

Summer Entertainment Starts on Subscription TV

In week 48, STV channels accounted for **23.1%** of metropolitan viewing between 6am and midnight (up from 21.7% last week), **19.9%** of regional viewing (up from 19.3%) and **57.5%** of all viewing in subscription TV homes (up from 55.2%). **Family Guy** was watched by 137,000 viewers and **America's Next Top Model** drew 119,000 people. The movie **Bad Boys** was watched by 100,000 viewers, the Crime Investigation Australia documentary, **Evil Heart: The Murder of Donna Wheeler** premiered with 82,000 people and the premiere of the Jodie Foster movie **The Brave One** drew 79,000 people. In children's programming, **Little Einsteins** had its biggest audience of the year with 86,000 people, **It's Your Show Show** was watched by 73,000 and 64,000 watched **Dora The Explorer**. In sport, **Live: Cricket: Ford Ranger Cup** was watched by 77,000 people and **Live: Football: A-League Sydney v Qld** was seen by 73,000 subscribers. (Listings overleaf; Friday & Saturday based on preliminary schedules).

Subscription TV (STV) Viewing Summary: Week 48 (23 Nov - 29 Nov 2008)

All People: Current Week Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	57.5	23.1	19.9
ABC	5.5	13.0	13.1
Seven/Affiliates	12.3	21.8	20.4
Nine/Affiliates	14.1	20.7	19.9
Ten/Affiliates	8.3	15.9	13.5
SBS	1.4	3.4	4.0

All People: Year-to-Date Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	57.9	21.8	21.1
ABC	5.1	12.8	12.6
Seven/Affiliates	13.2	23.1	22.1
Nine/Affiliates	12.8	19.7	18.7
Ten/Affiliates	8.7	16.5	13.4
SBS	1.5	3.5	3.7

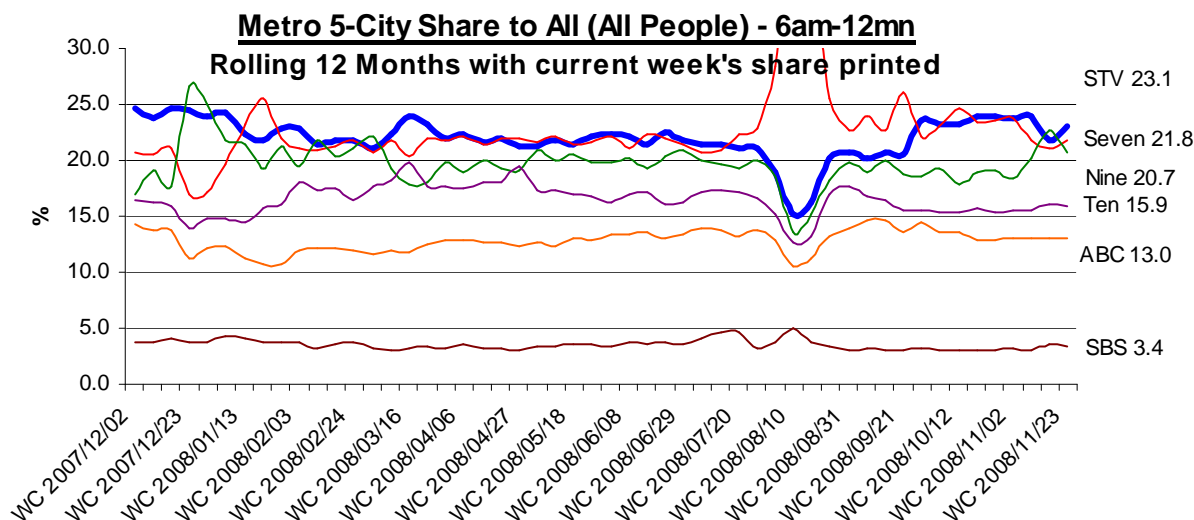
Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	47.0	16.7	14.4
ABC	7.0	14.3	14.0
Seven/Affiliates	15.5	24.2	21.3
Nine/Affiliates	16.7	21.5	20.6
Ten/Affiliates	10.4	16.4	14.4
SBS	2.3	4.6	5.5

Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	46.9	15.9	15.2
ABC	6.6	14.1	13.8
Seven/Affiliates	15.9	23.9	21.7
Nine/Affiliates	16.5	21.7	21.4
Ten/Affiliates	10.7	17.0	13.7
SBS	2.3	4.7	5.1

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	58.0	23.7	20.1
ABC	5.4	12.8	13.0
Seven/Affiliates	12.1	21.7	20.4
Nine/Affiliates	13.9	20.6	20.0
Ten/Affiliates	8.2	15.7	13.3
SBS	1.5	3.4	4.1

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	58.6	22.4	21.6
ABC	5.0	12.5	12.5
Seven/Affiliates	12.9	22.9	21.8
Nine/Affiliates	12.5	19.5	18.7
Ten/Affiliates	8.6	16.4	13.2
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 = average share weeks 1-48 2008; Sources: OzTAM (NatSTV, MTV) & RegTAM (RTV)



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Top 50 Subscription TV Program Broadcasts

National STV Program List: All People - w/c 23 Nov 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	FAMILY GUY	FOX8	Tue	18:45	137	205	871	1,054
2	AMERICA'S NEXT TOP MODEL	FOX8	Tue	19:37	119	181	1,110	663
3	THE SIMPSONS	FOX8	Thu	19:10	114	163	930	1,763
4	ICE ROAD TRUCKERS	FOX8	Mon	20:30	111	128	1,198	442
5	LAW & ORDER: CRIMINAL INTENT	TV1	Sat	20:30	108	116	1,292	789
6	LAW & ORDER: SVU	TV1	Sat	21:30	103	121	1,215	1,142
7	BAD BOYS	TV1	Sun	15:30	100	145	1,254	687
8	FUTURAMA	FOX8	Wed	18:21	100	144	901	1,059
9	PROJECT RUNWAY	Arena	Wed	20:31	89	137	1,311	505
10	LAW & ORDER	W	Wed	20:31	87	95	1,316	689
11	NCIS	TV1	Thu	19:33	87	114	1,142	995
12	THE SUITE LIFE OF ZACK & CODY	Disney Channel	Sun	14:30	86	86	1,083	615
13	LITTLE EINSTEINS	Playhouse Disney	Sun	17:30	86	86	1,220	273
14	KYLE XY	FOX8	Thu	19:36	86	120	1,148	357
15	BOOWA AND KWALA	Playhouse Disney	Sun	17:24	85	85	1,172	245
16	CIA: EVIL HEART: THE MURDER OF DONNA WHEELER	Crime	Thu	19:30	82	82	1,135	173
17	HANNAH MONTANA	Disney Channel	Sun	15:00	81	81	1,151	605
18	NEW TRICKS	UKTV	Sun	20:30	81	96	1,281	225
19	THE BRAVE ONE	Movie One	Sun	20:30	79	81	1,155	313
20	WWE RAW	FOX8	Wed	15:31	79	115	879	458
21	LIVE: CRICKET: FORD RANGER CUP	Fox Sports 3	Wed	18:15	77	77	1,155	498
22	LIVE: FOOTBALL: A-LEAGUE SYDNEY V QLD	Fox Sports 1	Fri	20:00	73	73	1,133	238
23	IT'S YOUR SHOW SHOW	Cartoon Network	Mon	17:00	73	73	825	103
24	AS THE BELL RINGS	Disney Channel	Sun	09:26	72	72	774	126
25	UNDERDOG	Disney Channel	Sun	10:30	71	71	921	158
26	CRISS ANGEL MINDFREAK	FOX8	Wed	19:37	71	98	1,260	159
27	LIVE: FOOTBALL: A-LEAGUE PERTH V C' CST	Fox Sports 1	Sat	20:00	70	70	1,260	227
28	KEEPING UP APPEARANCES	UKTV	Sun	19:30	70	91	1,244	180
29	FUNNY ANIMALS	Playhouse Disney	Sun	17:55	70	70	1,238	210
30	THE VICAR OF DIBLEY	UKTV	Sat	20:00	69	97	1,232	208
31	RELOCATION RELOCATION	Lifestyle	Wed	20:30	69	101	1,299	343
32	WIFE SWAP	Lifestyle	Sat	20:30	69	73	1,292	250
33	TWO AND A HALF MEN	FOX8	Mon	20:04	69	89	1,102	203
34	MONK	TV1	Mon	19:38	69	76	1,096	126
35	LIVE: RUGBY UNION: TEST MATCH	Fox Sports 3	Sun	06:54	69	69	524	179
36	H2O: JUST ADD WATER	Disney Channel	Sat	10:00	68	68	877	452
37	FIVE MINUTES MORE	Playhouse Disney	Sun	18:24	67	67	1,102	175
38	LIVE: FOOTBALL: A-LEAGUE QLD V PERTH	Fox Sports 1	Sun	18:00	67	67	1,176	172
39	BUNNYTOWN	Playhouse Disney	Sun	18:00	67	67	1,085	213
40	MICKEY MOUSE CLUBHOUSE	Playhouse Disney	Sun	17:00	67	67	1,214	252
41	M*A*S*H	Fox Classics	Wed	19:31	66	91	1,225	731
42	WIRE IN THE BLOOD	UKTV	Sun	21:30	64	73	982	195
43	DORA THE EXPLORER	Nick Jnr	Fri	09:01	64	64	419	314
44	WWE SMACKDOWN!	FOX8	Fri	15:32	64	106	738	460
45	MY FRIENDS TIGGER & POOH	Playhouse Disney	Sun	18:30	63	63	1,173	226
46	HELL'S KITCHEN USA	Lifestyle	Fri	20:30	63	93	1,153	291
47	MY WIFE & KIDS	FOX8	Sun	18:30	63	86	1,175	352
48	BEN 10	Cartoon Network	Mon	16:30	61	61	855	306
49	HOGAN'S HEROES	TV1	Tue	18:34	60	80	834	511
50	HOW I MET YOUR MOTHER	FOX8	Mon	19:37	60	79	1,084	308

(*) 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.