



## EPL Record as Manchester United Achieves Three In A Row

124,000 people watched FOXTEL Sport's live coverage of the Manchester United/Arsenal game in which Manchester United took out its third consecutive English Premier League title. It was the highest EPL audience of the year and the third highest ever for EPL on FOX Sports. 289,000 people watched the Melbourne Storm prevail over the Sydney Roosters in **Live: NRL Roosters v Storm** and 262,000 viewed the Eagles defeat the Demons by four points in **Live: AFL West Coast v Melbourne** (all on FOX Sports).

**Australia's Next Top Model** on FOX8 was watched by 177,000 viewers this week while **Selling Houses Australia** on Lifestyle had its biggest audience of the year with 129,000 people. **NCIS** on TV1 was watched by 107,000 people, 100,000 saw Thursday night's episode of **M\*A\*S\*H** on FOX Classics and **Eastenders** on UKTV had its best result of 2009 with 88,000 viewers. In children's programming, **Hatching Pete** premiered on Disney Channel with 82,000 viewers and **ICarly** on Nickelodeon had its best result of the year with 75,000 viewers.

Subscription TV was the number one source of television across all homes in week 20. STV channels accounted for **22.5%** of all metropolitan viewing between 6am and midnight, was **21.8%** of all regional viewing and **58.6%** of all viewing in subscription TV homes. (Listings overleaf; Friday & Saturday based on preliminary schedules.)

### Subscription TV (STV) Viewing Summary: Week 20 (10 May - 16 May 2009)

All People: Current Week Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>58.6</b>	<b>22.5</b>	<b>21.8</b>
ABC	5.3	13.4	13.5
Seven/Affiliates	11.9	21.5	19.4
Nine/Affiliates	13.1	19.1	18.3
Ten/Affiliates	8.9	18.3	13.2
SBS	1.5	3.4	4.0

All People: Year-to-Date Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>59.9</b>	<b>23.5</b>	<b>21.8</b>
ABC	4.8	12.5	12.7
Seven/Affiliates	11.8	21.8	20.2
Nine/Affiliates	13.1	19.7	18.5
Ten/Affiliates	8.5	16.9	13.3
SBS	1.3	3.4	4.0

Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>47.0</b>	<b>16.4</b>	<b>15.4</b>
ABC	6.8	14.3	14.4
Seven/Affiliates	15.3	23.2	19.9
Nine/Affiliates	17.2	21.0	20.7
Ten/Affiliates	10.5	18.8	13.9
SBS	2.3	4.6	5.3

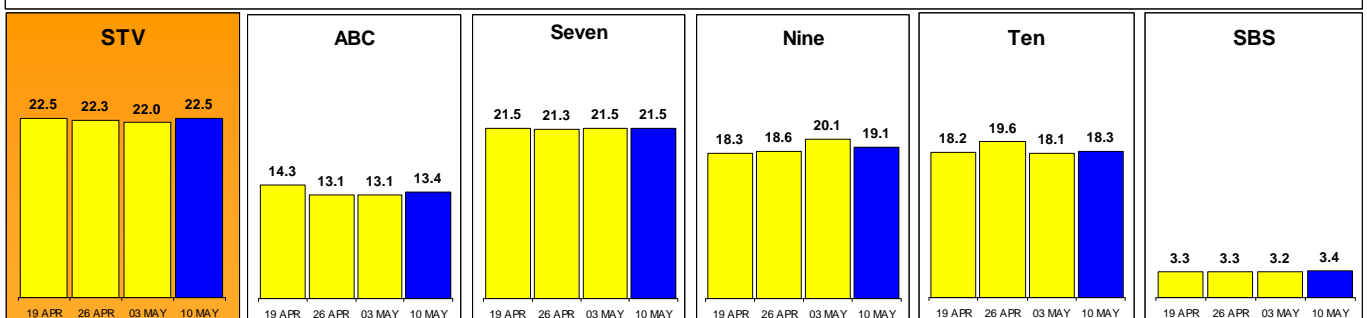
Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>49.1</b>	<b>17.2</b>	<b>15.9</b>
ABC	5.9	13.3	13.2
Seven/Affiliates	15.0	23.3	20.6
Nine/Affiliates	16.7	21.7	20.6
Ten/Affiliates	10.5	17.6	14.2
SBS	2.1	4.7	5.4

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>59.3</b>	<b>23.2</b>	<b>22.2</b>
ABC	5.2	13.2	13.4
Seven/Affiliates	11.5	21.1	19.1
Nine/Affiliates	12.9	19.0	18.5
Ten/Affiliates	8.8	18.2	13.0
SBS	1.5	3.4	4.1

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>60.6</b>	<b>24.1</b>	<b>22.2</b>
ABC	4.7	12.4	12.6
Seven/Affiliates	11.5	21.6	19.9
Nine/Affiliates	12.8	19.6	18.6
Ten/Affiliates	8.4	16.7	13.1
SBS	1.3	3.4	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 1-20 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 10 May 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	<b>LIVE: NRL ROOSTERS V STORM</b>	<b>Fox Sports 2</b>	<b>Mon</b>	<b>19:00</b>	<b>289</b>	<b>289</b>	<b>1,247</b>	<b>711</b>
2	<b>LIVE: AFL WEST COAST V MELBOURNE</b>	<b>Fox Sports 1</b>	<b>Sun</b>	<b>16:31</b>	<b>262</b>	<b>262</b>	<b>1,287</b>	<b>710</b>
3	<b>LIVE: NRL KNIGHTS V TITANS</b>	<b>Fox Sports 2</b>	<b>Sun</b>	<b>14:00</b>	<b>222</b>	<b>222</b>	<b>1,246</b>	<b>436</b>
4	<b>LIVE: AFL ADELAIDE V WESTERN BULLDOGS</b>	<b>Fox Sports 1</b>	<b>Sun</b>	<b>13:01</b>	<b>196</b>	<b>196</b>	<b>1,157</b>	<b>510</b>
5	LIVE: AFL PRE GAME SHOW	Fox Sports 1	Sun	16:00	195	195	1,202	411
6	<b>LIVE: NRL ROOSTERS V KNIGHTS</b>	<b>Fox Sports 2</b>	<b>Sat</b>	<b>17:30</b>	<b>178</b>	<b>178</b>	<b>1,325</b>	<b>397</b>
7	AUSTRALIA'S NEXT TOP MODEL	FOX8	Tue	19:33	177	244	1,235	704
8	<b>LIVE: NRL PANTHERS V SHARKS</b>	<b>Fox Sports 2</b>	<b>Sat</b>	<b>19:30</b>	<b>174</b>	<b>174</b>	<b>1,407</b>	<b>464</b>
9	<b>LIVE: AFL MELBOURNE V WESTERN BULLDOGS</b>	<b>Fox Sports 1</b>	<b>Sat</b>	<b>14:00</b>	<b>130</b>	<b>130</b>	<b>1,195</b>	<b>417</b>
10	SELLING HOUSES AUSTRALIA	Lifestyle	Wed	19:32	129	190	1,187	626
11	<b>LIVE: AFL BRISBANE LIONS V ADELAIDE</b>	<b>Fox Sports 1</b>	<b>Sat</b>	<b>19:00</b>	<b>128</b>	<b>128</b>	<b>1,390</b>	<b>470</b>
12	FAMILY GUY	FOX8	Mon	18:45	127	146	1,167	1,166
13	<b>LIVE: FOOTBALL: EPL MAN UTD V ARSENAL</b>	<b>Fox Sports 2</b>	<b>Sat</b>	<b>21:30</b>	<b>124</b>	<b>124</b>	<b>1,081</b>	<b>388</b>
14	THE SIMPSONS	FOX8	Tue	19:08	123	163	1,082	1,915
15	AMERICAN IDOL RESULTS SHOW	FOX8	Thu	19:34	123	137	1,362	443
16	FUTURAMA	FOX8	Tue	18:15	119	165	919	1,103
17	NCIS	TV1	Sun	19:30	107	124	1,283	639
18	M*A*S*H	Fox Classics	Thu	19:31	100	124	1,342	705
19	AMERICAN IDOL PERFORMANCE SHOW	FOX8	Wed	19:36	98	131	1,197	485
20	THE VICAR OF DIBLEY	UKTV	Sun	19:30	98	122	1,296	215
21	AMERICAN DAD!	FOX8	Sun	21:30	88	120	1,197	441
22	EASTENDERS	UKTV	Mon	19:06	88	105	1,295	272
23	LIVE: AFL: ON THE COUCH	Fox Sports 1	Tue	20:30	87	87	1,185	166
24	WIZARDS OF WAVERLY PLACE	Disney Channel	Thu	17:00	87	87	955	474
25	LAW & ORDER	W	Mon	21:14	83	100	1,105	731
26	LAW & ORDER: SVU	TV1	Fri	12:01	83	107	541	905
27	<b>HATCHING PETE</b>	<b>Disney Channel</b>	<b>Sat</b>	<b>18:31</b>	<b>82</b>	<b>82</b>	<b>1,396</b>	<b>159</b>
28	KING OF THE HILL	FOX8	Sun	20:00	81	100	1,269	756
29	TWO AND A HALF MEN	FOX8	Mon	20:03	81	112	1,267	532
30	NOTTING HILL	TV1	Sun	15:30	80	131	1,296	718
31	HANNAH MONTANA	Disney Channel	Thu	17:31	79	79	918	576
32	CORONATION STREET	UKTV	Thu	18:09	79	94	899	258
33	SILENT WITNESS	UKTV	Sun	20:30	78	91	1,269	197
34	<b>LIVE: FOOTBALL: EPL MAN UTD V MAN CITY</b>	<b>Fox Sports 2</b>	<b>Sun</b>	<b>22:00</b>	<b>76</b>	<b>76</b>	<b>716</b>	<b>244</b>
35	GOSSIP GIRL	FOX8	Tue	20:39	76	94	1,177	261
36	LIVE: NRL SUNDAY PRE GAME SHOW	Fox Sports 2	Sun	13:29	75	75	1,034	117
37	ICARLY	Nickelodeon	Sun	15:50	75	75	1,239	489
38	LIVE: NRL ON FOX	Fox Sports 2	Wed	19:30	74	74	1,188	162
39	LIVE: NRL MONDAY POST GAME SHOW	Fox Sports 2	Mon	20:56	74	74	1,107	266
40	PHINEAS AND FERB	Disney Channel	Thu	16:30	73	73	927	473
41	MONK	TV1	Fri	11:03	73	96	458	500
42	SPONGEBOB SQUAREPANTS	Nickelodeon	Wed	16:21	72	72	1,001	867
43	COLD CASE	W	Mon	19:33	72	89	1,255	281
44	CASPER MEETS WENDY	Disney Channel	Thu	18:30	72	72	1,161	181
45	NUMB3RS	TV1	Tue	19:33	72	81	1,247	349
46	LAW & ORDER: CRIMINAL INTENT	TV1	Sat	16:05	70	82	1,377	989
47	ARE YOU AN EGGHEAD?	UKTV	Mon	16:52	69	79	884	260
48	HOW I MET YOUR MOTHER	FOX8	Mon	19:36	69	96	1,242	383
49	AVATAR: THE LAST AIRBENDER	Nickelodeon	Wed	16:33	68	68	977	348
50	<b>LIVE: RUGBY UNION: S14 CHIEFS V BRUMBIES</b>	<b>Fox Sports 3</b>	<b>Fri</b>	<b>17:30</b>	<b>68</b>	<b>68</b>	<b>976</b>	<b>201</b>

(\*) 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.

### 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.