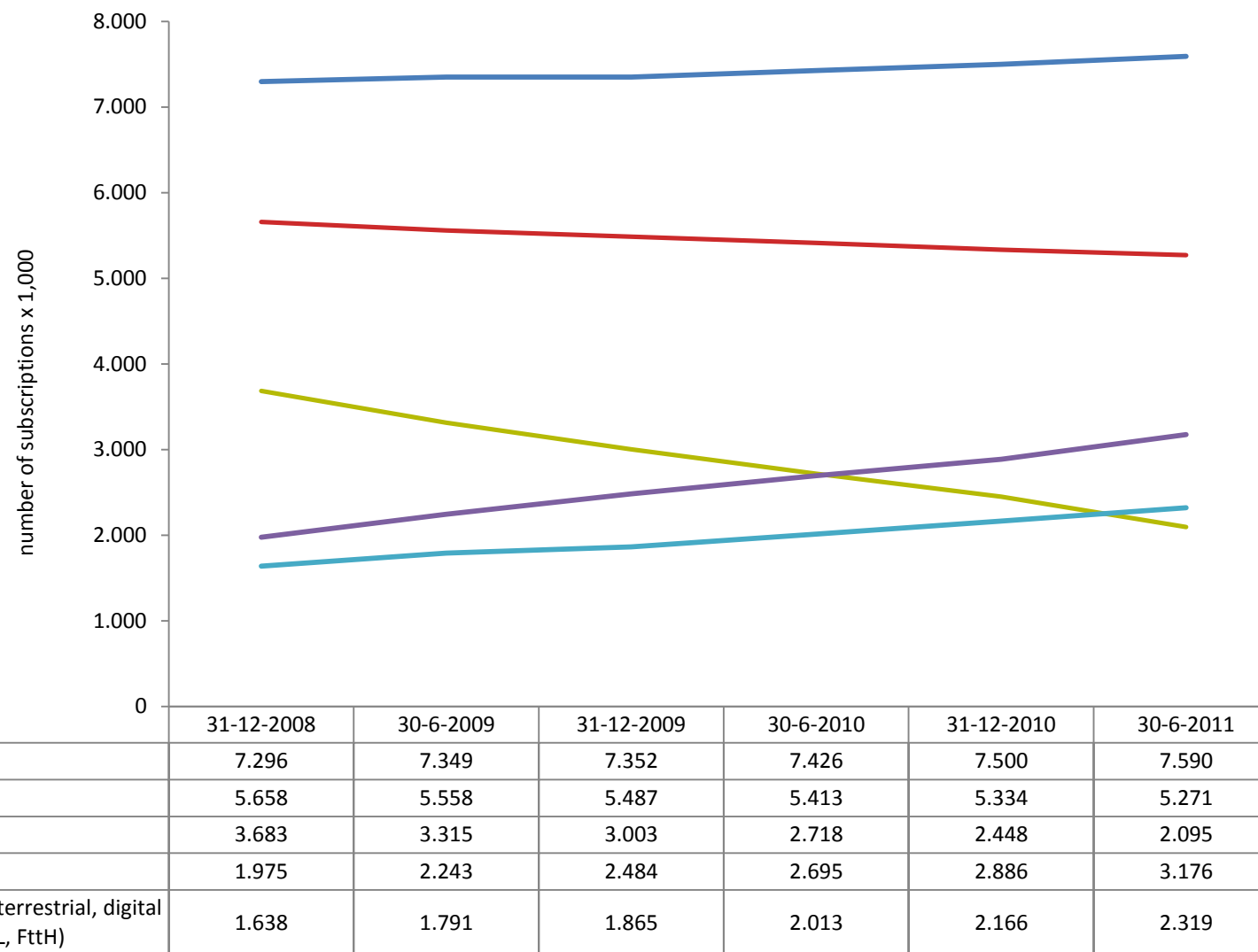
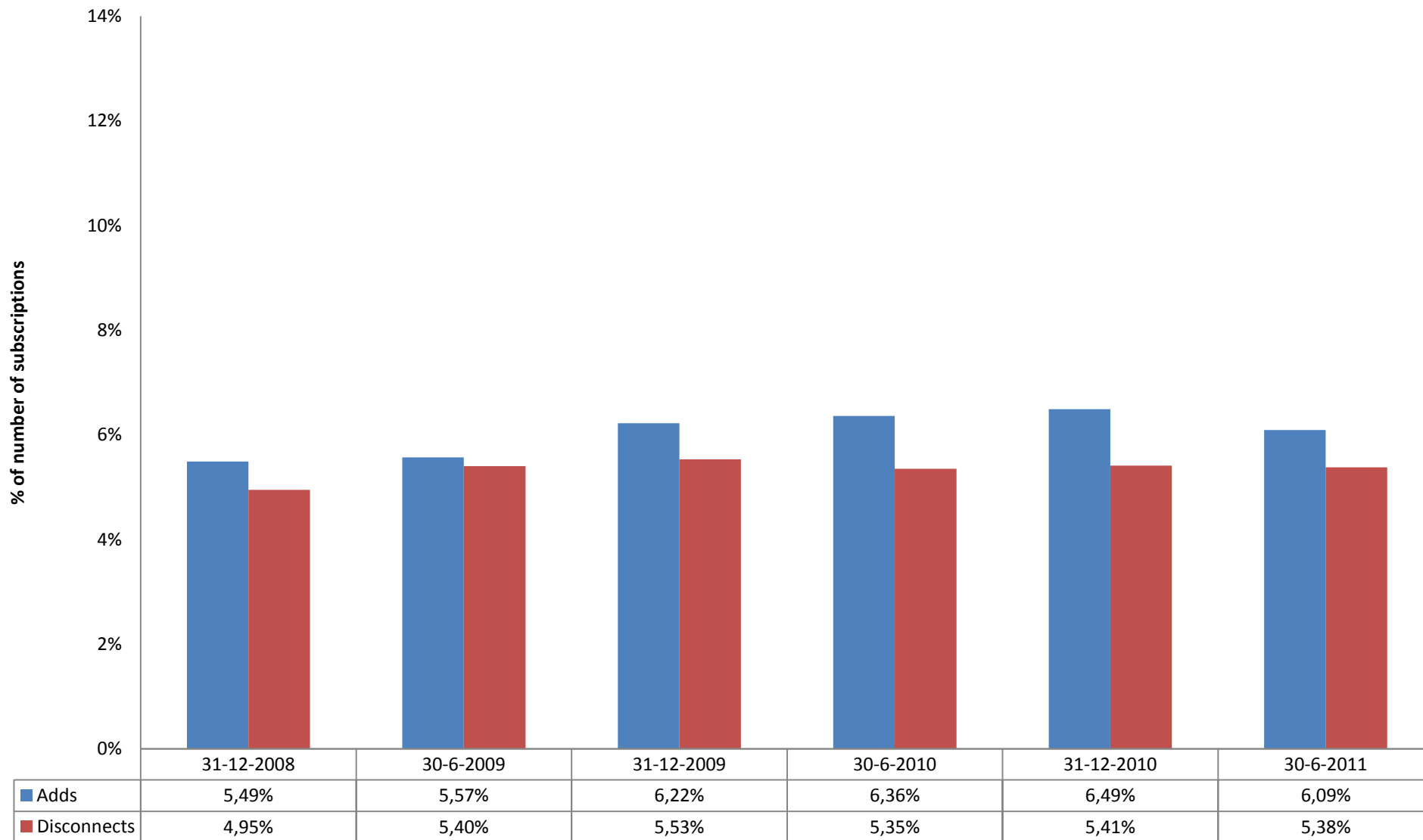


Television: Radio & TV subscriptions (standard package, national level)



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

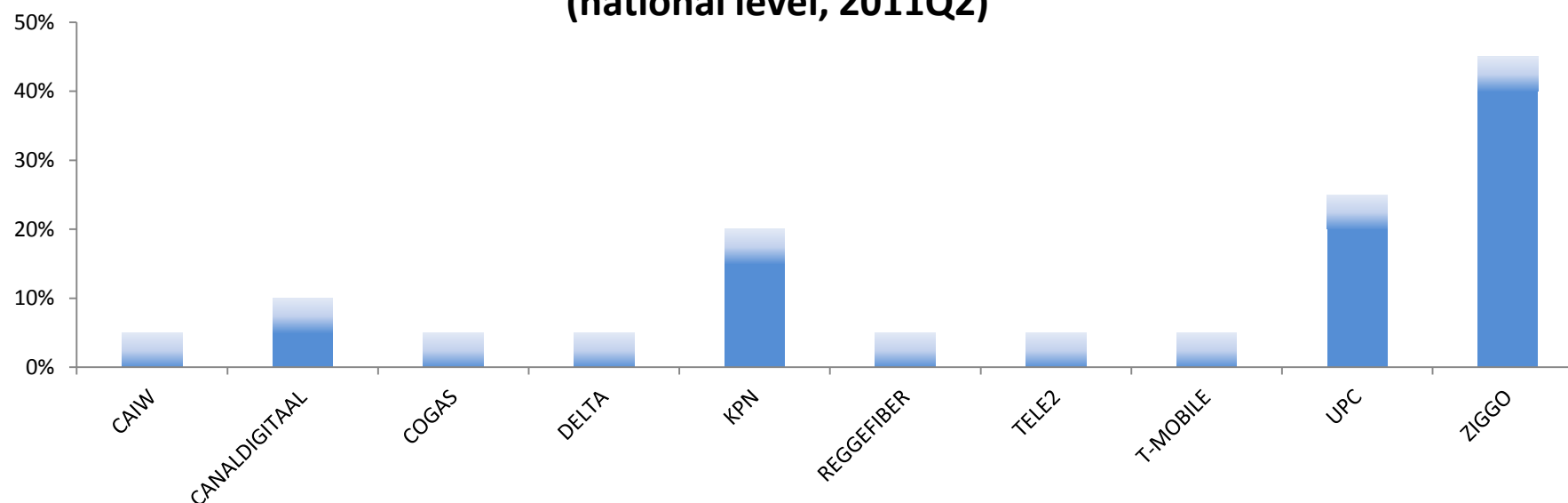
Television: Churn based on radio & TV subscriptions (standard package, national level)



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.



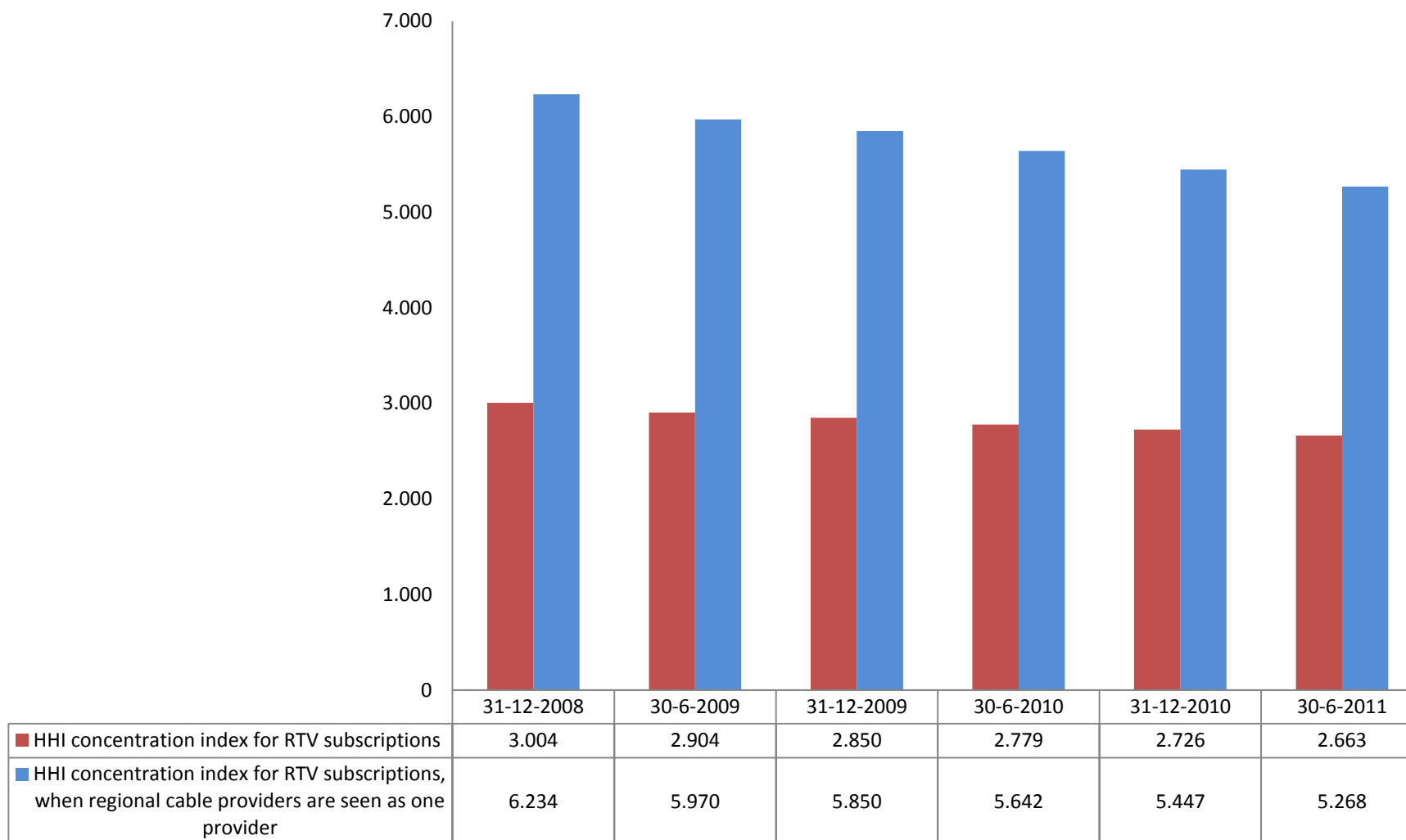
Television: Market shares based on RTV subscriptions (national level, 2011Q2)



	31-12-2008	30-6-2009	31-12-2009	30-6-2010	31-12-2010	30-6-2011
CAIW	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]
CANALDIGITAAL	[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%]
DELTA	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]
HERTZINGER	[0-5%]	[0-5%]	-	-	-	-
KPN	[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%]
T-MOBILE	-	-	-	-	[0-5%]	[0-5%]
UPC	[25-30%]	[25-30%]	[25-30%]	[25-30%]	[25-30%]	[20-25%]
ZIGGO	[40-45%]	[40-45%]	[40-45%]	[40-45%]	[40-45%]	[40-45%]

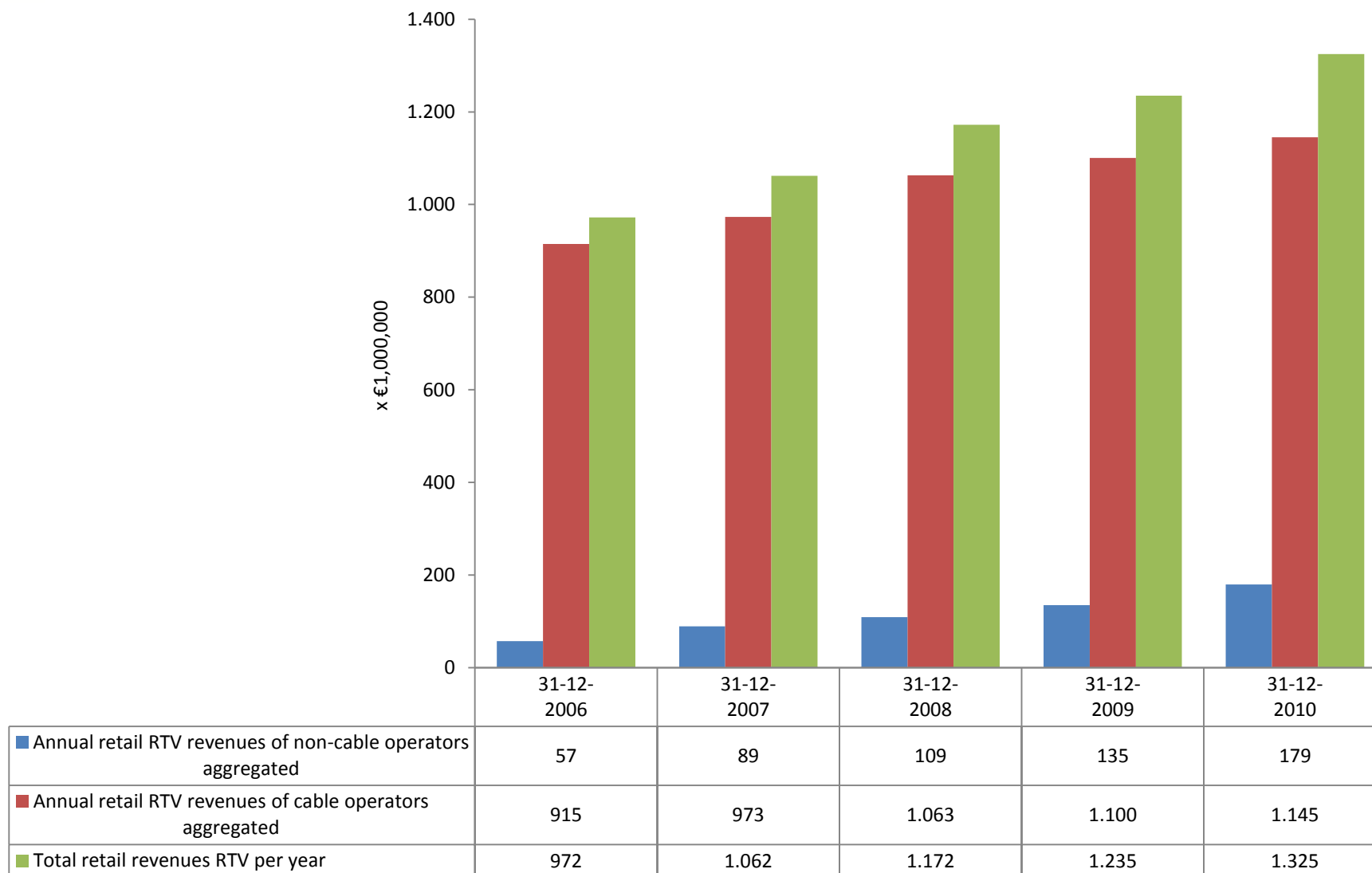
Based on figures from CAIW, CANALDIGITAAL, COGAS, DELTA, HERTZINGER, KPN, REGGEFIBER, TELE2, T-MOBILE, UPC and ZIGGO. Based on questions 5_A_1_1, 5_A_1_3 through 5_A_1_5 and 5_A_1_8 of the SMM.

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



Based on figures from CAIW, CANALDIGITAAL, COGAS, DELTA, HERTZINGER, KPN, REGGEFIBER, TELE2, T-MOBILE, 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)

