

Market Development

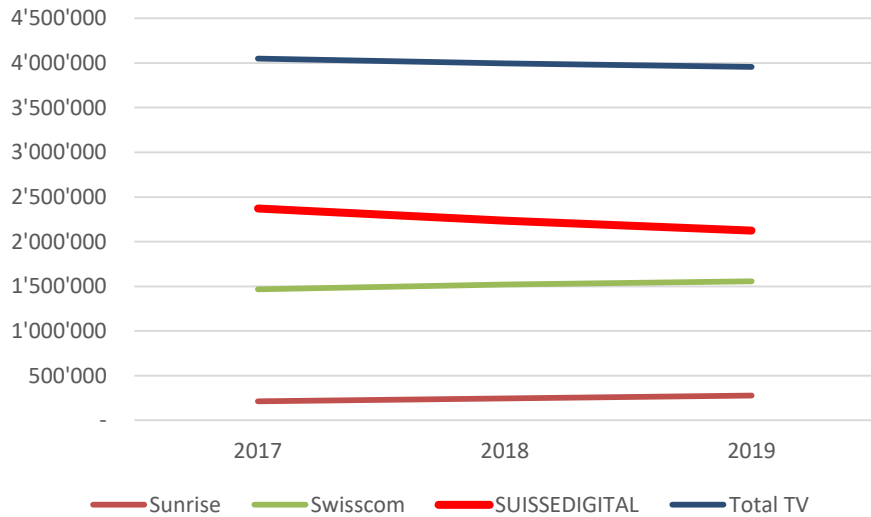
Overview 2009 - 2019

CABLE TV	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
CableTV subscribers	2'880'325	2'850'100	2'785'782	2'750'000	2'692'400	2'642'800	2'512'300	2'432'000	2'370'000	2'235'000	2'123'000
Change from previous year (absolute)	-9'436	-30'225	-64'318	-36'000	-57'600	-49'600	-130'500	-80'300	-62'000	-135'000	-112'000
Change from previous year (in %)	-0.33%	-1.05%	-2.26%	-1.30%	-2.10%	-1.80%	-4.90%	-3.20%	-2.6%	-5.7%	-5.0%

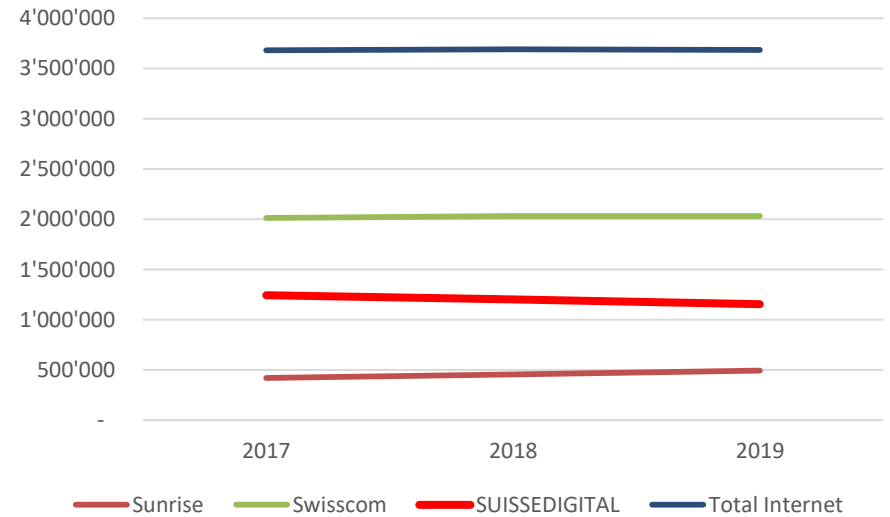
CABLE INTERNET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Cable internet subscribers	750'000	792'900	863'000	950'500	1'054'800	1'150'000	1'214'500	1'224'000	1'245'000	1'203'000	1'156'500
Change from previous year (absolute)	20'000	42'900	70'100	87'500	104'300	95'200	64'500	9500	21'000.00	-42'000.00	-46'500
Change from previous year (in %)	2.74%	5.72%	8.84%	10.00%	11.00%	9%	5.6%	0.8%	1.7%	-3.4%	-3.9%

TELEPHONY	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Telephony subscribers	365'000	402'000	484'000	573'300	642'000	665'300	718'000	736'000	791'000	783'000	774'000
Change from previous year (absolute)	15'000	37'000	82'000	89'300	68'700	23'300	52'700	18'000	55'000	-8'000	-9'000
Change from previous year (in %)	4.29%	10.14%	20.40%	18.00%	12.00%	3.6%	7.9%	2.5%	7.5%	-1.0%	-1.2%
Mobile telephony subscribers	0	0	0	0	0	0	43'800	102'000	150'000	197'000	275'000
Change from previous year (absolute)	0	0	0	0	0	0	0	58'200	48'000	47'000	78'000
Change from previous year (in %)	0	0	0	0	0	0	0	133%	47.1%	31.3%	40%

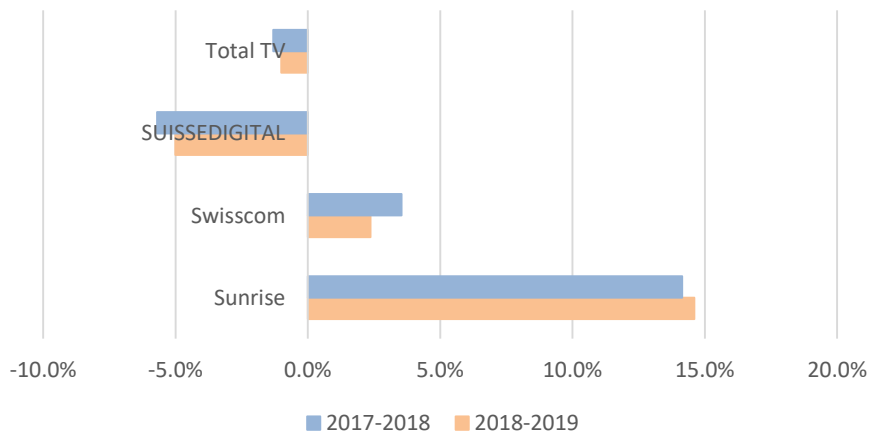
TV: 2017 - 2019



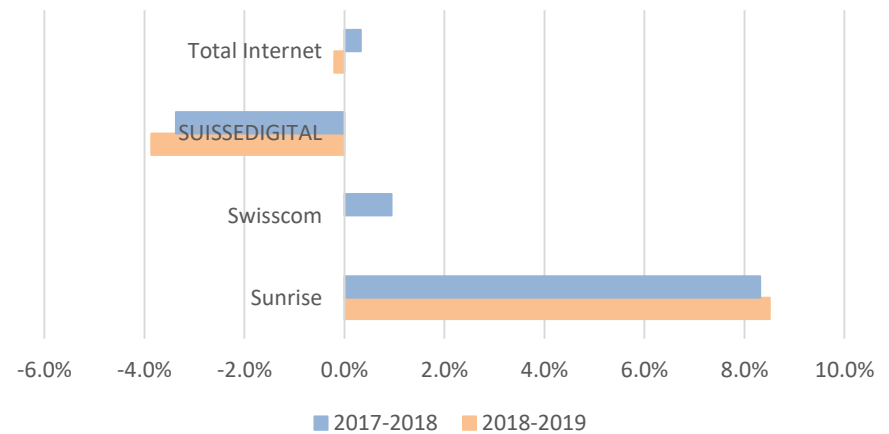
Internet: 2017 - 2019



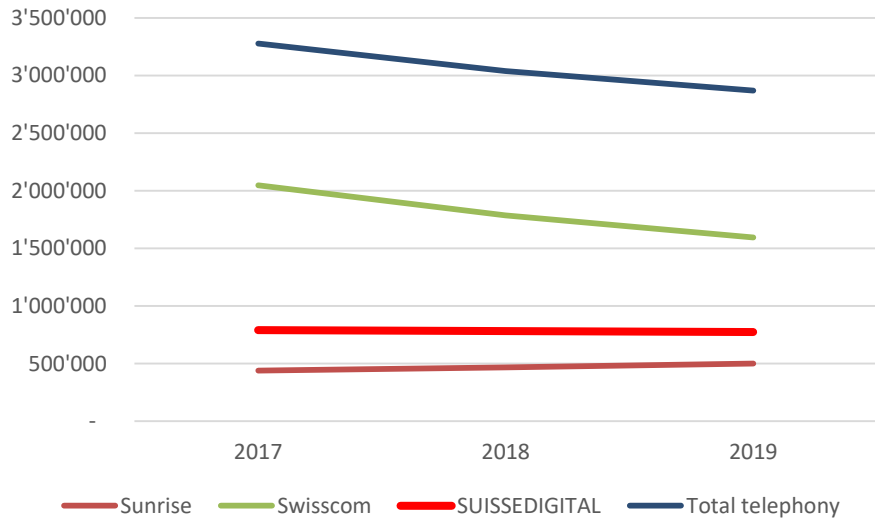
TV: Change from previous year



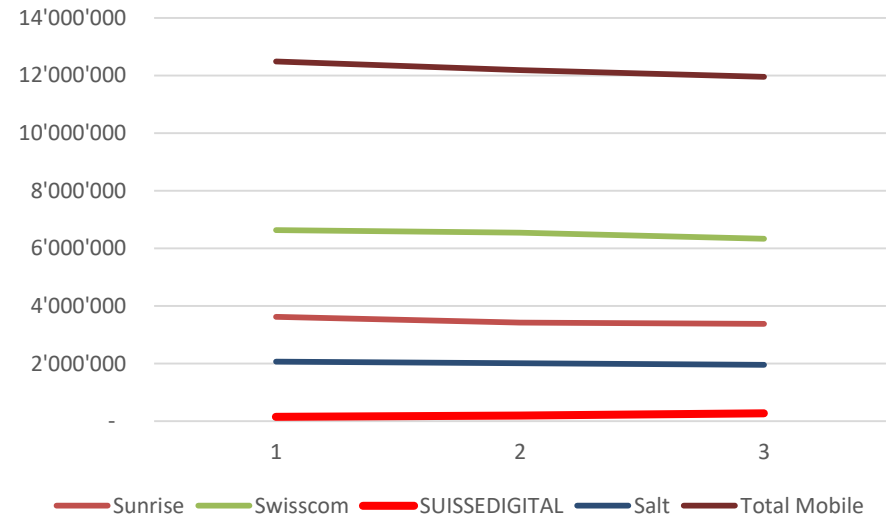
Internet: Change from previous year



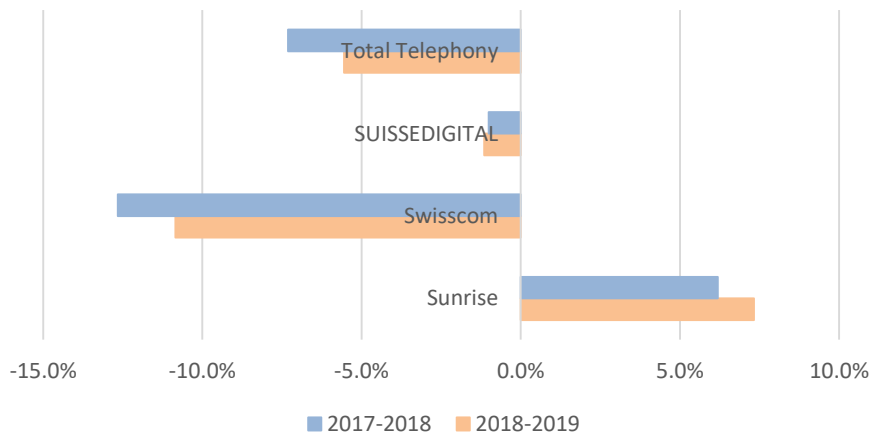
Telephony: 2017 - 2019



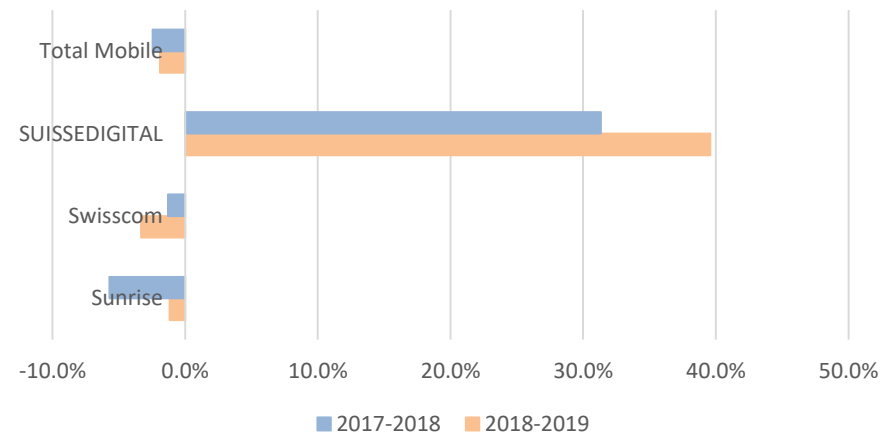
Mobile: 2017 - 2019



Telephony: Change from previous year



Mobile: Change from previous year



No official data are available for salt. The calculations for mobile assume a market share of 16.9% for each of the three years presented here (based on 2018, Quelle: BAKOM)