

Italy		2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Population	(000)	57,663	57,657	57,651	57,645	57,640	57,634	57,628	57,622	57,617	57,611	57,605
HH	(000)	22,080	22,105	22,130	22,155	22,180	22,205	22,230	22,255	22,280	22,305	22,330
TVHH	(000)	21,845	21,875	21,905	21,933	21,961	21,989	22,017	22,045	22,073	22,089	22,114
Growth	(%)	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
DTH												
Sky Italia (formerly Stream)	(000)	2,500.0	2,800.0	3,150.0	3,500.0	3,800.0	4,050.0	4,260.0	4,450.0	4,620.0	4,770.0	4,905.0
Growth	(%)	212.5	12.0	12.5	11.1	8.6	6.6	5.2	4.5	3.8	3.2	2.8
Proportion of Tot. DTH Subs	(%)	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Telepiù	(000)	-	-	-	-	-	-	-	-	-	-	-
Proportion of Tot. DTH Subs	(%)	-	-	-	-	-	-	-	-	-	-	-
Tot. DTH Subs	(000)	2,500.0	2,800.0	3,150.0	3,500.0	3,800.0	4,050.0	4,260.0	4,450.0	4,620.0	4,770.0	4,905.0
Growth	(%)	4.2	12.0	12.5	11.1	8.6	6.6	5.2	4.5	3.8	3.2	2.8
Avg. DTH Subs	(000)	2,450.0	2,650.0	2,975.0	3,325.0	3,650.0	3,925.0	4,155.0	4,355.0	4,535.0	4,695.0	4,837.5
Monthly Rate	(€)	44.47	45.44	46.42	47.39	48.37	49.34	50.31	51.29	52.26	53.24	54.21
Avg. Monthly Rev./Sub.	(\$)	50.23	51.33	52.43	53.53	54.63	55.73	56.83	57.93	59.03	60.13	61.23
Growth	(%)	16.2	2.2	2.1	2.1	2.1	2.0	2.0	1.9	1.9	1.9	1.8
DTH Subscrip. Rev.	(\$ mil.)	1,476.6	1,632.2	1,871.6	2,135.7	2,392.6	2,624.7	2,833.3	3,027.2	3,212.2	3,387.5	3,554.2
Growth	(%)	22.5	10.5	14.7	14.1	12.0	9.7	7.9	6.8	6.1	5.5	4.9
Other Sat. Dishes	(000)	1,200.00	1,110.00	1,000.00	860.00	720.00	630.00	560.00	510.00	480.00	460.00	445.00
Growth	(%)	4.3	7.5	9.9	14.0	16.3	12.5	11.1	8.9	5.9	4.2	3.3
Other Sat./TVHH	(%)	5.5	5.1	4.6	3.9	3.3	2.9	2.5	2.3	2.2	2.1	2.0
DTH Subs/TVHH	(%)	11.4	12.8	14.4	16.0	17.3	18.4	19.3	20.2	20.9	21.6	22.2
Total Satellite HH	(000)	3,700.0	3,910.0	4,150.0	4,360.0	4,520.0	4,680.0	4,820.0	4,960.0	5,100.0	5,230.0	5,350.0
Growth	(%)	4.2	5.7	6.1	5.1	3.7	3.5	3.0	2.9	2.8	2.5	2.3
Analogue Subscription -DTH												
Sky Italia (formerly Stream)	(000)	-	-	-	-	-	-	-	-	-	-	-
Telepiù	(000)	-	-	-	-	-	-	-	-	-	-	-
Analogue DTH Subs	(000)	-	-	-	-	-	-	-	-	-	-	-
Growth	(%)	-	-	-	-	-	-	-	-	-	-	-
Avg. Analogue DTH Subs	(000)	-	-	-	-	-	-	-	-	-	-	-
Analogue DTH Rev.	(\$ mil.)	-	-	-	-	-	-	-	-	-	-	-
Pen. of Tot. DTH Subs	(%)	-	-	-	-	-	-	-	-	-	-	-

Italy		2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Digital Subscription-DTH												
Sky Italia (formerly Stream)	(000)	2,500	2,800	3,150	3,500	3,800	4,050	4,260	4,450	4,620	4,770	4,905
Growth	(%)	212.5	12.0	12.5	11.1	8.6	6.6	5.2	4.5	3.8	3.2	2.8
Prop. of Digital DTH Subs	(%)	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Telepiù	(000)	-	-	-	-	-	-	-	-	-	-	-
Prop. of Digital DTH Subs	(%)	-	-	-	-	-	-	-	-	-	-	-
Digital DTH Subs.	(000)	2,500.0	2,800.0	3,150.0	3,500.0	3,800.0	4,050.0	4,260.0	4,450.0	4,620.0	4,770.0	4,905.0
Growth	(%)	4.2	12.0	12.5	11.1	8.6	6.6	5.2	4.5	3.8	3.2	2.8
Avg. Digital DTH Subs	(000)	2,450.0	2,650.0	2,975.0	3,325.0	3,650.0	3,925.0	4,155.0	4,355.0	4,535.0	4,695.0	4,837.5
Digital DTH Subscrip. Rev.	(\$ mil.)	1,476.6	1,632.2	1,871.6	2,135.7	2,392.6	2,624.7	2,833.3	3,027.2	3,212.2	3,387.5	3,554.2
Pen. of Tot. DTH Subs	(%)	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Terrestrial Subscription TV												
Total Terrestrial Subs.	(000)	-	-	-	-	-	-	-	-	-	-	-
Average Subs.	(000)	125.2	-	-	-	-	-	-	-	-	-	-
Monthly Rate	(€)	-	-	-	-	-	-	-	-	-	-	-
Avg. Monthly Rev./Sub.	(\$)	-	-	-	-	-	-	-	-	-	-	-
Total Terrestrial Subscrip. Rev.	(\$ mil.)	-	-	-	-	-	-	-	-	-	-	-
Total Terrestrial Subs/TVHH	(%)	-	-	-	-	-	-	-	-	-	-	-
Total Analogue Terrestrial Subs	(000)	-	-	-	-	-	-	-	-	-	-	-
Average Subs	(000)	125	-	-	-	-	-	-	-	-	-	-
Analogue Terrestrial Subscrip. Rev.	(\$ mil.)	-	-	-	-	-	-	-	-	-	-	-
Total Digital Terrestrial Subs	(000)	-	-	-	-	-	-	-	-	-	-	-
Growth	(%)	-	-	-	-	-	-	-	-	-	-	-
Average Subs	(000)	-	-	-	-	-	-	-	-	-	-	-
Digital Terrestrial Subscrip. Revenue	(\$ mil.)	-	-	-	-	-	-	-	-	-	-	-
Growth	(%)	-	-	-	-	-	-	-	-	-	-	-
Proportion of Tot. Terrestrial Subs	(%)	-	-	-	-	-	-	-	-	-	-	-
Other DTT Receivers	(000)	62	398	1,585	3,597	7,105	11,112	16,142	19,648	19,931	20,016	20,056
Growth	(%)	-	541.8	298.3	127.0	97.6	56.4	45.3	21.7	1.4	0.4	0.2
Other DTT Recievers/TVHH	(%)	4.2	24.4	84.7	168.4	297.0	423.4	569.7	649.0	620.5	590.9	564.3
Total DTT/TVHH	(%)	0.3	1.8	7.2	16.4	32.4	50.5	73.3	89.1	90.3	90.6	90.7
Total Digital Terrestrial HH	(000)	62	398	1,585	3,597	7,105	11,112	16,142	19,648	19,931	20,016	20,056
Growth	(%)	-	541.8	298.3	127.0	97.6	56.4	45.3	21.7	1.4	0.4	0.2

Italy		2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
CABLE												
Total Cable Subs	(000)	161.4	291.6	445.9	620.5	787.3	937.0	1,044.8	1,129.9	1,200.5	1,249.2	1,289.2
Growth	(%)	43.5	80.7	52.9	39.2	26.9	19.0	11.5	8.1	6.2	4.1	3.2
Analogue Cable Subs	(000)	-	-	-	-	-	-	-	-	-	-	-
Growth	(%)	-	-	-	-	-	-	-	-	-	-	-
Digital Cable Subs	(000)	161.4	291.6	445.9	620.5	787.3	937.0	1,044.8	1,129.9	1,200.5	1,249.2	1,289.2
Growth	(%)	43.5	80.7	52.9	39.2	26.9	19.0	11.5	8.1	6.2	4.1	3.2
Multichannel TV Summary												
Total Satellite HH	(000)	3,700.0	3,910.0	4,150.0	4,360.0	4,520.0	4,680.0	4,820.0	4,960.0	5,100.0	5,230.0	5,350.0
Total Digital Terrestrial HH	(000)	62	398	1,585	3,597	7,105	11,112	16,142	19,648	19,931	20,016	20,056
Total Cable Subs	(000)	161.4	291.6	445.9	620.5	787.3	937.0	1,044.8	1,129.9	1,200.5	1,249.2	1,289.2
Multichannel Total	(000)	3,923.4	4,599.5	6,180.6	8,577.0	12,412.7	16,728.6	22,007.3	25,737.9	26,231.2	26,494.8	26,695.0
Growth	(%)	7.1	17.2	34.4	38.8	44.7	34.8	31.6	17.0	1.9	1.0	0.8
Multichannel Total/TVHH	(%)	18.0	21.0	28.2	39.1	56.5	76.1	100.0	116.8	118.8	119.9	120.7
Multichannel Subscrip. TV Summary												
Total Analogue DTH Subs	(000)	-	-	-	-	-	-	-	-	-	-	-
Total Analogue Cable Subs	(000)	-	-	-	-	-	-	-	-	-	-	-
Analogue Multichannel Subscrip. Total	(000)	-	-	-	-	-	-	-	-	-	-	-
Growth	(%)	-	-	-	-	-	-	-	-	-	-	-
Total Digital DTH Subs.	(000)	2,500.0	2,800.0	3,150.0	3,500.0	3,800.0	4,050.0	4,260.0	4,450.0	4,620.0	4,770.0	4,905.0
Total DTT Subs	(000)	-	-	-	-	-	-	-	-	-	-	-
Digital Cable Subs	(000)	161.4	291.6	445.9	620.5	787.3	937.0	1,044.8	1,129.9	1,200.5	1,249.2	1,289.2
Digital Multichannel Subscrip. Total	(000)	2,661.4	3,091.6	3,595.9	4,120.5	4,587.3	4,987.0	5,304.8	5,579.9	5,820.5	6,019.2	6,194.2
Growth	(%)	5.9	16.2	16.3	14.6	11.3	8.7	6.4	5.2	4.3	3.4	2.9

*DTT estimated for both primary and secondary sets of cable and DTH HH.
Currency \$1 = €

0.89
1.13

©2004 Advanced Television estimates. All Rights Reserved.