



## Sound Relief on Subscription TV Rocks Australia

On Saturday evening, **Live: Sound Relief Melbourne** was watched by an average 220,000 viewers, while **Live: Sound Relief Sydney** was watched by 121,000 people. Across the day, 1.2m viewers turned into the concerts, which were broadcast live in their entirety by Channel [V] from the MCG in Melbourne and by Max from the SCG in Sydney. The concerts represented a major initiative by the Australian music industry to raise money for the victims of the recent fires and floods in Victoria and Queensland. In other entertainment programming this week, **Twister** on TV1 was watched by 122,000 people, **American Idol Results Show** on FOX8 drew 92,000 and **As the Bell Rings** on Disney Channel was watched by 82,000 viewers.

In sport, **Live: Cricket: Test RSA v AUS Day 4 S1** was watched by 353,000 people, the first week of the NRL saw 296,000 viewers watch **Live: NRL Bulldogs v Sea Eagles** and **Live: Rugby Union: S14 Brum v Waratahs** was seen by 120,000 subscribers.

In week 11, for the fourth week in a row, subscription TV was the number one source of television across Australia. STV channels accounted for **24.5%** of all metropolitan viewing between 6am and midnight, was **22.5%** of all regional viewing and **61.8%** of all viewing in subscription TV homes. (Listings overleaf; Friday & Saturday based on preliminary schedules).

### Subscription TV (STV) Viewing Summary: Week 11 (08 Mar - 14 Mar 2009)

All People: Current Week Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>61.8</b>	<b>24.5</b>	<b>22.5</b>
ABC	4.5	12.3	12.2
Seven/Affiliates	12.0	22.2	21.2
Nine/Affiliates	11.6	19.3	17.7
Ten/Affiliates	8.3	16.3	13.0
SBS	1.2	3.2	3.8

All People: Year-to-Date Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>60.4</b>	<b>24.0</b>	<b>21.9</b>
ABC	4.5	11.7	11.9
Seven/Affiliates	11.9	22.3	20.6
Nine/Affiliates	13.6	20.6	19.2
Ten/Affiliates	7.6	15.7	13.0
SBS	1.3	3.5	4.1

Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>50.1</b>	<b>17.6</b>	<b>16.3</b>
ABC	5.2	12.8	12.3
Seven/Affiliates	15.3	23.5	21.2
Nine/Affiliates	16.3	22.3	20.7
Ten/Affiliates	10.5	17.2	14.1
SBS	1.8	4.2	5.1

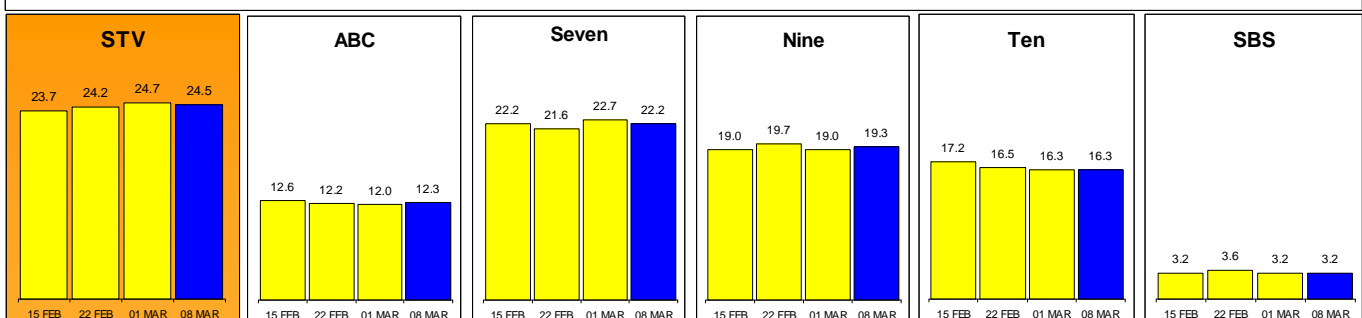
Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>50.2</b>	<b>17.9</b>	<b>16.2</b>
ABC	5.5	12.5	12.4
Seven/Affiliates	15.4	24.0	21.1
Nine/Affiliates	16.7	22.0	20.8
Ten/Affiliates	9.5	16.4	13.8
SBS	2.1	5.0	5.7

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>62.4</b>	<b>25.1</b>	<b>22.9</b>
ABC	4.4	12.2	12.2
Seven/Affiliates	11.7	21.9	20.9
Nine/Affiliates	11.4	19.2	17.8
Ten/Affiliates	8.1	16.1	12.9
SBS	1.2	3.2	3.8

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>61.1</b>	<b>24.6</b>	<b>22.3</b>
ABC	4.5	11.6	11.9
Seven/Affiliates	11.7	22.1	20.3
Nine/Affiliates	13.3	20.5	19.2
Ten/Affiliates	7.5	15.5	12.9
SBS	1.3	3.6	4.2

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 1-11 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 08 Mar 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: TEST RSA V AUS DAY 4 S1	Fox Sports 3	Mon	19:00	353	353	1,211	983
2	LIVE: CRICKET: TEST RSA V AUS DAY 3 S1	Fox Sports 3	Sun	19:01	350	350	1,352	971
3	LIVE: CRICKET: TEST RSA V AUS DAY 3 S2	Fox Sports 3	Sun	21:01	322	322	1,213	1,018
4	LIVE: CRICKET: TEST RSA V AUS DAY 5 S2	Fox Sports 3	Tue	21:01	305	305	1,096	1,095
5	LIVE: CRICKET: TEST RSA V AUS DAY 5 S1	Fox Sports 3	Tue	19:00	305	305	1,258	908
6	LIVE: NRL BULLDOGS V SEA EAGLES	Fox Sports 2	Sat	19:30	296	296	1,597	680
7	LIVE: NRL WARRIORS V EELS	Fox Sports 2	Sat	17:30	241	241	1,374	534
8	LIVE: CRICKET: TEST RSA V AUS DAY 4 S2	Fox Sports 3	Mon	21:03	235	235	1,035	988
9	LIVE: SOUND RELIEF MELBOURNE	Channel V	Sat	18:00	220	220	1,519	1,071
10	LIVE: CRICKET: TEST RSA V AUS DAY 5 WRAP	Fox Sports 3	Tue	23:33	202	202	735	329
11	NRL SHARKS V PANTHERS	Fox Sports 2	Sat	21:30	157	157	1,493	469
12	THE SIMPSONS	FOX8	Sun	10:15	148	225	959	1,796
13	FAMILY GUY	FOX8	Fri	18:47	144	182	902	1,256
14	LIVE: CRICKET: TEST RSA V AUS DAY 3 S3	Fox Sports 3	Sun	23:43	142	142	443	418
15	NCIS	TV1	Sun	19:30	135	158	1,381	651
16	TWISTER	TV1	Sun	15:30	122	169	1,293	715
17	LIVE: SOUND RELIEF SYDNEY	Max	Sat	18:00	121	121	1,519	927
18	LIVE: RUGBY UNION: S14 BRUM V WARATAHS	Fox Sports 1	Fri	19:30	120	120	1,085	354
19	LIVE: CRICKET: TEST RSA V AUS DAY 4 PRE MATCH	Fox Sports 3	Mon	18:30	115	115	952	268
20	CLUB [V]	Channel V	Sat	22:30	109	109	1,128	530
21	LIVE: FOOTBALL: EPL MAN UTD V LIVERPOOL	Fox Sports 2	Sat	23:40	107	107	575	225
22	FUTURAMA	FOX8	Tue	18:18	102	157	845	1,107
23	LIVE: NRL SATURDAY PRE GAME SHOW	Fox Sports 2	Sat	17:00	101	101	1,404	215
24	LIVE: RUGBY UNION: S14 REDS V SHARKS	Fox Sports 1	Sat	20:00	96	96	1,630	242
25	AMERICAN IDOL RESULTS SHOW	FOX8	Thu	19:37	92	112	1,103	398
26	LAW & ORDER: SVU	TV1	Sun	14:35	92	119	1,187	873
27	LIVE: CRICKET: TEST RSA V AUS DAY 2 S3	Fox Sports 3	Sun	02:00	91	91	265	158
28	LIVE: CRICKET: TEST RSA V AUS DAY 3 PRE MATCH	Fox Sports 3	Sun	18:30	89	89	1,074	248
29	AMERICAN IDOL PERFORMANCE SHOW	FOX8	Wed	19:34	87	140	1,196	615
30	AS THE BELL RINGS	Disney Channel	Fri	17:25	82	82	997	108
31	THE SUITE LIFE ON DECK	Disney Channel	Fri	16:59	81	81	967	242
32	FOOL'S GOLD	Movie One	Sun	20:30	79	104	1,439	472
33	SERIAL KILLER SUNDAY	Crime	Sun	20:30	77	77	1,511	203
34	NEW TRICKS	UKTV	Sun	20:30	75	84	1,511	274
35	LAW & ORDER: CRIMINAL INTENT	TV1	Tue	13:00	75	92	593	963
36	LIVE: CRICKET: TEST RSA V AUS DAY 4 S3	Fox Sports 3	Mon	23:44	75	75	332	290
37	FIRST EDITION	Sky News	Sat	08:00	74	74	575	506
38	SKY NEWS NOW	Sky News	Sat	10:00	74	74	800	538
39	WIZARDS OF WAVERLY PLACE	Disney Channel	Sun	08:31	73	73	698	415
40	M*A*S*H	Fox Classics	Wed	19:31	73	82	1,038	707
41	SKY RACEDAY	Sky Racing	Sat	12:00	73	73	1,240	403
42	LIVE: CRICKET: ICC WOMEN'S WORLD CUP	Fox Sports 3	Sun	09:50	72	72	1,000	721
43	CRICKET: SOUTH AFRICA V AUSTRALIA 2ND TEST DAY 2	Fox Sports 3	Sun	07:50	71	71	693	271
44	LARA CROFT: TOMB RAIDER	Showtime Greats	Sat	20:30	71	71	1,659	188
45	LIVE: CRICKET: SHEFFIELD SHIELD	Fox Sports 3	Fri	13:35	71	71	793	723
46	HANNAH MONTANA	Disney Channel	Wed	17:30	70	70	877	509
47	NUMB3RS	TV1	Tue	19:32	68	76	1,344	248
48	POWERPUFF GIRLS SPECIAL: PPG RULE!	Cartoon Network	Sun	12:00	68	68	1,037	77
49	WWE SMACKDOWN!	FOX8	Fri	15:37	67	106	880	524
50	HOW I MET YOUR MOTHER	FOX8	Mon	19:35	66	102	1,217	422

(\* Highest rating broadcast of the nominated program. 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 across all STV channels 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.

#### 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 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.