

Socceroos Set New Subscription TV Record

The Socceroos set a new audience record for subscription TV when 431,000 viewers watched **Live: Football: World Cup Qualifier Aust. v Uzbekistan** on FOX Sports, the biggest audience ever to a program on STV. In other sport this week, **Live: NRL Storm v Titans** was watched by 275,000 people, 223,000 viewers watched **Live: AFL Geelong v Richmond**, 95,000 watched **Live: Rugby Union: S14 Waratahs v Storm** and **Live: Football: EPL Blackburn v Tott** was seen by 82,000 viewers (all on FOX Sports).

In entertainment programming, **Family Guy** on FOX8 was seen by 150,000 people, **NCIS** on TV1 was seen by 131,000 viewers and **Grand Designs** on Lifestyle had its biggest audience of the year with 88,000 people. 86,000 people watched **As the Bell Rings** on Disney Channel, **Friends** on 111 Hits had its best audience of the year-to-date with 81,000 people as did **Handy Manny** on Playhouse Disney with 74,000 people. **Waking the Dead** on UKTV was watched by 76,000 people this week and **M*A*S*H** on FOX Classics was seen by 73,000 people.

In week 14 of 2009, STV channels accounted for **22.9%** of all metropolitan viewing between 6am and midnight (up from 21.9% last week), was **21.2%** of all regional viewing (up from 20.2%) and **58.8%** of all viewing in subscription TV homes, up from 57.7%. (Listings overleaf; Friday & Saturday based on preliminary schedules).

Subscription TV (STV) Viewing Summary: Week 14 (29 Mar - 04 Apr 2009)

All People: Current Week Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	58.8	22.9	21.2
ABC	4.8	13.1	13.5
Seven/Affiliates	11.8	21.2	19.7
Nine/Affiliates	12.7	19.1	17.9
Ten/Affiliates	10.1	18.8	13.8
SBS	1.2	2.9	3.6

All People: Year-to-Date Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	60.0	23.7	21.7
ABC	4.6	12.0	12.3
Seven/Affiliates	12.0	22.2	20.5
Nine/Affiliates	13.4	20.3	18.8
Ten/Affiliates	8.1	16.2	13.2
SBS	1.3	3.4	4.1

Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	47.4	16.3	15.3
ABC	6.0	13.8	14.3
Seven/Affiliates	14.8	22.6	19.8
Nine/Affiliates	17.2	22.3	20.8
Ten/Affiliates	11.9	19.0	14.3
SBS	1.7	3.9	4.8

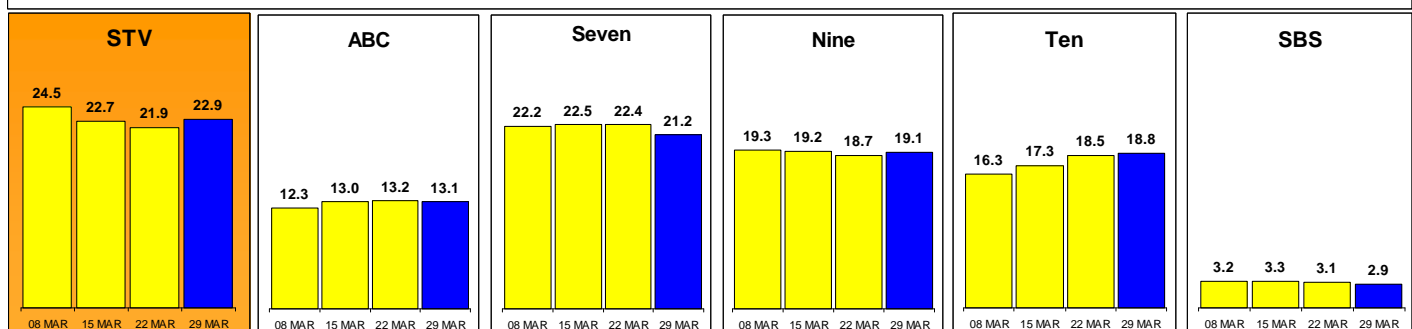
Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	49.5	17.5	15.9
ABC	5.6	12.8	12.8
Seven/Affiliates	15.4	23.8	21.0
Nine/Affiliates	16.7	22.0	20.7
Ten/Affiliates	10.0	17.0	13.9
SBS	2.1	4.8	5.6

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	59.6	23.5	21.6
ABC	4.8	13.0	13.5
Seven/Affiliates	11.5	20.9	19.4
Nine/Affiliates	12.5	19.0	18.0
Ten/Affiliates	9.8	18.6	13.6
SBS	1.2	2.9	3.7

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	60.7	24.3	22.0
ABC	4.6	11.9	12.2
Seven/Affiliates	11.7	22.0	20.3
Nine/Affiliates	13.1	20.2	18.9
Ten/Affiliates	7.9	16.0	13.0
SBS	1.3	3.5	4.1

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 1-14 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 29 Mar 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: FOOTBALL: WORLD CUP QUALIFIER AUST. V UZBEKISTAN	Fox Sports 1	Wed	20:00	431	431	1,343	883
2	LIVE: NRL STORM V TITANS	Fox Sports 2	Sat	19:30	275	275	1,541	644
3	LIVE: NRL PANTHERS V WEST TIGERS	Fox Sports 2	Sat	17:30	245	245	1,218	533
4	LIVE: AFL FREMANTLE V WESTERN BULLDOGS	Fox Sports 1	Sun	19:01	240	240	1,335	736
5	LIVE: AFL GEELONG V RICHMOND	Fox Sports 1	Sat	14:00	223	223	1,208	594
6	LIVE: NRL SEA EAGLES V PANTHERS	Fox Sports 2	Mon	19:00	220	220	1,160	568
7	LIVE: NRL RABBITOHS V KNIGHTS	Fox Sports 2	Sun	14:00	214	214	1,167	497
8	LIVE: AFL CARLTON V BRIS LIONS	Fox Sports 1	Sat	19:00	204	204	1,488	658
9	LIVE: FOOTBALL: WORLD CUP QUALIFIER	Fox Sports 1	Wed	22:00	166	166	1,101	650
10	LIVE: AFL MELBOURNE V NORTH MELBOURNE	Fox Sports 1	Sun	13:01	160	160	1,140	495
11	FAMILY GUY	FOX8	Mon	18:45	150	186	991	1,244
12	NCIS	TV1	Sun	20:30	131	146	1,479	591
13	THE SIMPSONS	FOX8	Thu	19:07	129	186	1,007	1,835
14	LAW & ORDER: SVU	TV1	Sat	22:15	108	132	1,237	888
15	LIVE: NRL SATURDAY PRE GAME SHOW	Fox Sports 2	Sat	16:55	103	103	1,210	208
16	FUTURAMA	FOX8	Mon	18:20	102	144	915	1,066
17	LIVE: AFL: ON THE COUCH	Fox Sports 1	Mon	20:30	101	101	1,159	209
18	RAMBO	Showtime	Sun	20:30	100	149	1,424	602
19	LIVE: RUGBY UNION: S14 WARATAHS V STORM	Fox Sports 3	Sat	19:30	95	95	1,538	329
20	LIVE: NRL SUNDAY PRE GAME SHOW	Fox Sports 2	Sun	13:25	91	91	1,116	141
21	LIVE: AFL PRE GAME SHOW	Fox Sports 1	Sun	18:30	90	90	1,009	426
22	GRAND DESIGNS	Lifestyle	Thu	20:34	88	116	1,265	442
23	AS THE BELL RINGS	Disney Channel	Fri	17:25	86	86	958	96
24	LIVE: FOOTBALL: EPL BLACKBURN V TOTT	Fox Sports 2	Sat	22:30	82	82	889	267
25	FRIENDS	111 HITS	Sat	10:30	81	81	913	732
26	THE SUITE LIFE ON DECK	Disney Channel	Fri	17:01	80	80	921	203
27	AMERICAN IDOL PERFORMANCE SHOW	FOX8	Wed	19:32	80	116	1,311	461
28	LAW & ORDER: CRIMINAL INTENT	TV1	Tue	13:02	77	91	625	924
29	BORDER SECURITY: AUSTRALIA'S FRONT LINE	Lifestyle	Sun	21:30	76	92	1,360	600
30	WAKING THE DEAD	UKTV	Thu	21:32	76	84	1,088	167
31	NUMB3RS	TV1	Tue	19:32	75	81	1,104	249
32	LIVE: AFL TEAMS	Fox Sports 1	Thu	19:30	74	74	1,155	175
33	HANDY MANNY	Playhouse Disney	Wed	17:26	74	74	892	261
34	AMERICAN DAD!	FOX8	Sat	21:30	73	95	1,435	335
35	M*A*S*H	Fox Classics	Tue	19:30	73	106	1,046	704
36	CRICKET: ODI SOUTH AFRICA V AUSTRALIA	Fox Sports 2	Sat	12:30	72	72	1,076	226
37	HANNAH MONTANA	Disney Channel	Mon	17:30	70	70	972	548
38	ARE WE THERE YET? WORLD ADVENTURE	Playhouse Disney	Wed	17:19	70	70	949	176
39	BOSTON LEGAL	W	Tue	19:33	70	79	1,103	450
40	AMERICAN IDOL RESULTS SHOW	FOX8	Thu	19:34	70	102	1,166	430
41	LAW & ORDER	W	Mon	21:26	69	94	1,051	761
42	SKY RACEDAY	Sky Racing	Sat	12:00	68	68	1,155	362
43	MIDSOMER MURDERS	UKTV	Wed	19:34	67	96	1,313	279
44	EVERYBODY LOVES RAYMOND	TV1	Tue	21:01	67	77	1,046	611
45	H2O: JUST ADD WATER	Disney Channel	Sat	10:30	66	66	913	388
46	DALZIEL AND PASCOE	UKTV	Sat	21:30	65	77	1,374	240
47	RAMBO: FIRST BLOOD	TV1	Sun	15:30	65	102	1,002	572
48	CRIME INVESTIGATION AUSTRALIA	Crime	Sun	21:30	65	65	1,183	241
49	SCRUBS	Comedy Channel	Sat	18:00	64	76	1,130	642
50	EASTENDERS	UKTV	Mon	19:01	64	78	1,079	303

(*) Highest rating broadcast of the nominated program. Programs in bold are new on STV 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 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 28/12/2008.

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.