



## Subscription TV Wins 2009 with Sport, News & Entertainment

In the first 48 weeks of the year, subscription TV was the number one choice for TV viewing around Australia with **22.4%** of all metropolitan viewing between 6am and midnight, **21.4%** of all regional viewing and **58.2%** of all viewing in subscription TV homes. Even when the 2009 summer period is excluded (ie looking at weeks 7-48 only), STV was a clear winner. This year demonstrated the traditional strengths of subscription TV with a wide variety of sport, news and entertainment programs.

The April broadcast of **Live: Football: World Cup Qual. Aust v Uzbekistan** topped the year for subscription TV with 431,000 viewers and set an all time audience record for the industry. The South Africa cricket tests earlier in the year proved popular, with **Live: Cricket: Test RSA v AUS Day 2 S1** being watched by 358,000 people in March. The NRL series also scored significant audiences across the season with the **Live: NRL Bulldogs v Storm** match getting the biggest audience for the code with 347,000 viewers in May (all on FOX Sports).

**Australia's Next Top Model Live Finale** on FOX8 in July topped the year in entertainment with 285,000 viewers watching the live finale. **Live: Sound Relief Melbourne** on Channel [V] was a major initiative for the platform and set an audience record for the channel with 220,000 viewers watching the charity concert in March. **Project Runway Australia: Finale** on Arena was watched by 191,000 in September and the Sky News' broadcast of **Victoria Bushfire Disaster - Live Coverage** provided subscription TV viewers with timely and comprehensive updates on the tragedy in February. The Disney Original Movie **Princess Protection Program** gathered 157,000 viewers to its broadcast in July and the **Stargate: Universe** premiere on SCI FI in October was watched by 149,000 people. Keep watching STV over summer 2009/10 for more high quality and exclusive programming.

### Subscription TV (STV) Viewing Summary: Week 48 (22 Nov - 28 Nov 2009)

| All People: Year-to-Date Share (Wks 1-48) |             |             |             |
|---|-------------|-------------|-------------|
| Sun-Sat 6am-12mn                          |             |             |             |
| Network                                   | NatSTV      | MTV         | RTV         |
| <b>STV</b>                                | <b>58.2</b> | <b>22.4</b> | <b>21.4</b> |
| ABC                                       | 5.1         | 13.0        | 13.0        |
| Seven/Affiliates                          | 12.3        | 21.9        | 20.2        |
| Nine/Affiliates                           | 13.3        | 19.8        | 18.5        |
| Ten/Affiliates                            | 9.1         | 17.3        | 13.5        |
| SBS                                       | 1.5         | 3.5         | 4.1         |

| All People: Year-to-Date Share (Wks 7-48) |             |             |             |
|---|-------------|-------------|-------------|
| Sun-Sat 6am-12mn                          |             |             |             |
| Network                                   | NatSTV      | MTV         | RTV         |
| <b>STV</b>                                | <b>57.8</b> | <b>22.2</b> | <b>21.4</b> |
| ABC                                       | 5.2         | 13.3        | 13.2        |
| Seven/Affiliates                          | 12.3        | 21.8        | 20.2        |
| Nine/Affiliates                           | 13.2        | 19.7        | 18.3        |
| Ten/Affiliates                            | 9.4         | 17.6        | 13.6        |
| SBS                                       | 1.5         | 3.4         | 4.0         |

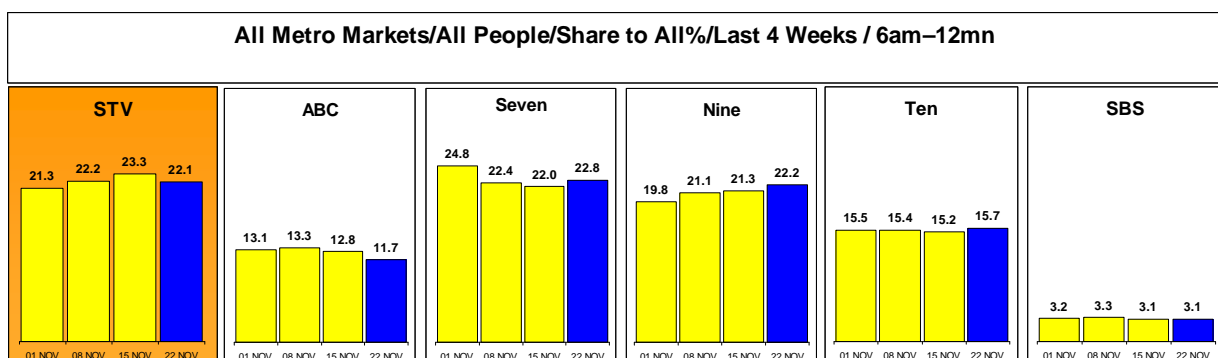
| Sun-Sat 6pm-12mn |             |             |             |
|------------------|-------------|-------------|-------------|
| Network          | NatSTV      | MTV         | RTV         |
| <b>STV</b>       | <b>47.0</b> | <b>16.4</b> | <b>15.5</b> |
| ABC              | 6.1         | 13.8        | 13.6        |
| Seven/Affiliates | 15.3        | 23.1        | 20.4        |
| Nine/Affiliates  | 17.1        | 21.7        | 20.4        |
| Ten/Affiliates   | 11.3        | 18.1        | 14.6        |
| SBS              | 2.3         | 4.9         | 5.5         |

| Sun-Sat 6pm-12mn |             |             |             |
|------------------|-------------|-------------|-------------|
| Network          | NatSTV      | MTV         | RTV         |
| <b>STV</b>       | <b>46.4</b> | <b>16.0</b> | <b>15.3</b> |
| ABC              | 6.2         | 14.0        | 13.8        |
| Seven/Affiliates | 15.3        | 22.9        | 20.3        |
| Nine/Affiliates  | 17.3        | 21.8        | 20.4        |
| Ten/Affiliates   | 11.7        | 18.4        | 14.8        |
| SBS              | 2.3         | 4.8         | 5.5         |

| Sun-Sat 2am-2am  |             |             |             |
|------------------|-------------|-------------|-------------|
| Network          | NatSTV      | MTV         | RTV         |
| <b>STV</b>       | <b>58.8</b> | <b>23.0</b> | <b>21.8</b> |
| ABC              | 5.0         | 12.8        | 12.9        |
| Seven/Affiliates | 11.9        | 21.6        | 19.9        |
| Nine/Affiliates  | 13.1        | 19.8        | 18.6        |
| Ten/Affiliates   | 8.9         | 17.1        | 13.3        |
| SBS              | 1.6         | 3.6         | 4.2         |

| Sun-Sat 2am-2am  |             |             |             |
|------------------|-------------|-------------|-------------|
| Network          | NatSTV      | MTV         | RTV         |
| <b>STV</b>       | <b>58.5</b> | <b>22.7</b> | <b>21.7</b> |
| ABC              | 5.1         | 13.1        | 13.1        |
| Seven/Affiliates | 12.0        | 21.5        | 19.9        |
| Nine/Affiliates  | 13.0        | 19.6        | 18.4        |
| Ten/Affiliates   | 9.3         | 17.4        | 13.4        |
| SBS              | 1.6         | 3.6         | 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 1-48 2009; Sources: OzTAM (NatSTV, MTV) & RegTAM (RTV)



### Top 50 Subscription TV Program Broadcasts

| National STV Programs Year to Date (Weeks 1 - 48, 2009) |   | Broadcast Details |        |     |       | Audience (000s)* |                |
|---|---|-------------------|--------|-----|-------|------------------|----------------|
| #   | Top 25 ENTERTAINMENT Program Broadcasts                 | Channel           | Date   | Day | Time  | B/cast Only      | B/cast & Plus2 |
| 1   | AUSTRALIA'S NEXT TOP MODEL LIVE FINALE                  | FOX8              | 07-Jul | Tue | 19:32 | 285              | 342            |
| 2   | AUSTRALIA'S NEXT TOP MODEL                              | FOX8              | 30-Jun | Tue | 19:33 | 257              | 351            |
| 3   | LIVE: SOUND RELIEF MELBOURNE                            | Channel V         | 14-Mar | Sat | 18:00 | 220              | 220            |
| 4   | PROJECT RUNWAY AUSTRALIA: FINALE                        | Arena             | 16-Sep | Wed | 20:30 | 191              | 219            |
| 5   | FAMILY GUY  | FOX8              | 14-Apr | Tue | 18:40 | 185              | 255            |
| 6   | THE SIMPSONS  | FOX8              | 14-Apr | Tue | 19:06 | 178              | 213            |
| 7   | AMERICA'S NEXT TOP MODEL                                | FOX8              | 27-Jan | Tue | 19:36 | 177              | 239            |
| 8   | VICTORIA BUSHFIRE DISASTER - LIVE COVERAGE              | Sky News          | 08-Feb | Sun | 11:00 | 158              | 158            |
| 9   | PRINCESS PROTECTION PROGRAM                             | Disney Channel    | 25-Jul | Sat | 18:30 | 157              | 157            |
| 10  | STARGATE: UNIVERSE                                      | Sci Fi            | 09-Oct | Fri | 20:32 | 149              | 149            |
| 11  | NCIS  | TV1               | 15-Mar | Sun | 19:30 | 147              | 165            |
| 12  | FUTURAMA  | FOX8              | 29-May | Fri | 18:19 | 146              | 178            |
| 13  | AMERICAN IDOL GRAND FINAL                               | FOX8              | 21-May | Thu | 19:37 | 143              | 175            |
| 14  | TORCHWOOD: CHILDREN OF EARTH                            | UKTV              | 11-Jul | Sat | 20:30 | 141              | 178            |
| 15  | THE MUMMY RETURNS                                       | Showtime Greats   | 14-Feb | Sat | 20:30 | 140              | 140            |
| 16  | ROOTS   | Fox Classics      | 19-Jan | Mon | 20:33 | 140              | 161            |
| 17  | HANNAH MONTANA  | Disney Channel    | 03-Oct | Sat | 17:30 | 140              | 140            |
| 18  | AMERICAN IDOL AUDITIONS                                 | FOX8              | 15-Jan | Thu | 19:36 | 134              | 171            |
| 19  | MIDSOMER MURDERS  | UKTV              | 25-Oct | Sun | 20:30 | 133              | 157            |
| 20  | GRAND DESIGNS   | Lifestyle         | 23-Apr | Thu | 20:34 | 132              | 174            |
| 21  | SELLING HOUSES AUSTRALIA                                | Lifestyle         | 13-May | Wed | 19:32 | 129              | 190            |
| 22  | GOSSIP GIRL   | FOX8              | 28-Apr | Tue | 20:36 | 129              | 175            |
| 23  | PROJECT RUNWAY AUSTRALIA                                | Arena             | 16-Sep | Wed | 21:42 | 128              | 150            |
| 24  | ACTIVE: I AM LEGEND                                     | Movie One         | 15-Feb | Sun | 20:30 | 128              | 151            |
| 25  | NEW ZEALAND'S NEXT TOP MODEL                            | FOX8              | 17-Nov | Tue | 19:37 | 127              | 152            |
| #   | Top 25 SPORT Program Broadcasts                         | Channel           | Date   | Day | Time  | B/cast Only      | B/cast & Plus2 |
| 1   | LIVE: FOOTBALL: WORLD CUP QUAL. AUST V UZBEKISTAN       | Fox Sports 1      | 01-Apr | Wed | 20:00 | 431              | 431            |
| 2   | LIVE: FOOTBALL: WORLD CUP QUALIFIER AUST V JAPAN        | Fox Sports 1      | 17-Jun | Wed | 20:20 | 378              | 378            |
| 3   | LIVE: CRICKET: TEST RSA V AUS DAY 2 S1                  | Fox Sports 3      | 07-Mar | Sat | 19:31 | 358              | 358            |
| 4   | LIVE: NRL BULLDOGS V STORM                              | Fox Sports 2      | 23-May | Sat | 19:30 | 357              | 357            |
| 5   | LIVE: CRICKET: TEST RSA V AUS DAY 1 S2                  | Fox Sports 3      | 06-Mar | Fri | 21:01 | 355              | 355            |
| 6   | LIVE: CRICKET: TEST RSA V AUS DAY 4 S1                  | Fox Sports 3      | 09-Mar | Mon | 19:00 | 353              | 353            |
| 7   | LIVE: CRICKET: TEST RSA V AUS DAY 3 S1                  | Fox Sports 3      | 08-Mar | Sun | 19:01 | 350              | 350            |
| 8   | LIVE: NRL SEA EAGLES V BULLDOGS                         | Fox Sports 2      | 06-Jul | Mon | 19:00 | 339              | 339            |
| 9   | LIVE: NRL SHARKS V DRAGONS                              | Fox Sports 2      | 23-May | Sat | 17:30 | 336              | 336            |
| 10  | LIVE: NRL COWBOYS V KNIGHTS                             | Fox Sports 2      | 25-May | Mon | 19:00 | 335              | 335            |
| 11  | LIVE: FOOTBALL: WORLD CUP QUALIFIER AUST V SAUDI ARABIA | Fox Sports 1      | 10-Jun | Wed | 20:00 | 326              | 326            |
| 12  | LIVE: CRICKET: TEST RSA V AUS SESSION 1                 | Fox Sports 3      | 01-Mar | Sun | 18:56 | 325              | 325            |
| 13  | LIVE: CRICKET: TEST RSA V AUS DAY 3 S2                  | Fox Sports 3      | 08-Mar | Sun | 21:01 | 322              | 322            |
| 14  | LIVE: NRL WESTS TIGERS V SEA EAGLES                     | Fox Sports 2      | 03-Aug | Mon | 19:05 | 317              | 317            |
| 15  | LIVE: NRL BRONCOS V SHARKS                              | Fox Sports 2      | 10-Aug | Mon | 19:06 | 316              | 316            |
| 16  | LIVE: NRL BULLDOGS V RABBITOHS                          | Fox Sports 2      | 13-Apr | Mon | 19:00 | 315              | 315            |
| 17  | LIVE: NRL TITANS V DRAGONS                              | Fox Sports 2      | 08-Jun | Mon | 19:05 | 315              | 315            |
| 18  | LIVE: NRL WESTS TIGERS V STORM                          | Fox Sports 2      | 20-Apr | Mon | 19:00 | 313              | 313            |
| 19  | LIVE: NRL STORM V WARRIORS                              | Fox Sports 2      | 25-Apr | Sat | 17:30 | 312              | 312            |
| 20  | LIVE: NRL KNIGHTS V BRONCOS                             | Fox Sports 2      | 02-May | Sat | 19:30 | 311              | 311            |
| 21  | LIVE: NRL DRAGONS V KNIGHTS                             | Fox Sports 2      | 18-Apr | Sat | 17:30 | 311              | 311            |
| 22  | LIVE: CRICKET: TEST RSA V AUS DAY 2 S2                  | Fox Sports 3      | 07-Mar | Sat | 21:02 | 308              | 308            |
| 23  | LIVE: NRL EELS V STORM                                  | Fox Sports 2      | 20-Jul | Mon | 19:04 | 306              | 306            |
| 24  | LIVE: CRICKET: TEST RSA V AUS DAY 5 S2                  | Fox Sports 3      | 10-Mar | Tue | 21:01 | 305              | 305            |
| 25  | LIVE: CRICKET: TEST RSA V AUS SESSION 2                 | Fox Sports 3      | 28-Feb | Sat | 21:33 | 305              | 305            |

(\* Highest rating broadcast of the nominated program. 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.