



## Sporting Success on Subscription TV

In the month of July, subscription TV has an abundance of high quality sport bringing viewers to the platform. **Live: NRL Titans v Eels** on FOX Sports had 259,000 viewers, while Saturday's night's first Tri-Nations match between Australia and New Zealand, **Live: Rugby Union: Bledisloe Cup**, was watched by 230,000 people and **Live: AFL West Coast v St Kilda** by 224,000 people. **Live: Cricket: Ashes: Day 5 Session 1** had 216,000 viewers, **Live: AFL: On the Couch** had its biggest audience of the year so far with 143,000 viewers and **Live: Golf: British Open Round 1 Part 1** was seen by 93,000 viewers (all on FOX Sports).

In entertainment programming, FOX8's **America's Next Top Model** was seen by 115,000 people, **Hannah Montana** on Disney Channel had its best audience of the year so far with 107,000 viewers, **NCIS** on TV1 was watched by 103,000 people and the new season of **Project Runway Australia** on Arena was watched by 97,000 people. **Little Kingdom** on Nick Jr. also had a year-to-date best with 96,000 people, **Eastenders** on UKTV had 85,000 viewers and **Law & Order** on W was watched by 77,000 viewers.

In week 29, STV channels were the number one source of TV around Australia, accounting for **20.9%** of all metropolitan viewing between 6am and midnight, **20.8%** of all regional viewing and **55.5%** of all viewing in subscription TV homes. (Listings overleaf; Friday & Saturday based on preliminary schedules.)

### Subscription TV (STV) Viewing Summary: Week 29 (12 Jul - 18 Jul 2009)

All People: Current Week Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>55.5</b>	<b>20.9</b>	<b>20.8</b>
ABC	5.3	13.2	13.5
Seven/Affiliates	11.5	20.3	18.3
Nine/Affiliates	13.3	18.6	17.7
Ten/Affiliates	10.9	20.0	14.9
SBS	2.8	5.1	5.4

All People: Year-to-Date Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>59.1</b>	<b>23.0</b>	<b>21.8</b>
ABC	4.9	12.8	12.9
Seven/Affiliates	11.8	21.7	20.0
Nine/Affiliates	13.1	19.5	18.3
Ten/Affiliates	9.0	17.6	13.5
SBS	1.4	3.5	4.0

Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>42.2</b>	<b>14.5</b>	<b>14.1</b>
ABC	5.8	13.0	13.4
Seven/Affiliates	14.1	20.7	17.6
Nine/Affiliates	17.8	20.5	20.1
Ten/Affiliates	14.3	22.1	17.2
SBS	4.7	7.3	7.5

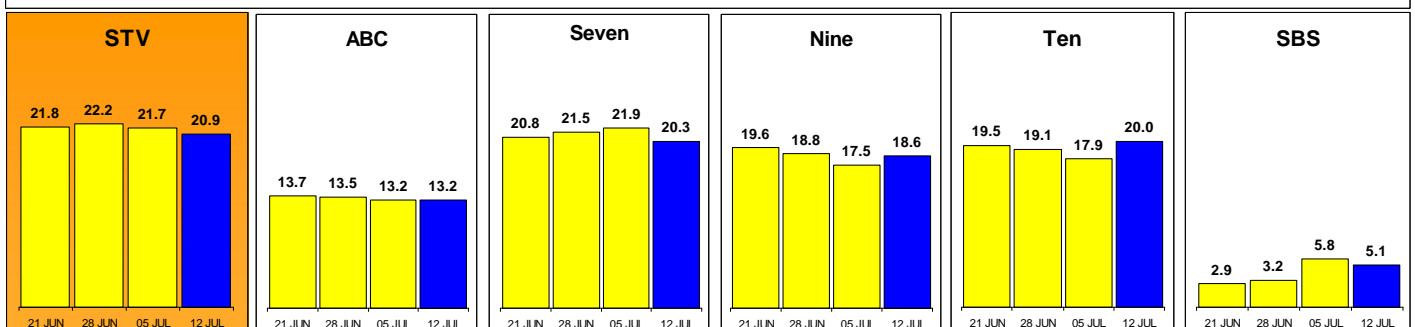
Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>47.9</b>	<b>16.8</b>	<b>15.7</b>
ABC	6.0	13.5	13.4
Seven/Affiliates	14.9	22.9	20.2
Nine/Affiliates	16.9	21.4	20.5
Ten/Affiliates	11.2	18.5	14.6
SBS	2.3	4.9	5.5

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>56.0</b>	<b>21.5</b>	<b>21.1</b>
ABC	5.2	12.9	13.4
Seven/Affiliates	11.2	20.0	18.1
Nine/Affiliates	12.9	18.3	17.6
Ten/Affiliates	10.6	19.7	14.7
SBS	3.3	5.7	6.1

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>59.7</b>	<b>23.6</b>	<b>22.1</b>
ABC	4.8	12.6	12.8
Seven/Affiliates	11.5	21.4	19.7
Nine/Affiliates	12.9	19.4	18.4
Ten/Affiliates	8.8	17.4	13.4
SBS	1.5	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 1-29 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 12 Jul 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	<b>LIVE: NRL TITANS V EELS</b>	<b>Fox Sports 2</b>	<b>Mon</b>	<b>19:03</b>	<b>259</b>	<b>259</b>	<b>1,258</b>	<b>628</b>
2	<b>LIVE: NRL SHARKS V SEA EAGLES</b>	<b>Fox Sports 2</b>	<b>Sat</b>	<b>19:30</b>	<b>243</b>	<b>243</b>	<b>1,365</b>	<b>606</b>
3	<b>LIVE: RUGBY UNION: BLEDISLOE CUP</b>	<b>Fox Sports 3</b>	<b>Sat</b>	<b>17:30</b>	<b>230</b>	<b>230</b>	<b>1,372</b>	<b>560</b>
4	<b>LIVE: AFL WEST COAST V ST KILDA</b>	<b>Fox Sports 1</b>	<b>Sun</b>	<b>16:30</b>	<b>224</b>	<b>224</b>	<b>1,256</b>	<b>644</b>
5	<b>LIVE: CRICKET: ASHES: DAY 5 SESSION 1</b>	<b>Fox Sports 3</b>	<b>Sun</b>	<b>19:58</b>	<b>216</b>	<b>216</b>	<b>1,218</b>	<b>704</b>
6	<b>LIVE: NRL PANTHERS V RAIDERS</b>	<b>Fox Sports 2</b>	<b>Sat</b>	<b>17:30</b>	<b>210</b>	<b>210</b>	<b>1,372</b>	<b>537</b>
7	<b>LIVE: AFL CARLTON V SYDNEY</b>	<b>Fox Sports 1</b>	<b>Sat</b>	<b>14:00</b>	<b>171</b>	<b>171</b>	<b>1,143</b>	<b>507</b>
8	<b>LIVE: NRL WARRIORS V BULLDOGS</b>	<b>Fox Sports 2</b>	<b>Sun</b>	<b>14:00</b>	<b>169</b>	<b>169</b>	<b>1,217</b>	<b>394</b>
9	LIVE: CRICKET: ASHES: DAY 2 SESSION 1	Fox Sports 3	Fri	20:00	160	160	1,056	565
10	LIVE: CRICKET: ASHES: DAY 1 SESSION 1	Fox Sports 3	Thu	20:00	156	156	1,206	602
11	<b>LIVE: AFL HAWTHORN V NORTH MELBOURNE</b>	<b>Fox Sports 1</b>	<b>Sun</b>	<b>13:02</b>	<b>155</b>	<b>155</b>	<b>1,161</b>	<b>436</b>
12	LIVE: AFL: ON THE COUCH	Fox Sports 1	Mon	20:30	143	143	1,293	239
13	THE SIMPSONS	FOX8	Sun	10:15	141	178	872	1,893
14	LIVE: CRICKET: ASHES: DAY 3 SESSION 1	Fox Sports 3	Sat	20:00	134	134	1,348	590
15	<b>LIVE: CRICKET: ASHES: DAY 5 SESSION 2</b>	<b>Fox Sports 3</b>	<b>Sun</b>	<b>22:00</b>	<b>123</b>	<b>123</b>	<b>638</b>	<b>540</b>
16	FAMILY GUY	FOX8	Tue	18:45	121	143	933	1,089
17	AMERICA'S NEXT TOP MODEL	FOX8	Tue	19:36	115	154	1,087	797
18	HANNAH MONTANA	Disney Channel	Wed	17:31	107	107	915	620
19	NCIS	TV1	Sun	19:30	103	117	1,281	544
20	LIVE: CRICKET: ASHES: DAY 3 SESSION 2	Fox Sports 3	Sat	22:00	102	102	876	555
21	FUTURAMA	FOX8	Wed	18:19	102	118	857	894
22	<b>LIVE: AFL FREMANTLE V BRISBANE LIONS</b>	<b>Fox Sports 1</b>	<b>Sat</b>	<b>19:30</b>	<b>100</b>	<b>100</b>	<b>1,314</b>	<b>559</b>
23	PROJECT RUNWAY AUSTRALIA	Arena	Wed	20:30	97	136	867	382
24	LITTLE KINGDOM	Nick Jnr	Sat	09:00	96	96	745	185
25	LIVE: AFL PRE GAME SHOW	Fox Sports 1	Sun	16:00	95	95	1,137	399
26	<b>LIVE: GOLF: BRITISH OPEN ROUND 1 PART 1</b>	<b>Fox Sports 2</b>	<b>Thu</b>	<b>18:00</b>	<b>93</b>	<b>93</b>	<b>1,008</b>	<b>494</b>
27	JONAS	Disney Channel	Mon	17:00	86	86	1,089	326
28	PHINEAS AND FERB	Disney Channel	Wed	16:30	86	86	936	400
29	H2O: JUST ADD WATER	Disney Channel	Wed	18:00	85	85	844	329
30	EASTENDERS	UKTV	Mon	19:00	85	92	1,118	283
31	<b>LIVE: CRICKET: ASHES: DAY 5 PRE MATCH</b>	<b>Fox Sports 3</b>	<b>Sun</b>	<b>19:00</b>	<b>85</b>	<b>85</b>	<b>1,312</b>	<b>321</b>
32	LIVE: NRL SUNDAY PRE GAME SHOW	Fox Sports 2	Sun	13:37	83	83	1,121	128
33	<b>THE ELEPHANT PRINCESS</b>	<b>Disney Channel</b>	<b>Mon</b>	<b>16:30</b>	<b>83</b>	<b>83</b>	<b>1,060</b>	<b>113</b>
34	<b>LIVE: GOLF: BRITISH OPEN ROUND 3</b>	<b>Fox Sports 2</b>	<b>Sat</b>	<b>21:30</b>	<b>83</b>	<b>83</b>	<b>1,044</b>	<b>395</b>
35	LIVE: NRL MONDAY POST GAME SHOW	Fox Sports 2	Mon	20:54	82	82	1,170	250
36	ICARLY	Nickelodeon	Thu	15:35	81	81	852	582
37	SONNY WITH A CHANCE	Disney Channel	Mon	17:31	80	80	1,002	269
38	LAW & ORDER: SVU	TV1	Sat	20:30	79	127	1,396	832
39	FORREST GUMP	TV1	Sun	15:30	78	112	1,231	760
40	LIVE: CRICKET: ASHES: DAY 1 SESSION 2	Fox Sports 3	Thu	22:00	78	78	662	461
41	WIZARDS OF WAVERLY PLACE	Disney Channel	Wed	17:00	78	78	921	376
42	LIVE: NRL SATURDAY PRE GAME SHOW	Fox Sports 2	Sat	16:55	78	78	1,248	165
43	LAW & ORDER	W	Mon	20:30	77	120	1,322	660
44	DORA THE EXPLORER	Nick Jnr	Sun	08:30	74	74	589	360
45	COLD CASE	W	Mon	19:31	73	95	1,278	271
46	LAW & ORDER: CRIMINAL INTENT	TV1	Tue	19:34	73	81	1,090	996
47	TWO AND A HALF MEN	FOX8	Thu	17:00	72	99	994	513
48	<b>LIVE: GOLF: BRITISH OPEN ROUND 2</b>	<b>Fox Sports 2</b>	<b>Fri</b>	<b>18:00</b>	<b>72</b>	<b>72</b>	<b>906</b>	<b>475</b>
49	WILL & GRACE	111 HITS	Sun	20:15	70	70	1,237	382
50	LIVE: CRICKET: ASHES: DAY 2 SESSION 2	Fox Sports 3	Fri	22:00	70	70	737	587

(\*) 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.