

## Socceroos Supreme in Week 42 on Subscription TV

In another big week of international sport, 293,000 viewers watched the Socceroos beat Qatar in **Live: Football: World Cup Qualifier Aust. v Qatar** while 264,000 watched the Australians play India in **Live: Cricket: Test Ind v Aus Session 3**. In domestic sport, 84,000 watched the spring races on **Sky Raceday**. The James Bond festival continued on Sunday with 146,000 tuning in to watch **Octopussy** while 127,000 watched **Kyle XY** on Thursday. In other entertainment programming, **Deadliest Catch** was seen by 106,000 people and **NCIS** was seen by 95,000 viewers. In week 42, STV accounted for **23.3%** of metropolitan viewing between 6am and midnight, **19.9%** of regional viewing and **58.3%** of all viewing in subscription TV homes. (Listings overleaf; Friday & Saturday based on preliminary schedules).

### Subscription TV (STV) Viewing Summary: Week 42 (12 October - 18 October 2008)

All People: Current Week Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>58.3</b>	<b>23.3</b>	<b>19.9</b>
ABC	5.9	13.6	13.8
Seven/Affiliates	14.8	24.7	24.1
Nine/Affiliates	10.9	17.9	16.2
Ten/Affiliates	8.0	15.4	13.1
SBS	1.3	3.0	3.9

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%	5%
Seven/Affiliates	17%	4%	1%
Nine/Affiliates	2%	-1%	-6%
Ten/Affiliates	9%	-5%	-8%
SBS	27%	6%	3%

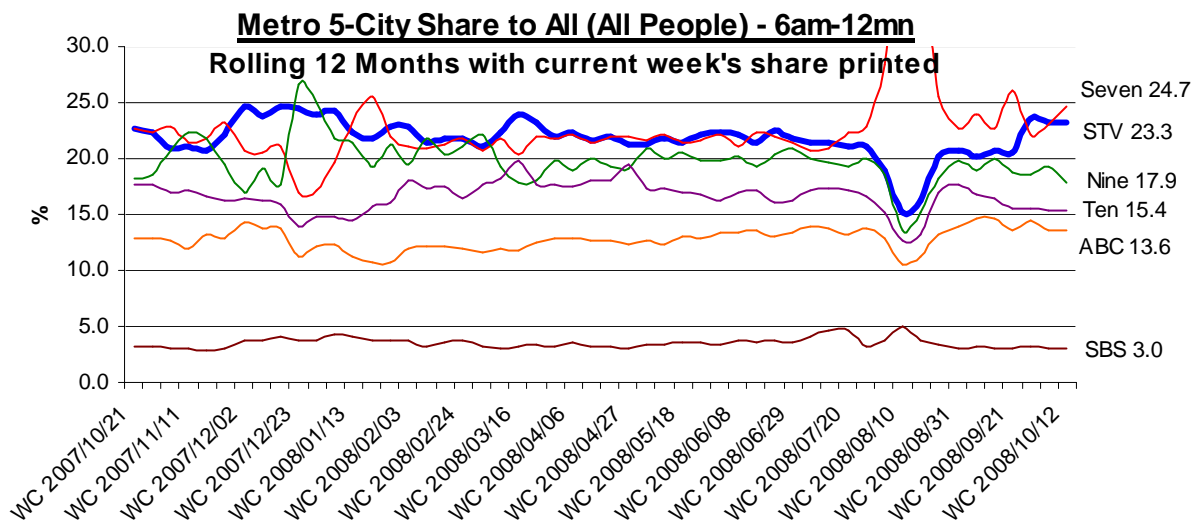
Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>48.6</b>	<b>17.2</b>	<b>14.5</b>
ABC	7.5	15.1	15.3
Seven/Affiliates	15.9	24.3	21.9
Nine/Affiliates	14.9	20.4	18.9
Ten/Affiliates	10.1	16.5	14.2
SBS	2.0	4.2	5.5

Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>2%</b>	<b>0%</b>	<b>0%</b>
ABC	16%	5%	5%
Seven/Affiliates	11%	2%	-1%
Nine/Affiliates	2%	-2%	-7%
Ten/Affiliates	11%	-3%	-7%
SBS	24%	4%	2%

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>59.0</b>	<b>23.9</b>	<b>20.2</b>
ABC	5.8	13.4	13.7
Seven/Affiliates	14.4	24.5	23.7
Nine/Affiliates	10.8	17.8	16.5
Ten/Affiliates	8.0	15.2	12.9
SBS	1.3	3.1	4.0

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>4%</b>	<b>1%</b>	<b>0%</b>
ABC	19%	6%	5%
Seven/Affiliates	17%	3%	1%
Nine/Affiliates	2%	-1%	-5%
Ten/Affiliates	8%	-5%	-8%
SBS	25%	5%	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 12 Oct 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	LIVE: FOOTBALL: WORLD CUP QUALIFIER AUST. V QATAR	Fox Sports 2	Wed	20:52	293	293	1,167	686
2	LIVE: CRICKET: TEST IND V AUS SESSION 3	Fox Sports 2	Sun	20:00	264	264	1,230	1,576
3	LIVE: CRICKET: TEST IND V AUS SESSION 2	Fox Sports 2	Mon	17:40	257	257	1,089	1,431
4	LIVE: CRICKET: TEST IND V AUS SESSION 1	Fox Sports 2	Sun	15:00	214	214	1,011	1,130
5	LIVE: CRICKET: TEST IND V AUS REVIEW	Fox Sports 2	Fri	22:00	199	199	1,194	766
6	LIVE: CRICKET: TEST IND V AUS HL	Fox Sports 2	Sun	17:07	191	191	1,068	877
7	OCTOPUSSY	Fox Classics	Sun	20:30	146	167	1,237	557
8	FAMILY GUY	FOX8	Wed	18:49	145	173	960	1,071
9	THE SIMPSONS	FOX8	Wed	19:13	144	191	1,044	1,870
10	KYLE XY	FOX8	Thu	19:36	127	150	1,100	368
11	LIVE: FOOTBALL: WORLD CUP QUALIFIER PRE-GAME	Fox Sports 2	Wed	19:30	119	119	1,151	478
12	FUTURAMA	FOX8	Wed	18:24	116	145	856	987
13	AMERICA'S NEXT TOP MODEL	FOX8	Tue	19:36	116	172	1,111	692
14	LIVE: FOOTBALL: WORLD CUP QUALIFIER POST-GAME	Fox Sports 2	Wed	22:59	106	106	769	194
15	DEADLIEST CATCH	Discovery Channel	Wed	20:30	106	106	1,270	348
16	LIVE: CRICKET: TEST IND V AUS PREVIEW	Fox Sports 2	Sun	14:30	99	99	872	443
17	NCIS	TV1	Thu	19:32	95	124	1,093	918
18	ICE ROAD TRUCKERS	FOX8	Mon	20:30	91	115	1,188	397
19	CYCLING: JAYCO HERALD SUN TOUR	Fox Sports 2	Sat	22:30	86	86	1,080	278
20	SKY RACEDAY	Sky Racing	Sat	12:00	84	84	1,048	434
21	CRISS ANGEL MINDFREAK	FOX8	Wed	19:37	83	95	1,122	562
22	WWE RAW	FOX8	Wed	15:31	80	119	781	528
23	KEEPING UP APPEARANCES	UKTV	Sun	19:30	77	98	1,100	287
24	GRAND DESIGNS	Lifestyle	Thu	20:32	76	94	1,224	458
25	THE EMPEROR'S NEW GROOVE	Disney Channel	Fri	18:32	75	75	1,051	257
26	THE LITTLE MERMAID	Disney Channel	Wed	18:30	74	74	1,007	141
27	ACCORDING TO JIM	FOX8	Sun	19:00	74	98	1,105	180
28	GREEK	FOX8	Thu	20:31	74	91	1,229	333
29	LAW & ORDER: CRIMINAL INTENT	TV1	Sat	20:30	73	81	1,362	783
30	MY WIFE & KIDS	FOX8	Sun	18:30	73	99	1,112	207
31	THE BEST IN AUSTRALIA	Lifestyle	Sat	19:30	73	99	1,210	360
32	TWO AND A HALF MEN	FOX8	Mon	20:04	72	106	1,173	228
33	LAW & ORDER: SVU	TV1	Sat	22:15	70	86	1,119	1,029
34	BARGAIN HUNT	Lifestyle	Wed	21:35	70	75	1,154	487
35	LARK RISE TO CANDLEFORD	UKTV	Thu	20:33	70	85	1,234	195
36	HOGAN'S HEROES	TV1	Thu	19:00	69	84	902	515
37	AMERICAN DAD!	FOX8	Sun	21:30	69	93	1,237	263
38	PROJECT RUNWAY	Arena	Wed	20:30	69	100	1,269	492
39	THE UNSELLABLES	Lifestyle	Fri	20:04	68	83	1,312	251
40	THE SECRET MILLIONAIRE	Lifestyle	Mon	20:30	68	84	1,178	306
41	THE DAY OF THE JACKAL	Fox Classics	Fri	20:30	68	79	1,304	295
42	MOST SHOCKING MOMENTS	FOX8	Thu	21:30	67	81	1,097	412
43	EGGHEADS	UKTV	Mon	17:04	66	85	1,003	254
44	<b>H2O: JUST ADD WATER</b>	<b>Disney Channel</b>	<b>Wed</b>	<b>18:01</b>	<b>66</b>	<b>66</b>	<b>829</b>	<b>405</b>
45	PHINEAS AND FERB	Disney Channel	Sun	10:30	66	66	688	434
46	HANNAH MONTANA	Disney Channel	Sun	09:00	66	66	656	490
47	LIVE: FOOTBALL: A-LEAGUE NEWC V MELB	Fox Sports 1	Sat	19:00	66	66	1,199	239
48	WWE SMACKDOWN!	FOX8	Fri	15:31	64	83	813	508
49	HELL'S KITCHEN USA	Lifestyle	Fri	20:31	63	93	1,432	329
50	NEW TRICKS	UKTV	Fri	19:44	63	74	1,291	199

(\* 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.