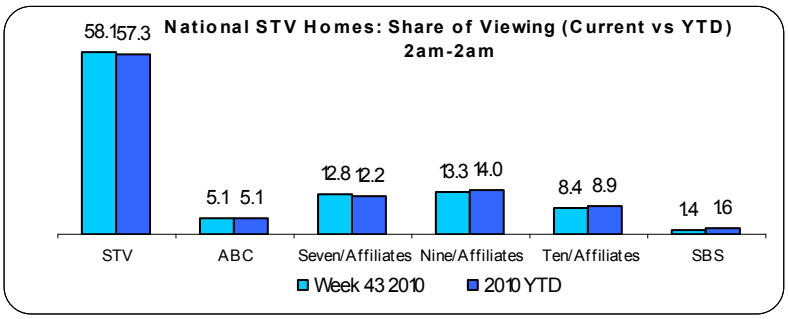
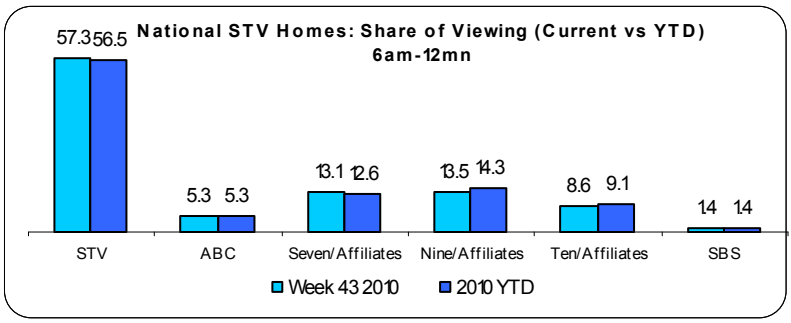
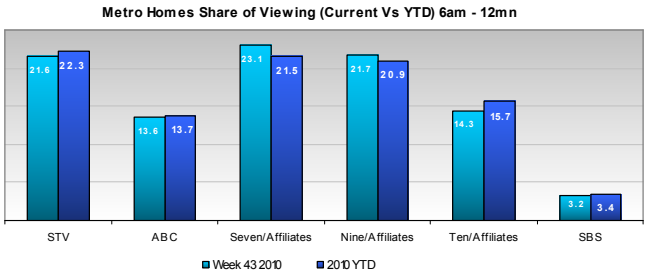
ASTRA Subscription Television Australia

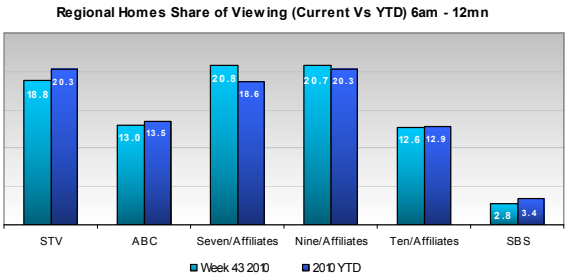
STV WEEKLY RATINGS

Week 43: 17 October - 23 October 2010









Snapshot: STV Homes

7 million viewers:
70% metro
30% regional

58.1% share of viewing (2am-2am)

Highest share of viewing compared to commercial & public broadcasters

57.3% year-to-date share of viewing (2am-2am)

Highest time-shifted program (wk 42):

Spirited (W)

Top Program by Genre, Based on Overnight Audience Viewership

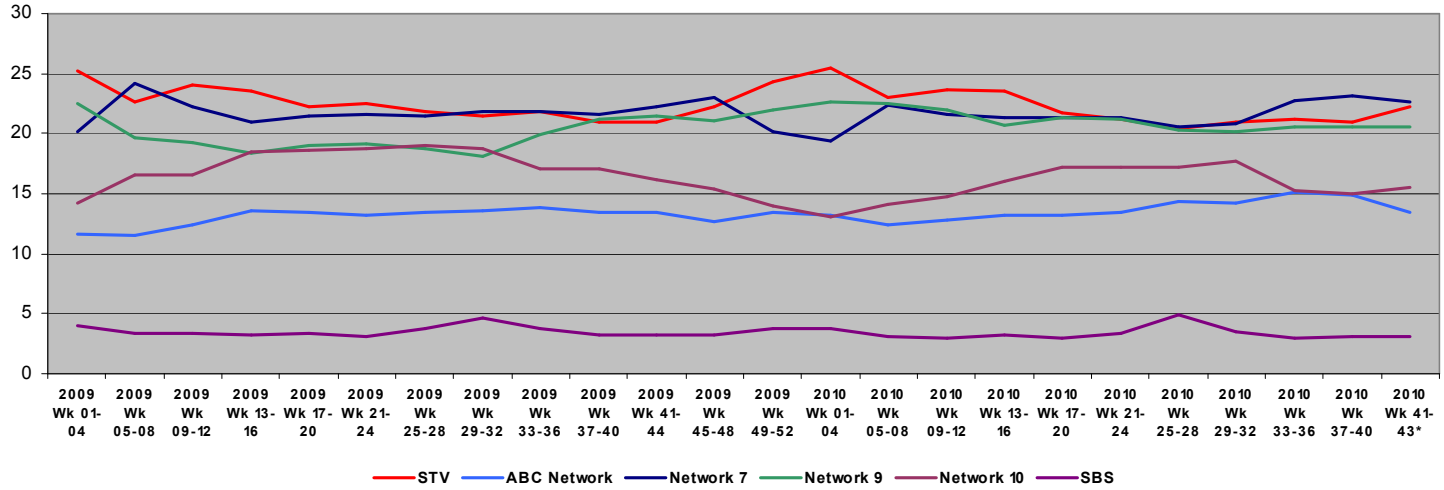
Children's: **Goodluck Charlie, Disney Channel**
Documentary: **Deadliest Catch, Discovery Channel**
Drama: **Poirot: Mrs McGinty's Dead, 13th Street**
Light Entertainment: **Family Guy, FOX8**
Lifestyle: **Grand Designs Australia, The LifeStyle Channel**
News: **Mary MacKillop: Australia's First Saint, SKY News**
Sports: **Live: Rugby League: Four Nations, FOX SPORTS 3**
Movies: **My Life in Ruins, Showtime Premiere**
Music: **MAX Trivia, MAX**

Top 5 STV Channels
(STV share of viewing)

- **FOX8***
- **The LifeStyle Ch***
- **TV1***
- **Disney Channel**
- **Nick Jr**

* Includes Plus2 channels

Metro Homes: Share of Viewing
By 4 Week Periods: 6am-12mn



* Indicates an incomplete 4 wk period

About ASTRA

ASTRA is the peak industry body for subscription television in Australia. The subscription TV industry is the undisputed market leader of digital broadcasting with more than 110 channels broadcast on the FOXTEL, AUSTAR and OPTUS subscription TV platforms received by 34% of Australians through their homes and over a million more through hotels, clubs and other entertainment and business venues.

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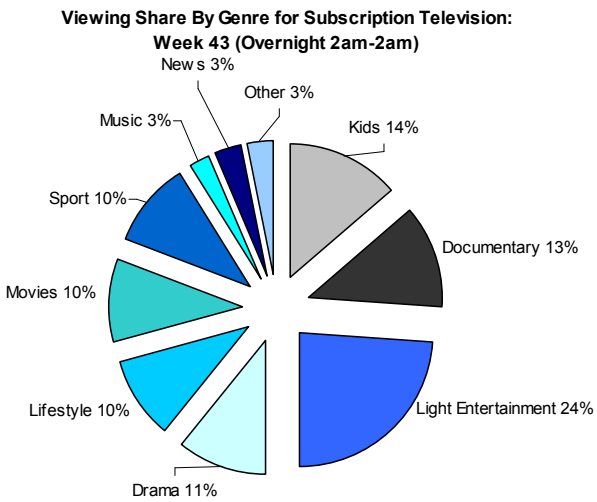
	Top 10 All Genre (no sport) Broadcasts	Broadcast Details			Overnight Broadcast Audiences (000s)			Weekly
		Channel	Day	Time	B/cast Only	Plus2	Total STV	Reach (000s)
1	GRAND DESIGNS AUSTRALIA	LifeStyle	Thu	20:30	174	199	1270	546
2	FAMILY GUY	FOX8	Mon	18:45	123	156	916	1379
3	THE SIMPSONS	FOX8	Mon	19:10	112	149	996	1790
4	FUTURAMA	FOX8	Mon	18:20	106	126	778	1032
5	AMERICA'S NEXT TOP MODEL	FOX8	Tue	19:38	101	118	978	564
6	MARY MACKILLOP: AUSTRALIA'S FIRST SAINT	SKY NEWS	Sun	19:00	91	-	1240	358
7	POIROT: MRS MCGINTY'S DEAD	13TH STREET	Fri	20:30	87	-	1154	165
8	PROJECT RUNWAY	ARENA	Mon	20:30	85	109	1094	387
9	AMERICAN DAD	FOX8	Sun	21:30	77	93	1125	198
10	GOOD LUCK CHARLIE	Disney Channel	Sun	17:30	76	-	1209	325

	Top 10 Sport Broadcasts	Broadcast Details			Overnight Broadcast Audiences (000s)			Weekly
		Channel	Day	Time	B/cast Only	Plus2	Total STV	Reach (000s)
1	LIVE: RUGBY LEAGUE: FOUR NATIONS	FOX SPORTS 3	Sat	18:00	144	-	1071	406
2	LIVE: CRICKET: ODI IND V AUS GAME 2	FOX SPORTS 1	Wed	20:00	125	-	773	679
3	LIVE: CRICKET: ODI IND V AUS PRE GAME	FOX SPORTS 1	Wed	19:30	102	-	992	197
4	RACEDAY SATURDAY	Sky Racing	Sat	11:00	74	-	946	335
5	LIVE: FOOTBALL: EPL TOTTENHAM V EVERTON	FOX SPORTS 1	Sat	22:45	74	-	708	246
6	LIVE: CRICKET: NATIONAL ONE DAY CUP	FOX SPORTS 1	Fri	18:10	67	-	1042	448
7	LIVE: CRICKET: NATIONAL ONE DAY CUP	FOX SPORTS 2	Sat	18:10	62	-	1083	536
8	LIVE: FOOTBALL: A-LEAGUE BRIS V MELB V	FOX SPORTS 1	Sat	20:45	56	-	1087	255
9	LIVE: FOOTBALL: A-LEAGUE G COAST V ADEL	FOX SPORTS 1	Sun	17:00	53	-	1167	172
10	LIVE: FOOTBALL: A-LEAGUE WELL V MELB H	FOX SPORTS 1	Sun	15:00	43	-	1075	167

Top 10 Time-Shifted Programs*		
	Program	Channel
1	SPIRITED	W
2	TRUE BLOOD S3 EP9	showcase
3	SPIRITED	W
4	SONNY WITH A CHANCE	Disney Channel
5	ICE AGE: DAWN OF THE DINOSAURS	Showtime Premiere
6	JERSEY SHORE	MTV
7	PROJECT RUNWAY	ARENA
8	TRUE BLOOD S3 EP9	showcase
9	BEN 10: ULTIMATE ALIEN	Cartoon Network
10	HELL'S KITCHEN USA	The LifeStyle Channel



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 42 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.