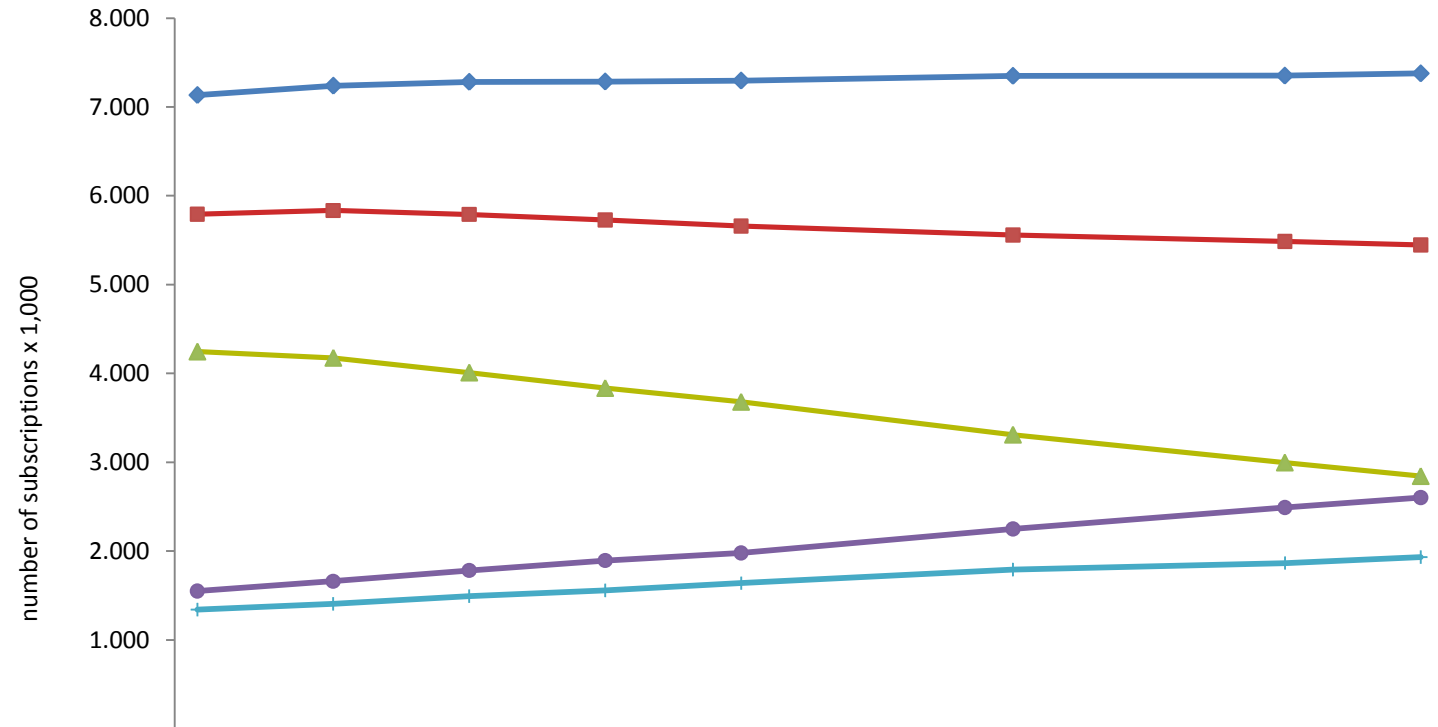




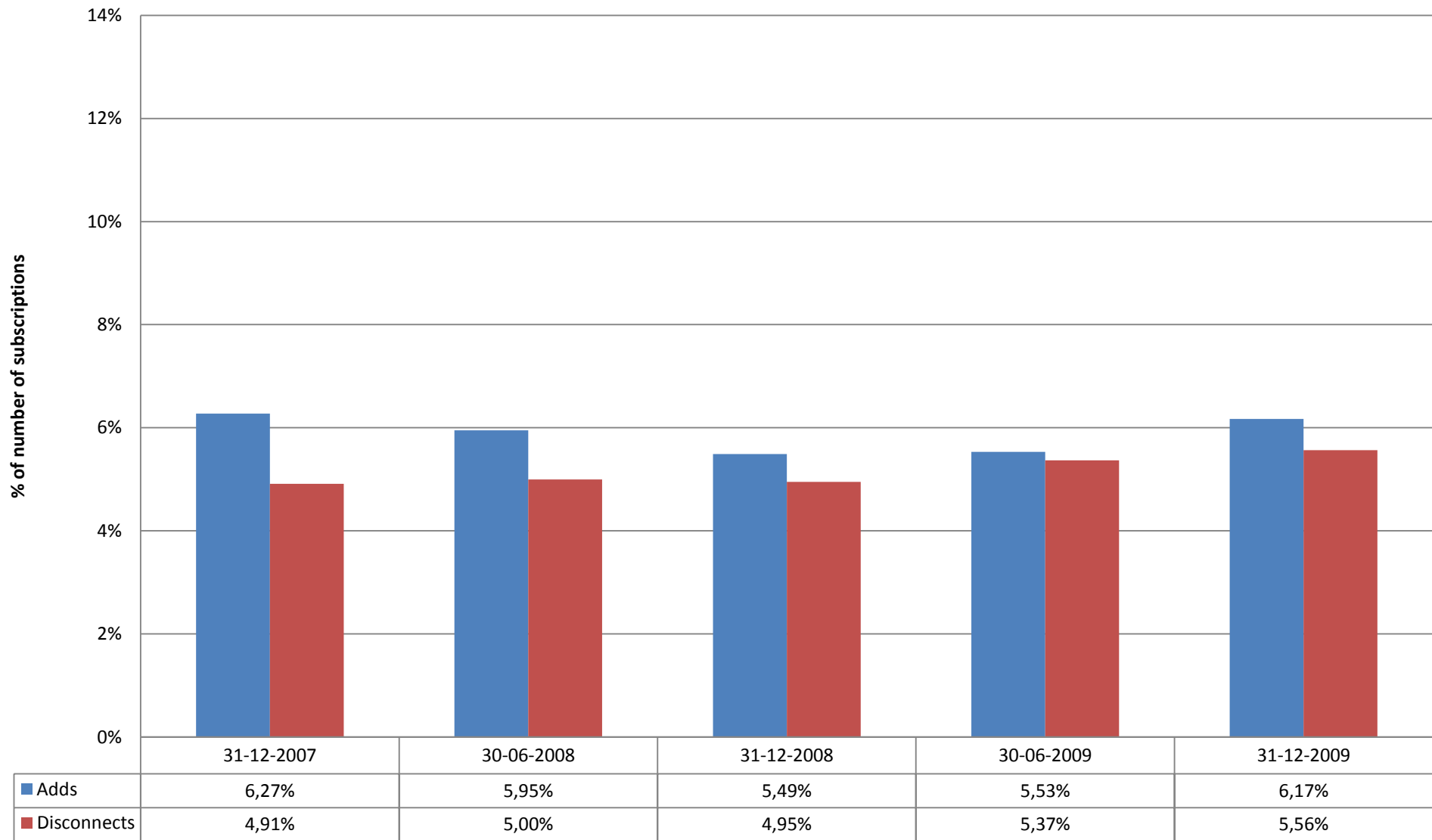
## Broadcast: Radio & TV subscriptions (standard package, national level)



	31-12-2007	31-03-2008	30-06-2008	30-09-2008	31-12-2008	30-06-2009	31-12-2009	31-03-2010
◆ Total RTV subscriptions	7.134	7.239	7.282	7.286	7.297	7.349	7.352	7.377
■ Total cable	5.793	5.834	5.790	5.728	5.658	5.558	5.487	5.446
▲ Analogue cable	4.244	4.174	4.008	3.834	3.679	3.310	2.997	2.844
● Digital + analogue cable	1.549	1.660	1.782	1.894	1.979	2.248	2.491	2.602
+ Other RTV subscriptions (digital terrestrial, digital satellite, IPTV over DSL, FttH (analogue))	1.341	1.405	1.492	1.558	1.638	1.791	1.865	1.931



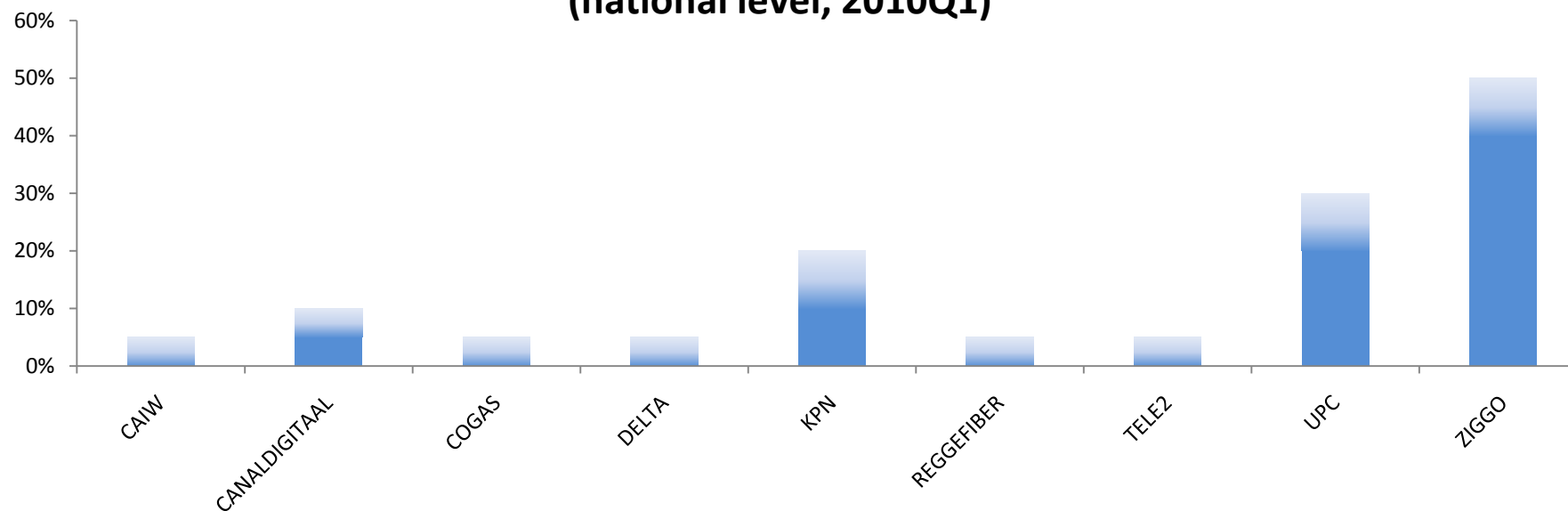
## Broadcast: Churn based on radio & TV subscriptions (standard package, national level)



Based on figures from CAIW, CANALDIGITAAL, COGAS, DELTA, HERTZINGER, KPN, REGGEFIBER, TELE2, UPC and ZIGGO. Based on questions 5\_A\_5\_1 till 5\_A\_5\_16 without 5\_A\_5\_3, -4, -11, -12 of the SMM.



## Broadcast: Market shares based on RTV subscriptions (national level, 2010Q1)

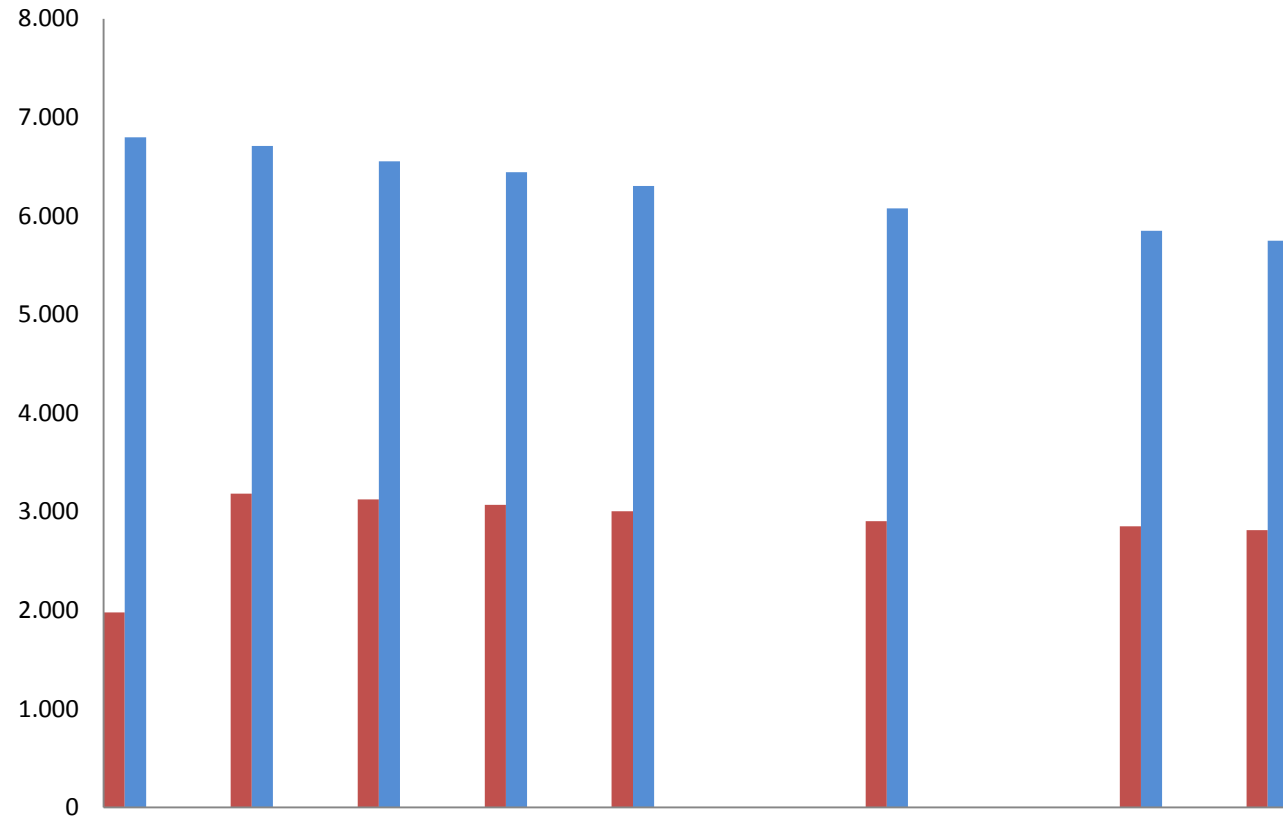


	31-12-2007	31-03-2008	30-06-2008	30-09-2008	31-12-2008	30-06-2009	31-12-2009	31-03-2010
@HOME	[20-30%]	-	-	-	-	-	-	-
CAIW	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]
CANALDIGITAAL	[10-20%]	[10-20%]	[10-20%]	[10-20%]	[10-20%]	[5-10%]	[5-10%]	[5-10%]
CASEMA	[10-20%]	-	-	-	-	-	-	-
COGAS	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]
DELTA	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]
HERTZINGER	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]	-	-
KPN	[5-10%]	[5-10%]	[5-10%]	[5-10%]	[10-20%]	[10-20%]	[10-20%]	[10-20%]
MULTIKABEL	[0-5%]	-	-	-	-	-	-	-
REGGEFIBER	-	-	-	-	-	[0-5%]	[0-5%]	[0-5%]
TELE2	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]
UPC	[30-40%]	[20-30%]	[20-30%]	[20-30%]	[20-30%]	[20-30%]	[20-30%]	[20-30%]
ZIGGO	-	[40-50%]	[40-50%]	[40-50%]	[40-50%]	[40-50%]	[40-50%]	[40-50%]

Based on figures from CAIW, CANALDIGITAAL, COGAS, DELTA, HERTZINGER, KPN, REGGEFIBER, TELE2, UPC and ZIGGO. Based on questions 5\_A\_1\_1, 5\_A\_1\_3 through 5\_A\_1\_5 and 5\_A\_1\_8 of the SMM.



## Broadcast: Herfindahl-Hirschman Index based on RTV subscriptions (national)

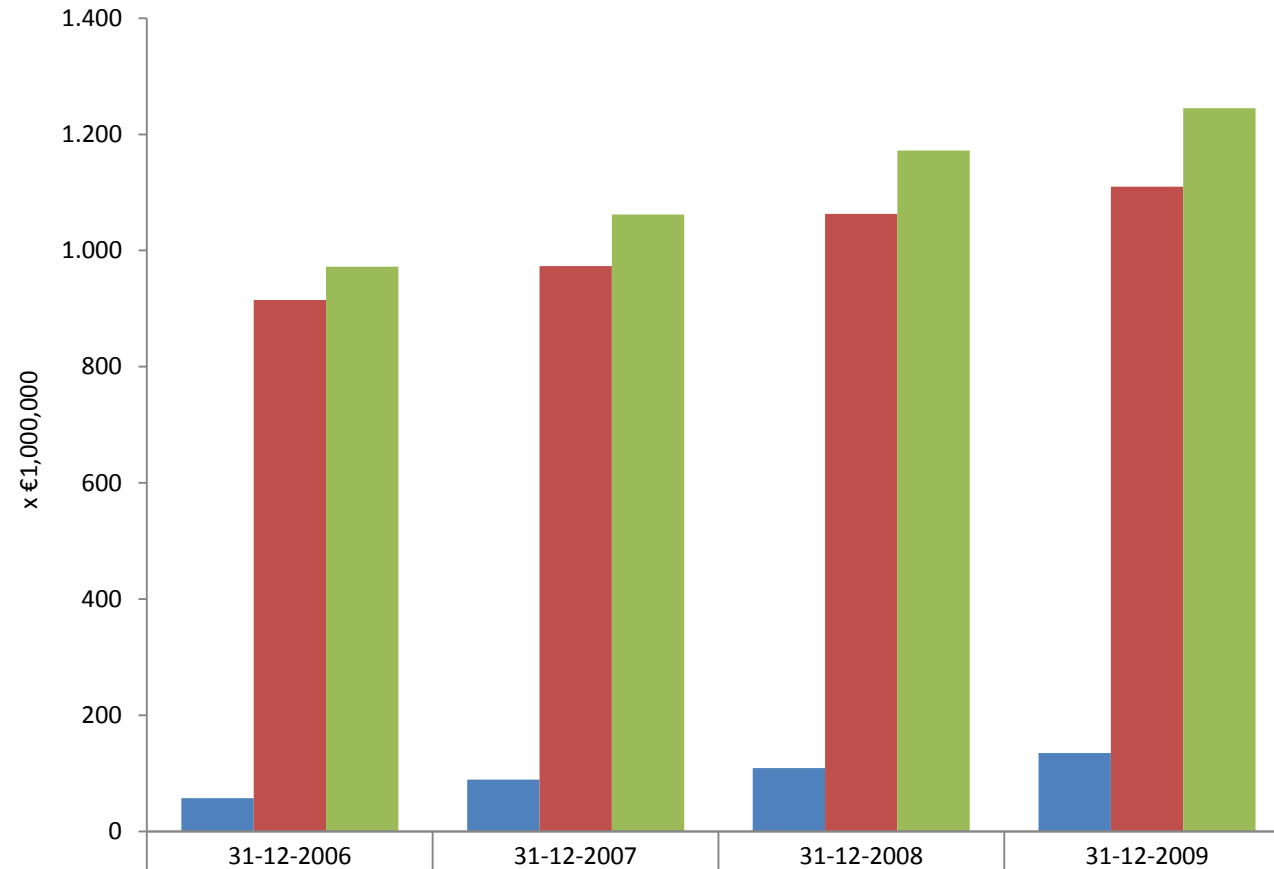


	31-12-2007	31-03-2008	30-06-2008	30-09-2008	31-12-2008	30-06-2009	31-12-2009	31-03-2010
■ HHI concentration index for RTV subscriptions	1.976	3.183	3.125	3.069	3.004	2.904	2.850	2.814
■ HHI concentration index for RTV subscriptions, when regional cable providers are seen as one provider	6.797	6.709	6.553	6.443	6.303	6.078	5.849	5.749

Based on figures from CAIW, CANALDIGITAAL, COGAS, DELTA, HERTZINGER, KPN, REGGEFIBER, TELE2, UPC and ZIGGO. Based on questions 5\_A\_1\_1, 5\_A\_1\_3 through 5\_A\_1\_5 and 5\_A\_1\_8 of the SMM.



## Broadcast: Annual retail revenues RTV subscriptions

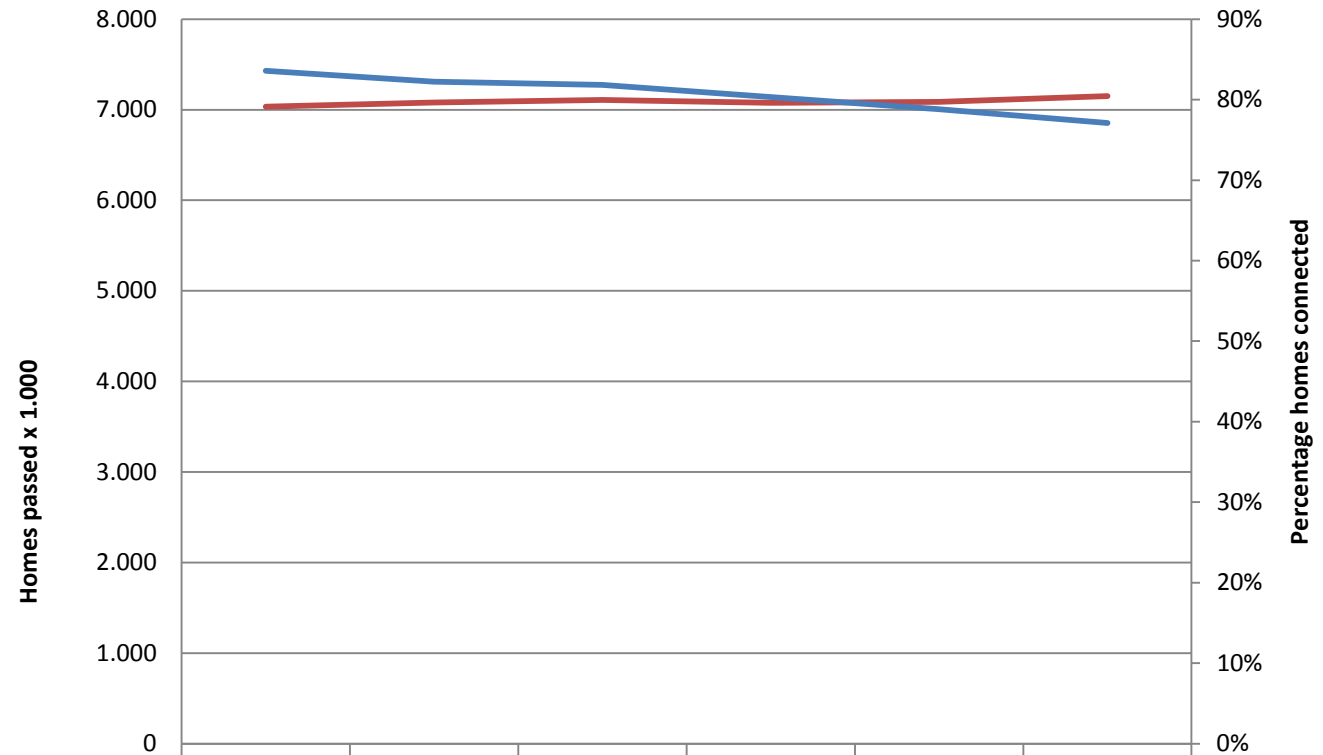


	31-12-2006	31-12-2007	31-12-2008	31-12-2009
Annual retail RTV revenues of non-cable operators aggregated	57	89	109	135
Annual retail RTV revenues of cable operators aggregated	915	973	1.063	1.110
Total retail revenues RTV per year	972	1.062	1.172	1.245

Based on figures from CAIW, CANALDIGITAAL, COGAS, DELTA, KPN, TELE2, UPC and ZIGGO. Based on question 5\_B\_4\_1 of the SMM.



### Broadcast: use of cable networks (national)



	30-06-2007	31-12-2007	30-06-2008	31-12-2008	30-06-2009	31-12-2009
— Number of physical cable connections (homes passed)	7.035	7.080	7.108	7.077	7.087	7.149
— Cable penetration (active subscriptions / homes passed)	83,6%	82,2%	81,8%	80,3%	78,8%	77,1%

Based on figures from CAIW, CANALDIGITAAL, COGAS, DELTA, HERTZINGER, KPN, UPC and ZIGGO. Based on question 5\_A\_1\_1 and 5\_A\_3\_1 of the SMM.