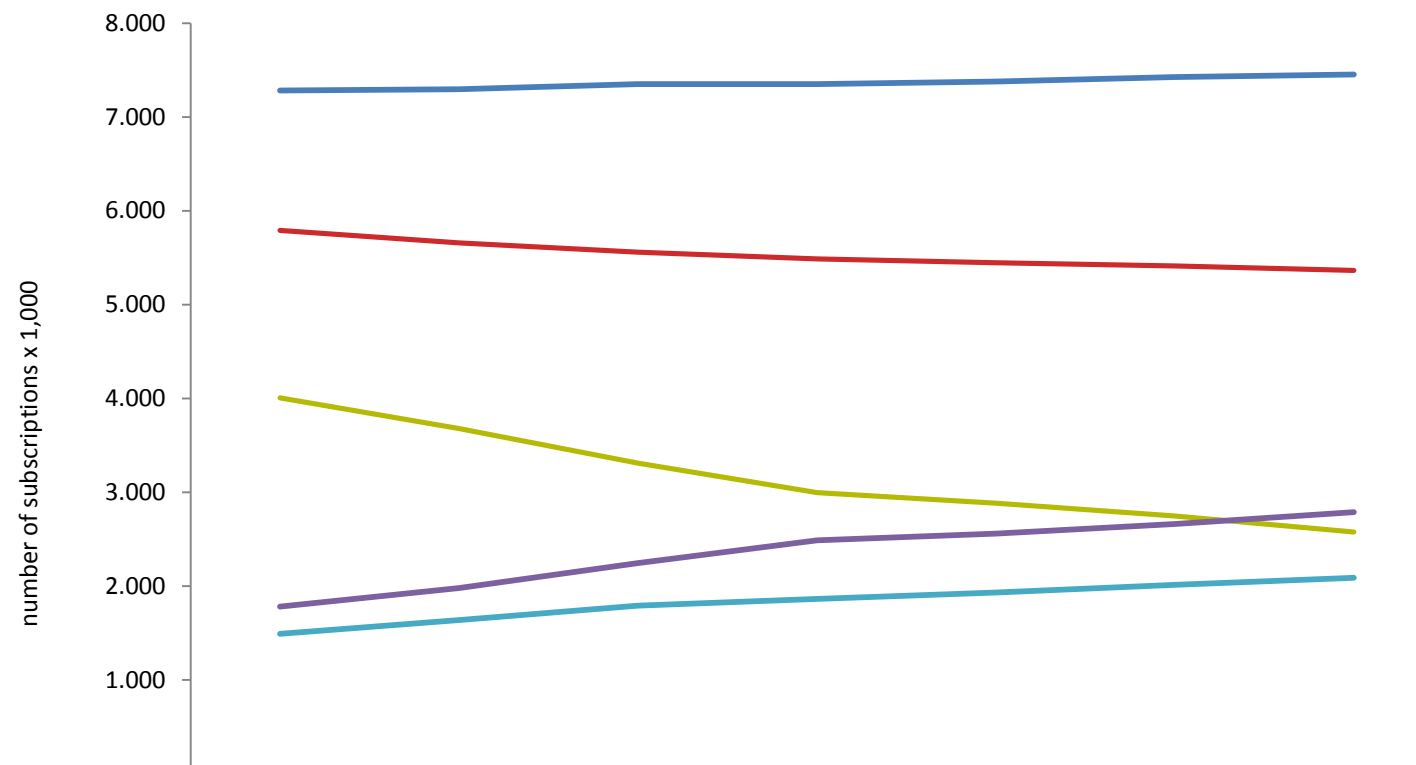




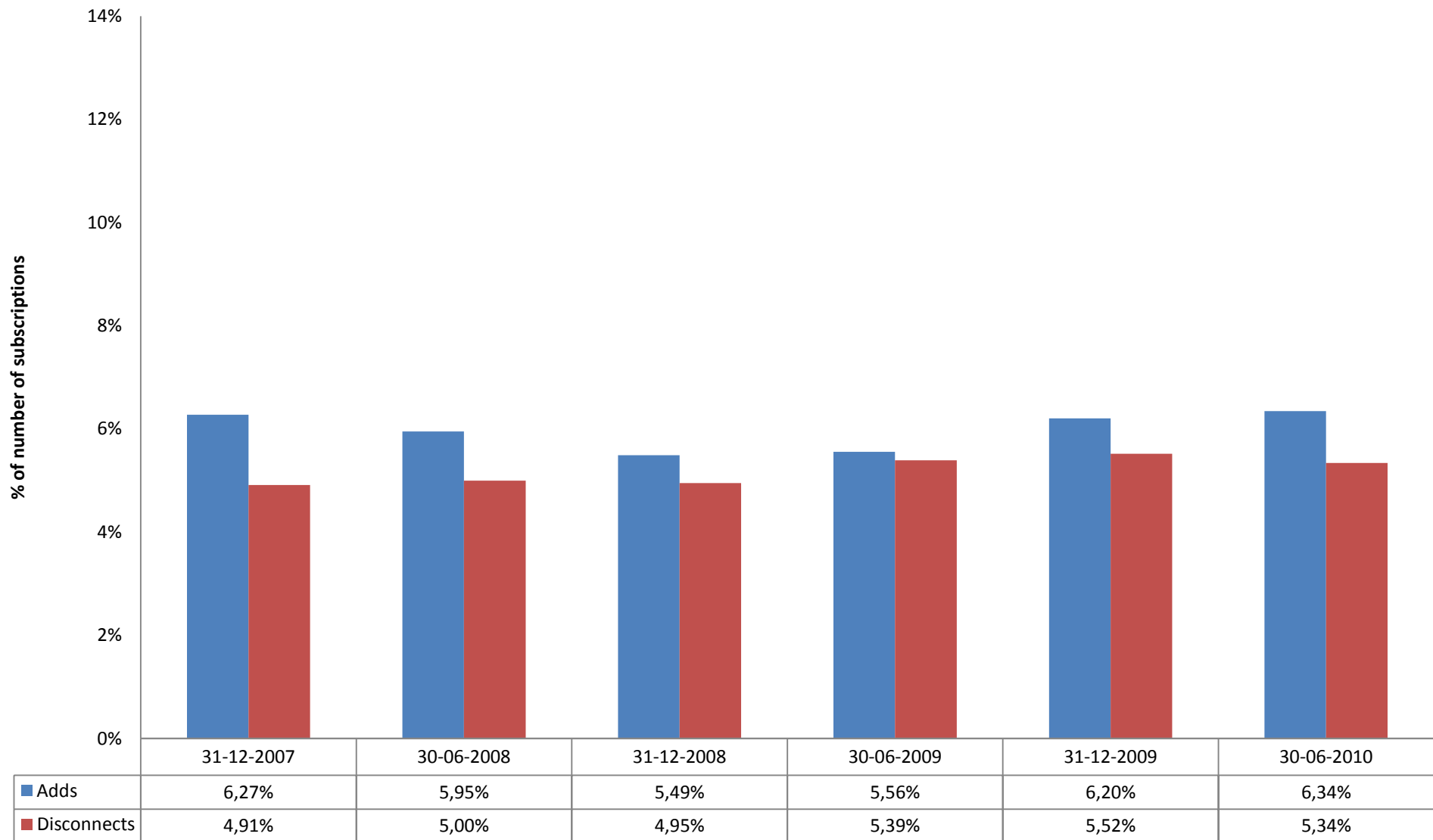
## Television: Radio & TV subscriptions (standard package, national level)



	30-06-2008	31-12-2008	30-06-2009	31-12-2009	31-03-2010	30-06-2010	30-09-2010
Total RTV subscriptions	7.282	7.297	7.349	7.352	7.377	7.426	7.454
Total cable	5.790	5.658	5.558	5.487	5.446	5.413	5.366
Analogue cable	4.008	3.679	3.310	2.997	2.884	2.749	2.577
Digital + analogue cable	1.782	1.979	2.248	2.491	2.562	2.664	2.789
Other RTV subscriptions (digital terrestrial, digital satellite, IPTV over DSL, FttH)	1.492	1.638	1.791	1.865	1.931	2.013	2.088

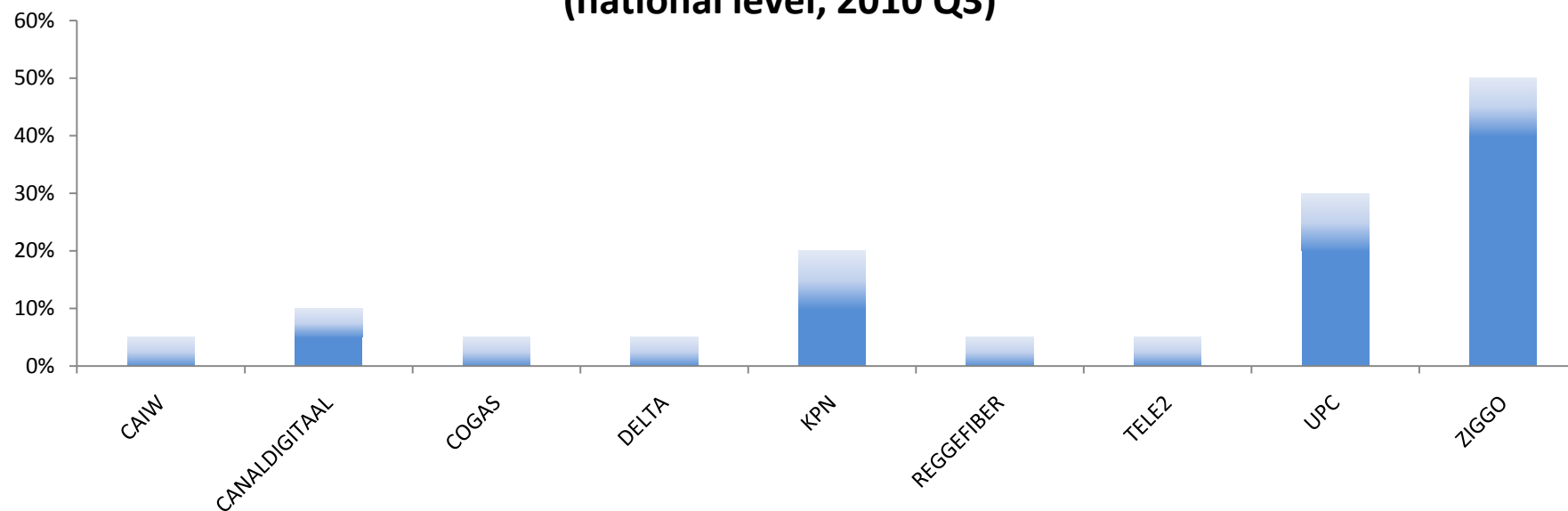


## Television: Churn based on radio & TV subscriptions (standard package, national level)



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.

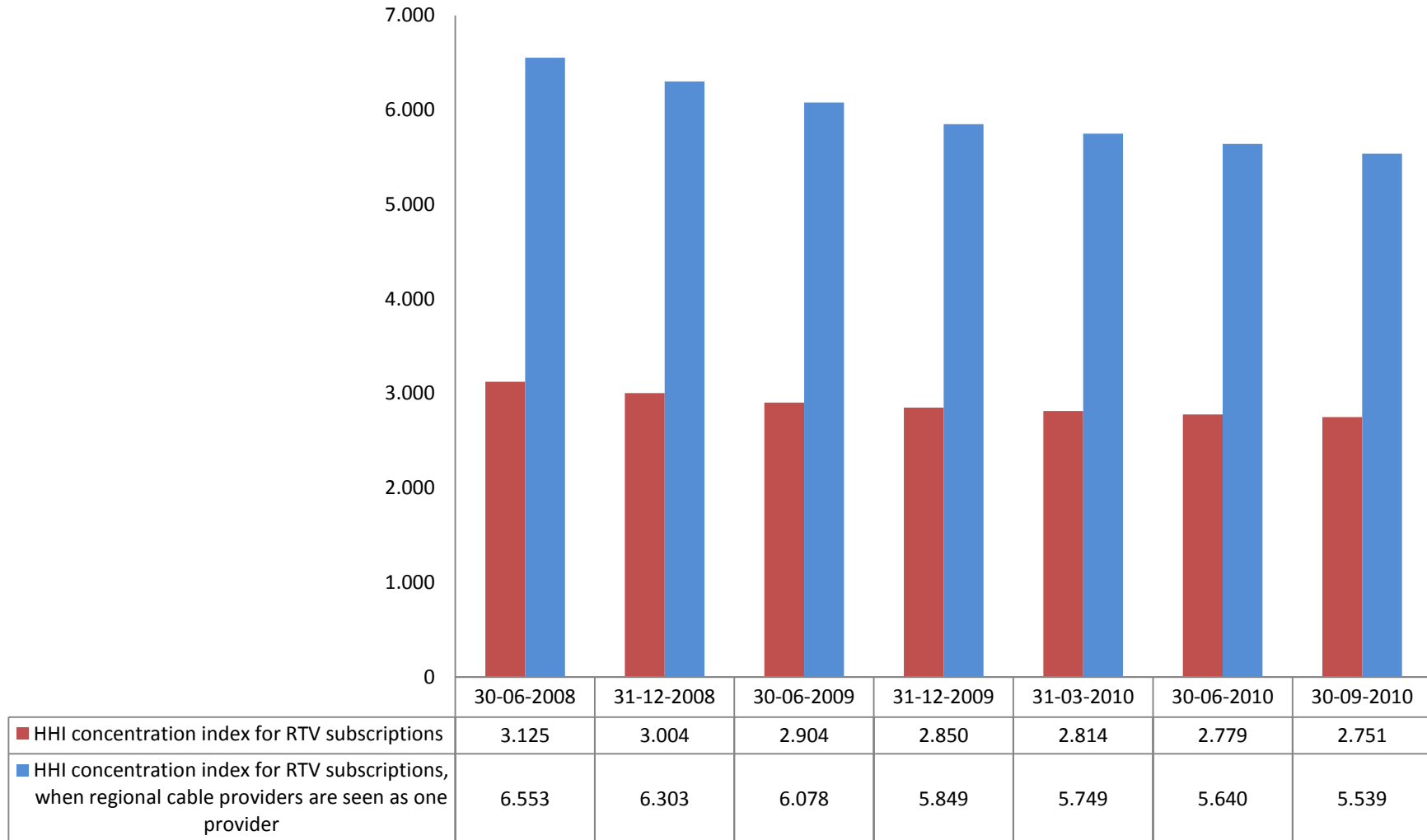
## Television: Market shares based on RTV subscriptions (national level, 2010 Q3)



	30-06-2008	31-12-2008	30-06-2009	31-12-2009	31-03-2010	30-06-2010	30-09-2010
CAIW	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]
CANALDIGITAAL	[10-20%]	[10-20%]	[5-10%]	[5-10%]	[5-10%]	[5-10%]	[5-10%]
COGAS	[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%]
HERTZINGER	[0-5%]	[0-5%]	[0-5%]	-	-	-	-
KPN	[5-10%]	[10-20%]	[10-20%]	[10-20%]	[10-20%]	[10-20%]	[10-20%]
REGGEFIBER	-	-	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]
TELE2	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]
UPC	[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%]



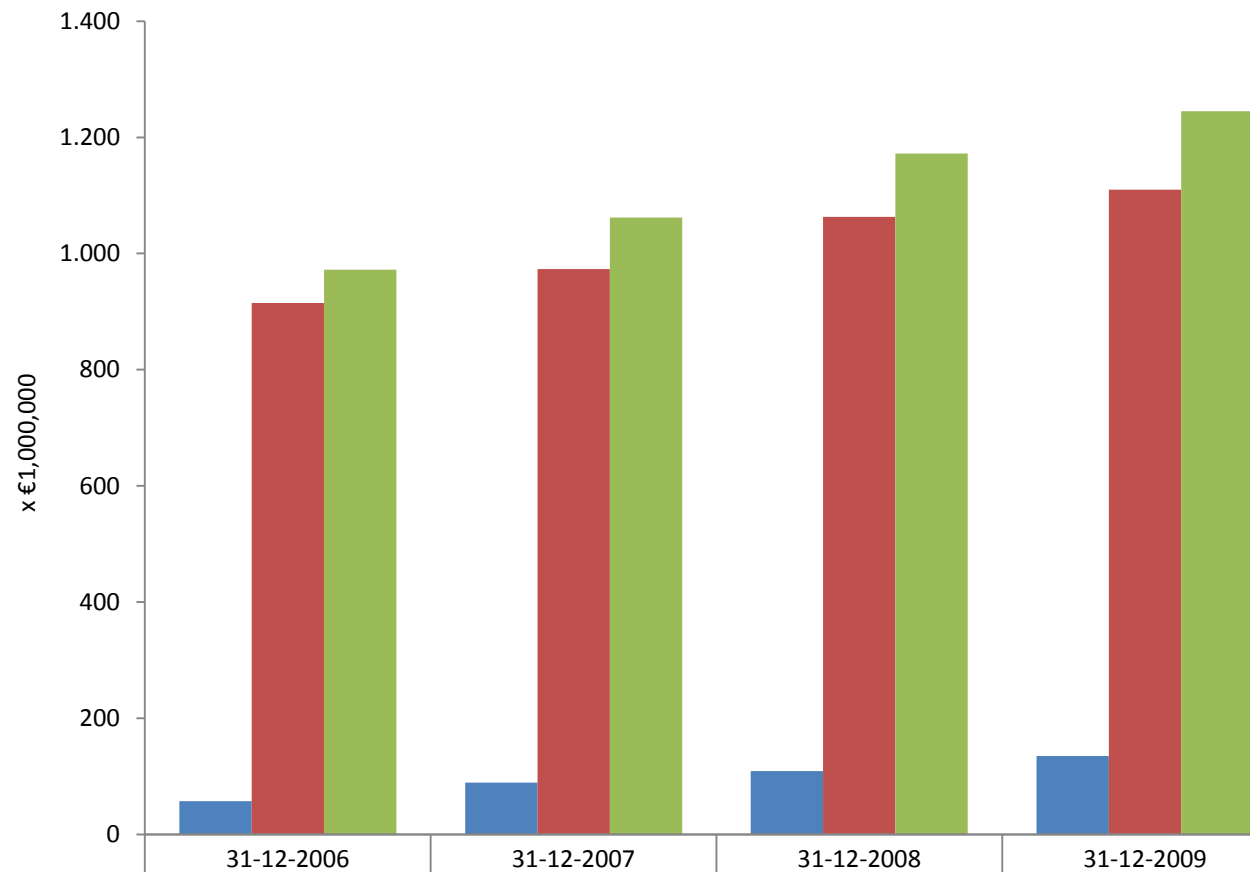
## Television: Herfindahl-Hirschman Index based on RTV subscriptions (national)



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.



## Television: Annual retail revenues RTV subscriptions

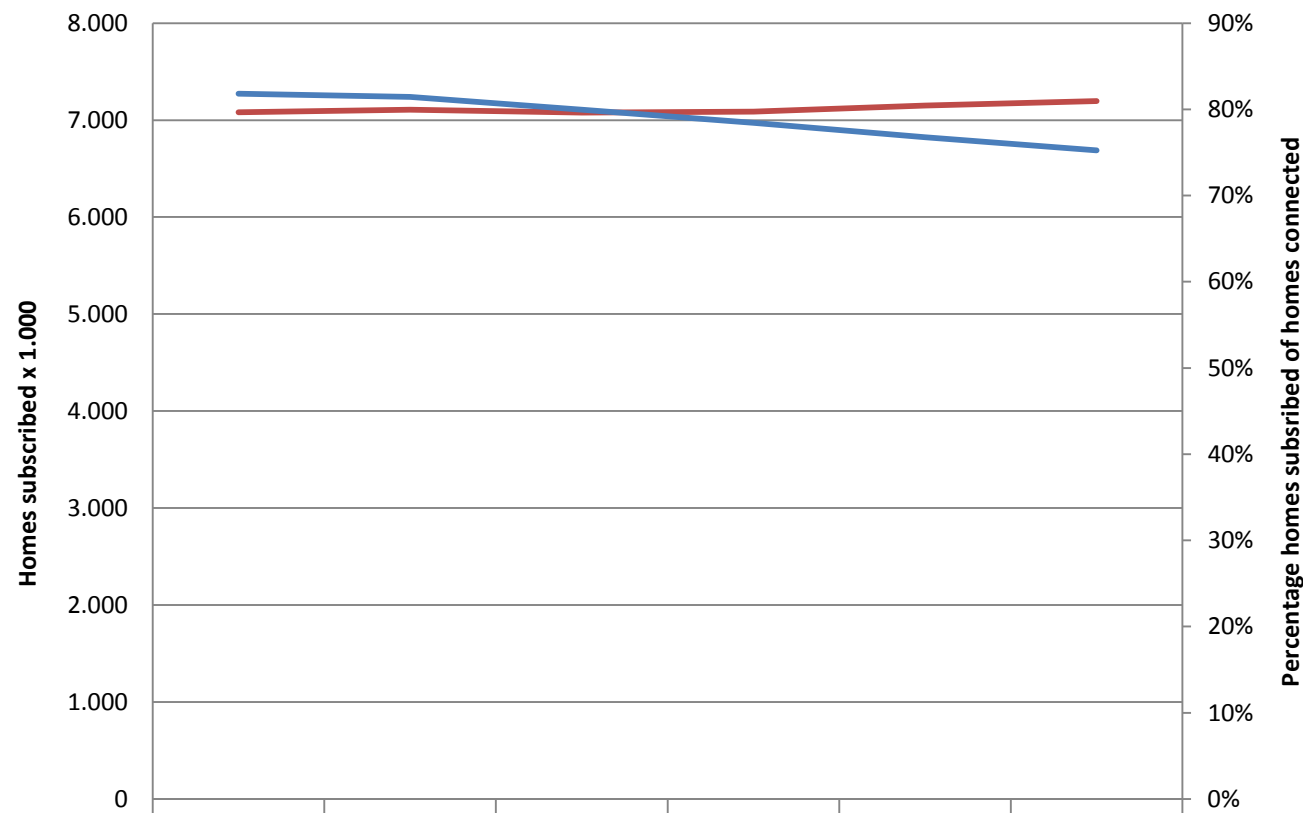


	31-12-2006	31-12-2007	31-12-2008	31-12-2009
■ Annual retail RTV revenues of non-cable operators aggregated	57	89	109	135
■ Annual retail RTV revenues of cable operators aggregated	915	973	1.063	1.110
■ Total retail revenues RTV per year	972	1.062	1.172	1.245

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



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



	31-12-2007	30-06-2008	31-12-2008	30-06-2009	31-12-2009	30-06-2010
Number of physical cable connections (homes connected)	7.080	7.108	7.077	7.087	7.149	7.195
Cable penetration (active subscriptions / connected)	81,8%	81,5%	80,0%	78,4%	76,8%	75,2%

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.