STV WEEKLY RATINGS

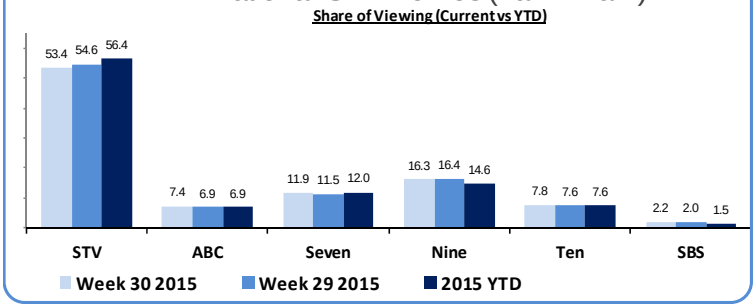
ASTRA Subscription Media Australia

Snapshot Summary: Week 30 19/07/2015 - 25/07/2015

STV Homes: 7.3 million viewers

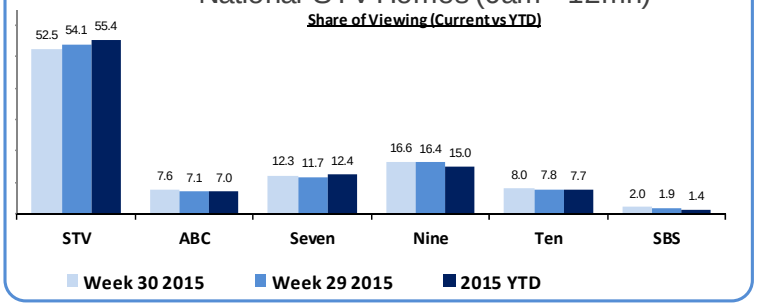
National STV Homes (2am - 2am)

Share of Viewing (Current vs YTD)



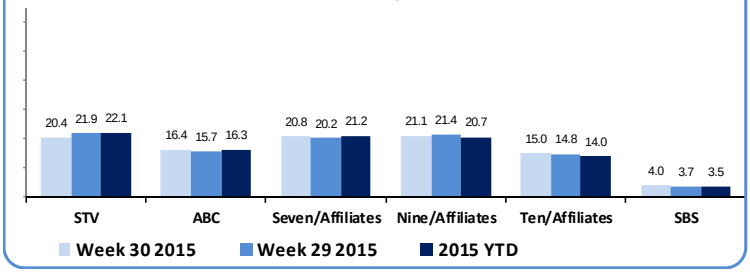
National STV Homes (6am - 12mn)

Share of Viewing (Current vs YTD)



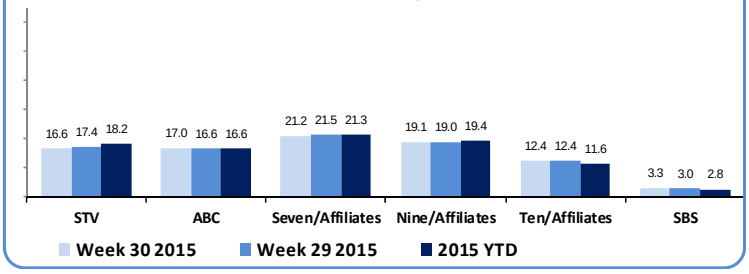
All Metro Homes (6am - 12mn)

Share of Viewing (Current vs YTD)



All Regional Homes (6am - 12mn)

Share of Viewing (Current vs YTD)



Top STV Programmes by Genre: | Week 30*

Genre	Programme
SPORT	LIVE: AFL RICHMOND V FREMANTLE
GENERAL ENT.	WAYWARD PINES
DRAMA	MRS. BROWN'S BOYS
FACTUAL	PAWN STARS AUSTRALIA
LIFESTYLE	SELLING HOUSES AUSTRALIA
NEWS	PAUL MURRAY LIVE
CHILDREN'S	DOG WITH A BLOG: STAN HAS
MOVIES	LUCY
MUSIC	NOW STARRING... CHRIS BROWN

** Based on Overnight Audience Viewing*

Top 5 STV Channels: | Week 30

1.	FOX FOOTY
2.	FOX SPORTS 1
3.	LIFESTYLE Channel 106
4.	FOX8
5.	TVHITS

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 . 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 30*

		Broadcast Details			Overnight Broadcast Audiences	Programme Weekly Reach
		Channel	Day	Time	B/cast	Reach (000s)
1	LIVE: AFL RICHMOND V FREMANTLE	FOX FOOTY	Sat	19:14:5	261	696
2	LIVE: NRL STORM V DRAGONS	FOX SPORTS 1	Sat	19:29:5	236	547
3	LIVE: NRL SEA EAGLES V COWBOYS	FOX SPORTS 1	Mon	20:46:5	236	551
4	LIVE: NRL RABBITOHS V KNIGHTS	FOX SPORTS 1	Sat	21:29:5	231	556
5	LIVE: AFL CARLTON V HAWTHORN	FOX FOOTY	Fri	22:29:5	177	527
6	LIVE: AFL ST KILDA V RICHMOND	FOX FOOTY	Sun	19:19:5	177	569
7	LIVE: NRL WARRIORS V SEA EAGLES	FOX SPORTS 1	Sat	16:54:5	169	392
8	LIVE: AFL PORT ADELAIDE V ADELAIDE	FOX SPORTS 3	Sun	18:13:5	158	460
9	LIVE: AFL ESSENDON V PORT ADEL	FOX FOOTY	Sat	22:29:5	152	576
10	LIVE: NRL SUPER SATURDAY	FOX SPORTS 1	Sat	17:29:5	151	344

Top 10 Non-Sports Broadcasts: | Week 30*

		Broadcast Details			Overnight Broadcast Audiences (000s)		Programme Weekly Reach (000s)
		Channel	Day	Time	B/cast	B/cast & Plus2	Reach
1	PAWN STARS AUSTRALIA	A&E	Tue	20:00:5	102	102	266
2	LUCY	Foxtel Movies Prem-	Sun	22:05:5	92	115	321
3	DOG WITH A BLOG: STAN HAS PUPPIES	Disney Channel	Mon	18:00:4	80	80	138
4	PEPPA PIG	Nick Jr.	Fri	8:08:46	76	76	296
5	WAYWARD PINES	FX	Thu	21:31:5	74	74	278
6	PEPPA PIG	Nick Jr.	Fri	8:15:32	72	72	296
7	SELLING HOUSES AUSTRALIA	LifeStyle	Thu	21:30:0	72	77	1021
8	THE SIMPSONS	FOX8	Sun	15:09:5	68	86	1123
9	DOC MCSTUFFINS	Disney Junior	Sun	9:38:48	68	68	314
10	THE SIMPSONS	FOX8	Thu	19:30:4	68	97	1123

Top 10 Consoliated (+7 day) Non-Sport Broadcasts: | Week 29*

		Channel	Date	Time	Overnight Audiences (000s)	Consol-idated (+7 day) Aud
1	TEENAGE MUTANT NINJA TURTLES	Foxtel Movies Premiere	12/07/2015	19:30	67	130
2	TOY STORY 2	Disney Junior	18/07/2015	18:01	95	120
3	RIVER COTTAGE AUSTRALIA	LifeStyle FOOD	14/07/2015	20:30	86	117
4	FRESH OFF THE BOAT	FOX8	12/07/2015	18:30	70	112
5	WAYWARD PINES	FX	16/07/2015	20:30	63	111
6	BLENDED	Foxtel Movies Premiere	15/07/2015	20:30	74	91
7	PRETTY LITTLE LIARS	FOX8	16/07/2015	19:30	37	83
8	PAUL MURRAY LIVE	SKY NEWS	14/07/2015	21:00	44	82
9	OPEN SLATHER	COMEDY CHANNEL	12/07/2015	19:31	57	78
10	LAW & ORDER: SVU	UNIVERSAL	17/07/2015	20:30	60	78

** Single Broadcast (excludes +2)*

***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.