



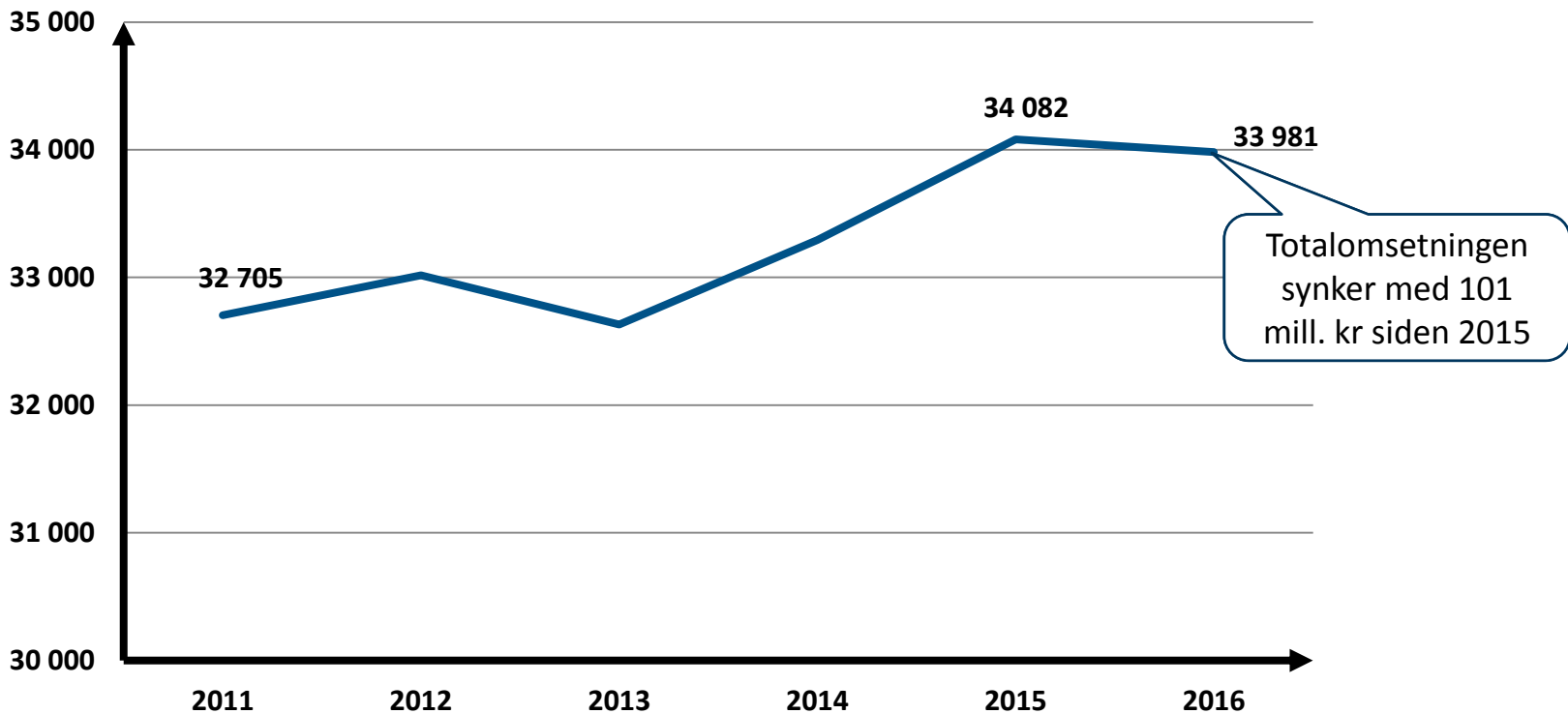
Det norske ekomarkedet 2016

**Direktør Torstein Olsen
22. mai 2017**

Omsetning og investeringer

Sluttbrukeromsetning i ekomarkedet totalt 1)

Omsetning i millioner kroner

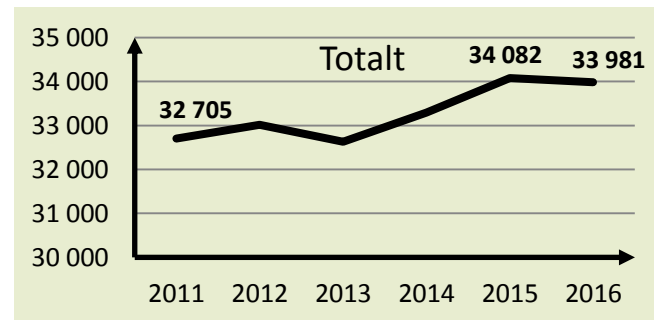
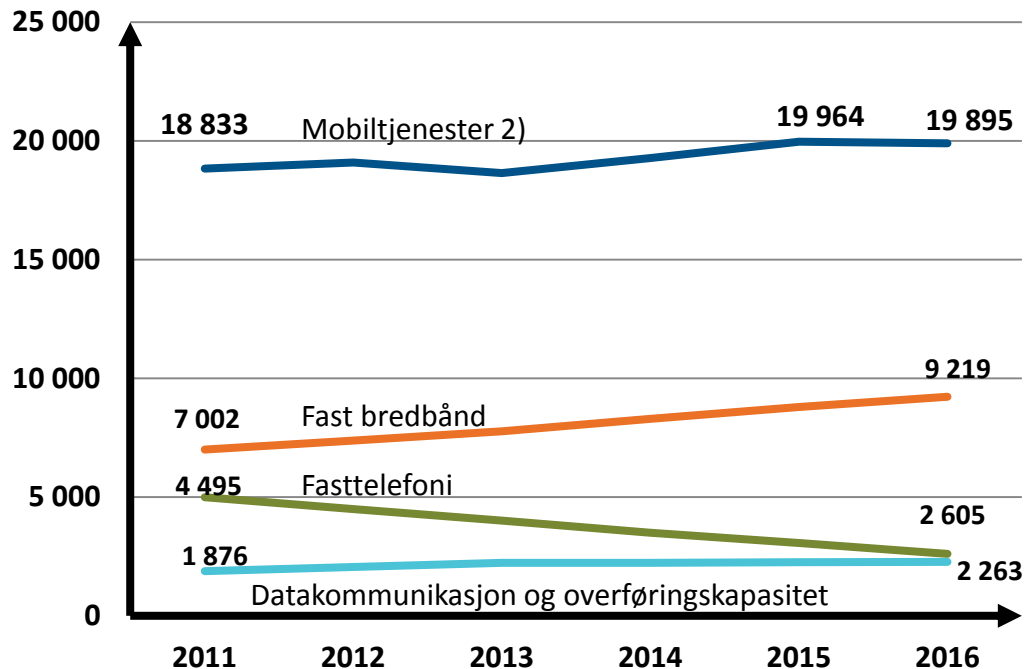


1) Omfatter ikke overføring av TV

Sluttbrukeromsetning i ekomarkedet fordelt på tjenester 1)



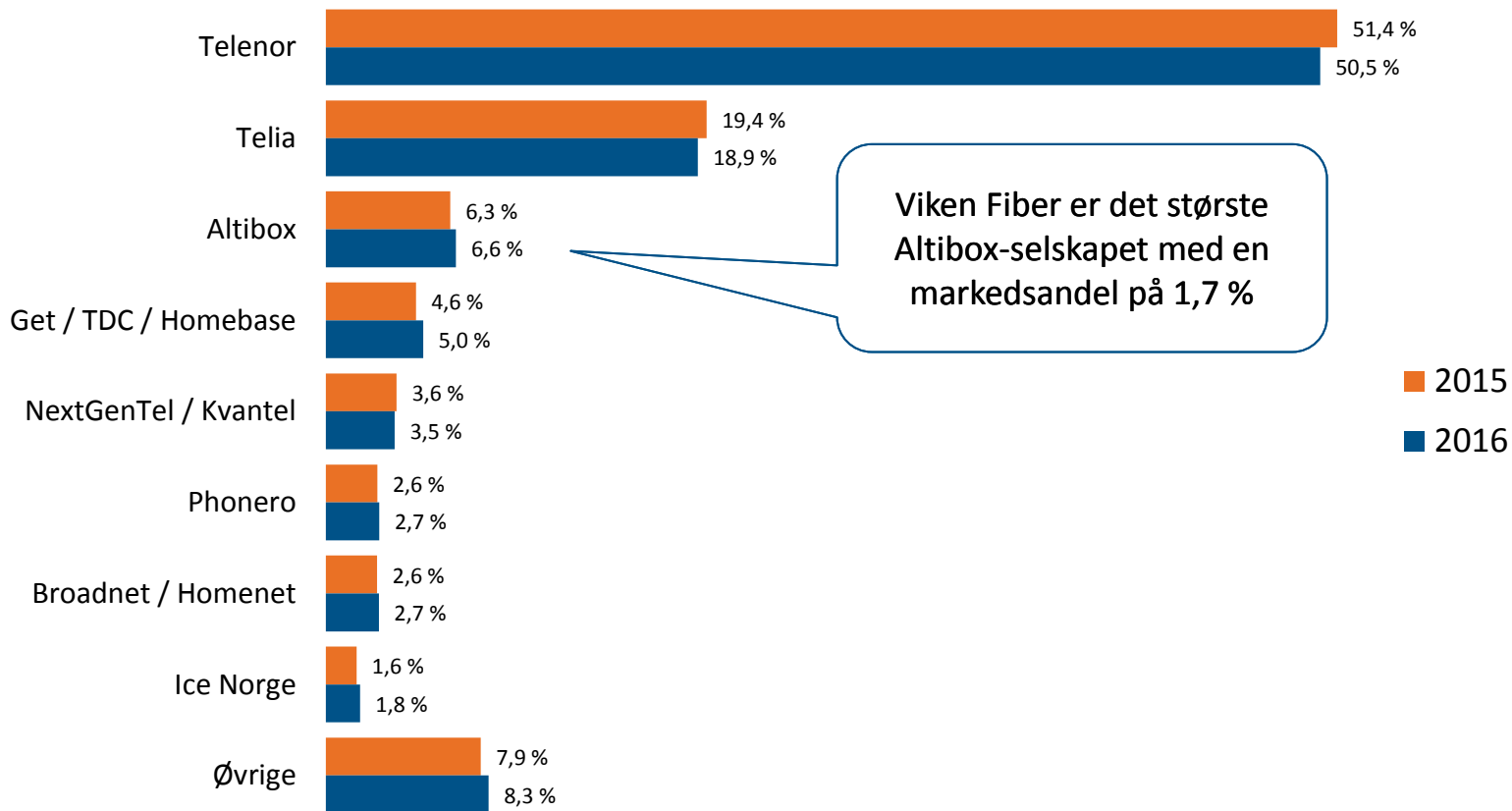
Omsetning i millioner kroner



1) Omfatter ikke overføring av TV

2) Omfatter mobiltelefoni, mobilt bredbånd, M2M og gjesting i utlandet

Andel av samlet sluttbrukeromsetning *)



*) Inkludert gjesting (Norske abonnenter i utlandet)

Investeringer i elektroniske kommunikasjonstjenester og –nett



| Tall i millioner kroner | 2013 | 2014 | 2015 | 2016 | Endring 2015-2016 |
|-------------------------------|--------------|--------------|--------------|---------------|----------------------|
| Fastnett | 3 908 | 4 108 | 4 723 | 5 886 | 1 164 |
| <i>Herav: Fiber</i> | <i>2 605</i> | <i>2 535</i> | <i>3 015</i> | <i>3 972</i> | <i>957</i> |
| Mobilnett | 2 640 | 2 553 | 2 434 | 2 934 | 500 |
| Herav: LTE | 625 | 1 434 | 2 069 | 1 882 | - 187 |
| Øvrige varige driftsmidler | 1 037 | 1 175 | 1 786 | 1 905 | 119 |
| SUM | 7 586 | 7 835 | 8 942 | 10 725 | 1 782 |
| I % av sluttbrukeromsetningen | 23 % | 24 % | 26 % | 32 % | |

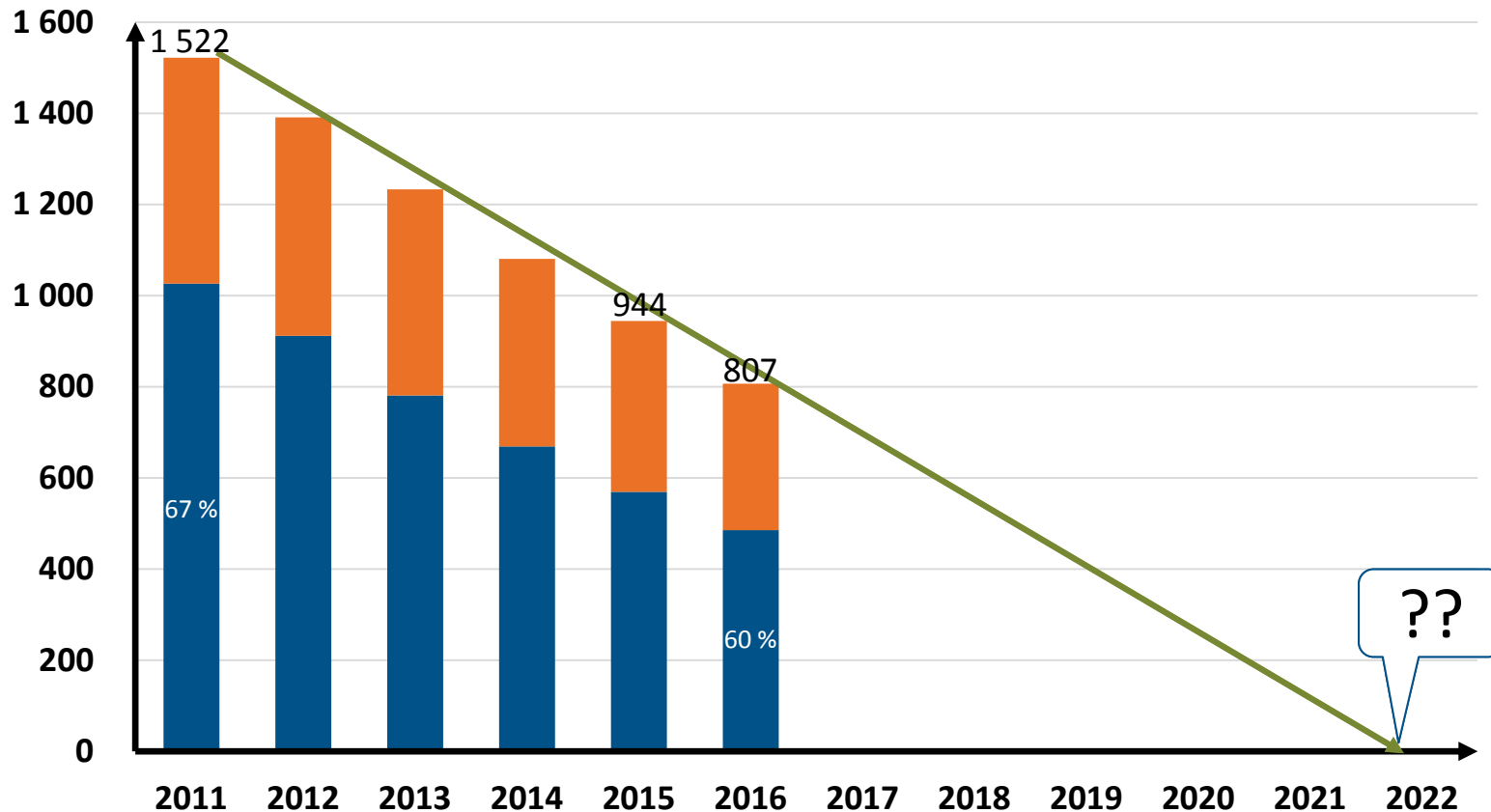
I tillegg har vi:

| | | | | | |
|----------------------------|-------|-------|-------|-------|-------|
| Immaterielle eiendeler | 870 | 1 160 | 1 137 | 1 045 | - 92 |
| Auksjonsproveny frekvenser | 1 800 | 16 | 878 | 0 | - 878 |

Fasttelefoni

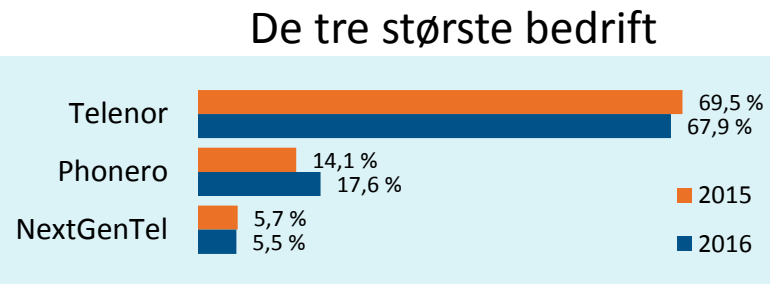
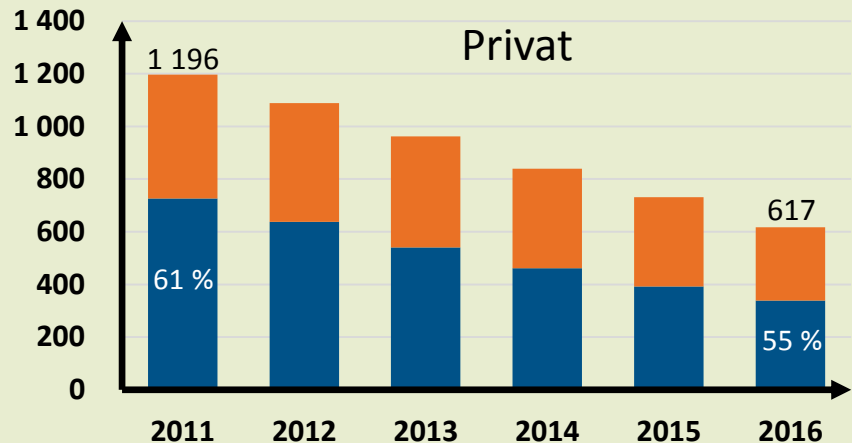
Antall abonnement for fasttelefoni

Antall abonnement i tusen. Privat og bedrift samlet

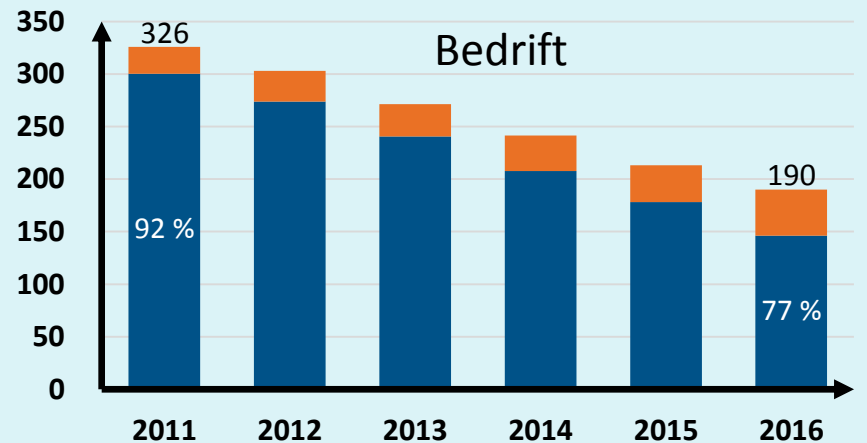
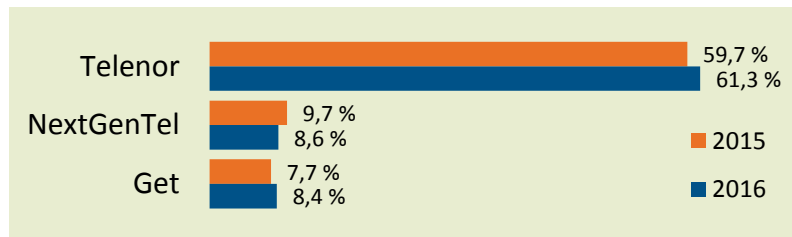


Antall abonnement for fasttelefoni

Antall abonnement i tusen



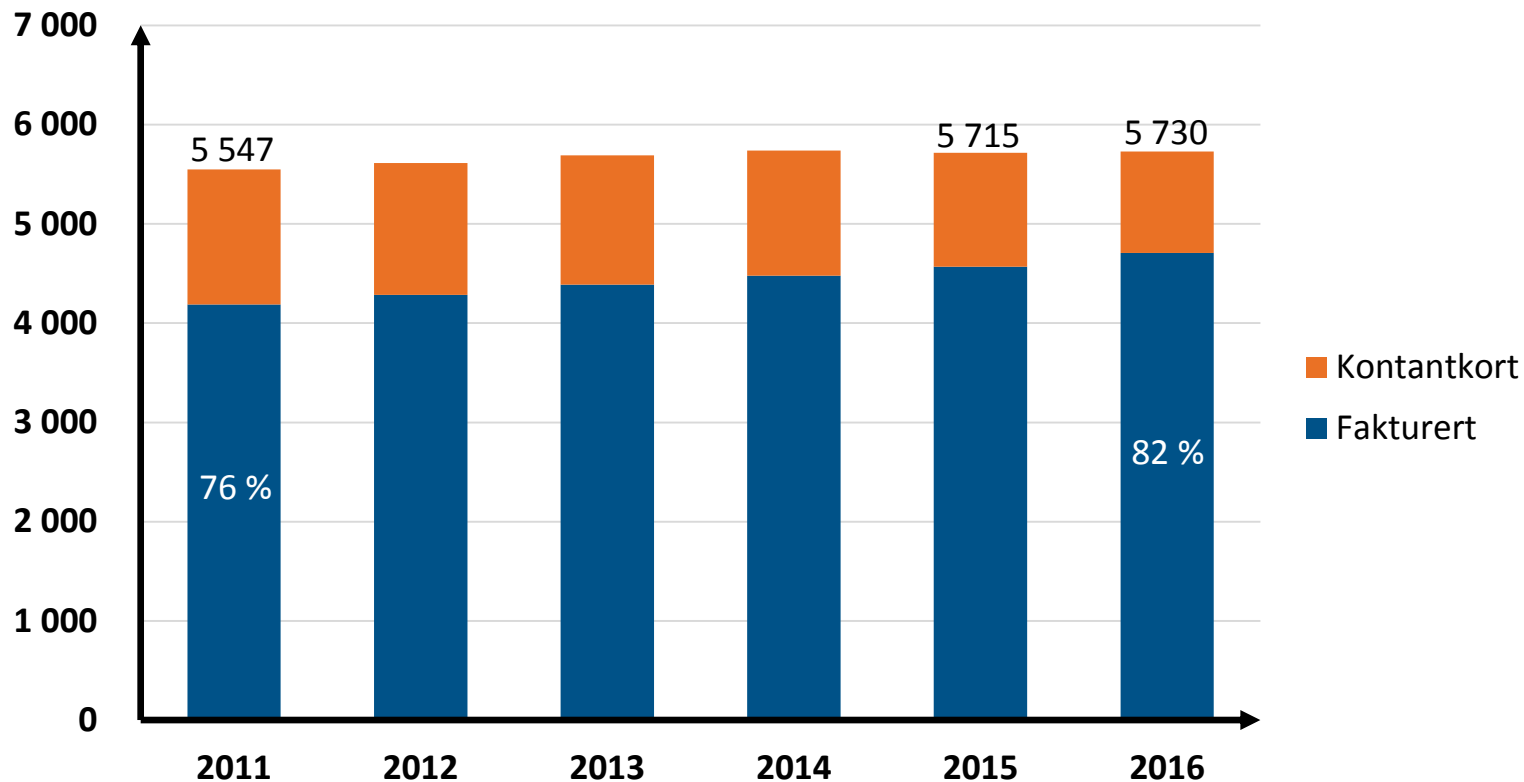
De tre største privat



Mobiltjenester

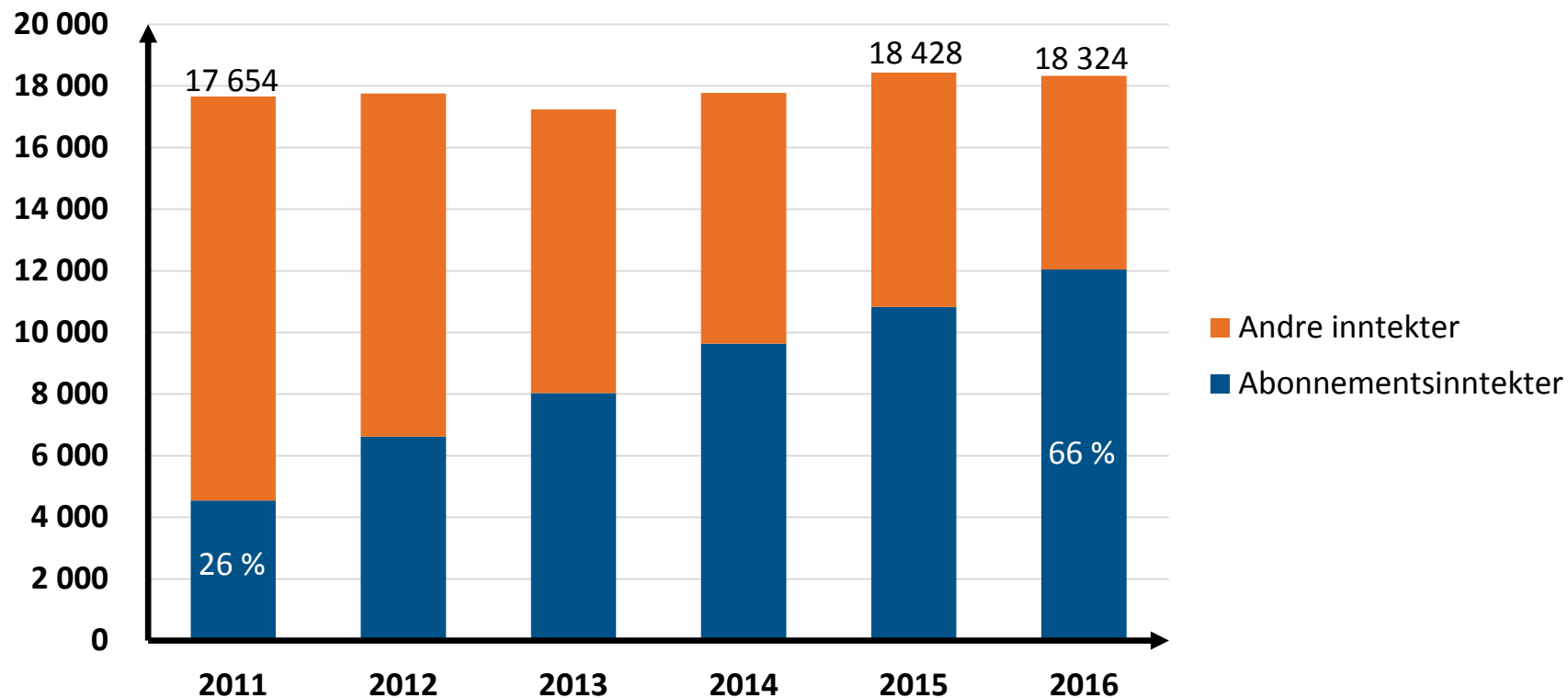
Antall abonnement for mobiltelefoni

Antall abonnement i tusen



Omsetning fra abonnement for mobiltelefoni *)

Omsetning i millioner kroner



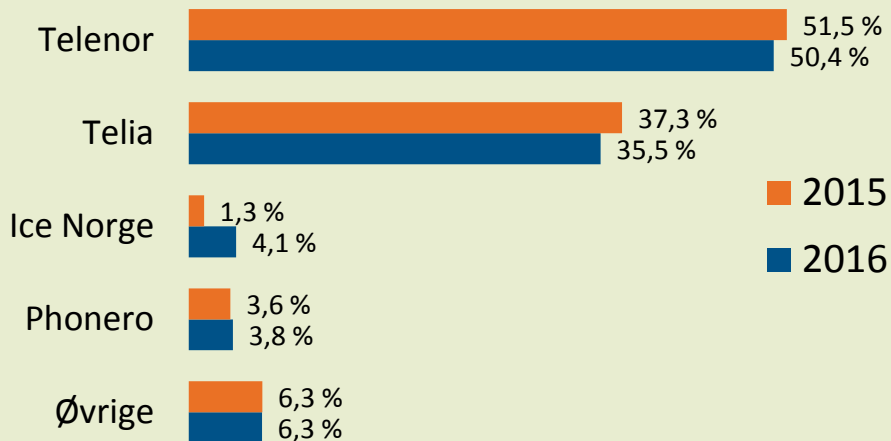
*) Inkludert gjesting (Norske abonnenter i utlandet)

Markedsandeler for mobiltelefoni

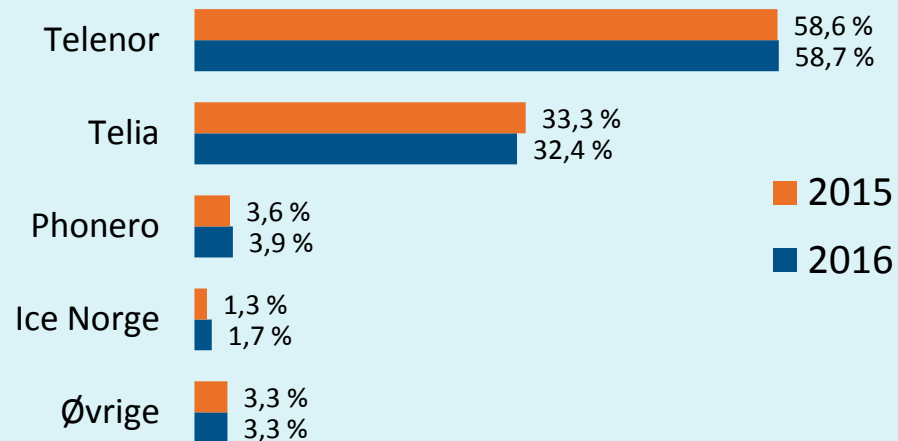
Privat og bedrift samlet



Fordelt på abonnement



Fordelt på omsetning *)



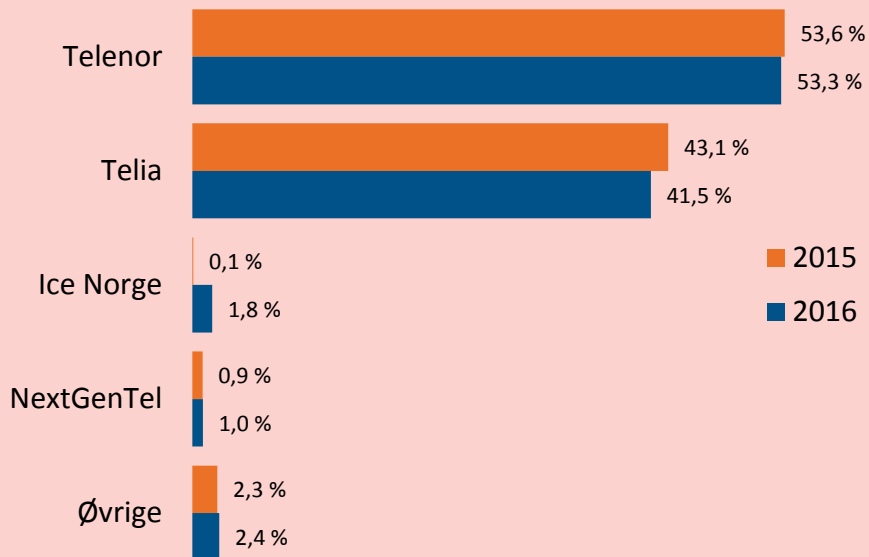
*) Inkludert gjesting (Norske abonnenter i utlandet)

Markedsandeler for mobiltelefoni *)

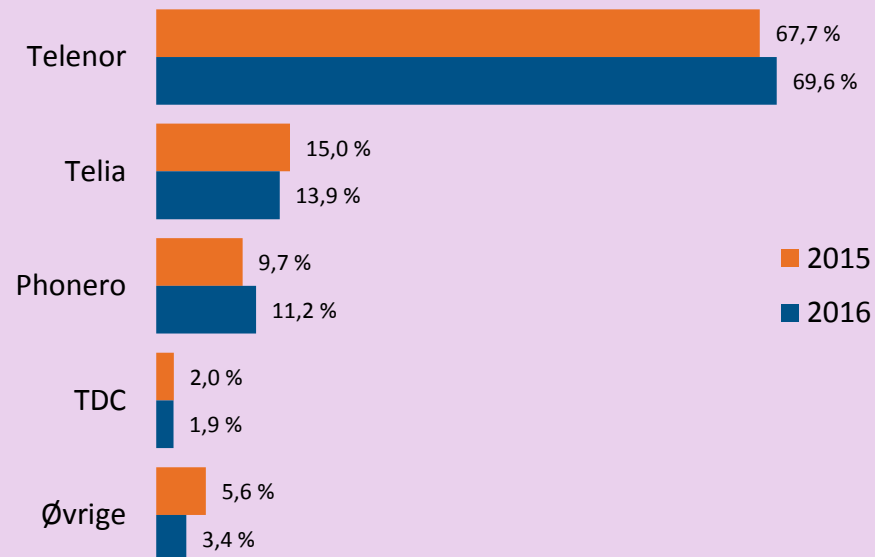


Fordelt på omsetning

Privat



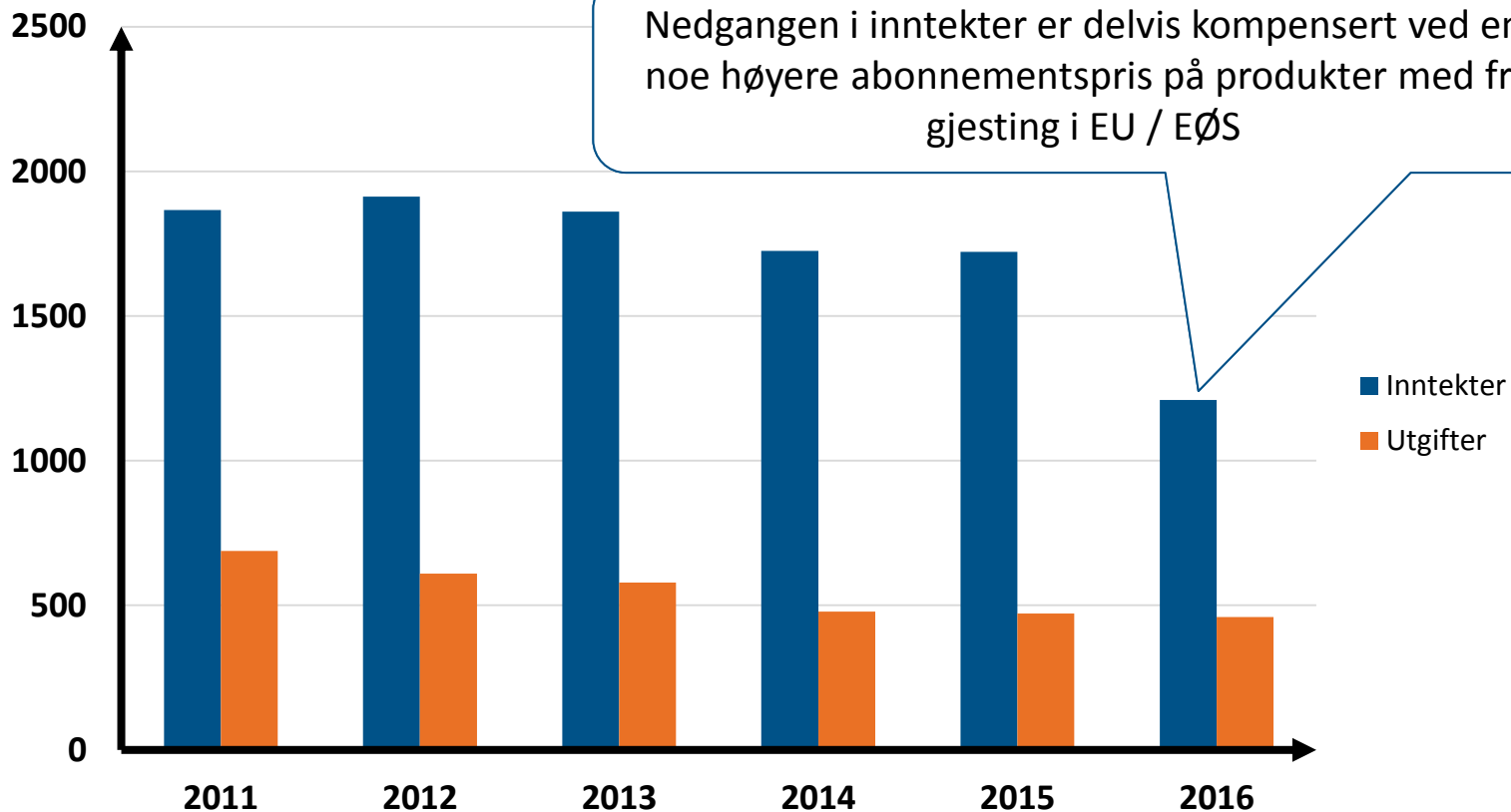
Bedrift



*) Inkludert gjesting (Norske abonnenter i utlandet)

Internasjonal gjesting *)

Millioner kroner

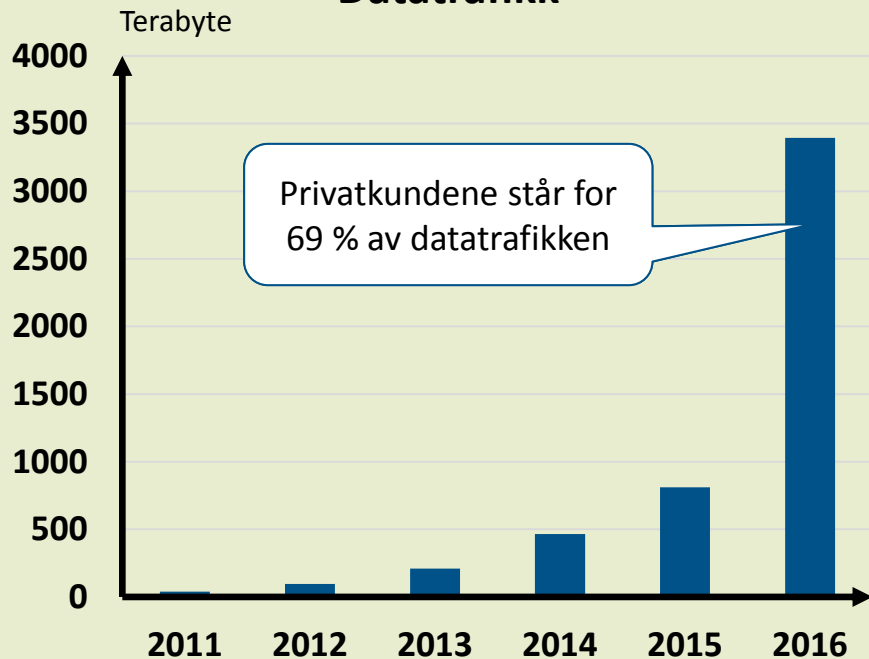


*) Norske abonnenter i utlandet

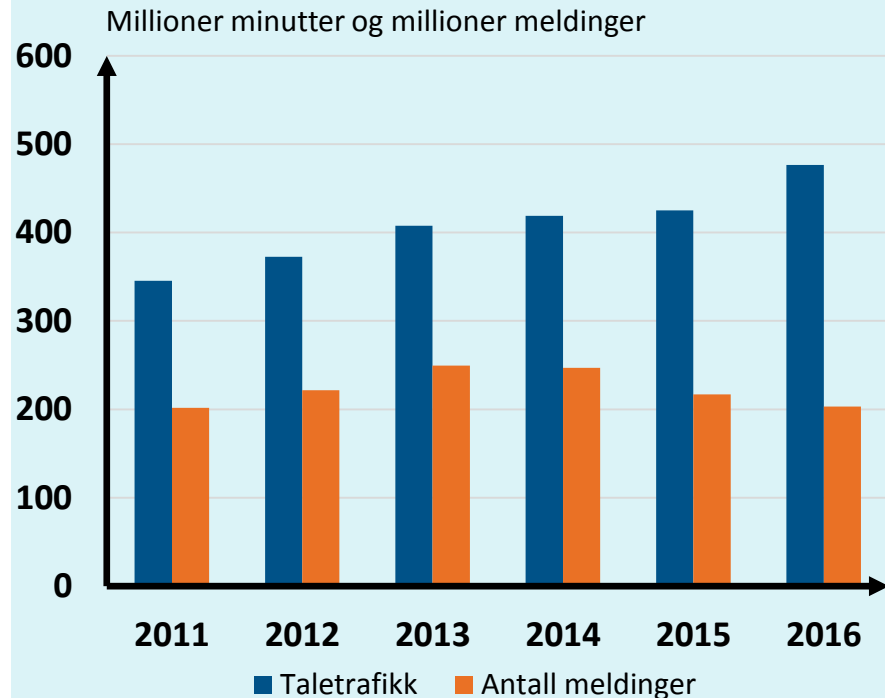
Internasjonal gjesting *)



Datatrafikk



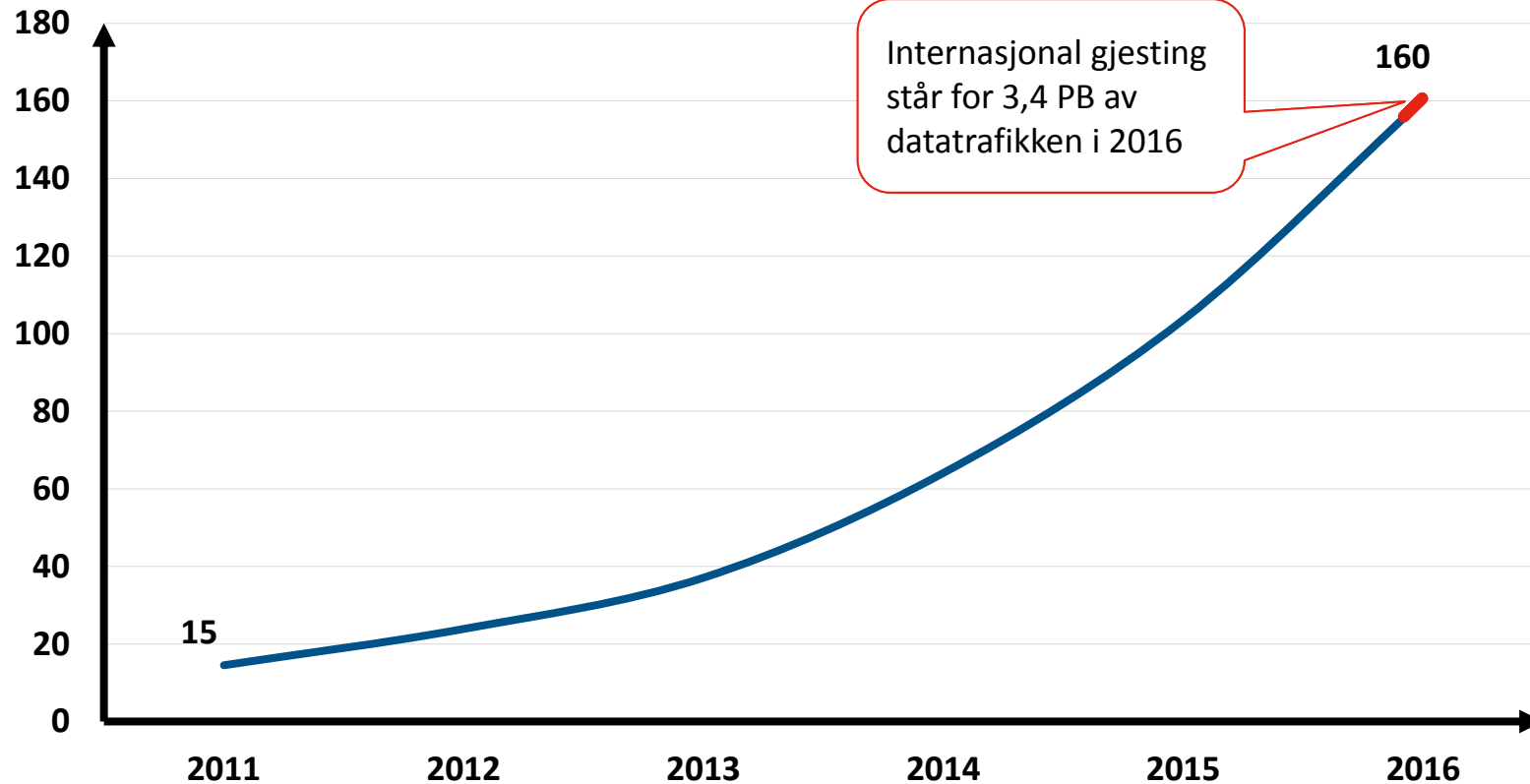
Taletrafikk og meldinger



*) Norske abonnenter i utlandet

Datatraffikk mobiltelefoni og mobilt bredbånd *)

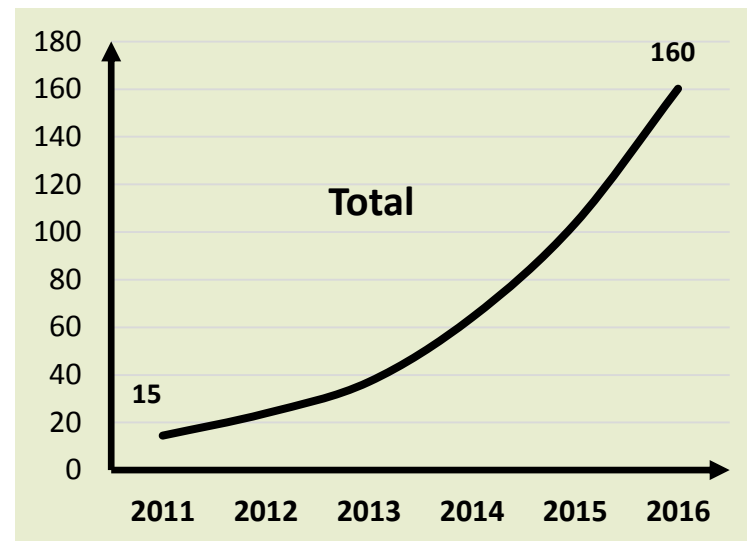
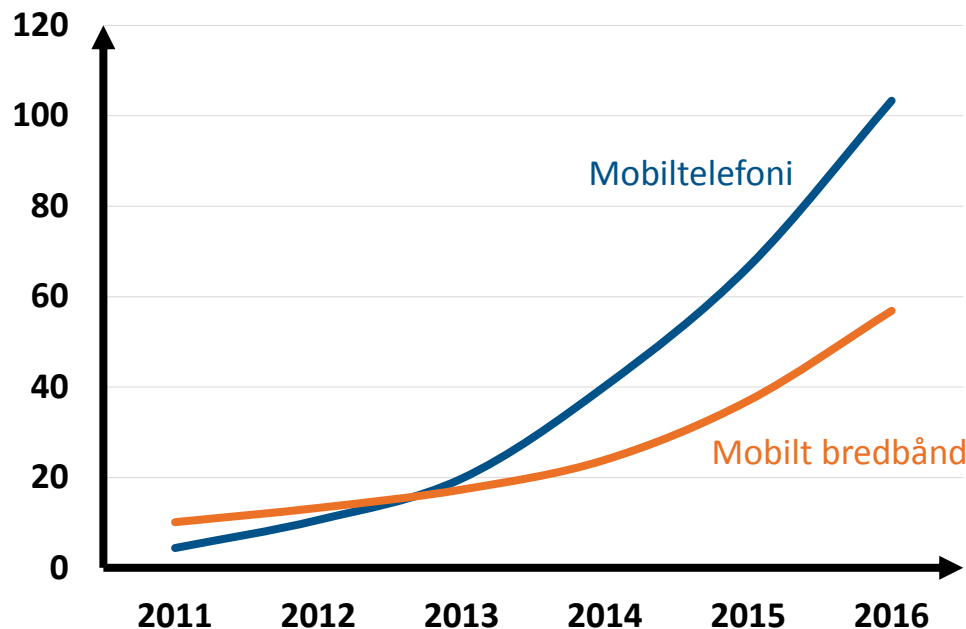
Trafikk i Petabyte (millioner Gigabyte)



*) Inkludert gjesting (Norske abonnenter i utlandet)

Datatrafikk mobiltelefoni *) og mobilt bredbånd *)

Trafikk i Petabyte (millioner Gigabyte)

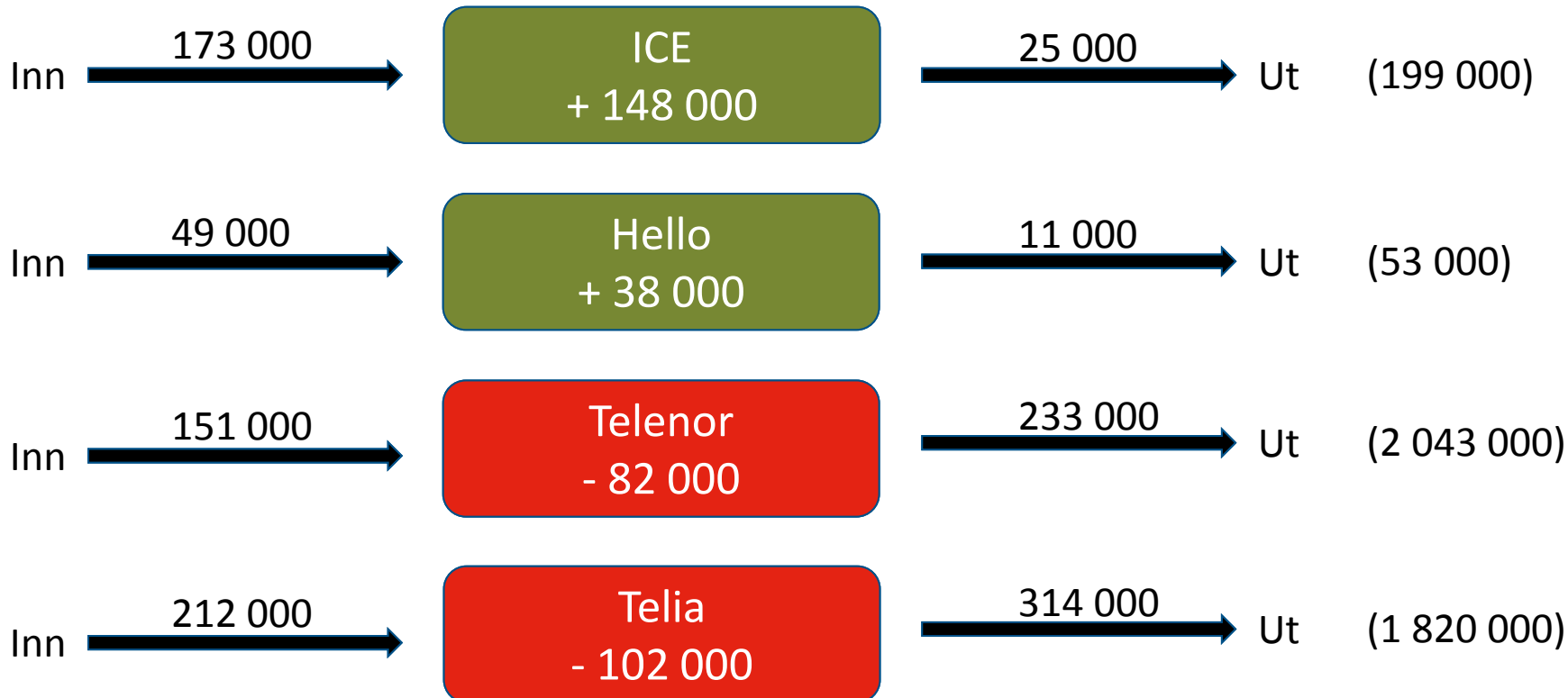


*) Inkludert gjesting (Norske abonnenter i utlandet)

Nummerportering for mobiltelefoni - privatkunder



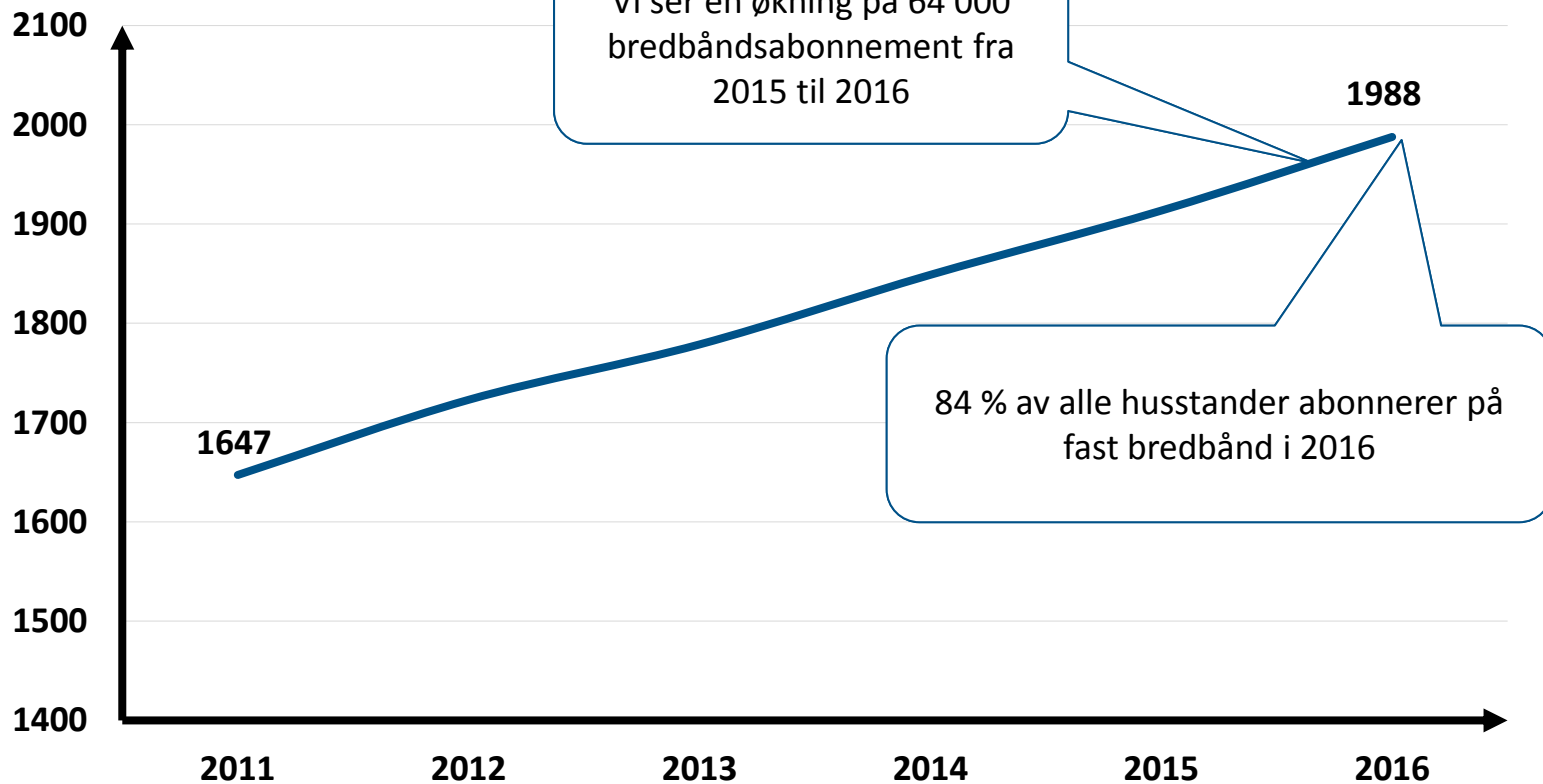
De fire tilbyderne med størst endring. Antall privataabonnemement ved utgangen av 2016 i parentes



Fast bredbånd

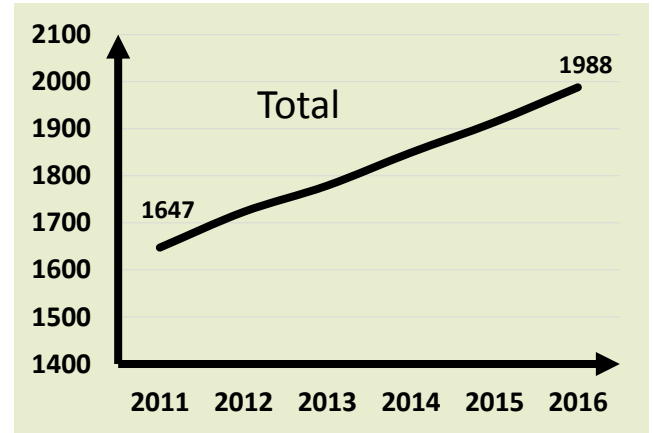
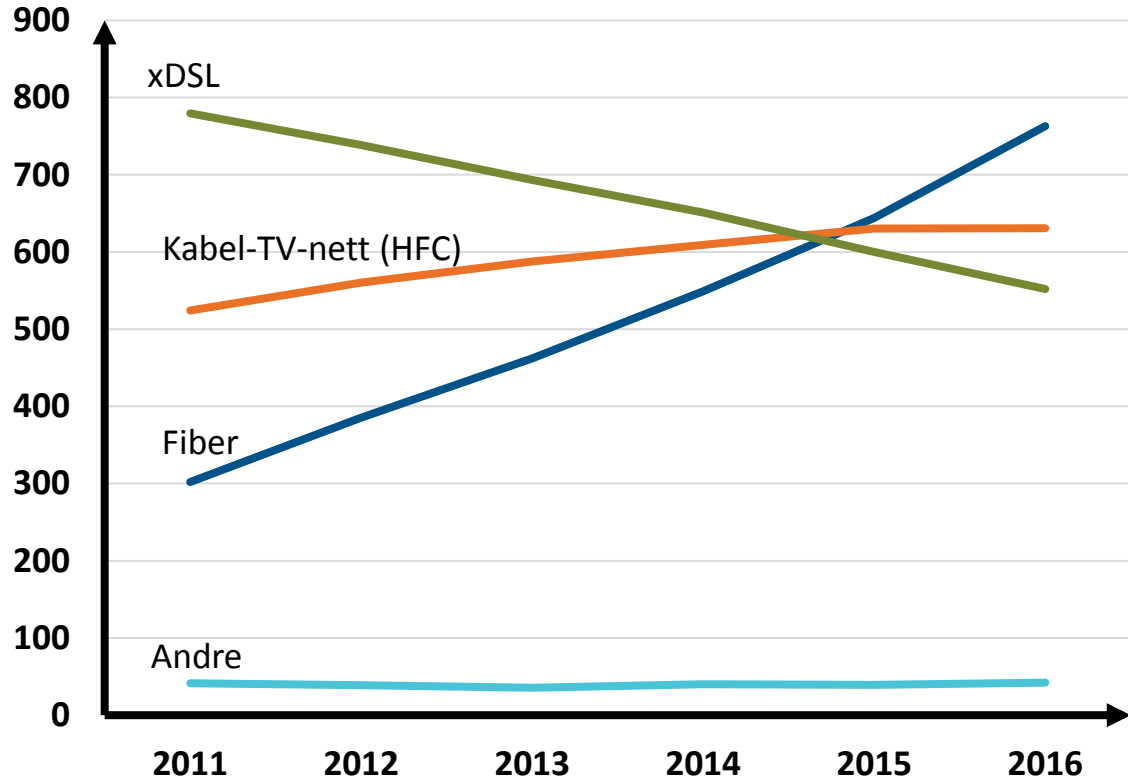
Antall privatabonnement for fast bredbånd

Antall abonnement i tusen

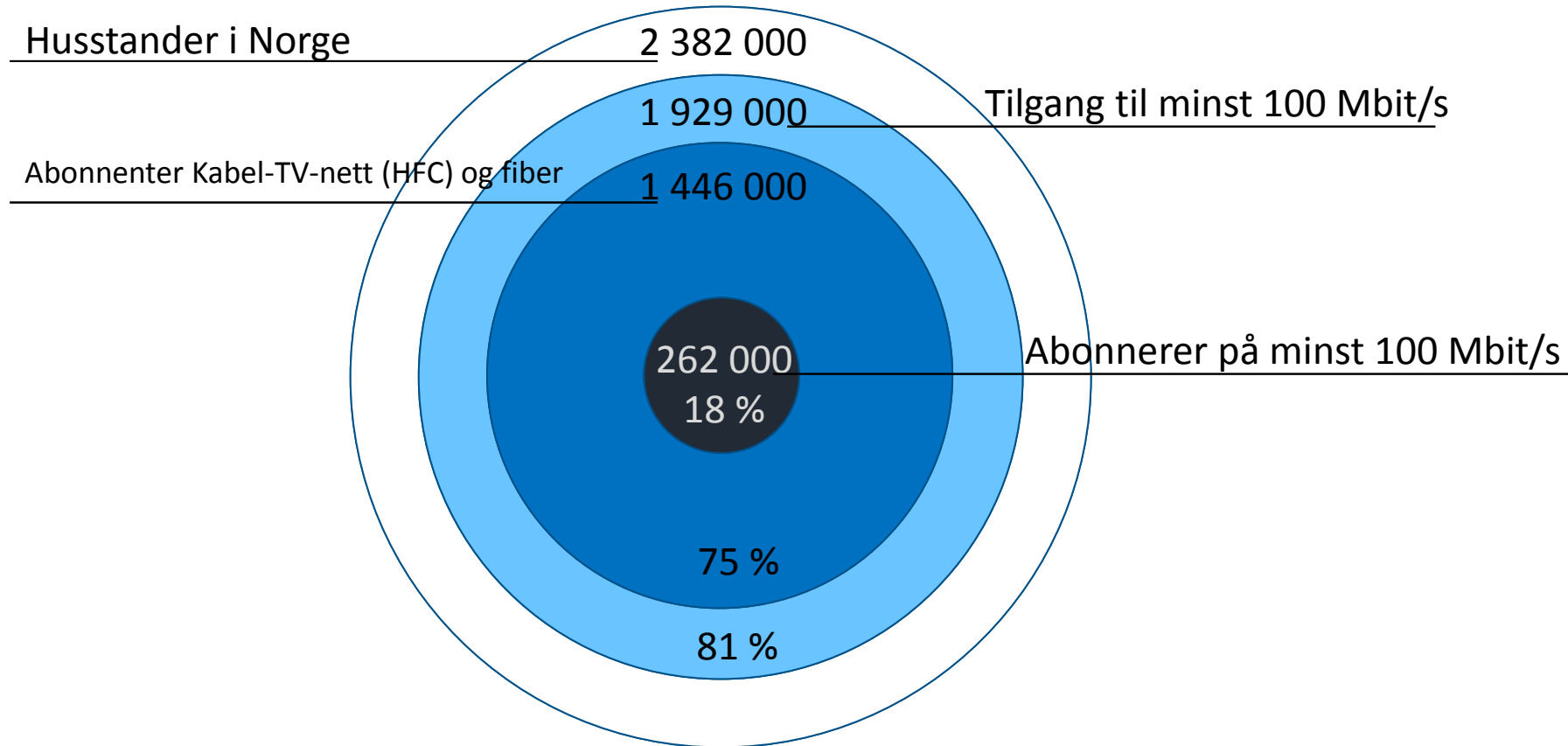


Antall privatabonnement for fast bredbånd

Antall abonnement i tusen

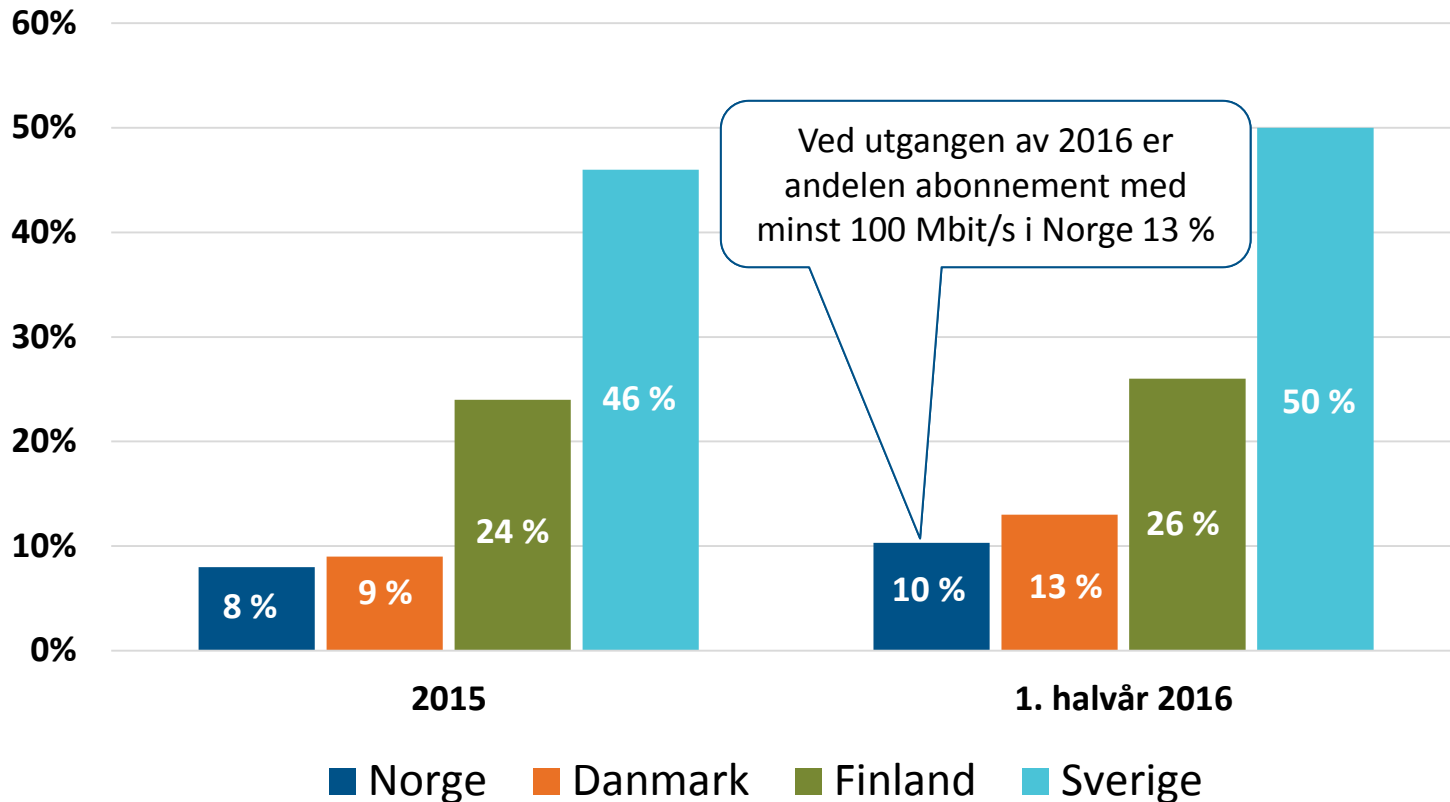


Tilgang og opptak av fast bredbånd med over 100 Mbit/s



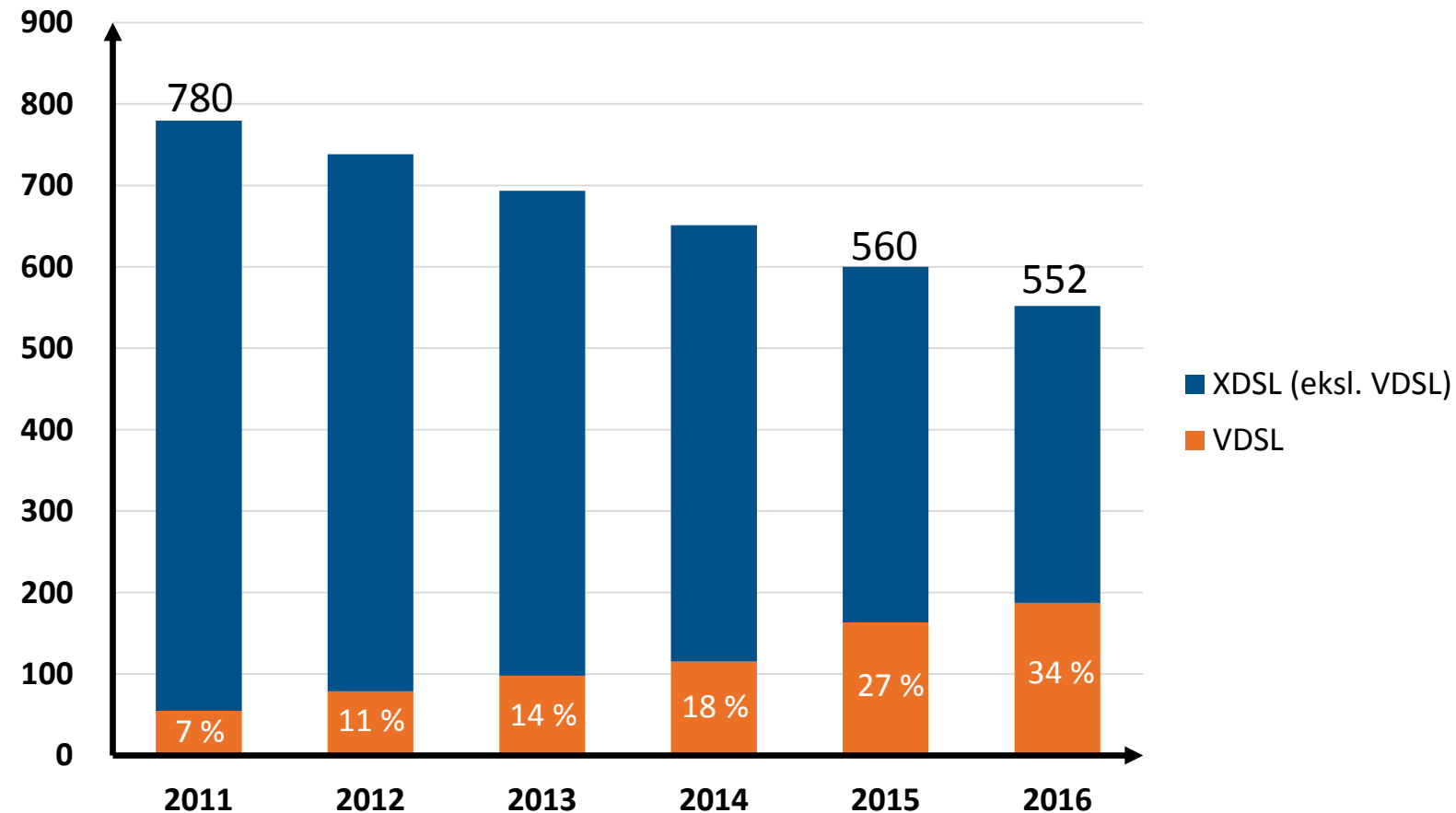
Andelen med tilgang (81 %) er estimert på bakgrunn i tall fra 1. halvår 2016 (78 %)

Andel abonnement med over 100 Mbit/s (nedlasting)



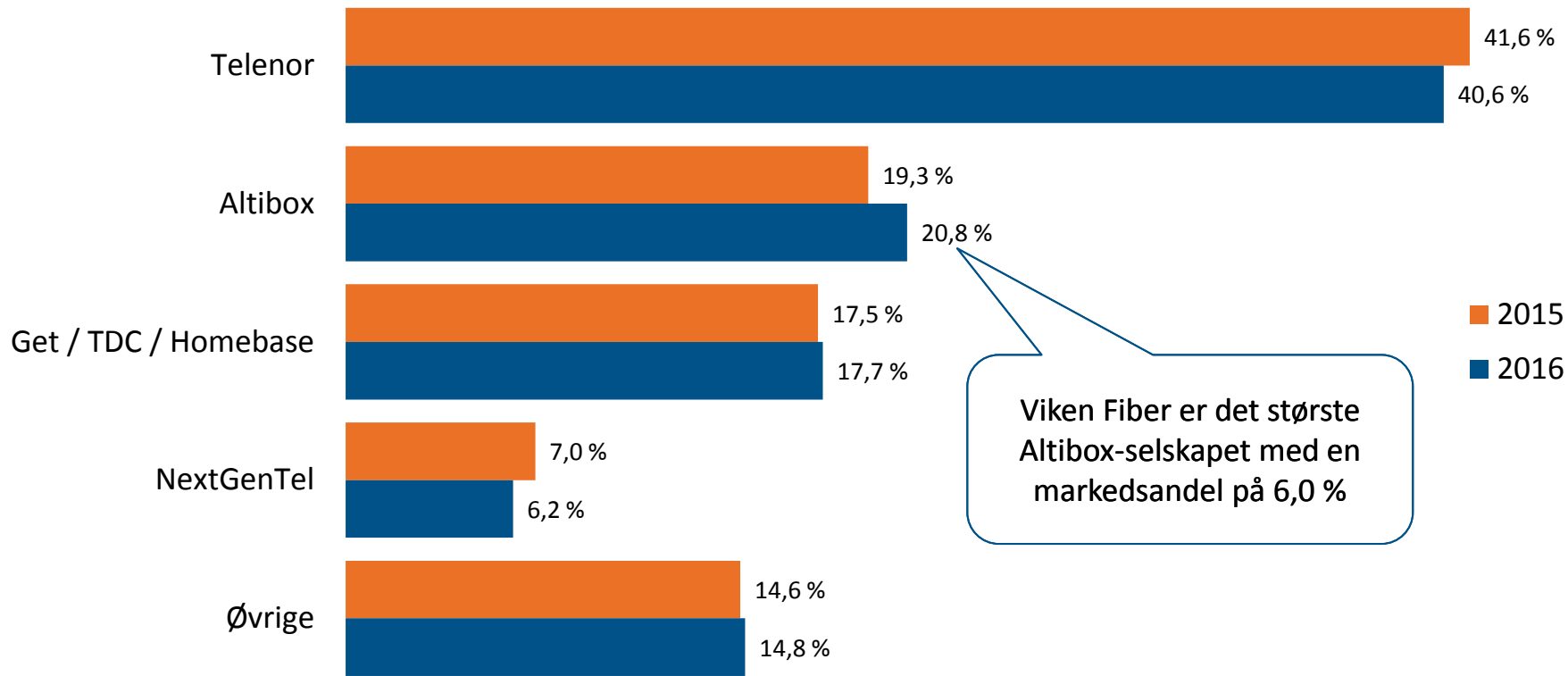
Antall privatabonnement for DSL

Antall abonnement i tusen



Markedsandeler for fast bredbånd

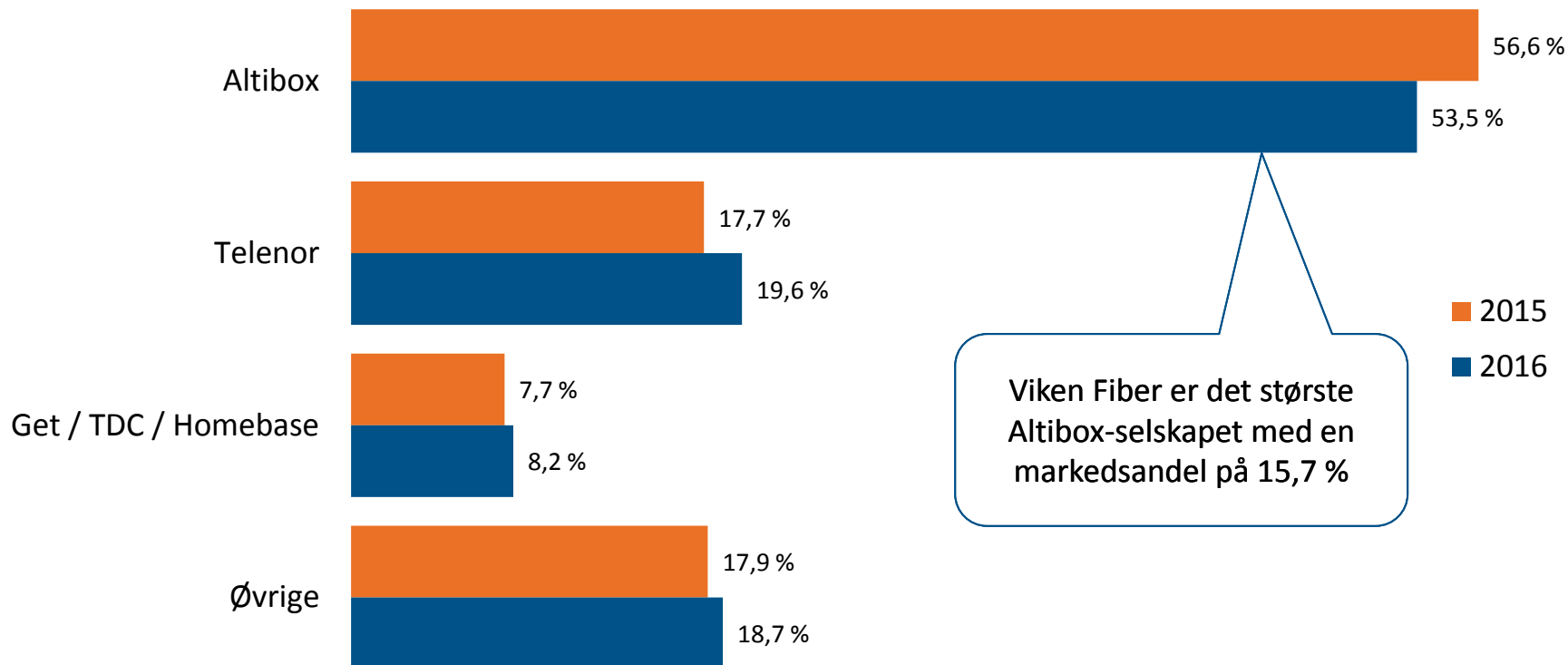
Fordelt på abonnement. Privatkunder. Alle aksessformer



Markedsandeler for fast bredbånd over fiber

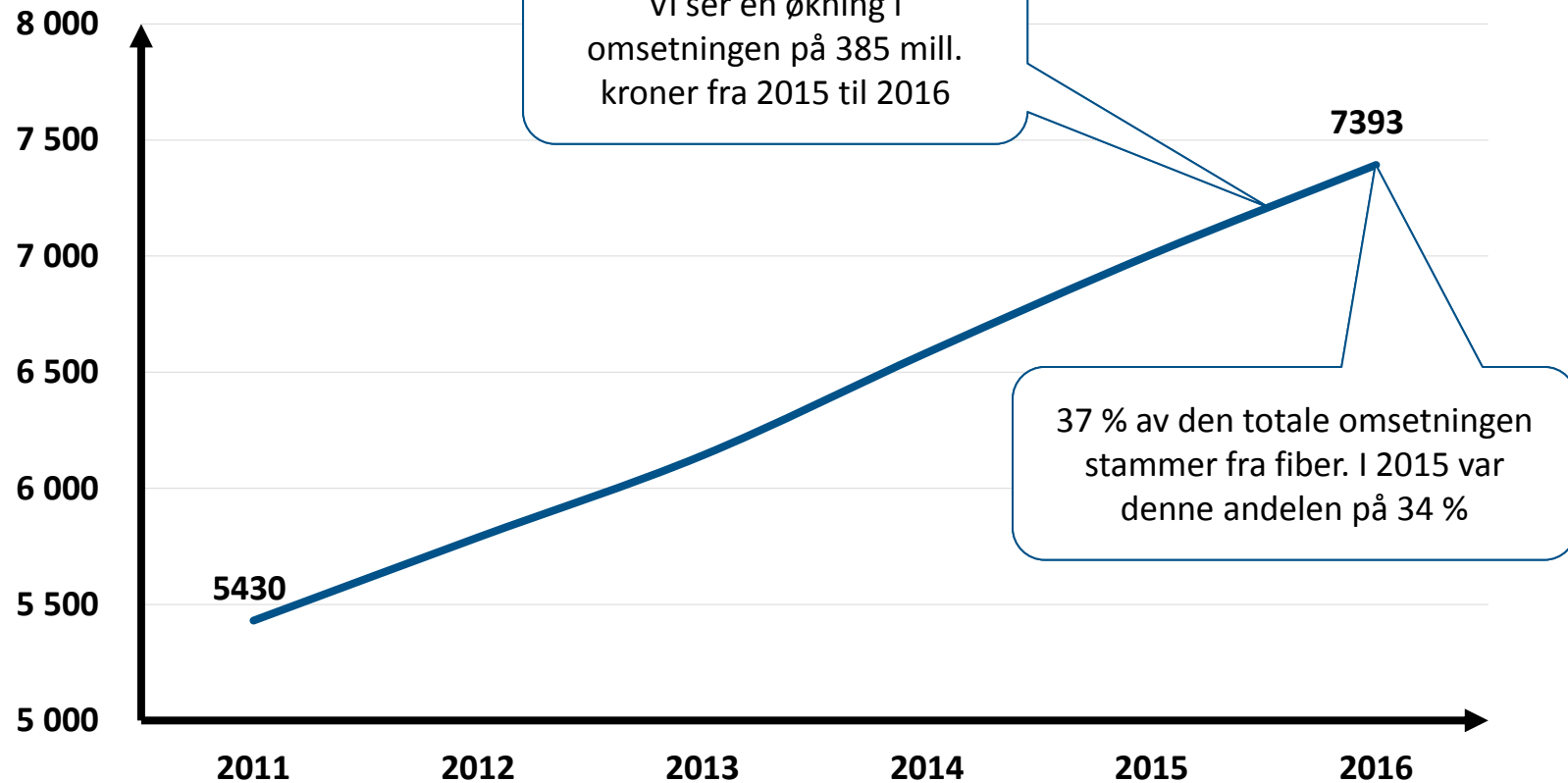


Fordelt på abonnement. Privatkunder



Omsetning for fast bredbånd i privatmarkedet

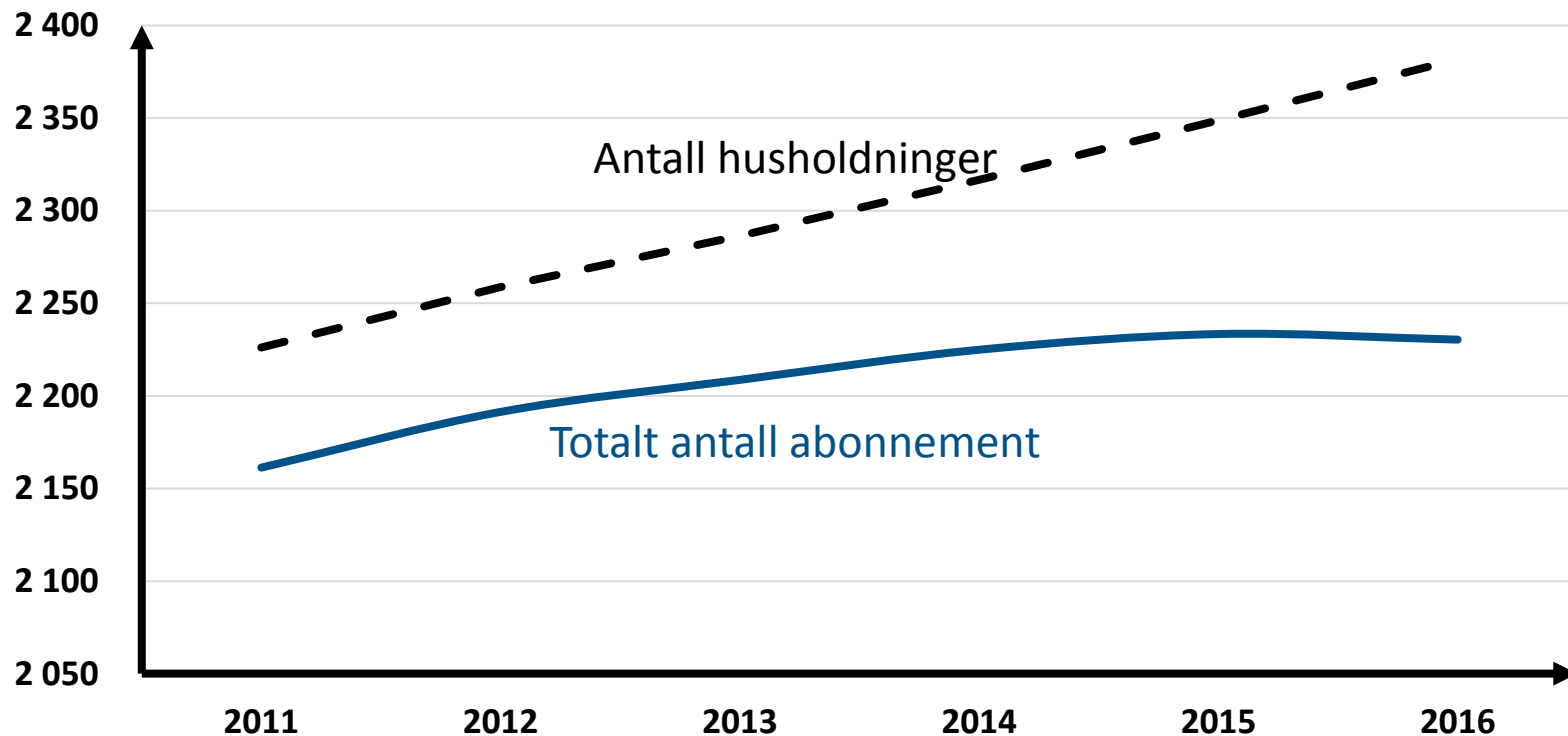
Omsetning i millioner kroner



Overføring av TV

Antall abonnement for overføring av TV

Antall abonnement i tusen

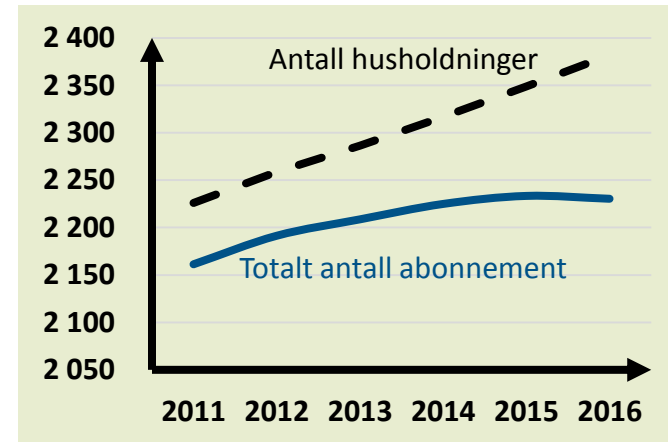
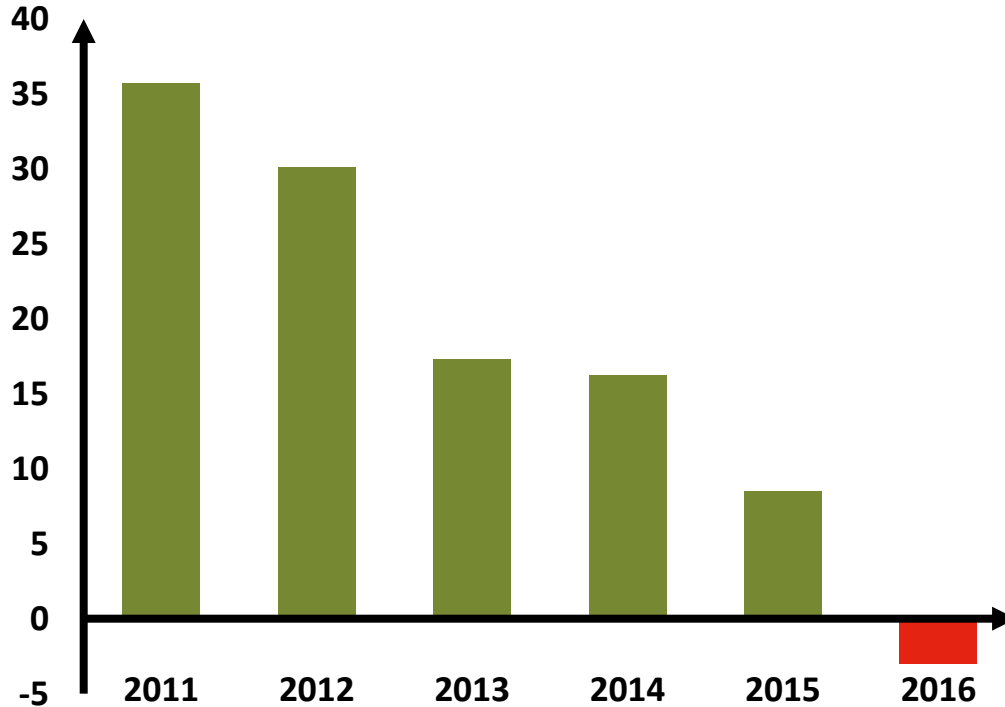


Antall abonnement for overføring av TV

Antall abonnement i tusen

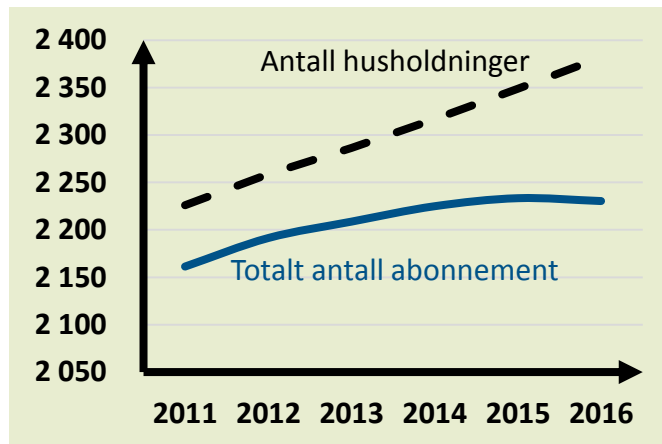
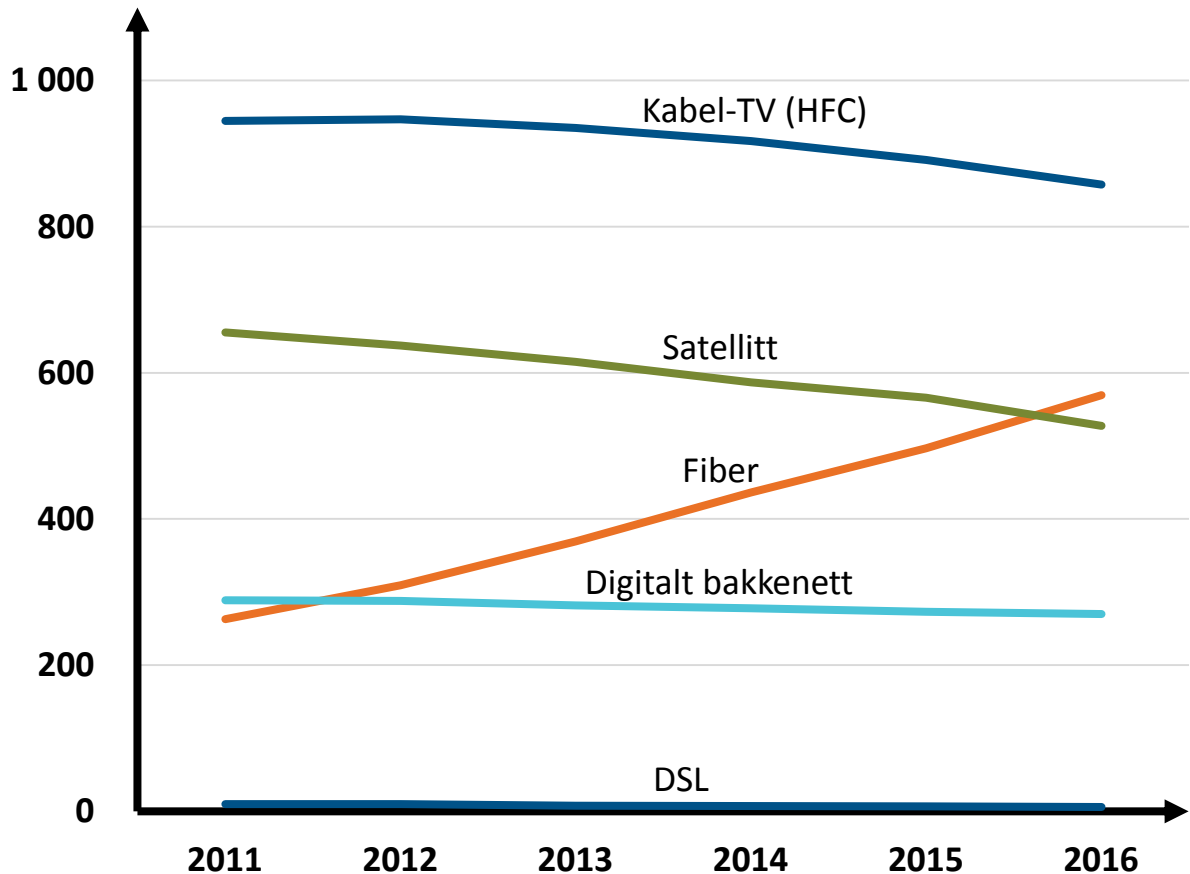


Årlig endring



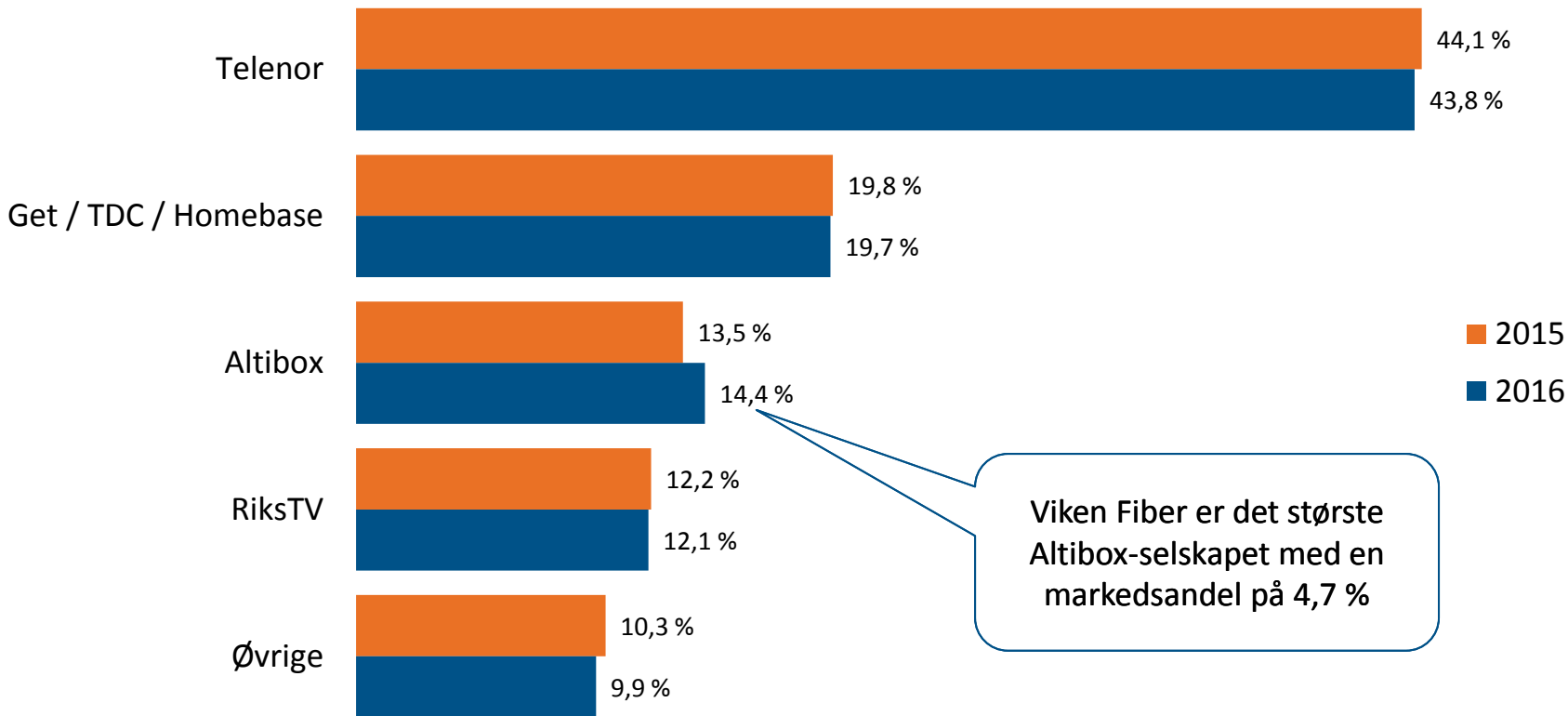
Antall abonnement for overføring av TV

Antall abonnement i tusen



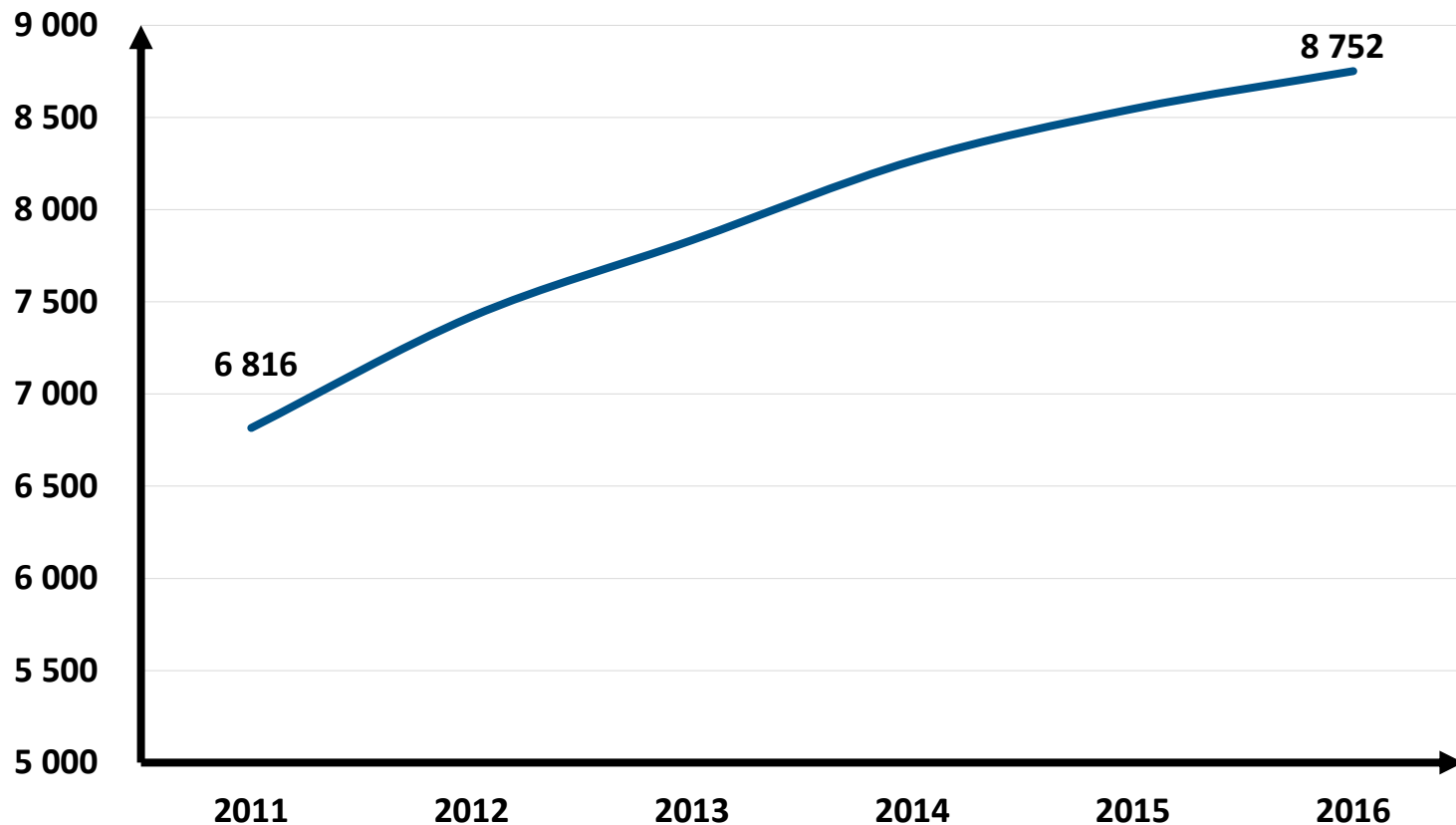
Markedsandeler for overføring av TV

Fordelt på abonnement. Alle aksessformer



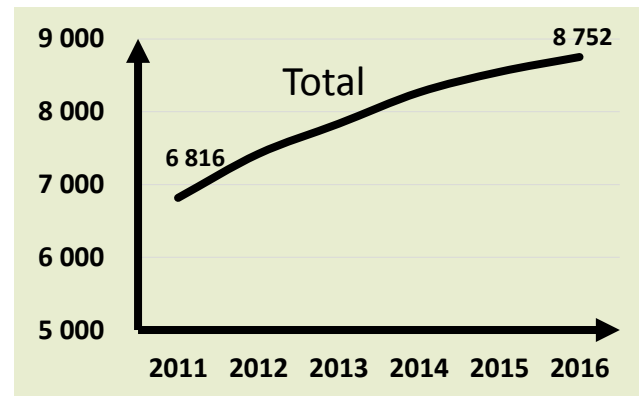
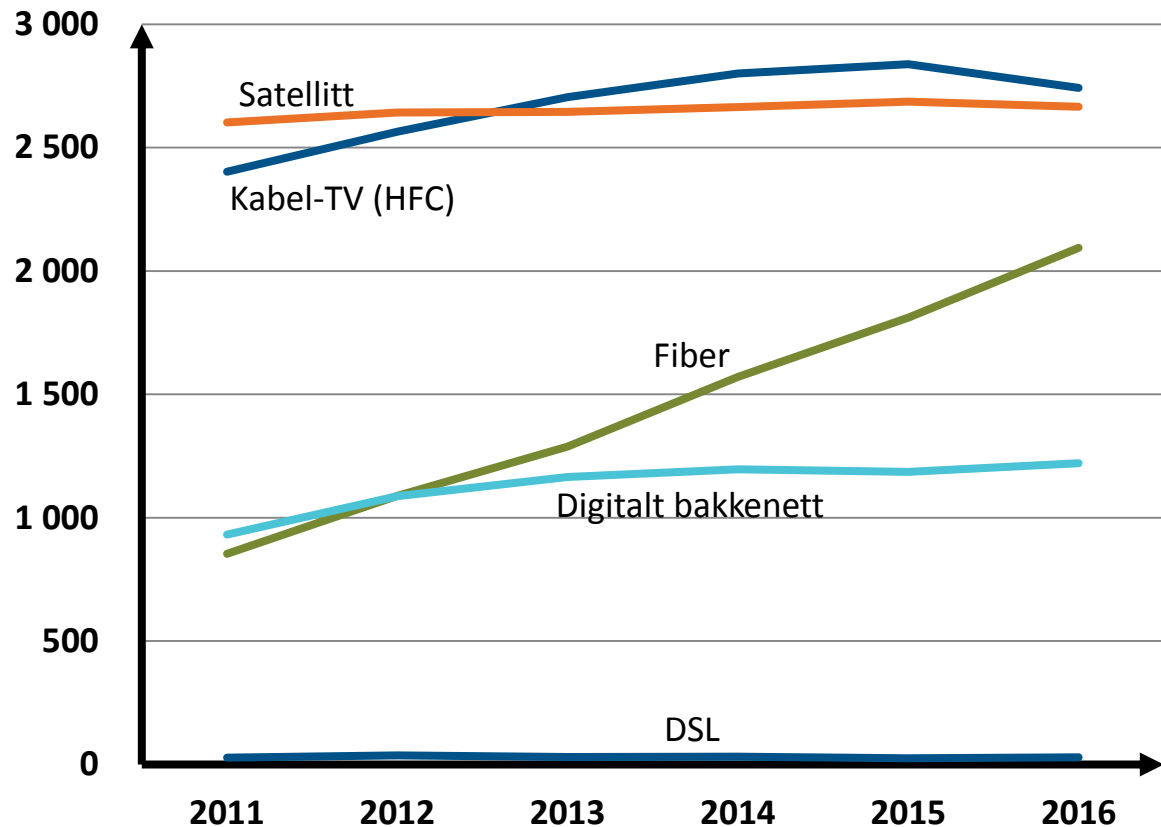
Omsetning for distribusjon av TV

Omsetning i millioner kroner



Omsetning for distribusjon av TV

Omsetning i millioner kroner



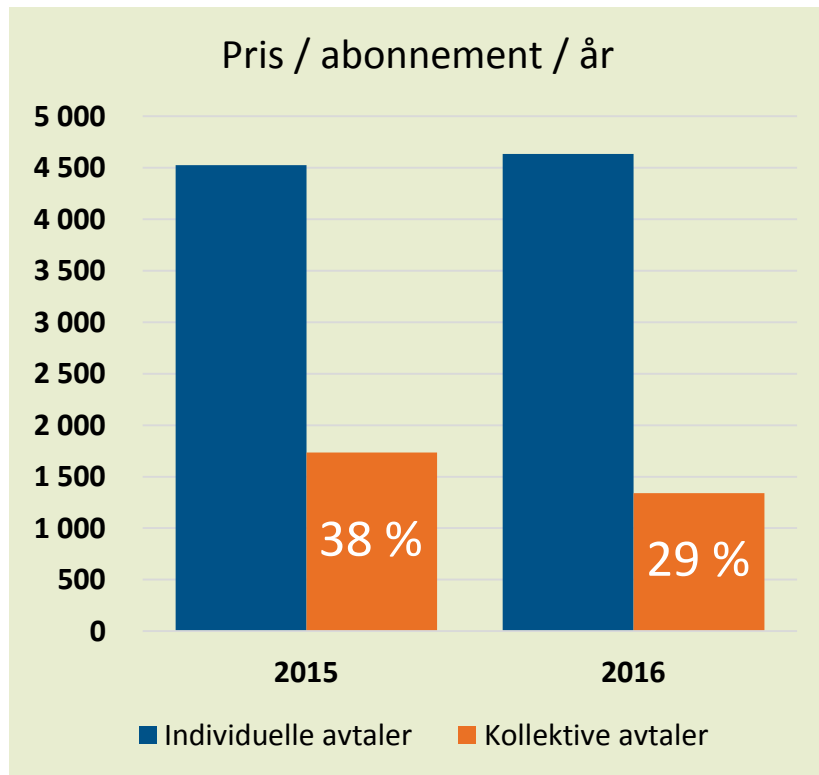
Markedene for bredbånd og overføring av TV:

- **Individuelle avtaler («villamarkedet»)**
- **Kollektive avtaler (borettslag mv.)**

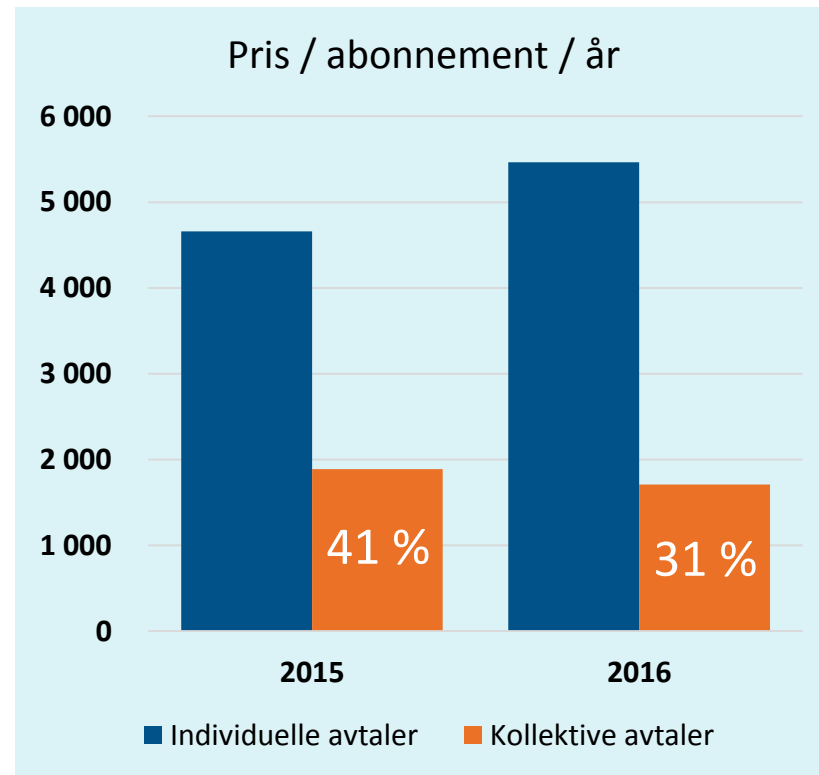
Fast bredbånd - privatabonnement



Fiber



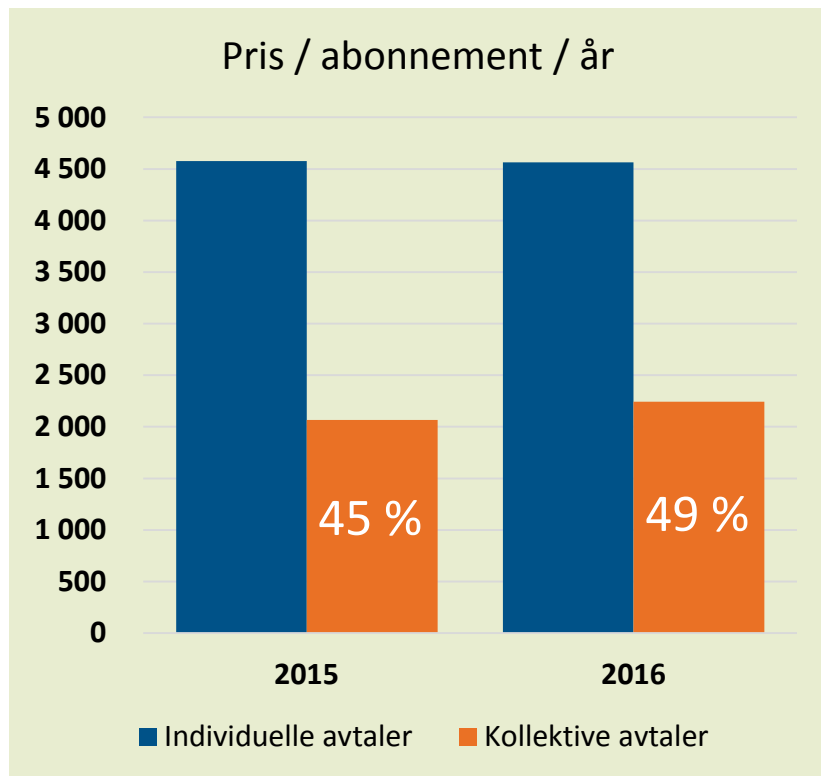
Kabel-TV-nett (HFC)



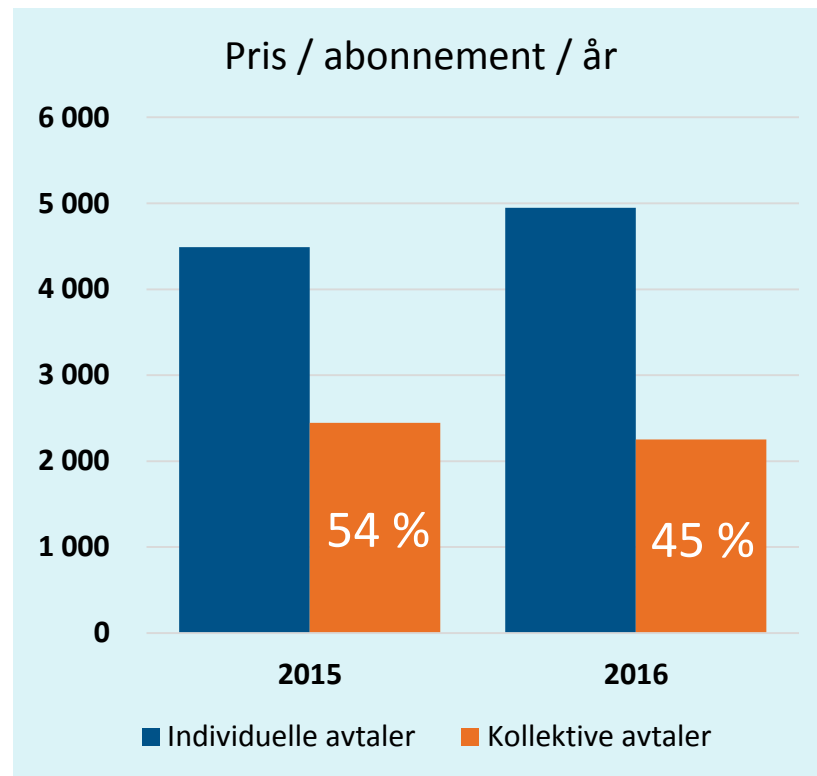
Overføring av TV Denne sliden er korrigert 9.6.2017!



Fiber

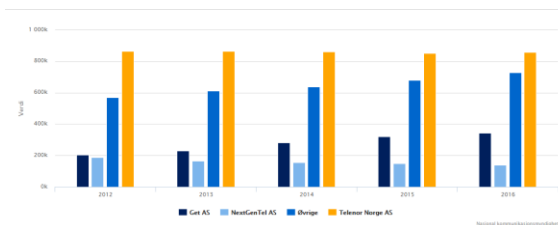


Kabel-TV (HFC)



Ekonomistatistikken finner du på nett

ekomstatistikken.nkom.no



Vi minner om

- **Nkom Agenda 2017 onsdag 7. juni i Lillesand**
- **Nettnøytralitetsforum 2017 fredag 9. juni i Oslo**



Takk for oppmerksomheten