



MEDIA RELEASE- 21 December 2007

ASTRA & OzTAM Announce New Ratings Agreement

The Australian Subscription Television and Radio Association (ASTRA) and OzTAM – Australia's official source for television audience ratings data – today announced the extension of their agreement for the period 2008 to 2014.

The new contract provides continuity of OzTAM's existing reporting of channel, program and time period audiences for a national panel of subscription television homes (**NatSTV**). The service will also supply subscribers with audience estimates for viewing of free-to-air and subscription television channels in the metropolitan markets (**MTVSTV**).

In addition to these elements, the new agreement contemplates the measurement and reporting of timeshifted viewing from January 1st, 2010.

"OzTAM is the recognised industry currency for television audience measurement in Australia, so ASTRA is very pleased to continue its long term relationship with OzTAM. We are particularly pleased with OzTAM's commitment to measuring and reporting timeshifted television," said Ian Garland, Commercial Director for ASTRA.

"OzTAM strives for accountability, balance, and accurate reporting of television viewing in homes across Australia," said Kate Inglis-Clark, CEO of OzTAM. "The platforms and channels represented by ASTRA are an important part of our television landscape, and accordingly OzTAM is delighted ASTRA members will again participate in the OzTAM service. Through its role on the Technical Advisory Committee and as an OzTAM Board Observer, we welcome ASTRA's contribution to industry discussions along with those of other industry stakeholders. Together, our objective is to develop and enhance what is already a world-class audience measurement system".

"Serving all of the Australian television industry is fundamental to OzTAM's charter. We value the presence of ASTRA and are pleased we will continue to work closely with ASTRA," said Doug Peiffer, OzTAM Chairman.

"OzTAM data provides important insights to our channels and platforms with regard to program scheduling and promotion. It also provides a complete picture of Australian television for members of the advertising industry in planing their television campaigns. This arrangement continues the successful partnership developed by ASTRA and OzTAM over the last four years," said Nick Greiner, ASTRA Chairman.

The new agreement comes into effect on January 1st, 2008. Commercial terms were not disclosed.

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About OzTAM

OzTAM is the official source for television audience measurement (TAM), covering the five city metropolitan markets and nationally for Subscription TV in Australia. .

www.oztam.com.au

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About ASTRA

ASTRA is the Subscription Television (STV) industry organisation representing AUSTAR, FOXTEL, OPTUS and the channels on these platforms. Subscription TV is now available in more than 2 million homes, providing subscription television services to over 6 million Australians.

www.astra.org.au

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