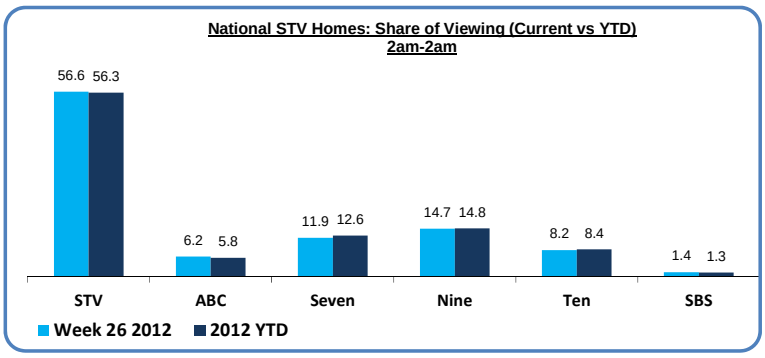
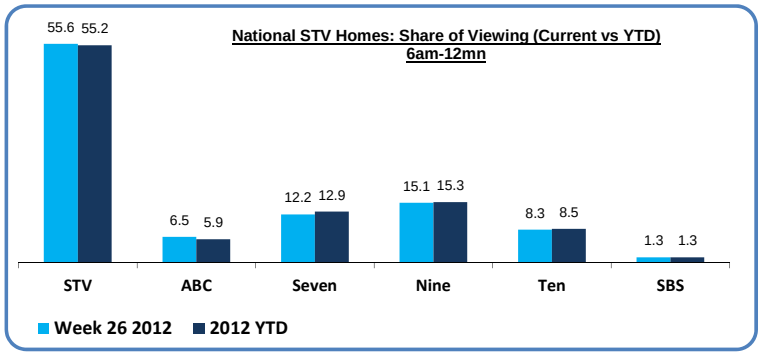
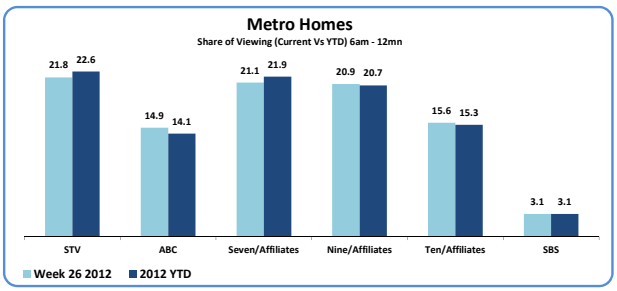
ASTRA Subscription Television Australia

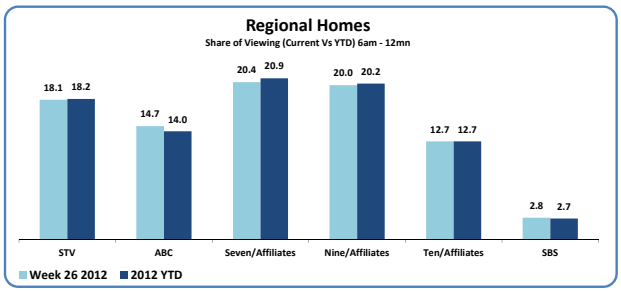
# STV WEEKLY RATINGS

## Week 26: 24 - 30 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 25): True Blood S5 Ep1 (Showcase)**

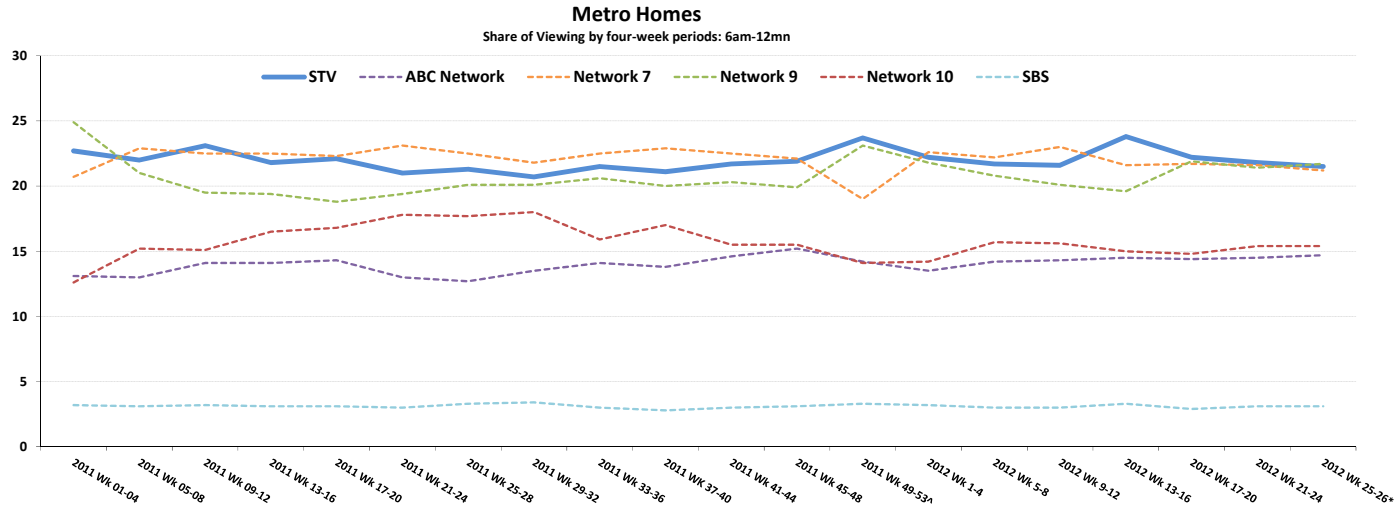
### Top Program by Genre, Based on Overnight Audience Viewership

Children's: **Camp Orange, Nickelodeon**
Documentary: **Pawn Stars, A&E**
Drama: **Eastenders, UKTV**
Light Entertainment: **The Simpsons, FOX8**
Lifestyle: **Beeny's Restoration Nightmare, The LifeStyle Channel**
News: **Paul Murray LIVE, SKY News**
Sports: **Live: NRL, Knights Vs West Tigers, FOX SPORTS 2**
Movies: **Transformers: Dark of the Moon, Showtime Premiere**
Music: **Hot List: Katy Perry, Channel [V]**

### Top 5 STV Channels
(STV share of viewing)

- FOX FOOTY
- FOX8*
- TV1*
- FOX SPORTS 2
- 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

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# STV WEEKLY RATINGS

**Week 26: 24 - 30 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 | TRANSFORMERS: DARK OF THE MOON | Showtime Premiere | Sun | 20:30 | 142 | 163 | 1077 | 436 |
| 2 | THE SIMPSONS | FOX8 | Thu | 19:09 | 107 | 117 | 912 | 1609 |
| 3 | BEENY'S RESTORATION NIGHTMARE | The LifeStyle Ch | Thu | 20:30 | 102 | 127 | 1147 | 600 |
| 4 | FAMILY GUY | FOX8 | Thu | 18:44 | 96 | 113 | 881 | 935 |
| 5 | CAMP ORANGE | Nickelodeon | Tue | 17:00 | 84 | - | 832 | 250 |
| 6 | EASTENDERS | UKTV | Tue | 19:00 | 78 | 80 | 1042 | 252 |
| 7 | PAWN STARS | A&E | Mon | 19:30 | 78 | - | 1243 | 549 |
| 8 | CORONATION STREET | UKTV | Tue | 18:30 | 76 | 77 | 925 | 224 |
| 9 | FUTURAMA | FOX8 | Thu | 18:17 | 75 | 88 | 789 | 740 |
| 10 | STORAGE WARS | A&E | Mon | 20:00 | 73 | - | 1324 | 525 |

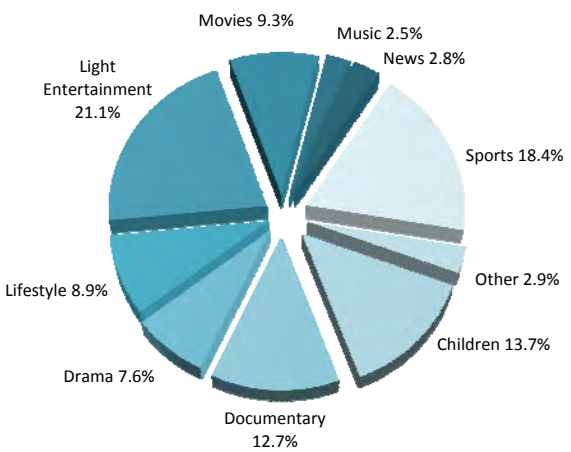
| | Top 10 Sport Broadcasts | Broadcast Details | | | Overnight Broadcast Audiences (000s) | | | Weekly |
|---|---|---|---|---|---|---|---|---|
| | | Channel | Day | Time | B/cast Only | B/cast & Plus2 | Total STV | Reach (000s) |
| 1 | LIVE: NRL KNIGHTS V WESTS TIGERS | FOX SPORTS 2 | Mon | 19:02 | 370 | - | 1254 | 805 |
| 2 | LIVE: NRL EELS V KNIGHTS | FOX SPORTS 2 | Sat | 19:30 | 281 | - | 1510 | 623 |
| 3 | LIVE: AFL CARLTON V HAWTHORN | FOX FOOTY | Fri | 19:30 | 259 | - | 1262 | 737 |
| 4 | LIVE: NRL BULLDOGS V STORM | FOX SPORTS 2 | Sun | 14:00 | 257 | - | 1241 | 545 |
| 5 | LIVE: AFL NORTH MELBOURNE V ADELAIDE | FOX FOOTY | Sun | 16:37 | 232 | - | 1219 | 661 |
| 6 | LIVE: AFL ADELAIDE V RICHMOND | FOX SPORTS 1 | Sat | 14:00 | 169 | - | 1194 | 540 |
| 7 | LIVE: AFL COLLINGWOOD V FREMANTLE | FOX FOOTY | Sat | 13:45 | 155 | - | 1169 | 508 |
| 8 | LIVE: AFL WEST COAST V GOLD COAST | FOX FOOTY | Sat | 16:30 | 142 | - | 1227 | 630 |
| 9 | LIVE: NRL SATURDAY PRE GAME SHOW | FOX SPORTS 2 | Sat | 18:55 | 129 | - | 1332 | 282 |
| 10 | LIVE: AFL SYDNEY V GWS | FOX FOOTY | Sat | 19:30 | 122 | - | 1428 | 648 |

## Top 10 Time-Shifted Programs*

| | Program | Channel |
|---|---|---|
| 1 | TRUE BLOOD S5 EP1 | Showcase |
| 2 | BETHENNY EVER AFTER | ARENA |
| 3 | THE SMURFS | Showtime Premiere |
| 4 | LOST GIRL | SCI FI |
| 5 | AMERICA'S NEXT TOP MODEL: ALL STARS | FOX8 |
| 6 | BOOGIE BEEBIES | CBeebies |
| 7 | WAG NATION | ARENA |
| 8 | PROJECT RUNWAY ALL STARS | ARENA |
| 9 | JUBILEE TRIBUTE TO THE QUEEN | UKTV |
| 10 | TEEN MOM 2 | MTV |

* By playback audience Wk 25 total people, single broadcast

**Viewing Share By Genre: Week 26 (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.