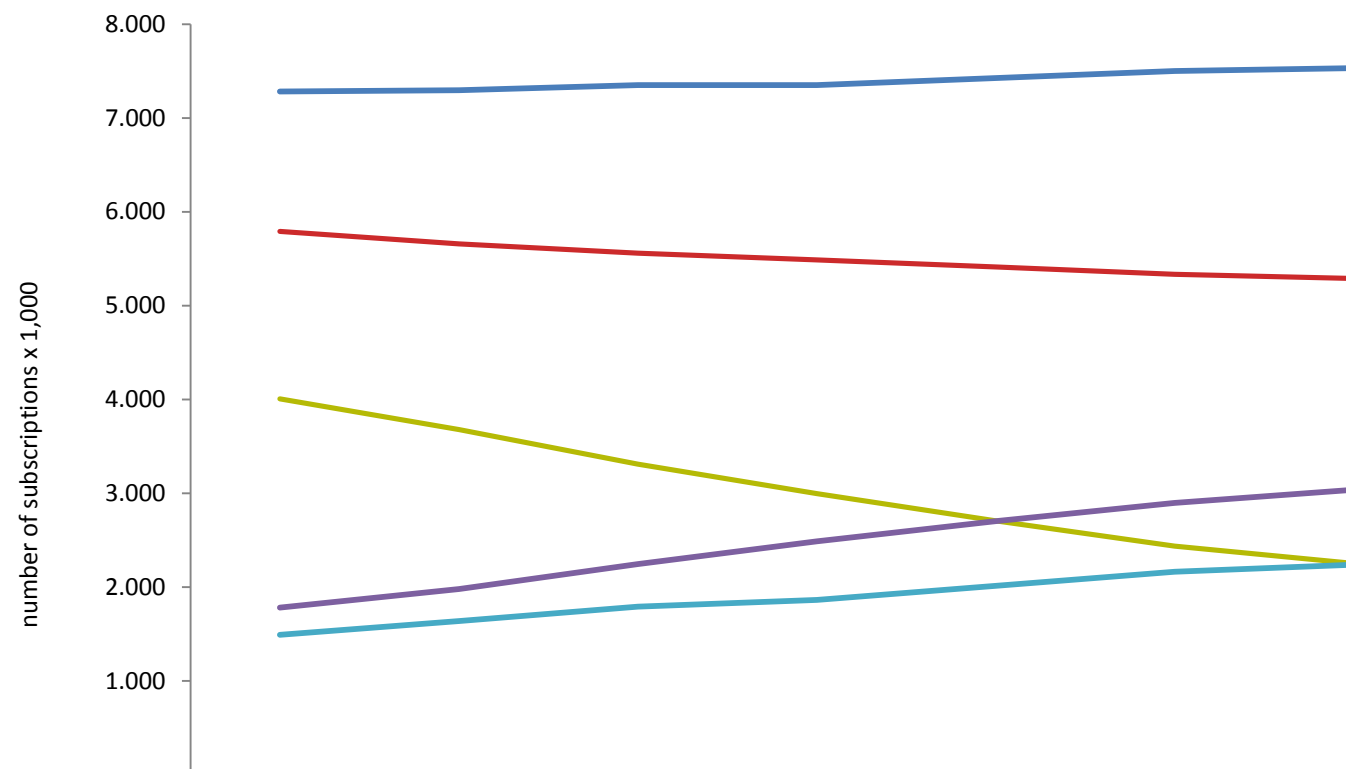


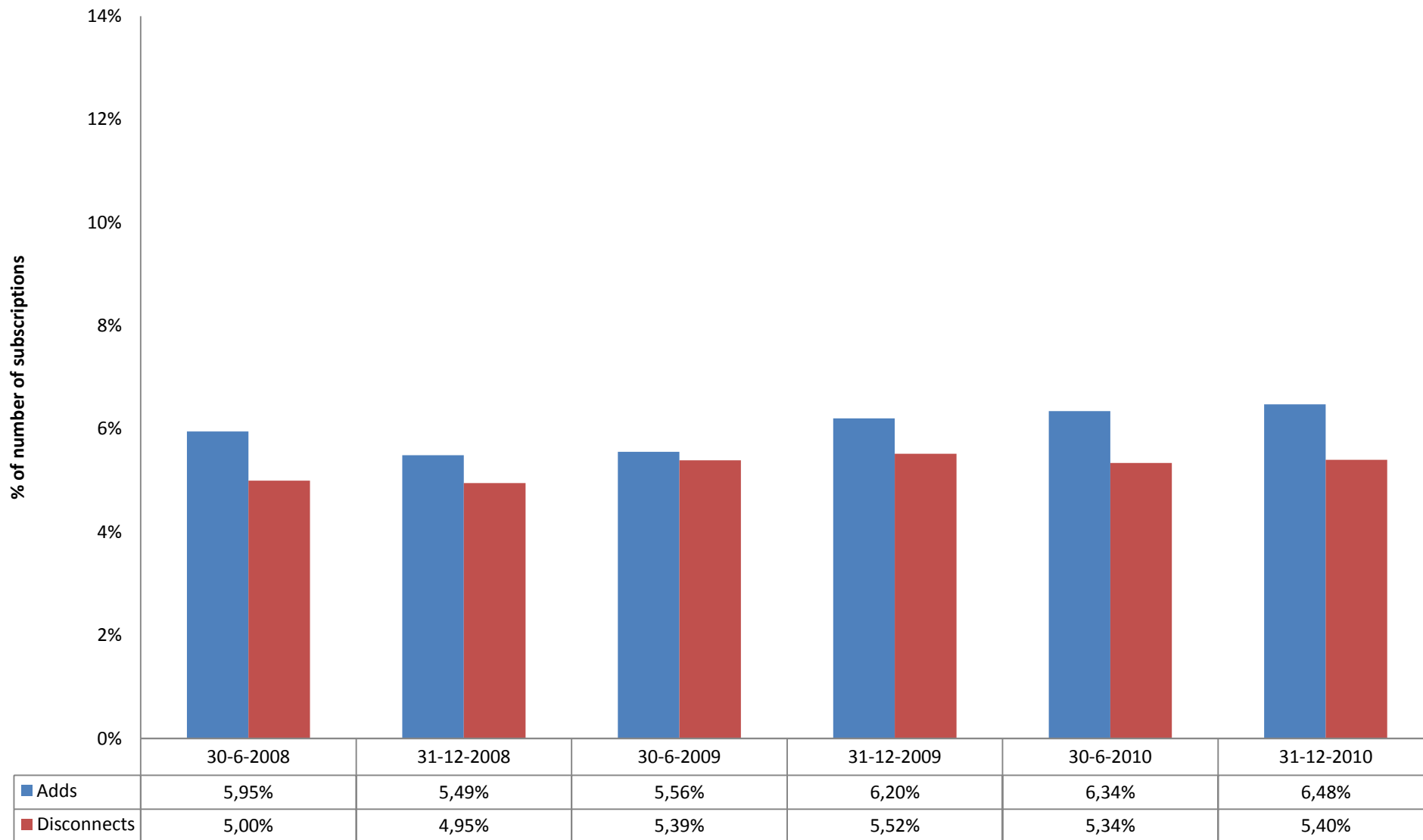
Television: Radio & TV subscriptions (standard package, national level)



	30-6-2008	31-12-2008	30-6-2009	31-12-2009	30-6-2010	31-12-2010	31-3-2011
Total RTV subscriptions	7.282	7.297	7.349	7.352	7.426	7.499	7.530
Total cable	5.790	5.658	5.558	5.487	5.413	5.334	5.291
Analogue cable	4.008	3.679	3.310	2.997	2.709	2.436	2.252
Digital + analogue cable	1.782	1.979	2.248	2.491	2.704	2.898	3.039
Other RTV subscriptions (digital terrestrial, digital satellite, IPTV over DSL, FttH)	1.492	1.638	1.791	1.865	2.013	2.165	2.239

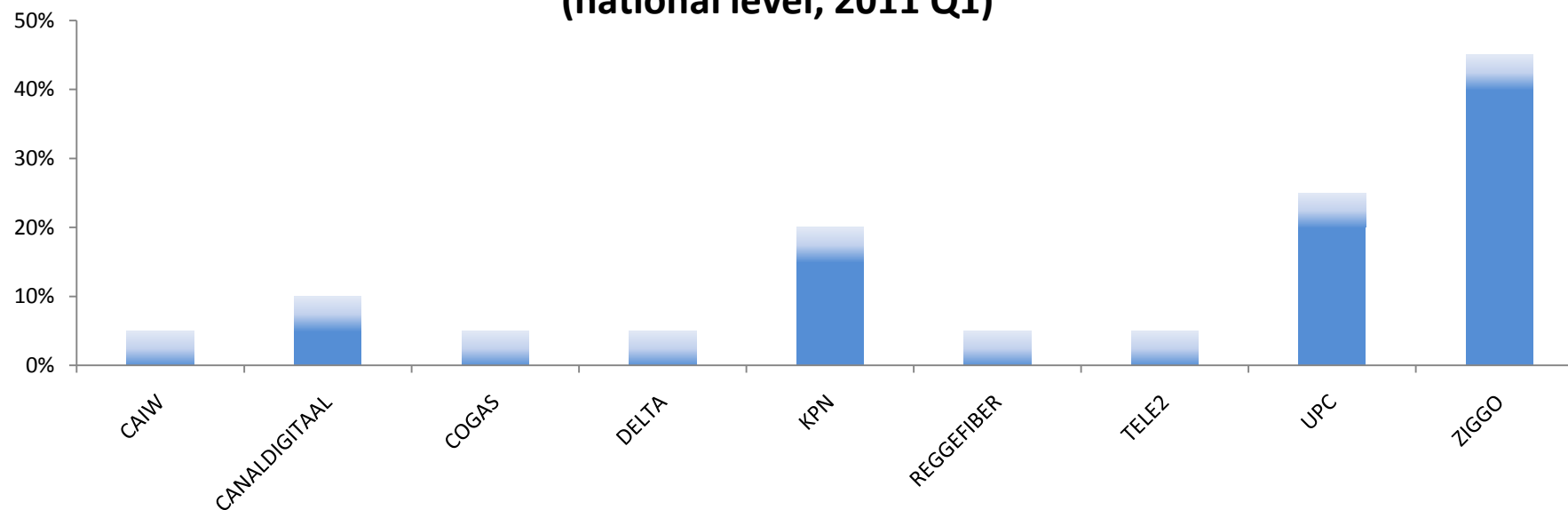
Based on figures from CAIW, CANALDIGITAAL, COGAS, DELTA, HERTZINGER, KPN, REGGEFIBER, TELE2, UPC and ZIGGO. Based on questions 5_A_1_1 through 5_A_1_5 and 5_A_1_8 of the SMM.

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.

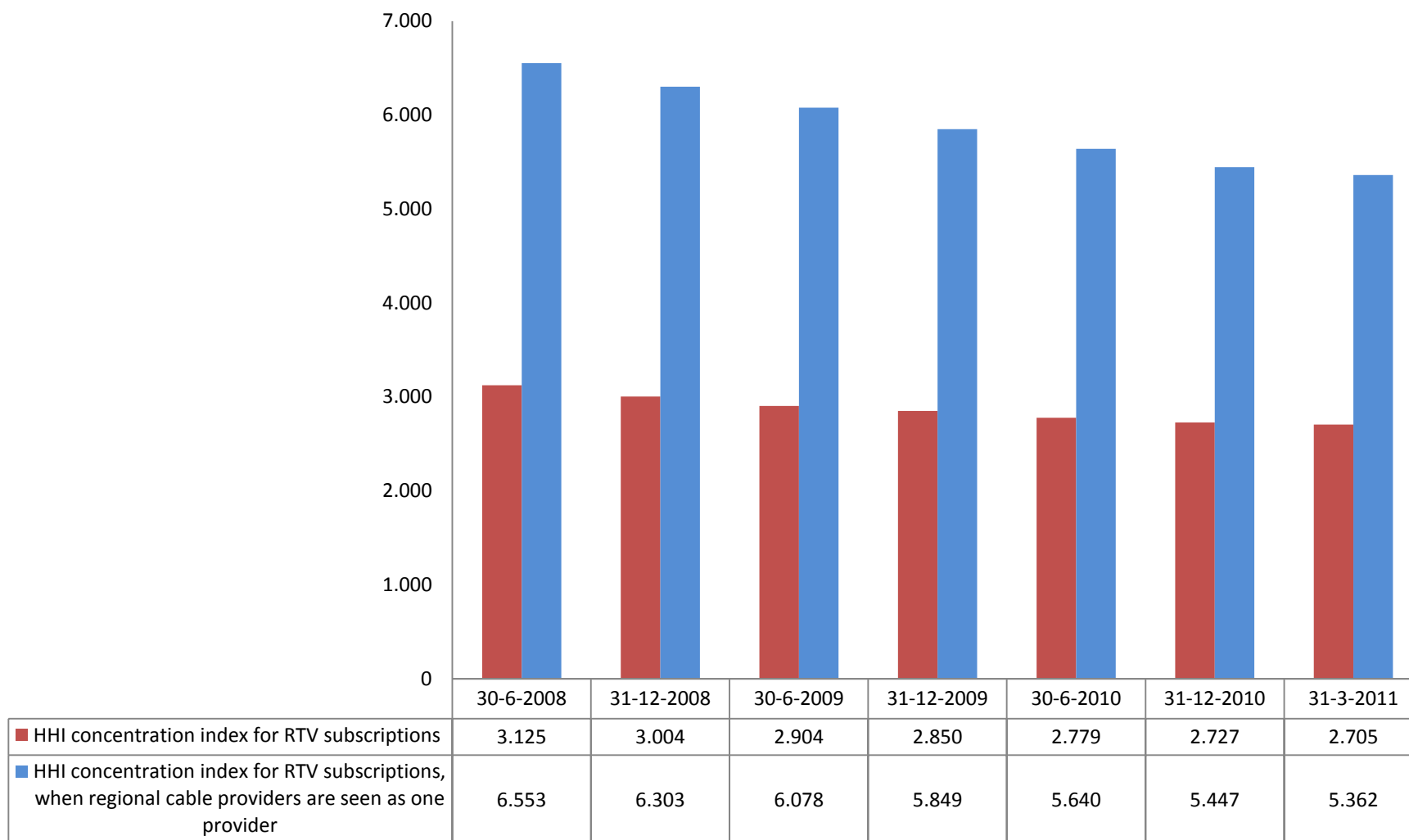
Television: Market shares based on RTV subscriptions (national level, 2011 Q1)



	30-6-2008	31-12-2008	30-6-2009	31-12-2009	30-6-2010	31-12-2010	31-3-2011
CAIW	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]
CANALDIGITAAL	[10-15%]	[10-15%]	[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%]	[10-15%]	[10-15%]	[10-15%]	[15-20%]	[15-20%]	[15-20%]
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	[25-30%]	[25-30%]	[25-30%]	[25-30%]	[25-30%]	[25-30%]	[20-25%]
ZIGGO	[45-50%]	[40-45%]	[40-45%]	[40-45%]	[40-45%]	[40-45%]	[40-45%]

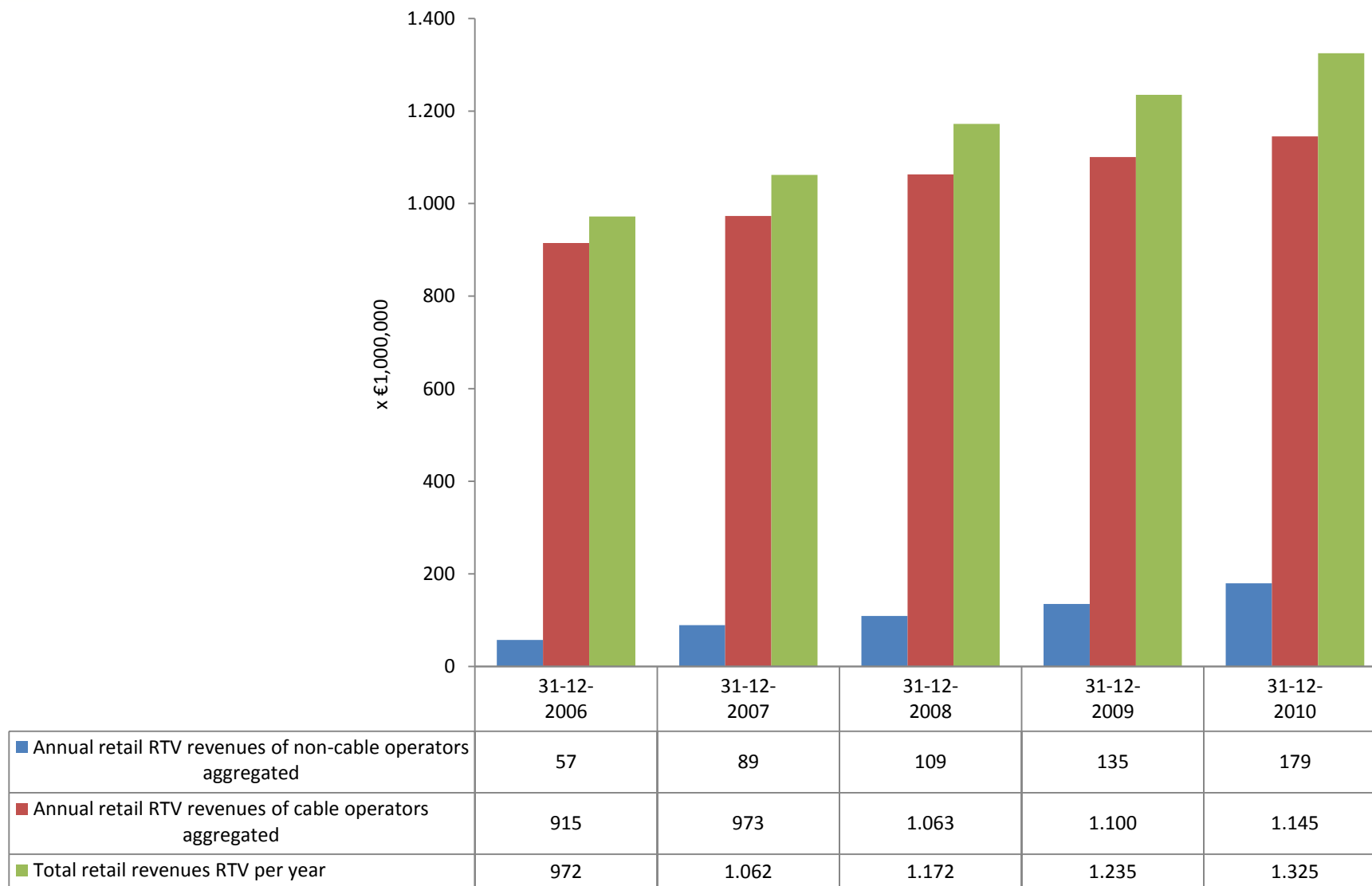
Based on figures from CAIW, CANALDIGITAAL, COGAS, DELTA, HERTZINGER, KPN, REGGEFIBER, TELE2, UPC and ZIGGO. Based on questions 5_A_1_1, 5_A_1_3 through 5_A_1_5 and 5_A_1_8 of the SMM.

Television: 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



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)

