

## Subscription TV Is Number One in Golden Week 40

In week 40, STV was the number one choice of TV for Australians with **23.5%** of metropolitan viewing between 6am and midnight (up from 20.5% last week), **21.7%** in regional markets (up from 19.9%) and **60.0%** in STV homes (up from 55.2%). **The Man with the Golden Gun** on FOX Classics was watched by 157,000 viewers while **Outlaw Bikers** on National Geographic had its year-to-date biggest audience with 105,000 viewers. **4 Ingredients** on Lifestyle also had its biggest audience of the year with 85,000 viewers while **The Merrick & Rosso Show** premiered on Comedy Channel with 83,000 viewers, giving the channel its biggest broadcast for the year so far. The finale of **Live: AFL: On the Couch** on FOX Sports wrapped up the AFL season with 93,000 viewers, while 91,000 viewers watched **Live: Football: A-League Sydney v QLD**, also on FOX Sports. (Listings overleaf; Friday & Saturday based on preliminary schedules).

### Subscription TV (STV) Viewing Summary: Week 40 (28 September - 04 October 2008)

All People: Current Week Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>60.0</b>	<b>23.5</b>	<b>21.7</b>
ABC	6.1	14.5	14.5
Seven/Affiliates	12.3	22.2	21.4
Nine/Affiliates	11.3	18.6	16.9
Ten/Affiliates	8.3	15.6	13.0
SBS	1.3	3.3	4.0

All People: YTD Growth			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>4%</b>	<b>2%</b>	<b>0%</b>
ABC	20%	7%	6%
Seven/Affiliates	18%	5%	1%
Nine/Affiliates	2%	-1%	-6%
Ten/Affiliates	9%	-4%	-8%
SBS	27%	6%	3%

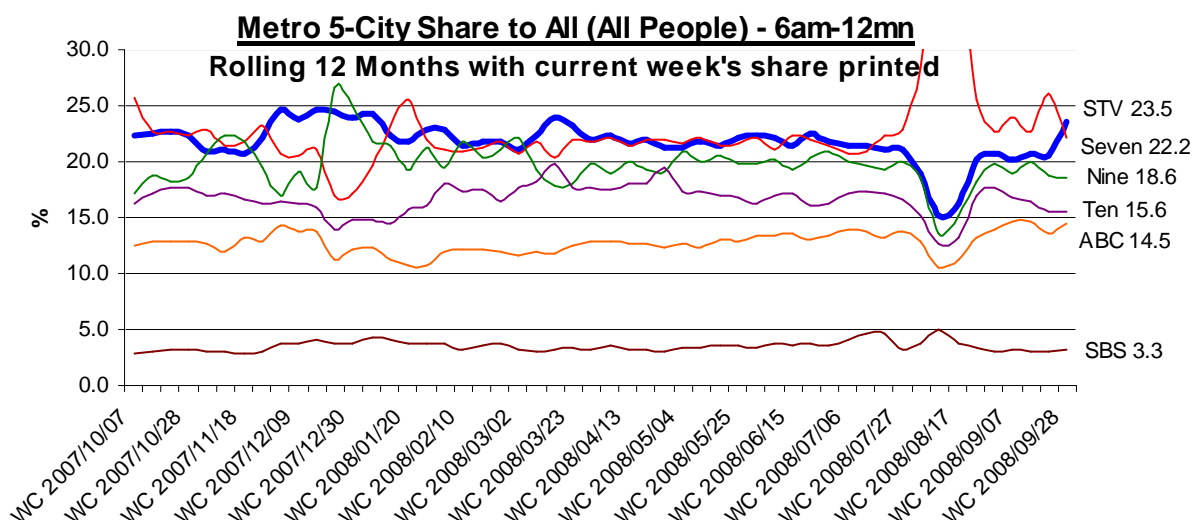
Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>46.4</b>	<b>16.0</b>	<b>14.8</b>
ABC	8.0	15.8	15.6
Seven/Affiliates	16.6	24.4	22.4
Nine/Affiliates	15.7	21.3	19.2
Ten/Affiliates	10.2	15.6	13.0
SBS	2.1	4.5	5.3

Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>3%</b>	<b>0%</b>	<b>1%</b>
ABC	17%	6%	5%
Seven/Affiliates	12%	2%	-1%
Nine/Affiliates	1%	-3%	-7%
Ten/Affiliates	11%	-3%	-7%
SBS	24%	4%	2%

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>60.7</b>	<b>24.1</b>	<b>22.1</b>
ABC	6.0	14.2	14.3
Seven/Affiliates	12.0	22.0	21.1
Nine/Affiliates	11.2	18.7	17.1
Ten/Affiliates	8.1	15.4	12.8
SBS	1.3	3.3	4.0

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>4%</b>	<b>2%</b>	<b>1%</b>
ABC	19%	6%	6%
Seven/Affiliates	17%	4%	2%
Nine/Affiliates	1%	-1%	-6%
Ten/Affiliates	9%	-5%	-7%
SBS	25%	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)



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## Top 50 Subscription TV Program Broadcasts

National STV Program List: All People - w/c 28 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>THE MAN WITH THE GOLDEN GUN</b>	<b>Fox Classics</b>	<b>Sun</b>	<b>20:30</b>	<b>157</b>	<b>176</b>	<b>1,070</b>	<b>556</b>
2	THE SIMPSONS	FOX8	Wed	19:10	143	178	1,092	2,058
3	FAMILY GUY	FOX8	Tue	18:45	140	164	1,004	1,061
4	KYLE XY	FOX8	Thu	19:36	129	159	1,155	390
5	ICE ROAD TRUCKERS	FOX8	Mon	20:33	129	141	1,096	484
6	TWO AND A HALF MEN	FOX8	Mon	20:05	128	144	936	253
7	PROJECT RUNWAY	Arena	Wed	20:30	122	138	1,181	458
8	FUTURAMA	FOX8	Fri	18:21	119	181	819	1,083
9	<b>THE SIMPSONS MOVIE</b>	<b>Showtime</b>	<b>Sun</b>	<b>20:30</b>	<b>109</b>	<b>125</b>	<b>1,125</b>	<b>486</b>
10	NCIS	TV1	Thu	19:33	106	131	1,164	1,003
11	OUTLAW BIKERS	National Geographic	Thu	20:30	105	105	1,177	228
12	HOW I MET YOUR MOTHER	FOX8	Mon	19:38	102	114	947	277
13	WWE SMACKDOWN!	FOX8	Fri	15:30	100	130	860	582
14	AMERICA'S NEXT TOP MODEL	FOX8	Tue	19:36	100	147	1,133	932
15	LAW & ORDER: CRIMINAL INTENT	TV1	Sat	20:30	95	106	1,283	781
16	WWE RAW	FOX8	Wed	15:31	93	126	909	543
17	LIVE: AFL: ON THE COUCH	Fox Sports 1	Mon	20:30	93	93	1,083	176
18	<b>LIVE: FOOTBALL: A-LEAGUE SYDNEY V QLD</b>	<b>Fox Sports 2</b>	<b>Sat</b>	<b>19:00</b>	<b>91</b>	<b>91</b>	<b>1,248</b>	<b>278</b>
19	EVERYBODY LOVES RAYMOND	Fox Classics	Sat	17:00	89	106	1,167	948
20	LAW & ORDER: SVU	TV1	Sat	21:30	87	97	1,184	1,035
21	DEADLIEST CATCH	Discovery Channel	Wed	20:30	86	86	1,182	372
22	4 INGREDIENTS	Lifestyle	Thu	19:30	85	95	1,163	258
23	CRISS ANGEL MINDFREAK	FOX8	Wed	19:35	84	115	1,173	575
24	GRAND DESIGNS	Lifestyle	Thu	20:31	84	92	1,171	488
25	<b>THE MERRICK &amp; ROSSO SHOW</b>	<b>Comedy Channel</b>	<b>Thu</b>	<b>20:30</b>	<b>83</b>	<b>104</b>	<b>1,173</b>	<b>215</b>
26	SEINFELD	TV1	Tue	21:57	83	88	866	549
27	NEW TRICKS	UKTV	Fri	19:41	82	89	1,188	170
28	KEEPING UP APPEARANCES	UKTV	Sun	19:30	79	97	1,015	400
29	<b>LIVE: FOOTBALL: A-LEAGUE MELB V QLD</b>	<b>Fox Sports 2</b>	<b>Sun</b>	<b>17:00</b>	<b>79</b>	<b>79</b>	<b>1,064</b>	<b>304</b>
30	RELOCATION RELOCATION	Lifestyle	Wed	20:30	78	96	1,173	451
31	ENTERTAINMENT DAILY	TV1	Sun	20:20	77	85	1,023	421
32	HANNAH MONTANA	Disney Channel	Tue	17:30	76	76	843	492
33	LARK RISE TO CANDLEFORD	UKTV	Thu	20:33	75	87	1,184	196
34	THE CONDEMNED	Showtime	Fri	20:30	75	82	1,156	304
35	<b>THAT'S SO RAVEN</b>	<b>Disney Channel</b>	<b>Sat</b>	<b>15:00</b>	<b>75</b>	<b>75</b>	<b>1,071</b>	<b>367</b>
36	MY WIFE & KIDS	FOX8	Sun	18:30	75	105	1,082	292
37	EASTENDERS	UKTV	Mon	19:02	74	93	1,005	285
38	<b>SMOKEY AND THE BANDIT</b>	<b>Fox Classics</b>	<b>Fri</b>	<b>20:30</b>	<b>72</b>	<b>84</b>	<b>1,182</b>	<b>297</b>
39	<b>THE SPY WHO LOVED ME</b>	<b>Fox Classics</b>	<b>Sun</b>	<b>22:35</b>	<b>72</b>	<b>82</b>	<b>619</b>	<b>397</b>
40	INSPECTOR MORSE	UKTV	Sun	15:00	71	86	1,100	266
41	FRIENDS	Arena	Sun	11:00	70	86	857	856
42	M*A*S*H	Fox Classics	Mon	19:00	70	75	1,007	565
43	MAN VS. WILD	Discovery Channel	Wed	21:30	68	68	1,027	306
44	<b>LIVE: FOOTBALL: A-LEAGUE MELB V PERTH</b>	<b>Fox Sports 2</b>	<b>Sat</b>	<b>17:00</b>	<b>68</b>	<b>68</b>	<b>1,120</b>	<b>240</b>
45	THE BACKYARDIGANS	Nick Jnr	Tue	18:30	68	68	951	328
46	THE SUITE LIFE OF ZACK & CODY	Disney Channel	Thu	17:00	67	67	809	602
47	SCARFACE	Fox Classics	Wed	20:30	67	76	1,002	366
48	<b>FOOTBALL: EPL ARSENAL V HULL CITY</b>	<b>Fox Sports 2</b>	<b>Sun</b>	<b>16:00</b>	<b>67</b>	<b>67</b>	<b>1,100</b>	<b>117</b>
49	TV1'S CASH TRIVIA CHALLENGE	TV1	Sun	11:50	65	95	891	403
50	ACCORDING TO JIM	FOX8	Sun	19:00	64	82	1,060	181

(\*) 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:

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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 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.