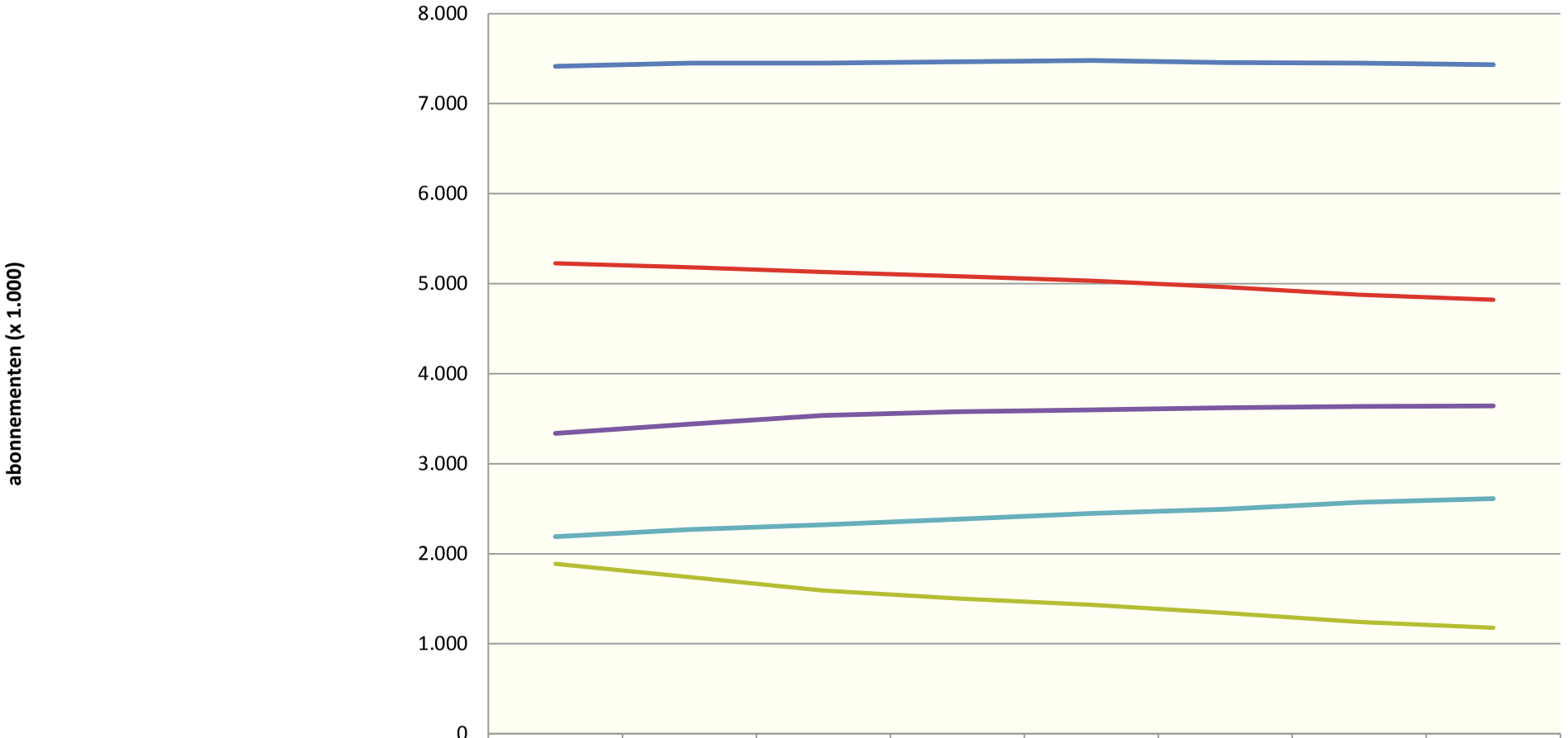
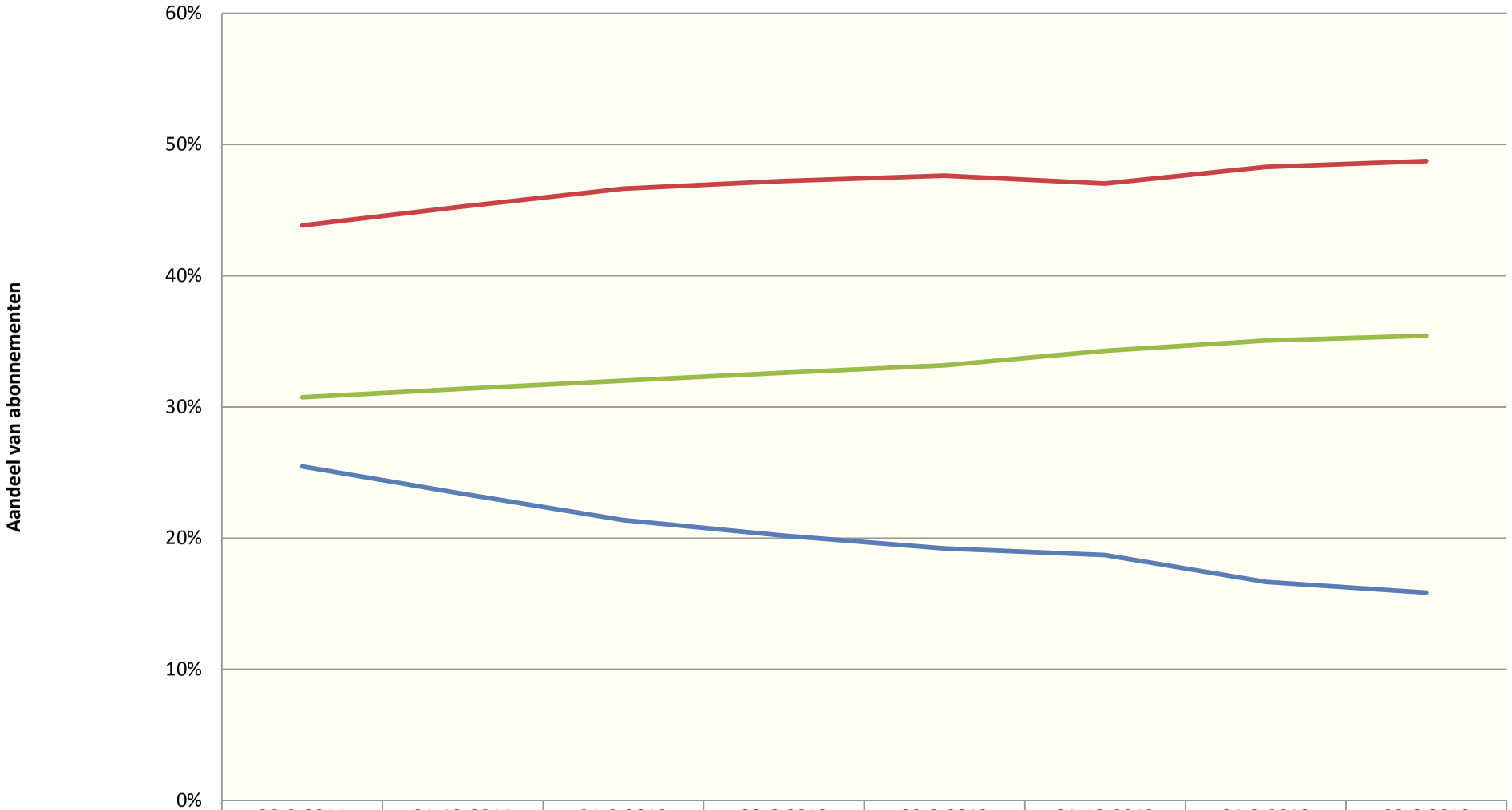
# Televisie: abonnementen (standaardpakketten, landelijk)




| | 30-9-2011 | 31-12-2011 | 31-3-2012 | 30-6-2012 | 30-9-2012 | 31-12-2012 | 31-3-2013 | 30-6-2013 |
|---|---|---|---|---|---|---|---|---|
| Totaal - televisie abonnementen | 7.417 | 7.450 | 7.450 | 7.465 | 7.480 | 7.455 | 7.450 | 7.431 |
| Kabel - totaal abonnementen | 5.226 | 5.182 | 5.129 | 5.083 | 5.033 | 4.961 | 4.878 | 4.820 |
| Kabel - analoge abonnementen | 1.888 | 1.741 | 1.592 | 1.504 | 1.434 | 1.341 | 1.242 | 1.177 |
| Kabel - digitale abonnementen | 3.338 | 3.440 | 3.538 | 3.579 | 3.599 | 3.620 | 3.636 | 3.643 |
| Overige abonnementen (DVB-T, DSL, glasvezel, satelliet) | 2.191 | 2.269 | 2.321 | 2.383 | 2.447 | 2.494 | 2.572 | 2.611 |

Op basis van gegevens van CAIW, CANALDIGITAAL, COGAS, DELTA, KPN, REGGEFIBER, TELE2, T-MOBILE, UPC, UPC BUSINESS, VODAFONE en ZIGGO. Op basis van vragen 5_A_1_*_* van de SMM.

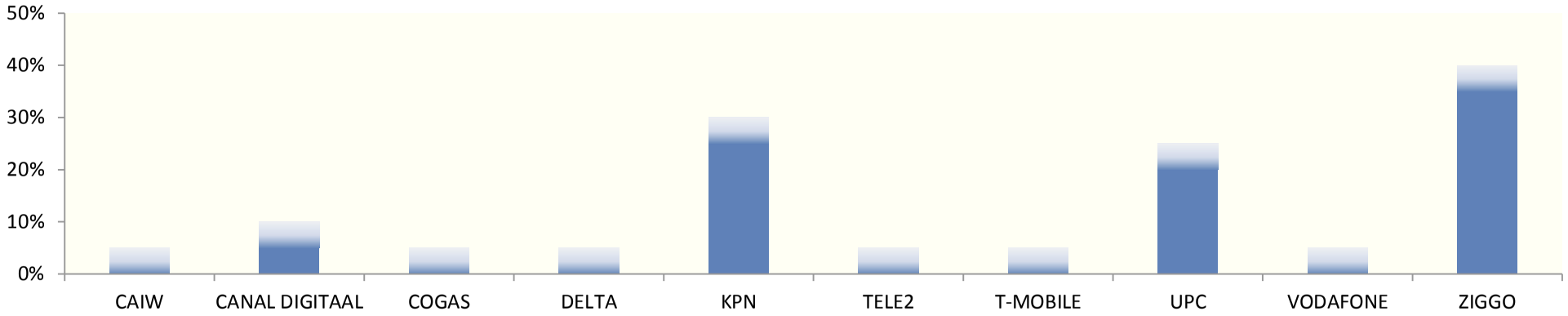
# Televisie: digitalisering van abonnementen




| | 30-9-2011 | 31-12-2011 | 31-3-2012 | 30-6-2012 | 30-9-2012 | 31-12-2012 | 31-3-2013 | 30-6-2013 |
|---|---|---|---|---|---|---|---|---|
| Alleen analoog | 25% | 23% | 21% | 20% | 19% | 19% | 17% | 16% |
| Analoog + digitaal | 44% | 45% | 47% | 47% | 48% | 47% | 48% | 49% |
| Alleen digitaal | 31% | 31% | 32% | 33% | 33% | 34% | 35% | 35% |

Op basis van gegevens van CAIW, CANALDIGITAAL, COGAS, DELTA, KPN, REGGEFIBER, TELE2, T-MOBILE, UPC, UPC BUSINESS, VODAFONE en ZIGGO. Op basis van vragen 5_A_1_*_* van de SMM.

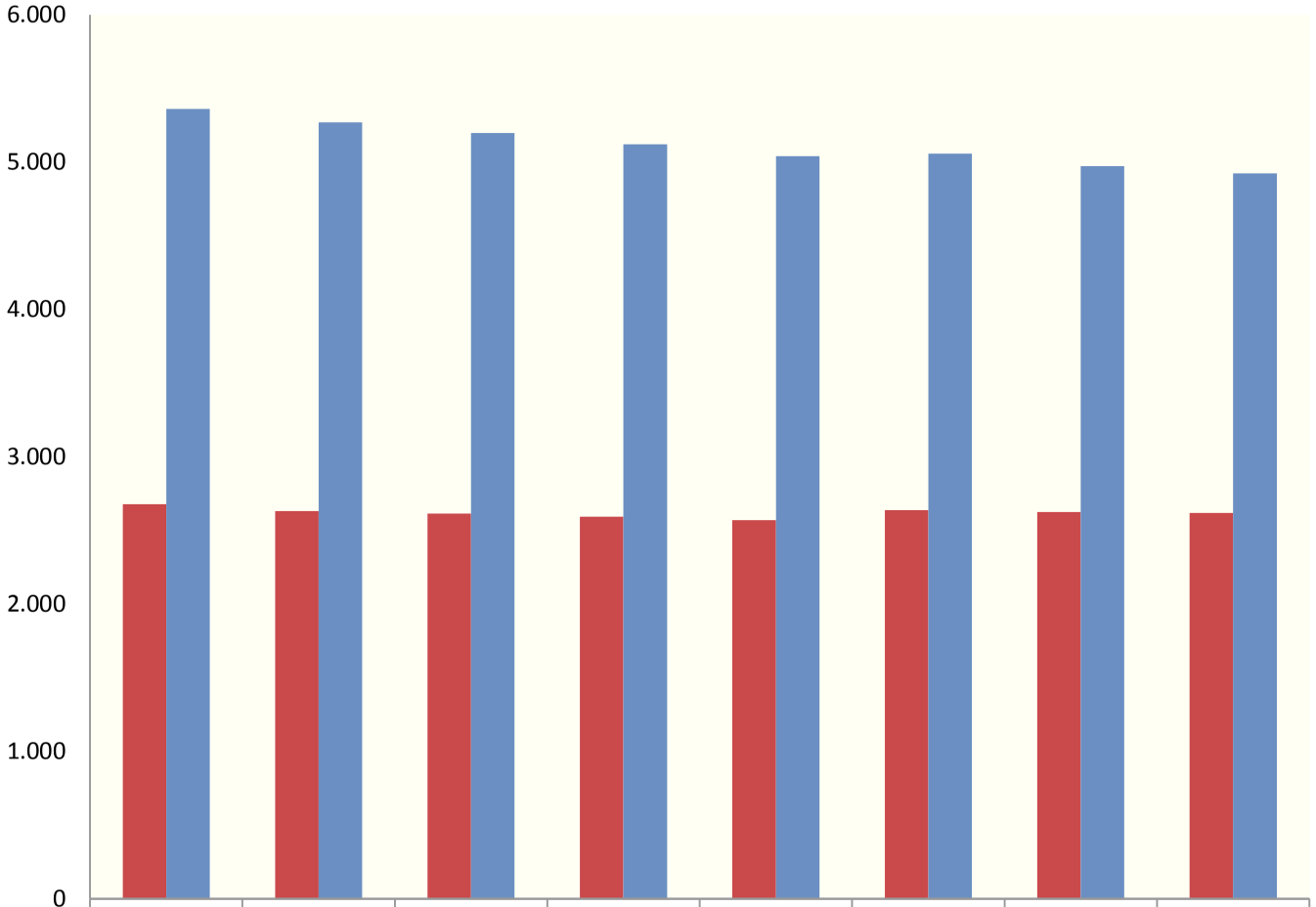
# Televisie: Marktaandelen op basis van abonnementen (landelijk, 2013Q2)




| | 30-9-2011 | 31-12-2011 | 31-3-2012 | 30-6-2012 | 30-9-2012 | 31-12-2012 | 31-3-2013 | 30-6-2013 |
|---|---|---|---|---|---|---|---|---|
| CAIW | [0-5%] | [0-5%] | [0-5%] | [0-5%] | [0-5%] | [0-5%] | [0-5%] | [0-5%] |
| CANAL DIGITAAL | [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%] | [20-25%] | [20-25%] | [20-25%] | [20-25%] | [25-30%] |
| Overig/Other | - | - | - | [0-5%] | [0-5%] | - | - | - |
| REGGEFIBER | [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%] | [0-5%] | [0-5%] |
| UPC | [20-25%] | [20-25%] | [20-25%] | [20-25%] | [20-25%] | [20-25%] | [20-25%] | [20-25%] |
| VODAFONE | - | - | - | - | [0-5%] | [0-5%] | [0-5%] | [0-5%] |
| ZIGGO | [40-45%] | [40-45%] | [35-40%] | [35-40%] | [35-40%] | [35-40%] | [35-40%] | [35-40%] |

Op basis van gegevens van CAIW, CANALDIGITAAL, COGAS, DELTA, KPN, REGGEFIBER, TELE2, T-MOBILE, UPC, UPC BUSINESS, VODAFONE en ZIGGO. Op basis van vragen 5_A_1_*_* van de SMM.

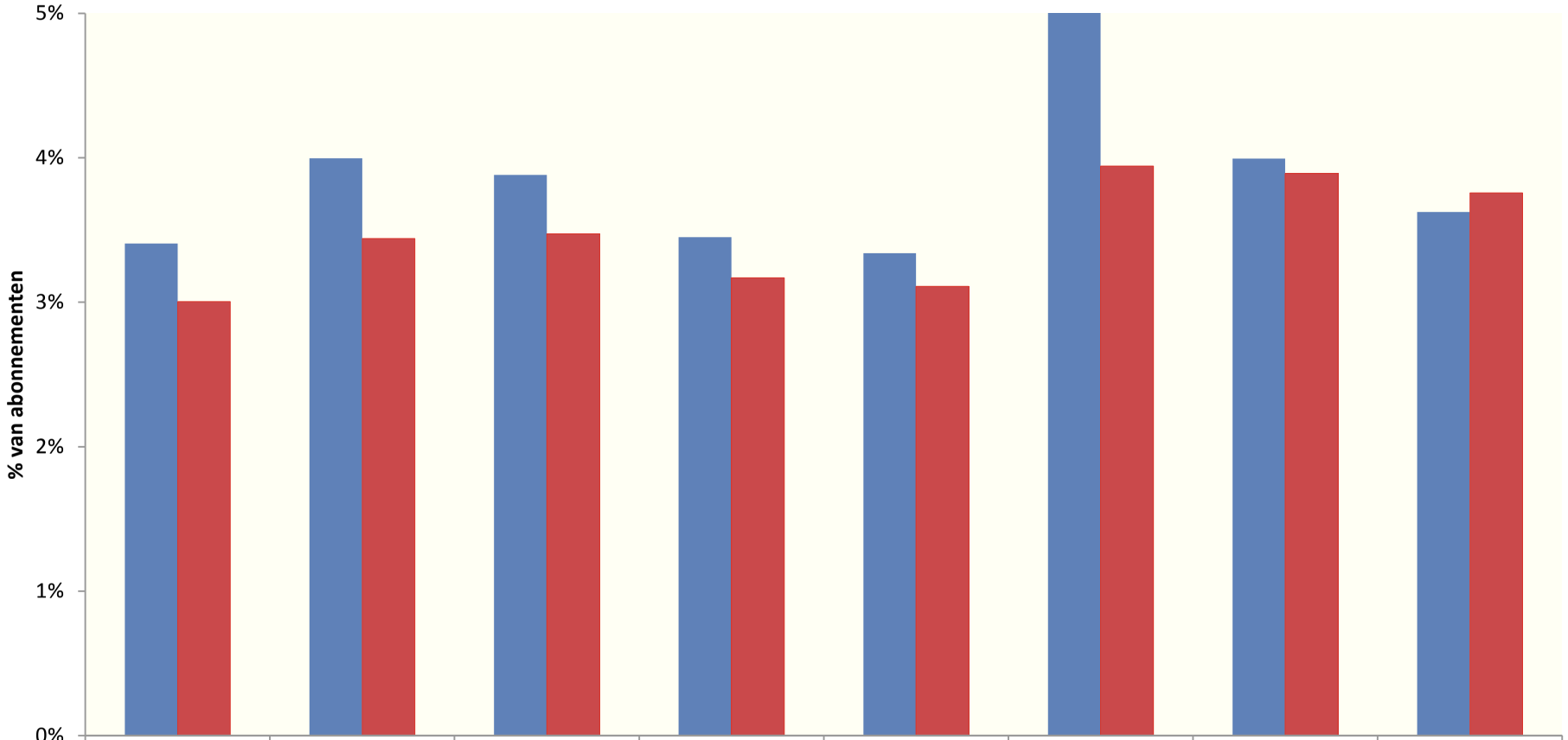
# Televisie: Herfindahl-Hirschman Index op basis van RTV abonnementen (landelijk)




| | 30-9-2011 | 31-12-2011 | 31-3-2012 | 30-6-2012 | 30-9-2012 | 31-12-2012 | 31-3-2013 | 30-6-2013 |
|---|---|---|---|---|---|---|---|---|
| HHI concentratie-index abonnementen | 2.679 | 2.632 | 2.614 | 2.593 | 2.571 | 2.637 | 2.624 | 2.619 |
| HHI concentratie-index abonnementen, wanneer regionale kabelaanbieders gezamenlijk als 1 aanbieder tellen | 5.361 | 5.269 | 5.197 | 5.120 | 5.041 | 5.058 | 4.973 | 4.924 |

Op basis van gegevens van CAIW, CANALDIGITAAL, COGAS, DELTA, KPN, REGGEFIBER, TELE2, T-MOBILE, UPC, UPC BUSINESS, VODAFONE en ZIGGO.
Op basis van vragen 5_A_1_*_* van de SMM.

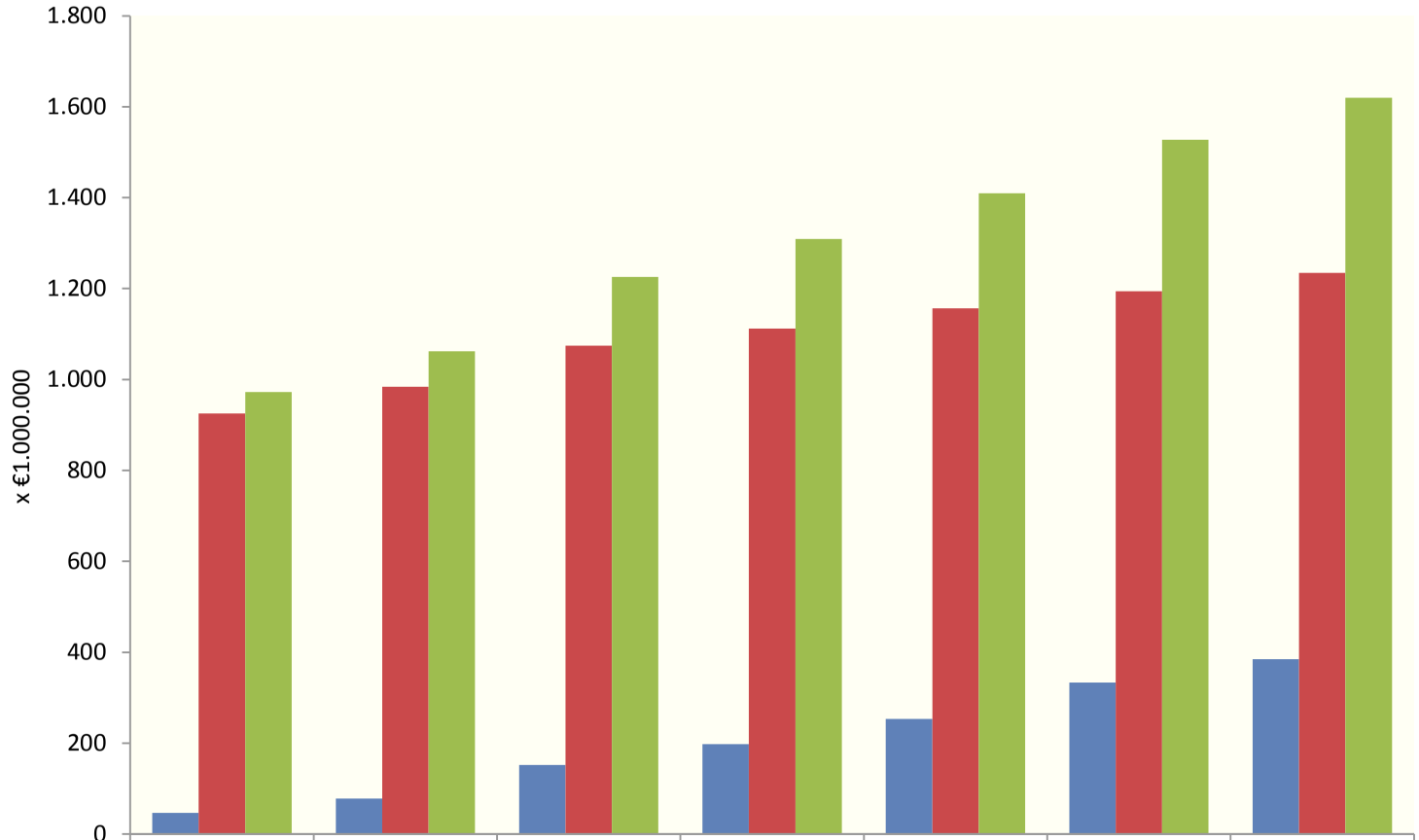
# Televisie: Churn op basis van radio&TV abonnementen (standaardpakketten, landelijk)




| | 30-9-2011 | 31-12-2011 | 31-3-2012 | 30-6-2012 | 30-9-2012 | 31-12-2012 | 31-3-2013 | 30-6-2013 |
|---|---|---|---|---|---|---|---|---|
| Adds | 3,4% | 4,0% | 3,9% | 3,5% | 3,3% | 5,6% | 4,0% | 3,6% |
| Disconnects | 3,0% | 3,4% | 3,5% | 3,2% | 3,1% | 3,9% | 3,9% | 3,8% |

Op basis van gegevens van CAIW, CANALDIGITAAL, COGAS, DELTA, KPN, REGGEFIBER, TELE2, T-MOBILE, UPC, UPC BUSINESS, VODAFONE en ZIGGO. Op basis van vragen 5_A_1_*_*, 5_A_5_1 t/m 5_A_5_16 m.u.v. 5_A_5_3, -4, -11, -12 van de SMM.

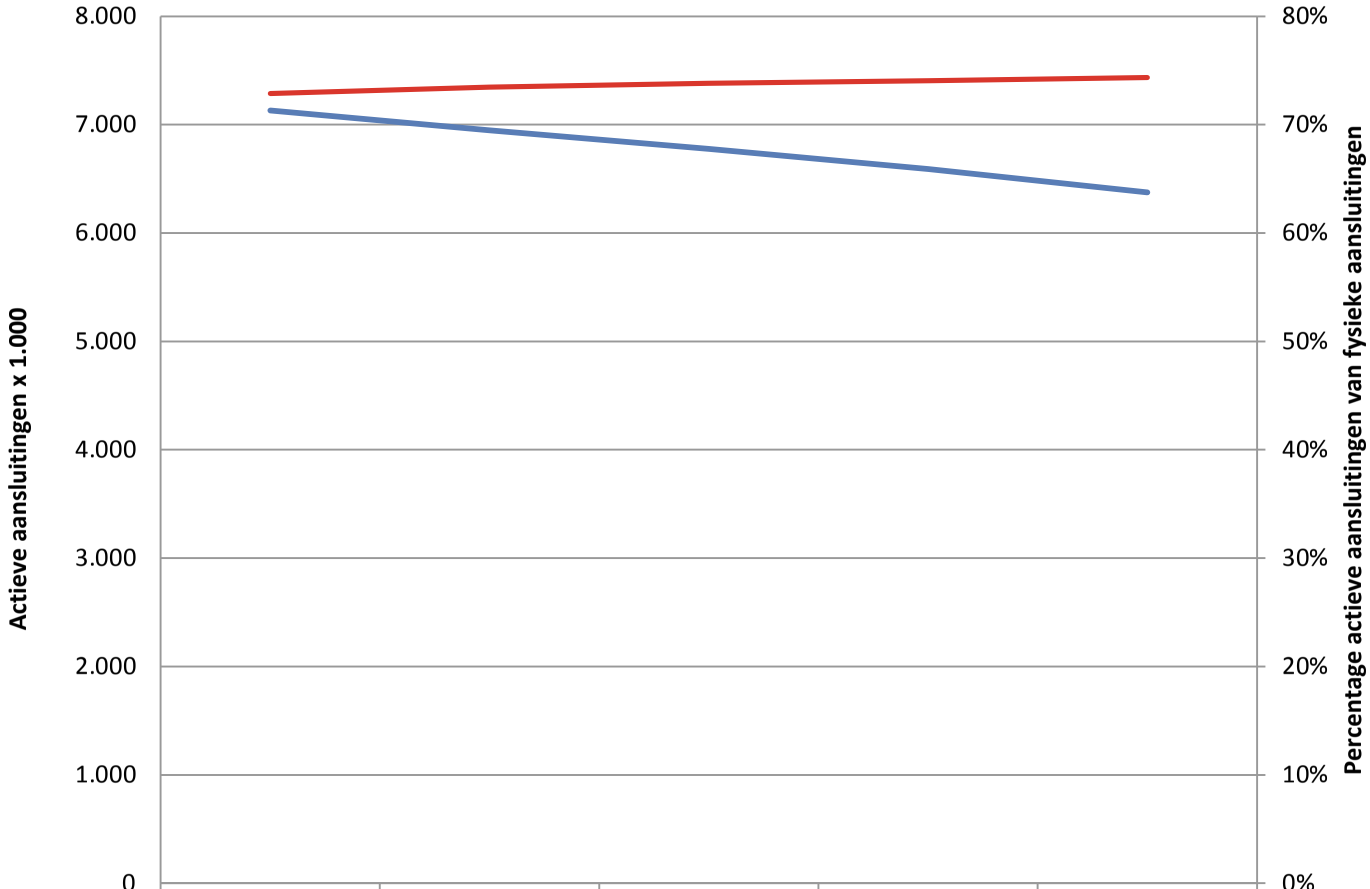
# Televisie: Retail jaaromzet RTV abonnementen




| | 31-12-2006 | 31-12-2007 | 31-12-2008 | 31-12-2009 | 31-12-2010 | 31-12-2011 | 31-12-2012 |
|---|---|---|---|---|---|---|---|
| Retailjaaromzet RTV van niet-kabel partijen geaggregeerd | 47 | 78 | 152 | 198 | 254 | 333 | 385 |
| Retailjaaromzet RTV van kabelpartijen geaggregeerd | 925 | 984 | 1.074 | 1.112 | 1.156 | 1.194 | 1.235 |
| Totale retailjaaromzet RTV abonnementen | 972 | 1.062 | 1.226 | 1.309 | 1.410 | 1.527 | 1.619 |

Op basis van gegevens van CAIW, CANALDIGITAAL, COGAS, DELTA, HERTZINGER, KPN, REGGEFIBER, TELE2, T-MOBILE, UPC, UPC BUSINESS, VODAFONE en ZIGGO. Op basis van vraag 5_B_4_1 van de SMM.

# Televisie: Gebruik van kabelnetwerken (landelijk)




| | 30-6-2011 | 31-12-2011 | 30-6-2012 | 31-12-2012 | 30-6-2013 |
|---|---|---|---|---|---|
| Aantal fysieke aansluitingen kabel (homes connected) | 7.287 | 7.346 | 7.382 | 7.404 | 7.434 |
| Kabelpenetratie (actieve aansluitingen / fysieke aansluitingen) | 71% | 69% | 68% | 66% | 64% |

Op basis van gegevens van CAIW, CANALDIGITAAL, COGAS, DELTA, KPN, REGGEFIBER, TELE2, T-MOBILE, UPC, UPC BUSINESS, VODAFONE en ZIGGO.
Op basis van vragen 5_A_1_1_* en 5_A_3_1 van de SMM.