

A Banquet of Programs On Subscription TV

Subscription television continued to demonstrate its commitment to live and national coverage of a wide variety of sport through the first week of the Olympics. 224,000 watched **Live: NRL Titans v Knights**, 200,000 watched **Live & Active: AFL West Coast v Essendon** and 88,000 watched the Springboks play the All Blacks in **Live: Rugby Union: Tri Nations**. In entertainment programming, **Project Runway Australia** was seen by 182,000, the largest audience of the season for the program, while **American Dad** and **King of the Hill** also had year-to-date record audiences with 128,000 and 115,000 viewers respectively. **Eastenders** also had its biggest audience of the year with 95,000 viewers. Subscription TV accounted for **15.1%** of all metropolitan viewing, **15.9%** of regional viewing and **44.1%** in STV homes (6am-12mn). (Listings overleaf; Friday & Saturday based on preliminary schedules).

Subscription TV (STV) Viewing Summary: Week 33 (10 August - 16 August 2008)

All People: Current Week Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	44.1	15.1	15.9
ABC	3.8	10.5	10.2
Seven/Affiliates	33.4	40.5	35.6
Nine/Affiliates	7.8	13.6	14.4
Ten/Affiliates	6.0	12.7	10.5
SBS	4.0	5.0	5.0

All People: YTD Growth			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	4%	3%	3%
ABC	17%	6%	5%
Seven/Affiliates	12%	2%	1%
Nine/Affiliates	3%	0%	-6%
Ten/Affiliates	10%	-3%	-7%
SBS	28%	7%	3%

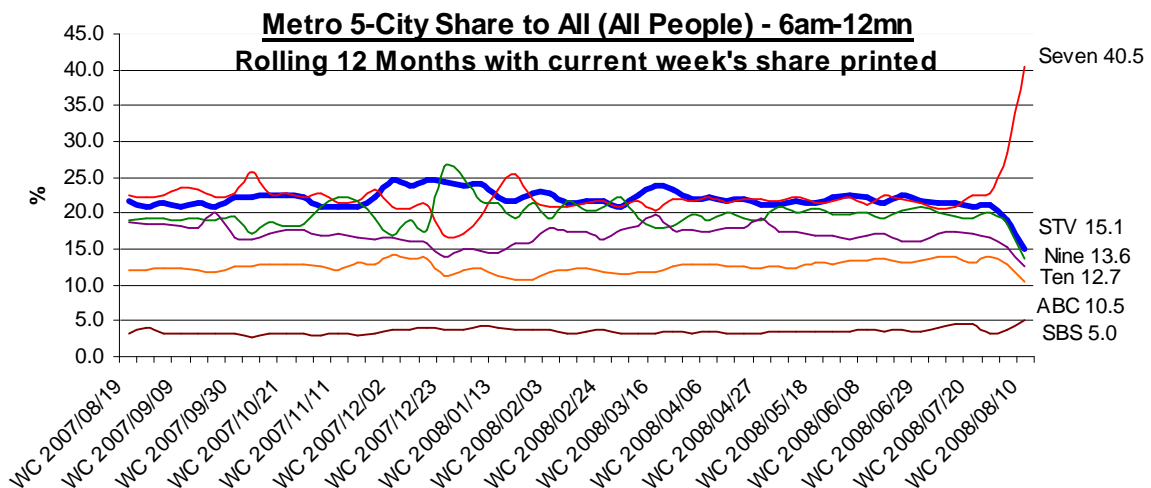
Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	37.7	11.9	12.5
ABC	5.1	12.3	12.0
Seven/Affiliates	34.0	37.4	32.0
Nine/Affiliates	10.3	15.8	17.7
Ten/Affiliates	7.3	14.2	11.7
SBS	4.7	5.6	5.3

Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	4%	2%	4%
ABC	15%	5%	4%
Seven/Affiliates	7%	0%	-1%
Nine/Affiliates	2%	-2%	-7%
Ten/Affiliates	11%	-1%	-6%
SBS	27%	6%	2%

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	44.9	15.6	16.4
ABC	3.7	10.3	10.1
Seven/Affiliates	32.9	40.2	35.3
Nine/Affiliates	7.8	13.6	14.4
Ten/Affiliates	5.9	12.6	10.3
SBS	3.9	5.0	5.0

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	4%	3%	3%
ABC	16%	5%	5%
Seven/Affiliates	11%	2%	1%
Nine/Affiliates	2%	-1%	-5%
Ten/Affiliates	10%	-3%	-6%
SBS	26%	7%	3%

NatSTV = National STV (STV homes only, metro & regional markets); MTV = Five metro markets (STV+FTA homes); RTV = Five regional markets (STV+FTA homes); YTD Growth = change in year-to-date 000s vs same weeks 2007; Sources: OzTAM (NatSTV, MTV) & RegTAM (RTV)



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Top 50 Subscription TV Program Broadcasts

National STV Program List: All People - w/c 10 Aug 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: NRL TITANS V KNIGHTS	Fox Sports 2	Mon	19:01	224	224	1,212	563
2	LIVE: NRL WARRIORS V SHARKS	Fox Sports 2	Sat	17:30	208	208	992	545
3	LIVE & ACTIVE: AFL WEST COAST V ESSENDON	Fox Sports 1	Sun	16:30	200	200	1,075	640
4	LIVE: NRL RAIDERS V PANTHERS	Fox Sports 2	Sun	14:00	192	192	1,084	475
5	LIVE: NRL PANTHERS V BULLDOGS	Fox Sports 2	Sat	19:30	182	182	1,238	514
6	PROJECT RUNWAY AUSTRALIA	Arena	Mon	20:30	182	191	1,188	521
7	LIVE: AFL NORTH MELBOURNE V WESTERN BULLDOGS	Fox Sports 1	Sun	13:01	158	158	990	517
8	LIVE: AFL BRISBANE LIONS V W BULLDOGS	Fox Sports 1	Sat	19:00	155	155	1,183	623
9	FAMILY GUY	FOX8	Tue	18:12	137	157	773	1,853
10	LIVE: AFL ESSENDON V ADELAIDE	Fox Sports 1	Sat	14:00	128	128	893	438
11	AMERICAN DAD!	FOX8	Wed	18:51	128	165	904	1,613
12	KING OF THE HILL	FOX8	Wed	19:18	115	146	965	1,253
13	THE SIMPSONS	FOX8	Sat	18:00	113	137	958	2,050
14	LIVE: AFL PRE GAME SHOW	Fox Sports 1	Sun	16:00	104	104	1,011	391
15	EASTENDERS	UKTV	Thu	19:00	95	118	913	291
16	NRL COWBOYS V TITANS	Fox Sports 2	Sat	21:20	94	94	998	372
17	FUTURAMA	FOX8	Sat	10:10	92	114	732	1,772
18	DEADLIEST CATCH	Discovery Channel	Wed	20:30	91	91	1,036	312
19	LIVE: NRL SATURDAY PRE GAME SHOW	Fox Sports 2	Sat	16:55	89	89	929	168
20	LAW & ORDER: SVU	TV1	Sat	22:15	88	107	850	847
21	LIVE: RUGBY UNION: TRI NATIONS	Fox Sports 1	Sat	22:45	88	88	604	227
22	LAW & ORDER	W	Wed	21:23	85	89	759	579
23	LIVE: AFL: ON THE COUCH	Fox Sports 1	Mon	20:30	83	83	1,198	171
24	MURDER AT 1600	Movie Extra	Sat	20:30	77	77	1,199	143
25	RELOCATION RELOCATION	Lifestyle	Wed	20:30	76	78	1,020	391
26	AIR AMERICA	TV1	Sun	15:30	73	105	1,102	493
27	CORONATION STREET	UKTV	Wed	18:05	72	82	726	261
28	KEEPING UP APPEARANCES	UKTV	Sun	19:30	72	78	1,128	125
29	HOGAN'S HEROES	TV1	Mon	18:35	70	90	875	524
30	NCIS	TV1	Sun	20:35	70	87	1,082	561
31	MYRA HINDLEY: THE PRISON YEARS	Crime	Wed	21:30	67	67	706	210
32	TV1'S CASH TRIVIA CHALLENGE	TV1	Sun	11:50	66	102	716	501
33	WWE SMACKDOWN!	FOX8	Fri	15:33	66	101	711	389
34	LIVE: NRL MONDAY POST GAME SHOW	Fox Sports 2	Mon	20:57	66	66	1,089	182
35	THE VICAR OF DIBLEY	UKTV	Fri	19:01	65	77	941	167
36	COPS	Crime	Thu	19:00	64	64	906	470
37	NEW TRICKS	UKTV	Fri	19:32	64	74	907	213
38	HANNAH MONTANA	Disney Channel	Wed	17:30	64	64	723	363
39	KIM POSSIBLE	Disney Channel	Sat	15:35	63	63	943	597
40	LAW & ORDER: CRIMINAL INTENT	TV1	Sat	20:35	63	70	1,295	608
41	LAST OF THE SUMMER WINE	UKTV	Mon	19:30	62	70	1,219	129
42	LIVE: FOOTBALL: A-LEAGUE SYD V MELB	Fox Sports 3	Sat	19:00	61	61	1,171	252
43	UNKNOWN	Showtime	Sun	20:30	59	69	1,030	311
44	STUART LITTLE 3: CALL OF THE WILD	Playhouse Disney	Thu	17:00	59	59	760	102
45	WHO DO YOU THINK YOU ARE?	UKTV	Thu	19:32	59	75	1,041	250
46	NUMB3RS	TV1	Tue	19:34	59	65	942	130
47	LIVE: AFL TEAMS	Fox Sports 1	Thu	19:30	57	57	1,046	122
48	CRIME STORIES	Crime	Thu	19:30	56	56	1,046	422
49	GO, DIEGO, GO!	Nick Jnr	Wed	08:00	55	55	417	395
50	M*A*S*H	Fox Classics	Tue	19:01	55	69	993	448

(* Highest rating broadcast of the nominated program; boldface italic programs are new on STV 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.

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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.