



Beauty, Brawn and a Bit Of Cricket Too.

On Tuesday night, **New Zealand's Next Top Model** had a series high audience of 113,000 people while **The Contender Australia** premiered on Monday night with 98,000 viewers (both on FOX8). **Midsomer Murders** on UKTV was watched by 128,000 people, **Relocation Relocation** on Lifestyle had its biggest audience of the year so far with 100,000 people and **Law & Order: SVU** on TV1 was seen by 89,000 people.

The thrilling fifth One Day International between India and Australia gave FOX Sports the best result of the series so far with 232,000 people watching **Live: Cricket: ODI Ind v Aus 5th ODI S1**. **Live: Football: A-League Perth v Melb** was watched by 85,000 people and **Rugby League: Four Nations** on Sunday morning was watched by 84,000 people (all on FOX Sports).

In week 45, STV channels represented **21.3%** of all metropolitan viewing between 6am and midnight, **21.7%** of all regional viewing and **57.9%** of all viewing in subscription TV homes. (Listings overleaf; Friday & Saturday based on preliminary schedules.)

Subscription TV (STV) Viewing Summary: Week 45 (01 Nov - 07 Nov 2009)

All People: Current Week Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	57.9	21.3	21.7
ABC	5.0	13.1	13.3
Seven/Affiliates	14.7	24.8	21.6
Nine/Affiliates	12.2	19.8	17.3
Ten/Affiliates	8.3	15.5	13.2
SBS	1.2	3.2	4.0

All People: Year-to-Date Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	58.1	22.4	21.4
ABC	5.1	13.0	13.0
Seven/Affiliates	12.2	21.8	20.2
Nine/Affiliates	13.3	19.7	18.4
Ten/Affiliates	9.2	17.4	13.5
SBS	1.5	3.5	4.1

Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	47.2	15.7	15.7
ABC	6.3	14.4	14.3
Seven/Affiliates	17.0	25.2	21.6
Nine/Affiliates	16.2	21.4	18.9
Ten/Affiliates	10.6	16.5	14.1
SBS	2.0	4.5	5.4

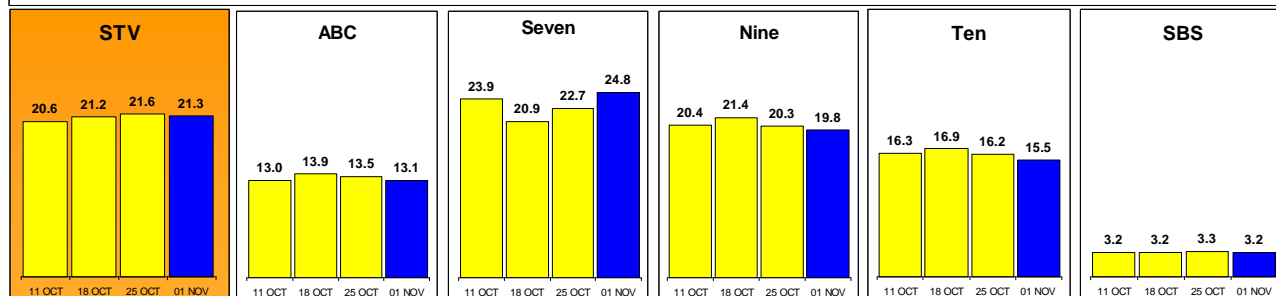
Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	46.9	16.3	15.4
ABC	6.2	13.8	13.7
Seven/Affiliates	15.2	23.0	20.3
Nine/Affiliates	17.2	21.7	20.5
Ten/Affiliates	11.3	18.2	14.6
SBS	2.4	4.9	5.5

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	58.4	21.7	22.0
ABC	4.9	12.9	13.2
Seven/Affiliates	14.4	24.5	21.3
Nine/Affiliates	12.2	19.8	17.5
Ten/Affiliates	8.3	15.5	13.0
SBS	1.2	3.2	4.1

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	58.8	23.0	21.8
ABC	5.0	12.9	13.0
Seven/Affiliates	11.9	21.6	19.9
Nine/Affiliates	13.1	19.7	18.5
Ten/Affiliates	9.0	17.2	13.4
SBS	1.6	3.7	4.2

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 1-45 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 01 Nov 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: CRICKET: ODI IND V AUS 5TH ODI S1	Fox Sports 3	Thu	20:00	232	232	1,017	750
2	LIVE: CRICKET: ODI IND V AUS 4TH ODI S1	Fox Sports 3	Mon	20:00	165	165	953	667
3	THE SIMPSONS	FOX8	Tue	19:12	146	180	1,112	1,889
4	FAMILY GUY	FOX8	Tue	18:46	140	172	1,045	1,100
5	MIDSOMER MURDERS	UKTV	Sun	20:30	128	149	1,233	478
6	NEW ZEALAND'S NEXT TOP MODEL	FOX8	Tue	19:37	113	148	1,110	468
7	RELOCATION RELOCATION	Lifestyle	Wed	20:30	100	140	1,107	505
8	GRAND DESIGNS	Lifestyle	Mon	21:32	99	109	1,108	866
9	THE CONTENDER AUSTRALIA	FOX8	Mon	20:30	98	107	1,083	435
10	FUTURAMA	FOX8	Tue	18:20	96	122	924	1,047
11	THE INSPECTOR LYNLEY MYSTERIES	UKTV	Sat	20:30	93	116	1,310	229
12	HOW I MET YOUR MOTHER	FOX8	Mon	19:36	90	108	937	235
13	LIVE: CRICKET: ODI IND V AUS 5TH ODI S2	Fox Sports 3	Thu	00:13	89	89	334	231
14	THE INCREDIBLE HULK	Showtime	Sun	20:30	89	104	1,208	348
15	LAW & ORDER: SVU	TV1	Sat	21:20	89	112	1,284	787
16	LIVE: FOOTBALL: A-LEAGUE PERTH V MELB	Fox Sports 1	Sun	19:00	85	85	1,148	233
17	RUGBY LEAGUE: FOUR NATIONS	Fox Sports 2	Sun	07:29	84	84	534	528
18	LOCATION, LOCATION, LOCATION	Lifestyle	Sun	17:30	83	109	1,147	628
19	LIVE: CRICKET: FORD RANGER CUP	Fox Sports 3	Sun	14:45	82	82	1,143	997
20	BORDER SECURITY: AUSTRALIA'S FRONT LINE	Lifestyle	Sun	21:30	82	100	1,240	935
21	NCIS	TV1	Thu	22:30	81	95	942	900
22	TWO AND A HALF MEN	FOX8	Mon	20:03	80	97	960	196
23	CRICKET: WORLD SERIES CLASSICS	Fox Sports 3	Sun	14:22	80	80	1,030	308
24	AS THE BELL RINGS	Disney Channel	Mon	17:25	77	77	929	276
25	CHARLIE'S ANGELS: FULL THROTTLE	TV1	Sun	15:30	76	101	1,165	592
26	WWE RAW	FOX8	Sat	12:00	75	91	880	557
27	JONAS	Disney Channel	Mon	17:00	74	74	920	491
28	LAW & ORDER: CRIMINAL INTENT	TV1	Sat	19:30	74	88	1,257	1,003
29	EASTENDERS	UKTV	Mon	19:03	70	76	966	259
30	WITNESS	TV1	Sat	13:45	69	91	1,030	399
31	DEADLIEST CATCH - BEHIND THE SCENES	Discovery Channel	Wed	20:30	69	69	1,109	323
32	LIVE: CRICKET: ODI IND V AUS PRE MATCH	Fox Sports 3	Thu	19:30	68	68	1,034	227
33	HANNAH MONTANA	Disney Channel	Mon	18:00	68	68	790	650
34	IT'S A BIG BIG WORLD	Nick Jnr	Mon	09:00	68	68	394	262
35	THE GAME PLAN	Disney Channel	Sun	18:30	68	68	1,090	200
36	THE BRIDGE ON THE RIVER KWAI	Fox Classics	Sun	19:30	67	68	1,199	301
37	DORA THE EXPLORER	Nick Jnr	Fri	08:33	66	66	408	270
38	BONES	FOX8	Tue	20:36	66	93	985	323
39	WOMEN'S MURDER CLUB	W	Tue	19:30	66	74	1,121	229
40	THE SUITE LIFE OF ZACK & CODY	Disney Channel	Tue	10:31	65	65	564	377
41	LIVE: FOOTBALL: A-LEAGUE MELB V C COAST	Fox Sports 2	Sat	19:00	65	65	1,234	256
42	PHINEAS AND FERB	Disney Channel	Sat	16:01	65	65	1,141	547
43	ICARLY	Nickelodeon	Tue	17:30	64	64	968	426
44	LAW & ORDER	W	Thu	20:30	64	80	1,220	637
45	STARGATE: UNIVERSE	Sci Fi	Fri	20:31	64	64	1,304	197
46	THE SUITE LIFE ON DECK	Disney Channel	Mon	17:31	64	64	872	602
47	FAWLTY TOWERS	UKTV	Sat	20:00	64	89	1,262	290
48	TABATHA'S SALON TAKEOVER	Arena	Wed	19:30	62	85	1,021	207
49	TV1'S CASH TRIVIA CHALLENGE	TV1	Sat	20:25	62	84	1,240	784
50	KING OF THE HILL	FOX8	Fri	17:30	62	84	914	708

(* 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:

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 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.