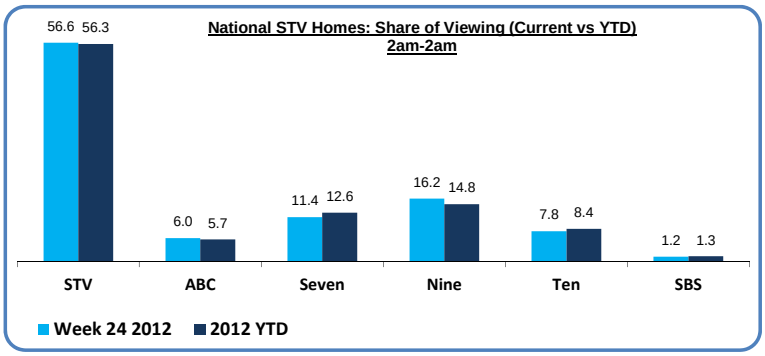
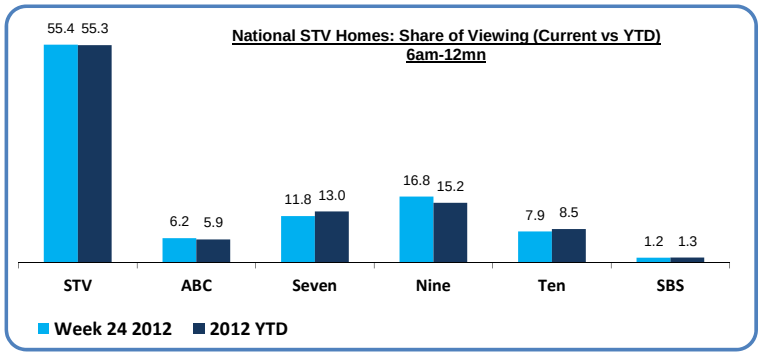
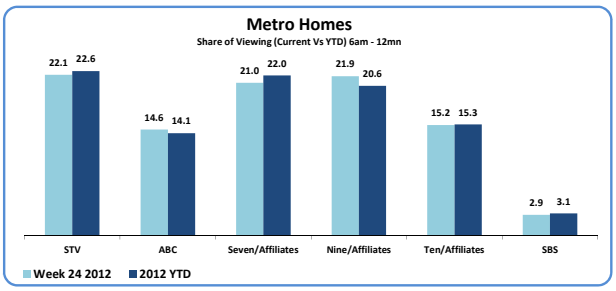
ASTRA Subscription Television Australia

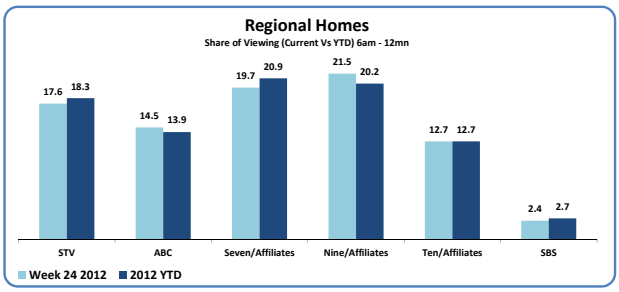
STV WEEKLY RATINGS

Week 24: 10 - 16 June 2012









Snapshot: STV Homes

7.4 million viewers:
70% metro
30% regional

56.6% share of viewing (2am-2am)

Highest share of viewing compared to commercial & public broadcasters

56.3% year-to-date share of viewing (2am-2am)

Highest time-shifted program (wk 23): Grimm (FOX8)

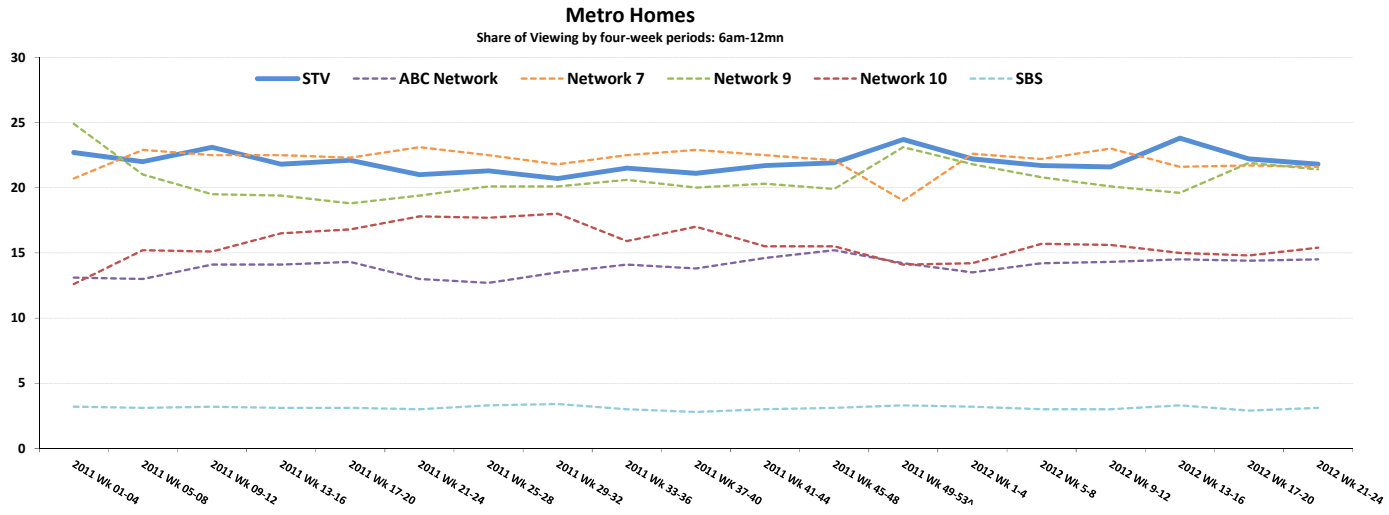
Top Program by Genre, Based on Overnight Audience Viewership

Children's: **SpongeBob SquarePants, Nickelodeon**
Documentary: **Storage Hunters, A&E**
Drama: **Games of Thrones S2, Ep 10, Showcase**
Light Entertainment: **Family Guy, FOX8**
Lifestyle: **Beeny's Restoration Nightmare, The LifeStyle Channel**
News: **SKY News NOW, SKY News**
Sports: **Live: NRL, Sharks Vs Warriors, FOX SPORTS 2**
Movies: **Zoo Keeper, MOVIE ONE**
Music: **Fresh Vid: The Temper Trap, Channel [V]**

Top 5 STV Channels
(STV share of viewing)

- FOX FOOTY
- FOX8*
- FOX SPORTS 2
- FOX SPORTS 3
- The LifeStyle Channel*

* 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

ASTRA Subscription Television Australia

STV WEEKLY RATINGS

Week 24: 10 - 16 June 2012

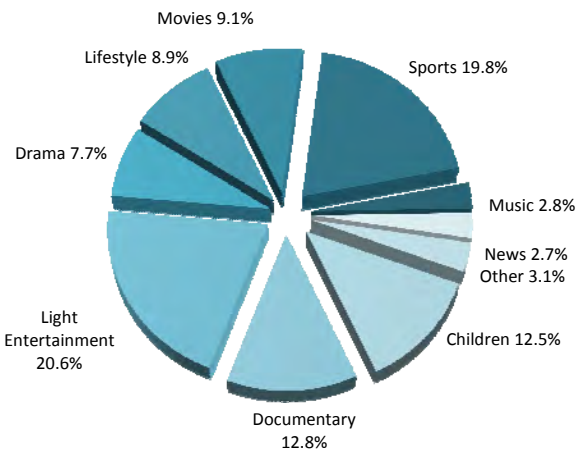
	Top 10 All Genre (no sport) Broadcasts	Broadcast Details			Overnight Broadcast Audiences (000s)			Weekly
		Channel	Day	Time	B/cast Only	B/cast & Plus2	Total STV	Reach (000s)
1	FAMILY GUY	FOX8	Mon	18:44	115	130	1313	1076
2	BEENY'S RESTORATION NIGHTMARE	The LifeStyle Ch	Thu	20:31	107	127	1125	410
3	STORAGE HUNTERS	A&E	Tue	19:58	90	-	1298	490
4	GAME OF THRONES S2 EP10	Showcase	Tue	20:35	90	98	1260	233
5	PAWN STARS	A&E	Tue	19:30	90	-	1124	641
6	THE SIMPSONS	FOX8	Tue	19:09	88	113	1017	1545
7	FUTURAMA	FOX8	Tue	18:15	85	108	901	900
8	ZOOKEEPER	MOVIE ONE	Sun	20:30	80	93	1195	301
9	GOLD RUSH	Discovery Channel	Thu	19:30	80	106	1061	555
10	LAW & ORDER: SVU	TV1	Sat	20:30	76	97	1782	648

	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: NRL SHARKS V WARRIORS	FOX SPORTS 2	Sat	17:30	323	-	1471	696
2	LIVE: NRL EELS V RABBITOHS	FOX SPORTS 2	Sat	19:30	322	-	1739	719
3	LIVE: NRL PANTHERS V WARRIORS	FOX SPORTS 2	Mon	17:32	293	-	1274	606
4	LIVE: RUGBY UNION: TEST MATCH	FOX SPORTS 3	Sat	20:00	289	-	1728	909
5	LIVE: FOOTBALL: WCQ: AUSTRALIA V JAPAN	FOX SPORTS 3	Tue	20:00	286	-	1252	622
6	LIVE: NRL SHARKS V TITANS	FOX SPORTS 2	Sun	14:00	250	-	1285	534
7	LIVE: AFL GOLD COAST V NORTH MELBOURNE	FOX FOOTY	Sat	19:30	250	-	1687	727
8	LIVE: AFL PORT ADELAIDE V HAWTHORN	FOX FOOTY	Sun	16:38	242	-	1247	657
9	LIVE: AFL ADELAIDE V ST KILDA	FOX FOOTY	Fri	20:30	240	-	1116	684
10	LIVE: AFL GWS V RICHMOND	FOX FOOTY	Sat	14:00	228	-	1224	670

Top 10 Time-Shifted Programs*		
	Program	Channel
1	GRIMM	FOX8
2	BETHENNY EVER AFTER	ARENA
3	GOSSIP GIRL	FOX8
4	LAST MAN STANDING	FOX8
5	WAG NATION	ARENA
6	GAME OF THRONES S2 EP9	Showcase
7	TABATHA TAKES OVER	ARENA
8	PRETTY LITTLE LIARS	FOX8
9	TEEN MOM 2	MTV
10	GRAND DESIGNS AUSTRALIA	The LifeStyle Channel

* By playback audience Wk 23 total people, single broadcast

Viewing Share By Genre: Week 24 (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.