ASTRA Subscription Television Australia

SUBSCRIPTION TELEVISION WRAP-UP: WEEK 27

MEDIA RELEASE

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Children's Channels Increase Share of Viewing Leading into School Holidays

Children's channels on subscription TV (STV) in Week 27 saw a 12.8% increase in share of viewing compared to year-to-date, accounting for 14.1% of all STV viewing. The most watched programs included **iCarly** on Nickelodeon, **Bubble Guppies, Minuscule** and **Tickety Toc** on Nick Jr, **Mr Young** on Disney Channel and **Regular Show** on Cartoon Network.

There are eight children's channels on STV including Nickelodeon, Nick Jr, CBeebies, Disney Channel, Disney Junior, Cartoon Network, Boomerang and KidsCo.

The Top 5 Channels (by share of viewing) in Week 27 were **FOX FOOTY, FOX8*, FOX SPORTS 2, TV1*** and **FOX SPORTS 3.**

Top programs by genre in Week 27 (single broadcast, not including plus2): **iCarly** (Children's) on Nickelodeon, **Cajun Pawn Stars** (Documentary) on A&E, **Eastenders** (Drama) on UKTV, **Modern Family** (Light Entertainment) on FOX8, **Beeny's Restoration Nightmare** (Lifestyle) on The LifeStyle Channel, **Paul Murray Live** (News) on SKY NEWS, **Live: AFL: Collingwood V Carlton** (Sport) on FOX FOOTY, **X Men First Class** (Movies) on Showtime Premiere and **Top 50: Oz Countdown** (Music) on Channel [V].

Year-to-date, subscription TV share of viewing is 55.2% in STV homes, 22.5% in metro and 18.2% in regional markets (6am to midnight).

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About ASTRA

ASTRA is the peak industry body for subscription TV (STV) in Australia. The STV industry is the undisputed leader of digital broadcasting with 200 channels (including HD and Plus2) broadcast on the FOXTEL platform, and channel packages offered through Telstra T-Box and Xbox360. STV platforms and channels directly employ over 7,400 people and in 2010 invested $578.4 million into Australian content. The direct economic contribution of STV to the Australian economy is estimated to be over $5 billion since its inception. Received by 34% of Australians through their homes and over a million more through hotels, clubs and other entertainment and business venues, STV provides 24 hour news, sport and entertainment. www.astra.org.au

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*Includes Plus2

Sources: OzTAM National, 01/07/12 – 07/07/12 vs. 01/01/12 – 07/07/12, 0200-2559 S-S, Total STV, Total People, Share of total STV, Overnight, as at 10/07/12. OzTAM National, 01/07/12 – 07/07/12, 0600-2359 S-S, Total STV, Total People, Share of total STV, Overnight, as at 10/07/12. OzTAM National, 01/07/12 – 07/07/12, 0600-2359 S-S, Total STV, Total People, Average audience, +2 channels not included, Overnight, as at 10/07/12. OzTAM National, 01/01/12 – 07/07/12, 0600-2359 S-S, Total STV, Total People, Share of all, Overnight, as at 10/07/12. OzTAM Metro, 01/01/12 – 07/07/12, 0600-2359 S-S, Total STV, Total People, Share of all, Overnight, as at 10/07/12. OzTAM Regional, 01/01/12 – 07/07/12, 0600-2359 S-S, Total STV, Total People, Share of all, Overnight, as at 10/07/12.

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