

## Bold Designs, Bond and Ben Entertain in Week 38

On Monday night, 199,000 viewers watched Juli win the inaugural **Project Runway Australia: Finale** on Arena. The James Bond season continued on FOX Classics with 147,000 watching Sean Connery in **You Only Live Twice**, while the premiere of **Ben 10: Race Against Time** on Cartoon Network drew 126,000 viewers. In other entertainment programming, **NCIS** on TV1 had its biggest audience of the year with 139,000 viewers, as did **Avatar: The Last Airbender** on Nickelodeon with 84,000 viewers and **4 Ingredients** on Lifestyle with 72,000 viewers. **AFL: On The Couch** on FOX Sports was watched by 107,000 and **Sky Raceday** on Sky Racing was watched by 70,000 viewers. In week 38, STV's 6am-12mn share of metropolitan viewing was **20.8%** (up from 20.1% last week), was also **20.8%** in regional markets (up from 19.8%) and **55.9%** in STV homes (up from 55.1%). (Listings overleaf; Friday & Saturday based on preliminary schedules).

### Subscription TV (STV) Viewing Summary: Week 38 (14 September - 20 September 2008)

All People: Current Week Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>55.9</b>	<b>20.8</b>	<b>20.8</b>
ABC	6.6	14.6	13.8
Seven/Affiliates	13.2	22.6	21.4
Nine/Affiliates	13.6	20.0	18.5
Ten/Affiliates	8.8	16.5	12.9
SBS	1.3	3.1	3.6

All People: YTD Growth			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>4%</b>	<b>2%</b>	<b>1%</b>
ABC	20%	7%	5%
Seven/Affiliates	18%	5%	1%
Nine/Affiliates	2%	0%	-6%
Ten/Affiliates	9%	-4%	-7%
SBS	28%	7%	3%

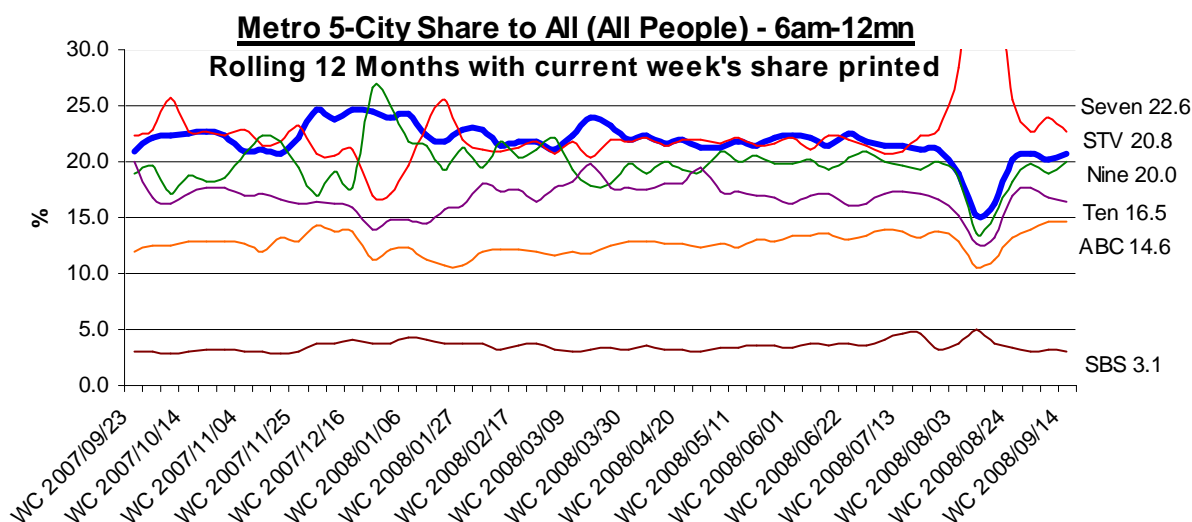
Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>42.8</b>	<b>14.3</b>	<b>14.0</b>
ABC	8.4	15.3	15.1
Seven/Affiliates	16.7	23.9	21.6
Nine/Affiliates	18.3	22.6	21.5
Ten/Affiliates	11.0	17.1	13.5
SBS	2.0	4.3	4.9

Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>3%</b>	<b>1%</b>	<b>2%</b>
ABC	17%	5%	5%
Seven/Affiliates	12%	3%	-1%
Nine/Affiliates	1%	-2%	-7%
Ten/Affiliates	10%	-2%	-7%
SBS	24%	4%	2%

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>56.6</b>	<b>21.5</b>	<b>21.2</b>
ABC	6.5	14.3	13.8
Seven/Affiliates	12.9	22.3	21.1
Nine/Affiliates	13.4	19.9	18.6
Ten/Affiliates	8.6	16.4	12.8
SBS	1.4	3.2	3.7

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>4%</b>	<b>2%</b>	<b>1%</b>
ABC	19%	6%	5%
Seven/Affiliates	17%	4%	2%
Nine/Affiliates	1%	-1%	-5%
Ten/Affiliates	9%	-4%	-7%
SBS	26%	6%	3%

NatSTV = National STV (STV homes only, metro & regional markets); MTV = Five metro markets (STV+FTA homes); RTV = Five regional markets (STV+FTA homes); YTD Growth = change in year-to-date 000s vs same weeks 2007; Sources: OzTAM (NatSTV, MTV) & RegTAM (RTV)



MEDIA RELEASE- 22 September 2008

## Top 50 Subscription TV Program Broadcasts

National STV Program List: All People - w/c 14 Sep 2008		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>PROJECT RUNWAY AUSTRALIA: FINALE</b>	<b>Arena</b>	<b>Mon</b>	<b>20:34</b>	<b>199</b>	<b>229</b>	<b>1,211</b>	<b>308</b>
2	<b>PROJECT RUNWAY AUSTRALIA: THE REUNION</b>	<b>Arena</b>	<b>Mon</b>	<b>21:41</b>	<b>163</b>	<b>194</b>	<b>1,095</b>	<b>257</b>
3	<b>YOU ONLY LIVE TWICE</b>	<b>Fox Classics</b>	<b>Sun</b>	<b>20:30</b>	<b>147</b>	<b>166</b>	<b>980</b>	<b>515</b>
4	FUTURAMA	FOX8	Mon	18:20	144	174	971	1,049
5	THE SIMPSONS	FOX8	Thu	19:11	142	194	1,038	1,862
6	NCIS	TV1	Thu	19:35	139	158	1,175	638
7	<b>BEN 10: RACE AGAINST TIME</b>	<b>Cartoon Network</b>	<b>Sat</b>	<b>18:00</b>	<b>126</b>	<b>126</b>	<b>1,050</b>	<b>201</b>
8	FAMILY GUY	FOX8	Tue	18:45	122	160	986	1,086
9	AMERICA'S NEXT TOP MODEL	FOX8	Tue	19:36	118	153	1,031	707
10	KYLE XY	FOX8	Thu	19:36	111	134	1,168	380
11	AFL: ON THE COUCH	Fox Sports 1	Mon	20:30	107	107	1,195	260
12	RELOCATION RELOCATION	Lifestyle	Wed	20:30	107	134	1,126	602
13	<b>HAPPY DAYS: 30TH ANNIVERSARY REUNION</b>	<b>TV1</b>	<b>Sun</b>	<b>17:35</b>	<b>101</b>	<b>125</b>	<b>1,111</b>	<b>552</b>
14	TWO AND A HALF MEN	FOX8	Mon	20:03	96	109	966	249
15	<b>SHOOTER</b>	<b>Showtime</b>	<b>Sun</b>	<b>20:30</b>	<b>90</b>	<b>115</b>	<b>963</b>	<b>443</b>
16	WWE RAW	FOX8	Wed	15:30	88	121	795	519
17	TV1'S CASH TRIVIA CHALLENGE	TV1	Sun	11:50	86	126	892	546
18	AVATAR: THE LAST AIRBENDER	Nickelodeon	Sat	15:50	84	84	1,101	350
19	THE AMANDA SHOW	Nickelodeon	Sat	17:30	82	82	1,170	203
20	<b>AFL: ALL AUSTRALIAN</b>	<b>Fox Sports 1</b>	<b>Mon</b>	<b>21:30</b>	<b>82</b>	<b>82</b>	<b>936</b>	<b>267</b>
21	<b>GHOST</b>	<b>TV1</b>	<b>Fri</b>	<b>23:02</b>	<b>81</b>	<b>93</b>	<b>621</b>	<b>452</b>
22	DEADLIEST CATCH	Discovery Channel	Wed	20:30	80	80	1,141	331
23	OPEN HOUSE	Lifestyle	Sun	14:30	79	101	1,096	157
24	HOW I MET YOUR MOTHER	FOX8	Mon	19:37	79	98	1,001	222
25	LAW & ORDER: SVU	TV1	Fri	22:08	78	97	913	1,060
26	JOE KIDD	Fox Classics	Thu	20:30	78	85	1,137	221
27	CRISS ANGEL MINDFREAK	FOX8	Wed	19:37	78	101	1,093	545
28	<b>NRL SEMI FINAL #2 BRONCOS V STORM</b>	<b>Fox Sports 1</b>	<b>Sat</b>	<b>22:00</b>	<b>77</b>	<b>77</b>	<b>867</b>	<b>244</b>
29	LOCATION, LOCATION, LOCATION	Lifestyle	Sun	15:00	77	100	1,141	494
30	WWE SMACKDOWN!	FOX8	Fri	15:31	72	96	815	478
31	BEN 10: ALIEN FORCE	Cartoon Network	Sat	19:15	72	72	942	108
32	H2O: JUST ADD WATER	Disney Channel	Sat	11:30	72	72	860	360
33	4 INGREDIENTS	Lifestyle	Thu	19:30	72	87	1,143	257
34	HANNAH MONTANA	Disney Channel	Tue	17:30	71	71	891	424
35	THE MAGNIFICENT SEVEN	Fox Classics	Mon	20:30	70	74	1,107	247
36	MOST SHOCKING MOMENTS	FOX8	Thu	21:31	70	86	891	438
37	KING OF THE HILL	FOX8	Mon	17:29	70	92	919	654
38	SKY RACEDAY	Sky Racing	Sat	12:00	70	70	1,035	338
39	<b>LIVE: FOOTBALL: A-LEAGUE QLD V NEWC</b>	<b>Fox Sports 2</b>	<b>Fri</b>	<b>20:00</b>	<b>69</b>	<b>69</b>	<b>990</b>	<b>231</b>
40	THAT '70S SHOW	FOX8	Thu	16:31	68	89	921	616
41	JONAS BROTHERS: LIVING THE DREAM	Disney Channel	Mon	17:25	67	67	949	71
42	BORDER SECURITY: AUSTRALIA'S FRONT LINE	Lifestyle	Fri	23:30	67	74	730	623
43	ACCORDING TO JIM	FOX8	Sun	19:00	67	81	1,132	165
44	<b>LIVE: RUGBY LEAGUE: TOYOTA CUP</b>	<b>Fox Sports 1</b>	<b>Sat</b>	<b>17:30</b>	<b>67</b>	<b>67</b>	<b>1,071</b>	<b>449</b>
45	ICARLY	Nickelodeon	Sun	09:01	66	66	760	308
46	EASTENDERS	UKTV	Mon	19:01	66	77	1,027	279
47	THE COMMANDER	UKTV	Wed	20:34	65	74	1,142	167
48	M*A*S*H	Fox Classics	Wed	19:01	65	72	1,052	677
49	NEW TRICKS	UKTV	Fri	19:41	65	77	950	229
50	MY WIFE & KIDS	FOX8	Sun	18:30	65	83	1,186	417

(\* Highest rating broadcast of the nominated program. Programs in bold new 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 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 this year.

### 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 28% 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 25% of homes represented in this panel have STV.