

STV Rocks The School Holidays

The Australian premiere of **Camp Rock** was watched by 190,000 people, while a new episode of **Ice Road Truckers** was seen by 147,000 viewers. This week, a number of the situation comedies on subscription TV achieved year-to-date highest audiences including **Two And A Half Men** with 115,000 viewers and **How I Met Your Mother** with 92,000 viewers. **Avatar: The Last Airbender** also achieved a year-to-date highest audience of 99,000 and the Crime Investigation Australia documentary **CIA: The Devil Inside – John Ernest Cribb** premiered with 75,000 viewers. English Premier League Football proved popular with **Live: Football: EPL Chelsea v Man Utd** drawing 113,000 viewers and **Live: Football: EPL Everton v Liverpool** being watched by 106,000. Finally, Adelaide's historic progress through the Asian Football Championship was seen by 78,000 in **Live: Football: AFC Champions League**. In week 39, STV's 6am-12mn share of metropolitan viewing was **20.5%**, **19.9%** in regional markets and **55.2%** in STV homes. (Listings overleaf; Friday & Saturday based on preliminary schedules).

Subscription TV (STV) Viewing Summary: Week 39 (21 September - 27 September 2008)

All People: Current Week Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	55.2	20.5	19.9
ABC	6.0	13.6	13.4
Seven/Affiliates	15.2	26.0	23.3
Nine/Affiliates	12.8	18.8	17.9
Ten/Affiliates	8.8	15.6	12.6
SBS	1.3	3.1	3.6

All People: YTD Growth			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	4%	2%	1%
ABC	20%	7%	5%
Seven/Affiliates	18%	5%	2%
Nine/Affiliates	2%	0%	-6%
Ten/Affiliates	9%	-4%	-8%
SBS	28%	6%	3%

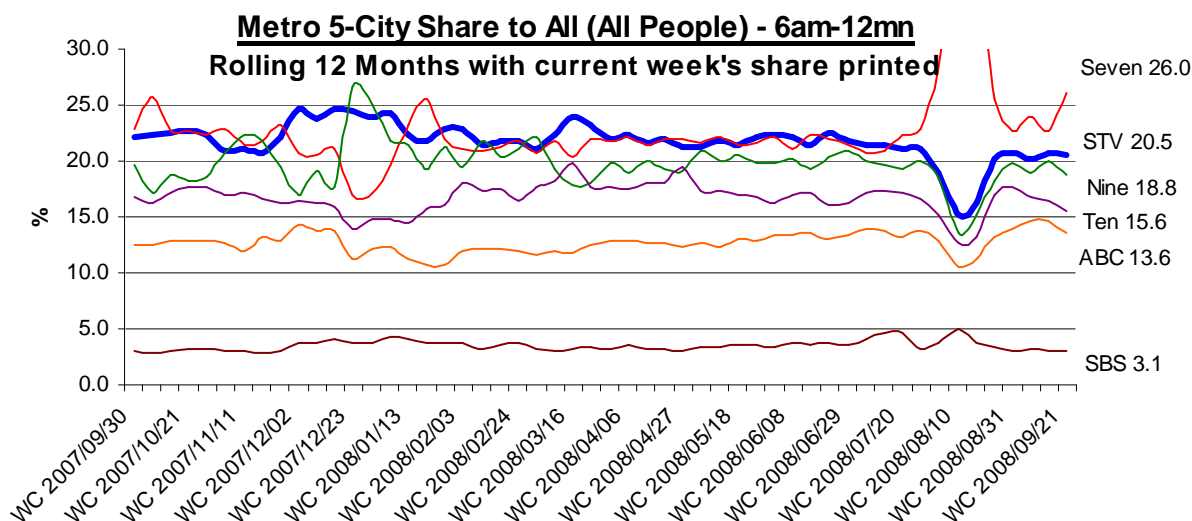
Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	44.0	14.9	13.9
ABC	7.6	14.7	14.4
Seven/Affiliates	16.6	24.7	22.4
Nine/Affiliates	17.9	22.4	21.5
Ten/Affiliates	11.1	16.5	13.3
SBS	2.1	4.3	4.9

Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	3%	0%	1%
ABC	17%	5%	5%
Seven/Affiliates	12%	2%	-1%
Nine/Affiliates	2%	-2%	-7%
Ten/Affiliates	11%	-3%	-7%
SBS	24%	4%	2%

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	55.9	21.2	20.3
ABC	5.9	13.3	13.3
Seven/Affiliates	14.8	25.7	22.9
Nine/Affiliates	12.6	18.9	18.2
Ten/Affiliates	8.7	15.5	12.5
SBS	1.3	3.1	3.7

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	4%	2%	1%
ABC	19%	6%	5%
Seven/Affiliates	18%	4%	2%
Nine/Affiliates	2%	-1%	-5%
Ten/Affiliates	9%	-4%	-7%
SBS	26%	6%	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)



MEDIA RELEASE- 29 September 2008

Top 50 Subscription TV Program Broadcasts

National STV Program List: All People - w/c 21 Sep 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	CAMP ROCK	Disney Channel	Fri	18:31	190	190	1,059	287
2	DIAMONDS ARE FOREVER	Fox Classics	Sun	20:30	152	161	1,011	480
3	ICE ROAD TRUCKERS	FOX8	Mon	20:30	147	165	1,171	562
4	THE SIMPSONS	FOX8	Sat	10:40	142	177	752	1,810
5	FUTURAMA	FOX8	Thu	18:21	139	191	858	1,047
6	KYLE XY	FOX8	Thu	19:37	129	160	1,164	350
7	HANNAH MONTANA	Disney Channel	Fri	18:00	127	127	916	707
8	FAMILY GUY	FOX8	Thu	18:46	123	183	943	1,114
9	AMERICA'S NEXT TOP MODEL	FOX8	Tue	19:36	119	170	1,136	835
10	TWO AND A HALF MEN	FOX8	Mon	20:04	115	146	1,050	237
11	LIVE: FOOTBALL: EPL CHELSEA V MAN UTD	Fox Sports 1	Sun	22:55	113	113	526	194
12	LIVE: FOOTBALL: EPL EVERTON V LIVERPOOL	Fox Sports 2	Sat	21:45	106	106	939	304
13	NCIS	TV1	Thu	19:30	102	117	1,163	588
14	AVATAR: THE LAST AIRBENDER	Nickelodeon	Sat	18:30	99	99	1,115	449
15	GRAND DESIGNS	Lifestyle	Thu	20:32	97	111	1,135	440
16	HOW I MET YOUR MOTHER	FOX8	Mon	19:35	92	128	1,022	220
17	MY WIFE & KIDS	FOX8	Sun	18:30	91	105	1,067	512
18	LIVE: RUGBY LEAGUE: TOYOTA CUP	Fox Sports 1	Sat	17:30	90	90	928	335
19	ACCORDING TO JIM	FOX8	Sun	19:00	88	94	1,192	215
20	LIVE: FOOTBALL: EPL FULHAM V WEST HAM	Fox Sports 2	Sat	23:55	87	87	423	178
21	WWE SMACKDOWN!	FOX8	Fri	15:30	85	110	770	481
22	EL DORADO	Fox Classics	Tue	20:31	84	102	955	270
23	RELOCATION RELOCATION	Lifestyle	Wed	20:30	83	107	1,092	615
24	FOOTBALL: EPL HIGHLIGHTS	Fox Sports 1	Mon	21:30	82	82	974	254
25	LIVE: FOOTBALL: AFC CHAMPIONS LEAGUE	Fox Sports 1	Wed	20:00	78	78	1,083	238
26	ENTERTAINMENT DAILY	TV1	Sun	20:20	76	95	1,035	451
27	DEADLIEST CATCH	Discovery Channel	Wed	20:30	75	75	1,093	311
28	CIA: THE DEVIL INSIDE - JOHN ERNEST CRIBB	Crime	Thu	19:30	75	75	1,154	154
29	LAW & ORDER: SVU	TV1	Sat	21:30	74	95	1,145	1,054
30	KEEPING UP APPEARANCES	UKTV	Sun	19:30	74	89	1,090	367
31	LAW & ORDER: CRIMINAL INTENT	TV1	Wed	13:01	73	92	588	770
32	COPS	Crime	Mon	19:00	72	72	1,008	493
33	THE VICAR OF DIBLEY	UKTV	Fri	19:00	71	85	1,091	219
34	WWE RAW	FOX8	Wed	15:30	71	94	812	468
35	EASTENDERS	UKTV	Wed	19:00	71	96	951	288
36	LAW & ORDER	W	Mon	20:30	71	73	1,173	694
37	THE CONTENDER: MUAY THAI	FOX8	Wed	20:31	69	82	1,061	385
38	THAT '70S SHOW	FOX8	Mon	16:31	66	84	1,049	626
39	SEINFELD	TV1	Sun	19:10	66	93	1,174	666
40	MOST SHOCKING MOMENTS	FOX8	Thu	21:30	65	78	869	171
41	LIVE: NRL ON FOX	Fox Sports 2	Wed	19:30	65	65	1,043	146
42	GREEK	FOX8	Thu	20:32	64	83	1,147	253
43	TO THE MANOR BOWEN	Lifestyle	Tue	19:33	64	75	1,143	308
44	BARGAIN HUNT	Lifestyle	Wed	21:36	64	70	985	449
45	MEET THE ROBINSONS	Disney Channel	Mon	18:30	64	64	996	167
46	THE FAIRLY ODDPARENTS	Nickelodeon	Sat	19:50	63	63	1,182	440
47	THE SUITE LIFE OF ZACK & CODY	Disney Channel	Thu	17:00	63	63	793	589
48	PHINEAS AND FERB	Disney Channel	Sun	10:00	63	63	826	369
49	KING OF THE HILL	FOX8	Sun	20:00	62	82	1,060	658
50	JONAS BROTHERS: LIVING THE DREAM	Disney Channel	Mon	17:25	62	62	1,000	64

(* Highest rating broadcast of the nominated program. Programs in bold new 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.

MEDIA INFORMATION:

Ian Garland Commercial Director ph: (02) 9776-2687

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.