ASTRA Subscription Television Australia

SUBSCRIPTION TELEVISION WRAP-UP: WEEK 25

MEDIA RELEASE
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Subscription TV Dominates Daytime Viewing

Subscription TV (STV) viewing in Week 25 comprised 67.3% share of viewing from 6am to 6pm, 55.1% from 2am to 2am and 53.9% from 6am to 12mn. STV channels offer 24 hours of dedicated niche programming in the genres of light entertainment, sport, documentary, children's, movies, lifestyle, drama, music and news.

Highest rated day-part (6am-6pm) broadcasts in Week 25 included **Live: AFL Collingwood V West Coast** on FOX FOOTY, **Live: NRL Cowboys V Raiders** on FOX SPORTS 2, **Live: Rugby Union Test Match** and **Live: Golf: US Open Round 3** on FOX SPORTS 3, **A.N.T. Farm** and **Fort Boyard** on Disney Channel, and **The Big Bang Theory** on Comedy Channel.

Top programs by genre in Week 25 (based on single broadcast, not including plus2): **A.N.T. Farm** (Children's) on Disney Channel, **Pawn Stars** (Documentary) on A&E, **True Blood S5 Ep1** (Drama) on showcase, **Family Guy** (Light Entertainment) on FOX8, **Beeny's Restoration Nightmare** (Lifestyle) on The LifeStyle Channel, **Paul Murray Live** (News) on SKY NEWS, **Live: AFL: Collingwood V West Coast** (Sport) on FOX SPORTS 2, **Drive Angry** (Movies) on Movie One and **Lady Gaga: Kicking It With** (Music) on Channel [V].

Year-to-date, STV share of viewing is 55.2% in STV homes, 22.6% in metro and 18.2% in regional markets (6am to midnight).

For further information contact: Julie Jensen 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 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: OzTAM National, 17/6/12-23/6/12, 0600-1800, 0200-0200, 0600-2400, Total TV, Total People, Share to All %, Consolidated, as at 25/06/12. OzTAM National, 17/6/12-23/6/12, 0200-0200, Total STV by channel, Total People, projection, Live, as at 25/06/12. OzTAM National, 17/6/12-23/6/12, 0200-0200, Total STV by Genre, Total People, Projection, Live, as at 25/06/12. OzTAM National, Metro & Regional, 17/6/12-23/6/12, 0600-2400, Total TV, Total People, Share to All %, Consolidated, as at 25/06/12.

AUSTRALIAN SUBSCRIPTION TELEVISION & RADIO ASSOCIATION
55 Pyrmont Bridge Road Pyrmont NSW 2009 Australia T +61 2 9776 2684 F +61 2 9776 2683

ASTRA