

Marge, Models and Murder Entertain In Week 46

Marge and the Simpsons clan topped entertainment programming on subscription TV when 139,000 watched **The Simpsons** in week 46. In other entertainment programming, **America's Next Top Model** was seen by 127,000 viewers and 115,000 watched **Midsomer Murders**. In children's programming, **Wow! Wow! Wubbzy!** had its biggest audience of the year with 75,000 people, as did **Thumb Wrestling Federation** with 74,000 and **H2O: Just Add Water** was seen by 71,000 viewers. **Live: Cricket: Test Ind v Aus Session 3** topped the sport programming with 210,000 viewers, while 103,000 watched **Live: Rugby League: World Cup: Fiji v Ireland** and 102,000 viewers watched Gamba Osaka prevail over Adelaide FC in **Live: Football: AFC Champions League**. This week, STV channels accounted for **24.0%** of metropolitan viewing between 6am and midnight, **20.8%** of regional viewing and **59.4%** of all viewing in subscription TV homes. (Listings overleaf; Friday & Saturday based on preliminary schedules).

Subscription TV (STV) Viewing Summary: Week 46 (09 November - 15 November 2008)

All People: Current Week Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	59.4	24.0	20.8
ABC	5.7	13.1	13.3
Seven/Affiliates	12.1	21.7	21.6
Nine/Affiliates	12.8	20.1	18.3
Ten/Affiliates	8.0	15.6	12.8
SBS	1.2	3.1	3.8

All People: Year-to-Date Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	58.0	21.7	21.1
ABC	5.0	12.7	12.6
Seven/Affiliates	13.2	23.1	22.2
Nine/Affiliates	12.6	19.6	18.6
Ten/Affiliates	8.8	16.5	13.4
SBS	1.5	3.5	3.7

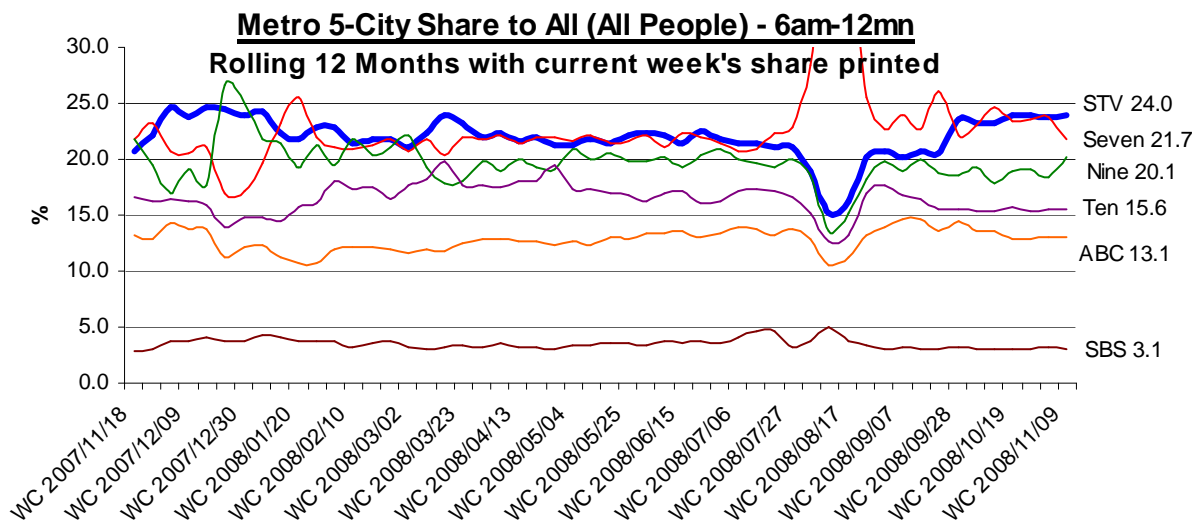
Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	47.3	17.1	14.6
ABC	6.9	14.2	14.0
Seven/Affiliates	15.5	23.4	22.0
Nine/Affiliates	17.9	22.9	21.0
Ten/Affiliates	9.4	15.7	13.2
SBS	1.9	4.2	4.9

Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	47.0	15.9	15.3
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
STV	60.1	24.7	21.1
ABC	5.5	12.9	13.2
Seven/Affiliates	11.8	21.5	21.3
Nine/Affiliates	12.6	20.0	18.4
Ten/Affiliates	7.8	15.6	12.6
SBS	1.2	3.1	3.9

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	58.7	22.3	21.7
ABC	4.9	12.5	12.5
Seven/Affiliates	12.9	23.0	21.8
Nine/Affiliates	12.4	19.4	18.7
Ten/Affiliates	8.6	16.4	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 1-46 2008; Sources: OzTAM (NatSTV, MTV) & RegTAM (RTV)



MEDIA RELEASE- 17 November 2008

Top 50 Subscription TV Program Broadcasts

National STV Program List: All People - w/c 09 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 SESSION 3	Fox Sports 2	Sun	20:00	210	210	1,218	887
2	LIVE: CRICKET: TEST IND V AUS SESSION 1	Fox Sports 2	Sun	15:00	190	190	1,166	766
3	LIVE: CRICKET: TEST IND V AUS SESSION 2	Fox Sports 2	Sun	17:40	184	184	1,221	1,043
4	THE SIMPSONS	FOX8	Sun	11:30	139	201	900	1,833
5	AMERICA'S NEXT TOP MODEL	FOX8	Tue	19:36	127	189	1,155	700
6	LIVE: CRICKET: TEST IND V AUS HL	Fox Sports 2	Sun	17:03	122	122	1,176	514
7	MIDSOMER MURDERS	UKTV	Sun	20:30	115	139	1,223	322
8	FAMILY GUY	FOX8	Thu	18:46	109	180	796	1,073
9	NCIS	TV1	Thu	19:32	107	125	1,068	953
10	LIVE: RUGBY LEAGUE: WORLD CUP: FIJI V IRELAND	Fox Sports 1	Mon	19:45	103	103	1,125	421
11	LIVE: FOOTBALL: AFC CHAMPIONS LEAGUE	Fox Sports 3	Wed	20:00	102	102	1,287	399
12	PROJECT RUNWAY	Arena	Wed	20:31	96	139	1,343	476
13	FUTURAMA	FOX8	Thu	18:21	96	143	800	1,008
14	LIVE: CRICKET: TEST IND V AUS REVIEW	Fox Sports 2	Sun	22:34	92	92	936	595
15	LAW & ORDER: CRIMINAL INTENT	TV1	Sat	20:30	87	97	1,427	755
16	ICE ROAD TRUCKERS	FOX8	Mon	20:31	85	103	1,161	392
17	KYLE XY	FOX8	Thu	19:36	85	118	1,070	320
18	TWO AND A HALF MEN	FOX8	Mon	20:03	83	114	1,084	262
19	WWE RAW	FOX8	Wed	15:31	80	105	842	484
20	LIVE: CRICKET: TEST IND V AUS PREVIEW	Fox Sports 2	Sun	14:30	78	78	1,055	266
21	LIVE: CRICKET: FORD RANGER CUP	Fox Sports 2	Wed	18:21	77	77	1,137	549
22	WIFE SWAP	Lifestyle	Sat	20:30	76	100	1,427	290
23	WOW! WOW! WUBBZY!	Nick Jnr	Sun	08:33	75	75	641	242
24	THUMB WRESTLING FEDERATION	Cartoon Network	Wed	19:55	74	74	1,185	247
25	HOW I MET YOUR MOTHER	FOX8	Mon	19:36	74	110	1,112	363
26	THE SECRET MILLIONAIRE	Lifestyle	Mon	20:30	73	79	1,155	335
27	THE VICAR OF DIBLEY	UKTV	Sat	20:00	72	89	1,414	175
28	H2O: JUST ADD WATER	Disney Channel	Tue	18:00	71	71	842	300
29	LAW & ORDER	W	Wed	20:31	70	87	1,343	726
30	SEX AND THE CITY	Arena	Sat	21:00	70	89	1,408	873
31	SKY RACEDAY	Sky Racing	Sat	12:00	69	69	1,038	359
32	THE BRIDGE AT REMAGEN	Fox Classics	Tue	20:30	69	74	983	268
33	LAW & ORDER: SVU	TV1	Sat	22:15	69	87	1,169	1,062
34	HANNAH MONTANA	Disney Channel	Fri	17:30	68	68	876	425
35	AMERICAN DAD!	FOX8	Sun	21:30	68	77	1,189	269
36	HONEY, I SHRUNK THE KIDS	Disney Channel	Fri	20:04	67	67	1,140	190
37	LIVE: RUGBY LEAGUE: WORLD CUP: FRANCE V SAMOA	Fox Sports 3	Sun	17:15	67	67	1,208	275
38	BEN 10: ALIEN FORCE	Cartoon Network	Mon	17:30	67	67	920	333
39	THE SUITE LIFE ON DECK	Disney Channel	Sat	12:00	67	67	927	181
40	LIVE: FOOTBALL: A-LEAGUE PERTH V NEWC	Fox Sports 1	Sun	19:00	67	67	1,254	241
41	MAN VS. WILD	Discovery Channel	Wed	21:30	66	66	1,141	322
42	DECEMBER BOYS	Movie One	Sun	20:30	66	72	1,228	327
43	PLATOON	Fox Classics	Fri	20:30	66	92	1,128	635
44	TRINNY & SUSANNAH UNDRRESS	Lifestyle	Tue	20:30	66	76	1,002	439
45	SCRUBS	Comedy Channel	Tue	20:02	66	73	1,155	757
46	AFTER THE CATCH	Discovery Channel	Wed	20:30	66	66	1,342	226
47	CURIOUS GEORGE	Nick Jnr	Sun	08:47	65	65	676	315
48	WIZARDS OF WAVERLY PLACE	Disney Channel	Fri	18:00	65	65	861	203
49	BARGAIN HUNT	Lifestyle	Wed	21:35	65	75	1,129	441
50	WWE SMACKDOWN!	FOX8	Fri	15:30	65	102	810	520

(* 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.