

#### Snapshot: STV Homes

7.3 million viewers:  
70% metro  
30% regional

58.5% share of viewing  
(2am-2am)

Highest share of  
viewing compared to  
commercial & public  
broadcasters

58.9% year-to-date  
share of viewing  
(2am-2am)

Highest time-shifted  
program (wk 2):

Grimm (FOX8)

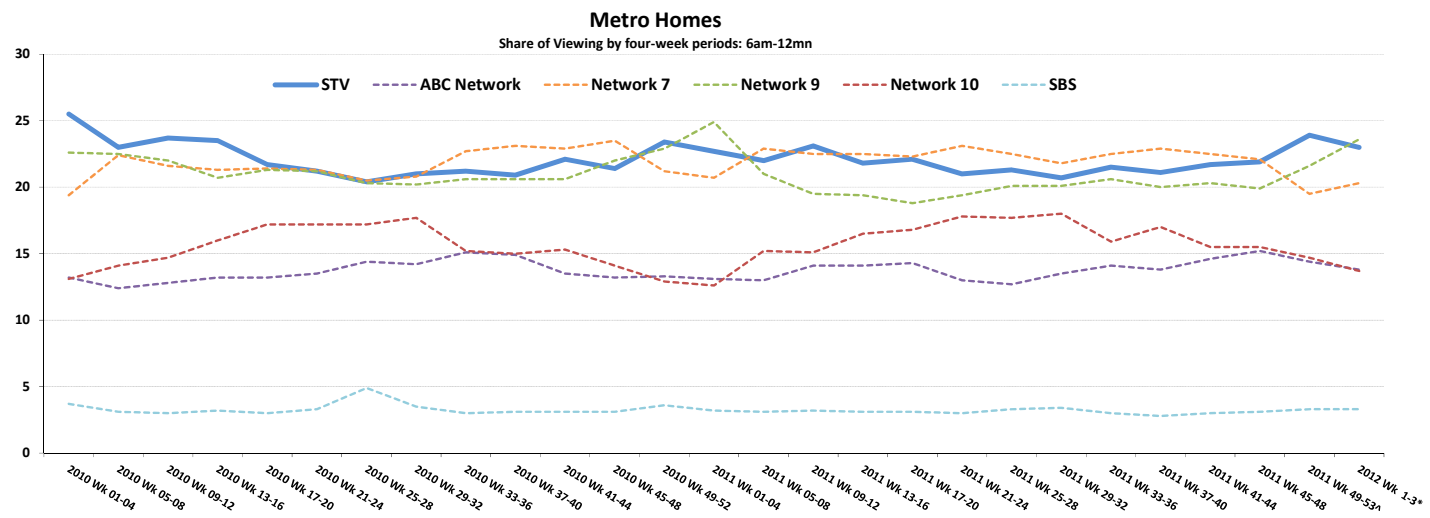
#### Top Program by Genre, Based on Overnight Audience Viewership

Children's: **Phineas & Ferb**, Disney Channel  
 Documentary: **Australia's Great Flood**, National Geographic Channel  
 Drama: **Coronation Street**, UKTV  
 Light Entertainment: **69th Annual Golden Globes**, FOX8  
 Lifestyle: **Wife Swap Australia**, LifeStyle YOU  
 News: **First Edition**, SKY News  
 Sports: **Live: Cricket: BIG BASH LEAGUE**, FOX SPORTS 3  
 Movies: **The Green Hornet**, Showtime Premiere  
 Music: **10 Hottest Tracks Right Now**, [V] Hits

#### Top 5 STV Channels (STV share of viewing)

- FOX8\*
- FOX SPORTS 3
- TV1\*
- Disney Channel
- The LifeStyle Channel\*

\* 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 market leader of digital broadcasting with 200 channels (including HD and Plus2) broadcast on the FOXTEL, AUSTAR and OPTUS subscription TV platforms, and channel packages offered through Telstra T-Box and Xbox360. 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)

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	69TH ANNUAL GOLDEN GLOBES	FOX8	Mon	19:38	136	154	1136	872		
2	LIVE: 69TH ANNUAL GOLDEN GLOBES	FOX8	Mon	12:00	126	156	805	521		
3	GRIMM	FOX8	Wed	20:38	116	122	1333	395		
4	WIFE SWAP AUSTRALIA	LifeStyle YOU	Mon	20:30	108	120	1390	594		
5	HANG 'EM HIGH	FOX Classics	Fri	20:37	91	116	1072	392		
6	THE VICAR OF DIBLEY	COMEDY CHANNEL	Sun	20:39	88	111	1251	221		
7	THE SIMPSONS	FOX8	Sat	11:30	85	121	790	1633		
8	FAMILY GUY	FOX8	Tue	18:43	84	129	1002	950		
9	THE BIG BANG THEORY	COMEDY CHANNEL	Sun	17:34	73	111	1159	765		
10	CRICKET SUPERSTAR	FOX8	Wed	19:36	72	79	1223	533		

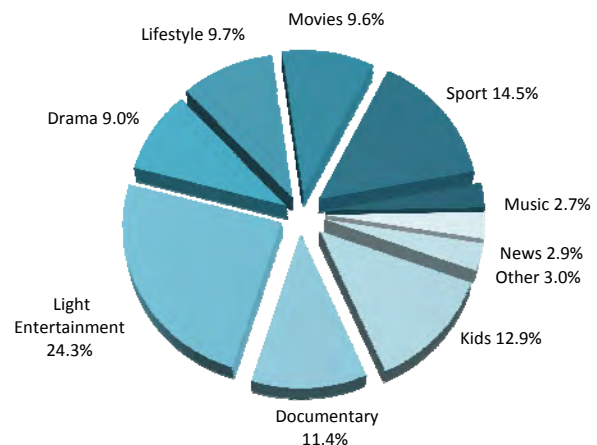
  

Top 10 Sport Broadcasts				Broadcast Details			Overnight Broadcast Audiences (000s)			Weekly
				Channel	Day	Time	B/cast Only	B/cast & Plus2	Total STV	Reach (000s)
1	LIVE: CRICKET: BIG BASH LEAGUE	FOX SPORTS 3	Sat	19:58	327	-	1271	868		
2	LIVE: CRICKET: BIG BASH LEAGUE STARS V STRIKERS	FOX SPORTS 3	Thu	18:58	249	-	1176	821		
3	LIVE: CRICKET: BIG BASH LEAGUE HEAT V THUNDER	FOX SPORTS 3	Tue	19:28	242	-	1183	774		
4	LIVE: CRICKET: BIG BASH LEAGUE SIXERS V SCORCHERS	FOX SPORTS 3	Wed	19:08	236	-	1211	767		
5	LIVE: CRICKET: BIG BASH LEAGUE HURRICANES V RENE-	FOX SPORTS 3	Wed	15:58	118	-	890	433		
6	LIVE: CRICKET: BIG BASH LEAGUE PRE MATCH	FOX SPORTS 3	Tue	19:00	90	-	1056	346		
7	LIVE: INSIDE CRICKET	FOX SPORTS 3	Mon	20:30	71	-	1399	164		
8	LIVE: FOOTBALL: A-LEAGUE MELB H V PERTH	FOX SPORTS 1	Sun	16:00	64	-	1036	145		
9	LIVE: FOOTBALL: A-LEAGUE C COAST V ADEL	FOX SPORTS 1	Sat	17:30	61	-	1084	173		
10	LIVE: FOOTBALL: A-LEAGUE PRE GAME SHOW	FOX SPORTS 1	Sun	18:06	57	-	1021	183		

Top 10 Time-Shifted Programs*	
Program	Channel
1 GRIMM	FOX8
2 WIFE SWAP AUSTRALIA	LifeStyle YOU
3 GOSSIP GIRL	FOX8
4 HART OF DIXIE	FOX8
5 DEXTER S6 EP10	Showcase
6 NARNIA: VOYAGE OF THE DAWN	Showtime Premiere
TREADER	
7 THE BACKYARDIGANS	Nick Jr.
8 WIGGLE AND LEARN	Disney Junior
9 CRICKET SUPERSTAR	FOX8
10 THE GLADES	W

\* By playback audience Wk 2 total people, single broadcast

**Viewing Share By Genre:  
Week 3 (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](http://www.astra.org.au/programming)

**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.