ASTRA Subscription Television Australia

SUBSCRIPTION TELEVISION WRAP-UP: Q2 2012

MEDIA RELEASE
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Subscription TV Share of Viewing Increases Across all Markets

A review and comparison of Q2 2012 subscription TV (STV) ratings compared to Q2 2011, reveals that STV share viewing has increased across all markets with the most notable change found in peak hour (6pm-12mn) with increases of viewing share by 9% in Metro, 5% in Regional and 5% in STV Homes.

The Top 5 Channels on STV by share of viewing in Q2 2012 were **FOX FOOTY, FOX8*, FOX SPORTS 2, TV1** and **The LifeStyle Channel*.**

Top programs by genre in Q2 2012 (single broadcast, not including plus2): **US Kids' Choice Awards 2012** (Children's) on Nickelodeon, **Storage Wars** (Documentary) on A&E, **Game of Thrones S2 Ep1** (Drama) on showcase, **Modern Family** (Light Entertainment) on FOX8, **Selling Houses Australia** (Lifestyle) on The LifeStyle Channel, **Paul Murray Live** (News) on SKY NEWS, **Live: NRL: Dragons V Roosters** (Sport) on FOX SPORTS 2, **Transformers: Dark of the Moon** (Movies) on showtime premiere and **Top 400 Number Ones** (Music) on MAX.

Year-to-date, STV share of viewing is 55.6% in STV homes, 21.8% 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

*Including Plus 2 channel viewing
Sources: OzTAM Metro, National, Regional 01/04/12 – 30/06/12 vs 27/2/11 – 25/06/11, 1800-2359 S-S, Total STV, Total People, Share to all %, Consolidated, as at 03/07/12. OzTAM National, 01/04/12 – 30/06/12, 1800-2359 S-S, Total STV, Total People, Share to all %, Overnight, as at 03/07/12. OzTAM National, 01/04/12 – 30/06/12, 0200-0200, S-S, Total STV, Total People, Projections exc +2 channels, Overnight, as at 03/07/12. OzTAM Metro, National, Regional 01/04/12 – 30/06/12 0600-2359, S-S, Total STV, Total People, Share to all %, Consolidated, as at 03/07/12.

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