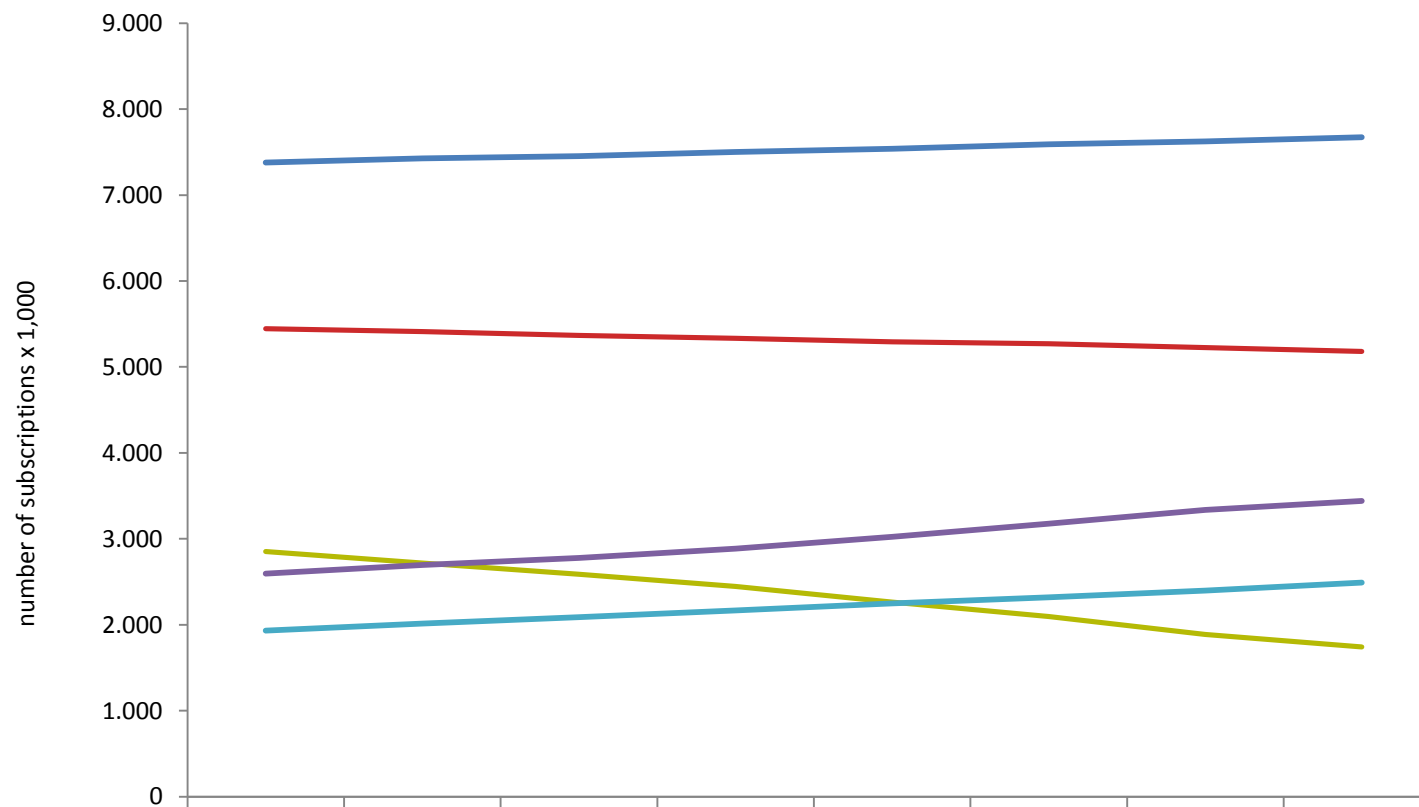




Television: Radio & TV subscriptions (standard package, national level)

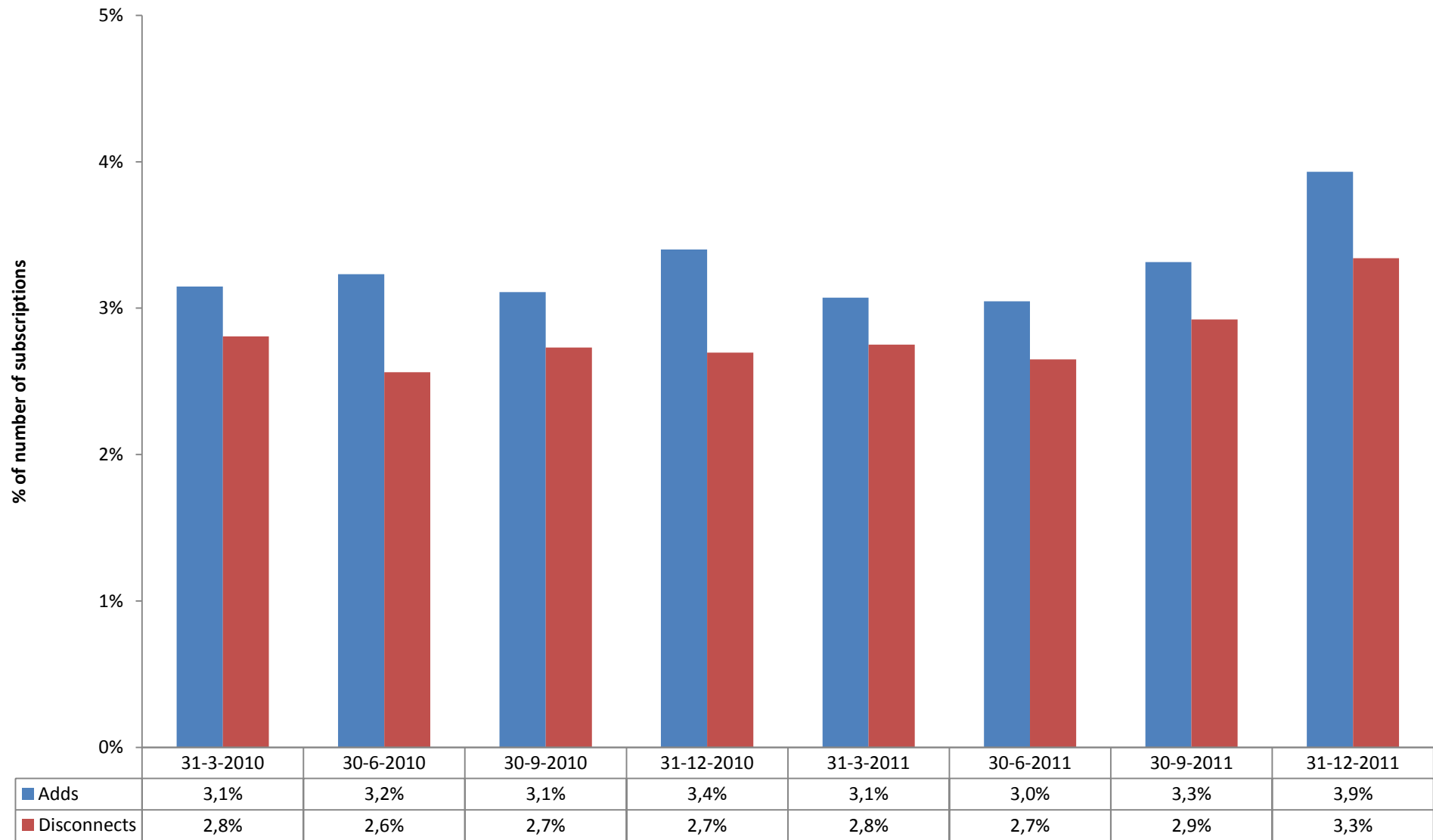


	31-3-2010	30-6-2010	30-9-2010	31-12-2010	31-3-2011	30-6-2011	30-9-2011	31-12-2011
Total RTV subscriptions	7.377	7.426	7.454	7.500	7.538	7.590	7.623	7.673
Total cable	5.446	5.413	5.366	5.334	5.291	5.271	5.226	5.182
Analogue cable	2.852	2.718	2.587	2.448	2.265	2.095	1.888	1.741
Digital (+ analogue) cable	2.594	2.695	2.778	2.886	3.026	3.176	3.338	3.440
Other RTV subscriptions (digital terrestrial, digital satellite, IPTV over DSL, FttH)	1.931	2.013	2.088	2.166	2.247	2.319	2.397	2.491

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.



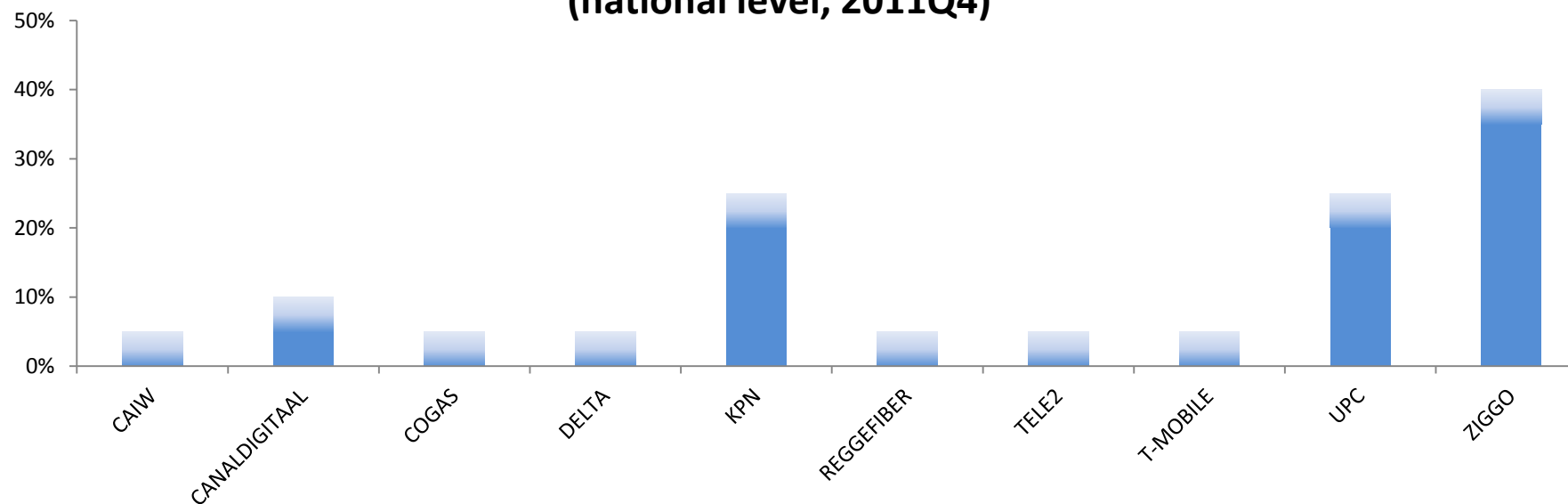
Television: Churn based on radio & TV subscriptions (standard package, national level)



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.



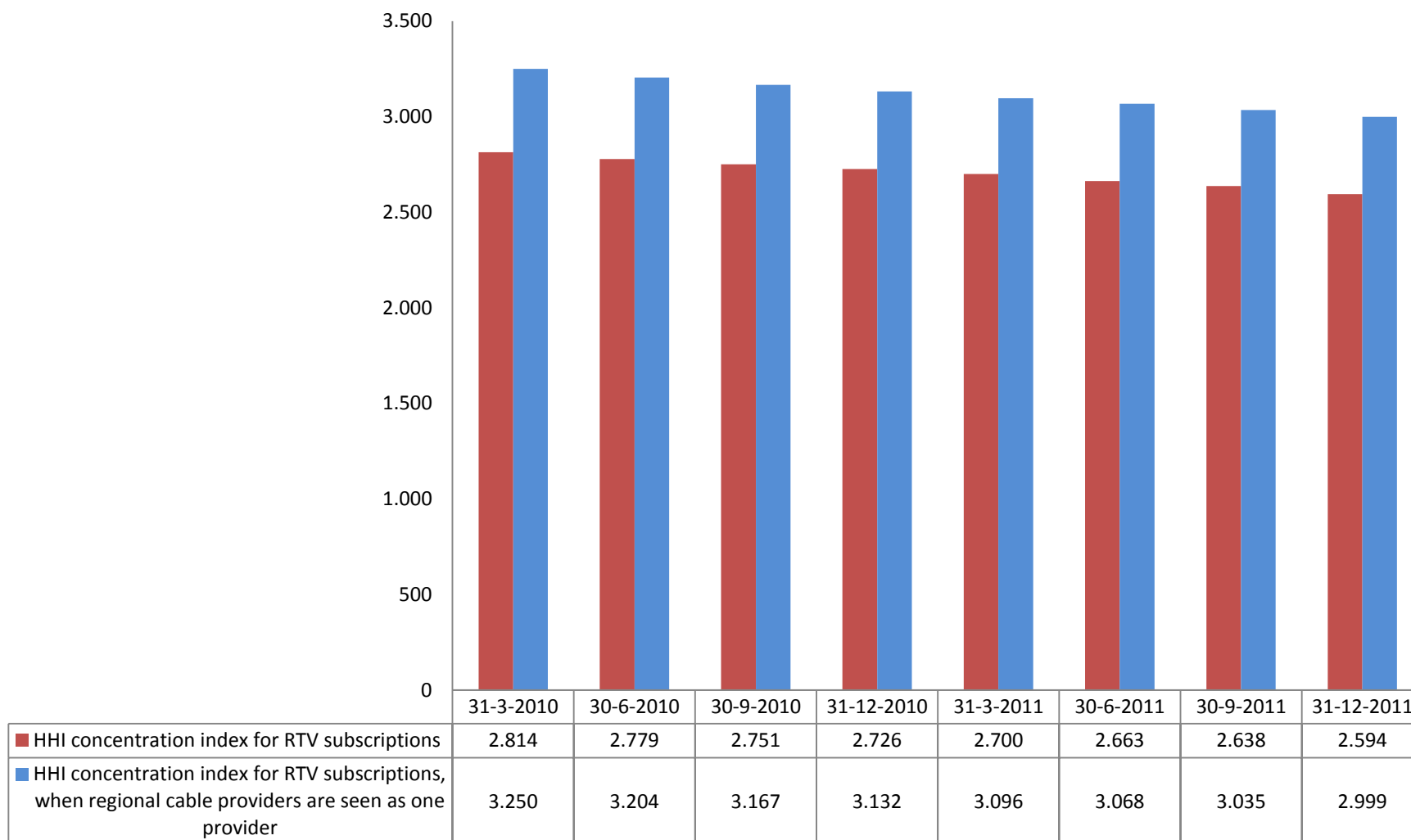
Television: Market shares based on RTV subscriptions (national level, 2011Q4)



	31-3-2010	30-6-2010	30-9-2010	31-12-2010	31-3-2011	30-6-2011	30-9-2011	31-12-2011
CAIW	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]
CANALDIGITAAL	[5-10%]	[5-10%]	[5-10%]	[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%]	[0-5%]
DELTA	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]
KPN	[10-15%]	[15-20%]	[15-20%]	[15-20%]	[15-20%]	[15-20%]	[20-25%]	[20-25%]
REGGEFIBER	[0-5%]	[0-5%]	[0-5%]	[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%]	[0-5%]
T-MOBILE	-	-	-	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]
UPC	[25-30%]	[25-30%]	[25-30%]	[25-30%]	[20-25%]	[20-25%]	[20-25%]	[20-25%]
ZIGGO	[40-45%]	[40-45%]	[40-45%]	[40-45%]	[40-45%]	[40-45%]	[35-40%]	[35-40%]

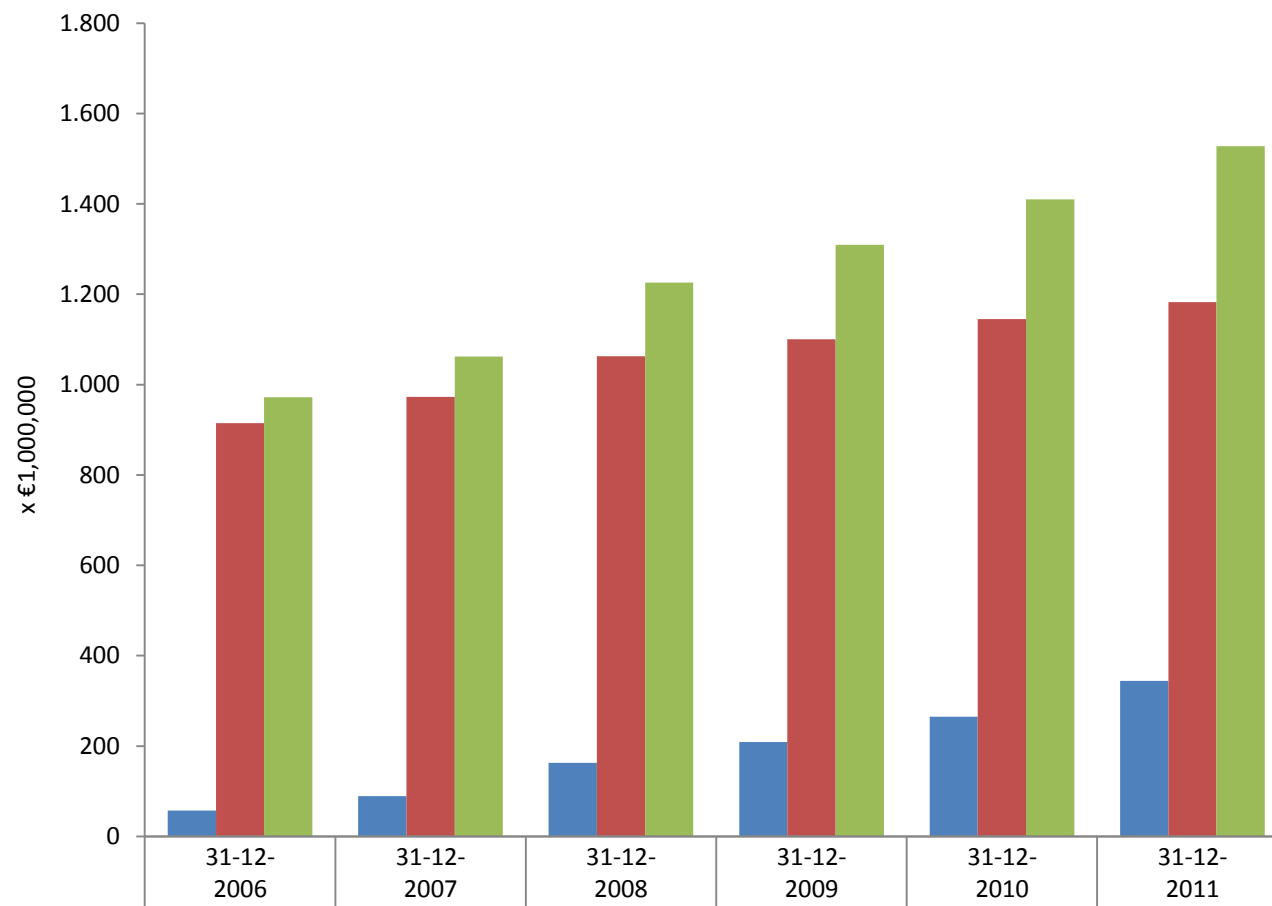


Television: Herfindahl-Hirschman Index based on RTV subscriptions (national)



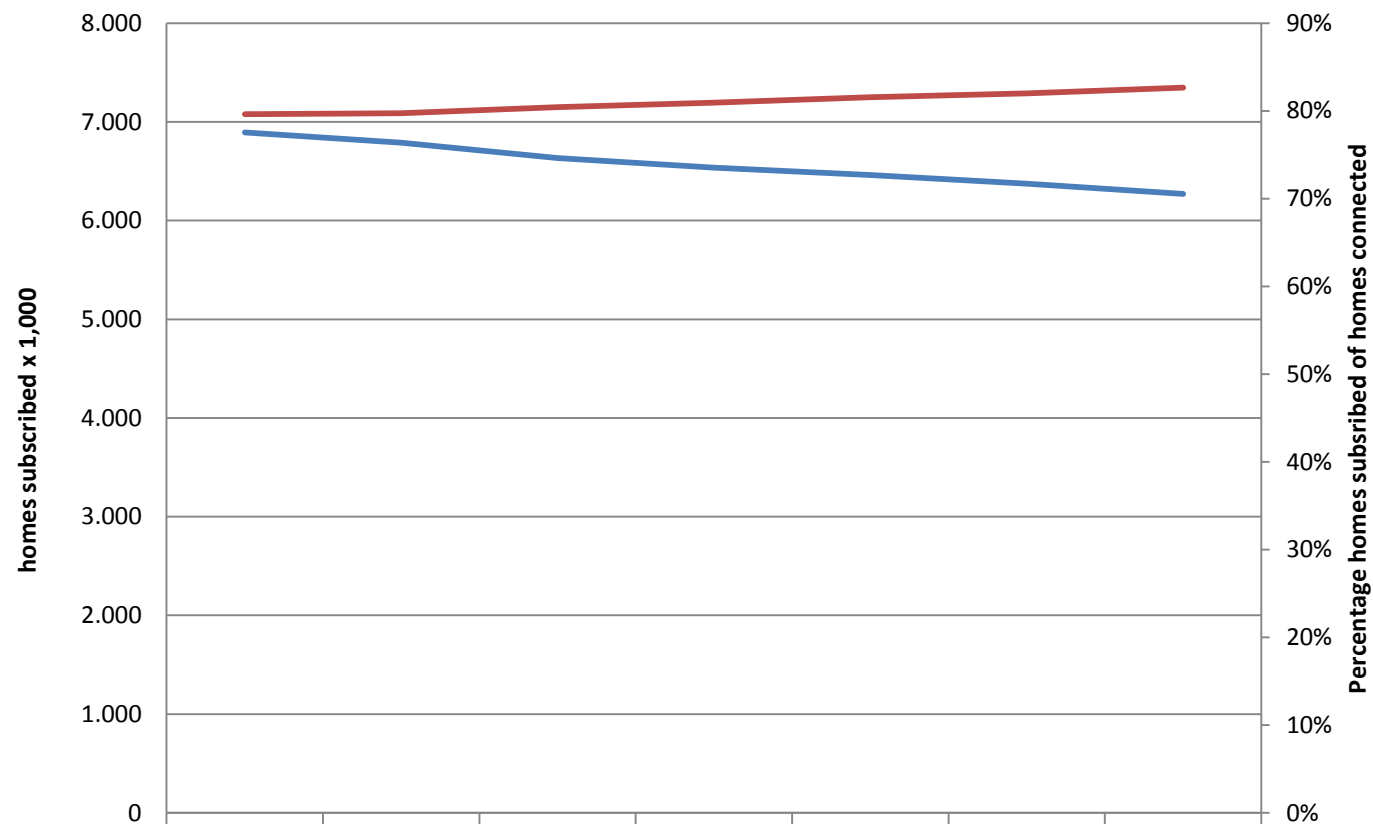
Based on figures from CAIW, CANALDIGITAAL, COGAS, DELTA, HERTZINGER, KPN, REGGEFIBER, TELE2, T-MOBILE, UPC and ZIGGO. Based on questions 5_A_1_1, 5_A_1_3 through 5_A_1_5 and 5_A_1_8 of the SMM.

Television: Annual retail revenues RTV subscriptions



■ Annual retail RTV revenues of non-cable operators aggregated	57	89	163	209	265	345
■ Annual retail RTV revenues of cable operators aggregated	915	973	1.063	1.100	1.145	1.183
■ Total retail revenues RTV per year	972	1.062	1.226	1.309	1.410	1.527

Television: use of cable networks (national)



	31-12-2008	30-6-2009	31-12-2009	30-6-2010	31-12-2010	30-6-2011	31-12-2011
Number of physical cable connections (homes connected)	7.077	7.087	7.149	7.195	7.250	7.287	7.346
Cable penetration (active subscriptions / homes connected)	77,5%	76,4%	74,6%	73,5%	72,7%	71,7%	70,5%