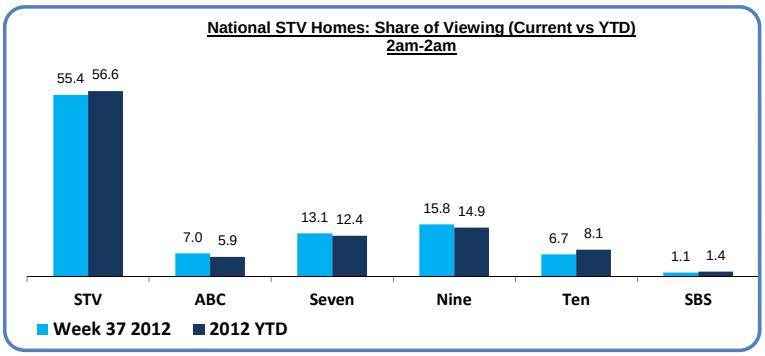
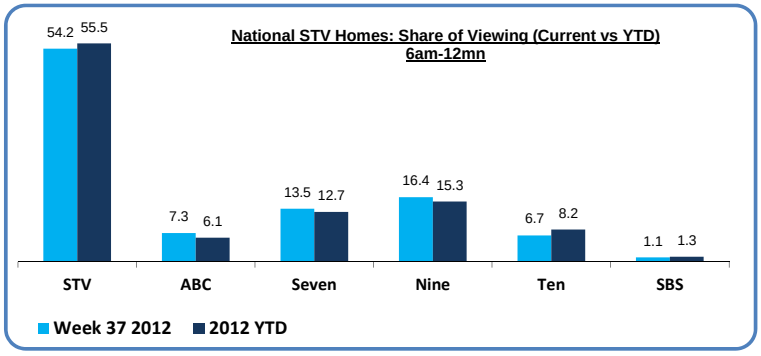
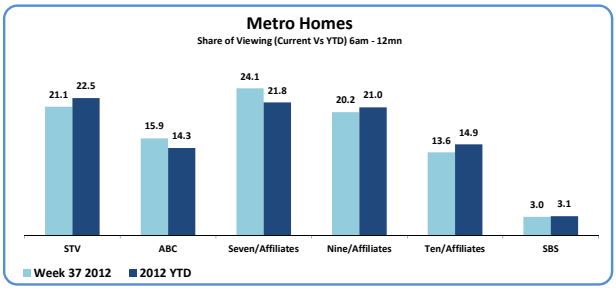
ASTRA Subscription Television Australia

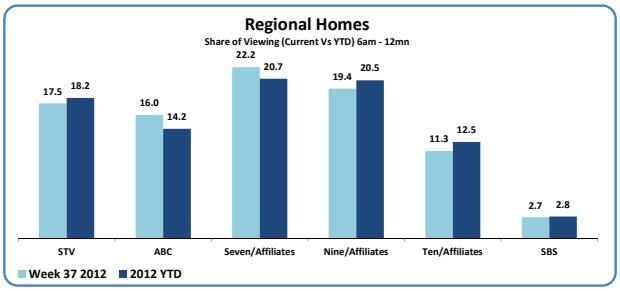
STV WEEKLY RATINGS

Week 37: 9 - 15 September 2012









Snapshot: STV Homes

7.3 million viewers:
70% metro
30% regional

55.4% share of viewing (2am-2am)

Highest share of viewing compared to commercial & public broadcasters

56.6% year-to-date share of viewing (2am-2am)

Highest time-shifted program (wk 36):

The B*tch in Apartment 23 (FOX8)

Top Program by Genre, Based on Overnight Audience Viewing

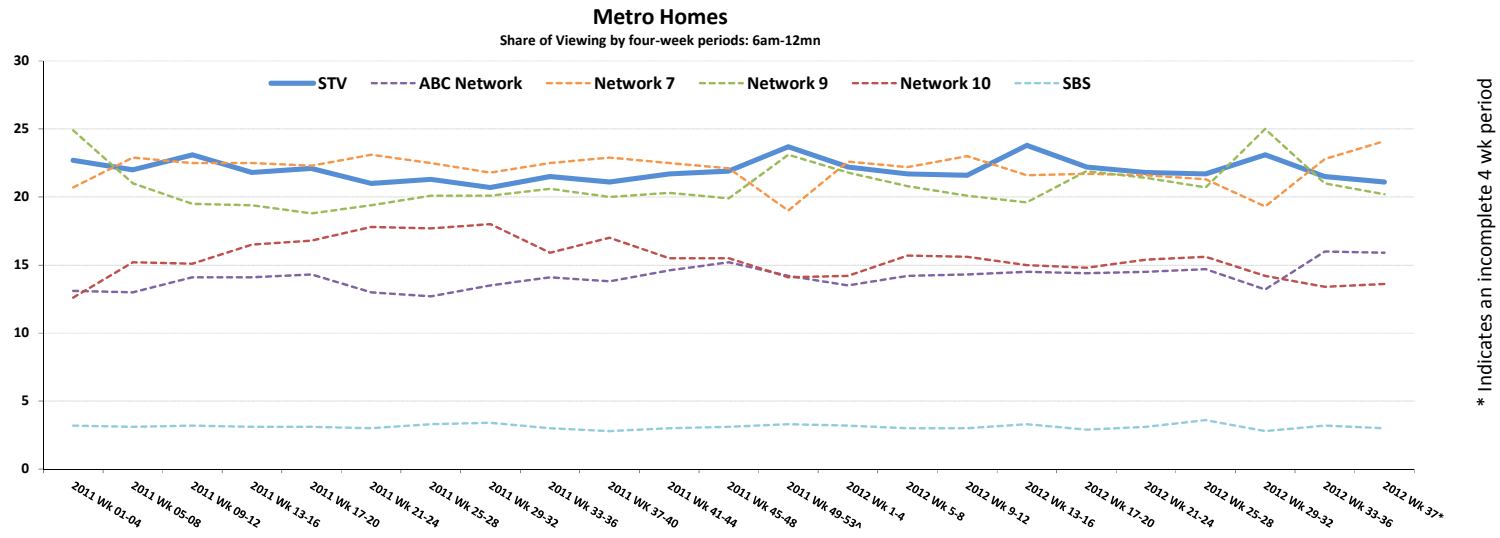
Children's: **Victorious, Nickelodeon**
Documentary: **Tony Robinson's Time Walks, The History Channel**
Drama: **New Tricks, UKTV**
Light Entertainment: **The Simpsons, FOX8**
Lifestyle: **Location Location Location Australia, The LifeStyle Channel**
News: **Paul Murray LIVE, SKY News**
Sports: **Live: AFL QF2: West Cost V Collingwood, FOX FOOTY**
Movies: **Green Lantern, MOVIE ONE**
Music: **Top 25, MAX**

Top 5 STV Channels

(STV share of viewing)

- FOX FOOTY
- FOX8*
- The LifeStyle Channel*
- TV1*
- Nickelodeon

* 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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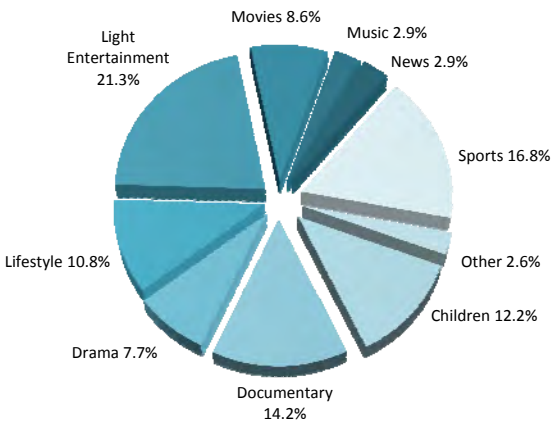
	Top 10 All Genre (no sport) Broadcasts	Broadcast Details			Overnight Broadcast Audiences (000s)			Weekly
		Channel	Day	Time	B/cast Only	B/cast & Plus2	Total STV	Reach (000s)
1	THE SIMPSONS	FOX8	Tue	19:04	113	131	1000	1482
2	TONY ROBINSON'S TIME WALKS	History Channel	Mon	19:30	106	-	1202	278
3	LOCATION LOCATION LOCATION AUSTRALIA	The LifeStyle Ch	Wed	20:30	100	119	1118	569
4	FAMILY GUY	FOX8	Tue	18:36	90	116	915	872
5	NEW TRICKS	UKTV	Mon	19:33	89	108	1159	249
6	GREEN LANTERN	MOVIE ONE	Sun	20:30	76	93	957	340
7	VICTORIOUS	Nickelodeon	Sat	17:00	75	-	1096	539
8	EASTENDERS	UKTV	Mon	18:59	71	80	1095	267
9	BERING SEA GOLD	Discovery Channel	Wed	20:30	69	85	1120	354
10	DEADLIEST CATCH	Discovery Channel	Wed	19:30	68	91	1135	533

	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 SF 2, COLLINGWOOD V W COAST	FOX FOOTY	Sat	19:30	422	-	1357	978
2	LIVE: AFL SF 1, ADELAIDE V FREMANTLE	FOX FOOTY	Fri	20:30	394	-	1147	955
3	LIVE: AFL EF#2 WEST COAST V NORTH MEL-	FOX FOOTY	Sun	15:12	321	-	1026	699
4	LIVE: RUGBY UNION: RUGBY CHAMPIONSHIP	FOX SPORTS 3	Sat	20:00	175	-	1390	605
5	LIVE: AFL WEST COAST V NORTH MELBOURNE	FOX FOOTY	Sun	14:30	156	-	952	314
6	LIVE: AFL PREVIEW	FOX FOOTY	Fri	19:30	155	-	1087	582
7	LIVE: AFL REVIEW	FOX FOOTY	Sat	22:30	133	-	1068	382
8	LIVE: AFL: ON THE COUCH EP 30	FOX FOOTY	Mon	20:30	118	-	1097	230
9	LIVE: AFL 360	FOX FOOTY	Mon	19:30	113	-	1166	365
10	LIVE: AFL WEST COAST V NORTH MELBOURNE	FOX FOOTY	Sun	18:12	105	-	1010	255

Top 10 Time-Shifted Programs*

	Program	Channel
1	THE B*TCH IN APARTMENT 23	ARENA
2	MR. POPPER'S PENGUINS	showtime premiere
3	GRIMM	FOX8
4	LOCATION LOCATION LOCATION AUSTRALIA	The LifeStyle Channel
5	THE NEWSROOM	SOHO
6	CAPTAIN AMERICA: THE FIRST AVENGER	showtime premiere
7	THE B*TCH IN APARTMENT 23	ARENA
8	KEEPING UP WITH THE KARDASHIANS	E!
9	TRUE BLOOD S5 EP12	showcase
10	FOOTBALL: EPL HIGHLIGHTS	FOX SPORTS 1

Viewing Share by Genre: Week 37 (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\menu\programming

* By playback audience Wk 36 total people, single broadcast

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.