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Media Technology Trends

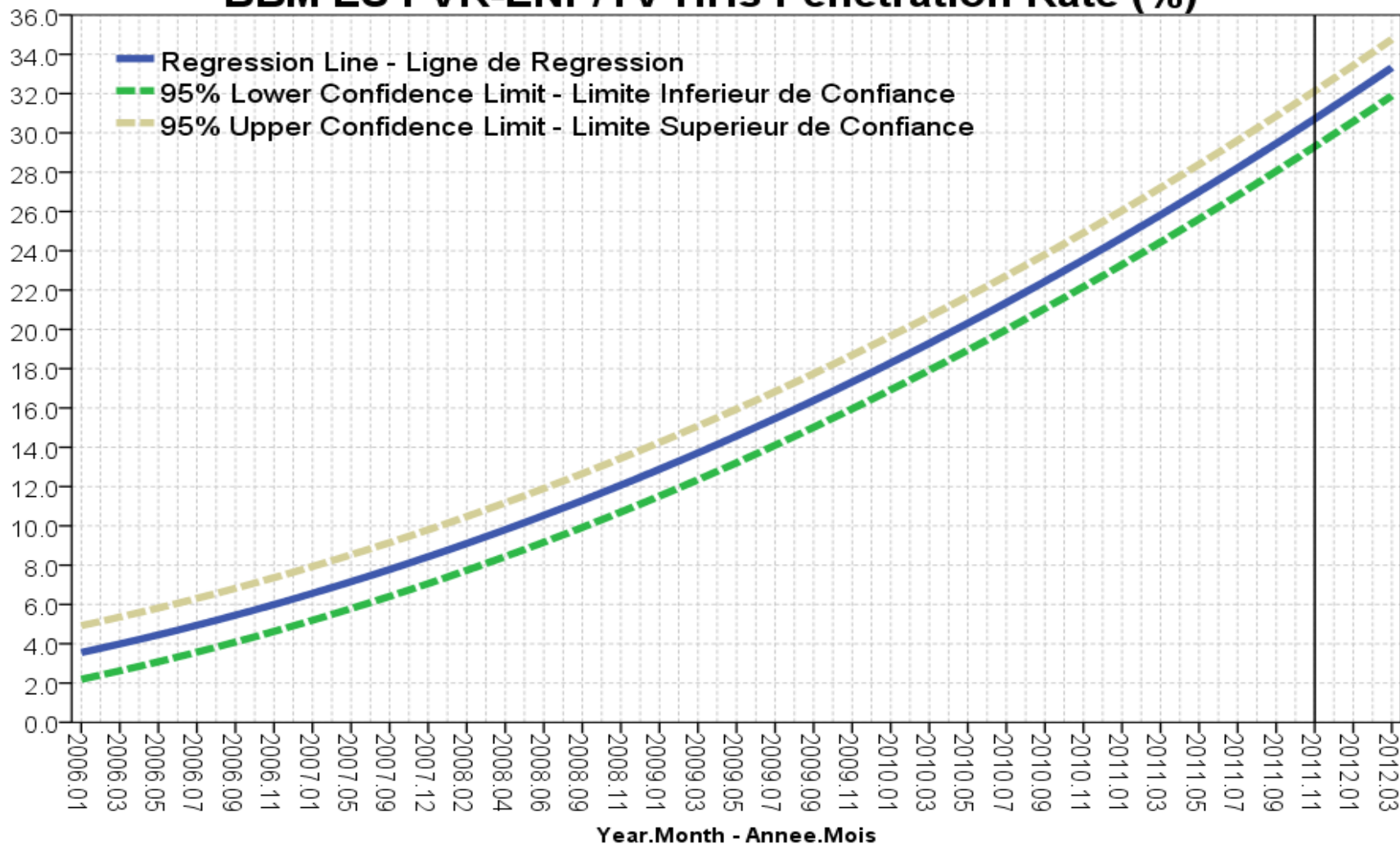
**Modeling of PVR and HDTV
Penetration Rates in Canada**

Jan 2012



PVR/TV Household Penetration in Canada

BBM ES PVR-ENP/TV HHs Penetration Rate (%)

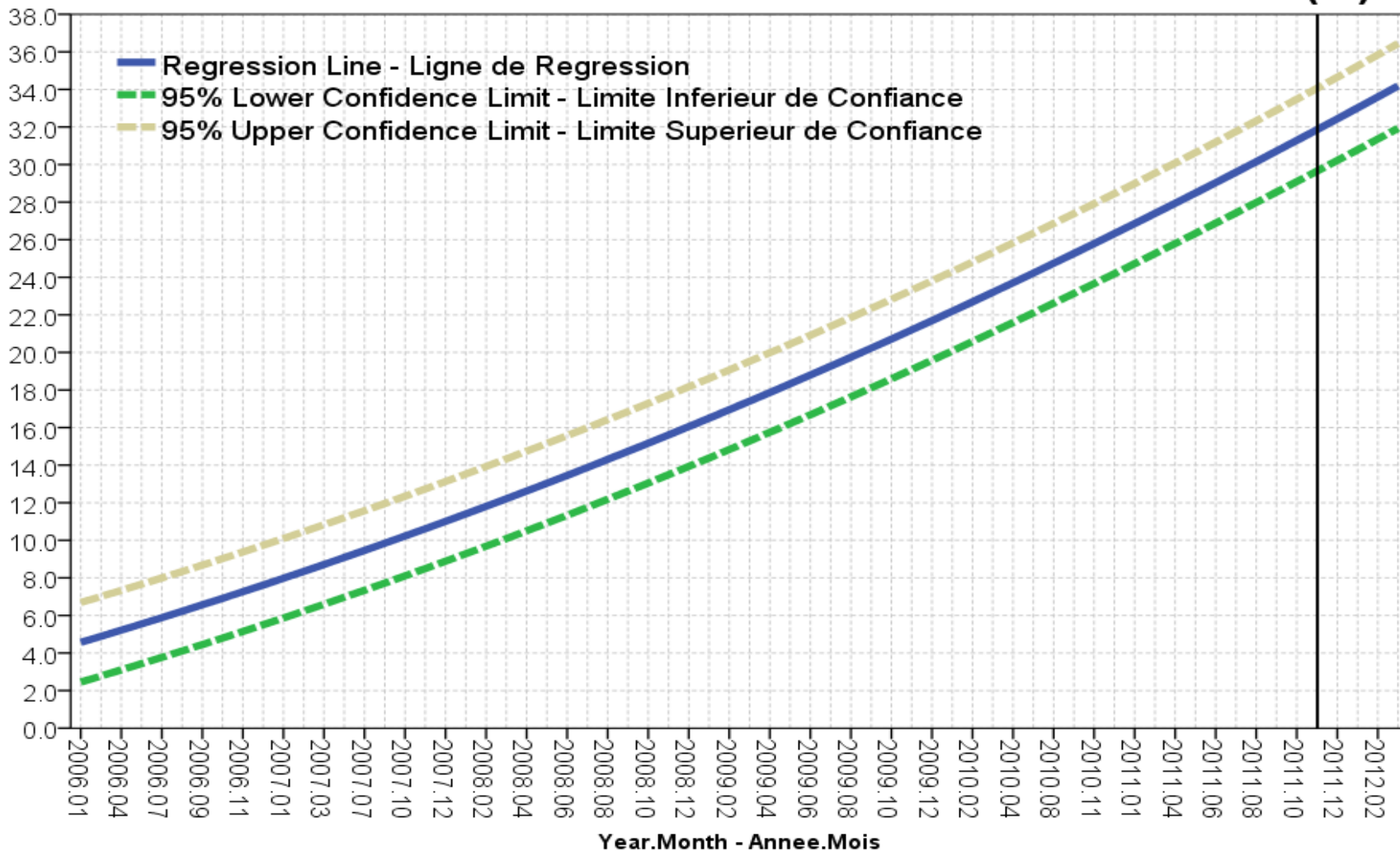


Source: BBM Canada (Jan 2012)



HDTV Set Box/TV Household Penetration in Canada

BBM ES HDTV Set-Box - Terminal/TV HHs Penetration Rate (%)

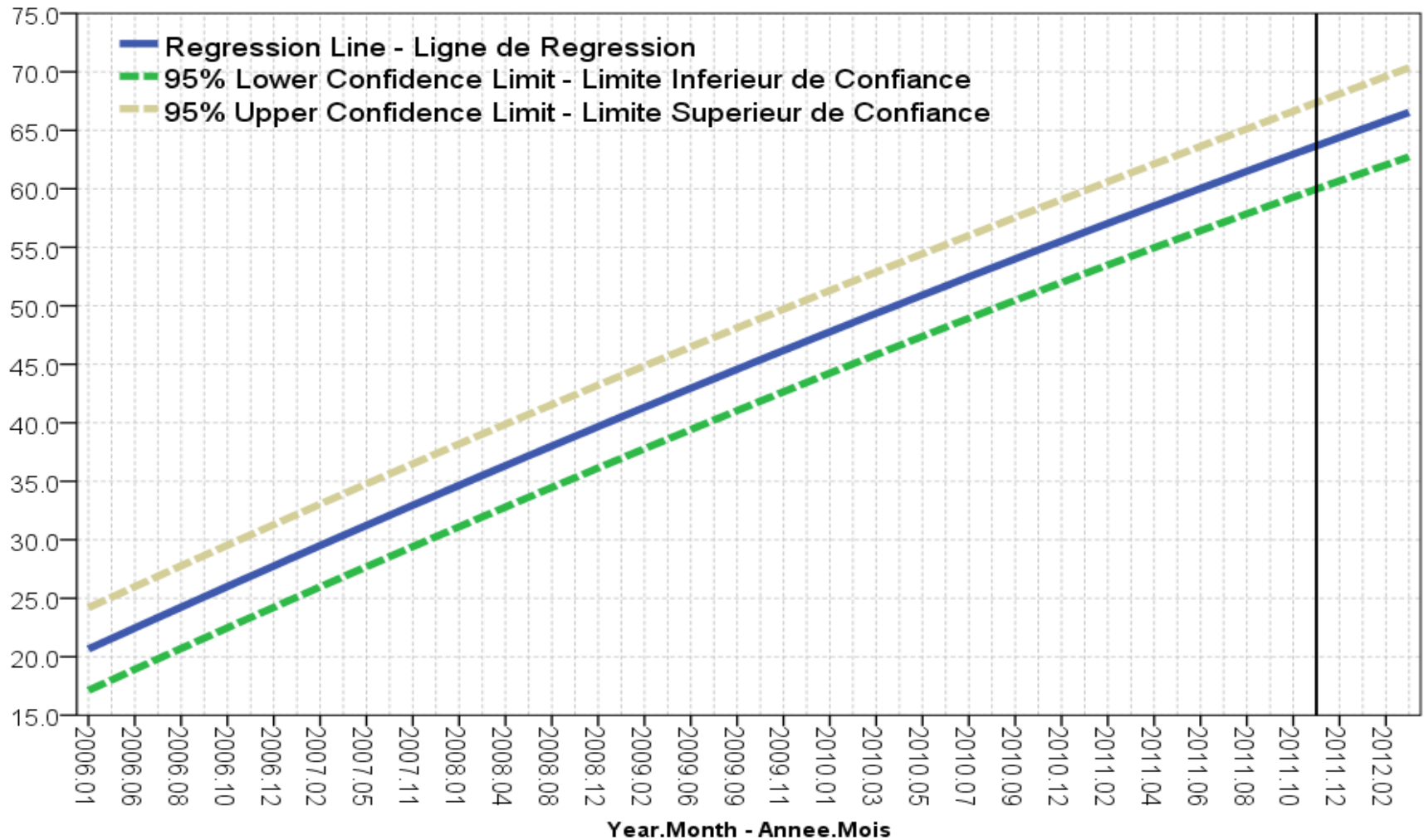


Source: BBM Canada (Jan 2012)



HDTV Set/TV Household Penetration in Canada

BBM ES HDTV Set - Apparel/TV HHs Penetration Rate (%)



Source: BBM Canada (Jan 2012)

Canada - TV Household Penetration Rate (%)									
Date	BBM ES								
	PVR	LCL	UCL	HDTV S-B	LCL	UCL	HDTV Set	LCL	UCL
2008/06	11.7	10.9	12.6	14.1	13.2	15.0	37.6	33.6	41.7
2008/09	11.9	10.8	13.2	15.6	14.8	16.5	38.7	34.8	42.5
2008/12	12.8	11.6	14.0	17.3	16.3	18.2	39.8	35.8	43.9
2009/03	14.1	12.9	15.3	19.0	18.0	20.0	43.2	39.1	47.3
2009/06	15.5	14.2	16.7	20.0	18.2	21.8	44.4	40.2	48.5
2009/09	15.8	14.5	17.1	21.0	19.0	18.3	46.7	42.5	50.9
2009/12	17.1	15.8	18.4	22.0	20.1	24.0	48.0	43.5	52.5
2010/03	18.1	17.2	19.7	23.6	21.6	25.6	49.6	46.3	52.4
2010/06	20.5	18.5	21.1	25.2	23.2	27.3	51.7	48.6	54.2
2010/09	21.2	19.9	22.5	26.8	24.7	29.0	52.1	47.2	57.0
2010/12	23.2	21.9	24.5	26.2	24.1	28.3	53.5	48.5	58.5
2011/03	25.5	24.1	26.9	28.5	26.2	30.9	57.6	53.7	61.6
2011/06	27.5	26.0	28.9	29.6	27.4	31.7	60.1	56.2	63.9
2011/09	29.5	28.1	30.9	30.7	28.5	32.9	62.2	58.6	65.9
2011/12*	31.4	29.9	32.8	32.4	30.2	34.7	64.4	60.7	68.1
2012/03*	33.3	31.9	34.8	34.2	31.9	36.4	66.5	62.7	70.3

* Projected (LCL: Lower Confidence Limit, UCL: Upper Confidence Limit)