



Tiger Stalks The Australian Masters

Tiger Woods and the other competitors in the Australian Masters were watched by 132,000 people on the FOX Sports' broadcast of **Live: Golf: JBWere Masters**. Other sports highlights this week include **Live: Cricket: ODI Ind v Aus 6th ODI S2** watched by 257,000 viewers, **Football: EPL Highlights** seen by 69,000 viewers and **Live: Golf: Euro PGA: HSBC C'ship Final** watched by 67,000 (all on FOX Sports).

Grand Designs on Lifestyle was seen by 125,000 viewers, **Midsomer Murders** on UKTV was seen by 107,000 people and **New Zealand's Next Top Model** on FOX8 was seen by 103,000 viewers. **Law & Order: SVU** on TV1 was watched by 102,000 people, **Quantum of Solace** premiered on Movie One with 96,000 viewers and Nickelodeon's **Kids' Choice Awards 2009** premiered with 95,000 viewers.

In week 46, STV channels represented **22.2%** of all metropolitan viewing between 6am and midnight, **21.5%** of all regional viewing and **58.9%** of all viewing in subscription TV homes. (Listings overleaf; Friday & Saturday based on preliminary schedules.)

Subscription TV (STV) Viewing Summary: Week 46 (08 Nov - 14 Nov 2009)

All People: Current Week Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	58.9	22.2	21.5
ABC	5.0	13.3	13.2
Seven/Affiliates	12.8	22.4	20.6
Nine/Affiliates	12.9	21.1	18.7
Ten/Affiliates	8.5	15.4	13.3
SBS	1.3	3.3	4.4

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	13.1	13.0
Seven/Affiliates	12.3	21.9	20.2
Nine/Affiliates	13.3	19.8	18.4
Ten/Affiliates	9.1	17.3	13.5
SBS	1.5	3.5	4.1

Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	47.6	16.0	15.8
ABC	6.3	14.7	14.4
Seven/Affiliates	16.7	24.7	21.6
Nine/Affiliates	15.9	21.5	18.8
Ten/Affiliates	10.5	16.2	14.4
SBS	2.2	4.7	5.9

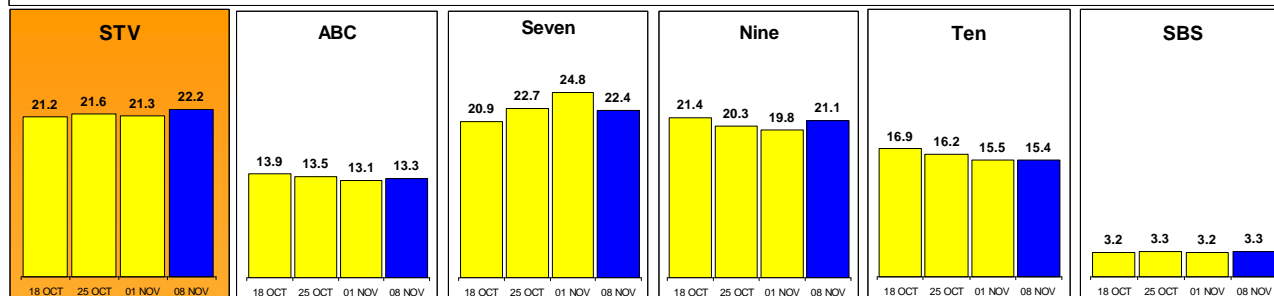
Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	47.0	16.3	15.4
ABC	6.2	13.8	13.7
Seven/Affiliates	15.3	23.0	20.4
Nine/Affiliates	17.1	21.7	20.5
Ten/Affiliates	11.3	18.2	14.6
SBS	2.4	4.9	5.5

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	59.5	22.7	21.8
ABC	4.9	13.1	13.1
Seven/Affiliates	12.6	22.3	20.3
Nine/Affiliates	12.8	21.1	18.9
Ten/Affiliates	8.3	15.2	13.1
SBS	1.4	3.3	4.5

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	17.1	13.3
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 1-46 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 08 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 6TH ODI S2	Fox Sports 3	Sun	18:15	257	257	1,325	878
2	LIVE: CRICKET: ODI IND V AUS 6TH ODI S1	Fox Sports 3	Sun	14:00	232	232	1,177	712
3	LIVE: GOLF: JBWERE MASTERS	Fox Sports 2	Sat	12:30	132	132	1,022	562
4	GRAND DESIGNS	Lifestyle	Wed	21:34	125	138	1,017	842
5	THE SIMPSONS	FOX8	Sun	11:30	121	187	901	1,792
6	LIVE: CRICKET: ODI IND V AUS PRE MATCH	Fox Sports 3	Sun	13:30	110	110	1,010	189
7	MIDSOMER MURDERS	UKTV	Sun	20:30	107	126	1,307	510
8	NEW ZEALAND'S NEXT TOP MODEL	FOX8	Tue	19:35	103	126	1,033	428
9	FAMILY GUY	FOX8	Thu	18:47	102	151	868	1,031
10	LAW & ORDER: SVU	TV1	Sat	20:30	102	136	1,298	794
11	FUTURAMA	FOX8	Wed	18:20	100	143	786	896
12	RELOCATION RELOCATION	Lifestyle	Wed	20:32	97	120	1,099	509
13	QUANTUM OF SOLACE	Movie One	Sun	20:30	96	134	1,262	463
14	KIDS' CHOICE AWARDS 2009	Nickelodeon	Fri	19:30	95	95	1,067	391
15	PRICELESS ANTIQUES ROADSHOW	Lifestyle	Sun	18:30	93	117	1,325	246
16	NCIS	TV1	Tue	19:33	92	117	1,028	880
17	THE LONGEST DAY	Fox Classics	Tue	20:34	91	112	891	332
18	CRICKET: WORLD SERIES CLASSICS	Fox Sports 2	Wed	20:08	89	89	1,078	579
19	HOW I MET YOUR MOTHER	FOX8	Mon	19:36	85	129	900	222
20	LAW & ORDER: CRIMINAL INTENT	TV1	Fri	21:25	84	92	1,153	877
21	TWO AND A HALF MEN	FOX8	Mon	20:02	80	118	981	245
22	TV1'S CASH TRIVIA CHALLENGE	TV1	Sun	17:25	80	91	1,361	791
23	STARGATE: UNIVERSE	Sci Fi	Fri	20:32	79	79	1,162	157
24	WWE RAW	FOX8	Wed	15:32	77	128	807	481
25	THE DESERT RATS	Fox Classics	Mon	20:33	75	96	1,096	249
26	THE CONTENDER AUSTRALIA	FOX8	Mon	20:30	75	86	1,084	407
27	LOCATION, LOCATION, LOCATION	Lifestyle	Sun	17:30	74	89	1,325	880
28	NEW TRICKS	UKTV	Wed	19:36	73	95	989	228
29	WHAT HAPPENS IN VEGAS	Showtime	Sun	20:30	73	105	1,307	355
30	THE INSPECTOR LYNLEY MYSTERIES	UKTV	Sat	20:30	73	91	1,299	238
31	SEINFELD	TV1	Tue	20:31	73	86	1,069	712
32	AS THE BELL RINGS	Disney Channel	Wed	17:24	70	70	882	215
33	FOOTBALL: EPL HIGHLIGHTS	Fox Sports 1	Mon	21:31	69	69	1,064	259
34	THE DESERT FOX	Fox Classics	Thu	20:33	68	74	1,163	256
35	LIVE: GOLF: EURO PGA: HSBC C'SHIP FINAL	Fox Sports 1	Sun	14:00	67	67	1,191	312
36	LIVE: CRICKET: ODI IND V AUS PRE MATCH	Fox Sports 2	Wed	19:30	67	67	936	207
37	EASTENDERS	UKTV	Thu	19:00	67	72	926	332
38	JONAS	Disney Channel	Mon	16:59	66	66	929	354
39	LAW & ORDER	W	Thu	20:31	66	80	1,186	688
40	THE SUITE LIFE ON DECK	Disney Channel	Mon	17:32	66	66	905	454
41	THE WAR LOVER	Fox Classics	Fri	20:32	65	73	1,160	283
42	LIVE: CRICKET: FORD RANGER CUP	Fox Sports 3	Sat	18:13	64	64	1,126	557
43	THE VICAR OF DIBLEY	UKTV	Mon	19:36	64	88	930	207
44	DORA THE EXPLORER	Nick Jnr	Fri	08:33	64	64	409	214
45	FRIENDS	111 HITS	Mon	21:00	63	63	1,091	644
46	JAWS	TV1	Sun	15:30	63	82	1,226	579
47	SKY RACEDAY	Sky Racing	Sat	12:00	63	63	1,010	371
48	RUGBY LEAGUE: FOUR NATIONS	Fox Sports 1	Sun	07:30	62	62	517	463
49	HANNAH MONTANA	Disney Channel	Wed	20:30	60	60	1,079	620
50	FAWLTY TOWERS	UKTV	Sat	20:00	59	88	1,220	299

(* 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.