

## Subscription TV Entertains On Hot Summer Days

As south-eastern Australia sweltered in record heat, viewers managed some respite with cool programming on subscription TV. 177,000 subscribers watched McKey Sullivan become the 11<sup>th</sup> winner of **America's Next Top Model** on FOX8. **Gossip Girl** on FOX8 gained its second largest audience ever with 128,000 viewers and the **American Idol Auditions** were watched by 127,000 viewers on Wednesday night. The Thursday episode of **NCIS** on TV1 was seen by 122,000 viewers, this week's **Law & Order: SVU** (also on TV1) was watched by 111,000 subscribers and **The Secret Millionaire** on Lifestyle set a new record for the program with 98,000 viewers. In children's programming, **SpongeBob SquarePants** received its biggest ever audience on Nickelodeon with 88,000 viewers on Saturday afternoon, while **Phineas and Ferb** on Disney Channel had its best ever audience with 85,000 viewers. Sky News' **First Edition** was watched by 84,000 viewers on Saturday morning while **The Last Legion** premiered on Movie One with 78,000 viewers. In week 5 of 2009, subscription TV channels accounted for **22.8%** of all metropolitan viewing between 6am and midnight, **21.3%** of all regional viewing and **58.8%** of all viewing in subscription TV homes. (Listings overleaf; Friday & Saturday based on preliminary schedules).

### Subscription TV (STV) Viewing Summary: Week 5 (25 Jan - 31 Jan 2009)

All People: Current Week Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>58.8</b>	<b>22.8</b>	<b>21.3</b>
ABC	3.9	10.2	10.9
Seven/Affiliates	17.4	28.5	24.8
Nine/Affiliates	11.3	17.3	16.6
Ten/Affiliates	6.9	15.4	13.4
SBS	1.2	3.4	4.0

All People: Year-to-Date Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>61.2</b>	<b>24.7</b>	<b>22.0</b>
ABC	4.4	11.3	11.5
Seven/Affiliates	11.7	22.0	20.0
Nine/Affiliates	14.5	21.4	20.5
Ten/Affiliates	6.4	14.4	12.6
SBS	1.4	3.8	4.3

Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>48.0</b>	<b>16.8</b>	<b>15.8</b>
ABC	4.5	10.3	10.9
Seven/Affiliates	22.4	30.9	25.4
Nine/Affiliates	14.1	18.5	18.1
Ten/Affiliates	8.3	16.3	14.6
SBS	2.0	4.9	5.7

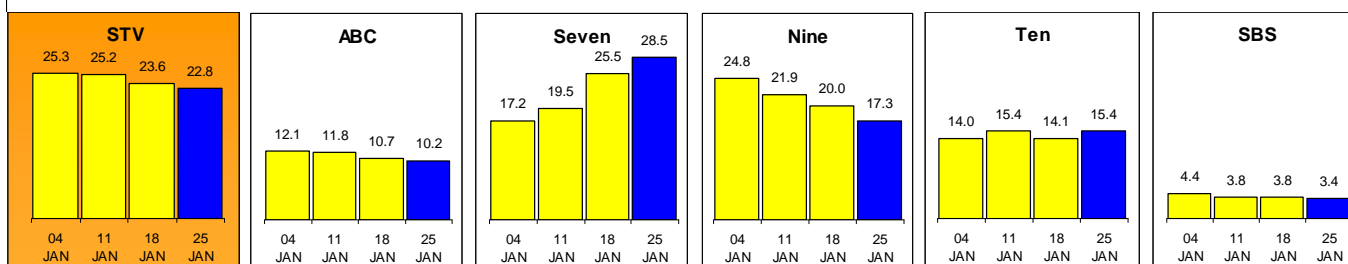
Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>53.3</b>	<b>19.5</b>	<b>17.0</b>
ABC	5.3	12.2	12.1
Seven/Affiliates	14.9	23.9	20.8
Nine/Affiliates	15.9	21.5	21.1
Ten/Affiliates	7.6	14.9	13.2
SBS	2.3	5.7	6.2

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>59.3</b>	<b>23.2</b>	<b>21.6</b>
ABC	3.8	10.2	10.9
Seven/Affiliates	17.3	28.4	24.6
Nine/Affiliates	11.1	17.4	16.9
Ten/Affiliates	6.7	15.1	13.2
SBS	1.2	3.4	4.1

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
<b>STV</b>	<b>61.8</b>	<b>25.2</b>	<b>22.4</b>
ABC	4.3	11.2	11.5
Seven/Affiliates	11.5	21.9	19.8
Nine/Affiliates	14.2	21.3	20.6
Ten/Affiliates	6.3	14.3	12.4
SBS	1.4	3.8	4.4

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 1-5 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 25 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	AMERICA'S NEXT TOP MODEL	FOX8	Tue	19:36	177	239	1,166	872
2	THE SIMPSONS	FOX8	Tue	19:11	149	211	1,116	2,085
3	FAMILY GUY	FOX8	Thu	18:44	134	207	939	1,180
4	GOSSIP GIRL	FOX8	Tue	20:31	128	147	1,103	331
5	AMERICAN IDOL AUDITIONS	FOX8	Wed	19:35	127	173	1,244	1,309
6	NCIS	TV1	Thu	19:31	122	150	1,090	1,117
7	ZULU	Fox Classics	Wed	20:33	114	125	1,321	364
8	LAW & ORDER: SVU	TV1	Sat	21:30	111	135	1,368	959
9	FUTURAMA	FOX8	Wed	18:20	106	167	889	1,039
10	TWO AND A HALF MEN	FOX8	Mon	20:00	100	169	1,214	355
11	LAW & ORDER: CRIMINAL INTENT	TV1	Sat	20:30	98	106	1,279	1,132
12	THE SECRET MILLIONAIRE	Lifestyle	Mon	20:30	98	106	1,388	487
13	<b>NO COUNTRY FOR OLD MEN</b>	<b>showcase</b>	<b>Sat</b>	<b>20:30</b>	<b>95</b>	<b>95</b>	<b>1,307</b>	<b>219</b>
14	<b>ROGUE ASSASSIN</b>	<b>Showtime</b>	<b>Sun</b>	<b>20:30</b>	<b>94</b>	<b>126</b>	<b>1,119</b>	<b>461</b>
15	MAD MAX	Fox Classics	Mon	21:05	93	100	1,362	386
16	SPONGEBOB SQUAREPANTS	Nickelodeon	Sat	13:45	88	88	1,193	789
17	BORDER SECURITY: AUSTRALIA'S FRONT LINE	Lifestyle	Mon	13:00	86	95	1,003	887
18	PROJECT RUNWAY	Arena	Wed	20:31	85	111	1,449	438
19	PHINEAS AND FERB	Disney Channel	Tue	16:31	85	85	888	564
20	FIRST EDITION	Sky News	Sat	08:00	84	84	557	489
21	THE PHONE	FOX8	Mon	20:30	84	116	1,386	558
22	HANNAH MONTANA	Disney Channel	Tue	17:30	84	84	907	508
23	LAW & ORDER	W	Wed	20:30	83	94	1,453	870
24	RELOCATION RELOCATION	Lifestyle	Wed	19:36	79	119	1,245	386
25	THE SUITE LIFE ON DECK	Disney Channel	Fri	17:01	78	78	849	161
26	<b>THE CHEETAH GIRLS: ONE WORLD</b>	<b>Disney Channel</b>	<b>Fri</b>	<b>18:30</b>	<b>78</b>	<b>78</b>	<b>898</b>	<b>276</b>
27	<b>THE LAST LEGION</b>	<b>Movie One</b>	<b>Fri</b>	<b>20:30</b>	<b>78</b>	<b>91</b>	<b>1,096</b>	<b>314</b>
28	MIDSOMER MURDERS	UKTV	Tue	13:46	75	101	850	286
29	WWE RAW	FOX8	Wed	15:30	75	106	953	472
30	THE SUITE LIFE OF ZACK & CODY	Disney Channel	Tue	16:01	74	74	873	667
31	SKINS	FOX8	Tue	21:30	74	94	995	238
32	KING OF THE HILL	FOX8	Sun	20:00	73	99	1,055	635
33	BOOWA AND KWALA	Playhouse Disney	Mon	09:24	73	73	788	226
34	DALZIEL AND PASCOE	UKTV	Sat	21:30	72	88	1,335	231
35	THE REPLACEMENTS	Disney Channel	Tue	15:01	72	72	821	286
36	M*A*S*H	Fox Classics	Wed	19:01	71	94	1,031	708
37	THE WIGGLES SHOW!	Playhouse Disney	Mon	09:30	70	70	850	277
38	HOW I MET YOUR MOTHER	FOX8	Mon	19:35	69	133	1,110	411
39	FUNNY ANIMALS	Playhouse Disney	Mon	08:53	69	69	553	151
40	THE INSPECTOR LYNLEY MYSTERIES	UKTV	Wed	19:32	68	109	1,306	306
41	FRIENDS	111 HITS	Mon	20:30	68	68	1,358	755
42	AMERICAN DAD!	FOX8	Sat	21:30	67	76	1,372	375
43	CRIME INVESTIGATION AUSTRALIA	Crime	Mon	21:00	67	67	1,418	498
44	BLUE WATER HIGH	Nickelodeon	Tue	17:51	67	67	878	243
45	GO, DIEGO, GO!	Nick Jnr	Sun	09:07	66	66	678	250
46	KEEPING UP APPEARANCES	UKTV	Sun	19:30	66	93	1,040	152
47	THOMAS THE TANK ENGINE & FRIENDS	Nick Jnr	Sun	09:47	66	66	753	134
48	ENTERTAINMENT DAILY	TV1	Thu	20:24	66	74	1,158	384
49	SKY RACEDAY	Sky Racing	Sat	12:00	65	65	1,189	344
50	HARRY AND HIS BUCKET FULL OF DINOSAURS	Nick Jnr	Sun	09:34	65	65	726	206

(\* 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.