

MEDIA RELEASE

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Steady Growth for Subscription TV Viewing

In the first weeks of 2012, subscription TV viewing has increased to reach 58.4% of viewing in STV homes, 23.3% in metro and 19.9% in regional markets in Week 2 (6am-12mn). Top rated programs include the **Live: Cricket Big Bash League** on FOX SPORTS 2 and Australian productions **Cricket Superstar** on FOX8 and **Wife Swap Australia** on LifeStyle YOU.

The Top 5 channels for STV in Week 2 (by share of viewing) were **FOX SPORTS 2**, **FOX8***, **The LifeStyle Channel***, **Disney Channel** and **111 Hits**.

Top programs by genre in Week 2 included **The Suite Life on Deck**, (Children's) on Disney Channel, **Who Do You Think You Are?** (Documentary) on BBC Knowledge, **Coronation Street** (Drama) on UKTV*, **Cricket Superstar** (Light Entertainment) on FOX8*, **Wife Swap Australia** (Lifestyle) on LifeStyle YOU*, **First Edition** (News) on SKY NEWS, **Live Cricket: Big Bash League: Thunder V Sixers** (Sport) on FOX SPORTS 2, **Due Date** (Movies) on Movie One and **Top 50 Hottest Tracks Right Now** (Music) on Channel [V].

Year-to-date, subscription TV share of viewing is 58% in STV homes, 23.4% in metro and 19.7% in regional markets (6am to midnight).

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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 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, subscription television provides 24 hour news, sport and entertainment. www.astra.org.au

*Including Plus 2 channel viewing

Source: OzTAM National, Wk 1-2 2012, 0600-2400, Total People, Share to All %, Consolidated, as at 16/01/2012.