



## Big & Small Foxy Margins on Subscription TV

Examples of the largest and the smallest winning margins were seen on subscription TV this weekend. In **Live: NRL Raiders v Broncos**, 270,000 viewers watched the Canberra Raiders trounce the Brisbane Broncos by 56-0, delivering the Brisbane team its biggest ever loss. In **Live: AFL Sydney v St Kilda**, 196,000 people saw the Saints beat the Sydney Swans by a single point after scoring a behind with 20 seconds left in the match. In other sport, 139,000 people watched **Live: Cricket: Ashes: Day 2 Session 1**, 129,000 saw **Live: AFL: On the Couch** and 101,000 subscribers watched **Live: NRL Saturday Pre Game Show** (all on FOX Sports).

This week's episode of **America's Next Top Model** on FOX8 was watched by 123,000 viewers (210,000 with the Plus2 audience included). The Sunday night broadcast of **NCIS** on TV1 was seen by 116,000 people while Monday night's **Law & Order** on W was watched by 109,000 people. The new season of **Deadliest Catch** on Discovery Channel set a year-to-date record of 105,000 people, this week's episode of **Project Runway Australia** on Arena was seen by 99,000 people and **Curious George** on Nick Jr. had its best result of the year with an audience of 85,000.

In week 31, STV channels represented **21.8%** of all metropolitan viewing between 6am and midnight, **20.7%** of all regional viewing and **57.1%** of all viewing in subscription TV homes. (Listings overleaf; Friday & Saturday based on preliminary schedules.)

### Subscription TV (STV) Viewing Summary: Week 31 (26 Jul - 01 Aug 2009)

All People: Current Week Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>57.1</b>	<b>21.8</b>	<b>20.7</b>
ABC	5.5	13.9	13.8
Seven/Affiliates	13.1	22.8	19.7
Nine/Affiliates	12.5	18.2	18.0
Ten/Affiliates	9.3	17.7	13.7
SBS	1.8	3.8	4.2

All People: Year-to-Date Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>58.9</b>	<b>22.9</b>	<b>21.7</b>
ABC	5.0	12.8	12.9
Seven/Affiliates	11.9	21.7	20.0
Nine/Affiliates	13.1	19.4	18.3
Ten/Affiliates	9.0	17.6	13.6
SBS	1.5	3.5	4.1

Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>46.4</b>	<b>16.1</b>	<b>15.4</b>
ABC	6.1	14.5	14.3
Seven/Affiliates	16.4	24.1	19.9
Nine/Affiliates	16.1	20.0	19.8
Ten/Affiliates	11.1	18.4	14.9
SBS	2.9	5.2	5.6

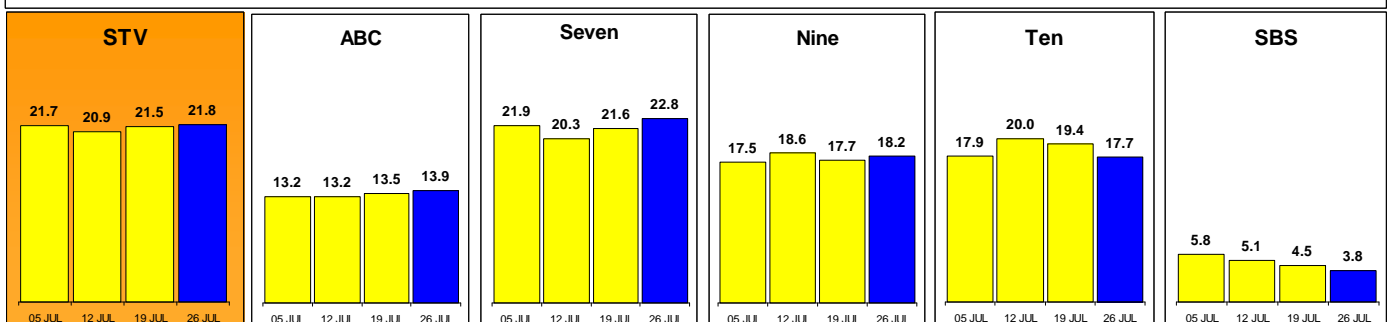
Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>47.8</b>	<b>16.7</b>	<b>15.7</b>
ABC	6.0	13.5	13.5
Seven/Affiliates	15.0	23.0	20.1
Nine/Affiliates	16.9	21.3	20.4
Ten/Affiliates	11.3	18.6	14.7
SBS	2.4	4.9	5.5

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>57.6</b>	<b>22.3</b>	<b>20.9</b>
ABC	5.4	13.7	13.7
Seven/Affiliates	12.7	22.4	19.5
Nine/Affiliates	12.4	18.3	18.1
Ten/Affiliates	9.1	17.4	13.6
SBS	2.0	4.1	4.5

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>59.6</b>	<b>23.5</b>	<b>22.1</b>
ABC	4.9	12.6	12.9
Seven/Affiliates	11.6	21.5	19.7
Nine/Affiliates	12.9	19.3	18.4
Ten/Affiliates	8.9	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 1-31 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 26 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 RAIDERS V BRONCOS</b>	<b>Fox Sports 2</b>	<b>Sat</b>	<b>17:30</b>	<b>270</b>	<b>270</b>	<b>1,167</b>	<b>604</b>
2	<b>LIVE: NRL KNIGHTS V ROOSTERS</b>	<b>Fox Sports 2</b>	<b>Sat</b>	<b>19:30</b>	<b>268</b>	<b>268</b>	<b>1,530</b>	<b>579</b>
3	<b>LIVE: NRL RABBITOHS V ROOSTERS</b>	<b>Fox Sports 2</b>	<b>Mon</b>	<b>19:05</b>	<b>267</b>	<b>267</b>	<b>1,291</b>	<b>619</b>
4	<b>LIVE: AFL SYDNEY V ST KILDA</b>	<b>Fox Sports 1</b>	<b>Sat</b>	<b>19:00</b>	<b>196</b>	<b>196</b>	<b>1,478</b>	<b>694</b>
5	<b>LIVE: NRL RAIDERS V WESTS TIGERS</b>	<b>Fox Sports 2</b>	<b>Sun</b>	<b>14:00</b>	<b>179</b>	<b>179</b>	<b>1,277</b>	<b>389</b>
6	<b>NRL PANTHERS V WARRIORS</b>	<b>Fox Sports 2</b>	<b>Sat</b>	<b>21:20</b>	<b>174</b>	<b>174</b>	<b>1,258</b>	<b>439</b>
7	<b>LIVE: AFL ADELAIDE V PORT ADELAIDE</b>	<b>Fox Sports 1</b>	<b>Sun</b>	<b>16:30</b>	<b>163</b>	<b>163</b>	<b>1,242</b>	<b>519</b>
8	FAMILY GUY	FOX8	Tue	18:46	153	209	1,079	1,179
9	<b>LIVE: AFL WESTERN BULLDOGS V FREMANTLE</b>	<b>Fox Sports 1</b>	<b>Sat</b>	<b>14:00</b>	<b>147</b>	<b>147</b>	<b>1,072</b>	<b>446</b>
10	THE SIMPSONS	FOX8	Tue	19:11	146	190	1,166	1,816
11	LIVE: CRICKET: ASHES: DAY 2 SESSION 1	Fox Sports 3	Fri	20:00	139	139	1,118	589
12	LIVE: AFL: ON THE COUCH	Fox Sports 1	Mon	20:30	129	129	1,307	219
13	FUTURAMA	FOX8	Tue	18:20	127	174	962	996
14	AMERICA'S NEXT TOP MODEL	FOX8	Tue	19:37	123	210	1,192	518
15	NCIS	TV1	Sun	19:30	116	142	1,284	667
16	LIVE: CRICKET: ASHES: DAY 2 SESSION 2	Fox Sports 3	Fri	22:00	114	114	786	573
17	LAW & ORDER	W	Mon	20:30	109	137	1,346	682
18	DEADLIEST CATCH	Discovery Channel	Wed	20:30	105	105	1,127	353
19	<b>LIVE: AFL MELBOURNE V SYDNEY</b>	<b>Fox Sports 1</b>	<b>Sun</b>	<b>12:59</b>	<b>104</b>	<b>104</b>	<b>1,252</b>	<b>442</b>
20	<b>MEET DAVE</b>	<b>Showtime</b>	<b>Sun</b>	<b>20:30</b>	<b>104</b>	<b>116</b>	<b>1,296</b>	<b>329</b>
21	LIVE: NRL SATURDAY PRE GAME SHOW	Fox Sports 2	Sat	16:55	101	101	1,096	183
22	PROJECT RUNWAY AUSTRALIA	Arena	Wed	20:30	99	127	1,123	262
23	LAW & ORDER: CRIMINAL INTENT	TV1	Fri	21:49	98	122	1,086	1,013
24	PRINCESS PROTECTION PROGRAM	Disney Channel	Sun	13:01	96	96	1,234	137
25	WWE RAW	FOX8	Wed	15:38	89	140	857	490
26	TV1'S CASH TRIVIA CHALLENGE	TV1	Sun	20:25	86	110	1,154	365
27	COLD CASE	W	Mon	19:31	85	106	1,300	278
28	LIVE: NRL MONDAY POST GAME SHOW	Fox Sports 2	Mon	20:56	85	85	1,154	295
29	CURIOUS GEORGE	Nick Jnr	Sun	08:14	85	85	500	269
30	LAW & ORDER: SVU	TV1	Sat	20:30	82	103	1,515	891
31	EASTENDERS	UKTV	Tue	19:00	80	92	1,158	249
32	CORONATION STREET	UKTV	Tue	18:03	80	90	941	251
33	<b>DR. SEUSS' HORTON HEARS A WHO</b>	<b>Showtime</b>	<b>Sun</b>	<b>18:55</b>	<b>78</b>	<b>101</b>	<b>1,287</b>	<b>313</b>
34	DORA THE EXPLORER	Nick Jnr	Sun	08:34	78	78	590	323
35	TWO AND A HALF MEN	FOX8	Mon	20:03	77	106	1,329	379
36	HOW I MET YOUR MOTHER	FOX8	Mon	19:36	76	95	1,280	410
37	<b>AFL ESSENDON V RICHMOND</b>	<b>Fox Sports 1</b>	<b>Sun</b>	<b>19:30</b>	<b>75</b>	<b>75</b>	<b>1,308</b>	<b>239</b>
38	DOLHOUSE	FOX8	Tue	20:33	75	91	1,104	352
39	THE FOURTH PROTOCOL	Fox Classics	Thu	20:32	75	82	1,169	273
40	LAST OF THE SUMMER WINE	UKTV	Tue	17:31	75	87	901	275
41	LIVE: AFL TEAMS	Fox Sports 1	Thu	19:30	74	74	1,307	187
42	<b>LIVE: CRICKET: ASHES: DAY 1 PRE MATCH PART 1</b>	<b>Fox Sports 3</b>	<b>Thu</b>	<b>19:00</b>	<b>72</b>	<b>72</b>	<b>1,232</b>	<b>505</b>
43	FRIENDS	111 HITS	Sun	20:30	72	72	1,361	759
44	<b>BABY MAMA</b>	<b>Showtime</b>	<b>Sat</b>	<b>20:30</b>	<b>71</b>	<b>84</b>	<b>1,453</b>	<b>212</b>
45	CRIME INVESTIGATION AUSTRALIA	Crime	Thu	19:30	69	69	1,309	246
46	LIVE: AFL PRE GAME SHOW	Fox Sports 1	Sun	16:00	68	68	1,142	316
47	SONNY WITH A CHANCE	Disney Channel	Mon	17:30	68	68	937	181
48	LIVE: NRL ON FOX	Fox Sports 2	Wed	19:30	67	67	1,213	165
49	HANNAH MONTANA	Disney Channel	Tue	17:30	67	67	900	536
50	LITTLE KINGDOM	Nick Jnr	Sat	09:00	67	67	729	171

(\* 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.