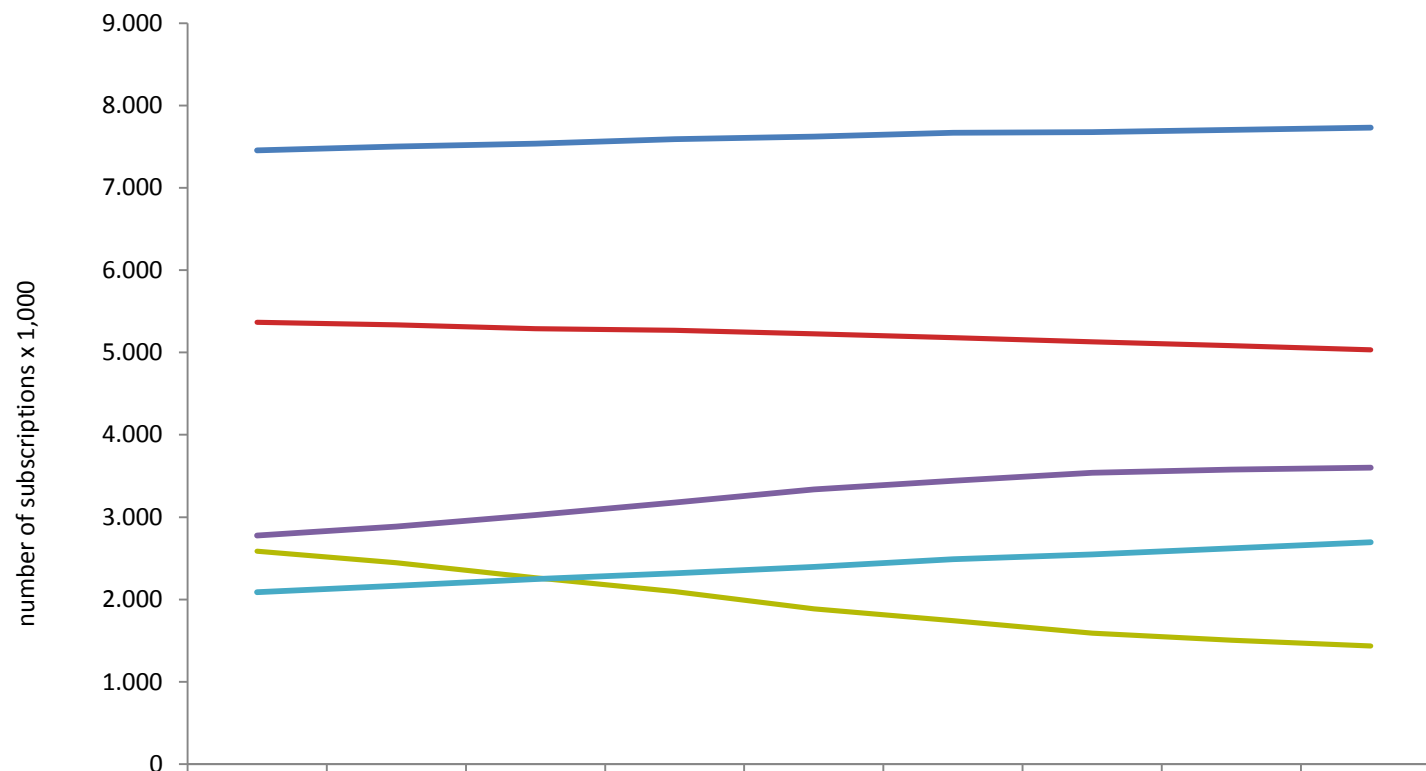




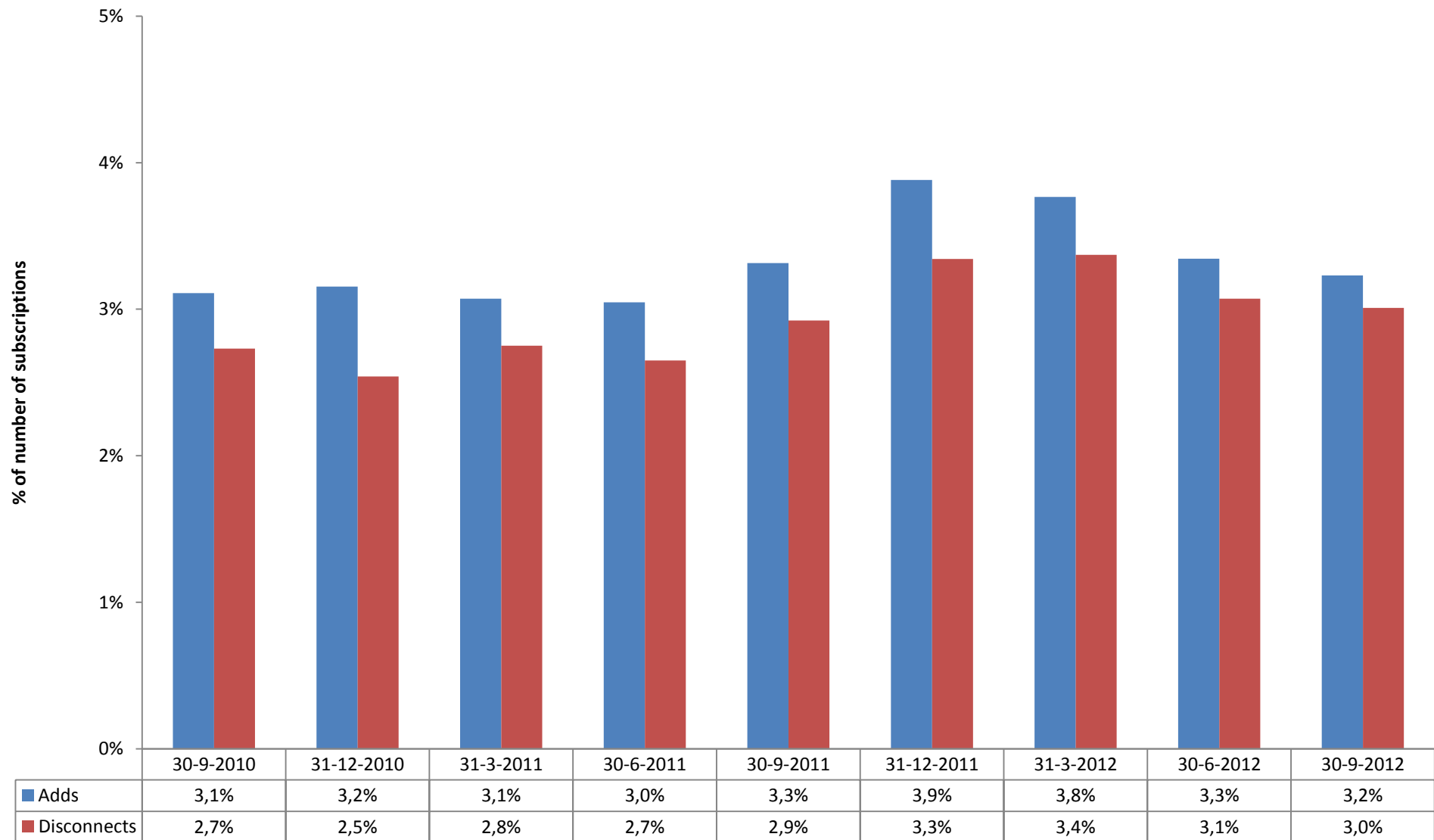
Television: Radio & TV subscriptions (standard package, national level)



	30-9-2010	31-12-2010	31-3-2011	30-6-2011	30-9-2011	31-12-2011	31-3-2012	30-6-2012	30-9-2012
Total RTV subscriptions	7.454	7.500	7.538	7.590	7.623	7.669	7.677	7.702	7.730
Total cable	5.366	5.334	5.291	5.271	5.226	5.182	5.129	5.083	5.033
Analogue cable	2.587	2.448	2.265	2.095	1.888	1.741	1.592	1.504	1.434
Digital (+ analogue) cable	2.778	2.886	3.026	3.176	3.338	3.440	3.538	3.579	3.599
Other RTV subscriptions (digital terrestrial, digital satellite, IPTV over DSL, FttH)	2.088	2.166	2.247	2.319	2.397	2.487	2.547	2.620	2.697

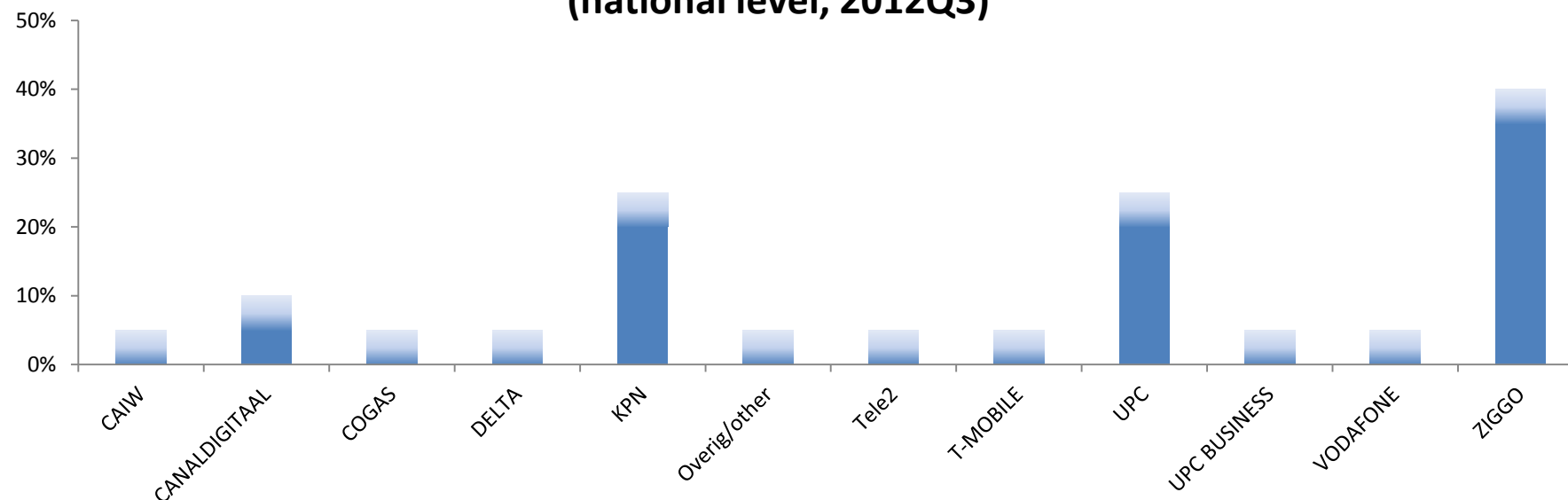
Based on figures from CAIW, CANALDIGITAAL, COGAS, DELTA, KPN, REGGEFIBER, TELE2, T-MOBILE, UPC and ZIGGO. Based on questions 5_A_1_1 through 5_A_1_5 and 5_A_1_8 of the SMM.

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





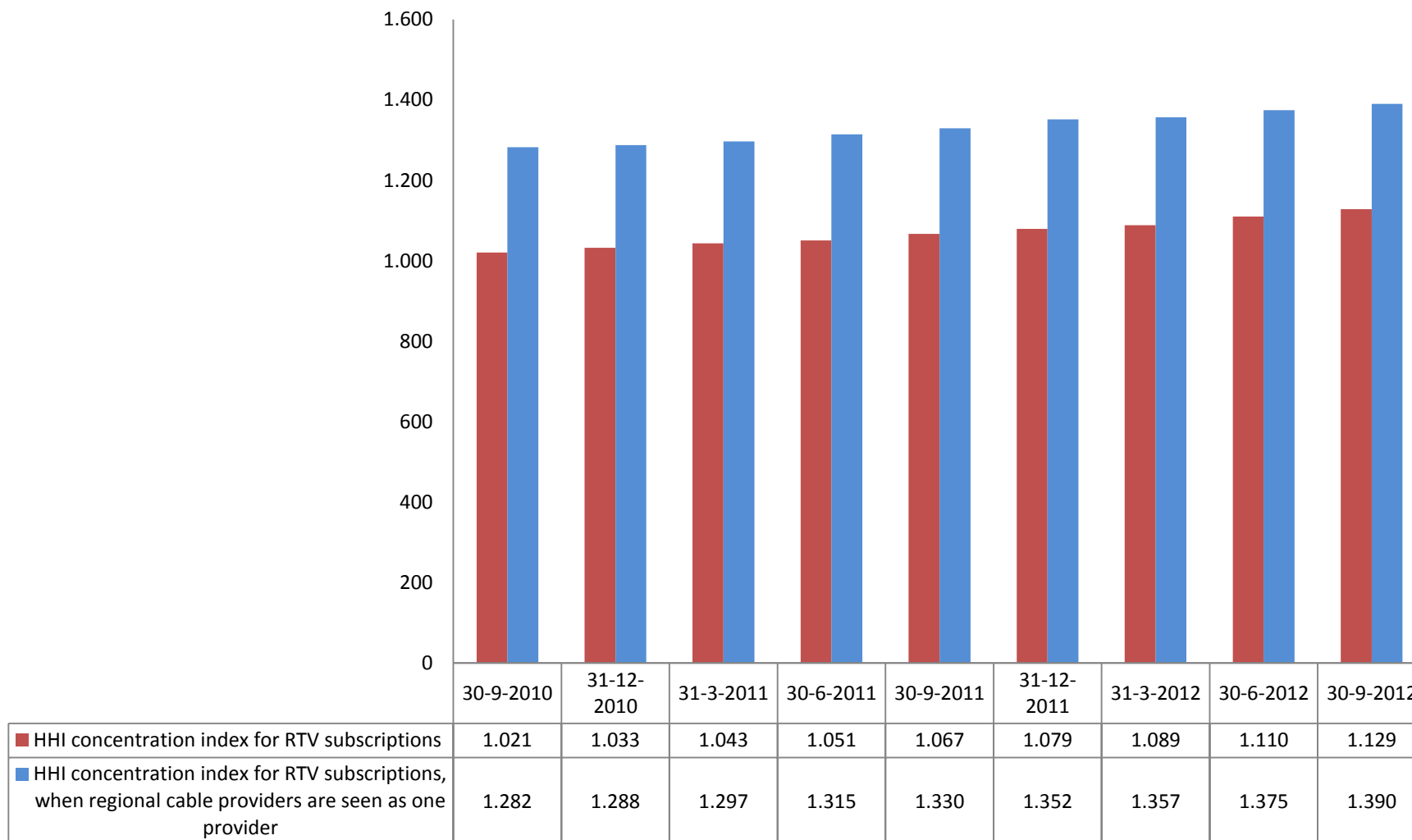
Television: Market shares based on RTV subscriptions (national level, 2012Q3)



	30-9-2010	31-12-2010	31-3-2011	30-6-2011	30-9-2011	31-12-2011	31-3-2012	30-6-2012	30-9-2012
CAIW	[0-5%]	[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%]	[5-10%]
COGAS	[0-5%]	[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%]	[0-5%]
KPN	[15-20%]	[15-20%]	[15-20%]	[15-20%]	[20-25%]	[20-25%]	[20-25%]	[20-25%]	[20-25%]
Overig/other	-	-	-	-	-	-	-	[0-5%]	[0-5%]
REGGEFIBER	[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%]
T-MOBILE	[0-0%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]
UPC	[25-30%]	[25-30%]	[20-25%]	[20-25%]	[20-25%]	[20-25%]	[20-25%]	[20-25%]	[20-25%]
UPC BUSINESS	-	-	-	-	-	-	[0-5%]	[0-5%]	[0-5%]
VODAFONE	-	-	-	-	-	-	-	-	[0-5%]
ZIGGO	[40-45%]	[40-45%]	[40-45%]	[40-45%]	[35-40%]	[35-40%]	[35-40%]	[35-40%]	[35-40%]

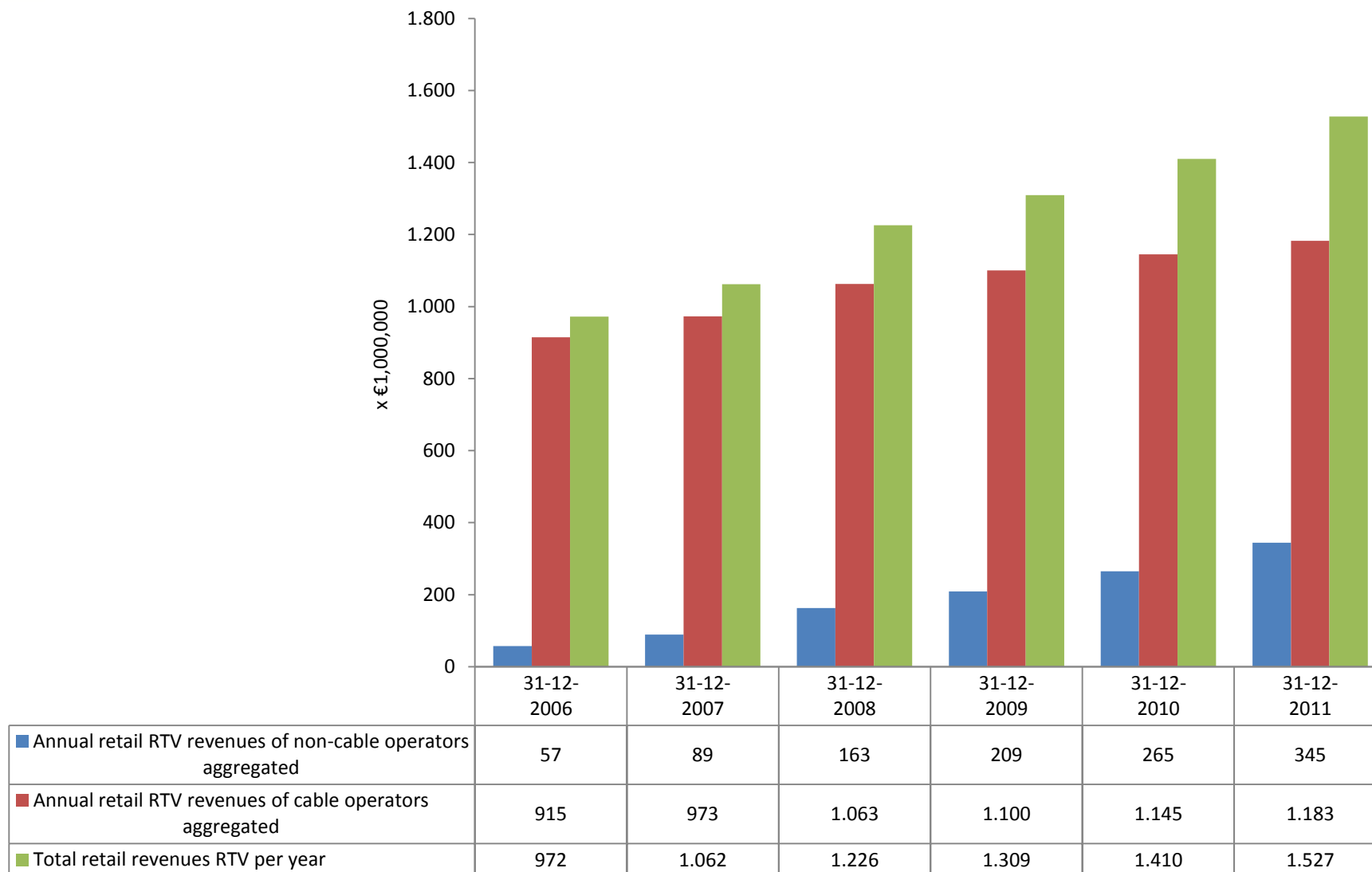
Based on figures from CAIW, CANALDIGITAAL, COGAS, DELTA, KPN, REGGEFIBER, TELE2, T-MOBILE, UPC, UPC BUSINESS, VODAFONE and ZIGGO. Based on questions 5_A_1_1, 5_A_1_3 through 5_A_1_5 and 5_A_1_8 of the SMM.

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



Based on figures from CAIW, CANALDIGITAAL, COGAS, DELTA, KPN, REGGEFIBER, TELE2, T-MOBILE, UPC, UPC BUSINESS, VODAFONE 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.

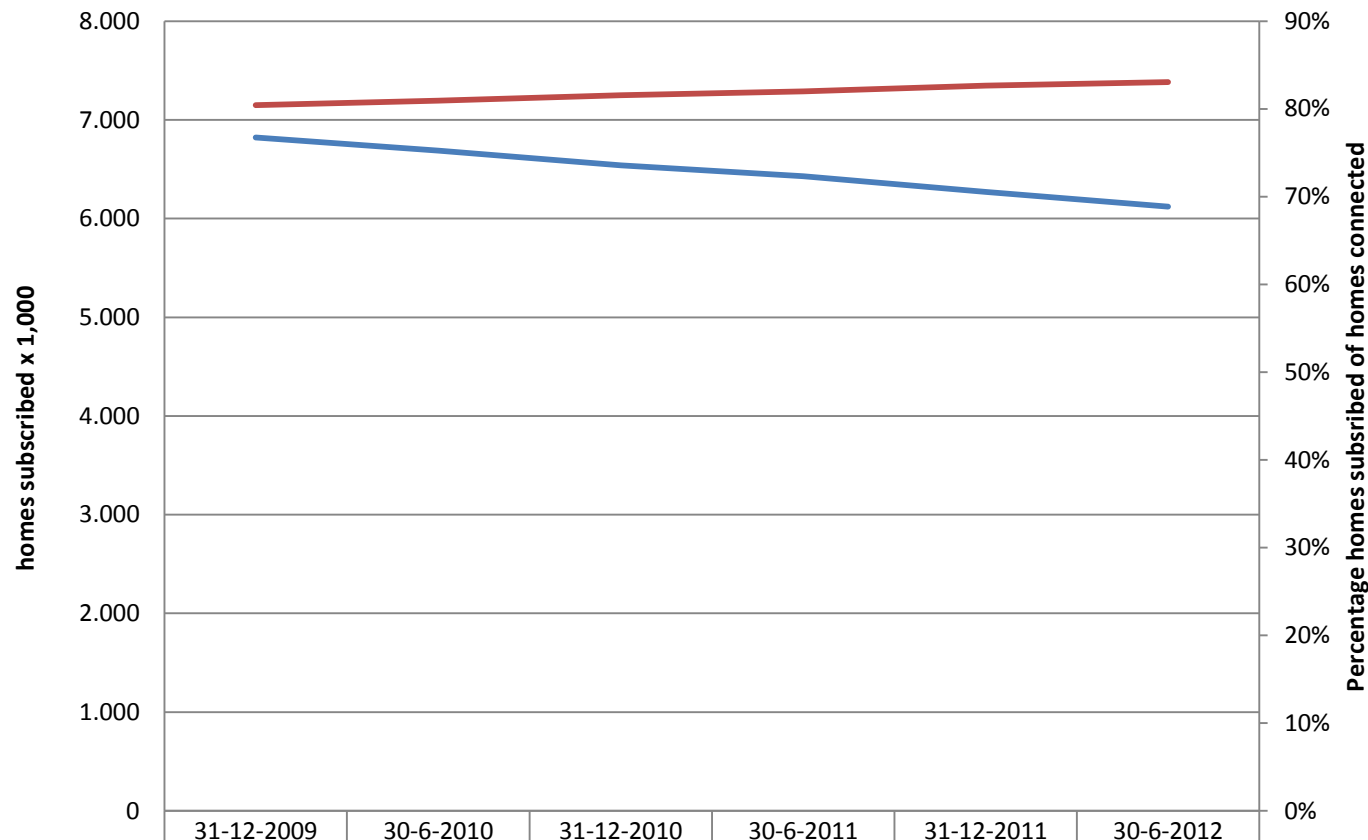
Television: Annual retail revenues RTV subscriptions



Based on figures from CAIW, CANALDIGITAAL, COGAS, DELTA, HERTZINGER, KPN, REGGEFIBER, TELE2, T-MOBILE, UPC and ZIGGO. Based on question 5_B_4_1 of the SMM.



Television: use of cable networks (national)



	31-12-2009	30-6-2010	31-12-2010	30-6-2011	31-12-2011	30-6-2012
Number of physical cable connections (homes connected)	7.149	7.195	7.250	7.287	7.346	7.382
Cable penetration (active subscriptions / homes connected)	76,8%	75,2%	73,6%	72,3%	70,5%	68,9%

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.