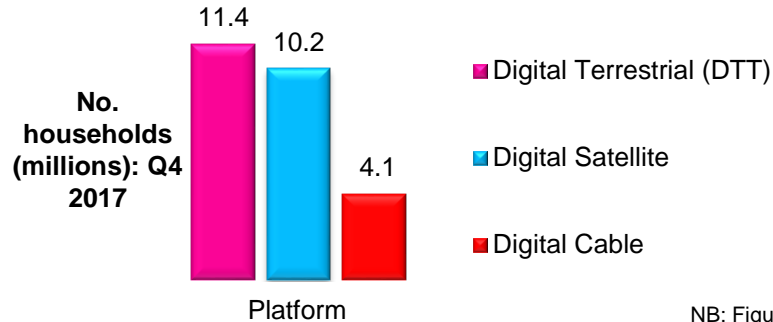


Digital Terrestrial Television (DTT) Dashboard

Digital TV Platform Usage

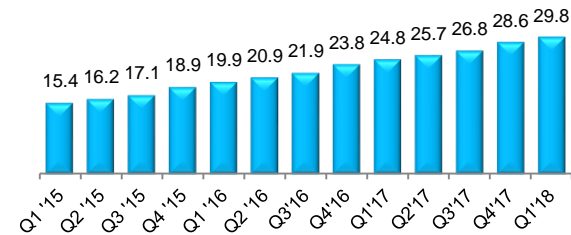


Source: BARB Establishment Survey

NB: Figures rounded to the nearest hundred thousand

Freeview Equipment Sales (Units)

Cumulative sales of Freeview HD equipment (millions)



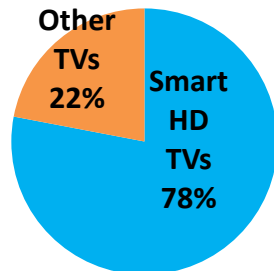
Sales to date

Source: GFK - sales data up to Mar 2018. Based on 94% coverage of market

Total Freeview equipment sales to date:
114+ million

Smart HD TV Sales (Units)

Smart HD TV sales as a % of total TV sales
Period: Q2 2017



Total Smart TV sales to date:
20.4 million

Source: GFK - sales data up to Mar 2018

NB: Smart TVs defined as TVs with Freeview and web access

Additional Facts and Figures

- DTT coverage serves 98.5% of UK households
- Broadcast from more than 1,100 transmitters
- Includes free-to-air HD channels
- 95% of the most-watched programmes are available on Freeview