



Trans-Tasman Twenty20 Tops The Week For STV

Live: Cricket: Twenty20: NZ v Aus Game 2 on FOX Sports topped the week for subscription TV, when 314,000 viewers watched New Zealand narrowly beat Australia in an “extra time” over. In other cricket, 244,000 people watched Australia beat NZ in the second one day international, **Live: Cricket: ODI NZ v Aus 2nd ODI**, 183,000 watched **Football: Premier League World**, 151,000 watched **Live: Football: AFC Asian Cup Qualifier Aus v Ind** and 123,000 watched **Live: Rugby Union: S14 Waratahs v Sharks** (all on FOX Sports).

America's Next Top Model on FOX8 was viewed by 104,000 people, **NCIS** on TV1 was seen by 81,000 people and **Two And A Half Men** on Arena was watched by 76,000 viewers. **Jesse Stone: Death in Paradise** premiered on 13th Street with 76,000 viewers, **SpongeBob SquarePants** had 72,000 viewers on Nickelodeon and **Wizards of Waverly Place** on Disney Channel was watched by 69,000 people.

In week 10, subscription TV channels won the week with **24.3%** of all metropolitan viewing between 6am and midnight, **22.9%** of all regional viewing and **60.4%** of all viewing in subscription TV homes. (Fri & Sat listings based on preliminary schedules).

Subscription TV Viewing Summary : Week 10 (28 Feb - 06 Mar 2010)

All People: Current Week Share to All*			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	60.4	24.3	22.9
ABC	4.7	12.8	12.9
Seven/Affiliates	11.9	21.7	18.8
Nine/Affiliates	13.3	21.6	19.0
Ten/Affiliates	8.0	14.3	12.1
SBS	1.1	3.1	3.7

All People: Year-to-Date Share to All**			
Sun-Sat 6am-12mn			
Network	NatSTV	MTV	RTV
STV	59.4	24.3	22.2
ABC	4.6	12.8	13.1
Seven/Affiliates	11.6	20.8	17.9
Nine/Affiliates	15.3	22.4	21.3
Ten/Affiliates	7.2	13.8	11.5
SBS	1.2	3.3	3.9

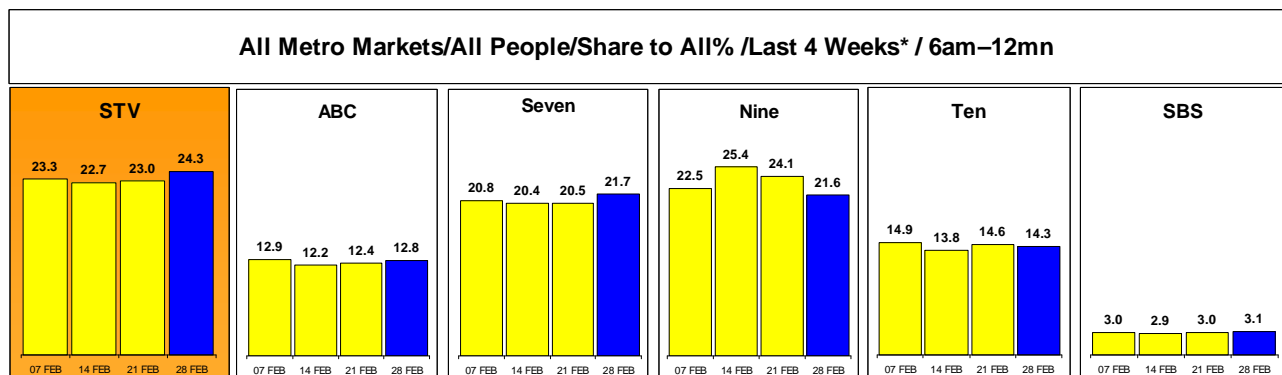
Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	49.3	17.4	16.8
ABC	6.1	13.3	13.7
Seven/Affiliates	15.0	24.2	19.0
Nine/Affiliates	17.0	23.3	20.7
Ten/Affiliates	10.1	15.2	13.4
SBS	1.8	4.4	5.0

Sun-Sat 6pm-12mn			
Network	NatSTV	MTV	RTV
STV	50.7	18.5	17.2
ABC	5.6	13.5	13.9
Seven/Affiliates	14.9	23.5	19.0
Nine/Affiliates	16.7	22.0	20.8
Ten/Affiliates	9.2	15.0	12.8
SBS	1.9	4.9	5.5

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	61.0	24.9	23.4
ABC	4.6	12.6	12.9
Seven/Affiliates	11.6	21.3	18.5
Nine/Affiliates	13.1	21.6	19.0
Ten/Affiliates	7.9	14.1	12.0
SBS	1.1	3.2	3.8

Sun-Sat 2am-2am			
Network	NatSTV	MTV	RTV
STV	60.3	25.0	22.7
ABC	4.4	12.5	13.0
Seven/Affiliates	11.3	20.5	17.7
Nine/Affiliates	14.9	22.4	21.3
Ten/Affiliates	7.0	13.7	11.4
SBS	1.2	3.4	4.0

NatSTV = National STV (STV homes only, metro & regional markets); MTV = Five metro markets (STV+FTA homes); RTV = Five regional markets (STV+FTA homes); Year-to-Date Share to All = average share weeks 1-10 2009. *Current week based on Overnight data; **Year-to-date based on overnight data current week/consolidated all other weeks. Sources: OzTAM (NatSTV, MTV) & RegTAM (RTV)



*Overnight data for current week; all other weeks based on consolidated data



Top 50 Subscription TV Program Broadcasts

National STV Program List: All People - w/c 28 Feb 2010		Broadcast Details*			Broadcast Audiences (000s)			Weekly
#	Highest STV Program Broadcast	Channel	Day	Time	B/cast Only	B/cast & Plus2	Total STV	Reach (000s)
1	LIVE: CRICKET: TWENTY20: NZ V AUS GAME 2	FOX SPORTS 2	Sun	15:30	314	314	1,291	930
2	LIVE: CRICKET: ODI NZ V AUS 2ND ODI	FOX SPORTS 2	Sat	14:10	244	244	1,181	857
3	LIVE: CRICKET: ODI NZ V AUS 1ST ODI S2	FOX SPORTS 2	Wed	16:10	235	235	940	755
4	FOOTBALL: PREMIER LEAGUE WORLD	FOX SPORTS 2	Sat	18:00	183	183	1,050	457
5	CRICKET: WORLD SERIES CLASSICS	FOX SPORTS 2	Sat	13:30	153	153	1,042	407
6	LIVE: FOOTBALL: AFC ASIAN CUP QUALIFIER AUS V IND	FOX SPORTS 3	Wed	19:49	151	151	1,144	453
7	LIVE: RUGBY UNION: S14 WARATAHS V SHARKS	FOX SPORTS 1	Sat	19:30	123	123	1,276	326
8	LIVE: CRICKET: ODI NZ V AUS 1ST ODI S1	FOX SPORTS 2	Wed	12:00	121	121	623	331
9	LIVE: AFL: NAB CUP SF#2 ST KILDA V FREM	FOX SPORTS 2	Sat	19:00	119	119	1,233	375
10	CRICKET: FILLER	FOX SPORTS 2	Wed	15:46	116	116	791	263
11	AMERICA'S NEXT TOP MODEL	FOX8	Tue	19:37	104	135	1,039	449
12	FAMILY GUY	FOX8	Thu	18:44	103	123	800	935
13	OPEN MIKE	FOX SPORTS 2	Sat	21:30	97	97	1,267	185
14	THE SIMPSONS	FOX8	Wed	19:10	96	124	1,133	1,617
15	LIVE: RUGBY UNION: S14 BRUMBIES V LIONS	FOX SPORTS 1	Fri	19:30	90	90	1,149	303
16	LIVE: RUGBY UNION: S14 CHIEFS V REDS	FOX SPORTS 1	Fri	17:30	88	88	885	252
17	TWILIGHT	SHOWTIME	Sun	20:30	85	113	1,093	316
18	LIVE: RUGBY UNION: S14 CRUSADERS V BLUES	FOX SPORTS 1	Sat	17:30	84	84	1,122	234
19	FUTURAMA	FOX8	Thu	18:19	82	108	739	931
20	NCIS	TV1	Sun	19:30	81	91	1,209	823
21	TWO AND A HALF MEN	ARENA	Sat	22:10	76	79	1,190	813
22	AMERICAN IDOL PERFORMANCE SHOW	FOX8	Wed	19:35	76	99	1,164	860
23	LIVE: AFL: NAB CUP N MELB V FREMANTLE	FOX SPORTS 1	Sun	17:00	76	76	1,345	312
24	JESSE STONE: DEATH IN PARADISE	13TH STREET	Sun	20:30	76	76	1,150	149
25	LIVE: FOOTBALL: AFC ASIAN CUP QUALIFIER POST GAME	FOX SPORTS 3	Wed	21:59	74	74	985	157
26	ERIN BROCKOVICH	TV1	Sun	15:30	72	94	1,240	445
27	SPONGEBOB SQUAREPANTS	Nickelodeon	Sat	09:00	72	72	718	683
28	LAW & ORDER: SVU	TV1	Sat	21:20	71	101	1,277	720
29	HOW I MET YOUR MOTHER	ARENA	Tue	19:29	71	80	993	752
30	WIZARDS OF WAVERLY PLACE	Disney Channel	Mon	17:00	69	69	931	573
31	DAVID BLAINE: MAGIC MAN	FOX8	Tue	20:35	68	79	1,076	251
32	JONAS	Disney Channel	Sat	08:29	68	68	644	368
33	LAW & ORDER	W.	Thu	21:14	67	94	1,150	511
34	THE PENGUINS OF MADAGASCAR	Nickelodeon	Sat	08:55	66	66	635	338
35	CORONATION STREET	UKTV	Mon	18:01	66	67	818	261
36	EASTENDERS	UKTV	Thu	18:59	65	72	891	281
37	COME DINE WITH ME	Lifestyle Channel	Sat	21:30	64	69	1,240	365
38	WIZARDS OF WAVERLY PLACE: THE MOVIE	Disney Channel	Sat	13:00	63	63	1,059	249
39	NEWS DAY	SKY NEWS	Sun	10:00	63	63	747	820
40	THE SUITE LIFE ON DECK	Disney Channel	Fri	16:29	62	62	920	542
41	AS THE BELL RINGS	Disney Channel	Thu	17:24	62	62	839	239
42	DRAKE & JOSH	Nickelodeon	Sat	10:25	61	61	874	263
43	SKY NATIONAL NEWS	SKY NEWS	Sat	18:30	60	60	1,095	516
44	PROPERTY LADDER	Lifestyle Channel	Thu	21:32	60	68	1,039	646
45	THE HOTEL INSPECTOR	Lifestyle Channel	Thu	20:37	59	75	1,231	212
46	SONNY WITH A CHANCE	Disney Channel	Sat	09:00	58	58	719	479
47	MIDSOMER MURDERS	UKTV	Fri	13:42	57	73	637	183
48	SKY RACEDAY	Sky Racing	Sat	12:00	57	57	1,124	354
49	SEX AND THE CITY	ARENA	Sat	22:30	57	58	1,045	874
50	LIVE: CRICKET: FORD RANGER CUP	FOX SPORTS 3	Sun	18:14	56	56	1,247	569

(* Highest rating broadcast of the program (Overnight data). Programs in bold are new on STV since 27/12/2009. Definitions below (Source: OzTAM)

Audience Definitions for the Program Listing:

The listing is based on the average audience to the highest episode of each program in the week. The audience figures represent viewing to STV programs in STV homes from the metropolitan and regional markets.

- **B/Cast Only** represents the average audience watching the program that was broadcast on the channel at the nominated date and time
- **B/Cast & Plus2** represents the sum of the average audience to the program's broadcast and the average audience of the two-hour delayed broadcast seen on an associated Plus2 channel. The B/Cast & Plus2 audience includes Plus2 viewing which occurs in the same research day as the original broadcast viewing (ie any Plus2 viewing for a program until 2am)
- **STV Total** 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.
- "New on STV this week" means first appearance of the program on the nominated channel since 28/12/2008.

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ABOUT ASTRA

ASTRA is the Subscription Television (STV) industry organisation representing AUSTAR, FOXTEL, OPTUS and the channels on these platforms.

National Subscription Television Homes Share

The OzTAM National Subscription Television service (National STV) measures homes which have STV, and provides a national view of what STV audiences are watching on AUSTAR, FOXTEL and OPTUS and includes representation of free-to-air viewing within those homes.

All Metro Homes Share

The OzTAM metropolitan service (5 Metro Markets) reports ratings for all the TV homes (STV and free-to-air) in the five capital cities and is the same panel used by the metropolitan free-to-air networks. Approximately 30% of homes represented in this panel have STV.

All Regional Homes Share

The RegTAM regional service (Regional Markets) reports ratings for all the TV homes (STV and free-to-air) in the five aggregate markets capital cities and is the same panel used by the regional free-to-air networks. Approximately 24% of homes represented in this panel have STV.