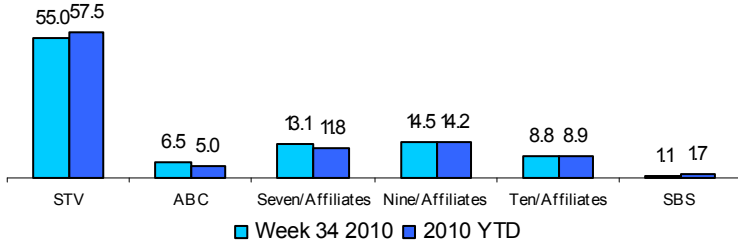
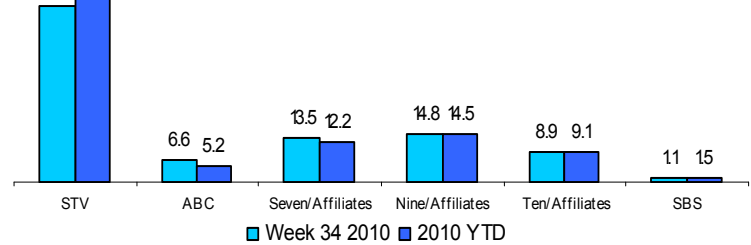


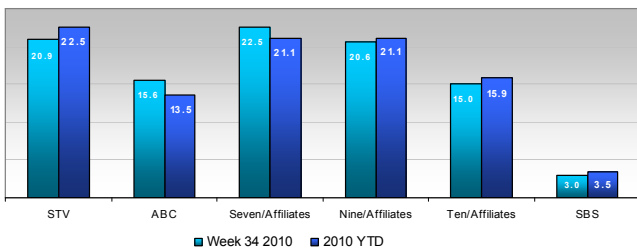
National STV Homes: Share of Viewing (Current vs YTD) 2am-2am



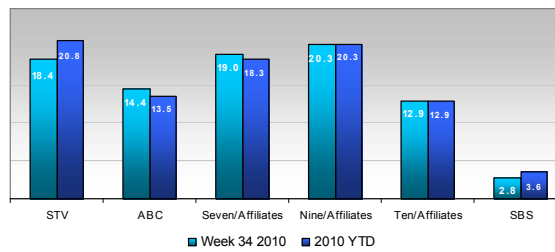
National STV Homes: Share of Viewing (Current vs YTD) 6am-12mn



Metro Homes Share of Viewing (Current Vs YTD) 6am - 12mn



Regional Homes Share of Viewing (Current Vs YTD) 6am - 12mn



Snapshot: STV Homes

7 million viewers:
70% metro
30% regional

55% share of viewing
(2am-2am)

Highest share of
viewing compared to
commercial & public
broadcasters

57.5% year-to-date
share of viewing
(2am-2am)

Highest time-shifted
program (wk 33):

Australia's Next Top
Model (FOX8)

Top Program by Genre, Based on Overnight Audience Viewership

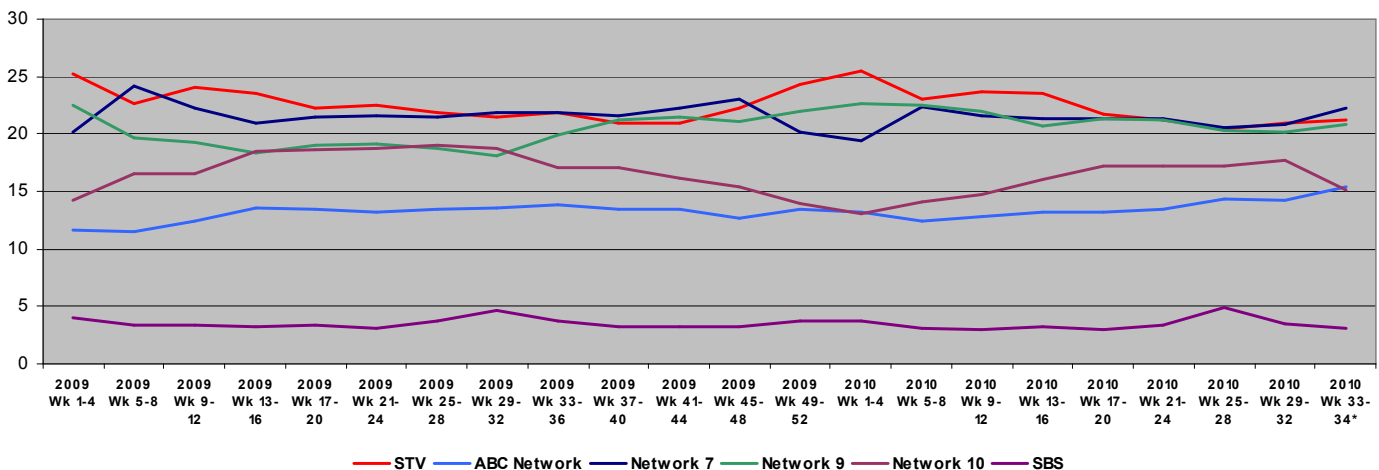
- Children's: **BOLT, Disney Channel**
- Documentary: **Deadliest Catch, Discovery Channel**
- Drama: **Midsomer Murders, UKTV**
- Light Entertainment: **Australia's Next Top Model, FOX8**
- Lifestyle: **Location, Location, Location, The LifeStyle Channel**
- News: **The People's Forum, Brisbane, SKY News**
- Sports: **Live NRL: Dragons Vs Sea Eagles, FOX SPORTS 2**
- Movies: **G-Force, Family Movie Channel**
- Music: **Get it Started, [V] Hits**

Top 5 STV Channels (STV share of viewing)

- FOX8*
- SKY NEWS
- TV1*
- The LifeStyle Channel*
- UKTV*

* Includes Plus2 channels

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



* Indicates an incomplete 4 wk period

About ASTRA

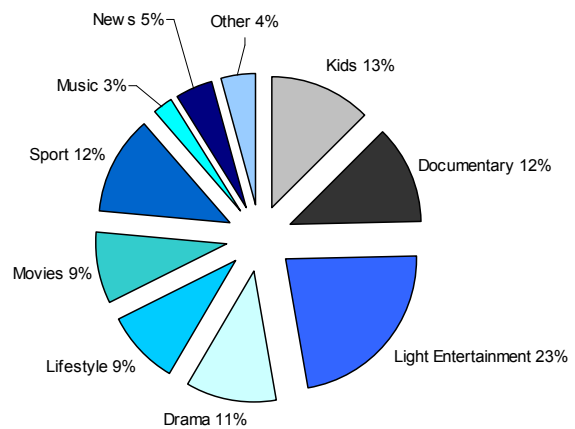
ASTRA is the peak industry body for subscription television in Australia. The subscription TV industry is the undisputed market leader of digital broadcasting with more than 110 channels broadcast on the FOXTEL, AUSTAR and OPTUS subscription TV platforms received by 34% of Australians through their homes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

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	AUSTRALIA'S NEXT TOP MODEL	FOX8	Tue	19:33	135	178	1088	702
2	THE PEOPLE'S FORUM: BRISBANE	SKY NEWS	Wed	18:00	135	-	1035	330
3	FAMILY GUY	FOX8	Thu	18:42	111	136	892	964
4	FUTURAMA	FOX8	Fri	18:17	102	115	875	868
5	ELECTION 2010: NEWS NIGHT	SKY NEWS	Sat	0:00	98	-	591	305
6	MIDSOMER MURDERS	UKTV	Sun	20:30	98	111	1060	429
7	CHUCK	FOX8	Thu	19:32	95	110	1081	361
8	EASTENDERS	UKTV	Mon	19:01	94	98	1154	306
9	BOLT	Disney Channel	Sat	18:30	90	-	1389	189
10	ELECTION 2010 LIVE	SKY NEWS	Sat	18:00	89	-	1127	947

Top 10 Sport Broadcasts		Broadcast Details			Overnight Broadcast Audiences (000s)			Weekly
		Channel	Day	Time	B/cast Only	Plus2	Total STV	Reach (000s)
1	LIVE: NRL DRAGONS V SEA EAGLES	FOX SPORTS 2	Mon	19:00	272	-	1227	649
2	LIVE: NRL STORM V RABBITOHS	FOX SPORTS 2	Sun	14:00	236	-	1218	452
3	LIVE: NRL SEA EAGLES V WARRIORS	FOX SPORTS 2	Sat	17:30	186	-	1283	538
4	LIVE: AFL NTH MELB V ST KILDA	FOX SPORTS 1	Sun	16:32	144	-	1141	503
5	LIVE: AFL BRIS LIONS V ADELAIDE	FOX SPORTS 1	Sun	13:02	142	-	1185	445
6	LIVE: AFL SYDNEY V WESTERN BULLDOGS	FOX SPORTS 1	Sat	19:00	138	-	1319	488
7	LIVE: NRL STORM V SHARKS	FOX SPORTS 2	Sat	19:30	138	-	1345	396
8	LIVE: NRL WARRIORS V KNIGHTS	FOX SPORTS 2	Sun	12:00	135	-	1018	346
9	LIVE: AFL: ON THE COUCH	FOX SPORTS 1	Mon	20:30	113	-	1262	192
10	LIVE: AFL TEAMS	FOX SPORTS 1	Thu	19:30	90	-	1081	147

Top 10 Time-Shifted Programs*	
Program	Channel
1 AUSTRALIA'S NEXT TOP MODEL	FOX8
2 16 WISHES	Disney Channel
3 WALL-E	FMC - Family Movie Channel
4 SONNY WITH A CHANCE	Disney Channel
5 AUSTRALIA'S NEXT TOP MODEL	FOX8
6 16 WISHES	Disney Channel
7 TABATHA'S SALON TAKEOVER	ARENA
8 KOURTNEY & KHLOE TAKE MIAMI	E!
9 SUMMER HEIGHTS HIGH	COMEDY CHANNEL
10 FOUR HOLIDAYS	MOVIE ONE

Viewing Share By Genre for Subscription Television: Week 34 (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.astro.org.au/programming

* By playback audience Wk 33, 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.