Magnificent Models Make Their Mark On STV

Australia's Next Top Model set a subscription TV record for a series premiere when 210,000 viewers (303,000 including the Plus2 broadcast) watched the start of the 2009 series on FOX8 on Tuesday night. This week's episode of **Selling Houses Australia** on Lifestyle was watched by 107,000 people, **The Vicar of Dibley** on UKTV had its best audience of the year with 102,000 and **Sonny With A Chance** premiered on Disney Channel with 98,000 viewers.

In sport, **Live: NRL Knights v Broncos** on FOX Sports was seen by 315,000 people, **Live: AFL Geelong v Brisbane Lions** was watched by 217,000 and the FOX Sports' live coverage of the fourth One Day International against Pakistan, **Live: Cricket: ODI Pak v Aus 4th ODI S1**, was watched by 112,000 viewers. Finally, as the English football season draws to a close, 72,000 people watched Manchester United edge closer to the Premier League title as they beat Middlesborough 2-0 in **Live: Football: EPL M'brough v Man Utd.**

For the fifth week in a row, and for the 10th week in the last 12 weeks, Subscription TV was the number one source of television across all homes. STV channels accounted for **22.3%** of all metropolitan viewing between 6am and midnight, was **22.0%** of all regional viewing and **58.5%** of all viewing in subscription TV homes in week 18, 2009. (Listings overleaf; Friday & Saturday based on preliminary schedules.)

Subscription TV (STV) Viewing Summary: Week 18 (26 Apr - 02 May 2009)

All People: Current Week Share to All

Sun-Sat 6am-12mn

Network	*NatSTV*	*MTV*	*RTV*
STV	**58.5**	**22.3**	**22.0**
ABC	5.1	13.1	13.0
Seven/Affiliates	11.6	21.3	19.3
Nine/Affiliates	12.6	18.6	18.0
Ten/Affiliates	10.3	19.6	14.4
SBS	1.3	3.3	4.0

All People: Year-to-Date Share to All

Sun-Sat 6am-12mn

Network	*NatSTV*	*MTV*	*RTV*
STV	**60.1**	**23.6**	**21.8**
ABC	4.8	12.4	12.6
Seven/Affiliates	11.8	21.9	20.3
Nine/Affiliates	13.0	19.8	18.5
Ten/Affiliates	8.5	16.8	13.3
SBS	1.3	3.4	4.0

Sun-Sat 6pm-12mn

Network	*NatSTV*	*MTV*	*RTV*
STV	**47.3**	**16.3**	**15.9**
ABC	6.4	14.0	13.7
Seven/Affiliates	14.2	21.9	19.4
Nine/Affiliates	16.4	20.7	19.9
Ten/Affiliates	13.0	20.9	16.0
SBS	2.0	4.5	5.2

Sun-Sat 6pm-12mn

Network	*NatSTV*	*MTV*	*RTV*
STV	**49.4**	**17.4**	**16.0**
ABC	5.8	13.2	13.1
Seven/Affiliates	15.0	23.4	20.6
Nine/Affiliates	16.5	21.7	20.5
Ten/Affiliates	10.5	17.5	14.2
SBS	2.1	4.8	5.5

Sun-Sat 2am-2am

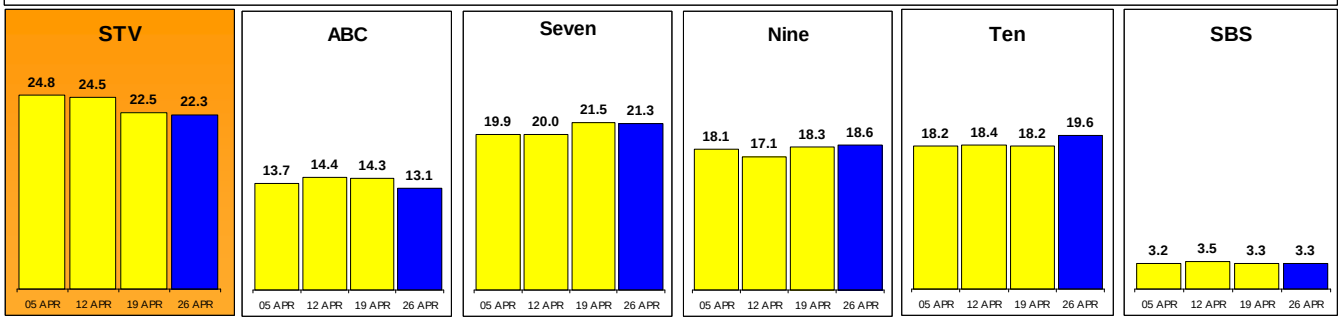
Network	*NatSTV*	*MTV*	*RTV*
STV	**59.2**	**23.0**	**22.3**
ABC	5.0	12.9	13.0
Seven/Affiliates	11.2	20.9	19.0
Nine/Affiliates	12.4	18.5	18.1
Ten/Affiliates	10.2	19.5	14.2
SBS	1.4	3.4	4.0

Sun-Sat 2am-2am

Network	*NatSTV*	*MTV*	*RTV*
STV	**60.8**	**24.2**	**22.2**
ABC	4.7	12.3	12.6
Seven/Affiliates	11.5	21.7	20.0
Nine/Affiliates	12.8	19.7	18.6
Ten/Affiliates	8.3	16.6	13.1
SBS	1.3	3.5	4.1

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 1-18 2009; 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 26 Apr 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: NRL KNIGHTS V BRONCOS***	***Fox Sports 2***	***Sat***	***19:30***	***315***	***315***	***1,522***	***727***
2	***LIVE: NRL SHARKS V ROOSTERS***	***Fox Sports 2***	***Sat***	***17:30***	***267***	***267***	***1,274***	***625***
3	***LIVE: NRL PANTHERS V TITANS***	***Fox Sports 2***	***Mon***	***19:00***	***259***	***259***	***1,305***	***569***
4	***LIVE: AFL GEELONG V BRISBANE LIONS***	***Fox Sports 1***	***Sun***	***13:02***	***217***	***217***	***1,330***	***568***
5	***AUSTRALIA'S NEXT TOP MODEL***	***FOX8***	***Tue***	***19:31***	***210***	***303***	***1,337***	***624***
6	***LIVE: NRL RAIDERS V BULLDOGS***	***Fox Sports 2***	***Sun***	***14:00***	***200***	***200***	***1,354***	***434***
7	***NRL RAIDERS V PANTHERS***	***Fox Sports 2***	***Sat***	***21:20***	***193***	***193***	***1,311***	***632***
8	***LIVE: AFL MELBOURNE V ADELAIDE***	***Fox Sports 1***	***Sun***	***16:33***	***178***	***178***	***1,215***	***590***
9	***LIVE: NRL TITANS V RABBITOHS***	***Fox Sports 2***	***Sat***	***15:00***	***168***	***168***	***1,115***	***410***
10	LIVE: NRL SATURDAY PRE GAME SHOW	Fox Sports 2	Sat	17:00	168	168	1,195	323
11	FAMILY GUY	FOX8	Mon	18:45	167	177	1,105	1,386
12	***LIVE: AFL PORT ADELAIDE V ADELAIDE***	***Fox Sports 1***	***Sat***	***19:30***	***147***	***147***	***1,471***	***634***
13	THE SIMPSONS	FOX8	Sat	10:15	134	183	811	2,036
14	GOSSIP GIRL	FOX8	Tue	20:36	129	175	1,239	563
15	FUTURAMA	FOX8	Mon	18:19	124	144	989	1,179
16	***LIVE: AFL WEST COAST V FREMANTLE***	***Fox Sports 1***	***Sat***	***16:00***	***119***	***119***	***1,223***	***557***
17	LIVE: AFL PRE GAME SHOW	Fox Sports 1	Sun	16:00	115	115	1,148	439
18	***LIVE: CRICKET: ODI PAK V AUS 4TH ODI S1***	***Fox Sports 2***	***Fri***	***21:00***	***112***	***112***	***904***	***589***
19	AMERICAN IDOL RESULTS SHOW	FOX8	Thu	19:37	108	150	1,318	430
20	SELLING HOUSES AUSTRALIA	Lifestyle	Wed	19:30	107	166	1,207	570
21	MATILDA	Disney Channel	Thu	18:30	106	106	1,144	211
22	HOW I MET YOUR MOTHER	FOX8	Mon	19:36	104	131	1,370	436
23	THE VICAR OF DIBLEY	UKTV	Sun	19:30	102	115	1,329	189
24	NCIS	TV1	Sun	19:30	102	127	1,331	659
25	***SONNY WITH A CHANCE***	***Disney Channel***	***Mon***	***17:30***	***98***	***98***	***1,023***	***164***
26	AMERICAN IDOL PERFORMANCE SHOW	FOX8	Wed	19:36	95	131	1,213	474
27	***LIVE: CRICKET: ODI PAK V AUS 3RD ODI S1***	***Fox Sports 3***	***Mon***	***21:00***	***93***	***93***	***775***	***604***
28	HANNAH MONTANA	Disney Channel	Wed	17:30	91	91	891	559
29	TWO AND A HALF MEN	FOX8	Mon	20:03	90	101	1,339	234
30	LAW & ORDER: SVU	TV1	Sun	14:35	89	124	1,384	851
31	***THE PARENT TRAP***	***Disney Channel***	***Fri***	***18:30***	***88***	***88***	***1,068***	***300***
32	GRAND DESIGNS	Lifestyle	Thu	20:31	88	103	1,250	433
33	THE SUITE LIFE OF ZACK & CODY	Disney Channel	Mon	16:00	86	86	1,005	598
34	CORONATION STREET	UKTV	Wed	18:09	85	90	877	284
35	EASTENDERS	UKTV	Wed	19:04	85	102	1,107	273
36	WIZARDS OF WAVERLY PLACE	Disney Channel	Wed	17:00	81	81	921	448
37	LIVE: AFL TEAMS	Fox Sports 1	Thu	19:30	81	81	1,300	178
38	LAW & ORDER	W	Mon	20:32	79	89	1,223	717
39	NUMB3RS	TV1	Tue	19:32	79	94	1,362	340
40	LAW & ORDER: CRIMINAL INTENT	TV1	Fri	13:02	76	90	543	900
41	COLD CASE	W	Mon	19:31	75	97	1,345	312
42	LIVE: AFL: ON THE COUCH	Fox Sports 1	Mon	20:30	74	74	1,213	168
43	BEST HOUSE ON THE STREET	Lifestyle	Wed	20:32	73	91	1,230	334
44	FINLEY THE FIRE ENGINE	Playhouse Disney	Sun	07:39	72	72	503	206
45	***LIVE: FOOTBALL: EPL M'BROUGH V MAN UTD***	***Fox Sports 3***	***Sat***	***21:38***	***72***	***72***	***1,074***	***301***
46	THE SUITE LIFE ON DECK	Disney Channel	Fri	16:59	72	72	868	152
47	H2O: JUST ADD WATER	Disney Channel	Wed	18:00	71	71	840	367
48	KING OF THE HILL	FOX8	Fri	17:30	71	94	887	819
49	MIDSOMER MURDERS	UKTV	Wed	19:36	71	95	1,225	285
50	RIVER COTTAGE AUTUMN	Lifestyle	Thu	19:30	70	85	1,300	335

(*) Highest rating broadcast of the nominated program. Programs in bold are new on the STV channel 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 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 28/12/2008.

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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.