

**Snapshot: STV Homes**

7 million viewers:  
70% metro  
30% regional

55.4% share of viewing (2am-2am)

Highest share of viewing compared to commercial & public broadcasters

57.4% year-to-date share of viewing (2am-2am)

Highest time-shifted program (wk 35): Australia's Next Top Model (FOX8)

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

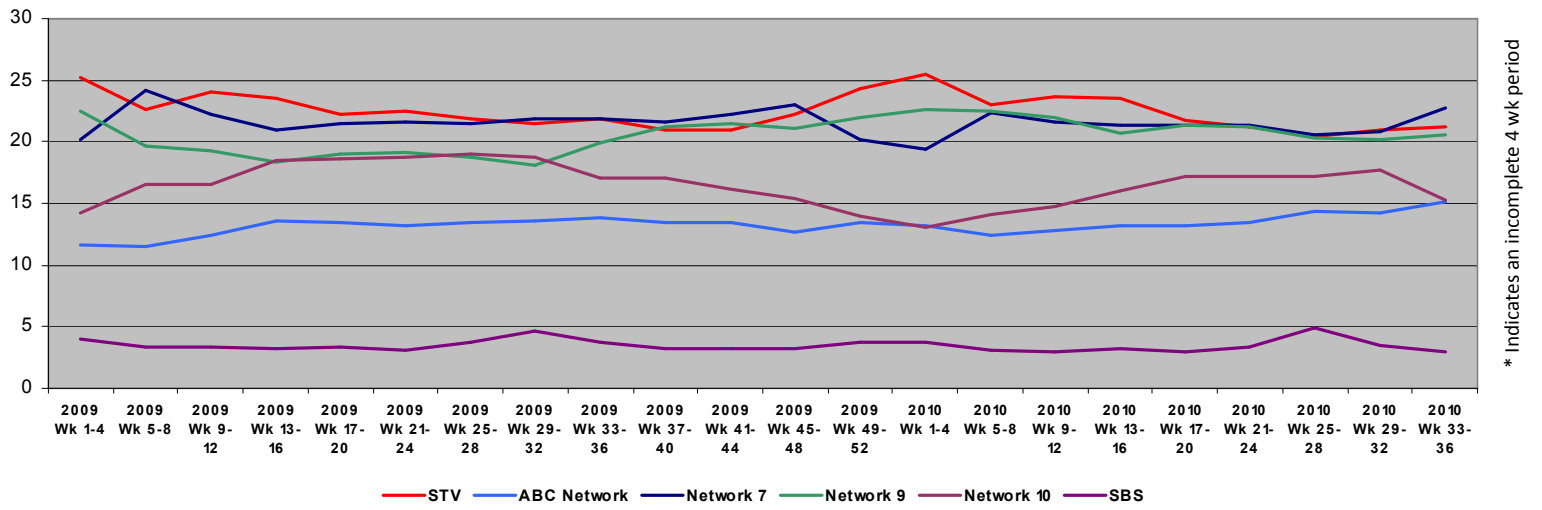
Children's: **The Suite Life on Deck**, Disney Channel  
 Documentary: **Deadliest Catch**, Discovery Channel  
 Drama: **Eastenders**, UKTV  
 Light Entertainment: **Australia's Next Top Model**, FOX8  
 Lifestyle: **Come Dine with Me Australia**, The LifeStyle Channel  
 News: **News Day**, SKY News  
 Sports: **Live NRL: Eels Vs Warriors**, FOX SPORTS 2  
 Movies: **X-Men Origins: Wolverine**, Showtime Premiere  
 Music: **Artist Special**, Channel [V]

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

- FOX8\*
- The LifeStyle Channel\*
- FOX SPORTS 2
- TV1\*
- SKY NEWS

\* Includes Plus2 channels

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



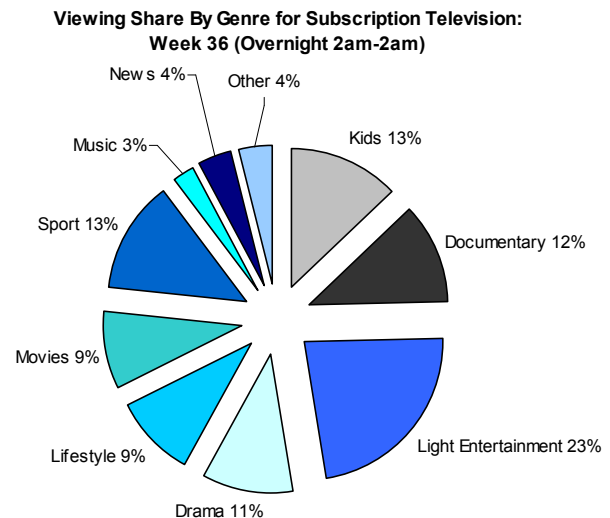
**About ASTRA**

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	180	228	1032	720
2 THE SIMPSONS	FOX8	Sun	10:40	136	161	803	1647
3 THE SUITE LIFE ON DECK	Disney Channel	Mon	17:59	112	-	949	646
4 FAMILY GUY	FOX8	Wed	18:44	111	139	906	891
5 GLEE	FOX8	Mon	19:35	99	119	1250	581
6 NCIS	TV1	Thu	19:32	89	92	1161	688
7 FUTURAMA	FOX8	Wed	18:17	82	97	808	863
8 OPEN ALL HOURS	COMEDY Channel	Sun	20:30	78	82	1187	105
9 HANNAH MONTANA FOREVER	Disney Channel	Fri	18:00	76	-	818	102
10 X-MEN ORIGINS: WOLVERINE	Showtime Premiere	Sun	19:30	76	127	1119	398

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 EELS V WARRIORS	FOX SPORTS 2	Sat	17:30	287	-	1164	585
2 LIVE: NRL BULLDOGS V PANTHERS	FOX SPORTS 2	Mon	19:00	270	-	1245	598
3 LIVE: NRL PANTHERS V SHARKS	FOX SPORTS 2	Sat	19:30	230	-	1402	575
4 LIVE: NRL WESTS TIGERS V STORM	FOX SPORTS 2	Sun	14:00	223	-	1038	460
5 LIVE: AFL MELBOURNE V NORTH MELBOURNE	FOX SPORTS 1	Sun	16:33	134	-	1084	466
6 NRL COWBOYS V ROOSTERS	FOX SPORTS 2	Sat	21:25	134	-	1227	357
7 LIVE: AFL: ON THE COUCH	FOX SPORTS 1	Mon	20:30	122	-	1224	194
8 LIVE: NRL SATURDAY PRE GAME SHOW	FOX SPORTS 2	Sat	16:55	110	-	1117	201
9 LIVE: NRL MONDAY POST GAME SHOW	FOX SPORTS 2	Mon	20:58	109	-	1141	309
10 LIVE: AFL TEAMS	FOX SPORTS 1	Thu	19:30	89	-	1152	155

Top 10 Time-Shifted Programs*		
Program	Channel	
1 AUSTRALIA'S NEXT TOP MODEL	FOX8	
2 WALL-E	FMC	
3 HANNAH MONTANA FOREVER	Disney Channel	
4 SPIRITED	W	
5 HARRY POTTER AND THE HALF BLOOD PRINCE	MOVIE ONE	
6 GLEE	FOX8	
7 COME DINE WITH ME AUSTRALIA	The LifeStyle Channel	
8 HELL'S KITCHEN USA	The LifeStyle Channel	
9 MYTHBUSTERS	Discovery Channel	
10 BRUM	CBeebies	



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](http://www.astro.org.au/programming)

\* By playback audience Wk 35, 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.