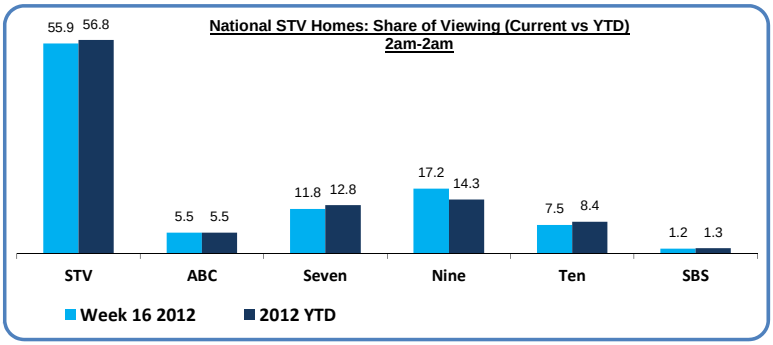
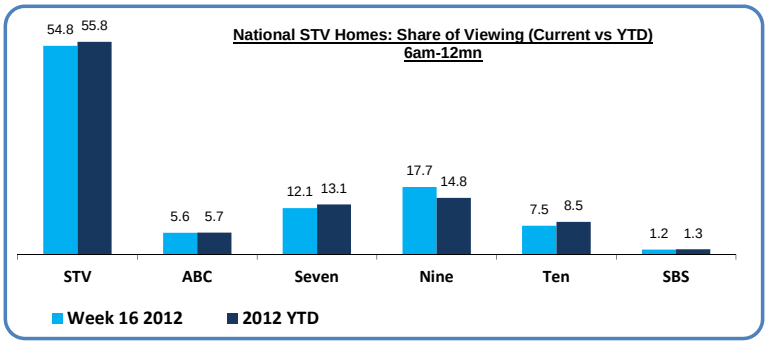
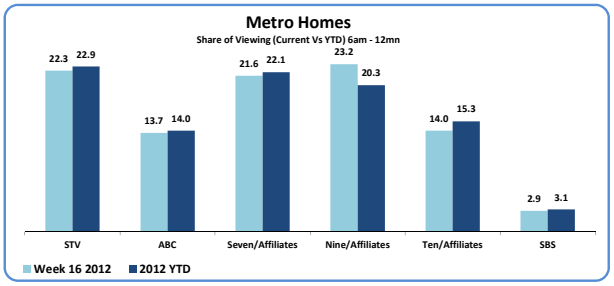
ASTRA Subscription Television Australia

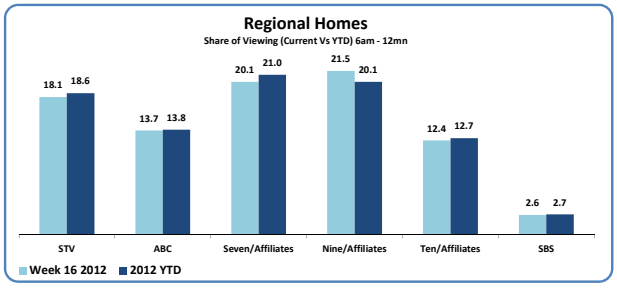
STV WEEKLY RATINGS

Week 16: 15 - 21 April 2012









Snapshot: STV Homes

7.4 million viewers:
70% metro
30% regional

55.9% share of viewing (2am-2am)

Highest share of viewing compared to commercial & public broadcasters

56.8% year-to-date share of viewing (2am-2am)

Highest time-shifted program (wk 15):

Hart of Dixie (FOX8)

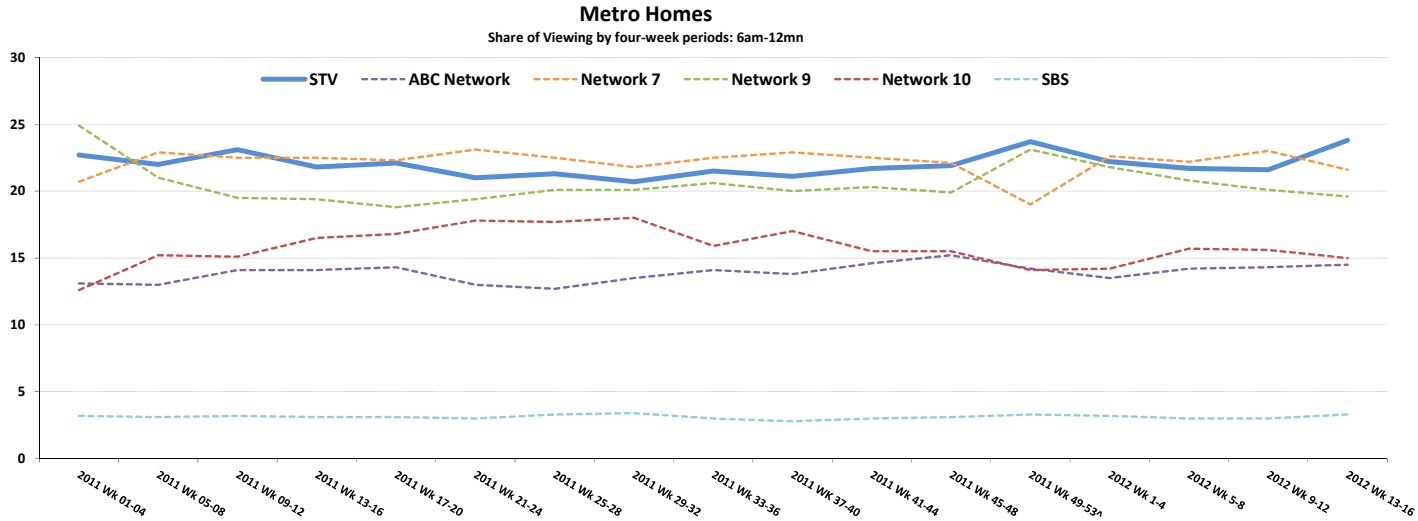
Top Program by Genre, Based on Overnight Audience Viewership

Children's: **Victorious, Nickelodeon**
Documentary: **Storage Wars, A&E**
Drama: **Games of Thrones S2 Ep2, Showcase**
Light Entertainment: **The Simpsons, FOX8**
Lifestyle: **Grand Designs Australia, The LifeStyle Channel**
News: **ABC World News, SKY News**
Sports: **Live: AFL, St Kilda Vs Fremantle, FOX FOOTY**
Movies: **Fast 5, Showtime Premiere**
Music: **Oz Countdown Top 40, Channel [V]**

Top 5 STV Channels
(STV share of viewing)

- FOX FOOTY
- FOX8*
- The LifeStyle Channel*
- Nickelodeon
- FOX SPORTS 1

* Includes Plus2 channels



* Indicates an incomplete 4 wk period

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

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	Top 10 All Genre (no sport) Broadcasts	Broadcast Details			Overnight Broadcast Audiences (000s)			Weekly
		Channel	Day	Time	B/cast Only	B/cast & Plus2	Total STV	Reach (000s)
1	THE SIMPSONS	FOX8	Wed	19:06	109	133	1076	1636
2	GRAND DESIGNS AUSTRALIA	The LifeStyle Ch	Thu	20:30	108	127	1259	662
3	FAMILY GUY	FOX8	Mon	18:43	102	121	937	1046
4	AMERICAN IDOL	FOX8	Thu	19:38	96	114	1209	629
5	MODERN FAMILY	FOX8	Sun	19:00	95	112	1144	369
6	STORAGE WARS	A&E	Wed	19:59	95	-	1113	684
7	VICTORIOUS	Nickelodeon	Fri	17:30	93	-	892	622
8	FUTURAMA	FOX8	Tue	18:18	88	114	850	848
9	PAWN STARS	A&E	Mon	19:30	86	-	979	615
10	THE BIG BANG THEORY	COMEDY	Thu	20:32	77	102	1256	721

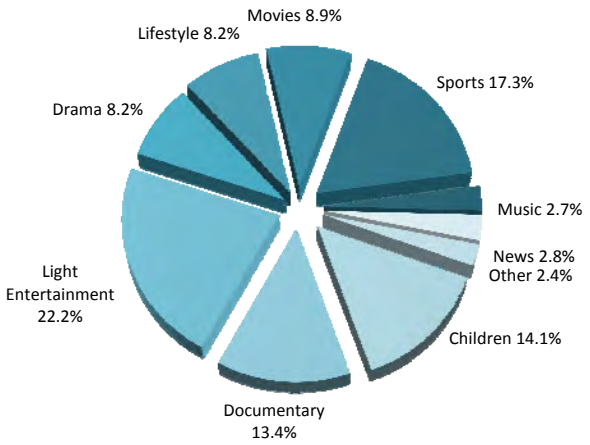
	Top 10 Sport Broadcasts	Broadcast Details			Overnight Broadcast Audiences (000s)			Weekly
		Channel	Day	Time	B/cast Only	B/cast & Plus2	Total STV	Reach (000s)
1	LIVE: AFL ST KILDA V FREMANTLE	FOX FOOTY	Fri	19:30	271	-	1119	668
2	LIVE: NRL SHARKS V EELS	FOX SPORTS 2	Sun	14:00	257	-	1255	458
3	LIVE: AFL CARLTON V ESSENDON	FOX FOOTY	Sat	13:45	232	-	1149	525
4	LIVE: AFL NORTH MELBOURNE V GEELONG	FOX FOOTY	Sun	16:37	228	-	1141	707
5	LIVE: AFL ADELAIDE V GWS	FOX FOOTY	Sat	16:30	194	-	1148	726
6	LIVE: NRL WARRIORS V RABBITOHS	FOX SPORTS 2	Sun	12:00	179	-	1046	393
7	LIVE: AFL WEST COAST V HAWTHORN	FOX SPORTS 1	Sat	19:30	160	-	1376	629
8	LIVE: AFL GWS V WEST COAST	FOX FOOTY	Sun	13:08	157	-	1221	563
9	LIVE: SUPER RUGBY: WARATAHS V REBELS	FOX SPORTS 3	Sat	19:30	149	-	1435	330
10	LIVE: AFL: ON THE COUCH EP 9	FOX FOOTY	Mon	20:30	144	-	930	222

Top 10 Time-Shifted Programs*

	Program	Channel
1	HART OF DIXIE	FOX8
2	GAME OF THRONES S2 EP1	Showcase
3	THE WALKING DEAD	FX
4	RANGO	Showtime Premiere
5	THE WALKING DEAD	FX
6	AMERICAN IDOL	FOX8
7	GOSSIP GIRL	FOX8
8	LOST GIRL	SCI FI
9	PROJECT RUNWAY	ARENA
10	THE REAL HOUSEWIVES OF BEVERLY HILLS	ARENA

* By playback audience Wk 15 total people, single broadcast

Viewing Share By Genre: Week 16 (Overnight 2am-2am)



Based on individual channel share of viewing. Numbers may not add to 100% due to rounding. "Other" is channels not reported by OzTAM. Details at www.astra.org.au/programming

STV Homes *= STV homes only, metro & regional markets* ***• FTA*** *network ratings include DTT channels* ***• Year-to-Date*** *based on overnight data current week/ consolidated all other weeks* ***• Sources:*** *OzTAM (NatSTV, MTV) & RegTAM (RTV).* **Audience Definitions for the Program Listing:** The listing is based on the average audience to the highest episode of each program in the week (broadcast time and date, overnight data), viewing to STV programs in STV homes from the metropolitan and regional markets. Source: OzTAM. **B/Cast** only represents the average audience to the broadcast's time and date noted; **Plus2** is the audience of the noted broadcast in addition to the average audience of the two-hour delayed broadcast seen on an associated Plus2 channel which occurs in the same research day as the original broadcast viewing (ie: any Plus2 viewing for a program until 2am.)**Total STV** 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. Friday and Saturday data is based on preliminary titles and timings.