

Figure 3

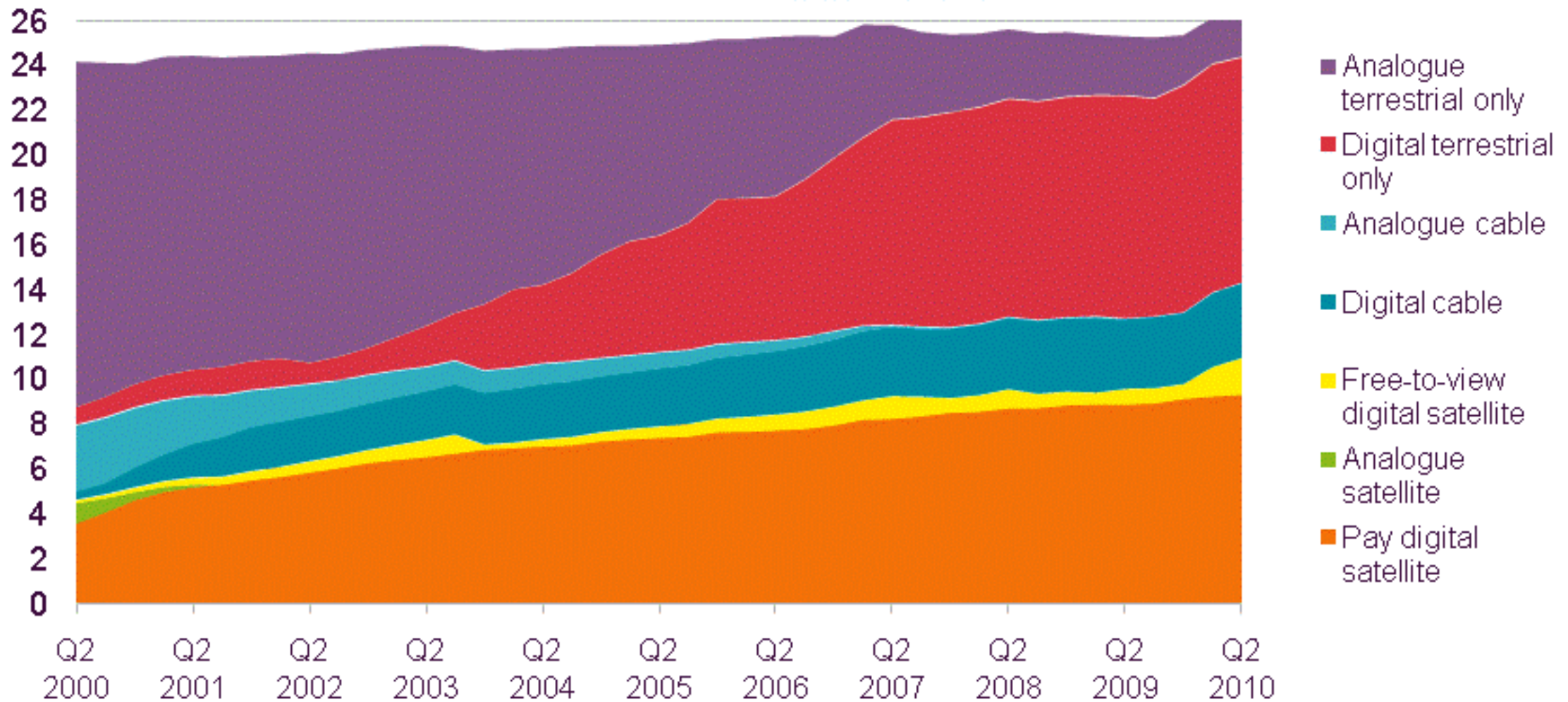
MCTV take-up by platform % homes

% of homes

36.3% 42.7% 43.8% 49.8% 57.4% 65.8% 72.0% 83.5% 88.0% 89.8% 92.7%

TV Households (m)

Data from Q1 2007 is based on consumer research



Source: Ofcom, GfK NOP research from Q1 2007, previous quarters include subscriber data and Ofcom market estimates for DTT and free satellite

Note: Digital terrestrial relates to DTT-only homes