Subscription Television Australia

July 2012

Broadcast & Narrowcast

STV platforms: FOXTEL, OPTUS & TransAct
Foxtel package distribution: Xbox 350, Telstra T-box, Samsung Smart TV
Commercial networks: Seven, Nine, Ten
Digital commercial networks: Go!, Eleven, 7Mate, 7Two, Gem, One
Regional: Prime Television (affiliated with Seven), Southern Cross Media Group (affiliated with Ten), WIN Media (affiliated with Nine) and Imparja Television
Public: ABC 1, ABC2, ABC3, ABC News24, SBS1, SBS2
Community: 82 licensees
Open narrowcasting: 1,764 licensees

There are **21.7 million Australians**, and **7.3 million people** with STV: **One third** of Australians have subscription TV.

STV Homes - Demographics

- 56% of STV homes have 3 or more TVs per household
- The highest proportion of subscribers (26%) live in 4 person households.
- 72% of grocery buyers from STV households are female and 48% of those are aged between 25 and 49.
- 84% of subscribers are broadband connected.
- 42% of subscribers own a home.

Digital TV & National Broadband

- STV 100% digital migration completed 2007
- FTA digital television commenced 2001
- NBN build commenced 2010
- Analogue spectrum switch-off date 31 Dec 2013
- NBN due for completion June 2021
- DTT conversion as of Q1 2012: 74%

People, Media & Communications

Population: 21.7 million
Median age: 37
Occupied dwellings: 8.3 million
People per dwelling: 3
Household TV ownership: 98%
STV Homes (via all distribution): 2.5 million
STV People (via all distribution): 7.3 million
IPTV providers: Less than 5
Mobile phone ownership: 22 million (more than one mobile for every person)
Internet subscribers: 8.5 million
Broadband Internet Subscribers: 6.2 million

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Average time watching TV (in home) per day ALL HOMES:
Metro – 3h 01min (180min)
Regional - 3h 19min (199min)
STV Homes – 3h 26min (206min)

Average time watching TV (in home) per day by demographic in STV HOMES:
65+ – 5h 37min (336min)
50-64 – 4h 29min (269min)
35-49 – 3h 37min (216min)
16-34 – 2h 32min (153min)

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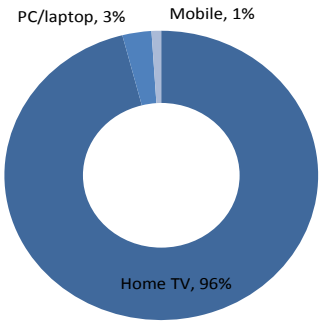
Percentage of homes with PVRs: 47%
Percentage of homes with a tablet device: 15%

How People Watch:



ASTRA Subscription Television Australia

Sources: Australian Bureau of Statistics, www.abs.gov.au; Population figures according to OzTAM as at Q2 2012 (based on people meter areas in Australia=S,M,B,A,P,QLD, NSW, VIC, TAS); Demographics: Multiview National External, Jan—June 2012, 2am-2am, Total People Profile; Australian Multi-screen Report Quarter 1 2012, www.oztam.com.au; Digital Switchover Task-force, Digital Tracker Report Q4 2011; *OzTAM Metro, Regional & National 01/01/12-09/06/12, 0200-0200, S-S, Total TV, Total People, Viewing/Viewer, Overnight, as at 14/06/12; OzTAM National, 01/01/12-09/06/12, 0200-0200, S-S, Total TV, Total People, Viewing/Viewer, Overnight, as at 14/06/12.* www.astra.org.au

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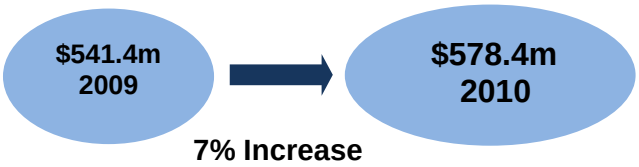
Investment in Australian Content



Industry Employment 2010

Male Full-time	2,612	Female Full-time	2,307
Outsourced	2,490	Total	7,410

In-Production & On-air

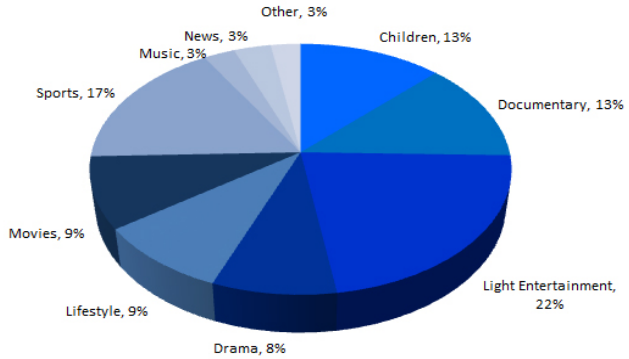
FOXTEL: Rove LA S2 & Wentworth (FOX8), Territory Cops & Outlaw Heroes (Crime & Investigation Network), Tony Robinson's London Games, The People Speak (History Channel), London Olympic Games (8 dedicated HD channels), [V] Presenter Search 2012 (Channel [V])
FMC: Conspiracy 365
Arena: Project Runway S7
UKTV: Top of the Lake
Nickelodeon: Camp Orange S7
FX: The Ultimate Fighter: Australia V UK—The Smashes
The LifeStyle Channel: Location, Location, Location Australia
Aurora: IFSS (International Film School Sydney) Uncut
Nat Geo Wild: Python Hunters Australia
MTV: MTV Style Me
MAX: The Essential 20 with Jabba

On the Agenda

For information on the issues below
http://www.astra.org.au/Menu/Policy/Overview

- Live odds in sports broadcasts
- Captioning legislation
- Anti-siphoning legislation
- Copyright/intellectual property
- Digital Dividend Auction
- Media ownership: public interest test
- Privacy law reform

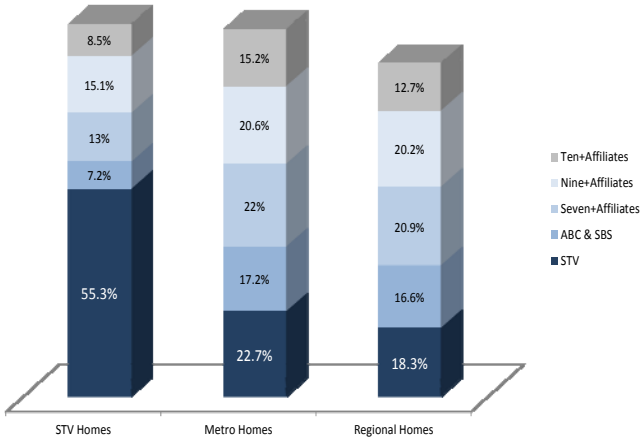
Viewing Share/Genre: Weeks 1– 27 (2am-2am)



Based on individual channel share of viewing in STV Homes. Numbers may not add to 100% due to rounding. "Other" is channels not reported by OzTAM. Details at http://www.astra.org.au/Menu/Programming/Programming .

STV & Commercial Networks - Audience Share

Year to Date June 2012



Top Rated Original Productions

Year to Date June 2012

Title	Channel(s)	Reach
Selling Houses Australia	The LIfeStyle Channel, The LifeStyle Channel+2	3,067,000
Grand Designs Australia	The LifeStyle Channel, The LIfeStyle Channel +2	2,676,000
Wife Swap Australia	LifeStyle YOU, LifeStyle YOU+2	2,403,000
Cricket SuperStar	FOX8, FOX8+2	2,057,000
Dating in the Dark Australia	FOX8, FOX8+2	1,813,000
King's Cross ER	Crime & Investigation	1,315,000
Paul Murray Live	SKY News	1,085,000
Dripping in Chocolate	UKTV, UKTV+2	450,000
Tangle S3	showcase, showcase+2	329,000

Source: OzTAM National, 01/01/12 - 12/06/12, 0200-0200 S-S, Total STV, Total People, Reach, Overnight, as at 14/06/12. Total reach is based on all broadcasts of a single production or series.

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