ASTRA Subscription Television Australia

SUBSCRIPTION TELEVISION WRAP-UP: WEEK 37

MEDIA RELEASE
18 September 2012

Subscription TV Share of Viewing Increases in Peak Hour

Subscription TV (STV) has increased share of viewing in peak hour (6pm-12mn) by 2.1 share points compared to the same time last year (STLY). Top programs in peak hour for Week 37 included live sport on FOX FOOTY: **AFL SF 2, Collingwood V West Coast, AFL SF 1, Adelaide V Fremantle** and **AFL EF#2 West Coast V North Melbourne;** and **Rugby Union: Rugby Championship** on FOX SPORTS 3. Top non-sport programs included **The Simpsons** on FOX8 and local productions **Tony Robinson's Time Walks** on History Channel and **Location Location Location Australia** on The LifeStyle Channel.

Top rated channels in Week 37: FOX FOOTY, FOX8*, The LifeStyle Channel*, TV1* and Nickelodeon.

Top programs by genre in Week 37 included (single broadcast, not including plus2): **Victorious** (Children's) on Nickelodeon, **Tony Robinson's Time Walks** (Documentary) on History, **New Tricks** (Drama) on UKTV, **The Simpsons** (Light Entertainment) on FOX8, **Location Location Location Australia** (Lifestyle) on The LifeStyle Channel, **Paul Murray Live** (News) on SKY NEWS, **Live: AFL SF2 Collingwood V West Coast** (Sport) on FOX FOOTY, **Green Lantern** (Movies) on Movie One and **Top 25** (Music) on MAX.

Year-to-date, subscription TV share of viewing is 55.5% in STV homes, 22.5% in metro and 18.2% in regional markets (6am-12mn).

For further information contact ASTRA 02 9776 2621.

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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Sources: * includes Plus2; OzTAM National, Week 37 2012 vs. Week 37 2011, 18:00 - 23:59, S-S, Total STV, Total People, Share to All %, Overnight, as at 18/09/2012. OzTAM National, Week 37 2012, 0200-0200, S-S, Total STV, Total People, Projections, +2 channels not included, Overnight, as at 18/09/2012. OzTAM National, Week 37 2012, 0600 – 2359, S-S, Total STV, Total People, Share to TV Type %, Overnight, as at 19/09/2012. OzTAM Metro, National, Regional, 01/01/2012 - 15/09/2012, 0600-2359, S-S, Total STV, Total People, Share to all %, Consolidated, as at 18/09/2012

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