

Socceroos Score Sensationally for Subscription TV

In week 24, FOX Sports' coverage of **Live: Football: World Cup Qualifier Aust v Bahrain** helped STV become the number one source of television across Australia for the eleventh week in a row. STV channels accounted for **22.9%** of all metropolitan viewing between 6am and midnight, were **22.4%** of all regional viewing and **59.3%** of all viewing in subscription TV homes.

The Socceroos match, which the Australian team won 2-0, was watched by 326,000 people on Wednesday night. In other sport, **Live: NRL Titans v Dragons** was seen by 315,000 people and **Live: AFL West Coast v Geelong** had 198,000 viewers. **Live: Tennis: French Open Men's Final**, in which Roger Federer finally achieved his goal of winning the clay court competition and matching Pete Sampras' open record, was watched by 132,000 people (all on FOX Sports).

On Tuesday night on FOX8, **Australia's Next Top Model** had its best result of the current season with 234,000 viewers at 7.30pm while the new Joss Whedon show **Dollhouse** premiered at 8.30pm with 120,000 viewers. **TV1's Cash Trivia Challenge** achieved a year-to-date biggest audience with 96,000 people as did **Eastenders** on UKTV with 93,000 viewers and **Cold Case** on W with 89,000 viewers. **Destroyed in Seconds** on Discovery channel was watched by 74,000 people, **Secret Millionaire** on Lifestyle had an audience of 70,000 people and 67,000 subscribers saw **Blue's Clues** on Nick Jr. (Listings overleaf; Friday & Saturday based on preliminary schedules.)

Subscription TV (STV) Viewing Summary: Week 24 (07 Jun - 13 Jun 2009)

All People: Current Week Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	59.3	22.9	22.4
ABC	5.1	13.3	13.2
Seven/Affiliates	11.6	21.6	19.6
Nine/Affiliates	12.3	18.8	17.9
Ten/Affiliates	9.9	18.7	14.2
SBS	1.1	2.9	3.6

All People: Year-to-Date Share to All			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	59.6	23.3	21.8
ABC	4.9	12.6	12.8
Seven/Affiliates	11.8	21.8	20.1
Nine/Affiliates	13.1	19.6	18.4
Ten/Affiliates	8.7	17.2	13.4
SBS	1.3	3.3	3.9

Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	47.8	16.7	15.9
ABC	6.1	14.2	14.3
Seven/Affiliates	14.6	22.5	19.4
Nine/Affiliates	16.3	20.8	20.2
Ten/Affiliates	12.5	20.0	15.8
SBS	1.8	4.1	4.7

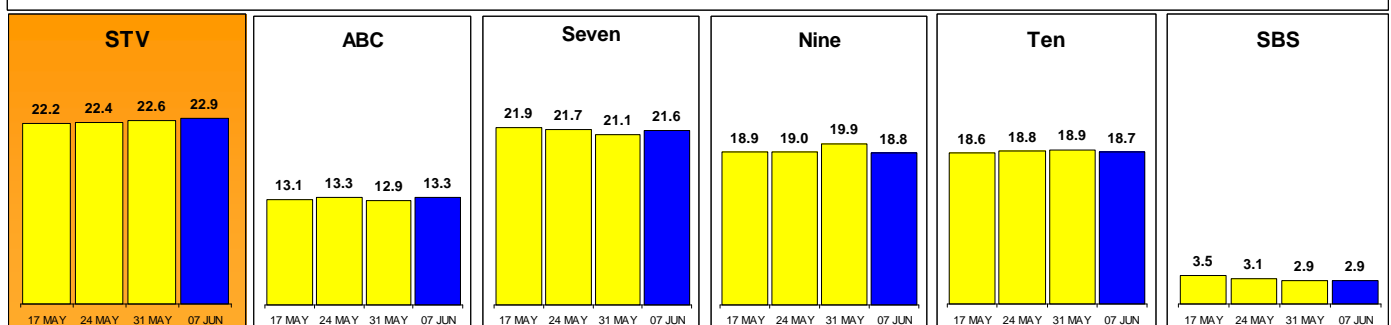
Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	48.7	17.1	15.9
ABC	5.9	13.4	13.3
Seven/Affiliates	15.0	23.2	20.4
Nine/Affiliates	16.8	21.6	20.6
Ten/Affiliates	10.8	18.0	14.4
SBS	2.1	4.7	5.3

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	60.1	23.5	22.8
ABC	5.0	13.1	13.2
Seven/Affiliates	11.3	21.4	19.4
Nine/Affiliates	12.1	18.7	18.0
Ten/Affiliates	9.7	18.5	14.1
SBS	1.2	3.0	3.7

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	60.3	23.9	22.2
ABC	4.8	12.5	12.7
Seven/Affiliates	11.5	21.6	19.8
Nine/Affiliates	12.8	19.5	18.5
Ten/Affiliates	8.6	17.0	13.2
SBS	1.3	3.4	4.0

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 1-24 2009; 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 07 Jun 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 SAUDI	Fox Sports 1	Wed	20:00	326	326	1,369	682
2	LIVE: NRL TITANS V DRAGONS	Fox Sports 2	Mon	19:05	315	315	1,489	673
3	LIVE: NRL PANTHERS V SEA EAGLES	Fox Sports 2	Sat	19:30	282	282	1,607	553
4	LIVE: NRL ROOSTERS V TITANS	Fox Sports 2	Sat	17:30	256	256	1,400	653
5	AUSTRALIA'S NEXT TOP MODEL	FOX8	Tue	19:32	234	306	1,311	753
6	LIVE: NRL RABBITOHS V STORM	Fox Sports 2	Sat	21:30	214	214	1,151	614
7	LIVE: AFL WEST COAST V GEELONG	Fox Sports 1	Sun	16:32	198	198	1,238	603
8	LIVE: AFL ESSENDON V ADELAIDE	Fox Sports 1	Sun	13:00	198	198	1,273	525
9	LIVE: NRL SHARKS V WARRIORS	Fox Sports 2	Sun	14:00	158	158	1,335	383
10	FAMILY GUY	FOX8	Wed	18:41	157	216	1,025	1,209
11	LIVE: AFL WESTERN BULLDOGS V PORT ADEL	Fox Sports 1	Sat	19:00	155	155	1,550	558
12	THE SIMPSONS	FOX8	Tue	19:07	145	195	1,099	1,919
13	LIVE: RUGBY UNION: TEST MATCH	Fox Sports 3	Sat	19:25	143	143	1,604	541
14	LIVE: AFL PRE GAME SHOW	Fox Sports 1	Sun	16:04	136	136	1,204	367
15	LIVE: TENNIS: FRENCH OPEN MEN'S FINAL	Fox Sports 3	Sun	23:00	132	132	583	332
16	LIVE: AFL: ON THE COUCH	Fox Sports 1	Mon	20:30	130	130	1,441	230
17	FUTURAMA	FOX8	Wed	18:15	129	157	903	1,073
18	DOLLHOUSE	FOX8	Tue	20:39	120	158	1,187	489
19	NCIS	TV1	Sun	19:30	113	132	1,205	664
20	LIVE: FOOTBALL: WORLD CUP QUALIFIER POST GAME	Fox Sports 1	Wed	22:00	109	109	1,037	261
21	TV1'S CASH TRIVIA CHALLENGE	TV1	Sun	20:25	96	114	1,154	740
22	EASTENDERS	UKTV	Thu	19:00	93	111	1,078	280
23	TWO AND A HALF MEN	FOX8	Mon	17:00	91	110	1,262	572
24	COLD CASE	W	Mon	19:30	89	95	1,487	267
25	LIVE: FOOTBALL: WORLD CUP QUALIFIER PRE GAME	Fox Sports 1	Wed	19:00	89	89	1,183	279
26	LIVE: NRL SATURDAY PRE GAME SHOW	Fox Sports 2	Sat	16:55	85	85	1,345	177
27	KING OF THE HILL	FOX8	Mon	17:30	83	109	1,228	765
28	LAW & ORDER	W	Mon	20:30	82	96	1,493	807
29	LAW & ORDER: CRIMINAL INTENT	TV1	Fri	20:48	81	98	1,106	982
30	THE SUITE LIFE ON DECK	Disney Channel	Fri	17:00	78	78	955	219
31	AS THE BELL RINGS	Disney Channel	Fri	17:26	75	75	952	82
32	LIVE: FOOTBALL: WORLD CUP QUALIFIER QATAR V AUST	Fox Sports 1	Sun	02:00	75	75	229	112
33	DESTROYED IN SECONDS	Discovery Channel	Sun	19:00	74	74	1,337	213
34	H2O: JUST ADD WATER	Disney Channel	Mon	09:00	74	74	721	565
35	CORONATION STREET	UKTV	Mon	18:00	74	87	1,099	307
36	THE VICAR OF DIBLEY	UKTV	Sun	19:30	74	80	1,225	272
37	SILENT WITNESS	UKTV	Sun	20:30	72	78	1,236	180
38	MIDSOMER MURDERS	UKTV	Wed	19:33	71	88	1,340	298
39	DECEPTION	Showtime	Sun	20:30	71	100	1,218	348
40	LAW & ORDER: SVU	TV1	Mon	22:00	70	83	969	877
41	LIVE: AFL TEAMS	Fox Sports 1	Thu	19:30	70	70	1,250	163
42	SECRET MILLIONAIRE	Lifestyle	Mon	20:30	70	87	1,430	415
43	LIVE: NRL MONDAY POST GAME SHOW	Fox Sports 2	Mon	21:00	69	69	1,258	236
44	LIVE: NRL MONDAY PRE GAME SHOW	Fox Sports 2	Mon	18:00	68	68	1,159	274
45	SHENANDOAH	Fox Classics	Mon	20:30	68	71	1,325	240
46	BLUE'S CLUES	Nick Jr	Sat	09:30	67	67	796	233
47	THE GREEN MILE	TV1	Mon	14:00	67	92	1,135	843
48	SEX AND THE CITY	Arena	Mon	12:45	67	70	1,120	1,138
49	GUNFIGHT AT THE O.K. CORRAL	Fox Classics	Tue	20:31	67	74	1,136	276
50	PHINEAS AND FERB	Disney Channel	Tue	16:30	65	65	993	484

(*) Highest rating broadcast of the nominated program. Programs in bold are new on the STV channel 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.