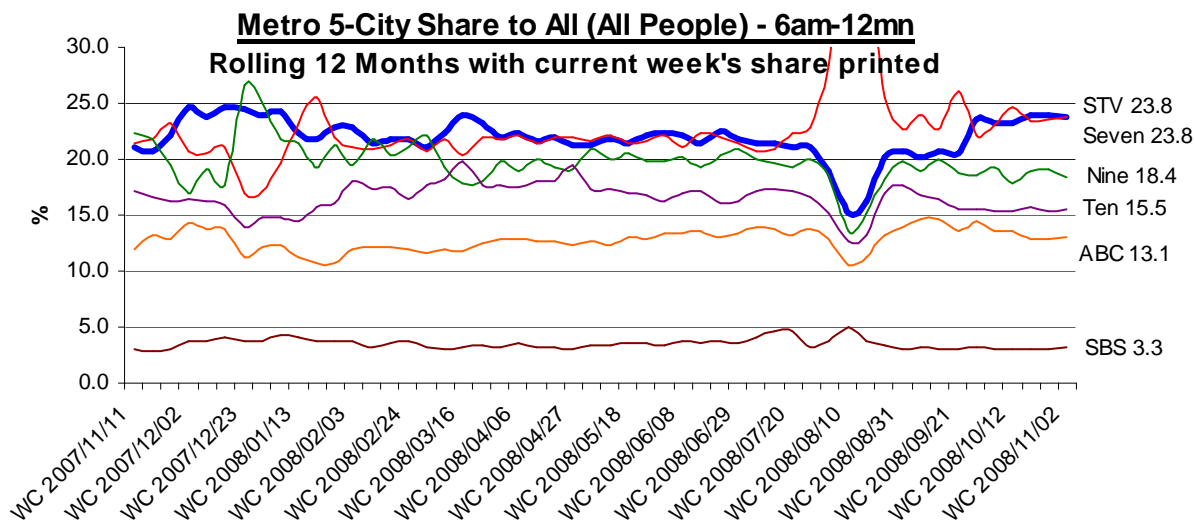
Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>49.5</b>	<b>17.3</b>	<b>15.1</b>
ABC	7.3	14.7	14.8
Seven/Affiliates	15.8	24.2	22.0
Nine/Affiliates	14.8	21.2	19.1
Ten/Affiliates	9.3	15.9	13.7
SBS	2.2	4.4	5.3

Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>47.0</b>	<b>15.9</b>	<b>15.3</b>
ABC	6.6	14.1	13.8
Seven/Affiliates	15.9	23.9	21.8
Nine/Affiliates	16.4	21.6	21.4
Ten/Affiliates	10.7	17.0	13.7
SBS	2.3	4.7	5.0

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>60.7</b>	<b>24.4</b>	<b>21.2</b>
ABC	5.5	13.0	13.4
Seven/Affiliates	13.4	23.5	22.3
Nine/Affiliates	10.5	18.3	16.9
Ten/Affiliates	7.6	15.4	13.1
SBS	1.4	3.3	4.1

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>58.7</b>	<b>22.3</b>	<b>21.7</b>
ABC	4.9	12.5	12.5
Seven/Affiliates	13.0	23.0	21.8
Nine/Affiliates	12.4	19.4	18.7
Ten/Affiliates	8.7	16.5	13.2
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); Year-to-Date Share to All = average share weeks 1-45 2008; Sources: OzTAM (NatSTV, MTV) & RegTAM (RTV)



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## Top 50 Subscription TV Program Broadcasts

National STV Program List: All People - w/c 02 Nov 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 REVIEW	Fox Sports 2	Fri	22:00	274	274	1,224	958
2	LIVE: CRICKET: TEST IND V AUS SESSION 3	Fox Sports 2	Fri	20:00	254	254	1,364	1,432
3	LIVE: CRICKET: TEST IND V AUS SESSION 1	Fox Sports 2	Sun	15:00	242	242	1,270	1,136
4	LIVE: CRICKET: TEST IND V AUS SESSION 2	Fox Sports 2	Sat	17:40	188	188	1,158	1,386
5	LIVE: CRICKET: TEST IND V AUS HL	Fox Sports 2	Sun	17:03	161	161	1,258	843
6	THE SIMPSONS	FOX8	Sun	11:05	134	200	905	1,817
7	LIVE: CRICKET: TEST IND V AUS PREVIEW	Fox Sports 2	Sun	14:30	124	124	1,143	481
8	ICE ROAD TRUCKERS	FOX8	Mon	20:31	123	155	1,136	290
9	LIVE: FOOTBALL: AFC CHAMPIONS LEAGUE	Fox Sports 1	Wed	21:00	120	120	1,143	373
10	AMERICA'S NEXT TOP MODEL	FOX8	Tue	19:38	119	148	1,187	685
11	FAMILY GUY	FOX8	Wed	18:45	112	159	1,003	1,081
12	LAW & ORDER: CRIMINAL INTENT	TV1	Sat	20:30	111	131	1,344	760
13	NCIS	TV1	Thu	19:31	105	119	1,186	956
14	LAW & ORDER: SVU	TV1	Sat	21:30	103	120	1,291	1,009
15	MIDSOMER MURDERS	UKTV	Sun	20:30	96	110	1,180	356
16	<b>LIVE: RUGBY LEAGUE: WORLD CUP: SCOTLAND V FIJI</b>	<b>Fox Sports 3</b>	<b>Wed</b>	<b>20:02</b>	<b>95</b>	<b>95</b>	<b>1,243</b>	<b>378</b>
17	WWE RAW	FOX8	Wed	15:30	95	120	904	536
18	PROJECT RUNWAY	Arena	Wed	20:30	94	137	1,298	457
19	KYLE XY	FOX8	Thu	19:35	92	123	1,200	320
20	<b>LIVE: FOOTBALL: EPL ARSENAL V MAN UNITED</b>	<b>Fox Sports 2</b>	<b>Sat</b>	<b>23:00</b>	<b>89</b>	<b>89</b>	<b>609</b>	<b>234</b>
21	FUTURAMA	FOX8	Wed	18:21	86	129	905	1,019
22	LAW & ORDER	W	Thu	20:31	81	102	1,323	682
23	WWE SMACKDOWN!	FOX8	Fri	15:30	81	109	891	511
24	<b>LIVE: FOOTBALL: A-LEAGUE QLD V MELBOURNE</b>	<b>Fox Sports 1</b>	<b>Sat</b>	<b>20:00</b>	<b>80</b>	<b>80</b>	<b>1,321</b>	<b>219</b>
25	RELOCATION RELOCATION	Lifestyle	Wed	20:31	77	96	1,299	315
26	<b>LIVE: FOOTBALL: A-LEAGUE NEWC V QLD</b>	<b>Fox Sports 1</b>	<b>Sun</b>	<b>17:00</b>	<b>75</b>	<b>75</b>	<b>1,242</b>	<b>246</b>
27	PROPERTY LADDER	Lifestyle	Wed	19:31	72	108	1,133	671
28	EASTENDERS	UKTV	Wed	19:00	71	83	1,004	249
29	SEINFELD	TV1	Sat	18:30	69	87	1,194	694
30	KEEPING UP APPEARANCES	UKTV	Sun	19:30	68	89	1,218	165
31	FOOTBALL: EPL HIGHLIGHTS	Fox Sports 1	Mon	21:29	68	68	1,008	216
32	<b>DEADLIEST CATCH: BEHIND THE SCENES</b>	<b>Discovery Channe</b>	<b>Wed</b>	<b>20:30</b>	<b>66</b>	<b>66</b>	<b>1,298</b>	<b>218</b>
33	CORONATION STREET	UKTV	Mon	18:04	66	75	884	233
34	THE SECRET MILLIONAIRE	Lifestyle	Mon	20:31	65	79	1,130	331
35	HOGAN'S HEROES	TV1	Mon	18:32	65	73	873	471
36	CRISS ANGEL MINDFREAK	FOX8	Wed	19:36	65	83	1,102	201
37	EL DORADO	Fox Classics	Mon	20:35	65	68	1,043	250
38	LAST OF THE SUMMER WINE	UKTV	Mon	17:34	65	79	925	187
39	THE WONDER PETS	Nick Jnr	Mon	16:31	65	65	890	259
40	HANNAH MONTANA	Disney Channel	Sat	09:33	65	65	877	448
41	TWO AND A HALF MEN	FOX8	Mon	20:03	64	83	1,110	189
42	MICKEY MOUSE CLUBHOUSE	Playhouse Disney	Mon	17:00	64	64	875	263
43	BEN 10: ALIEN FORCE	Cartoon Network	Mon	17:30	63	63	917	330
44	LIVE: RUGBY LEAGUE: WORLD CUP: SCO V TON	Fox Sports 3	Sat	16:50	62	62	1,177	318
45	AUSTRALIA'S HARDEST PRISONS	National Geographic	Thu	20:30	61	61	1,317	202
46	M*A*S*H	Fox Classics	Fri	19:34	61	75	1,191	703
47	<b>LIVE: FOOTBALL: A-LEAGUE SYDNEY V WELL</b>	<b>Fox Sports 1</b>	<b>Fri</b>	<b>20:00</b>	<b>61</b>	<b>61</b>	<b>1,364</b>	<b>232</b>
48	HELL'S KITCHEN USA	Lifestyle	Fri	20:30	60	81	1,397	268
49	JAG	TV1	Sat	19:30	60	62	1,213	346
50	GRAND DESIGNS	Lifestyle	Thu	20:32	60	74	1,316	413

(\*) 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.

### 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.