

Figure 10

BSkyB Q2 2010 results

Pay digital satellite – BSkyB	Q2 2009	Q3 2009	Q4 2009	Q1 2010	Q2 2010
Pay-TV satellite subscribers*	9,442,000	9,536,000	9,708,000	9,770,000	9,860,000
ARPU (annualised)**	£464	£469	£492	£503	£508
Churn**	9.9%	11.3%	9.6%	9.9%	10.5%
Basic package price	£17.50	£17.50	£18.00	£18.00	£19.00
Sky Multiroom	1,835,000	1,897,000	1,999,000	2,062,000	2,121,000
Sky +	5,491,000	5,902,000	6,455,000	n/a***	n/a***
Sky + HD	1,313,000	1,600,000	2,082,000	2,510,000	2,939,000

Source: BSkyB quarterly results 2009/10

* These figures are for BSkyB's subscribers in the UK and the Republic of Ireland.

** BSkyB's ARPU and churn rates relate to their total consumer division (services including TV, telephone, and internet).

*** BSkyB did not report a Q1 or Q2 2010 figure for the standard Sky + service