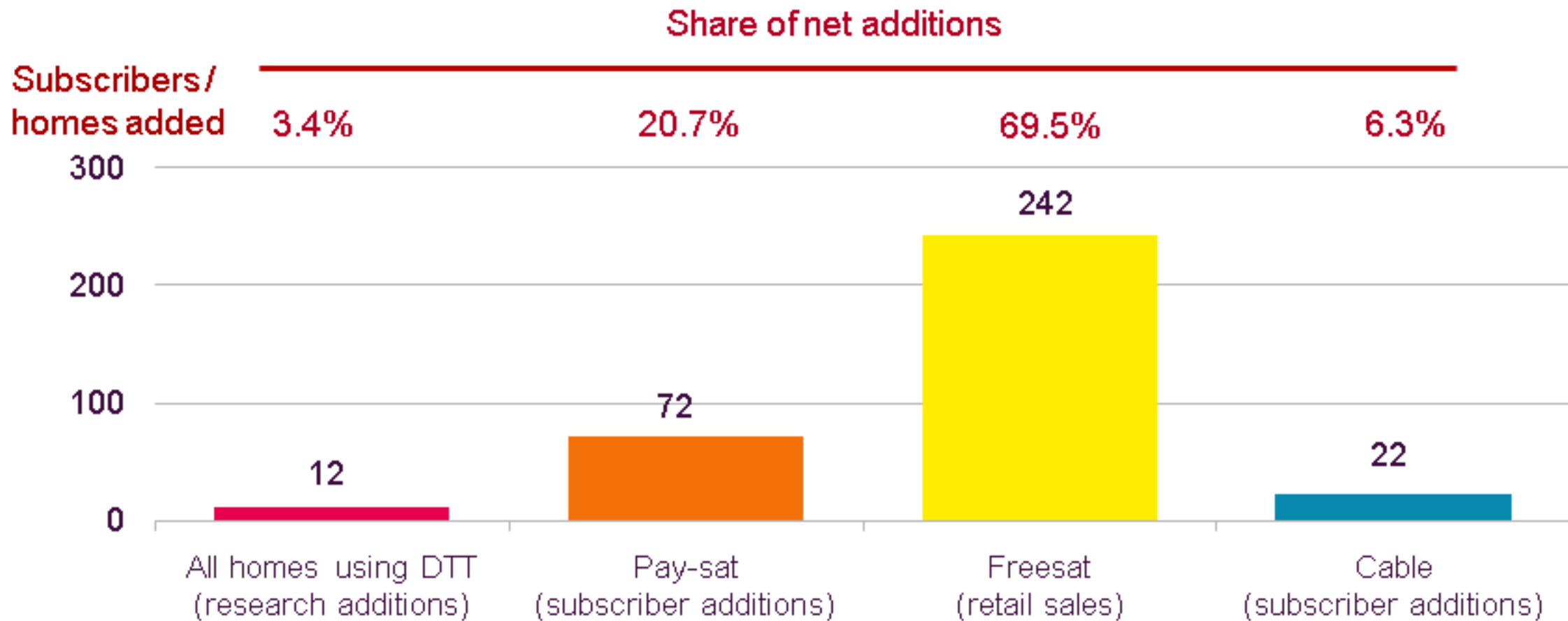


# Figure 9

## DTT, satellite and cable quarterly net additions, Q2 2010



Source: Pay platform additions based on Virgin Media reported results and Ofcom estimates based on BSkyB results. Free satellite additions based on BBC/ITV Freesat sales figures. DTT additions based on Q2 2010 and Q1 2010 GfK NOP consumer survey results.

Note: Chart uses multiple sources and is therefore intended to be only considered as a general indication of quarterly performance.