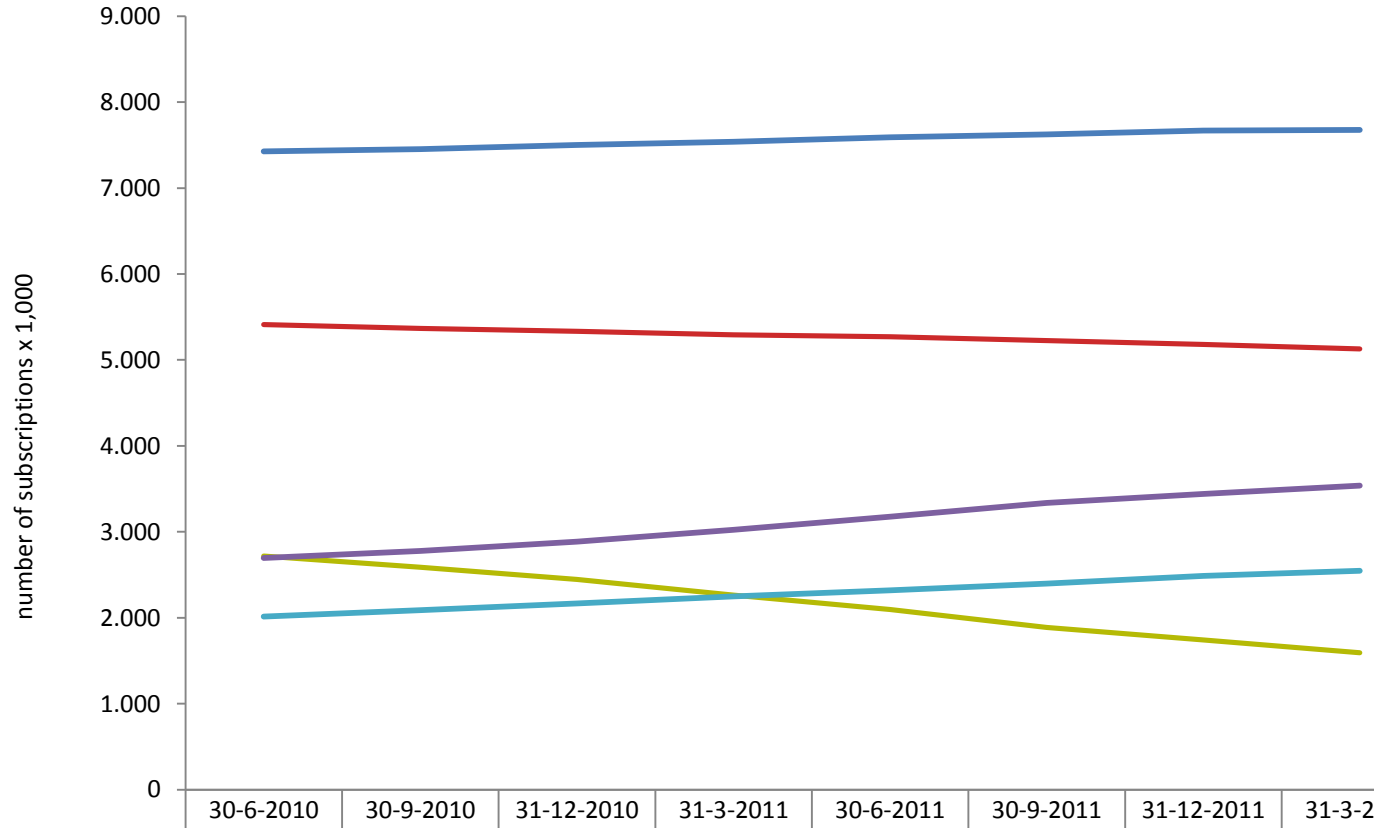
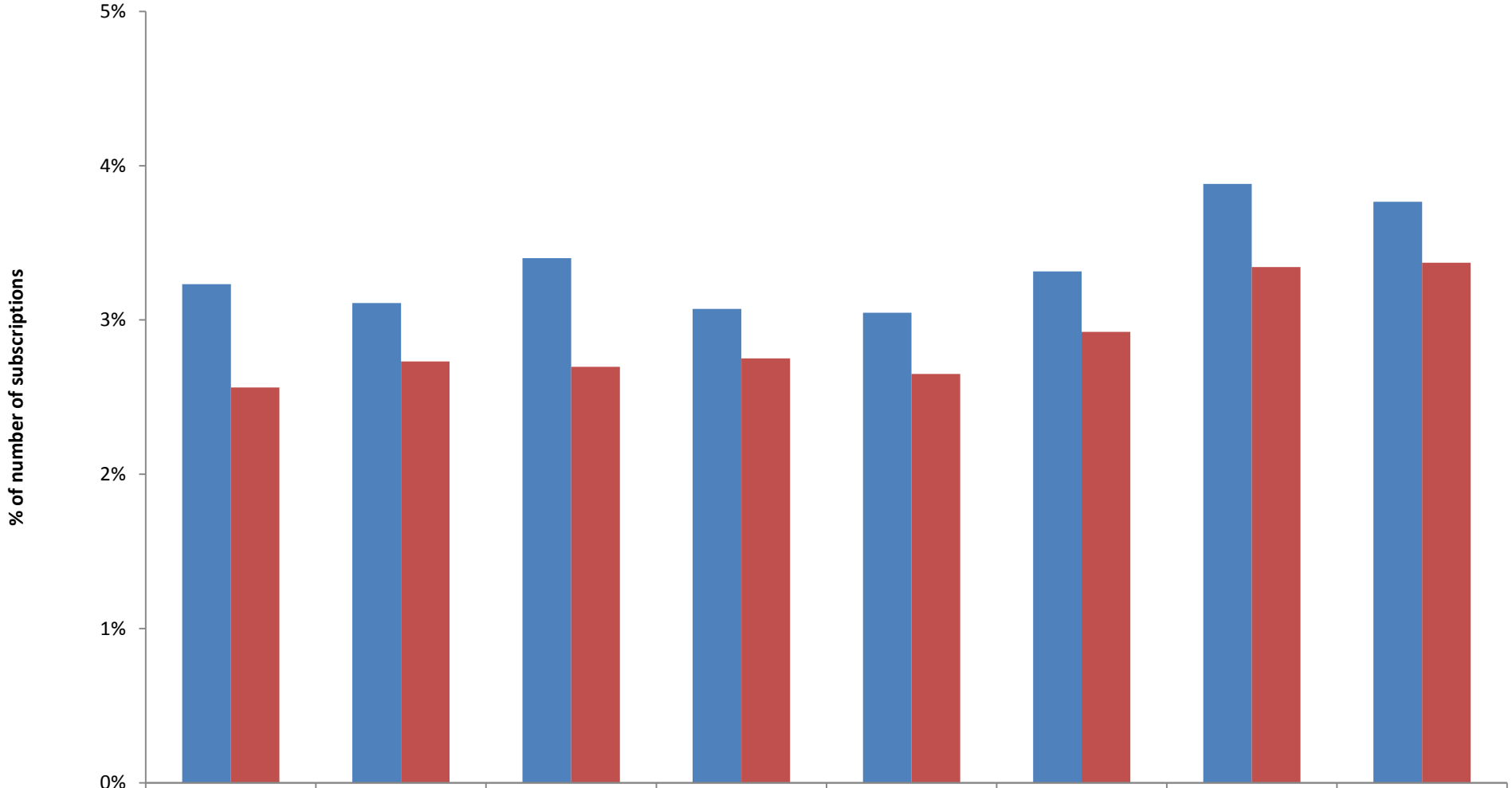
Television: Radio & TV subscriptions (standard package, national level)



	30-6-2010	30-9-2010	31-12-2010	31-3-2011	30-6-2011	30-9-2011	31-12-2011	31-3-2012
Total RTV subscriptions	7.426	7.454	7.500	7.538	7.590	7.623	7.669	7.677
Total cable	5.413	5.366	5.334	5.291	5.271	5.226	5.182	5.129
Analogue cable	2.718	2.587	2.448	2.265	2.095	1.888	1.741	1.592
Digital (+ analogue) cable	2.695	2.778	2.886	3.026	3.176	3.338	3.440	3.538
Other RTV subscriptions (digital terrestrial, digital satellite, IPTV over DSL, FttH)	2.013	2.088	2.166	2.247	2.319	2.397	2.487	2.547

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.

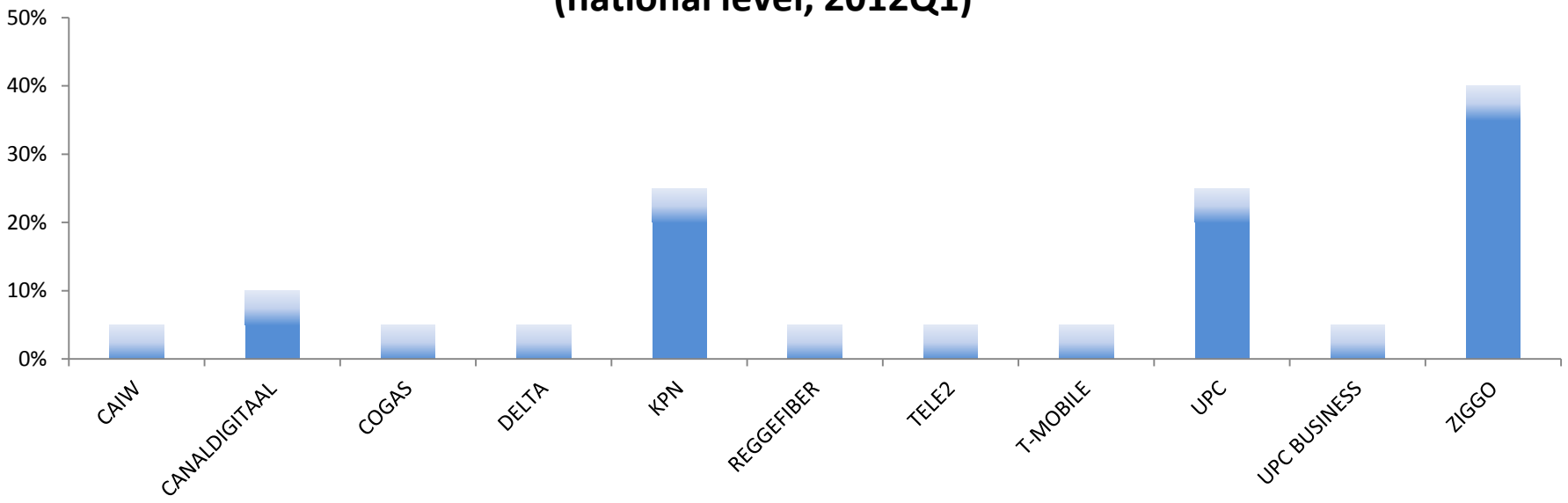
Television: Churn based on radio & TV subscriptions (standard package, national level)



	30-6-2010	30-9-2010	31-12-2010	31-3-2011	30-6-2011	30-9-2011	31-12-2011	31-3-2012
Adds	3,2%	3,1%	3,4%	3,1%	3,0%	3,3%	3,9%	3,8%
Disconnects	2,6%	2,7%	2,7%	2,8%	2,7%	2,9%	3,3%	3,4%

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.

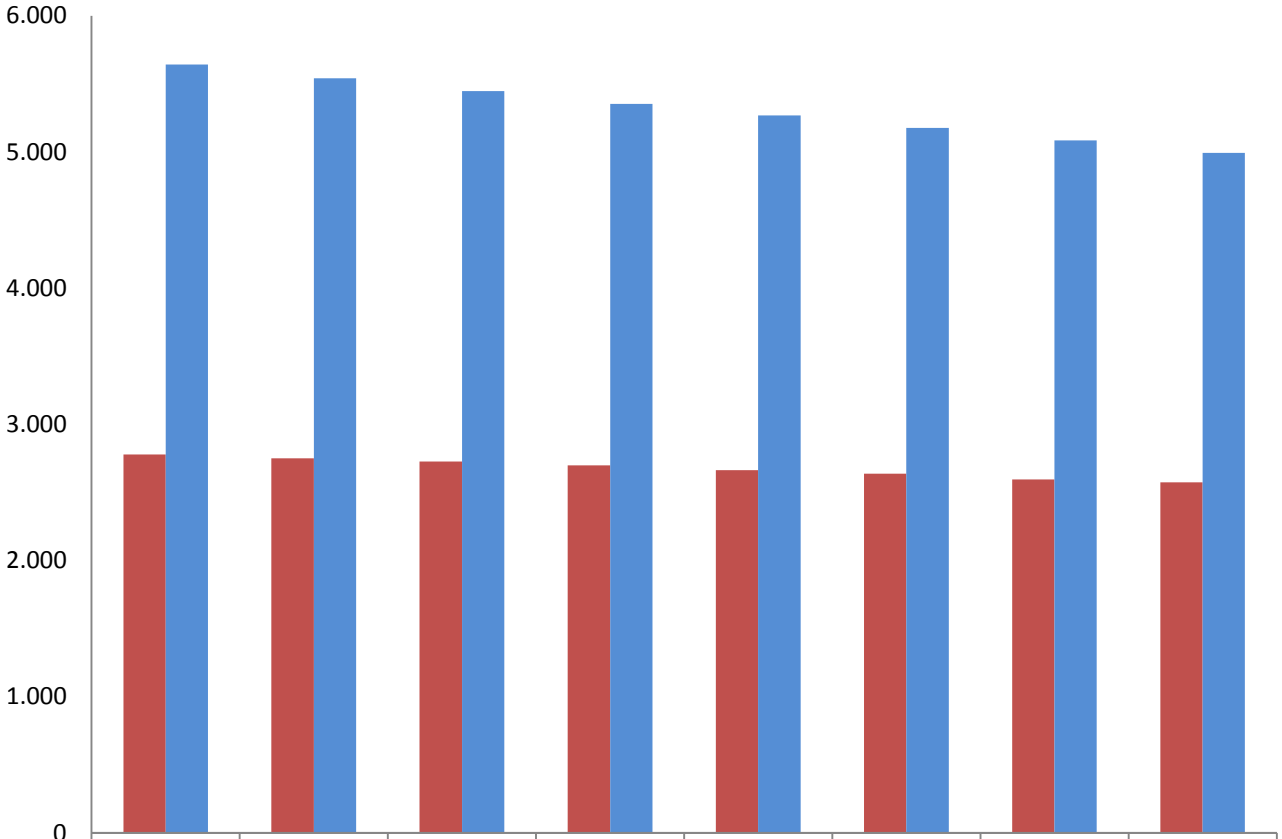
Television: Market shares based on RTV subscriptions (national level, 2012Q1)



	30-6-2010	30-9-2010	31-12-2010	31-3-2011	30-6-2011	30-9-2011	31-12-2011	31-3-2012
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	[15-20%]	[15-20%]	[15-20%]	[15-20%]	[15-20%]	[20-25%]	[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%]	[0-5%]
UPC	[25-30%]	[25-30%]	[25-30%]	[20-25%]	[20-25%]	[20-25%]	[20-25%]	[20-25%]
UPC BUSINESS	-	-	-	-	-	-	-	[0-5%]
ZIGGO	[40-45%]	[40-45%]	[40-45%]	[40-45%]	[40-45%]	[35-40%]	[35-40%]	[35-40%]

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.

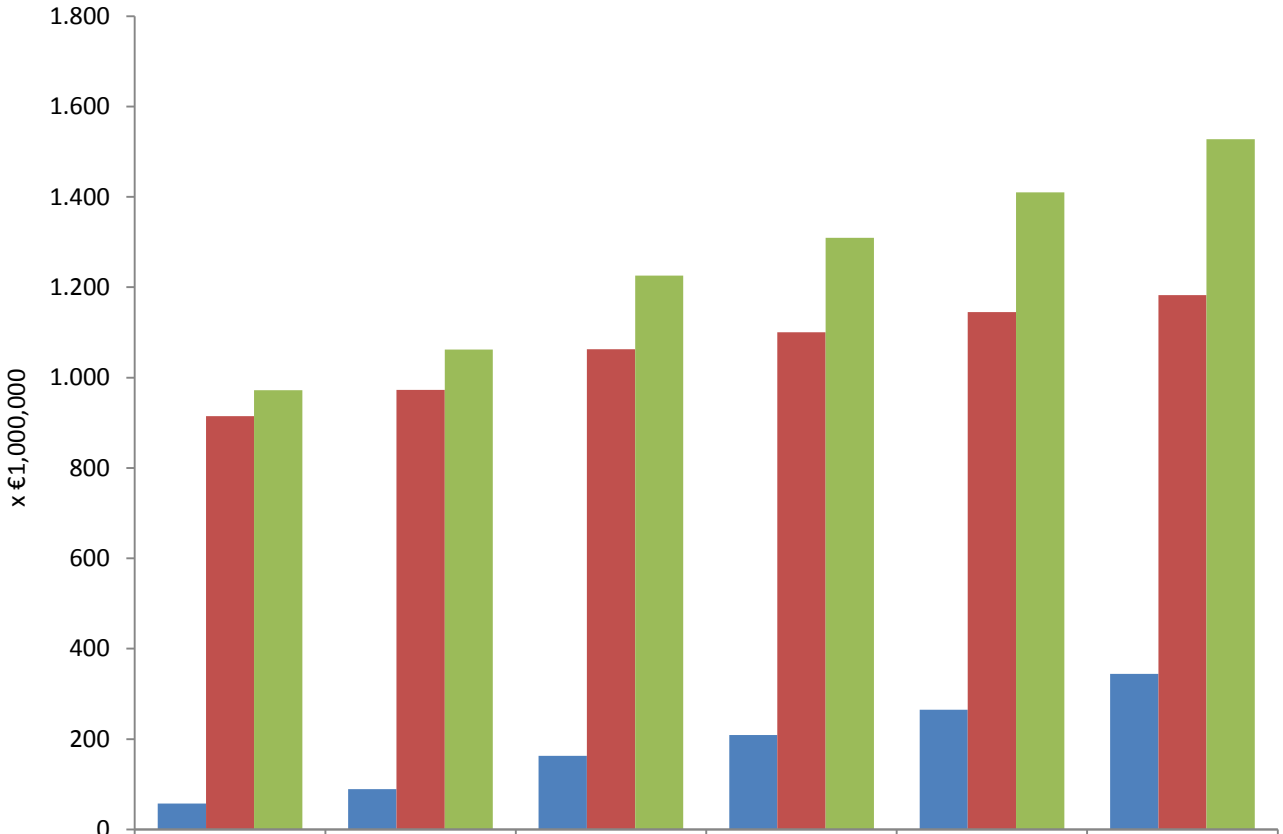
Television: Herfindahl-Hirschman Index based on RTV subscriptions (national)



	30-6-2010	30-9-2010	31-12-2010	31-3-2011	30-6-2011	30-9-2011	31-12-2011	31-3-2012
HHI concentration index for RTV subscriptions	2.779	2.751	2.726	2.700	2.663	2.638	2.596	2.574
HHI concentration index for RTV subscriptions, when regional cable providers are seen as one provider	5.642	5.540	5.447	5.353	5.268	5.177	5.084	4.992

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.

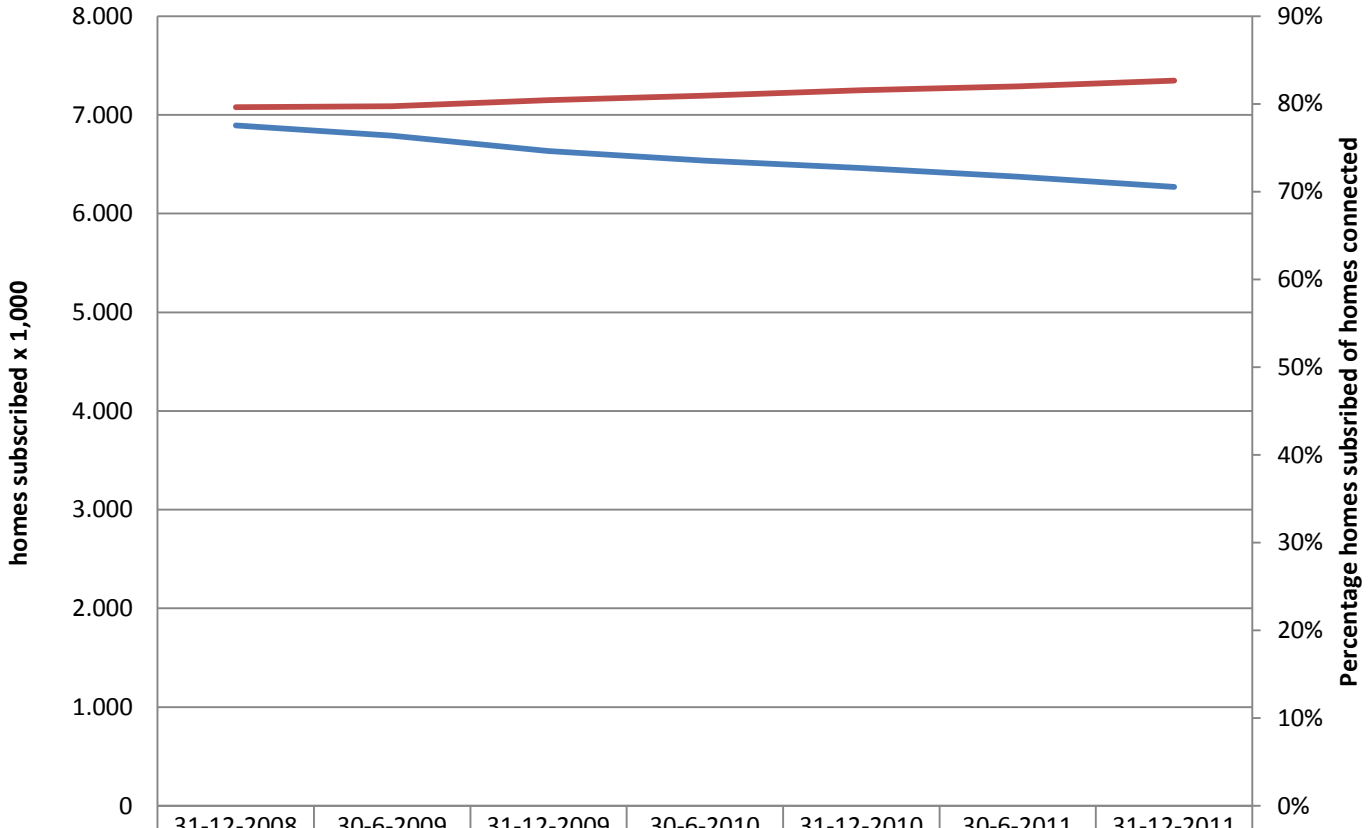
Television: Annual retail revenues RTV subscriptions



	31-12-2006	31-12-2007	31-12-2008	31-12-2009	31-12-2010	31-12-2011
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

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)



	31-12-2008	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%

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.