

Snapshot: STV Homes

7.3 million viewers:
70% metro
30% regional

59.4% share of viewing (2am-2am)

Highest share of viewing compared to commercial & public broadcasters

59.1% year-to-date share of viewing (2am-2am)

Highest time-shifted program (wk 1): Grimm (FOX8)

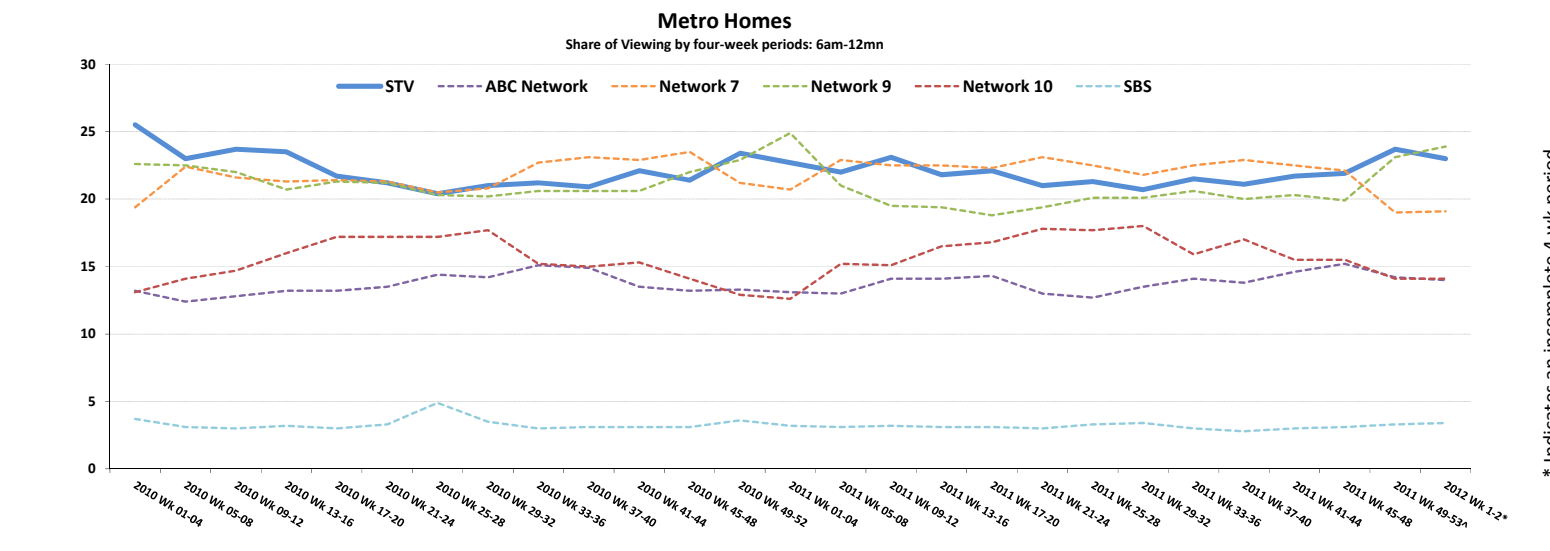
Top Program by Genre, Based on Overnight Audience Viewership

Children's: **The Suite Life On Deck**, Disney Channel
 Documentary: **Who Do You Think You Are?**, BBC Knowledge
 Drama: **Coronation Street**, UKTV
 Light Entertainment: **Cricket Superstar**, FOX8
 Lifestyle: **Wife Swap Australia**, LifeStyle YOU
 News: **First Edition**, SKY News
 Sports: **Live: Cricket: BIG BASH LEAGUE**, **Thunders Vs Sixers**, FOX SPORTS 2
 Movies: **Due Date**, MOVIE ONE
 Music: **Top 50: Hottest Tracks Right Now**, Channel [V]

Top 5 STV Channels (STV share of viewing)

- FOX SPORTS 2
- FOX8*
- The LifeStyle Channel*
- Disney Channel
- 111 Hits*

* Includes Plus2 channels



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

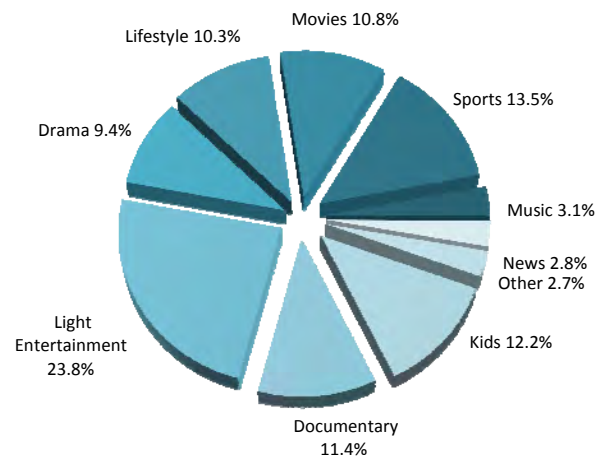
* Indicates an incomplete 4 wk period

Top 10 All Genre (no sport) Broadcasts	Broadcast Details			Overnight Broadcast Audiences (000s)			Weekly
	Channel	Day	Time	B/cast Only	B/cast & Plus2	Total STV	Reach (000s)
1	CRICKET SUPERSTAR	FOX8	Wed 19:38	139	162	1258	650
2	WIFE SWAP AUSTRALIA	LifeStyle YOU	Mon 20:30	130	164	1553	540
3	THE BIG BANG THEORY	COMEDY CHANNEL	Sun 17:35	117	147	1139	821
4	DUE DATE	MOVIE ONE	Sun 20:30	107	115	1517	374
5	GRIMM	FOX8	Wed 20:37	97	108	1360	495
6	FUTURAMA	FOX8	Mon 18:20	86	116	863	796
7	FAMILY GUY	FOX8	Mon 18:45	85	114	988	1003
8	NARNIA: VOYAGE OF THE DAWN TREADER	Showtime Premiere	Sun 20:30	83	119	1494	375
9	THE SIMPSONS	FOX8	Sat 9:50	82	103	742	1551
10	PHIL SPENCER: SECRET AGENT	The LifeStyle Ch	Wed 20:30	80	91	1373	335

Top 10 Sport Broadcasts	Broadcast Details			Overnight Broadcast Audiences (000s)			Weekly
	Channel	Day	Time	B/cast Only	B/cast & Plus2	Total STV	Reach (000s)
1	LIVE: CRICKET: BIG BASH LEAGUE THUNDER V SIXERS	FOX SPORTS 2	Sun 17:58	290	-	1445	826
2	LIVE: CRICKET: BIG BASH LEAGUE HURRICANES V STARS	FOX SPORTS 2	Mon 18:58	270	-	1318	733
3	LIVE: CRICKET: BIG BASH LEAGUE RENEGADES V HEAT	FOX SPORTS 2	Thu 18:58	269	-	1249	757
4	LIVE: CRICKET: BIG BASH LEAGUE STRIKERS V SIXERS	FOX SPORTS 2	Tue 19:28	247	-	1251	804
5	LIVE: CRICKET: BIG BASH LEAGUE SCORCHERS V STRIKERS	FOX SPORTS 2	Sun 20:58	234	-	1103	746
6	LIVE: CRICKET: BIG BASH LEAGUE THUNDER V SCORCH-	FOX SPORTS 2	Wed 18:58	220	-	1226	644
7	LIVE: CRICKET: BIG BASH LEAGUE PRE MATCH	FOX SPORTS 2	Tue 19:00	88	-	1013	419
8	LIVE: FOOTBALL: A-LEAGUE POST GAME SHOW	FOX SPORTS 1	Sat 21:50	86	-	1187	243
9	LIVE: FOOTBALL: A-LEAGUE MELB V V ADEL	FOX SPORTS 1	Fri 20:00	77	-	1068	283
10	LIVE: FOOTBALL: A-LEAGUE BRIS V SYDNEY	FOX SPORTS 1	Sat 19:35	70	-	1109	212

Top 10 Time-Shifted Programs*	
Program	Channel
1 GRIMM	FOX8
2 GOSSIP GIRL	FOX8
3 THE SECRET CIRCLE	FOX8
4 DEXTER S6 EP9	Showcase
5 HART OF DIXIE	FOX8
6 PRANKSTARS	Disney Channel
7 TEEN MOM	MTV
8 CRICKET SUPERSTAR	FOX8
9 PRISONER	111 HITS
10 GRIMM	FOX8

**Viewing Share By Genre:
Week 2 (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.astra.org.au/programming

* By playback audience Wk 1 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. Friday and Saturday data is based on preliminary titles and timings.