

# STV WEEKLY RATINGS

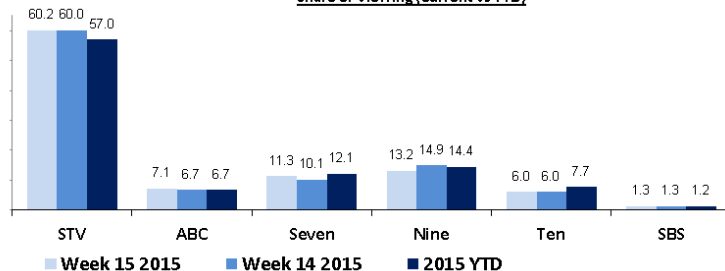
**ASTRA** Subscription Media Australia

Snapshot Summary: Week 15 05/04/2015 - 11/04/2015

STV Homes: 7 million viewers - 70% metro, 30% regional

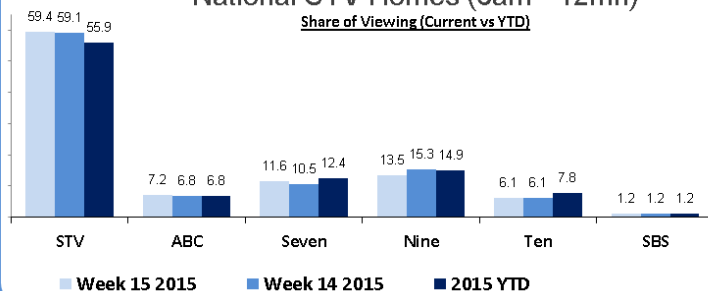
## National STV Homes (2am - 2am)

Share of Viewing (Current vs YTD)



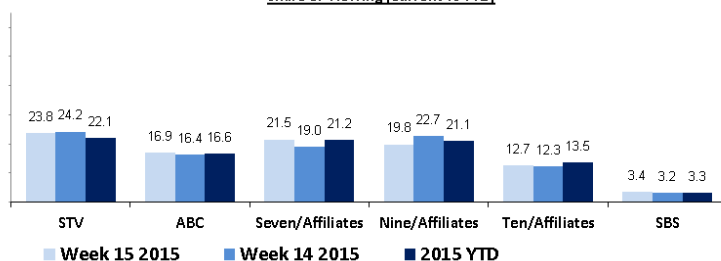
## National STV Homes (6am - 12mn)

Share of Viewing (Current vs YTD)



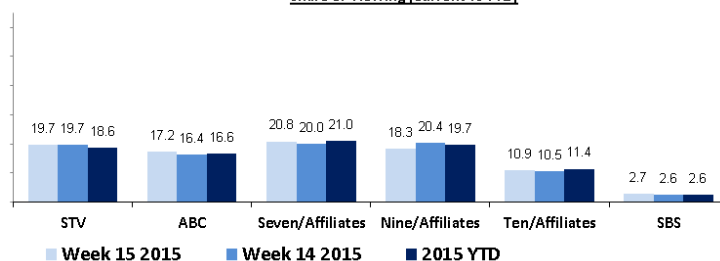
## All Metro Homes (6am - 12mn)

Share of Viewing (Current vs YTD)



## All Regional Homes (6am - 12mn)

Share of Viewing (Current vs YTD)



## Top STV Programmes by Genre: | Week 15\*

## Top 5 STV Channels: | Week 15

SPORT	LIVE: NRL EELS V TIGERS	GENERAL ENT.	THE SIMPSONS	DRAMA/LIVE	WENTWORTH
FACTUAL	GOLD RUSH	LIFESTYLE	SELLING HOUSES AUSTRALIA	NEWS	PAUL MURRAY LIVE
CHILDREN'S	ADVENTURE TIME	MOVIES	SEX TAPE	MUSIC	NOW STAR-RING ..SIA

\* Based on Overnight Audience Viewing

1.	
2.	
3.	
4.	
5.	

### 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 6,600 people and in 2012-13 invested \$700 million into Australian content. The direct economic contribution of STV to the Australian economy is estimated to be over \$8 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](http://www.astra.org.au). Data © OzTAM Pty Limited 2013. The Data may not be reproduced, published or communicated (electronically or in hard copy) in whole or in part, without the prior written consent of OzTAM.

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## Top 10 Sports Broadcasts: | Week 15\*

Broadcast Details					Overnight Broadcast Audiences	Programme Weekly Reach
Channel	Day	Time	B/cast	Reach (000s)		
1	LIVE: NRL EELS V TIGERS	FOX SPORTS 1	Mon	15:05:0	312	550
2	LIVE: NRL STORM V WARRIORS	FOX SPORTS 1	Mon	17:01:0	305	645
3	LIVE: NRL PANTHERS V COWBOYS	FOX SPORTS 1	Mon	19:00:0	284	543
4	LIVE: AFL HAWTHORN V GEELONG	FOX FOOTY	Mon	15:17:0	281	569
5	LIVE: AFL COLLINGWOOD V ADELAIDE	FOX FOOTY	Sat	16:30:0	257	721
6	LIVE: AFL FREMANTLE V PORT ADELAIDE	FOX FOOTY	Sun	18:38:0	251	609
7	LIVE: AFL WEST COAST V CARLTON	FOX FOOTY	Fri	20:00:0	237	604
8	LIVE: NRL PANTHERS V SEA EAGLES	FOX SPORTS 1	Sat	19:30:0	233	517
9	LIVE: AFL ADELAIDE V NORTH MELB	FOX FOOTY	Sun	15:17:0	221	458
10	LIVE: NRL WARRIORS V TIGERS	FOX SPORTS 1	Sat	17:30:0	219	524

## Top 10 Non-Sports Broadcasts: | Week 15\*

		Broadcast Details			Overnight Broadcast Audiences (000s)		Programme Weekly Reach (000s)
		Channel	Day	Time	B/cast	B/cast & Plus2	Reach
1	SELLING HOUSES AUSTRALIA	LifeStyle	Wed	20:30:	193	216	1154
2	GOGGLEBOX AUSTRALIA	LifeStyle	Wed	21:30:	150	167	673
3	THE SIMPSONS	FOX8	Wed	19:06:	110	125	1720
4	GRAND DESIGNS	LifeStyle	Thu	20:30:	101	116	414
5	WENTWORTH	SOHO	Tue	20:30:	100	120	352
6	SEX TAPE	Foxtel Movies	Sat	20:30:	82	93	218
7	TOP 20 FUNNIEST	FOX8	Wed	19:36:	81	101	335
8	GOLD RUSH	Discovery Channel	Thu	20:30:	79	84	209
9	DANCE MOMS	LifeStyle YOU	Mon	20:31:	78	85	566
10	MELBOURNE: REAL HOUSEWIVES OF...	ARENA	Sun	20:30:	77	92	586

## Top 10 Consoliated (+7 day) Non-Sport Broadcasts: | Week 14\*

		Channel	Date	Time	Overnight Audiences (000s)	Consolidated (+7 day) Aud
1	SELLING HOUSES AUSTRALIA	LifeStyle (National)	1/04/2015	20:33	182	218
2	GOGGLEBOX AUSTRALIA	LifeStyle (National)	1/04/2015	21:34	138	185
3	COMEDY CENTRAL ROAST	COMEDY CHANNEL (National)	31/03/2015	20:30	86	155
4	THE FLASH	FOX8 (National)	1/04/2015	19:30	86	146
5	THE WALKING DEAD	FX (National)	30/03/2015	20:31	67	117
6	THE LEGO MOVIE	Foxtel Movies Family (National)	4/04/2015	19:30	51	117
7	THE OTHER WOMAN	Foxtel Movies Premiere	29/03/2015	20:30	65	116
8	PINK PANTHER AND PALS	Boomerang (National)	1/04/2015	18:30	37	107
9	MELBOURNE: REAL HOUSEWIVES OF...	ARENA (National)	29/03/2015	20:30	81	102
10	THE SIMPSONS	FOX8 (National)	3/04/2015	15:34	87	87
					* RANKED ON CONSOLIDATED	*

\* RANKED ON CONSOLIDATED

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. 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.