

Snapshot: STV Homes

- 7 million viewers: 70% metro 30% regional
- 56.9% share of viewing (2am-2am)
- Highest share of viewing compared to commercial broadcasters
- 57% year-to-date share of viewing (6am-12mn)
- Highest time-shifted program (wk 28): Hannah Montana: The Movie (Disney Channel)

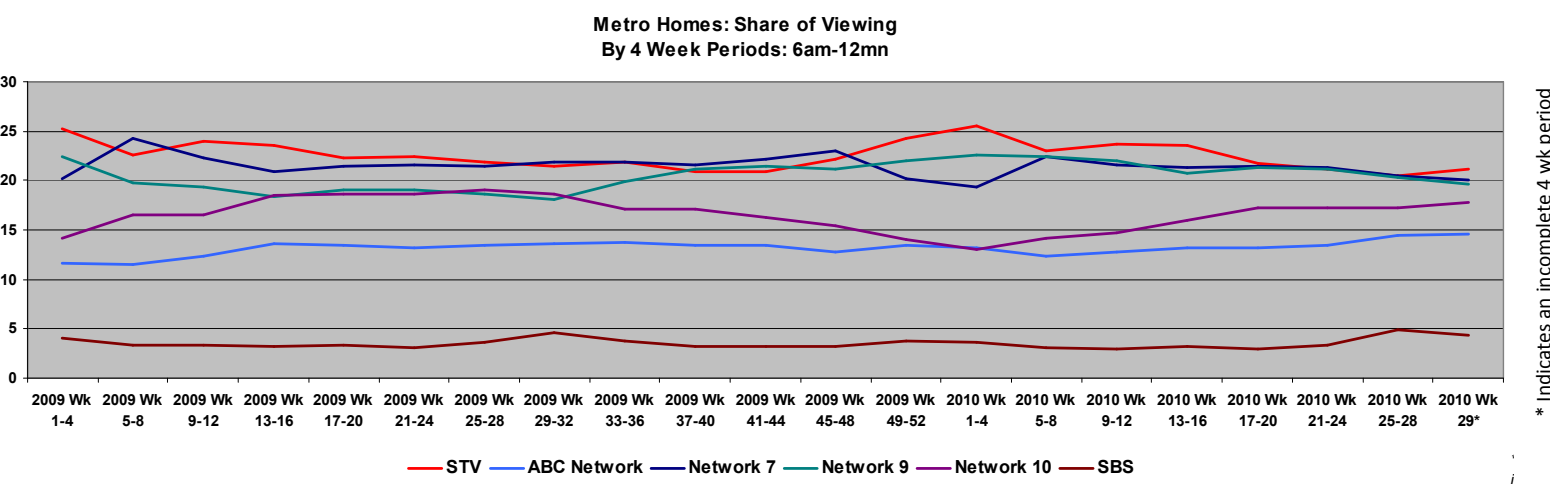
Top Program by Genre, Based on Overnight Audience Viewership

- Children's: **Sweet Life on Deck, Disney Channel**
- Documentary: **Salvage Code Red, National Geographic Channel**
- Drama: **Eastenders, UKTV**
- Light Entertainment: **Family Guy, FOX8**
- Lifestyle: **Matthew Hayden's Home Ground, The LifeStyle Channel**
- News: **ABC World News, SKY News**
- Sports: **Live NRL: Panthers Vs Eels, FOX SPORTS 2**
- Movies: **The Year One, Showtime Premiere**

Top 5 STV Channels (STV share of viewing)

- FOX8*
- FOX SPORTS 1
- TV1*
- The LifeStyle Channel*
- FOX SPORTS 2

* Includes Plus2 channels



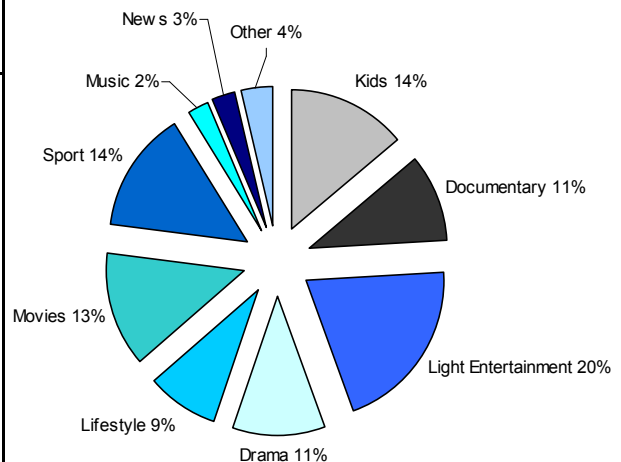
* Indicates an incomplete 4 wk period

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	FAMILY GUY	FOX8	Wed	18:44	137	157	991	1,058		
2	FUTURAMA	FOX8	Mon	18:17	117	132	1,008	911		
3	THE SIMPSONS	FOX8	Mon	19:10	107	127	1,243	1,707		
4	THE YEAR ONE	Showtime Premiere	Sun	20:30	104	127	1,241	407		
5	MATTHEW HAYDEN'S HOME GROUND	The LifeStyle Ch	Sun	18:30	83	99	1,363	402		
6	THE SUITE LIFE ON DECK	Disney Channel	Mon	18:00	78	-	953	562		
7	SONNY WITH A CHANCE	Disney Channel	Mon	17:29	77	-	963	637		
8	WIZARDS OF WAVERLY PLACE	Disney Channel	Mon	16:59	77	-	935	484		
9	EASTENDERS	UKTV	Wed	19:00	76	81	1,066	272		
10	TABATHA'S SALON TAKEOVER	ARENA	Mon	21:31	72	82	1,038	376		

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 PANTHERS V EELS	FOX SPORTS 2	Sat	19:30	296	-	1,451	598		
2	LIVE: NRL EELS V COWBOYS	FOX SPORTS 2	Mon	19:00	275	-	1,233	651		
3	LIVE: AFL CARLTON V W'BULLDOGS	FOX SPORTS 1	Sun	16:32	246	-	1,283	723		
4	LIVE: NRL WARRIORS V STORM	FOX SPORTS 2	Sat	17:30	224	-	1,260	568		
5	LIVE: NRL KNIGHTS V SHARKS	FOX SPORTS 2	Sun	14:00	173	-	1,163	383		
6	LIVE: AFL ESSENDON V WEST COAST	FOX SPORTS 1	Sat	19:00	161	-	1,442	623		
7	LIVE: AFL: ON THE COUCH	FOX SPORTS 1	Mon	20:30	136	-	1,323	233		
8	LIVE: AFL SYDNEY V NORTH MELBOURNE	FOX SPORTS 1	Sun	13:04	128	-	1,109	519		
9	LIVE: RUGBY UNION: TRI NATIONS	FOX SPORTS 3	Sat	17:30	124	-	1,260	405		
10	NRL SHARKS V SEA EAGLES	FOX SPORTS 2	Sat	21:20	114	-	1,244	479		

Top 10 Time-Shifted Programs*		
Program	Channel	
1	HANNAH MONTANA: THE MOVIE	Disney Channel
2	SONNY WITH A CHANCE	Disney Channel
3	SECRET LIFE OF THE AMERICAN TEEN-AGER	FOX8
4	THE YOUNG AND THE RESTLESS	W
5	TOM AND JERRY SHOW	Boomerang
6	TOP GEAR	BBC Knowledge
7	THE SIMPSONS	FOX8
8	YOUR WORST ANIMAL NIGHTMARES	FOX8
9	BIG TIME RUSH	Nickelodeon
10	ICE PILOTS	National Geographic Ch

Viewing Share By Genre for Subscription Television: Week 29 (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 28, 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.