

Record Cricket Audiences in Nail Biting Final on STV

An average audience of 262,000 subscribers watched NSW beat Victoria by a single run on the last ball of the domestic Twenty20 competition, with **Live: Cricket: Twenty20 Big Bash Final** setting a record for the game on FOX Sports. In other sporting highlights this week, 66,000 viewers watched **Football: EPL Highlights** on FOX Sports and 61,000 watched **Sky Raceday** on Sky Racing. In entertainment programming, 166,000 viewers watched **America's Next Top Model** on FOX8 and 140,000 people watched the classic miniseries **Roots** on FOX Classics. The new reality program **The Phone** premiered on FOX8 with 108,000 viewers on Monday night while 107,000 people watched **NCIS** on TV1 on Thursday night. Also this week, **New Tricks** on UKTV was watched by 97,000 people, **The Suite Life of Zack & Cody** was seen by 77,000 subscribers and **The Secret Millionaire** had its second biggest audience ever on Lifestyle with 76,000 viewers. In week 4 of 2009, subscription TV channels accounted for **23.6%** of all metropolitan viewing between 6am and midnight, **21.7%** of all regional viewing and **60.2%** of all viewing in subscription TV homes. (Listings overleaf; Friday & Saturday based on preliminary schedules).

Subscription TV (STV) Viewing Summary: Week 4 (18 Jan - 24 Jan 2009)

All People: Current Week Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	60.2	23.6	21.7
ABC	4.1	10.7	11.1
Seven/Affiliates	15.0	25.5	22.0
Nine/Affiliates	12.8	20.0	19.1
Ten/Affiliates	6.1	14.1	12.4
SBS	1.3	3.8	4.2

All People: Year-to-Date Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	61.8	25.2	22.2
ABC	4.5	11.6	11.6
Seven/Affiliates	10.2	20.2	18.8
Nine/Affiliates	15.3	22.5	21.6
Ten/Affiliates	6.2	14.2	12.4
SBS	1.4	4.0	4.4

Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	53.0	19.1	16.8
ABC	4.8	11.1	11.3
Seven/Affiliates	17.9	26.4	21.8
Nine/Affiliates	14.1	20.4	20.3
Ten/Affiliates	7.3	15.0	13.7
SBS	2.2	5.7	6.2

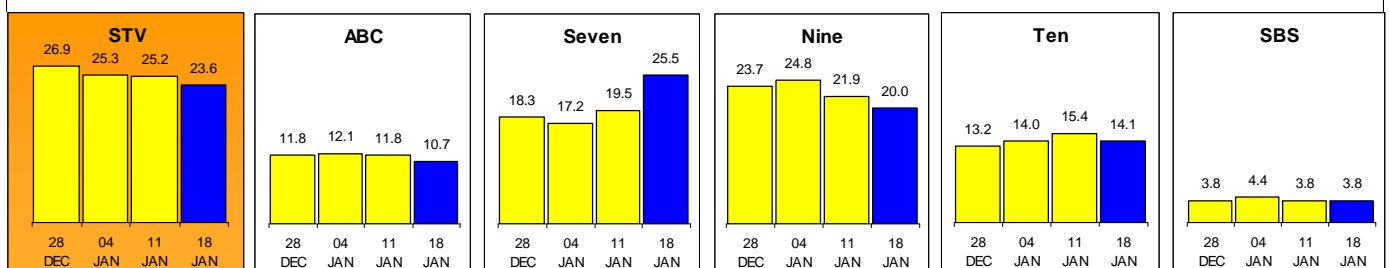
Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	54.8	20.3	17.4
ABC	5.5	12.7	12.4
Seven/Affiliates	12.9	21.9	19.5
Nine/Affiliates	16.4	22.3	21.9
Ten/Affiliates	7.4	14.5	12.8
SBS	2.4	5.9	6.4

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	60.8	24.0	22.1
ABC	4.0	10.6	11.0
Seven/Affiliates	14.7	25.3	21.7
Nine/Affiliates	12.6	20.1	19.3
Ten/Affiliates	6.0	13.9	12.2
SBS	1.3	3.8	4.3

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	62.5	25.8	22.6
ABC	4.4	11.5	11.6
Seven/Affiliates	10.0	20.1	18.5
Nine/Affiliates	15.0	22.4	21.6
Ten/Affiliates	6.2	14.0	12.2
SBS	1.4	3.9	4.5

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 1-4 2008; Sources: OzTAM (NatSTV, MTV) & RegTAM (RTV)

All Metro Markets/All People/Share to All%/Last 4 Weeks / 6am-12mn



Top 50 Subscription TV Program Broadcasts

National STV Program List: All People - w/c 18 Jan 2009		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: TWENTY20 BIG BASH FINAL	Fox Sports 2	Sat	19:00	262	262	1,312	756
2	LIVE: CRICKET: TWENTY20 BIG BASH PF	Fox Sports 2	Wed	19:29	168	168	1,290	627
3	AMERICA'S NEXT TOP MODEL	FOX8	Tue	19:37	166	245	1,209	853
4	ROOTS	Fox Classics	Mon	20:33	140	161	1,264	863
5	THE SIMPSONS	FOX8	Sat	10:42	124	186	881	2,007
6	AMERICAN IDOL AUDITIONS	FOX8	Thu	19:34	117	174	1,153	1,079
7	GOSSIP GIRL	FOX8	Tue	20:34	115	154	1,260	389
8	FAMILY GUY	FOX8	Wed	18:45	113	142	905	1,033
9	FUTURAMA	FOX8	Wed	18:20	111	151	824	912
10	THE PHONE	FOX8	Mon	20:30	108	151	1,401	490
11	NCIS	TV1	Thu	19:31	107	122	1,139	1,096
12	NEW TRICKS	UKTV	Sun	20:30	97	115	1,569	352
13	KEEPING UP APPEARANCES	UKTV	Sun	19:30	89	117	1,160	196
14	MIDSOMER MURDERS	UKTV	Mon	13:42	85	110	838	374
15	ALIENS VS PREDATOR: REQUIEM	Showtime	Sun	20:30	84	101	1,518	433
16	AMERICAN DAD!	FOX8	Sun	21:30	81	105	1,470	388
17	LAW & ORDER: SVU	TV1	Sat	22:20	80	99	1,076	850
18	A VIEW TO A KILL	Fox Classics	Sat	21:40	80	89	1,130	299
19	LAW & ORDER: CRIMINAL INTENT	TV1	Tue	19:32	79	90	1,198	1,023
20	M*A*S*H	Fox Classics	Wed	19:00	79	88	1,008	642
21	THE SUITE LIFE OF ZACK & CODY	Disney Channel	Tue	16:00	77	77	878	706
22	WWE RAW	FOX8	Wed	15:31	77	103	908	524
23	HANNAH MONTANA	Disney Channel	Tue	17:30	76	76	895	487
24	THE SECRET MILLIONAIRE	Lifestyle	Mon	20:33	76	106	1,409	283
25	LAW & ORDER	W	Sat	13:32	75	91	964	856
26	AFTER YOU'VE GONE	UKTV	Sun	20:00	74	88	1,301	202
27	WIZARDS OF WAVERLY PLACE	Disney Channel	Tue	17:00	73	73	912	403
28	SKINS	FOX8	Tue	21:30	72	92	1,183	204
29	KYLE XY	FOX8	Wed	20:35	70	96	1,372	217
30	THE INSPECTOR LYNLEY MYSTERIES	UKTV	Wed	19:33	70	100	1,333	289
31	DISNEY CHANNEL GAMES 2009	Disney Channel	Wed	13:00	69	69	766	148
32	JUDGE JOHN DEED	UKTV	Mon	21:31	69	75	1,294	208
33	MR MAGORIUM'S WONDER EMPORIUM	Movie One	Sun	20:30	69	86	1,518	353
34	PHINEAS AND FERB	Disney Channel	Tue	16:30	69	69	901	417
35	SNAPPED	Crime	Sun	22:00	68	68	1,268	307
36	CRISS ANGEL MINDFREAK	FOX8	Sat	17:10	68	82	1,103	652
37	AS TIME GOES BY	UKTV	Wed	17:34	67	74	896	281
38	FOOTBALL: EPL HIGHLIGHTS	Fox Sports 1	Mon	21:30	66	66	1,373	165
39	THE CHEETAH GIRLS	Disney Channel	Sat	18:30	66	66	1,108	163
40	BORDER SECURITY: AUSTRALIA'S FRONT LINE	Lifestyle	Sun	21:30	65	95	1,470	219
41	OCTOPUSSY	Fox Classics	Sat	19:30	65	77	1,367	279
42	MICKEY MOUSE CLUBHOUSE	Playhouse Disney	Wed	17:00	65	65	909	270
43	DRAKE & JOSH	Nickelodeon	Mon	14:08	64	64	838	336
44	H2O: JUST ADD WATER	Disney Channel	Sat	10:30	64	64	882	337
45	DESTROYED IN SECONDS	Discovery Channel	Sun	21:30	62	62	1,470	298
46	MOONRAKER	Fox Classics	Sun	19:30	62	74	1,402	397
47	MY WIFE & KIDS	FOX8	Sun	18:30	61	87	1,024	568
48	WIRE IN THE BLOOD	UKTV	Sun	21:30	61	68	1,262	270
49	BOOWA AND KWALA	Playhouse Disney	Sun	17:24	61	61	821	215
50	SKY RACEDAY	Sky Racing	Sat	12:00	61	61	1,043	313

(* 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 since 30/12/2007.

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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 30% 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 24% of homes represented in this panel have STV.