

Sweden		2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Population	(000)	9,014	9,032	9,050	9,069	9,087	9,105	9,123	9,141	9,160	9,178	9,196
HH	(000)	4,453	4,466	4,479	4,492	4,505	4,518	4,531	4,544	4,557	4,570	4,583
TVHH	(000)	4,204	4,219	4,234	4,249	4,264	4,279	4,294	4,309	4,324	4,339	4,354
Growth	(%)	4.6	0.4	0.4	0.4	0.4	0.4	0.4	0.3	0.3	0.3	0.3
DTH												
Canal Digital	(000)	350.0	364.5	377.9	390.2	401.6	412.1	422.0	431.4	440.0	448.1	459.7
Growth	(%)	4.8	4.1	3.7	3.2	2.9	2.6	2.4	2.2	2.0	1.8	2.6
Proportion of Tot. DTH Subs	(%)	52.4	52.9	53.3	53.7	54.0	54.3	54.6	54.8	55.0	55.1	55.4
Viasat	(000)	318.1	325.0	331.1	336.6	341.8	346.7	351.4	355.9	360.3	364.7	369.7
Growth	(%)	2.6	2.2	1.9	1.7	1.5	1.4	1.3	1.3	1.2	1.2	1.4
Proportion of Tot. DTH Subs	(%)	47.6	47.1	46.7	46.3	46.0	45.7	45.4	45.2	45.0	44.9	44.6
Tot. DTH Subs	(000)	668.1	689.5	709.0	726.8	743.4	758.8	773.4	787.3	800.3	812.8	829.4
Growth	(%)	3.7	3.2	2.8	2.5	2.3	2.1	1.9	1.8	1.7	1.6	2.0
Avg. DTH Subs	(000)	656.1	678.8	699.2	717.9	735.1	751.1	766.1	780.3	793.8	806.5	821.1
Monthly Rate	(SKr)	284.43	291.84	299.19	306.50	313.79	321.05	328.29	335.47	342.62	349.67	349.67
Avg. Monthly Rev./Sub.	(€)	30.95	31.76	32.56	33.36	34.15	34.94	35.73	36.51	37.29	38.05	38.05
Growth	(%)	2.7	2.6	2.5	2.4	2.4	2.3	2.3	2.2	2.1	2.1	-
DTH Subscrip. Rev.	(€ mil.)	243.7	258.7	273.2	287.4	301.2	314.9	328.4	341.9	355.2	368.3	374.9
Growth	(%)	5.5	6.2	5.6	5.2	4.8	4.5	4.3	4.1	3.9	3.7	1.8
Other Sat. Dishes	(000)	264.30	238.80	217.80	200.80	187.20	176.60	168.20	161.10	155.20	150.20	150.20
Growth	(%)	- 10.8 -	- 9.6 -	- 8.8 -	- 7.8 -	- 6.8 -	- 5.7 -	- 4.8 -	- 4.2 -	- 3.7 -	- 3.2 -	-
Other Sat./TVHH	(%)	6.3	5.7	5.1	4.7	4.4	4.1	3.9	3.7	3.6	3.5	3.4
DTH Subs/TVHH	(%)	15.9	16.3	16.7	17.1	17.4	17.7	18.0	18.3	18.5	18.7	19.0
Total Satellite HH	(000)	932.4	928.3	926.8	927.6	930.6	935.4	941.6	948.4	955.5	963.0	979.6
Growth	(%)	- 0.9 -	- 0.4 -	- 0.2	- 0.1	- 0.3	- 0.5	- 0.7	- 0.7	- 0.8	- 0.8	- 1.7
Analogue Subscrip.-DTH												
Canal Digital	(000)	-	-	-	-	-	-	-	-	-	-	-
Viasat	(000)	47.7	-	-	-	-	-	-	-	-	-	-
Analogue DTH Subs	(000)	47.7	-	-	-	-	-	-	-	-	-	-
Growth	(%)	- 50.3 -	100.0	-	-	-	-	-	-	-	-	-
Avg. Analogue DTH Subs	(000)	71.9	23.9	-	-	-	-	-	-	-	-	-
Analogue DTH Rev.	(€ mil.)	26.7	9.1	-	-	-	-	-	-	-	-	-
Pen. of Tot. DTH Subs	(%)	7.1	-	-	-	-	-	-	-	-	-	-

Digital Subscrip.-DTH		2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Canal Digital	(000)	350.0	364.5	377.9	390.2	401.6	412.1	422.0	431.4	440.0	448.1	459.7
Growth	(%)	4.8	4.1	3.7	3.2	2.9	2.6	2.4	2.2	2.0	1.8	2.6
Prop. of Digital DTH Subs	(%)	56.4	52.9	53.3	53.7	54.0	54.3	54.6	54.8	55.0	55.1	55.4
Viasat	(000)	270.4	325.0	331.1	336.6	341.8	346.7	351.4	355.9	360.3	364.7	369.7
Growth	(%)	26.3	20.2	1.9	1.7	1.5	1.4	1.3	1.3	1.2	1.2	1.4
Prop. of Digital DTH Subs	(%)	43.6	47.1	46.7	46.3	46.0	45.7	45.4	45.2	45.0	44.9	44.6
Digital DTH Subs.	(000)	620.4	689.5	709.0	726.8	743.4	758.8	773.4	787.3	800.3	812.8	829.4
Growth	(%)	13.2	11.1	2.8	2.5	2.3	2.1	1.9	1.8	1.7	1.6	2.0
Avg. Digital DTH Subs	(000)	584	655	699	718	735	751	766	780	794	807	821
Digital DTH Subscrip. Rev.	(€ mil.)	217.0	249.6	273.2	287.4	301.2	314.9	328.4	341.9	355.2	368.3	374.9
Pen. of Tot. DTH Subs	(%)	92.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Terrestrial Subscrip. TV												
Total Terrestrial Subs.	(000)	375	410	455	530	610	705	798	840	930	1,012	1,109
Growth	(%)	97.6	9.2	11.0	16.5	15.1	15.6	13.2	5.3	10.7	8.8	9.5
Average Subs.	(000)	283	393	433	493	570	658	752	819	885	971	1,060
Monthly Rate	(SKr)	160	162	165	169	174	178	183	187	192	197	197
Avg. Monthly Rev./Sub.	(€)	17.4	17.6	18.0	18.4	18.9	19.4	19.9	20.4	20.9	21.4	21.4
Growth	(%)	7.3	1.2	2.0	2.6	2.6	2.6	2.5	2.5	2.5	2.5	-
Total Terrestrial Subscrip. Rev.	(€ mil.)	59.0	83.0	93.2	108.9	129.3	153.0	179.3	200.4	222.0	249.6	272.5
Growth	(%)	85.9	40.5	12.3	16.8	18.7	18.3	17.2	11.7	10.8	12.4	9.2
Total Terrestrial Subs/TVHH	(%)	8.9	9.7	10.7	12.5	14.3	16.5	18.6	19.5	21.5	23.3	25.5
Total Analogue Terrestrial Subs	(000)	-	-	-	-	-	-	-	-	-	-	-
Growth	(%)	-	-	-	-	-	-	-	-	-	-	-
Average Subs	(000)	-	-	-	-	-	-	-	-	-	-	-
Analogue Terrestrial Subscrip. Rev.	(€ mil.)	-	-	-	-	-	-	-	-	-	-	-
Growth	(%)	-	-	-	-	-	-	-	-	-	-	-
Total Digital Terrestrial Subs	(000)	375.4	410.0	455.0	530.0	610.0	705.0	798.0	840.0	930.0	1,012.0	1,109
Growth	(%)	97.6	9.2	11.0	16.5	15.1	15.6	13.2	5.3	10.7	8.8	9.5
Average Subs	(000)	283	393	433	493	570	658	752	819	885	971	1,060
Digital Terrestrial Subscrip. Revenue	(€ mil.)	59.0	83.0	93.2	108.9	129.3	153.0	179.3	200.4	222.0	249.6	272.5
Growth	(%)	85.9	40.5	12.3	16.8	18.7	18.3	17.2	11.7	10.8	12.4	9.2
Proportion of Tot. Terrestrial Subs	(%)	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Other DTT Receivers	(000)	49.6	263.0	510.4	871.5	1,330.7	1,813.4	2,201.5	2,299.1	2,352.3	2,383.6	2,433.6
Growth	(%)	395.7	430.6	94.1	70.7	52.7	36.3	21.4	4.4	2.3	1.3	2.1
Other DTT Receivers/TVHH	(%)	22.8	105.4	186.8	303.3	441.8	575.8	670.3	672.5	662.3	647.2	649.1
Total DTT/TVHH	(%)	10.1	16.0	22.8	33.0	45.5	58.9	69.9	72.9	75.9	78.3	81.4
Total Digital Terrestrial HH	(000)	425	673	965	1,401	1,941	2,518	2,999	3,139	3,282	3,396	3,542
Growth	(%)	112.5	58.4	43.5	45.2	38.5	29.8	19.1	4.7	4.6	3.5	4.3

CABLE		2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Total Cable Subs	(000)	2,599.2	2,608.5	2,619.0	2,632.8	2,648.5	2,663.9	2,678.2	2,692.5	2,706.8	2,721.1	2,735.4
Growth	(%)	1.6	0.4	0.4	0.5	0.6	0.6	0.5	0.5	0.5	0.5	0.5
Analogue Cable Subs	(000)	2,289.7	2,140.8	1,834.2	1,395.4	874.0	399.6	133.9	-	-	-	-
Growth	(%)	- 2.2 -	6.5 -	14.3	-	-	-	-	-	-	-	-
Digital Cable Subs	(000)	309.5	467.7	784.8	1,237.4	1,774.5	2,264.3	2,544.3	2,692.5	2,706.8	2,721.1	2,735.4
Growth	(%)	42.7	51.1	67.8	57.7	43.4	27.6	12.4	5.8	0.5	0.5	0.5
Multichannel TV Summary												
Total Satellite HH	(000)	932.4	928.3	926.8	927.6	930.6	935.4	941.6	948.4	955.5	963.0	979.6
Total Digital Terrestrial HH	(000)	425	673	965	1,401	1,941	2,518	2,999	3,139	3,282	3,396	3,542
Total Cable Subs	(000)	2,599.2	2,608.5	2,619.0	2,632.8	2,648.5	2,663.9	2,678.2	2,692.5	2,706.8	2,721.1	2,735.4
Multichannel Total	(000)	3,956.6	4,209.8	4,511.3	4,961.9	5,519.7	6,117.7	6,619.3	6,780.0	6,944.6	7,079.7	7,257.2
Growth	(%)	7.0	6.4	7.2	10.0	11.2	10.8	8.2	2.4	2.4	1.9	2.5
Multichannel Total/TVHH	(%)	94.1	99.8	106.5	116.8	129.4	143.0	154.2	157.3	160.6	163.2	166.7
Multichannel Subscrip. TV Summary												
Total Analogue DTH Subs	(000)	47.7	-	-	-	-	-	-	-	-	-	-
Total Analogue Cable Subs	(000)	2,289.7	2,140.8	1,834.2	1,395.4	874.0	399.6	133.9	-	-	-	-
Analogue Multichannel Subscrip. Total	(000)	2,337	2,141	1,834	1,395	874	400	134	-	-	-	-
Growth	(%)	- 4.1 -	8.4 -	14.3	-	-	-	-	-	-	-	-
Total Digital DTH Subs.	(000)	620.4	689.5	709.0	726.8	743.4	758.8	773.4	787.3	800.3	812.8	829.4
Total DTT Subs	(000)	375.4	410.0	455.0	530.0	610.0	705.0	798.0	840.0	930.0	1,012.0	1,108.6
Digital Cable Subs	(000)	309.5	467.7	784.8	1,237.4	1,774.5	2,264.3	2,544.3	2,692.5	2,706.8	2,721.1	2,735.4
Digital Multichannel Subscrip. Total	(000)	1,305	1,567	1,949	2,494	3,128	3,728	4,116	4,320	4,437	4,546	4,673
Growth	(%)	36.7	20.1	24.4	28.0	25.4	19.2	10.4	5.0	2.7	2.5	2.8

*DTT estimated for both primary television sets and secondary sets of cable and DTH HH.

Currency €1 = SKr

9.19

0.11

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