ASTRA Subscription Television Australia

SUBSCRIPTION TELEVISION WRAP-UP: WEEK 29

MEDIA RELEASE
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Viewers Love Sport on Subscription TV

In Week 29 sport channels on subscription TV (STV) increased share of viewing by 17.2% compared to the year-to-date average to achieve 20% total viewing share for the genre.

Sport broadcasts achieving the highest audiences were **Live: NRL Rabbitohs V Roosters** on FOX SPORTS 2, **Live: AFL West Coast V Sydney** on FOX FOOTY and **Live: NRL Rabbitohs V Dragons** on FOX SPORTS 2.Three out of five channels in the top 5 STV channels in Week 29 were sport channels: FOX FOOTY, FOX SPORTS 2 and FOX SPORTS 3.

The sport channels available on STV include FOX SPORTS 1 (HD), FOX SPORTS 2 (HD), FOX SPORTS 3 (HD), FOX FOOTY (HD), FOX SPORTS News, Eurosport, Eurosport News, ESPN (HD), ESPN2 (HD), Fuel TV, SPEED (HD), Main Event, Sky Racing 1, Sky Racing 2, Sky Racing World, TVN and Setanta Sports.

Top programs by genre in Week 29 (single broadcast, not including plus2): **Jessie** (Children's) on Disney Channel, **Gold Rush** (Documentary) on Discovery Channel, **Eastenders** (Drama) on UKTV, **Modern Family** (Light Entertainment) on FOX8, **Location, Location, Location Australia** (Lifestyle) on The LifeStyle Channel, **Paul Murray Live** (News) on SKY NEWS, **Live: NRL: Rabbitohs V Roosters** (Sport) on FOX SPORTS 2, **Source Code** (Movies) on showtime premiere and **Justin Bieber In OZ!** (Music) on Channel [V].

Year-to-date, STV share of viewing is 55.2% in STV homes, 22.5% in metro and 18.1% 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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Sources: OzTAM National, 15/07/2012 - 21/07/2012 vs. 1/01/2012 - 21/07/2012, 0200-0200 S-S, Total STV, Total People, Share to selected %, as at 23/07/12. OzTAM National, 15/07/2012 - 21/07/2012, 0200-0200, S-S, Total STV, Total People, Projections, +2 channels not included, Overnight, as at 23/07/12. OzTAM National, 15/07/2012 - 21/07/2012, 0600-2359, S-S, Total STV, Total People, Share to TV Type %, Overnight, as at 23/07/12. OzTAM Metro, National, Regional, 01/01/2012 - 21/07/2012, 0600-2359, S-S, Total STV, Total People, Share to all %, Consolidated, as at 23/07/12.

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