

Live International Sport & New Series Drive STV In Week 44

International sport and premiere episodes proved popular with subscribers in week 44. 264,000 viewers tuned in to watch **Live: Cricket: Test Ind v Aus Review**, while 196,000 watched **Live: Rugby Union: Bledisloe Cup** and 121,000 viewed **Live: Rugby League: World Cup: Samoa v Tonga** (all on FOX Sports). In entertainment programming, new episodes of Series 5 **Project Runway** on Arena gave the program its biggest audience of 2008 with 135,000 viewers and FOX8's **America's Next Top Model** kicked off cycle 11 with 117,000 viewers. **Midsomer Murders** on UKTV had its biggest audience in 2008 with 122,000 viewers as did **Wow! Wow! Wubzy!** on Nick Jr. with 73,000 viewers. In week 44, STV accounted for **24.0%** of metropolitan viewing between 6am and midnight (up from 23.9% last week), **21.3%** of regional viewing (up from 21.1%) and **59.5%** of all viewing in subscription TV homes (same as last week's 59.5%). (Listings overleaf; Friday & Saturday based on preliminary schedules).

Subscription TV (STV) Viewing Summary: Week 44 (26 October - 01 November 2008)

All People: Current Week Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	59.5	24.0	21.3
ABC	5.4	12.9	12.9
Seven/Affiliates	13.3	23.6	23.1
Nine/Affiliates	11.9	19.1	17.3
Ten/Affiliates	8.0	15.3	13.0
SBS	1.3	3.0	3.7

All People: Year-To-Date Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	57.9	21.7	21.2
ABC	5.0	12.7	12.6
Seven/Affiliates	13.2	23.2	22.2
Nine/Affiliates	12.7	19.6	18.7
Ten/Affiliates	8.8	16.6	13.4
SBS	1.6	3.5	3.7

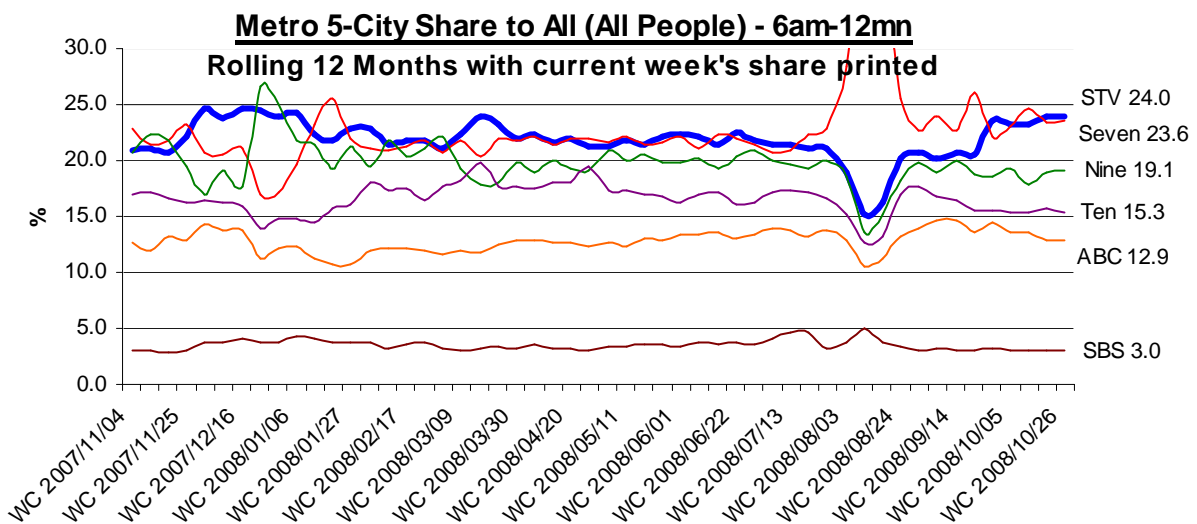
Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	48.9	17.5	15.4
ABC	6.8	14.0	14.2
Seven/Affiliates	15.5	24.4	22.6
Nine/Affiliates	16.1	21.8	19.6
Ten/Affiliates	9.7	15.9	13.5
SBS	2.0	4.2	5.1

Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	46.9	15.8	15.3
ABC	6.6	14.0	13.8
Seven/Affiliates	15.9	23.9	21.8
Nine/Affiliates	16.4	21.6	21.5
Ten/Affiliates	10.8	17.1	13.7
SBS	2.3	4.7	5.0

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	60.2	24.6	21.6
ABC	5.3	12.7	12.9
Seven/Affiliates	12.9	23.3	22.7
Nine/Affiliates	11.7	18.9	17.6
Ten/Affiliates	7.9	15.2	12.9
SBS	1.3	3.1	3.8

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	58.6	22.3	21.7
ABC	4.9	12.5	12.4
Seven/Affiliates	12.9	23.0	21.8
Nine/Affiliates	12.4	19.4	18.7
Ten/Affiliates	8.7	16.5	13.3
SBS	1.6	3.6	3.8

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 = share for weeks 1-44 of 2008; Sources: OzTAM (NatSTV, MTV) & RegTAM (RTV)



MEDIA RELEASE- 3 November 2008

Top 50 Subscription TV Program Broadcasts

National STV Program List: All People - w/c 26 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: CRICKET: TEST IND V AUS REVIEW	Fox Sports 2	Sat	22:00	264	264	1,381	880
2	LIVE: CRICKET: TEST IND V AUS SESSION 3	Fox Sports 2	Sat	20:00	261	261	1,509	1,600
3	LIVE: CRICKET: TEST IND V AUS SESSION 2	Fox Sports 2	Sat	17:40	248	248	1,256	1,451
4	LIVE: CRICKET: TEST IND V AUS SESSION 1	Fox Sports 2	Sat	15:00	200	200	1,109	973
5	LIVE: RUGBY UNION: BLEDISLOE CUP	Fox Sports 3	Sat	19:30	196	196	1,484	566
6	LIVE: CRICKET: TEST IND V AUS HL	Fox Sports 2	Sat	17:00	138	138	1,141	784
7	PROJECT RUNWAY	Arena	Wed	20:30	135	185	1,371	514
8	KYLE XY	FOX8	Thu	19:38	129	175	1,198	353
9	MIDSOMER MURDERS	UKTV	Sun	20:30	122	140	1,152	305
10	LIVE: RUGBY LEAGUE: WORLD CUP: SAM V TON	Fox Sports 3	Fri	18:45	121	121	1,241	418
11	AMERICA'S NEXT TOP MODEL	FOX8	Tue	19:37	117	147	1,135	707
12	FAMILY GUY	FOX8	Thu	18:48	116	193	1,016	1,082
13	THE SIMPSONS	FOX8	Thu	19:12	112	176	1,055	1,830
14	LIVE: RUGBY LEAGUE: WORLD CUP: TONGA V IRELAND	Fox Sports 2	Mon	18:45	110	110	1,046	404
15	ICE ROAD TRUCKERS	FOX8	Mon	20:30	107	145	1,140	443
16	FUTURAMA	FOX8	Tue	18:19	105	143	839	1,066
17	ZULU	Fox Classics	Sun	20:30	105	119	1,096	370
18	LIVE: FOOTBALL: A-LEAGUE ADEL V MELB	Fox Sports 1	Fri	20:00	102	102	1,307	259
19	CRICKET: WORLD SERIES CLASSICS	Fox Sports 2	Fri	22:30	99	99	894	452
20	TWO AND A HALF MEN	FOX8	Mon	20:03	97	156	1,100	254
21	DEADLIEST CATCH	Discovery Channel	Wed	20:30	90	90	1,370	347
22	NCIS	TV1	Thu	19:32	90	110	1,192	933
23	LAW & ORDER: SVU	TV1	Sat	21:30	89	112	1,479	1,116
24	IN THE LINE OF FIRE	Fox Classics	Tue	20:30	87	100	934	301
25	LIVE: CRICKET: TEST IND V AUS PREVIEW	Fox Sports 2	Sat	14:30	84	84	1,012	373
26	HANNAH MONTANA	Disney Channel	Thu	17:30	84	84	865	450
27	CRISS ANGEL MINDFREAK	FOX8	Wed	19:38	82	116	1,234	648
28	H2O: JUST ADD WATER	Disney Channel	Sat	10:01	82	82	808	382
29	LIVE: CRICKET: FORD RANGER CUP	Fox Sports 1	Sun	15:09	77	77	1,052	455
30	CRICKET: WORLD SERIES CLASSICS	Fox Sports 1	Sun	14:46	76	76	971	243
31	THE VICAR OF DIBLEY	UKTV	Sat	20:00	76	94	1,430	183
32	LAW & ORDER: CRIMINAL INTENT	TV1	Sat	20:30	74	88	1,563	758
33	WWE RAW	FOX8	Wed	15:30	73	104	910	501
34	WOW! WOW! WUBBZY!	Nick Jnr	Tue	08:26	73	73	387	213
35	RELOCATION RELOCATION	Lifestyle	Wed	20:31	73	101	1,361	552
36	NED'S DECLASSIFIED	Nickelodeon	Tue	17:27	71	71	827	382
37	GREEK	FOX8	Thu	20:32	71	84	1,281	305
38	THE SECRET MILLIONAIRE	Lifestyle	Mon	20:30	70	85	1,129	311
39	ROARY THE RACING CAR	Nick Jnr	Tue	08:13	69	69	420	345
40	TABOO: BODY MODIFICATION	National Geograph	Thu	21:31	69	69	1,104	193
41	HOW I MET YOUR MOTHER	FOX8	Mon	19:37	67	115	966	346
42	TOP CHEF	Arena	Mon	20:31	66	73	1,144	366
43	PROPERTY LADDER	Lifestyle	Sun	17:00	66	94	1,083	712
44	AFTER YOU'VE GONE	UKTV	Sun	20:00	66	75	1,115	169
45	M*A*S*H	Fox Classics	Mon	19:00	65	104	1,031	606
46	KEEPING UP APPEARANCES	UKTV	Sun	19:30	65	77	1,069	141
47	THOMAS THE TANK ENGINE & FRIENDS	Nick Jnr	Tue	08:41	65	65	371	146
48	LIVE: RUGBY LEAGUE: WORLD CUP: SCOT V FRANCE	Fox Sports 2	Sun	17:15	64	64	1,085	350
49	PICME	Nick Jnr	Tue	08:54	64	64	373	200
50	SEINFELD	TV1	Wed	20:33	64	75	1,348	721

(*) 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.

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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.