

Entertainment Programs Bring the Viewers to Subscription Television

In week 35, STV's share of metropolitan viewing increased to **20.1%** (up from 16.2% in week 34), represented **19.8%** of regional viewing (up from 17.4%) and accounted for **56.5%** of viewing in STV homes, up from 47.3% (6am-12mn). 177,000 viewers watched the Monday 8.30pm broadcast of **Project Runway Australia** (and the show achieved a record total audience of 204,000 on the night) while the premiere of **Kyle XY**, a new program about a teen savant with a mysterious background, drew 137,000 viewers. **CIA: Hunt for a Killer** was watched by 120,000 viewers (the program's biggest audience this year), **Boowa And Kwala** had a year-to-date high of 69,000 as did **Rebus** with 66,000 viewers. In sport, 277,000 watched **Live: NRL Knights v Storm**, 222,000 watched **Live & Active: AFL West Coast v Hawthorn** and 122,000 watched the Wallabies get stomped by the Springboks in **Live: Rugby Union: Tri Nations**. (Listings overleaf; Friday & Saturday based on preliminary schedules).

Subscription TV (STV) Viewing Summary: Week 35 (24 August - 30 August 2008)

All People: Current Week Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	56.5	20.1	19.8
ABC	5.2	13.2	12.9
Seven/Affiliates	15.8	25.6	23.5
Nine/Affiliates	11.0	18.2	17.5
Ten/Affiliates	9.1	17.0	13.8
SBS	1.6	3.4	3.6

All People: YTD Growth			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	4%	2%	2%
ABC	17%	6%	5%
Seven/Affiliates	18%	5%	2%
Nine/Affiliates	2%	-1%	-6%
Ten/Affiliates	9%	-3%	-7%
SBS	29%	7%	2%

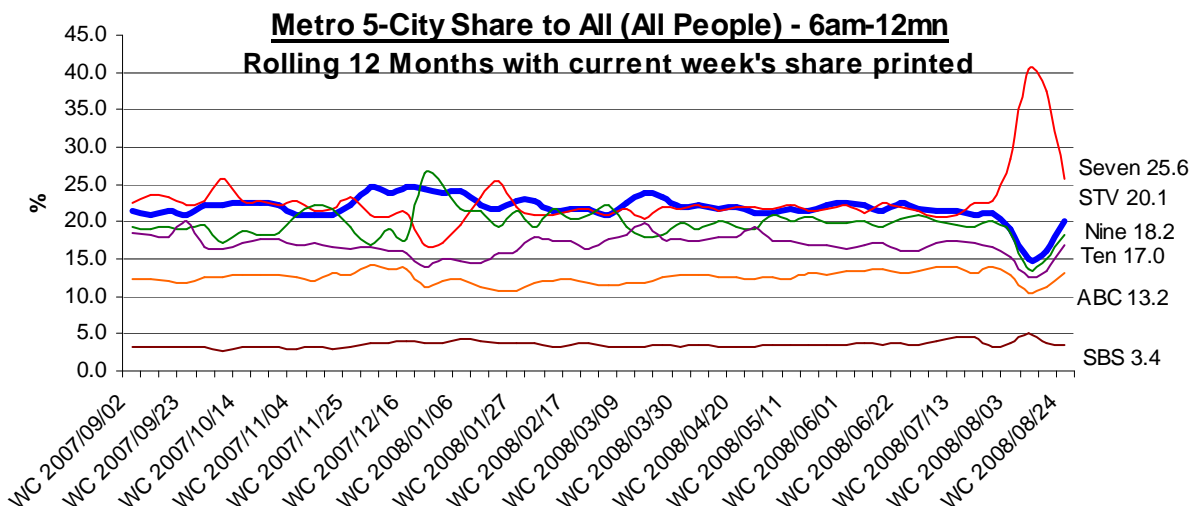
Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	45.2	14.6	14.2
ABC	6.6	13.9	13.8
Seven/Affiliates	19.1	26.6	23.0
Nine/Affiliates	14.4	20.3	20.2
Ten/Affiliates	11.4	18.0	14.8
SBS	2.1	4.1	4.7

Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	3%	2%	3%
ABC	15%	5%	4%
Seven/Affiliates	12%	3%	0%
Nine/Affiliates	1%	-3%	-7%
Ten/Affiliates	10%	-2%	-6%
SBS	25%	4%	1%

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	57.3	20.8	20.2
ABC	5.1	13.0	12.8
Seven/Affiliates	15.4	25.4	23.2
Nine/Affiliates	10.8	18.2	17.8
Ten/Affiliates	8.9	16.8	13.5
SBS	1.6	3.4	3.7

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	4%	2%	2%
ABC	16%	5%	5%
Seven/Affiliates	18%	5%	3%
Nine/Affiliates	1%	-1%	-5%
Ten/Affiliates	9%	-3%	-7%
SBS	27%	7%	2%

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 24 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 KNIGHTS V STORM	Fox Sports 2	Sat	17:30	277	277	1,265	638
2	LIVE: NRL DRAGONS V EELS	Fox Sports 2	Sat	19:30	271	271	1,379	623
3	LIVE & ACTIVE: AFL WEST COAST V HAWTHORN	Fox Sports 1	Sun	16:32	222	222	1,168	578
4	LIVE: NRL PANTHERS V STORM	Fox Sports 2	Mon	19:02	221	221	1,166	556
5	PROJECT RUNWAY AUSTRALIA	Arena	Mon	20:30	177	204	1,252	546
6	LIVE: AFL GEELONG V NORTH MELBOURNE	Fox Sports 1	Sun	13:01	175	175	1,042	440
7	LIVE: AFL ADELAIDE V WESTERN BULLDOGS	Fox Sports 1	Sat	16:00	168	168	1,223	536
8	LIVE: NRL RABBITOHS V RAIDERS	Fox Sports 2	Sun	14:00	165	165	1,109	386
9	NRL COWBOYS V RAIDERS	Fox Sports 2	Sat	21:20	161	161	1,144	439
10	KYLE XY	FOX8	Thu	19:36	137	186	1,255	408
11	THE SIMPSONS	FOX8	Tue	19:11	135	171	1,132	1,783
12	FAMILY GUY	FOX8	Tue	18:46	132	187	957	1,189
13	AMERICA'S NEXT TOP MODEL	FOX8	Tue	19:36	131	180	1,233	632
14	LIVE: AFL N MELBOURNE V P ADELAIDE	Fox Sports 1	Sat	13:00	130	130	1,031	415
15	FUTURAMA	FOX8	Wed	18:20	128	184	897	1,206
16	LIVE: RUGBY UNION: TRI NATIONS	Fox Sports 1	Sat	23:00	122	122	722	411
17	CIA: HUNT FOR A KILLER: THE CLAREMONT MURDERS	Crime	Thu	19:30	120	120	1,235	214
18	FAMILY GUY: BATTLE OF THE ANIMATIONS WINNER	FOX8	Sun	21:25	112	121	997	735
19	LIVE: AFL SYDNEY V BRISBANE LIONS	Fox Sports 1	Sat	19:00	112	112	1,333	633
20	LIVE: AFL: ON THE COUCH	Fox Sports 1	Mon	20:30	102	102	1,260	218
21	HANNAH MONTANA	Disney Channel	Tue	17:30	92	92	925	480
22	WWE SMACKDOWN!	FOX8	Fri	15:31	92	129	818	415
23	RELOCATION RELOCATION	Lifestyle	Wed	20:30	90	100	1,141	472
24	NCIS	TV1	Thu	19:34	89	99	1,256	535
25	LIVE: AFL PRE GAME SHOW	Fox Sports 1	Sun	16:00	88	88	1,067	298
26	LIVE: NRL SATURDAY PRE GAME SHOW	Fox Sports 2	Sat	16:55	87	87	1,234	223
27	WHO DO YOU THINK YOU ARE?	UKTV	Thu	19:31	84	109	1,243	247
28	EASTENDERS	UKTV	Thu	19:00	84	108	1,029	346
29	THE SUITE LIFE OF ZACK & CODY	Disney Channel	Wed	17:00	79	79	932	660
30	DEADLIEST CATCH	Discovery Channel	Wed	20:30	79	79	1,147	273
31	ICARLY	Nickelodeon	Wed	17:50	77	77	888	432
32	TWO AND A HALF MEN	FOX8	Mon	20:02	75	81	1,115	265
33	LIVE: FOOTBALL: A-LEAGUE MELB V NEWC	Fox Sports 1	Fri	20:00	75	75	1,041	286
34	ALIENS	Showtime Greats	Sat	20:30	73	73	1,229	174
35	WWE RAW	FOX8	Wed	15:30	72	108	905	479
36	KING OF THE HILL	FOX8	Mon	17:30	72	83	902	652
37	LAW & ORDER: SVU	TV1	Sat	21:30	72	93	1,208	1,070
38	CRANFORD	UKTV	Thu	20:33	71	79	1,118	203
39	MY FAMILY	UKTV	Fri	17:36	70	82	861	393
40	COPS	Crime	Tue	19:00	70	70	1,084	509
41	GRAND DESIGNS	Lifestyle	Thu	20:30	69	89	1,105	590
42	BOOWA AND KWALA	Playhouse Disney	Sat	09:24	69	69	712	220
43	LAW & ORDER	W	Wed	20:30	69	77	1,144	553
44	LAW & ORDER: CRIMINAL INTENT	TV1	Tue	19:35	68	75	1,248	784
45	CRISS ANGEL MINDFREAK	FOX8	Wed	19:35	67	87	1,016	369
46	HOGAN'S HEROES	TV1	Fri	18:34	66	76	998	550
47	REBUS	Hallmark	Sat	20:30	66	66	1,341	137
48	MONK	TV1	Mon	19:34	66	77	1,135	414
49	AS THE BELL RINGS	Disney Channel	Sat	14:44	64	64	1,094	80
50	NEW TRICKS	UKTV	Fri	19:34	64	75	1,050	273

(* 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.