

Figure 13

Digital terrestrial television (DTT) equipment quarterly sales

DTT quarterly sales (actuals)	Q2 2009	Q3 2009	Q4 2009	Q1 2010	Q2 2010
Freeview set-top boxes	684,600	696,360	1,247,000	855,000	724,000
Integrated Digital Televisions (IDTVs)	2,004,694	2,154,600	3,491,000	2,540,000	2,341,000
Total sales	2,689,294	2,850,960	4,738,000	3,395,000	3,065,000
DTT DVR sales*	213,600	203,805	329,000	207,000	153,000

Source: Sales figures from GfK, as adjusted by Freeview. The 5% upwards adjustment represents Freeview's estimate of the number of DTT set-top boxes and IDTVs sold in Northern Ireland and offshore islands.

*DVR sales include devices that combine DVR and DVD recording functionality. DVRs sales listed above are also included in the total sales