

Snapshot: STV Homes

7.4 million viewers:
70% metro
30% regional

56% share of viewing (2am-2am)

Highest share of viewing compared to commercial & public broadcasters

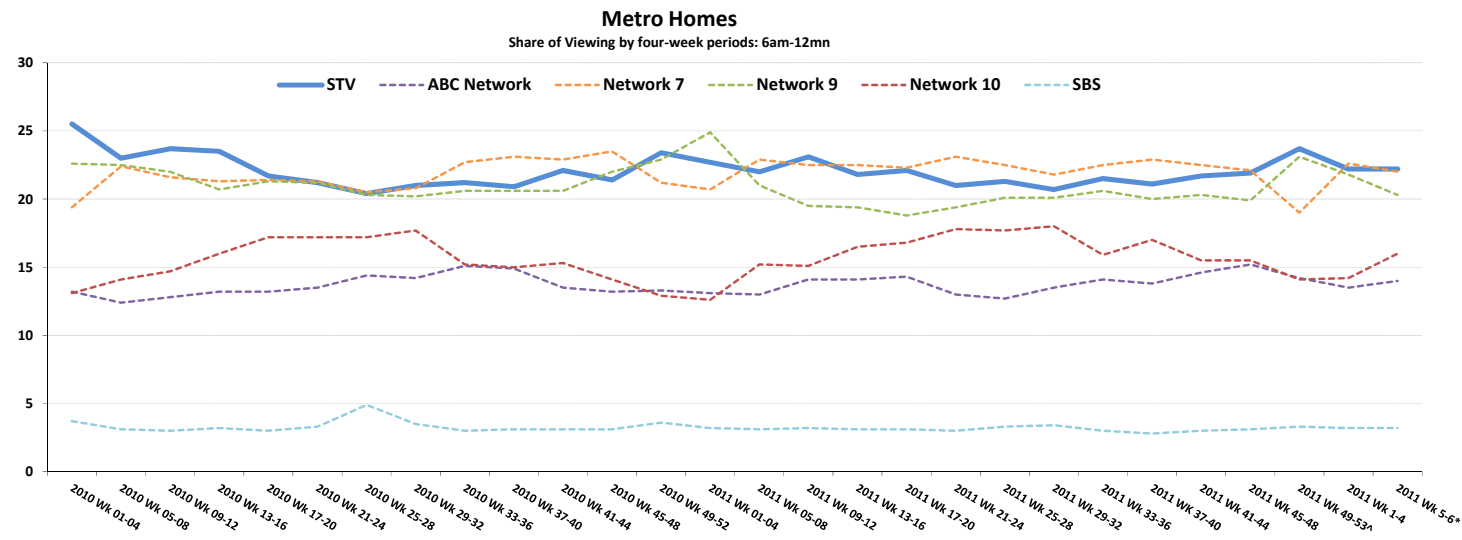
57.1% year-to-date share of viewing (2am-2am)

Highest time-shifted program (wk 5): Grimm (FOX8)

Top Program by Genre, Based on Overnight Audience Viewership

Children's: **Wizards of Waverley Place, Disney Channel**
 Documentary: **Kings Cross ER, Crime & Investigation Channel**
 Drama: **Lewis, UKTV**
 Light Entertainment: **Family Guy, FOX8**
 Lifestyle: **Selling Houses Australia, The LifeStyle Channel**
 News: **National News Sunday, SKY News**
 Sports: **Live: FOOTBALL, EPL Man UTD Vs Liverpool, FOX SPORTS 1**
 Movies: **Just Go With It, Showtime Premiere**
 Music: **[V] Guerilla Gig, Boy & Bear, Channel [V]**

- Top 5 STV Channels (STV share of viewing)**
- FOX8*
 - The LifeStyle Channel*
 - Crime & Investigation
 - FOX Classics*
 - Disney Channel
- * Includes Plus2 channels



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

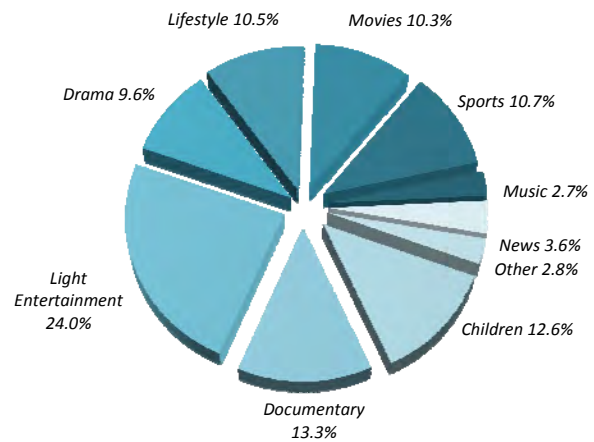
* Indicates an incomplete 4 wk period

Top 10 All Genre (no sport) Broadcasts				Broadcast Details			Overnight Broadcast Audiences (000s)		Weekly
				Channel	Day	Time	B/cast Only	B/cast & Plus2	Reach (000s)
1	SELLING HOUSES AUSTRALIA	The LifeStyle Ch	Wed	20:30	157	183	827		
2	WIZARDS OF WAVERLY PLACE	Disney Channel	Sat	18:35	104	104	548		
3	ICARLY	Nickelodeon	Thu	17:30	103	103	661		
4	FAMILY GUY	FOX8	Tue	18:45	101	126	945		
5	AMERICAN IDOL	FOX8	Thu	19:37	96	112	473		
6	LEWIS	UKTV	Sun	20:31	87	96	182		
7	THE SIMPSONS	FOX8	Thu	19:10	84	103	1560		
8	THE BIG BANG THEORY	COMEDY CHANNEL	Sun	17:30	82	97	831		
9	MODERN FAMILY	FOX8	Sun	19:00	79	122	359		
10	MIDSOMER MURDERS	UKTV	Sat	20:30	79	91	257		

Top 10 Sport Broadcasts				Broadcast Details			Overnight Broadcast Audiences (000s)		Weekly
				Channel	Day	Time	B/cast Only	B/cast & Plus2	Reach (000s)
1	LIVE: FOOTBALL: EPL MAN UTD V LIVERPOOL	FOX SPORTS 1	Sat	23:38	103	-	237		
2	LIVE: NFL SUPER BOWL	ESPN	Mon	10:00	94	-	299		
3	LIVE: CRICKET: ONE DAY SERIES	FOX SPORTS 2	Sat	18:10	81	-	745		
4	LIVE: FOOTBALL: A-LEAGUE	FOX SPORTS 1	Fri	20:00	73	-	205		
5	LIVE: FOOTBALL: A-LEAGUE SYDNEY V PERTH	FOX SPORTS 1	Sat	19:35	72	-	210		
6	LIVE: FOOTBALL: A-LEAGUE NEWC V MELB H	FOX SPORTS 1	Sat	17:30	66	-	203		
7	CRICKET: WORLD SERIES CLASSICS	FOX SPORTS 2	Sat	17:50	59	-	340		
8	LIVE: FOOTBALL: A-LEAGUE POST GAME SHOW	FOX SPORTS 1	Sat	21:35	55	-	341		
9	LIVE: FOOTBALL: EPL EVERTON V CHELSEA	FOX SPORTS 1	Sat	1:53	52	-	70		
10	RACEDAY SATURDAY	Sky Racing	Sat	12:00	48	-	205		

Top 10 Time-Shifted Programs*	
Program	Channel
1 GRIMM	FOX8
2 GOSSIP GIRL	FOX8
3 DCI BANKS	UKTV
4 WIFE SWAP AUSTRALIA	LifeStyle YOU
5 HART OF DIXIE	FOX8
6 AMERICAN IDOL	FOX8
7 JUST GO WITH IT	Showtime Premiere
8 SELLING HOUSES AUSTRALIA	The LifeStyle Ch
9 AMERICAN IDOL	FOX8
10 THE REAL HOUSEWIVES OF BEVERLY HILLS	ARENA

**Viewing Share By Genre:
Week 6 (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

* By playback audience Wk 5 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.