

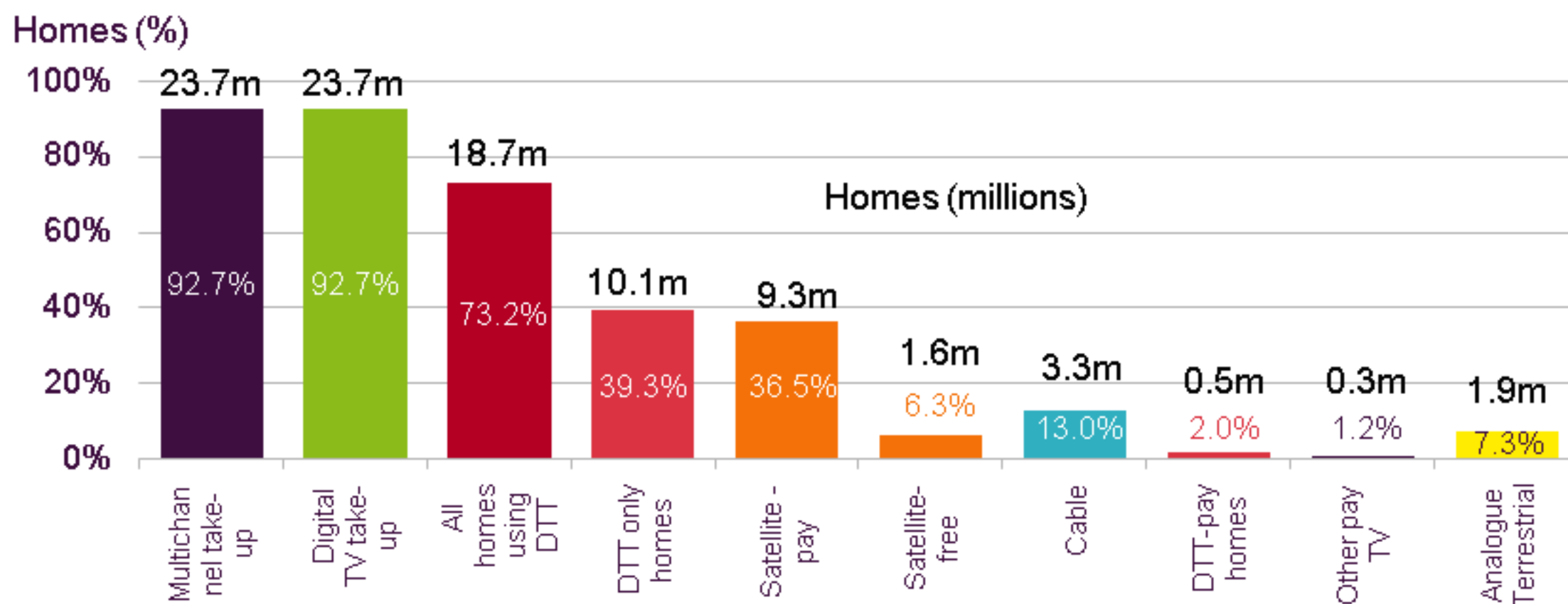
Figure 1

Platform take-up survey results Q2 2010

(Homes with access to each platform)

Annual change +2.9pp +2.9pp +2.0pp +0.5pp +1.7pp +3.7pp +0.9pp +0.7pp -0.2pp -2.9pp

Quarterly change +0.6pp +0.7pp 0.0pp -0.5pp +0.3pp +1.2pp +0.2pp 0.0pp 0.0pp -0.6pp



Source: Ofcom / GfK NOP consumer research

Homes receiving overseas satellite services are not included in the multichannel total in this report.

Chart figures; m = million, pp = percentage points.