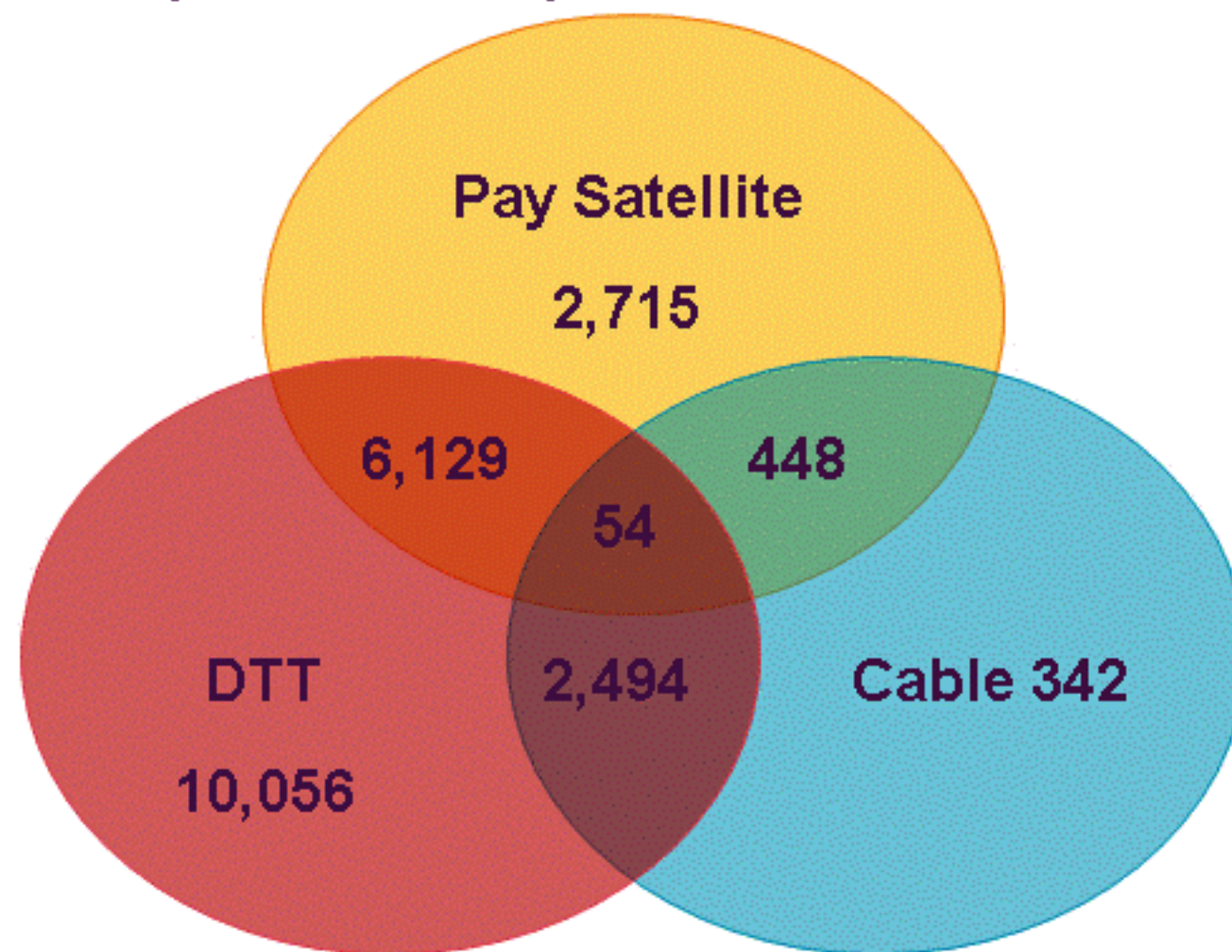


Figure 4

Digital Platform Overlap Q2 2010

(Homes 000's)



Source: Ofcom / GfK NOP consumer research

Note: Due to the smaller sample size it is not possible to depict the overlap among other multichannel platforms.