MEDIA RELEASE- 23 February 2009

Subscription TV Is Number One Across Australia

Subscription TV was the number one source of TV viewing across Australia in week 8 of 2009. STV channels accounted for **23.7%** of all metropolitan viewing between 6am and midnight, was **22.1%** of all regional viewing and **60.1%** of all viewing in subscription TV homes, more than any other network in all of those markets.

In live sport this week, **Live: Rugby Union: S14 Waratahs v Chiefs** on FOX Sports drew 167,000 viewers, **Live: AFL: NAB Cup Hawthorn v Melbourne** was watched by 142,000 people and the preliminary final of the A-League competition, **Live: Football: A-League PF Adel v Qld,** was seen by 124,000 subscribers. In entertainment programming, **Family Guy** on FOX8 was watched by 153,000 people and **NCIS** on TV1 was watched by 135,000 people. In addition, the premiere of the Will Smith movie **I Am Legend** on Movie One drew 128,000 people, 106,000 people watched **Hannah Montana** on Disney Channel and **Bargain Hunt** on Lifestyle was seen by 79,000 people. (Listings overleaf; Friday & Saturday based on preliminary schedules).

Subscription TV (STV) Viewing Summary: Week 8 (15 Feb - 21 Feb 2009)

All People: Current Week Share to All

Sun-Sat 6am-12mn

Network	*NatSTV*	*MTV*	*RTV*
STV	**60.1**	**23.7**	**22.1**
ABC	5.1	12.6	13.1
Seven/Affiliates	11.8	22.2	20.7
Nine/Affiliates	12.1	19.0	17.4
Ten/Affiliates	9.1	17.2	13.3
SBS	1.3	3.2	4.0

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	11.5	11.8
Seven/Affiliates	11.9	22.3	20.3
Nine/Affiliates	14.3	21.1	19.7
Ten/Affiliates	7.3	15.4	13.0
SBS	1.3	3.6	4.2

Sun-Sat 6pm-12mn

Network	*NatSTV*	*MTV*	*RTV*
STV	**47.2**	**16.4**	**15.3**
ABC	6.1	13.2	13.1
Seven/Affiliates	15.6	24.0	21.3
Nine/Affiliates	17.3	22.4	20.9
Ten/Affiliates	11.2	17.5	14.0
SBS	1.9	4.4	5.1

Sun-Sat 6pm-12mn

Network	*NatSTV*	*MTV*	*RTV*
STV	**50.3**	**18.0**	**16.2**
ABC	5.5	12.3	12.3
Seven/Affiliates	15.5	24.2	21.0
Nine/Affiliates	17.0	21.9	21.0
Ten/Affiliates	8.9	16.1	13.6
SBS	2.2	5.2	5.8

Sun-Sat 2am-2am

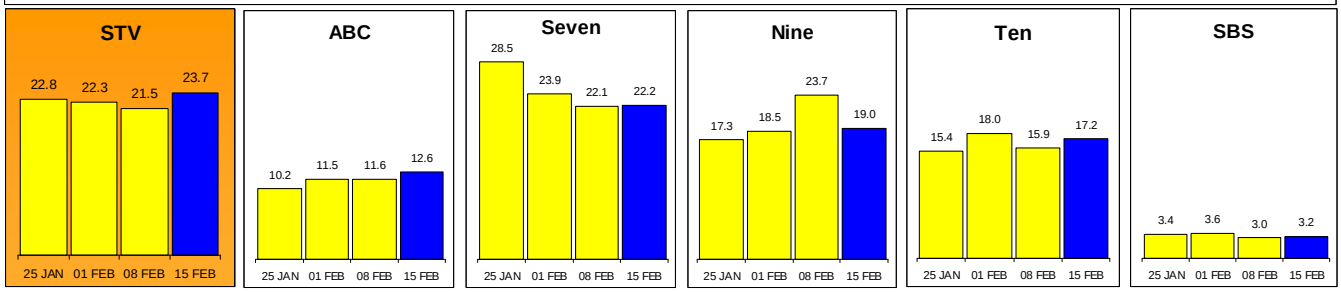
Network	*NatSTV*	*MTV*	*RTV*
STV	**60.8**	**24.3**	**22.3**
ABC	5.0	12.5	13.1
Seven/Affiliates	11.5	21.9	20.4
Nine/Affiliates	11.9	19.0	17.6
Ten/Affiliates	8.9	16.9	13.2
SBS	1.3	3.3	4.1

Sun-Sat 2am-2am

Network	*NatSTV*	*MTV*	*RTV*
STV	**60.7**	**24.4**	**22.1**
ABC	4.5	11.4	11.7
Seven/Affiliates	11.7	22.1	20.0
Nine/Affiliates	14.0	20.9	19.8
Ten/Affiliates	7.2	15.3	12.8
SBS	1.4	3.6	4.2

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 1-8 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 15 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: RUGBY UNION: S14 WARATAHS V CHIEFS***	***Fox Sports 2***	***Fri***	***19:30***	***167***	***167***	***1,276***	***409***
2	FAMILY GUY	FOX8	Mon	18:47	153	224	1,037	1,224
3	***LIVE: AFL: NAB CUP HAWTHORN V MELBOURNE***	***Fox Sports 1***	***Sat***	***16:00***	***142***	***142***	***1,275***	***371***
4	NCIS	TV1	Sun	11:20	135	187	1,125	695
5	***ACTIVE: I AM LEGEND***	***Movie One***	***Sun***	***20:30***	***128***	***151***	***1,244***	***350***
6	THE SIMPSONS	FOX8	Sat	11:05	126	176	913	1,894
7	***LIVE: FOOTBALL: A-LEAGUE PF ADEL V QLD***	***Fox Sports 3***	***Sat***	***19:00***	***124***	***124***	***1,289***	***343***
8	***LIVE: AFL: NAB CUP FREMANTLE V RICHMOND***	***Fox Sports 1***	***Sun***	***20:30***	***111***	***111***	***1,125***	***411***
9	LIVE: RUGBY UNION: S14 PRE GAME SHOW	Fox Sports 2	Fri	21:30	108	108	1,343	154
10	HANNAH MONTANA	Disney Channel	Sun	09:00	106	106	789	577
11	***LIVE: RUGBY UNION: S14 BRUMBIES V CRUS***	***Fox Sports 2***	***Sat***	***19:30***	***106***	***106***	***1,325***	***284***
12	FUTURAMA	FOX8	Mon	18:22	103	162	950	1,156
13	GHOST	TV1	Sun	15:30	99	126	1,289	629
14	AMERICAN IDOL HOLLYWOOD SHOW	FOX8	Thu	19:36	96	134	1,076	930
15	***I AM LEGEND***	***Movie One***	***Sat***	***20:30***	***93***	***125***	***1,328***	***466***
16	LAW & ORDER: SVU	TV1	Sat	21:30	90	119	1,289	911
17	WWE SMACKDOWN!	FOX8	Fri	15:31	90	113	852	529
18	***LIVE: RUGBY UNION: S14 FORCE V CHEETAHS***	***Fox Sports 2***	***Fri***	***21:45***	***85***	***85***	***1,012***	***299***
19	GOSSIP GIRL	FOX8	Tue	20:31	82	103	1,072	303
20	***SWORDFISH***	***Movie Extra***	***Sat***	***20:30***	***81***	***81***	***1,325***	***237***
21	WIZARDS OF WAVERLY PLACE	Disney Channel	Sun	08:30	81	81	613	489
22	AS THE BELL RINGS	Disney Channel	Fri	17:25	79	79	888	183
23	BARGAIN HUNT	Lifestyle	Mon	21:31	79	88	1,069	484
24	AS TIME GOES BY	UKTV	Mon	17:33	79	92	920	326
25	FRASIER	TV1	Thu	21:31	77	88	1,190	580
26	THE MUMMY RETURNS	Showtime Greats	Sun	14:00	76	76	1,290	147
27	THE SUITE LIFE OF ZACK & CODY	Disney Channel	Sun	11:30	73	73	1,128	649
28	ENCHANTED	Disney Channel	Sun	13:00	73	73	1,253	166
29	NEW TRICKS	UKTV	Sun	20:30	72	96	1,300	253
30	PSYCH	TV1	Sun	12:10	71	105	1,266	311
31	THE SUITE LIFE ON DECK	Disney Channel	Sun	18:00	70	70	1,045	194
32	SKY RACEDAY	Sky Racing	Sat	12:00	69	69	1,189	385
33	***GONE WITH THE WIND***	***Fox Classics***	***Fri***	***20:32***	***68***	***71***	***1,068***	***301***
34	OPERATION PETTICOAT	Fox Classics	Sun	13:30	67	87	1,270	231
35	THE SECRET MILLIONAIRE	Lifestyle	Mon	20:30	67	100	1,023	362
36	***SANTA CLAUSE 3: THE ESCAPE CLAUSE***	***Disney Channel***	***Sat***	***18:30***	***67***	***67***	***1,225***	***164***
37	ACCORDING TO JIM	FOX8	Sun	19:00	65	78	1,003	341
38	SPONGEBOB SQUAREPANTS	Nickelodeon	Tue	16:23	64	64	933	700
39	M*A*S*H	Fox Classics	Mon	19:31	64	84	1,011	687
40	CORONATION STREET	UKTV	Mon	18:05	64	77	908	261
41	***LIVE: RUGBY UNION: S14 HURR V H'LAND***	***Fox Sports 2***	***Fri***	***17:30***	***63***	***63***	***900***	***169***
42	WWE RAW	FOX8	Sat	12:00	62	84	1,072	515
43	MCHALE'S NAVY	Fox Classics	Sun	15:30	62	77	1,303	203
44	LAW & ORDER	W	Mon	21:25	62	71	1,073	812
45	SUPPORT YOUR LOCAL SHERIFF!	Fox Classics	Sun	12:00	62	76	1,249	157
46	WORDWORLD	Playhouse Disney	Sun	10:00	61	61	979	225
47	SEINFELD	TV1	Sun	18:30	61	64	1,065	522
48	WAKING THE DEAD	UKTV	Thu	21:29	60	77	1,136	367
49	LAW & ORDER: CRIMINAL INTENT	TV1	Sat	20:30	60	70	1,357	974
50	120% CARTOON NETWORK	Cartoon Network	Sun	16:00	60	60	1,275	252

(*) 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.