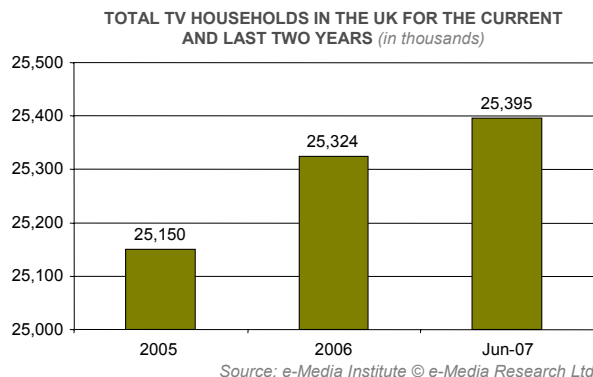
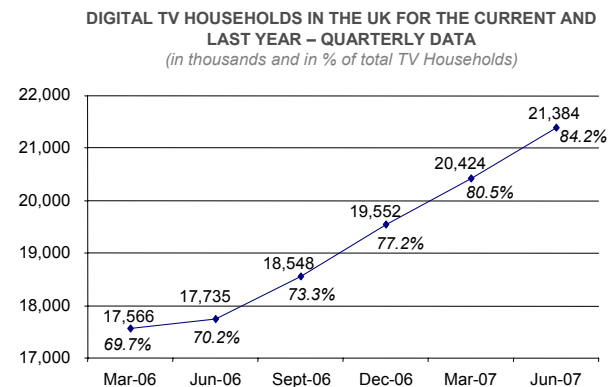


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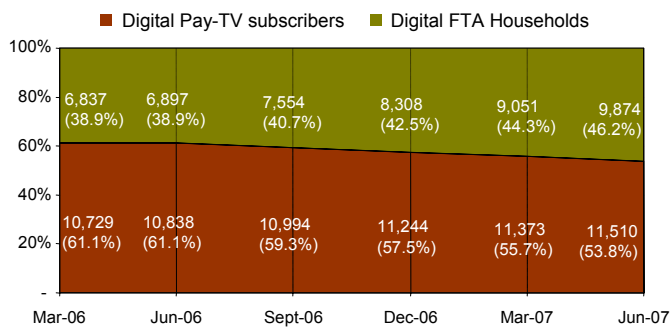
Source: e-Media Institute © e-Media Research Ltd.



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DIGITAL PAY-TV SUBSCRIBERS AND DIGITAL FREE-TO-AIR HOUSEHOLDS IN THE UK – QUARTERLY DATA

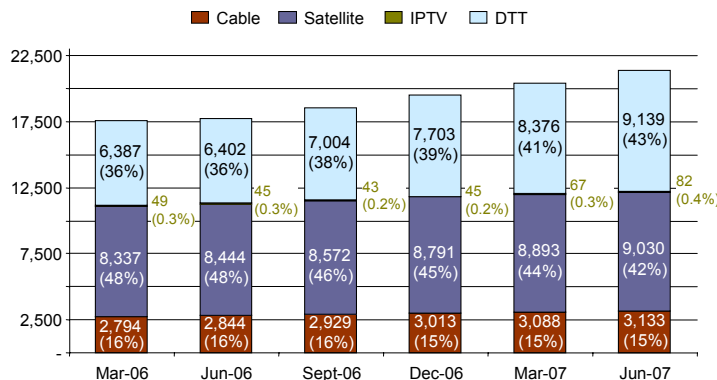
(in thousands and in % of total digital TV Households)



Source: e-Media Institute © e-Media Research Ltd.

DIGITAL TV HOUSEHOLDS BY PLATFORM IN THE UK – QUARTERLY DATA

(in thousands and in % of total digital TV Households)



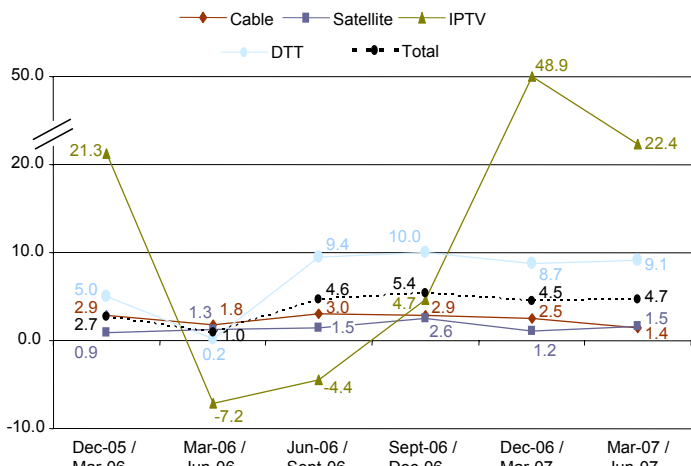
Source: e-Media Institute © e-Media Research Ltd.

NOTE:

Figures for pay-TV subscribers include users of PPV (Pay Per View) services over DTT. As of June 2007, there were an estimated 1.8 million households using PPV services over DTT in Italy through rechargeable smart cards.

QUARTERLY GROWTH RATE FOR DIGITAL TV HOUSEHOLDS IN THE UK

(by platform and in total, in %)



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