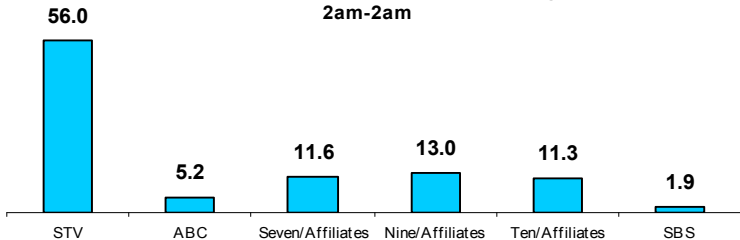
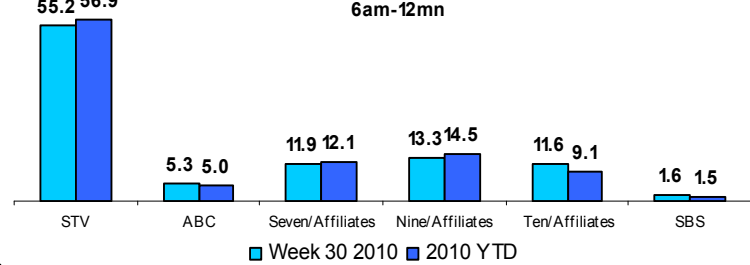


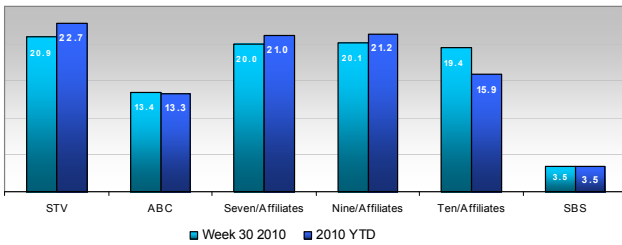
**National STV Homes: Share of Viewing 2am-2am**



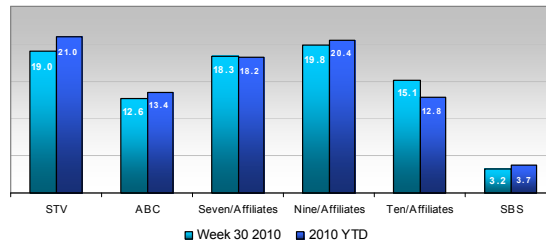
**National STV Homes: Share of Viewing (Current vs YTD) 6am-12mn**



**Metro Homes Share of Viewing (Current Vs YTD) 6am - 12mn**



**Regional Homes Share of Viewing (Current Vs YTD) 6am - 12mn**



**Snapshot: STV Homes**

7 million viewers:  
70% metro  
30% regional

56% share of viewing  
(2am-2am)

Highest share of viewing  
compared to commercial  
broadcasters

56.9% year-to-date share  
of viewing (6am-12mn)

Highest time-shifted  
program (wk 29):

The Suite Life on Deck  
(Disney Channel)

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

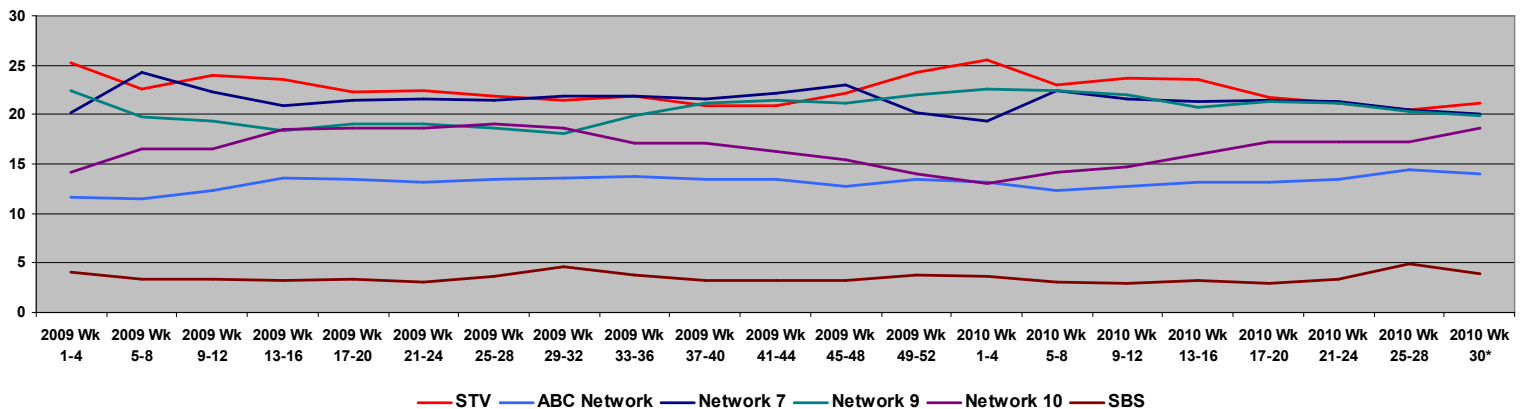
- Children's: **Good Luck Charlie**, Disney Channel
- Documentary: **Crime Town USA**, Crime & Investigation Channel
- Drama: **Coronation Street**, UKTV
- Light Entertainment: **Futurama**, FOX8
- Lifestyle: **Relocation Relocation**, The LifeStyle Channel
- News: **ABC World News**, SKY News
- Sports: **Live NRL: Wests Tigers Vs Cowboys**, FOX SPORTS 2
- Movies: **Terminator Salvation**, Showtime Premiere

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

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

\* Includes Plus2 channels

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



\* Indicates an incomplete 4 wk period

**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.

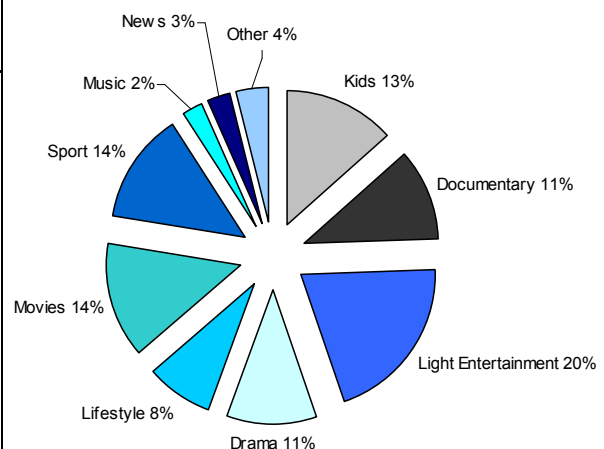
Top 10 All Genre (no sport) Broadcasts		Broadcast Details			Overnight Broadcast Audiences (000s)			Weekly
		Channel	Day	Time	B/cast Only	Plus2	Total STV	Reach (000s)
1	TERMINATOR SALVATION	Showtime Premiere	Sun	20:30	128	145	1,127	471
2	FUTURAMA	FOX8	Tue	18:14	117	131	867	933
3	FAMILY GUY	FOX8	Tue	18:40	115	128	933	957
4	AUSTRALIA'S NEXT TOP MODEL: PREMIERE 1	FOX8	Tue	19:32	106	138	984	358
5	THE SIMPSONS	FOX8	Tue	17:49	103	115	858	1,555
6	TABATHA'S SALON TAKEOVER	ARENA	Mon	21:30	90	97	942	324
7	GOOD LUCK CHARLIE	Disney Channel	Fri	17:30	87	-	894	198
8	JUNGLE JUNCTION	Playhouse Disney	Tue	17:51	80	-	857	311
9	DORA THE EXPLORER	Nick Jr.	Sun	8:48	79	-	621	464
10	DANCE-A-LOT ROBOT	Playhouse Disney	Tue	17:47	79	-	867	234

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 WESTS TIGERS V COWBOYS	FOX SPORTS 2	Mon	19:00	282	-	1,199	644
2	LIVE: NRL RAIDERS V SHARKS	FOX SPORTS 2	Sat	17:30	248	-	1,209	548
3	LIVE: NRL STORM V PANTHERS	FOX SPORTS 2	Sat	19:30	246	-	1,502	623
4	LIVE: RUGBY UNION: TRI NATIONS	FOX SPORTS 3	Sat	20:00	229	-	1,521	554
5	LIVE: AFL FREMANTLE V MELBOURNE	FOX SPORTS 1	Sun	16:31	159	-	1,201	575
6	LIVE: AFL NORTH MELBOURNE V ESSENDON	FOX SPORTS 1	Sat	19:00	158	-	1,477	653
7	LIVE: AFL CARLTON V SYDNEY	FOX SPORTS 1	Sun	13:00	153	-	1,154	495
8	LIVE: NRL RAIDERS V KNIGHTS	FOX SPORTS 2	Sun	14:00	151	-	1,208	372
9	LIVE: AFL GEELONG V BRISBANE LIONS	FOX SPORTS 1	Sat	14:00	143	-	1,078	443
10	LIVE: AFL: ON THE COUCH	FOX SPORTS 1	Mon	20:30	133	-	1,247	229

Top 10 Time-Shifted Programs*	
Program	Channel
1 THE SUITE LIFE ON DECK	Disney Channel
2 THE YEAR ONE	Showtime Premiere
3 THE FAIRIES	Nick Jr.
4 THE PROPOSAL	MOVIE ONE
5 MY MTV: THE HILLS	MTV
6 THE HILLS	MTV
7 THE YOUNG AND THE RESTLESS	W
8 SECRET LIFE OF THE AMERICAN TEENAGER	FOX8
9 BETTER OFF TED	COMEDY CHANNEL
10 BONES	FOX8

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

\* By playback audience Wk 29, 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.