

Figure 12 Virgin Media Q2 2010 results

Cable – Virgin Media	Q2 2009	Q3 2009	Q4 2009	Q1 2010	Q2 2010
Digital TV subscribers	3,543,300	3,599,300	3,656,200	3,702,800	3,728,700
Total TV subscribers	3,622,700	3,659,700	3,693,900	3,729,600	3,751,900
Total subscribers (TV, telephony, internet)	4,686,800	4,694,900	4,723,500	4,761,800	4,768,900
TV penetration rate *	28.8%	29.1%	29.4%	29.7%	29.9%
ARPU ** (annualised)	£519	£531	£538	£540	£551
Churn **	15.6%	18.0%	14.4%	13.2%	15.6%
Basic package price	£11.00	£11.00	£11.99	£11.99	£11.99
Virgin DVR (V+)	668,500	749,300	862,000	939,900	1,198,900

Source: Virgin Media quarterly results 2009/10

* As part of its analogue cable switch-off programme, Virgin Media identified 49,300 analogue customers who are not expected to convert to digital TV and are also not receiving directly billable services, and has therefore removed these from the customer totals, restating these figures back to Q1 2009.

** TV penetration rate is based on the number of homes passed by the Virgin Media cable network. The number of homes passed and marketed had reached over 12.5 million by Q2 2009.

*** Virgin Media's ARPU and churn rates relate to its total consumer division.