

Subscription TV Goes Over The Top in 2009

In the second week of 2009, 186,000 viewers watched the big hitters of Australian cricket aim for the boundary in **Live: Cricket: Twenty20 Big Bash** on FOX Sports. In other sports viewing, 85,000 subscribers watched **Live: Football: A-League Melbourne v Adelaide** and **Sky Raceday** on Sky Racing on Saturday was watched by 71,000 viewers. 169,000 people watched this week's episode of **America's Next Top Model** on FOX8 while **New Tricks** on UKTV had its second largest audience ever with 105,000 viewers. The new series **Destroyed in Seconds** premiered on Discovery with 86,000 viewers, **Friends** on 111 HITS had its biggest audience since the channel's launch with 70,000 viewers and **Iron Chef America** premiered on Lifestyle FOOD with 70,000 viewers. In week 2 of 2009, subscription TV channels accounted for **25.3%** of metropolitan viewing between 6am and midnight, **22.1%** of regional viewing and **61.4%** of all viewing in subscription TV homes. (Listings overleaf; Friday & Saturday based on preliminary schedules).

Subscription TV (STV) Viewing Summary: Week 2 (04 Jan - 10 Jan 2009)

All People: Current Week Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	61.4	25.3	22.1
ABC	4.8	12.1	12.0
Seven/Affiliates	8.1	17.2	16.4
Nine/Affiliates	17.6	24.8	23.4
Ten/Affiliates	6.0	14.0	12.3
SBS	1.5	4.4	4.7

All People: Year-to-Date Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	62.2	26.1	22.3
ABC	4.8	12.0	11.7
Seven/Affiliates	8.0	17.7	17.3
Nine/Affiliates	17.0	24.3	23.4
Ten/Affiliates	6.0	13.6	12.0
SBS	1.4	4.1	4.5

Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	57.8	21.8	18.8
ABC	5.7	13.2	12.5
Seven/Affiliates	11.4	20.8	19.2
Nine/Affiliates	14.3	21.3	20.5
Ten/Affiliates	7.4	13.9	12.3
SBS	2.7	6.7	7.0

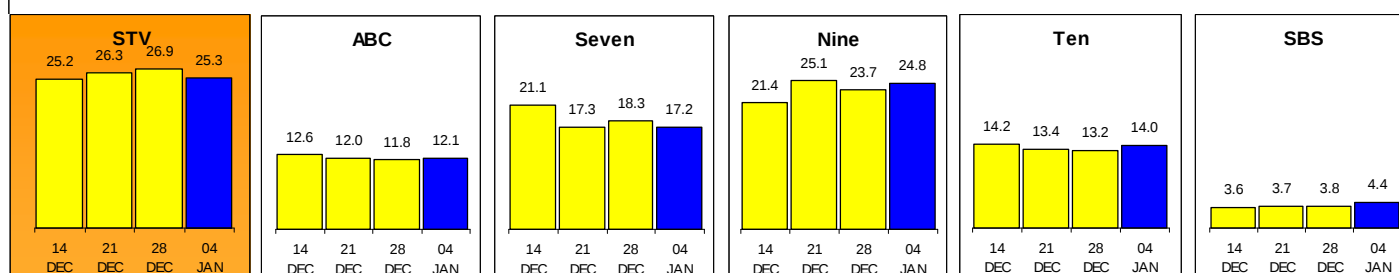
Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	57.3	21.8	18.2
ABC	6.0	13.8	13.0
Seven/Affiliates	11.4	21.0	19.6
Nine/Affiliates	14.6	21.1	20.9
Ten/Affiliates	7.6	13.8	12.3
SBS	2.5	6.3	6.7

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	62.1	25.9	22.6
ABC	4.8	12.2	12.0
Seven/Affiliates	7.9	17.0	16.2
Nine/Affiliates	17.2	24.5	23.3
Ten/Affiliates	5.9	13.8	12.1
SBS	1.5	4.3	4.7

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	62.8	26.7	22.6
ABC	4.7	11.9	11.7
Seven/Affiliates	7.9	17.6	17.1
Nine/Affiliates	16.5	23.9	23.3
Ten/Affiliates	6.0	13.5	11.9
SBS	1.4	4.1	4.6

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 1-2 2008; Sources: OzTAM (NatSTV, MTV) & RegTAM (RTV)

All Metro Markets/All People/Share to All%/Last 4 Weeks / 6am-12mn



Top 50 Subscription TV Program Broadcasts

National STV Program List: All People - w/c 04 Jan 2009		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: TWENTY20 BIG BASH	Fox Sports 3	Fri	19:30	186	186	1,354	956
2	AMERICA'S NEXT TOP MODEL	FOX8	Tue	19:37	169	247	1,285	823
3	FUTURAMA	FOX8	Thu	18:19	129	174	877	933
4	THE SIMPSONS	FOX8	Thu	19:10	127	164	1,156	1,885
5	FAMILY GUY	FOX8	Thu	18:45	123	168	1,000	1,051
6	GOSSIP GIRL	FOX8	Tue	20:31	112	136	1,477	407
7	NCIS	TV1	Thu	19:31	106	131	1,272	1,093
8	NEW TRICKS	UKTV	Sun	20:30	105	115	1,418	294
9	SHOOTER	Showtime	Mon	20:30	100	137	1,294	387
10	TWO AND A HALF MEN	FOX8	Mon	20:04	99	126	1,162	250
11	HIGH PLAINS DRIFTER	Fox Classics	Thu	20:31	93	115	1,370	284
12	LAW & ORDER: CRIMINAL INTENT	TV1	Fri	21:08	92	114	1,411	1,056
13	HOW I MET YOUR MOTHER	FOX8	Mon	19:37	90	132	1,176	446
14	KEEPING UP APPEARANCES	UKTV	Sun	19:30	90	106	1,065	151
15	LAW & ORDER	W	Wed	20:30	88	102	1,416	769
16	GOLDFINGER	Fox Classics	Sun	19:30	87	102	1,252	440
17	DESTROYED IN SECONDS	Discovery Channel	Thu	21:30	86	86	1,362	178
18	THE VICAR OF DIBLEY	UKTV	Mon	19:33	86	107	1,165	230
19	LIVE: FOOTBALL: A-LEAGUE MELB V ADELAIDE	Fox Sports 1	Tue	19:30	85	85	1,372	262
20	AFTER YOU'VE GONE	UKTV	Sun	20:00	83	93	1,149	165
21	THE INSPECTOR LYNLEY MYSTERIES	UKTV	Wed	19:32	83	118	1,293	316
22	YOU ONLY LIVE TWICE	Fox Classics	Sat	19:30	82	123	1,286	355
23	MIDSOMER MURDERS	UKTV	Fri	13:44	82	110	799	407
24	THUNDERBALL	Fox Classics	Sun	21:20	81	108	1,121	466
25	M*A*S*H	Fox Classics	Fri	19:30	80	93	1,226	606
26	THE MAGNIFICENT SEVEN	Fox Classics	Fri	20:33	80	103	1,361	353
27	LIVE: FOOTBALL: A-LEAGUE C'COAST V QLD	Fox Sports 1	Sat	19:00	78	78	1,222	221
28	MAN OF THE WEST	Fox Classics	Tue	20:31	77	95	1,445	329
29	CHARLIE WILSON'S WAR	Showtime	Sun	20:30	77	90	1,374	461
30	EASTENDERS	UKTV	Mon	19:00	76	90	1,049	335
31	DALZIEL AND PASCOE	UKTV	Sat	21:30	76	91	1,277	160
32	KYLE XY	FOX8	Thu	19:35	75	95	1,272	300
33	BORDER SECURITY: AUSTRALIA'S FRONT LINE	Lifestyle	Sun	21:30	75	80	1,328	171
34	DOG THE BOUNTY HUNTER	FOX8	Sat	20:00	74	89	1,281	170
35	LAW & ORDER: SVU	TV1	Sat	22:15	73	86	1,136	830
36	BARQUERO	Fox Classics	Mon	20:32	72	79	1,315	335
37	SKY RACEDAY	Sky Racing	Sat	12:00	71	71	1,031	313
38	PISTOL WHIPPED	Showtime	Fri	20:30	70	84	1,412	281
39	FRIENDS	111 HITS	Wed	20:31	70	70	1,404	535
40	DEXTER S3 EP1	showcase	Thu	20:30	70	70	1,395	107
41	IRON CHEF AMERICA	LifeStyle Food	Mon	20:30	70	70	1,323	464
42	AS TIME GOES BY	UKTV	Fri	17:34	70	87	905	300
43	USA SWAT	FOX8	Sat	21:00	67	78	1,365	163
44	THE REPLACEMENTS	Disney Channel	Wed	10:01	66	66	664	175
45	SEX AND THE CITY	Arena	Fri	22:34	66	66	1,082	938
46	HANNAH MONTANA	Disney Channel	Wed	11:01	66	66	579	486
47	BEING PAMELA	Crime	Wed	21:30	65	65	1,345	235
48	CURIOUS GEORGE	Nick Jnr	Mon	08:54	65	65	464	275
49	ON HER MAJESTY'S SECRET SERVICE	Fox Classics	Sat	21:25	65	93	1,126	333
50	WIRE IN THE BLOOD	UKTV	Sun	21:30	65	84	1,175	248

(*) 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 since 30/12/2007.

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 30% 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 24% of homes represented in this panel have STV.