ASTRA Subscription Television Australia

SUBSCRIPTION TELEVISION WRAP-UP: WEEK 15

MEDIA RELEASE
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Subscription TV Viewing Surges to 61%
Increase of Six Share Points Compared to STLY

Subscription TV (STV) viewing reached the highest share of viewing year to date in STV Homes, increasing 6.1 share points over the same time last year (STLY). Viewing share increased across all homes in Week 15: 61% in STV Homes, 25.3% in Metro and 20.7% in Regional.

Most-watched broadcasts included a mix of live sport, local production and exclusive programs such as **Live: NRL Sea Eagles V Panthers** on FOX SPORTS 2, **LIVE: AFL Geelong V Hawthorn** on FOX FOOTY, **Grand Designs Australia** on The LifeStyle Channel, **Pirates of the Caribbean: On Stranger Tides** on Movie One and **Game of Thrones S2** premiere on showcase.

The Top 5 Channels by share of viewing in Week 15 were **FOX FOOTY, FOX8*, FOX SPORTS 2, The LifeStyle Channel*** and **Nickelodeon.**

Top programs by genre in Week 15 included **Victorious** (Children's) on Nickelodeon, **Storage Wars** (Documentary) on A&E, **Game of Thrones S1** (Drama) on showcase*, **American Idol** (Light Entertainment) on FOX8*, **Grand Designs Australia** (Lifestyle) on The LifeStyle Channel*, **Sportsline** (News) on SKY NEWS, **Live: NRL: Sea Eagles V Panthers** (Sport) on FOX SPORTS 2, **Pirates of the Caribbean: On Stranger Tides** (Movies) on Movie One* and **The Riff: Live at Youth Week** (Music) on Channel [V].

Year-to-date, subscription TV share of viewing is 55.8% in STV homes, 22.9% in metro and 18.6% 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 and AUSTAR platforms, 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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*Including Plus 2 channel viewing
Sources: OzTAM National, 10/04/11-16/04/12 vs 08/04/12-14/04/12, 0600-23:59, Total STV, Total People, Share to All %, Consolidated, as at 16/04/12; OzTAM National, 08/04/12-14/04/12, 0200-0200 S-S, Total STV, Total People, Projections, Consolidated, as at 16/04/12; OzTAM National, 08/04/12-14/04/12,0600-23:59, Total STV, Total People, Share to Type%, Overnight, as at 16/04/12; OzTAM National, 08/04/12-14/04/12, 6:00 - 23:59, Consolidated, Share to TV Type %, as at 16/04/12; OzTAM Metro, 08/04/12-14/04/12, 6:00 - 23:59, Consolidated, Share to TV Type %, as at 16/04/12; OzTAM Regional, 08/04/12-14/04/12, 6:00 - 23:59, Consolidated, Share to TV Type %, as at 16/04/12.

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