MEDIA RELEASE- 23 February 2009

A Cornucopia Of Sport Lifts STV To Number One

For the second week running, subscription TV was the number one source of TV viewing across Australia. In week 9, 2009 STV channels accounted for **24.2%** of all metropolitan viewing between 6am and midnight, was **21.9%** of all regional viewing and **61.2%** of all viewing in subscription TV homes. This week in particular saw an abundance of high quality sporting events on subscription TV as the summer seasons finished and the winter competitions commenced.

Live: Cricket: Test RSA v Aus Session 2 was watched by 307,000 viewers on Saturday night; 246,000 viewers watched Melbourne Victory prevail over Adelaide FC in **Live: Football: A-League Grand Final** and 172,000 watched the thrilling conclusion of the domestic one day cricket as Queensland beat Victoria in **Live: Cricket: Ford Ranger Cup Final.** With the commencement of the winter football codes, **Live: AFL: NAB Cup Sydney v Port Adel** was watched by 154,000 people; 106,000 subscribers watched the Rabitohs beat St. George in their traditional season opener **Live: Rugby League: Charity Shield** and 100,000 watched the Waratahs win their third game on the trot in **Live: Rugby Union: S14 W'tahs v H'land.** In entertainment programming, **The Simpsons** on Saturday morning was watched by 156,000 people, **M*A*S*H** on Tuesday night was seen by 104,000 and **The Suite Life on Deck** was viewed by 98,000 people**. New Tricks** on UKTV on Sunday night was watched by 97,0000; 96,000 watched **NCIS** on Sunday morning and the premiere of the Russell Crowe movie **3:10 to Yuma** was watched by 92,000. (Listings overleaf; Friday & Saturday based on preliminary schedules).

Subscription TV (STV) Viewing Summary: Week 9 (22 Feb - 28 Feb 2009)

All People: Current Week Share to All

Sun-Sat 6am-12mn

Network	*NatSTV*	*MTV*	*RTV*
STV	**61.2**	**24.2**	**21.9**
ABC	4.6	12.2	12.3
Seven/Affiliates	11.4	21.6	21.3
Nine/Affiliates	12.0	19.7	17.6
Ten/Affiliates	8.9	16.5	13.6
SBS	1.4	3.6	4.2

All People: Year-to-Date Share to All

Sun-Sat 6am-12mn

Network	*NatSTV*	*MTV*	*RTV*
STV	**60.1**	**23.9**	**21.8**
ABC	4.6	11.6	11.8
Seven/Affiliates	11.9	22.2	20.4
Nine/Affiliates	14.0	20.9	19.5
Ten/Affiliates	7.4	15.6	13.0
SBS	1.3	3.6	4.2

Sun-Sat 6pm-12mn

Network	*NatSTV*	*MTV*	*RTV*
STV	**49.9**	**17.6**	**16.0**
ABC	5.5	13.0	12.7
Seven/Affiliates	14.7	22.9	21.4
Nine/Affiliates	15.9	22.4	20.2
Ten/Affiliates	11.1	17.1	14.3
SBS	2.1	4.9	5.8

Sun-Sat 6pm-12mn

Network	*NatSTV*	*MTV*	*RTV*
STV	**50.2**	**18.0**	**16.2**
ABC	5.5	12.4	12.3
Seven/Affiliates	15.4	24.1	21.1
Nine/Affiliates	16.9	22.0	20.9
Ten/Affiliates	9.2	16.2	13.7
SBS	2.2	5.2	5.8

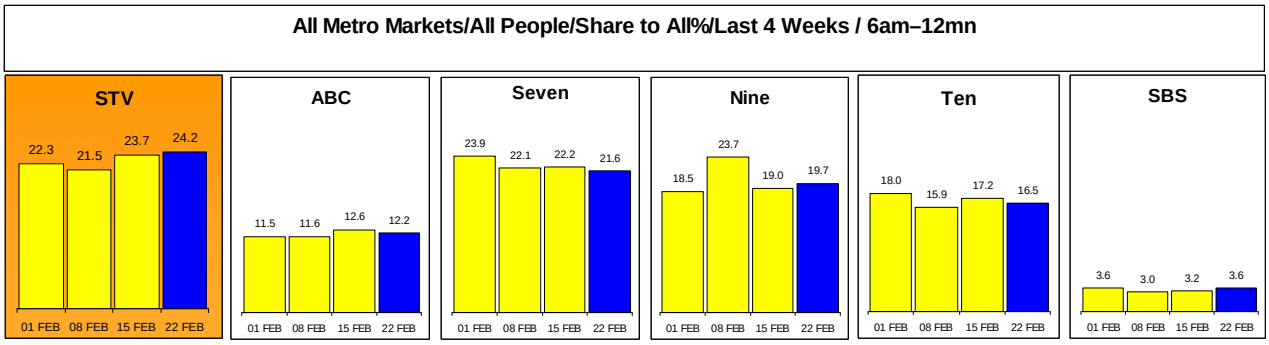
Sun-Sat 2am-2am

Network	*NatSTV*	*MTV*	*RTV*
STV	**61.8**	**24.7**	**22.3**
ABC	4.5	12.1	12.3
Seven/Affiliates	11.2	21.5	21.0
Nine/Affiliates	11.9	19.7	17.7
Ten/Affiliates	8.7	16.2	13.4
SBS	1.4	3.6	4.2

Sun-Sat 2am-2am

Network	*NatSTV*	*MTV*	*RTV*
STV	**60.8**	**24.4**	**22.2**
ABC	4.5	11.5	11.8
Seven/Affiliates	11.7	22.1	20.1
Nine/Affiliates	13.8	20.8	19.6
Ten/Affiliates	7.3	15.4	12.9
SBS	1.4	3.6	4.2

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 1-9 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 22 Feb 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: TEST RSA V AUS SESSION 2	Fox Sports 3	Sat	21:30	307	307	1,298	1,611
2	LIVE: CRICKET: TEST RSA V AUS SESSION 1	Fox Sports 3	Fri	19:30	302	302	1,469	1,516
3	LIVE: FOOTBALL: A-LEAGUE GRAND FINAL	Fox Sports 1	Sat	19:30	246	246	1,629	600
4	LIVE: CRICKET: FORD RANGER CUP FINAL	Fox Sports 2	Sun	18:12	172	172	1,262	875
5	LIVE: AFL: NAB CUP	Fox Sports 3	Sat	15:30	163	163	1,221	424
6	LIVE: CRICKET: TEST RSA V AUS PRE MATCH	Fox Sports 3	Fri	19:00	159	159	1,087	634
7	THE SIMPSONS	FOX8	Sat	11:05	156	239	949	1,847
8	LIVE: AFL: NAB CUP SYDNEY V PORT ADEL	Fox Sports 1	Sun	15:30	154	154	1,341	459
9	LIVE: CRICKET: TEST RSA V AUS SESSION 3	Fox Sports 3	Fri	00:10	130	130	463	681
10	LIVE: FOOTBALL: A-LEAGUE POST GAME SHOW	Fox Sports 1	Sat	21:30	120	120	1,542	517
11	CRICKET: TEST SOUTH AFRICA V AUSTRALIA	Fox Sports 3	Sat	14:30	111	111	1,118	565
12	FAMILY GUY	FOX8	Mon	18:45	109	156	954	1,092
13	LIVE: RUGBY LEAGUE: CHARITY SHIELD	Fuel TV	Sat	20:00	106	106	1,642	282
14	M*A*S*H	Fox Classics	Tue	19:30	104	122	1,040	683
15	FUTURAMA	FOX8	Mon	18:20	101	130	921	1,066
16	LIVE: RUGBY UNION: S14 W'TAHS V H'LAND	Fox Sports 2	Fri	19:30	100	100	1,467	369
17	THE SUITE LIFE ON DECK	Disney Channel	Fri	17:00	98	98	991	262
18	NEW TRICKS	UKTV	Sun	20:30	97	113	1,416	272
19	NCIS	TV1	Sun	11:10	96	120	934	677
20	CRICKET: WORLD SERIES CLASSICS	Fox Sports 2	Sun	17:48	96	96	1,297	203
21	HANNAH MONTANA	Disney Channel	Mon	17:30	95	95	960	709
22	WIZARDS OF WAVERLY PLACE	Disney Channel	Mon	17:00	93	93	901	573
23	3:10 TO YUMA	Movie One	Sun	20:30	92	123	1,262	589
24	LAW & ORDER: SVU	TV1	Sat	22:15	91	122	1,363	850
25	AS THE BELL RINGS	Disney Channel	Fri	17:25	81	81	937	87
26	GOSSIP GIRL	FOX8	Tue	20:31	80	99	1,133	267
27	WWE SMACKDOWN!	FOX8	Fri	15:35	76	96	948	518
28	LIVE: RUGBY UNION: S14 BRUMBIES V FORCE	Fox Sports 2	Sat	19:30	76	76	1,629	346
29	RELOCATION RELOCATION	Lifestyle	Wed	19:30	76	100	1,048	350
30	LIVE: CRICKET: TEST RSA V AUS WRAP	Fox Sports 3	Sat	02:30	74	74	177	129
31	THE SUITE LIFE OF ZACK & CODY	Disney Channel	Mon	16:00	73	73	903	543
32	LAW & ORDER: CRIMINAL INTENT	TV1	Fri	20:23	72	102	1,520	908
33	PHINEAS AND FERB	Disney Channel	Fri	16:30	71	71	1,007	455
34	SKY RACEDAY	Sky Racing	Sat	12:00	71	71	1,134	383
35	GO, DIEGO, GO!	Nick Jnr	Mon	09:03	70	70	482	270
36	HOGAN'S HEROES	TV1	Mon	19:02	70	78	951	453
37	THOMAS THE TANK ENGINE & FRIENDS	Nick Jnr	Sat	09:45	70	70	892	188
38	AMERICAN IDOL HOLLYWOOD SHOW	FOX8	Thu	19:37	68	87	1,295	822
39	CRICKET: TEST MATCH	Fox Sports 3	Sat	18:00	68	68	1,172	310
40	THE 81ST ACADEMY AWARDS LIVE 2009	Movie Extra	Mon	12:30	68	68	669	189
41	AS TIME GOES BY	UKTV	Fri	17:32	67	78	927	268
42	WWE RAW	FOX8	Sat	12:00	67	93	1,040	545
43	LIVE: RUGBY UNION: S14 CRUS V HURR	Fox Sports 2	Fri	17:30	66	66	972	166
44	DADNAPPED	Disney Channel	Sat	18:30	66	66	1,380	152
45	BARGAIN HUNT	Lifestyle	Wed	21:34	66	75	1,020	461
46	LIVE: FOOTBALL: A-LEAGUE PRE GAME SHOW	Fox Sports 1	Sat	18:30	65	65	1,233	196
47	KICKBOXER	Movie Greats	Fri	20:30	65	65	1,485	294
48	LAW & ORDER	W	Mon	20:32	64	76	964	761
49	AMERICAN DAD!	FOX8	Sun	21:30	64	78	1,280	386
50	CARRY ON MATRON	Fox Classics	Sun	21:00	63	76	1,267	231

(*) Highest rating broadcast of the nominated program. 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 across all STV channels 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.

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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.