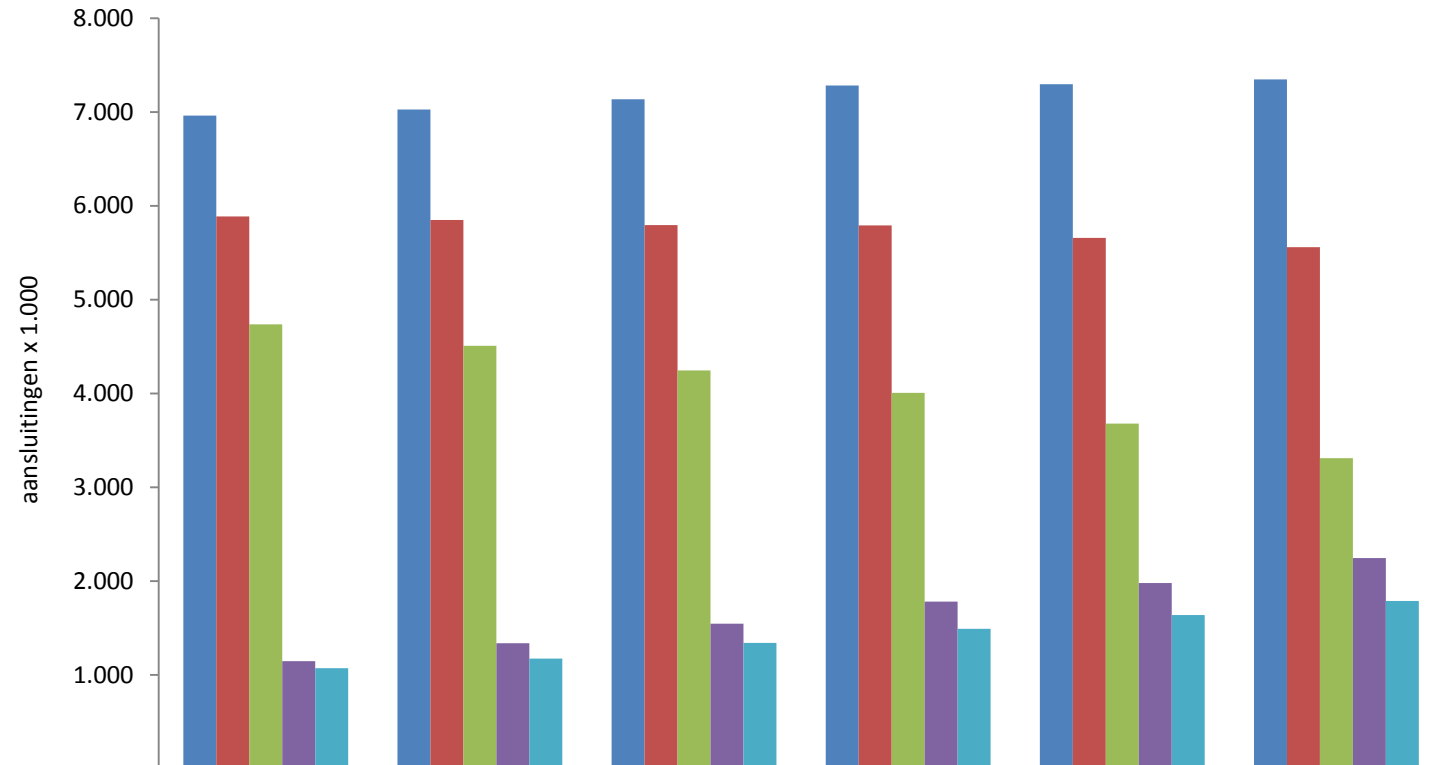


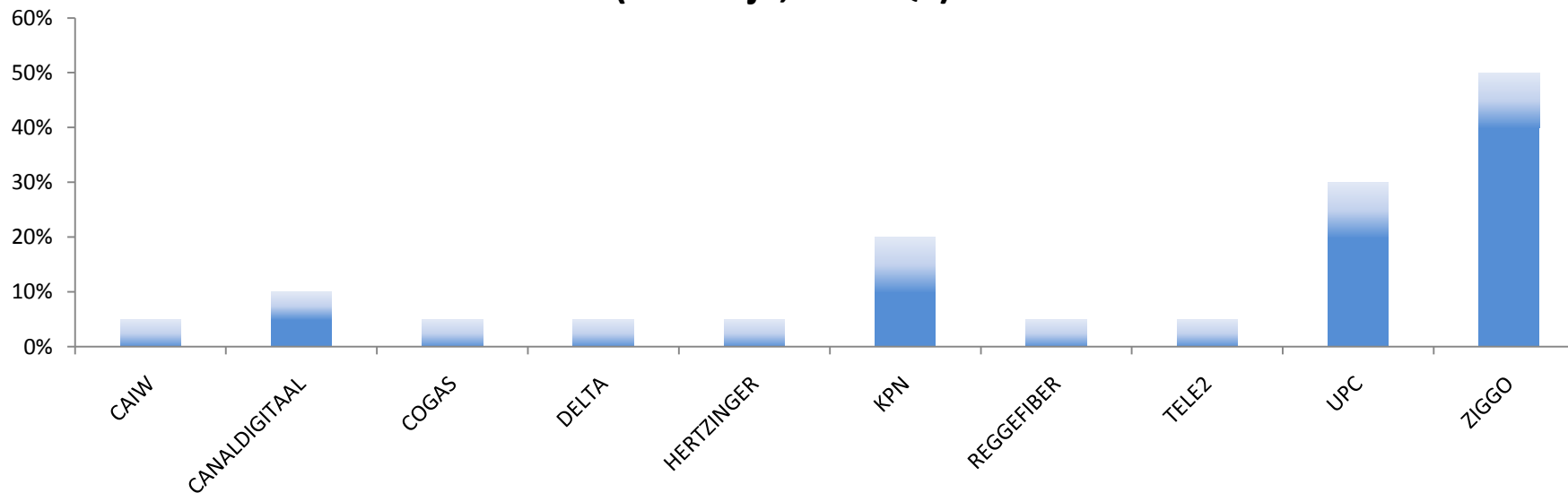


## Omroep: Radio&TV abonnementen (standaardpakketten, landelijk)



	31-12-2006	30-06-2007	31-12-2007	30-06-2008	31-12-2008	30-06-2009
■ Totaal radio + tv aansluitingen	6.961	7.027	7.134	7.282	7.297	7.346
■ Totaal kabel	5.887	5.850	5.793	5.790	5.658	5.558
■ Analoge kabel	4.738	4.510	4.244	4.008	3.679	3.310
■ Digitale + analoge kabel	1.149	1.340	1.549	1.782	1.979	2.248
■ Overige RTV-aansluitingen (digitale ether, digitale satelliet, IPTV over DSL, glasvezel (analoog))	1.074	1.176	1.341	1.492	1.638	1.788

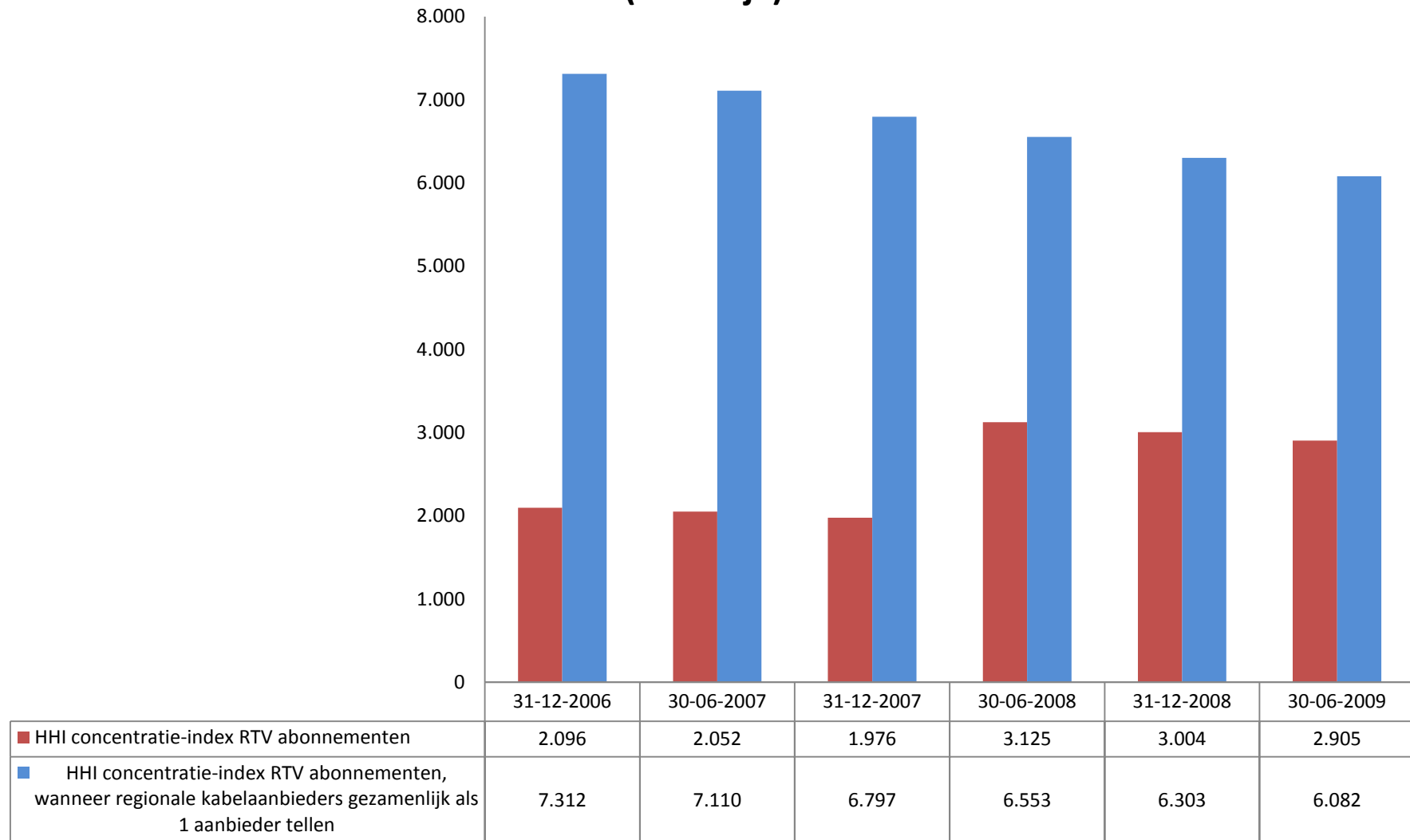
## Omroep: Marktaandelen op basis van RTV abonnementen (landelijk, 2009Q2)



	31-12-2006	30-06-2007	31-12-2007	30-06-2008	31-12-2008	30-06-2009
@HOME	[20-30%]	[20-30%]	[20-30%]	-	-	-
CAIW	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]
CANALDIGITAAL	[10-20%]	[10-20%]	[10-20%]	[10-20%]	[10-20%]	[5-10%]
CASEMA	[10-20%]	[10-20%]	[10-20%]	-	-	-
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%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]
KPN	[0-5%]	[0-5%]	[5-10%]	[5-10%]	[10-20%]	[10-20%]
MULTIKABEL	[0-5%]	[0-5%]	[0-5%]	-	-	-
REGGEFIBER	-	-	-	-	-	[0-5%]
TELE2	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]	[0-5%]
UPC	[30-40%]	[30-40%]	[30-40%]	[20-30%]	[20-30%]	[20-30%]
ZIGGO	-	-	-	[40-50%]	[40-50%]	[40-50%]



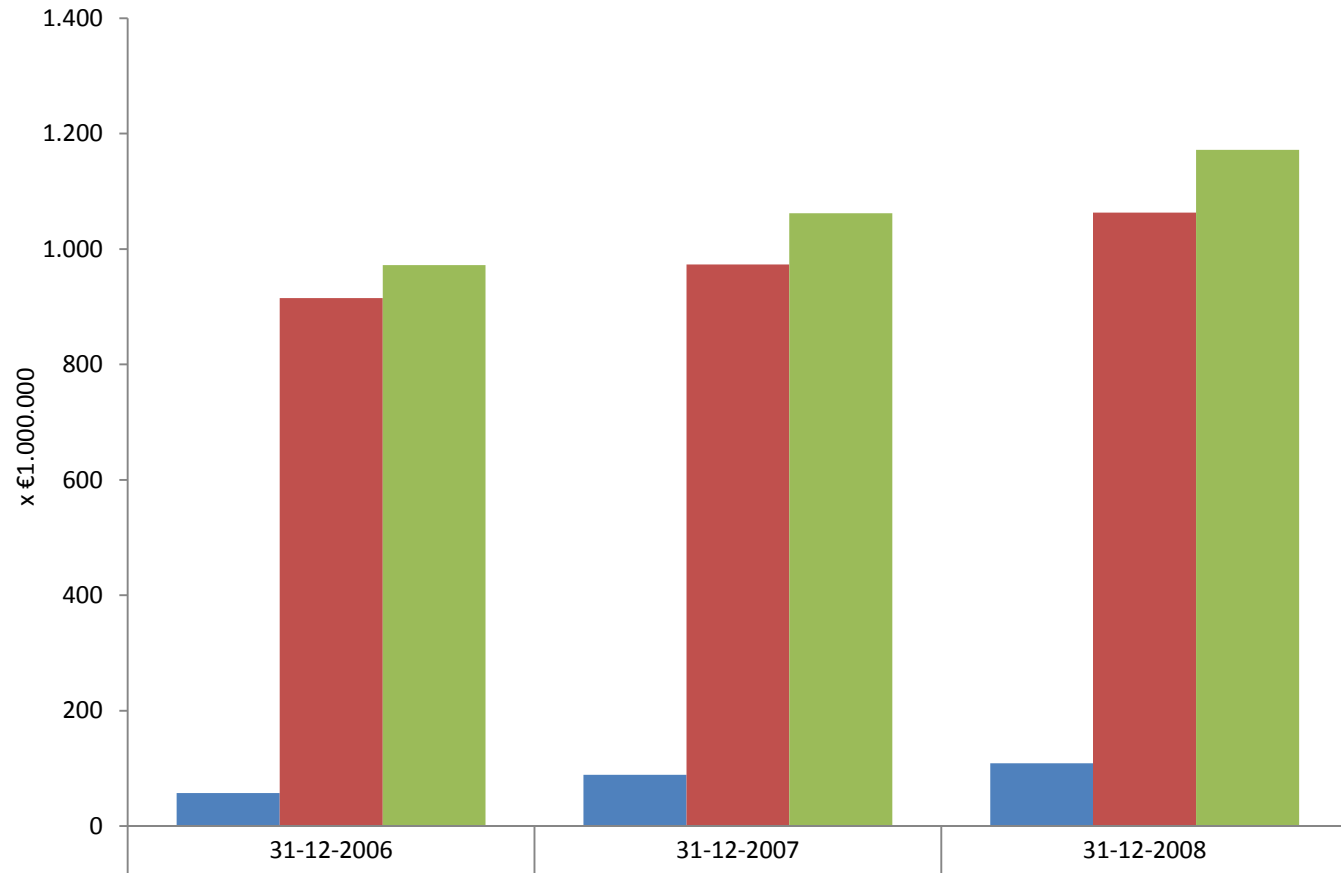
## Omroep: Herfindahl-Hirschman Index op basis van RTV abonnementen (landelijk)



Op basis van gegevens van CAIW, CANALDIGITAAL, COGAS, DELTA, HERTZINGER, KPN, REGGEFIBER, TELE2, UPC en ZIGGO. Op basis van vragen 5\_A\_1\_1, 5\_A\_1\_3 t/m 5\_A\_1\_5 en 5\_A\_1\_8 van de SMM.



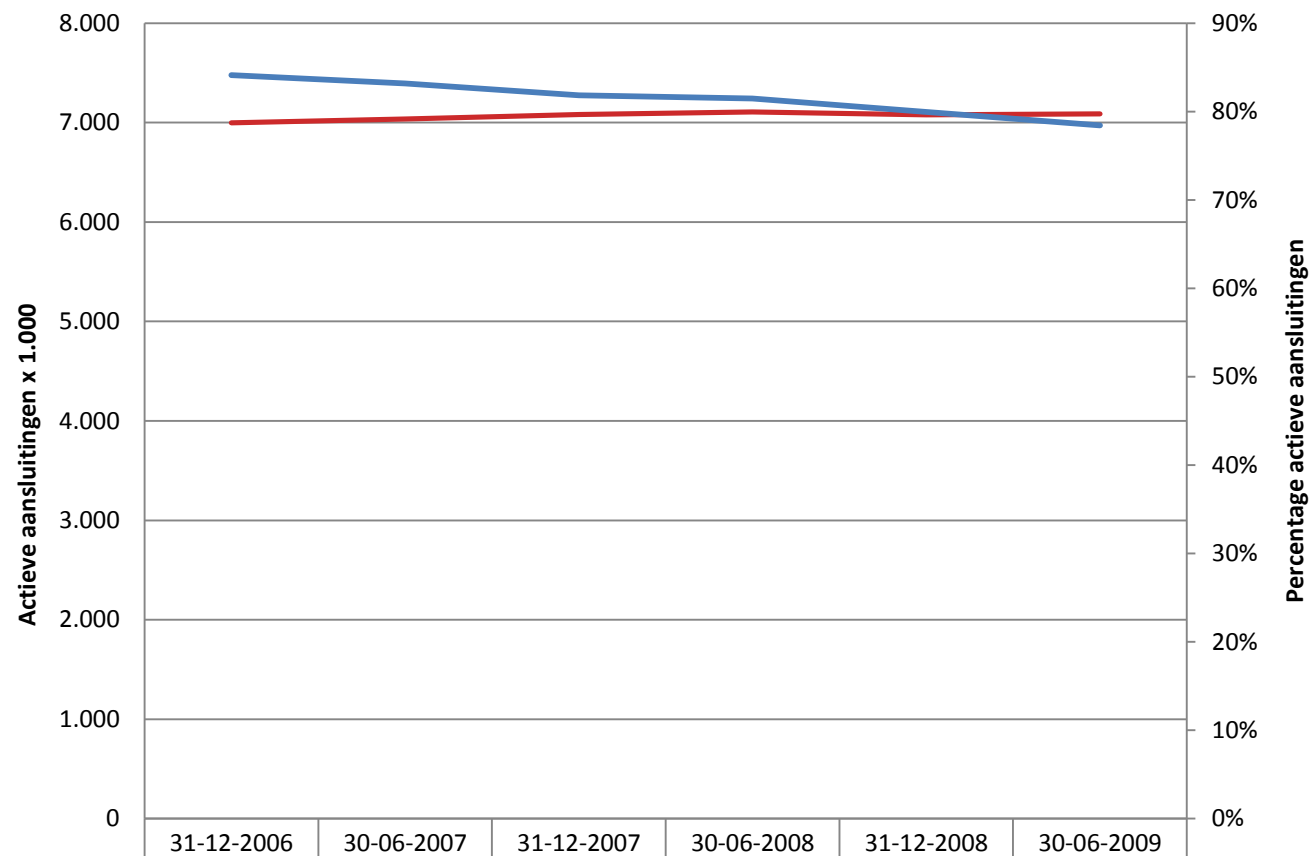
## Omroep: Retail jaaromzet RTV abonnementen



	31-12-2006	31-12-2007	31-12-2008
■ Retailjaaromzet RTV van niet-kabel partijen geaggregeerd	57	89	109
■ Retailjaaromzet RTV van kabelpartijen geaggregeerd	915	973	1.063
■ Totale retailjaaromzet RTV abonnementen	972	1.062	1.172



## Omroep: Gebruik van kabelnetwerken (landelijk)



<span style="color: red;">—</span> Aantal fysieke aansluitingen kabel (homes passed)	6.998	7.035	7.080	7.108	7.077	7.087
<span style="color: blue;">—</span> Kabelpenetratie (actieve aansluitingen / fysieke aansluitingen)	84,1%	83,2%	81,8%	81,5%	80,0%	78,4%