ASTRA Subscription Television Australia

SUBSCRIPTION TELEVISION WRAP-UP: WEEK 24

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"Other" Subscription TV Channels Increase Viewing by 22% over Year to Date Average

Week 24 saw a surge in viewing to subscription TV (STV) channels which are not individually measured by OzTAM and RegionalTAM, to total 3.1% of total viewing on the platform, an increase of 22.2% from the year to date average. These channels are categorised as "other" STV viewing and include* Eurosport, Eurosport News, Setanta Sports, Country Music Channel (CMC), Australian Christian Channel (ACC), Expo Channel, TVSN, FOX News Channel, Turner Classic Movies (TCM), CNN, Main Event, MTVN Live and Australian Public Affairs Channel (A-Pac).

Share of viewing by genre for STV in Week 24 was as follows: 20.6% light entertainment, 19.8% sport, 12.8% documentary/factual, 12.5% children's, 9.1% movies, 8.9% lifestyle, 7.7% drama, 3.1% other, 2.8% music and 2.7% news.

Top programs by genre in Week 24 (based on single broadcast, not including plus2): **Spongebob Squarepants** (Children's) on Nickelodeon, **Storage Hunters** (Documentary) on A&E, **Game of Thrones S2 Ep10** (Drama) on showcase, **Family Guy** (Light Entertainment) on FOX8, **Beeny's Restoration Nightmare** (Lifestyle) on The LifeStyle Channel, **Sky News NOW** (News) on SKY NEWS, **Live: NRL: Sharks V Warriors** (Sport) on FOX SPORTS 2, **Zookeeper** (Movies) on Movie One and **Fresh Vid: The Temper Trap** (Music) on Channel [V].

Year-to-date, STV share of viewing is 55.3% in STV homes, 22.6% in metro and 18.3% 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

Sources: *"Other" channels listed are ASTRA member channels; additional channels may be included in the "other" category.
OzTAM National, 10/06/12 - 16/10/12, 0200-0200, Total STV, Total People, Share to selected %, Overnight, as at 18/06/12. OzTAM National, 10/06/12 - 16/10/12, 0200-0200, Total STV, Total People, Projections, Overnight, as at 18/06/12.
OzTAM Metro, National & Regional, 10/06/12 - 16/10/12, 0600-2400, Total STV by genre, Total People, Share to All %, Consolidated, as at 18/06/12.

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