

Figure 15

DTT households and sets estimates

DTT sets and households (millions)	Q2 2009	Q3 2009	Q4 2009	Q1 2010	Q2 2010
Total number of DTT enabled sets	29.7m	28.8m	28.5m	28.8m	28.6m
Percentage of all TV sets (%)	49.4%	47.7%	47.3%	47.8%	47.5%
Total number of homes using DTT equipment	18.2m	18.2m	18.6m	18.7m	18.7m
Homes percentage (%)	71.2%	71.1%	72.6%	73.1%	73.2%
Number of homes where DTT is the only digital platform	9.9m	9.7m	10.1m	10.2m	10.1m
Homes percentage (%)	38.8%	38.0%	39.6%	39.8%	39.3%

Source: GfK NOP research

Note: Figures in the table are rounded