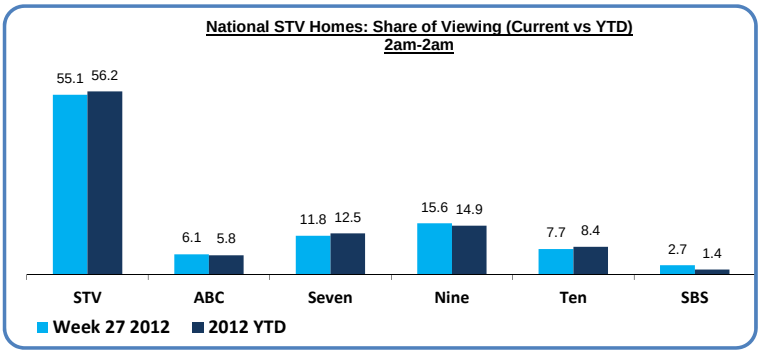
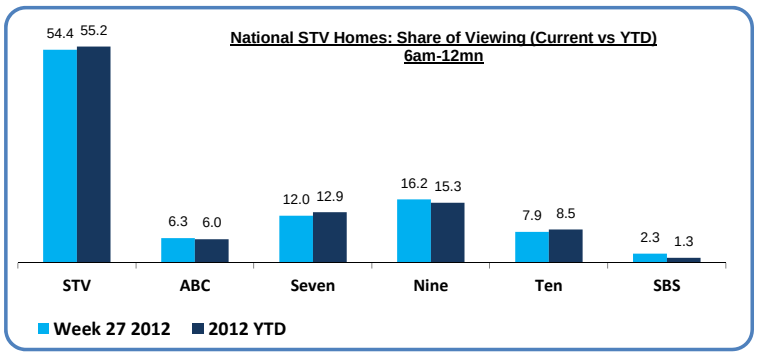
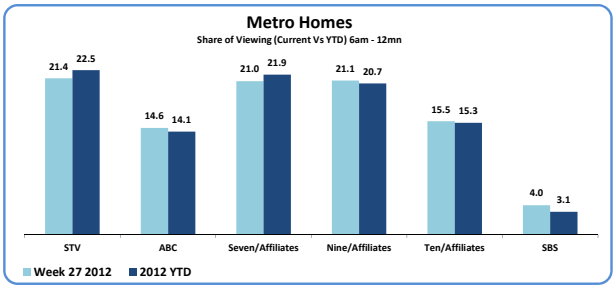
ASTRA Subscription Television Australia

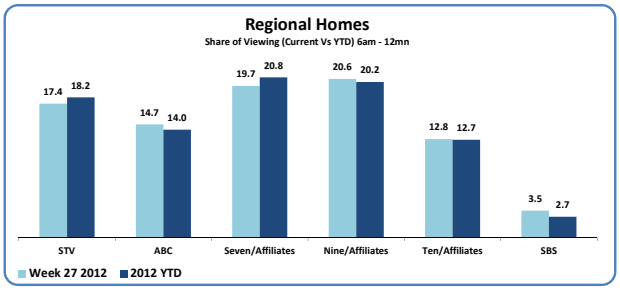
STV WEEKLY RATINGS

Week 27: 1 - 7 July 2012









Snapshot: STV Homes

7.4 million viewers: 70% metro 30% regional

55.1% share of viewing (2am-2am)

Highest share of viewing compared to commercial & public broadcasters

56.2% year-to-date share of viewing (2am-2am)

Highest time-shifted program (wk 26): True Blood S5 Ep2 (Showcase)

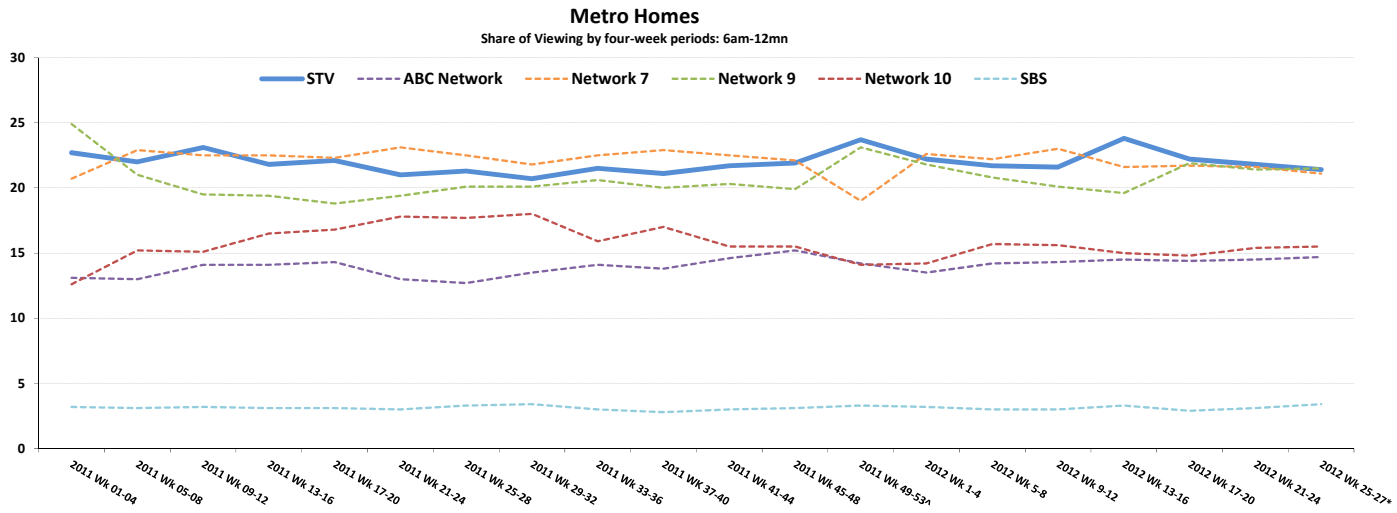
Top Program by Genre, Based on Overnight Audience Viewership

Children's: **iCarly, Nickelodeon**
Documentary: **Cajun Pawn Stars, A&E**
Drama: **Eastenders, UKTV**
Light Entertainment: **Modern Family, FOX8**
Lifestyle: **Beeny's Restoration Nightmare, The LifeStyle Channel**
News: **Paul Murray LIVE, SKY News**
Sports: **Live: AFL, Collingwood Vs Carlton, FOX FOOTY**
Movies: **X Men First Class, Showtime Premiere**
Music: **Top 50: Oz Countdown, Channel [V]**

Top 5 STV Channels
(STV share of viewing)

- FOX FOOTY
- FOX8*
- FOX SPORTS 2
- TV1*
- FOX SPORTS 3

* 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 platform, 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	MODERN FAMILY	FOX8	Sun	19:00	122	133	1272	895
2	BEENY'S RESTORATION NIGHTMARE	The LifeStyle Ch	Thu	20:31	104	116	1175	625
3	THE BIG BANG THEORY	COMEDY	Sun	17:27	98	125	1344	703
4	THE SIMPSONS	FOX8	Sun	20:01	85	96	1046	1599
5	LAST MAN STANDING	FOX8	Sun	19:29	84	98	1135	360
6	FAMILY GUY	FOX8	Sun	20:59	82	93	1270	991
7	FUTURAMA	FOX8	Wed	18:16	81	90	718	703
8	X-MEN FIRST CLASS	Showtime Premiere	Sun	20:30	78	104	1109	326
9	EASTENDERS	UKTV	Wed	19:00	77	-	913	198
10	ICARLY	Nickelodeon	Fri	17:30	76	-	880	552

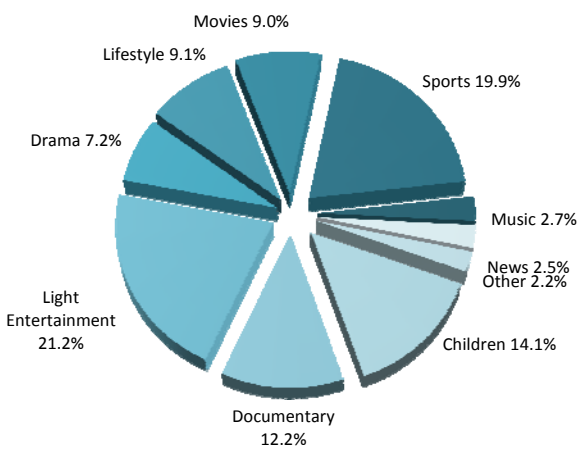
	Top 10 Sport Broadcasts	Broadcast Details			Overnight Broadcast Audiences (000s)			Weekly
		Channel	Day	Time	B/cast Only	B/cast & Plus2	Total STV	Reach (000s)
1	LIVE: AFL COLLINGWOOD V CARLTON	FOX FOOTY	Fri	19:30	302	-	1178	766
2	LIVE: NRL RAIDERS V DRAGONS	FOX SPORTS 2	Mon	19:03	291	-	1263	690
3	LIVE: AFL ST KILDA V NORTH MELBOURNE	FOX FOOTY	Sun	16:38	270	-	1267	729
4	LIVE: NRL STORM V RAIDERS	FOX SPORTS 2	Sat	17:30	253	-	1308	663
5	LIVE: NRL TITANS V WARRIORS	FOX SPORTS 2	Sat	19:30	235	-	1491	625
6	LIVE: NRL WARRIORS V COWBOYS	FOX SPORTS 2	Sun	14:00	210	-	1287	517
7	LIVE: AFL GEELONG V PORT ADELAIDE	FOX FOOTY	Sun	13:08	207	-	1233	570
8	LIVE: AFL SYDNEY V LIONS	FOX FOOTY	Sat	16:30	177	-	1273	667
9	LIVE: AFL ST KILDA V ESSENDON	FOX SPORTS 1	Sat	19:30	152	-	1427	558
10	LIVE: AFL NORTH MELBOURNE V WEST COAST	FOX FOOTY	Sat	13:45	149	-	1066	453

Top 10 Time-Shifted Programs*

	Program	Channel
1	TRUE BLOOD S5 EP2	Showcase
2	BETHENNY EVER AFTER	ARENA
3	TRANSFORMERS: DARK OF THE MOON	Showtime Premiere
4	LOST GIRL	SCI FI
5	BEENY'S RESTORATION NIGHTMARE	The LifeStyle Channel
6	TABATHA TAKES OVER	ARENA
7	PROJECT RUNWAY ALL STARS	ARENA
8	THE SMURFS	Showtime Premiere
9	LAST MAN STANDING	FOX8
10	AMERICA'S NEXT TOP MODEL: ALL STARS	FOX8

* By playback audience Wk 26 total people, single broadcast

Viewing Share by Genre: Week 27 (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.