



STV Viewers Watch Australia Fight Back in England

194,000 viewers saw the Australian cricket team take the ascendancy in the fourth Ashes Test on Saturday night in **Live: Cricket: Ashes: Day 2 Session 1** on FOX Sports. On Monday night football 317,000 people viewed **Live: NRL Wests Tigers v Sea Eagles**, the Sunday afternoon Aussie Rules game, **Live: AFL West Coast v Essendon** was seen by 191,000 people and 93,000 subscribers watched the 2009/10 A-League season kick off with **Live: Football: A-League Melb v C Coast** (all on FOX Sports).

This week's episode of **America's Next Top Model** on FOX8 was watched by 152,000 viewers (a record for the season so far), the Sunday night broadcast of **NCIS** on TV1 was seen by 142,000 people and Wednesday night's **Deadliest Catch** on Discovery Channel was watched by 108,000 people. **S.W.A.T.** premiered on TV1 with 97,000 viewers, **Dora the Explorer** on Nick Jr. had its best audience of the year with 88,000 viewers and **Law & Order** on W was seen by 86,000 people.

In week 32, STV channels represented **21.7%** of all metropolitan viewing between 6am and midnight, **20.9%** of all regional viewing and **56.8%** of all viewing in subscription TV homes. (Listings overleaf; Friday & Saturday based on preliminary schedules.)

Subscription TV (STV) Viewing Summary: Week 32 (02 Aug - 08 Aug 2009)

All People: Current Week Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	56.8	21.7	20.9
ABC	5.3	13.8	13.2
Seven/Affiliates	13.0	22.6	20.3
Nine/Affiliates	12.5	17.7	17.0
Ten/Affiliates	9.3	17.4	14.0
SBS	2.5	5.1	5.2

All People: Year-to-Date Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	58.9	22.9	21.7
ABC	5.0	12.8	12.9
Seven/Affiliates	11.9	21.7	20.0
Nine/Affiliates	13.0	19.3	18.2
Ten/Affiliates	9.1	17.6	13.6
SBS	1.5	3.6	4.1

Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	47.0	16.5	15.5
ABC	5.8	14.0	13.6
Seven/Affiliates	15.6	23.5	20.2
Nine/Affiliates	15.9	19.5	18.4
Ten/Affiliates	10.8	17.6	15.3
SBS	4.0	7.3	7.4

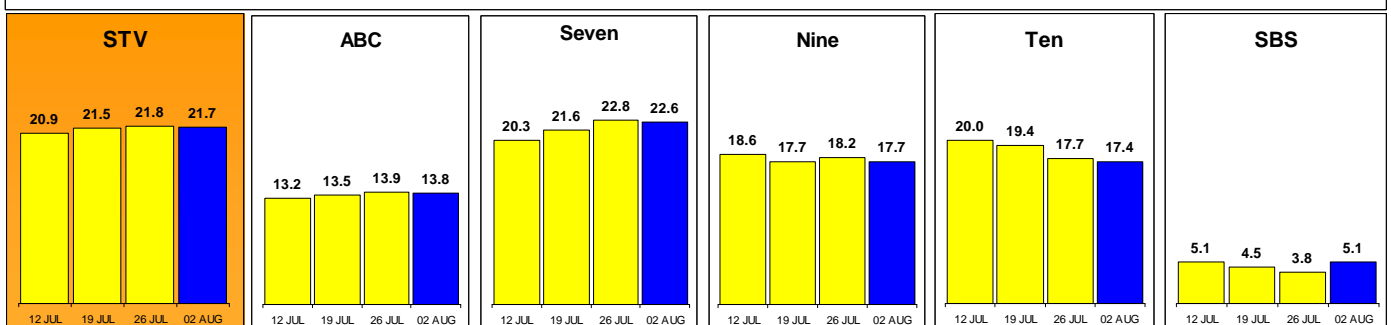
Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	47.8	16.7	15.7
ABC	6.0	13.6	13.5
Seven/Affiliates	15.0	23.0	20.1
Nine/Affiliates	16.8	21.3	20.3
Ten/Affiliates	11.2	18.6	14.7
SBS	2.4	5.0	5.6

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	57.3	22.1	21.1
ABC	5.3	13.7	13.2
Seven/Affiliates	12.6	22.2	20.0
Nine/Affiliates	12.2	17.5	17.0
Ten/Affiliates	9.1	17.1	13.7
SBS	2.8	5.6	5.7

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	59.5	23.5	22.0
ABC	4.9	12.7	12.9
Seven/Affiliates	11.6	21.5	19.7
Nine/Affiliates	12.9	19.3	18.3
Ten/Affiliates	8.9	17.4	13.4
SBS	1.6	3.7	4.3

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 1-32 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 02 Aug 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: NRL WESTS TIGERS V SEA EAGLES	Fox Sports 2	Mon	19:05	317	317	1,355	675
2	LIVE: NRL SEA EAGLES V RABBITOHS	Fox Sports 2	Sat	17:30	251	251	1,329	548
3	LIVE: NRL BULLDOGS V RAIDERS	Fox Sports 2	Sat	19:30	206	206	1,545	585
4	LIVE: NRL SHARKS V EELS	Fox Sports 2	Sun	14:00	197	197	1,215	410
5	LIVE: CRICKET: ASHES: DAY 2 SESSION 1	Fox Sports 3	Sat	20:00	194	194	1,499	711
6	LIVE: AFL WEST COAST V ESSENDON	Fox Sports 1	Sun	16:31	191	191	1,225	608
7	LIVE: CRICKET: ASHES: DAY 1 SESSION 2	Fox Sports 3	Fri	22:00	190	190	831	648
8	LIVE: CRICKET: ASHES: DAY 1 SESSION 1	Fox Sports 3	Fri	20:00	171	171	1,235	598
9	LIVE: CRICKET: ASHES: DAY 2 SESSION 2	Fox Sports 3	Sat	22:00	158	158	812	625
10	AMERICA'S NEXT TOP MODEL	FOX8	Tue	19:37	152	206	1,067	510
11	LIVE: AFL ESSENDON V BRISBANE LIONS	Fox Sports 1	Sat	19:00	149	149	1,503	615
12	NCIS	TV1	Sun	19:30	142	158	1,299	695
13	LIVE: AFL WESTERN BULLDOGS V WEST COAST	Fox Sports 1	Sat	14:00	134	134	1,112	433
14	FAMILY GUY	FOX8	Tue	18:45	134	176	966	1,057
15	LIVE: CRICKET: ASHES: DAY 5 SESSION 1	Fox Sports 3	Mon	20:00	134	134	1,383	644
16	LIVE: AFL: ON THE COUCH	Fox Sports 1	Mon	20:30	132	132	1,455	231
17	LIVE: AFL MELBOURNE V RICHMOND	Fox Sports 1	Sun	13:01	122	122	1,162	396
18	LIVE: NRL SATURDAY PRE GAME SHOW	Fox Sports 2	Sat	16:55	115	115	1,239	219
19	THE SIMPSONS	FOX8	Sun	20:30	112	120	1,344	1,745
20	WANTED	Showtime	Sun	20:30	110	133	1,218	440
21	DEADLIEST CATCH	Discovery Channel	Wed	20:30	108	108	1,175	393
22	LIVE: CRICKET: ASHES: DAY 4 SESSION 1	Fox Sports 3	Sun	21:00	108	108	1,232	351
23	LIVE: CRICKET: ASHES: DAY 2 SESSION 3	Fox Sports 3	Sat	00:40	104	104	401	247
24	LAW & ORDER: CRIMINAL INTENT	TV1	Fri	19:35	98	108	1,172	1,006
25	S.W.A.T.	TV1	Sun	15:30	97	156	1,144	567
26	FUTURAMA	FOX8	Tue	18:20	97	127	877	974
27	LIVE: AFL TEAMS	Fox Sports 1	Thu	19:30	96	96	1,280	219
28	PROJECT RUNWAY AUSTRALIA: EP 5	Arena	Wed	20:30	94	134	1,171	286
29	LIVE: FOOTBALL: A-LEAGUE MELB V C COAST	Fox Sports 3	Thu	20:00	93	93	1,250	339
30	TV1'S CASH TRIVIA CHALLENGE	TV1	Fri	20:25	91	106	1,212	351
31	LIVE: CRICKET: ASHES: DAY 1 SESSION 3	Fox Sports 3	Fri	00:40	90	90	357	233
32	DORA THE EXPLORER	Nick Jnr	Sat	08:30	88	88	628	255
33	LAW & ORDER	W	Thu	20:31	86	104	1,319	744
34	LIVE: AFL PRE GAME SHOW	Fox Sports 1	Sun	16:00	86	86	1,089	348
35	AMERICAN DAD!	FOX8	Sat	21:30	85	96	1,380	361
36	LIVE: NRL MONDAY POST GAME SHOW	Fox Sports 2	Mon	20:58	83	83	1,307	285
37	WITHOUT A TRACE	W	Wed	19:31	80	98	1,228	257
38	LIVE: CRICKET: ASHES: DAY 5 SESSION 2	Fox Sports 3	Mon	22:00	80	80	582	472
39	LIVE: CRICKET: ASHES: DAY 4 SESSION 2	Fox Sports 3	Sun	22:03	75	75	595	449
40	LIVE: CRICKET: ASHES: DAY 1 PRE MATCH	Fox Sports 3	Fri	19:00	75	75	1,112	256
41	ICE ROAD TRUCKERS	FOX8	Mon	20:30	75	104	1,459	403
42	EASTENDERS	UKTV	Thu	19:00	75	83	1,028	270
43	HANNAH MONTANA	Disney Channel	Mon	18:01	73	73	810	489
44	KING OF THE HILL	FOX8	Sun	20:00	73	82	1,287	665
45	DOLLHOUSE	FOX8	Tue	20:31	72	91	983	368
46	LIVE: NRL SUNDAY PRE GAME SHOW	Fox Sports 2	Sun	13:29	71	71	1,106	149
47	SELLING HOUSES AUSTRALIA	Lifestyle	Sat	18:30	71	84	1,399	187
48	LITTLE KINGDOM	Nick Jnr	Sat	09:00	71	71	746	207
49	JONAS	Disney Channel	Sun	17:30	70	70	1,261	230
50	WWE RAW	FOX8	Wed	15:39	69	107	815	409

(* 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:

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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.