MEDIA RELEASE- 16 February 2009

Socceroos Supply Sensational Start for Subscription TV

STV had a great start to the 2009 TV season with 273,000 subscribers watching the Socceroos hold Japan to a 0-0 draw in **Live: Football: World Cup Qualifier Japan v Aust** on FOX Sports**.** In other sports, 111,000 viewers watched **Live: Rugby Union: S14 Hurr v W'tahs** in the first round of this year's Super 14 competition while 101,000 people saw Melbourne Victory head to the A-League grand final in **Live: Football: A-League SF Melb v Ade.** Subscribers also turned to subscription TV this week for live coverage and updates on the bushfire tragedy in Victoria. For example, Sky News' **Victoria Bushfire Disaster - Live Coverage** was watched by 158,000 viewers on Sunday and their coverage of the **Bushfire Crisis** on Monday afternoon was watched by 101,000 viewers.

In entertainment programming, 114,000 viewers watched the **American Idol Hollywood Show** on FOX8, the movie **The Green Mile** on TV1 was watched by 98,000 people and **In the Heat of the Night** on FOX Classics was seen by 84,000 people. In children's programming, 95,000 people tuned in to see **As the Bell Rings** on Disney Channel, **Star Wars: The Clone Wars** achieved its biggest ever audience on Cartoon Network with 69,000 viewers and **Gardening for Kids with Madi** set a new record for the program on Nick Jr. with 67,000 people. In week 7, subscription TV channels accounted for **21.5%** of all metropolitan viewing between 6am and midnight, **20.3%** of all regional viewing and **55.9%** of all viewing in subscription TV homes. (Listings overleaf; Friday & Saturday based on preliminary schedules).

Subscription TV (STV) Viewing Summary: Week 7 (08 Feb - 14 Feb 2009)

All People: Current Week Share to All

Sun-Sat 6am-12mn			
Network	*NatSTV*	*MTV*	*RTV*
STV	**55.9**	**21.5**	**20.3**
ABC	4.9	11.6	11.8
Seven/Affiliates	12.0	22.1	20.1
Nine/Affiliates	17.2	23.7	20.8
Ten/Affiliates	8.1	15.9	12.8
SBS	1.2	3.0	3.6

Sun-Sat 6pm-12mn			
Network	*NatSTV*	*MTV*	*RTV*
STV	**43.7**	**15.1**	**14.4**
ABC	6.0	12.8	12.7
Seven/Affiliates	14.7	22.8	19.7
Nine/Affiliates	22.8	26.2	23.1
Ten/Affiliates	10.2	16.9	13.6
SBS	1.8	4.2	5.0

Sun-Sat 2am-2am			
Network	*NatSTV*	*MTV*	*RTV*
STV	**56.6**	**22.2**	**20.7**
ABC	4.8	11.5	11.7
Seven/Affiliates	11.7	21.8	19.8
Nine/Affiliates	16.9	23.6	20.9
Ten/Affiliates	8.0	15.8	12.8
SBS	1.2	3.0	3.7

All People: Year-to-Date Share to All

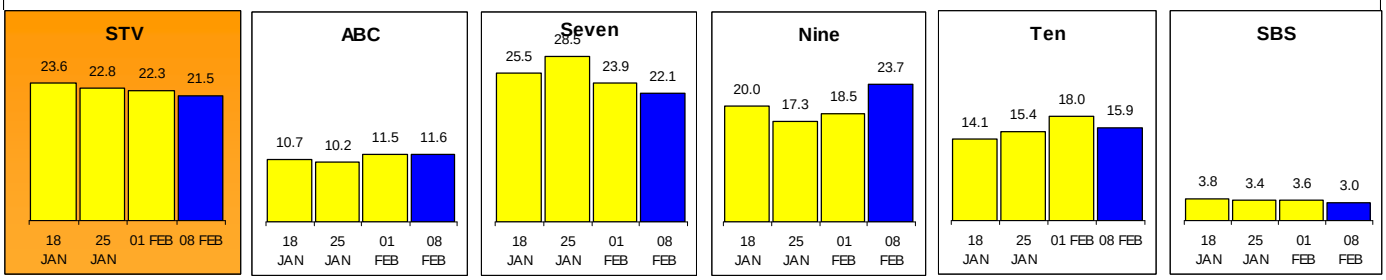
Sun-Sat 6am-12mn			
Network	*NatSTV*	*MTV*	*RTV*
STV	**60.0**	**23.8**	**21.8**
ABC	4.5	11.4	11.6
Seven/Affiliates	12.0	22.3	20.2
Nine/Affiliates	14.6	21.3	20.1
Ten/Affiliates	7.0	15.2	12.9
SBS	1.4	3.7	4.2

Sun-Sat 6pm-12mn			
Network	*NatSTV*	*MTV*	*RTV*
STV	**50.7**	**18.2**	**16.4**
ABC	5.4	12.2	12.2
Seven/Affiliates	15.4	24.3	21.0
Nine/Affiliates	16.9	21.9	21.0
Ten/Affiliates	8.6	15.9	13.6
SBS	2.2	5.3	6.0

Sun-Sat 2am-2am			
Network	*NatSTV*	*MTV*	*RTV*
STV	**60.7**	**24.4**	**22.1**
ABC	4.4	11.3	11.5
Seven/Affiliates	11.8	22.2	20.0
Nine/Affiliates	14.3	21.2	20.1
Ten/Affiliates	6.9	15.0	12.8
SBS	1.4	3.7	4.3

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 1-7 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 08 Feb 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: FOOTBALL: WORLD CUP QUALIFIER JAPAN V AUS***	***Fox Sports 3***	***Wed***	***21:20***	***273***	***273***	***1,135***	***560***
2	***VICTORIA BUSHFIRE DISASTER - LIVE COVERAGE***	***Sky News***	***Sun***	***11:00***	***158***	***158***	***1,035***	***1,360***
3	THE SIMPSONS	FOX8	Sat	09:50	149	204	1,024	1,883
4	***THE MUMMY RETURNS***	***Showtime Greats***	***Sat***	***20:30***	***140***	***140***	***1,403***	***286***
5	LIVE: FOOTBALL: WORLD CUP QUALIFIER PRE GAME	Fox Sports 3	Wed	20:30	129	129	1,261	291
6	FAMILY GUY	FOX8	Wed	18:44	119	184	917	1,123
7	AMERICAN IDOL HOLLYWOOD SHOW	FOX8	Wed	19:34	114	162	1,178	947
8	LIVE: FOOTBALL: WORLD CUP QUALIFIER POST GAME	Fox Sports 3	Wed	23:17	113	113	709	165
9	***LIVE: RUGBY UNION: S14 HURR V W'TAHS***	***Fox Sports 2***	***Sat***	***17:30***	***111***	***111***	***1,209***	***316***
10	NCIS	TV1	Sun	11:10	106	174	1,042	677
11	FORREST GUMP	TV1	Sat	13:10	106	142	1,293	468
12	***BUSHFIRE CRISIS***	***Sky News***	***Mon***	***13:30***	***103***	***103***	***740***	***1,193***
13	***LIVE: FOOTBALL: A-LEAGUE SF MELB V ADE***	***Fox Sports 3***	***Sat***	***19:30***	***101***	***101***	***1,355***	***328***
14	SHOWBIZ	Sky News	Sat	07:27	99	99	434	395
15	FUTURAMA	FOX8	Tue	18:21	99	146	748	1,123
16	***THE GREEN MILE***	***TV1***	***Sun***	***15:30***	***98***	***121***	***1,030***	***723***
17	AS THE BELL RINGS	Disney Channel	Fri	17:25	95	95	997	238
18	***PM AGENDA - BUSHFIRE CRISIS***	***Sky News***	***Mon***	***16:15***	***94***	***94***	***960***	***588***
19	***27 DRESSES***	***Showtime***	***Sun***	***20:30***	***90***	***132***	***1,127***	***592***
20	FIRST EDITION	Sky News	Sat	07:30	89	89	488	421
21	LAW & ORDER: SVU	TV1	Sat	21:30	89	120	1,433	798
22	EVENING NEWS	Sky News	Mon	20:00	88	88	1,019	803
23	H2O: JUST ADD WATER	Disney Channel	Mon	18:00	85	85	856	402
24	***IN THE HEAT OF THE NIGHT***	***Fox Classics***	***Fri***	***20:32***	***84***	***109***	***1,214***	***313***
25	***THE GREAT ESCAPE***	***Fox Classics***	***Tue***	***20:32***	***82***	***105***	***869***	***382***
26	WIZARDS OF WAVERLY PLACE	Disney Channel	Mon	17:00	81	81	963	479
27	THE SUITE LIFE ON DECK	Disney Channel	Fri	17:00	81	81	1,017	208
28	TWO AND A HALF MEN	FOX8	Mon	20:03	81	104	1,034	215
29	***LIVE: AFL: NAB CUP BULLDOGS V ESSENDON***	***Fox Sports 1***	***Fri***	***20:30***	***81***	***81***	***1,173***	***303***
30	HANNAH MONTANA	Disney Channel	Mon	17:30	80	80	944	542
31	GOSSIP GIRL	FOX8	Tue	20:32	80	100	932	248
32	ENCHANTED	Disney Channel	Sat	18:30	80	80	1,203	182
33	WWE SMACKDOWN!	FOX8	Fri	15:34	80	110	963	492
34	PHINEAS AND FERB	Disney Channel	Sat	18:00	79	79	1,167	465
35	NEWS NIGHT	Sky News	Mon	22:00	79	79	912	863
36	WWE RAW	FOX8	Sat	12:00	78	98	1,178	494
37	***180 THE OTHER SIDE OF THE NEWS - BUSHFIRE CRISIS***	***Sky News***	***Mon***	***21:30***	***76***	***76***	***974***	***321***
38	PSYCH	TV1	Sun	12:00	74	108	1,147	431
39	LAW & ORDER: CRIMINAL INTENT	TV1	Sat	20:30	71	88	1,425	1,112
40	SKY RACEDAY	Sky Racing	Sat	12:00	71	71	1,293	397
41	HOW I MET YOUR MOTHER	FOX8	Mon	19:36	70	88	884	419
42	***STAR WARS: THE CLONE WARS***	***Cartoon Network***	***Sat***	***09:30***	***69***	***69***	***995***	***222***
43	NEW TRICKS	UKTV	Sun	20:30	68	82	1,153	283
44	BEN 10: ALIEN FORCE	Cartoon Network	Sat	10:00	68	68	1,021	433
45	***BUSHFIRE SPECIAL: ECO IMPACT***	***Sky News***	***Sat***	***08:30***	***68***	***68***	***732***	***115***
46	DALZIEL AND PASCOE	UKTV	Sat	20:30	68	75	1,425	193
47	ECW	FOX8	Sat	13:45	67	89	1,335	302
48	***LIVE: RUGBY UNION: S14 H'LAND V BRUM***	***Fox Sports 2***	***Fri***	***17:30***	***67***	***67***	***969***	***182***
49	GARDENING FOR KIDS WITH MADI	Nick Jnr	Fri	08:29	67	67	463	160
50	CORONATION STREET	UKTV	Thu	18:06	65	76	802	246

(*) 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 across all STV channels 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.

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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.