MEDIA RELEASE- 19 January 2009

Auditions Launch American Idol On Subscription TV

In the third week of 2009, 134,000 viewers watched **American Idol Auditions** as the eighth season of the talent show premiered on FOX8. 117,000 people watched **America's Next Top Model** (also on FOX8) and 112,000 watched the Julia Roberts movie **Notting Hill** on TV1. **The Vicar of Dibley** on UKTV was watched by 102,000 viewers, **The Man with the Golden Gun** was seen by 86,000 on FOX Classics and **Relocation Relocation** was viewed by 77,000 people on Lifestyle. In sport, **Live: Cricket: Twenty20 Big Bash** was watched 154,000 on FOX Sports, 81,000 subscribers saw **Live: Football: A-League Adelaide v Qld** (also on FOX Sports) and 59,000 watched **Sky Raceday** on Sky Racing In week 3 of 2009, subscription TV channels accounted for **25.2%** of metropolitan viewing between 6am and midnight, **22.6%** of regional viewing and **62.7%** of all viewing in subscription TV homes. (Listings overleaf; Friday & Saturday based on preliminary schedules).

Subscription TV (STV) Viewing Summary: Week 3 (11 Jan - 17 Jan 2009)

All People: Current Week Share to All

Sun-Sat 6am-12mn			
Network	*NatSTV*	*MTV*	*RTV*
STV	**62.7**	**25.2**	**22.6**
ABC	4.4	11.8	12.0
Seven/Affiliates	9.5	19.5	18.3
Nine/Affiliates	14.7	21.9	20.5
Ten/Affiliates	6.7	15.4	13.1
SBS	1.5	3.8	4.5

Sun-Sat 6pm-12mn			
Network	*NatSTV*	*MTV*	*RTV*
STV	**51.9**	**18.9**	**16.4**
ABC	5.4	12.4	12.3
Seven/Affiliates	10.5	19.2	17.1
Nine/Affiliates	22.0	26.6	25.6
Ten/Affiliates	7.2	15.2	12.8
SBS	2.4	5.4	6.1

Sun-Sat 2am-2am			
Network	*NatSTV*	*MTV*	*RTV*
STV	**63.5**	**25.8**	**23.0**
ABC	4.3	11.8	12.0
Seven/Affiliates	9.2	19.3	17.9
Nine/Affiliates	14.4	21.8	20.5
Ten/Affiliates	6.6	15.2	12.9
SBS	1.5	3.8	4.6

All People: Year-to-Date Share to All

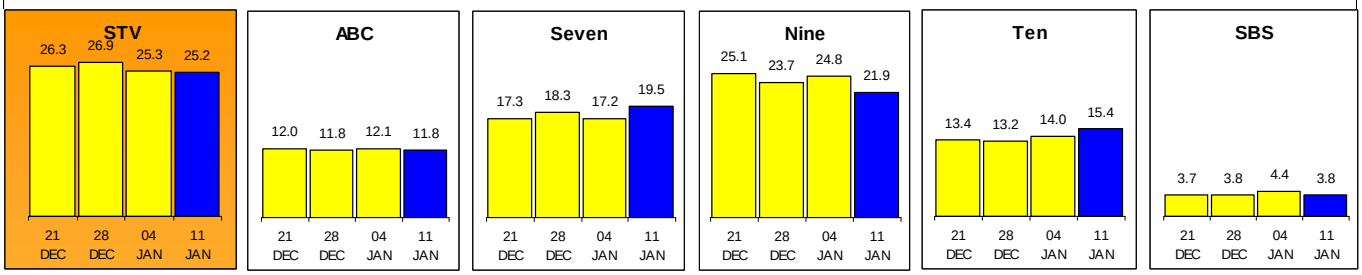
Sun-Sat 6am-12mn			
Network	*NatSTV*	*MTV*	*RTV*
STV	**62.4**	**25.8**	**22.4**
ABC	4.6	11.9	11.8
Seven/Affiliates	8.5	18.3	17.6
Nine/Affiliates	16.2	23.4	22.4
Ten/Affiliates	6.2	14.2	12.4
SBS	1.4	4.0	4.5

Sun-Sat 6pm-12mn			
Network	*NatSTV*	*MTV*	*RTV*
STV	**55.4**	**20.8**	**17.6**
ABC	5.8	13.3	12.8
Seven/Affiliates	11.1	20.3	18.7
Nine/Affiliates	17.2	23.1	22.5
Ten/Affiliates	7.4	14.3	12.5
SBS	2.4	6.0	6.5

Sun-Sat 2am-2am			
Network	*NatSTV*	*MTV*	*RTV*
STV	**63.1**	**26.4**	**22.8**
ABC	4.6	11.9	11.8
Seven/Affiliates	8.3	18.2	17.4
Nine/Affiliates	15.8	23.2	22.4
Ten/Affiliates	6.2	14.1	12.3
SBS	1.4	4.0	4.6

NatSTV = National STV (STV homes only, metro & regional markets); MTV = Five metro markets (STV+FTA homes); RTV = Five regional markets (STV+FTA homes); Year-to-Date Share to All = average share weeks 1-3 2008; Sources: OzTAM (NatSTV, MTV) & RegTAM (RTV)

All Metro Markets/All People/Share to All%/Last 4 Weeks / 6am–12mn



Top 50 Subscription TV Program Broadcasts

National STV Program List: All People - w/c 11 Jan 2009		Broadcast Details*			Broadcast Audiences (000s)			Weekly
#	Highest STV Program Broadcast	Channel	Day	Time	B/cast Only	B/cast & Plus2	Total STV	Reach (000s)
1	LIVE: CRICKET: TWENTY20 BIG BASH	Fox Sports 3	Sat	19:00	154	154	1,354	1,039
2	FAMILY GUY	FOX8	Tue	18:46	153	182	1,005	1,167
3	THE SIMPSONS	FOX8	Wed	19:09	137	190	1,119	2,072
4	AMERICAN IDOL AUDITIONS	FOX8	Thu	19:36	134	171	1,362	1,297
5	FUTURAMA	FOX8	Wed	18:19	126	171	969	1,022
6	AMERICA'S NEXT TOP MODEL	FOX8	Tue	19:37	117	198	897	924
7	NOTTING HILL	TV1	Sun	15:30	112	149	1,085	749
8	NCIS	TV1	Sun	11:10	111	153	881	1,138
9	THE VICAR OF DIBLEY	UKTV	Mon	19:31	102	123	1,194	508
10	HITMAN	Showtime	Sun	20:30	100	159	1,079	476
11	GOSSIP GIRL	FOX8	Tue	20:32	97	133	899	372
12	FALSE WITNESS	UKTV	Sun	20:30	97	130	1,086	626
13	MIDSOMER MURDERS	UKTV	Tue	13:46	94	119	817	370
14	THE MAN WITH THE GOLDEN GUN	Fox Classics	Sat	19:30	86	95	1,400	341
15	SMOKEY AND THE BANDIT	Fox Classics	Thu	20:32	83	94	1,417	277
16	THE SPY WHO LOVED ME	Fox Classics	Sat	21:30	83	93	1,237	307
17	LAW & ORDER: SVU	TV1	Sat	22:15	81	111	1,207	842
18	LIVE: FOOTBALL: A-LEAGUE ADELAIDE V QLD	Fox Sports 3	Wed	20:00	81	81	1,414	247
19	M*A*S*H	Fox Classics	Thu	19:31	80	94	1,211	729
20	LAW & ORDER: CRIMINAL INTENT	TV1	Wed	13:01	77	97	798	988
21	RELOCATION RELOCATION	Lifestyle	Wed	19:38	77	102	1,292	317
22	HANNAH MONTANA	Disney Channel	Mon	13:00	73	73	889	440
23	WIZARDS OF WAVERLY PLACE	Disney Channel	Thu	17:00	72	72	950	546
24	WWE RAW	FOX8	Wed	15:30	72	102	959	450
25	LIVE: FOOTBALL: A-LEAGUE SYDNEY V WELL	Fox Sports 1	Sun	18:00	72	72	1,120	222
26	LAW & ORDER	W	Mon	20:30	70	81	1,339	874
27	COLOSSAL SQUID	Discovery Channel	Sun	19:30	69	69	1,080	161
28	GOLDEN GLOBE AWARDS 2009	Arena	Mon	20:31	66	82	1,169	815
29	H2O: JUST ADD WATER	Disney Channel	Thu	18:00	66	66	843	362
30	THAT'S SO RAVEN	Disney Channel	Mon	14:30	65	65	907	316
31	GRAND DESIGNS	Lifestyle	Thu	20:31	65	87	1,435	485
32	MONK	TV1	Mon	19:33	65	71	1,200	147
33	WWE SMACKDOWN!	FOX8	Fri	15:30	65	100	676	528
34	DESTROYED IN SECONDS	Discovery Channel	Thu	22:00	64	64	1,285	273
35	SUMMER SHORTS	TV1	Thu	11:56	63	71	651	511
36	ACCORDING TO JIM	FOX8	Sun	19:00	63	81	1,138	163
37	AMERICAN DAD!	FOX8	Sat	21:30	62	95	1,417	377
38	MY WIFE & KIDS	FOX8	Mon	13:31	62	106	907	494
39	KING OF THE HILL	FOX8	Wed	17:30	61	88	956	614
40	CORONATION STREET	UKTV	Tue	18:02	61	72	858	286
41	FOOTBALL: EPL HIGHLIGHTS	Fox Sports 1	Mon	21:30	61	61	1,286	202
42	ALPHA BREAKS	Playhouse Disney	Sat	08:55	61	61	736	105
43	AS TIME GOES BY	UKTV	Mon	17:31	61	66	875	290
44	SKY RACEDAY	Sky Racing	Sat	12:00	59	59	967	338
45	LIVE: GOLF: USPGA MERCEDES BENZ RND 3	Fox Sports 1	Sun	10:00	59	59	974	205
46	BONES	FOX8	Sun	22:00	59	68	866	169
47	MALCOLM IN THE MIDDLE	111 HITS	Sat	17:31	58	58	1,048	346
48	MEET THE ROBINSONS	Disney Channel	Wed	18:30	58	58	1,109	247
49	THE SECRET MILLIONAIRE	Lifestyle	Mon	20:34	58	93	1,358	288
50	THE INSPECTOR LYNLEY MYSTERIES	UKTV	Wed	19:31	58	91	1,332	280

(*) Highest rating broadcast of the nominated program. Programs in bold new this week. Definitions below (Source: OzTAM)

Audience Definitions for the Program Listing:

The listing is based on the average audience to the highest episode of each program in the week. The audience figures represent viewing to STV programs in STV homes from the metropolitan and regional markets.

- ***B/Cast Only*** represents the average audience watching the program that was broadcast on the channel at the nominated date and time
- ***B/Cast & Plus2*** represents the sum of the average audience to the program's broadcast and the average audience of the two-hour delayed broadcast seen on an associated Plus2 channel. The B/Cast & Plus2 audience includes Plus2 viewing which occurs in the same research day as the original broadcast viewing (ie any Plus2 viewing for a program until 2am)
- ***STV Total*** represents the average number of STV viewers at the time of B/Cast Only.
- ***Weekly Reach (000s)*** represents the cumulative audience (reach audience) that watched any episode of the program across the week (one minute viewing minimum). This figure includes all viewers who watched the nominated broadcast, including any Plus2 audience, and viewers who saw any other episode of the program shown during the week.
- "New on STV this week" means first appearance of the program on the nominated channel since 30/12/2007.

MEDIA INFORMATION:
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ABOUT ASTRA
ASTRA is the Subscription Television (STV) industry organisation representing AUSTAR, FOXTEL, OPTUS and the channels on these platforms.

ABOUT SUBSCRIPTION TELEVISION RATINGS

- STV delivers consumers quality programming choices in every genre 24 hours a day, seven days a week across more than 100 channels.
- STV's objective is to achieve viewing shared across those more than 100 channels by catering to individual tastes around the clock
- All figures in the report are based on the OzTAM Metropolitan ratings (five capital cities), the OzTAM National Subscription TV ratings and RegTAM Regional market ratings.
- OzTAM figures show that 96 per cent of all television viewing occurs between 6.00am and midnight, compared with 54% in the day-part the free-to-air networks label "prime -time" (6pm to 10.30pm)

National Subscription Television Homes Share
The OzTAM National Subscription Television service (National STV) measures homes which have STV, and provides a national view of what STV audiences are watching on AUSTAR, FOXTEL and OPTUS and includes representation of free-to-air viewing within those homes.

All Metro Homes Share
The OzTAM metropolitan service (5 Metro Markets) reports ratings for all the TV homes (STV and free-to-air) in the five capital cities and is the same panel used by the metropolitan free-to-air networks. Approximately 30% of homes represented in this panel have STV.

All Regional Homes Share
The RegTAM regional service (Regional Markets) reports ratings for all the TV homes (STV and free-to-air) in the five aggregate markets capital cities and is the same panel used by the regional free-to-air networks. Approximately 24% of homes represented in this panel have STV.