



Det norske ekomarkedet 1. halvår 2017

**direktør Elisabeth Sørbøe Aarsether
25. oktober 2017**

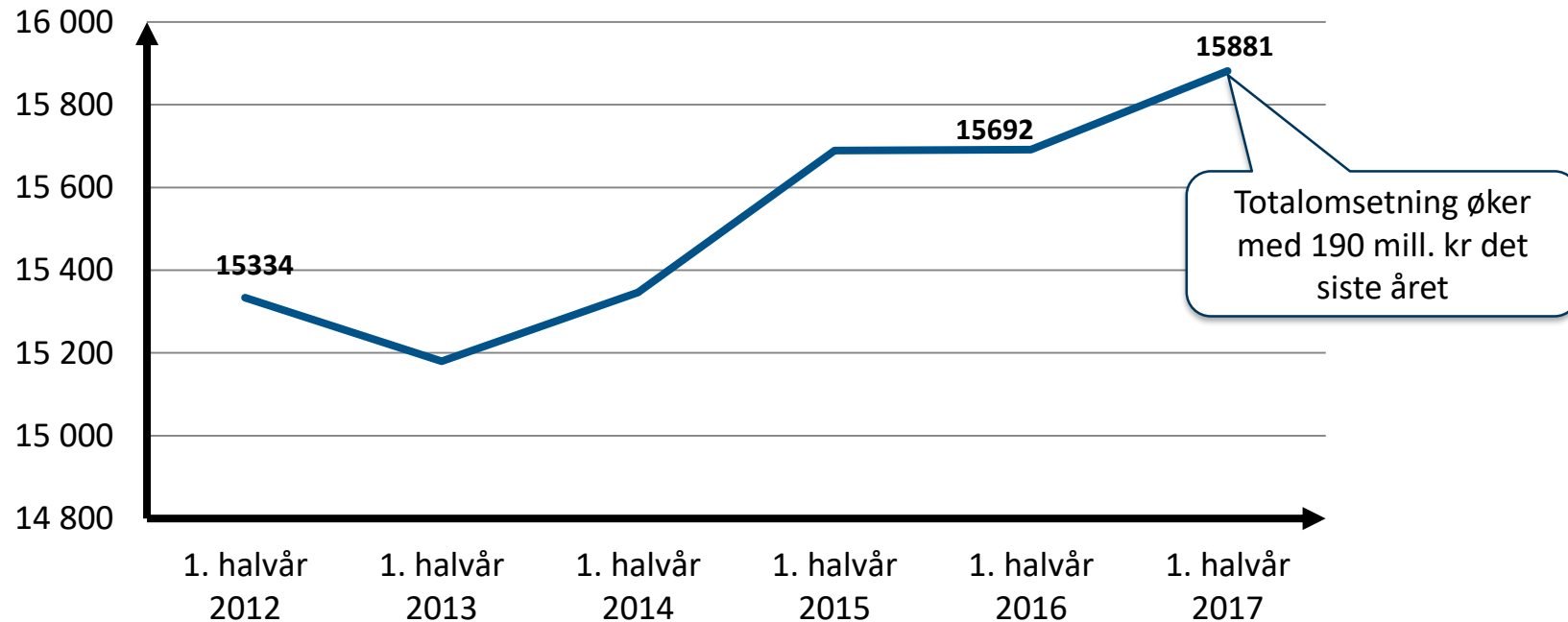
(TV-tjenester ble korrigert 30.10.17)

Samlet omsetning

Sluttbrukeromsetning i ekomarkedet totalt *)



Omsetning i millioner kroner

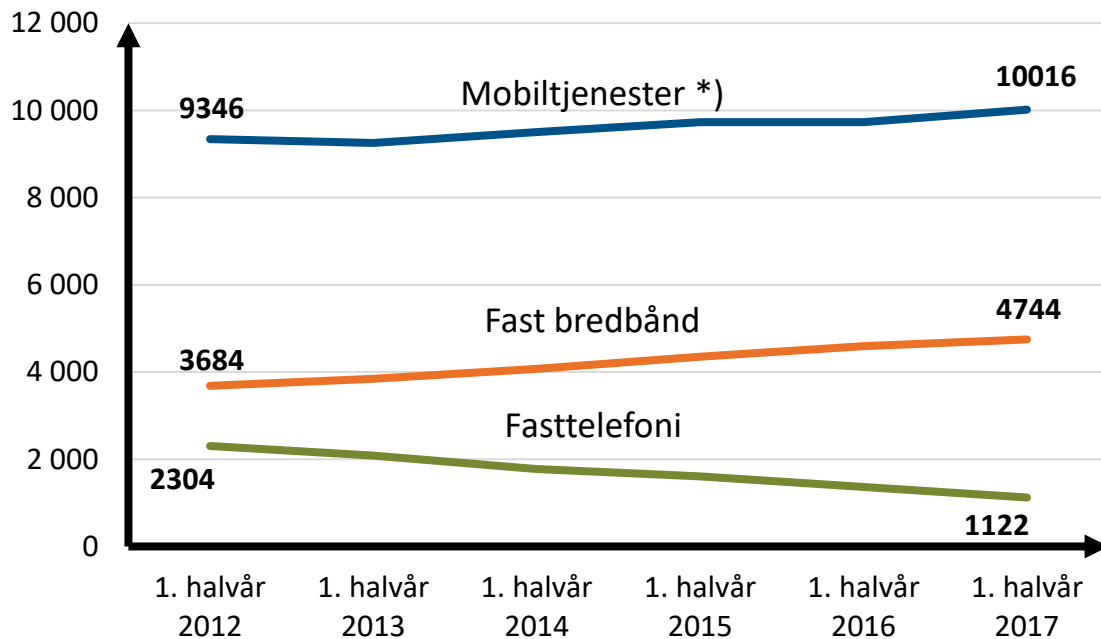


*) Omfatter ikke TV-tjenester, overføringskapasitet eller datakommunikasjonstjenester (f.eks. IP-VPN).
Inkluderer gjesting i utlandet

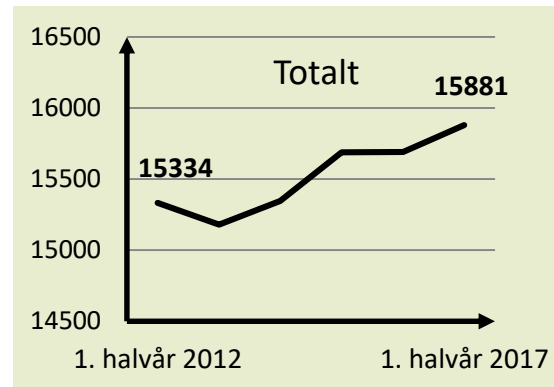
Sluttbrukeromsetning i ekomarkedet totalt



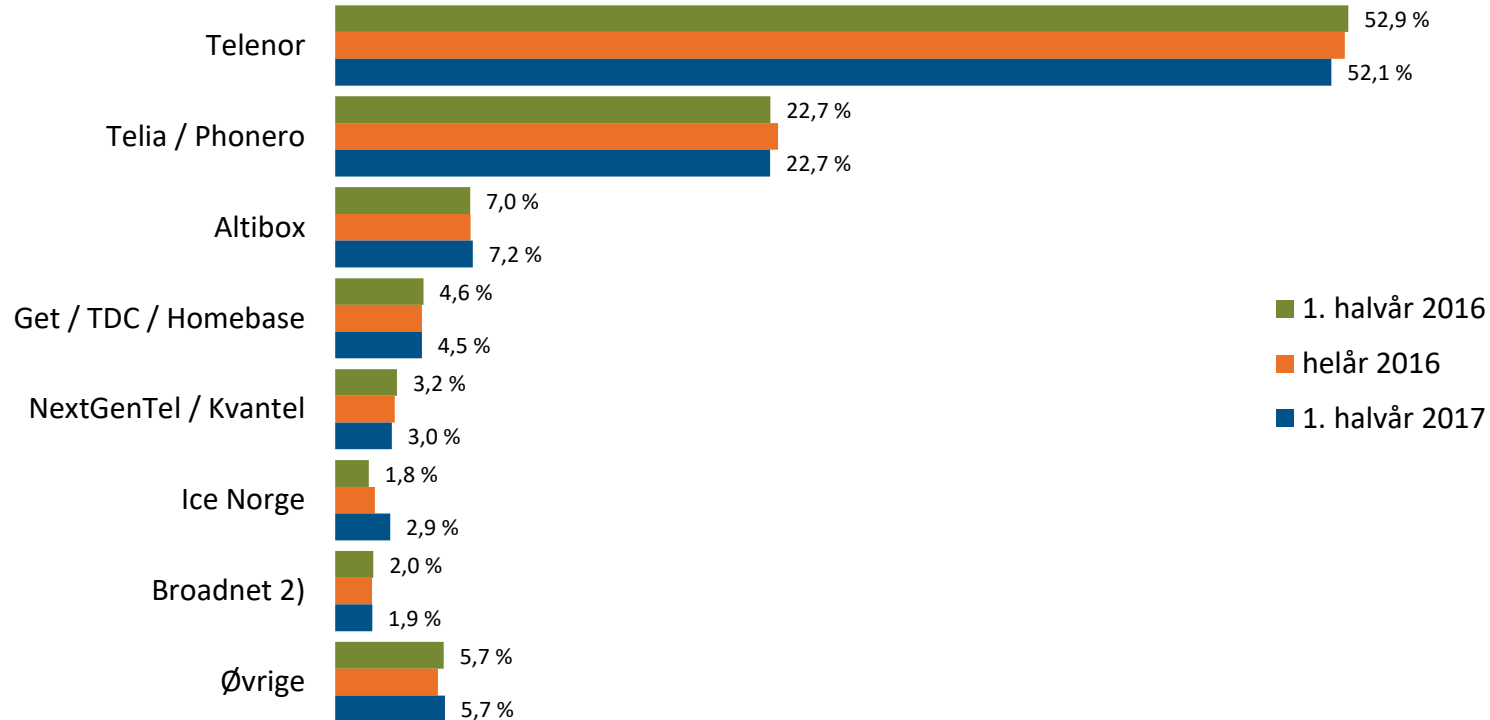
Omsetning i millioner kroner



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



Andel av samlet sluttbrukeromsetning 1)



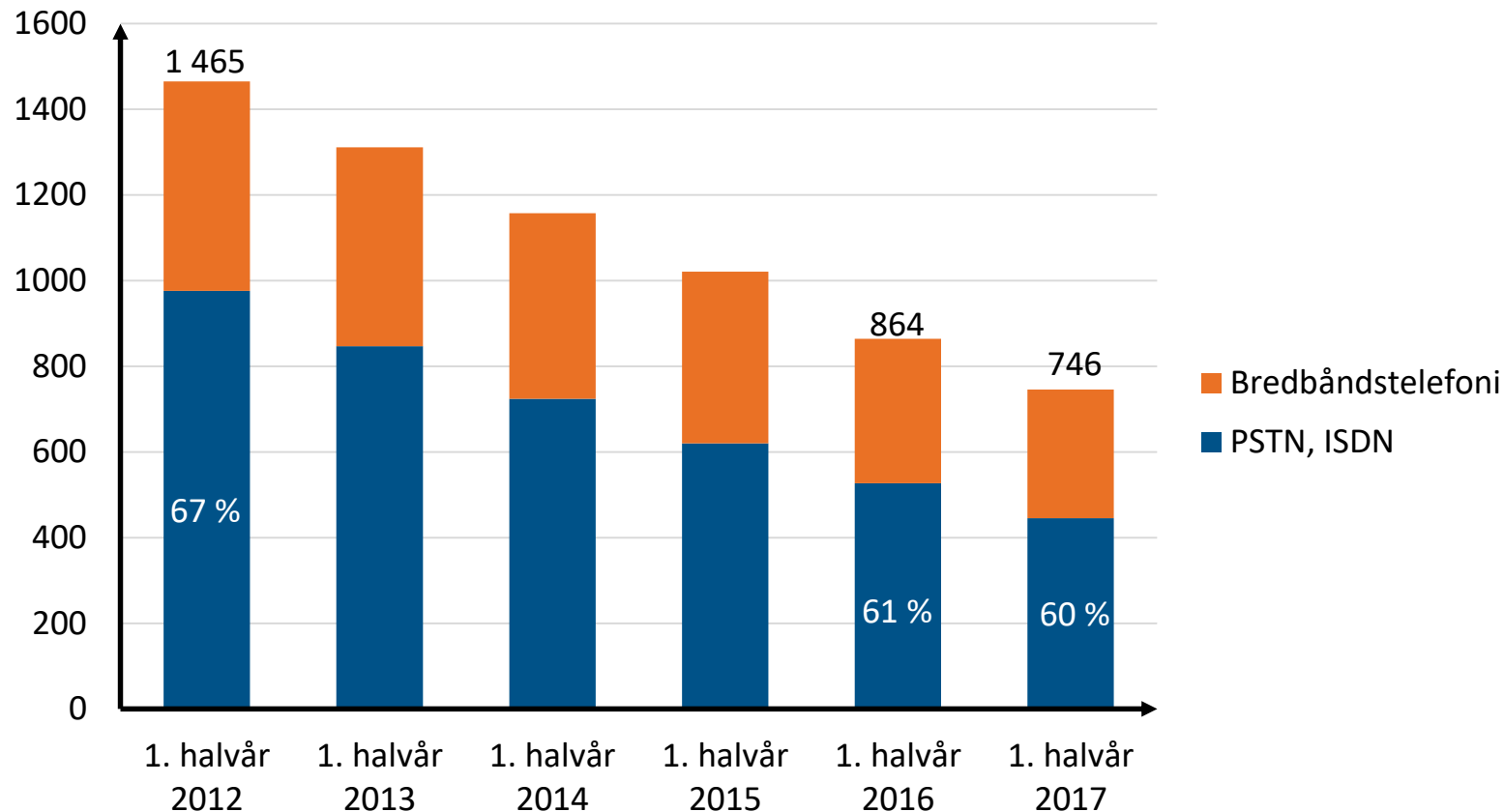
1) Inkludert gjesting i utlandet

2) Inkluderer datterselskapene: Homenet – Powertech Information Systems – Lynet Internett – Xfiber

Fasttelefoni

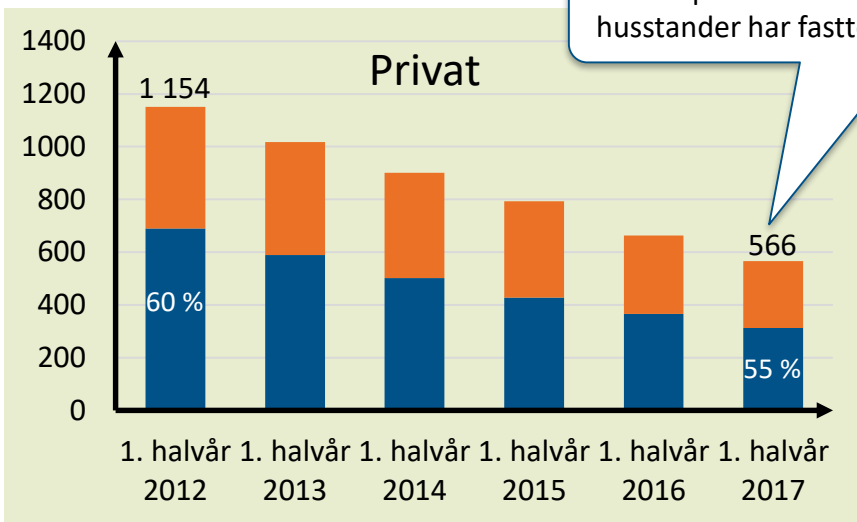
Antall abonnement for fasttelefoni

Antall abonnement i tusen. Privat og bedrift samlet

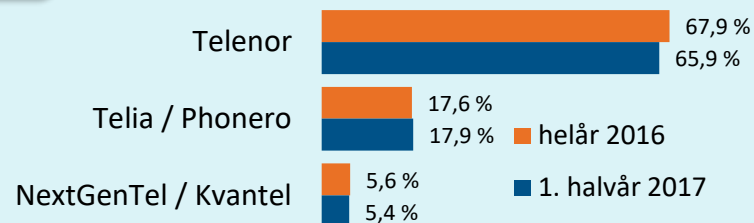


Antall abonnement for fasttelefoni

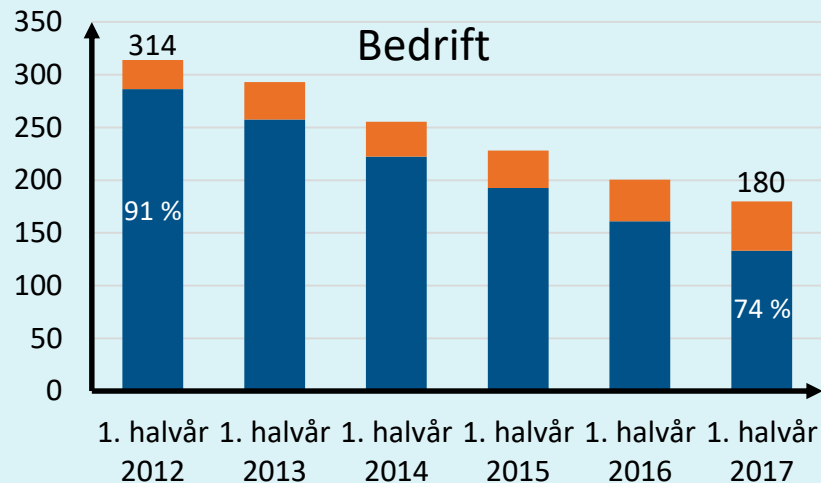
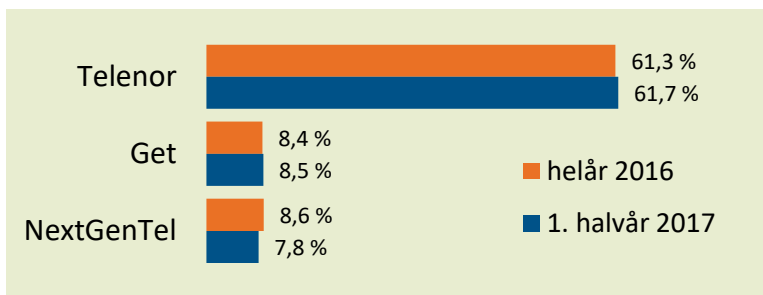
Antall abonnement i tusen



De tre største på bedrift



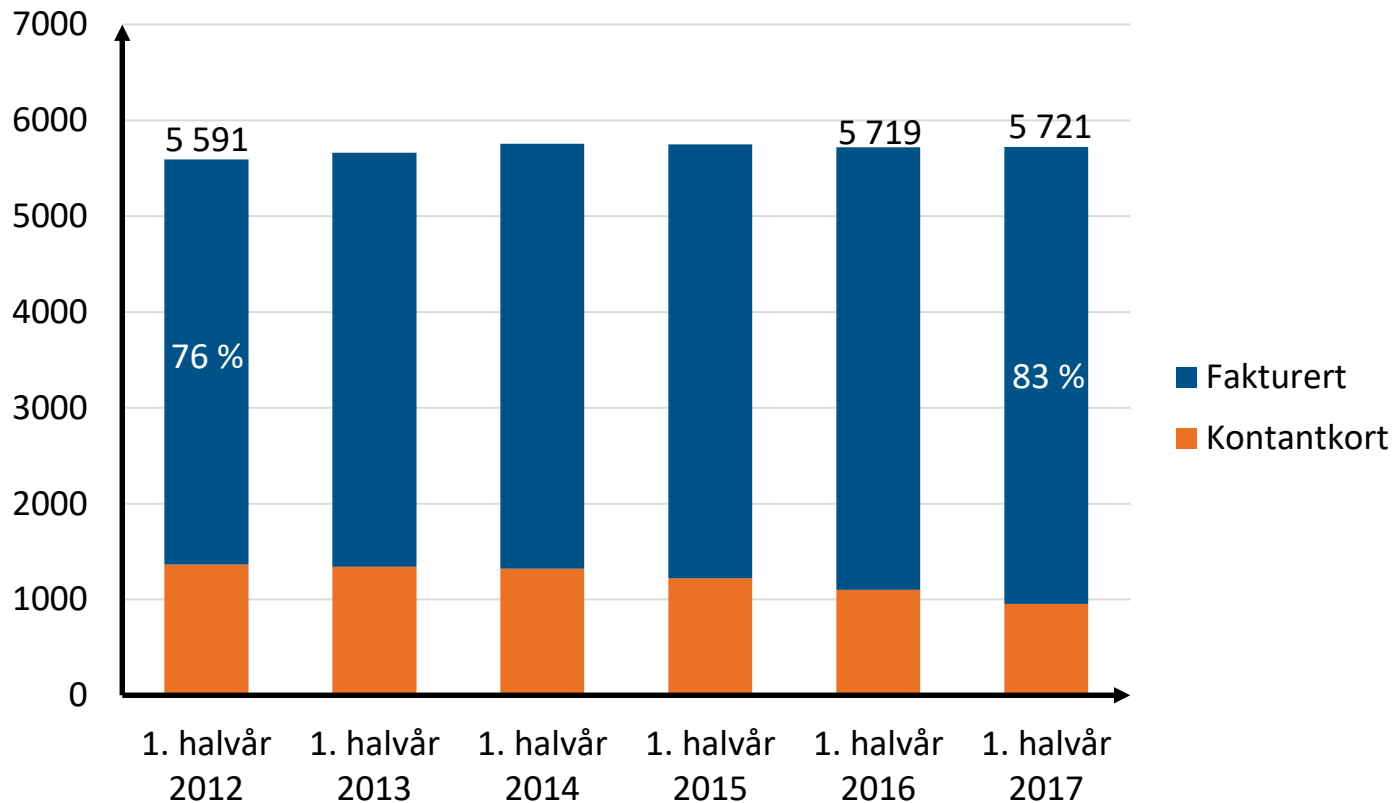
De tre største privat



Mobiltjenester

Antall abonnement for mobiltelefoni

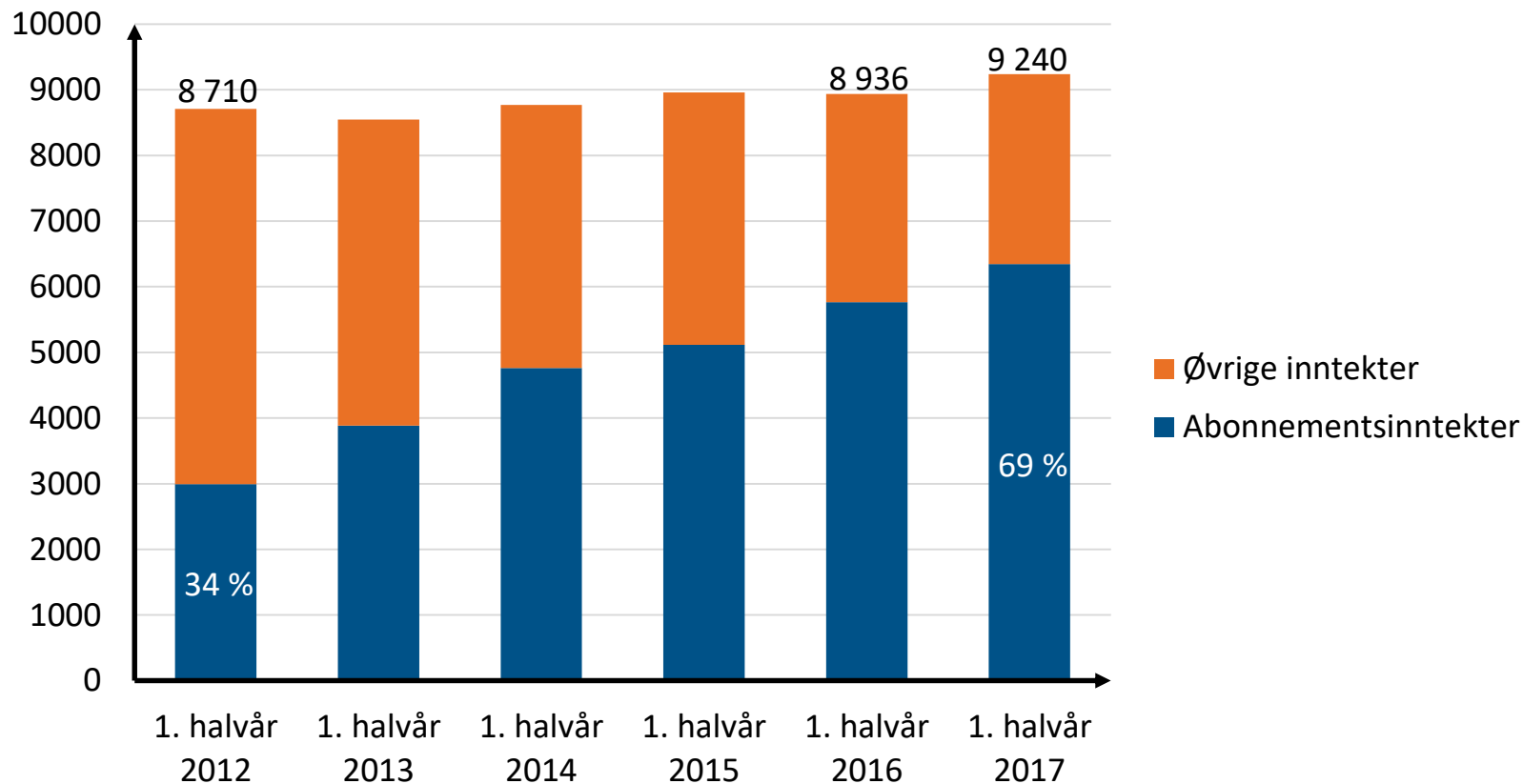
Antall abonnement i tusen



Omsetning fra abonnement for mobiltelefoni *)



Omsetning i millioner kroner



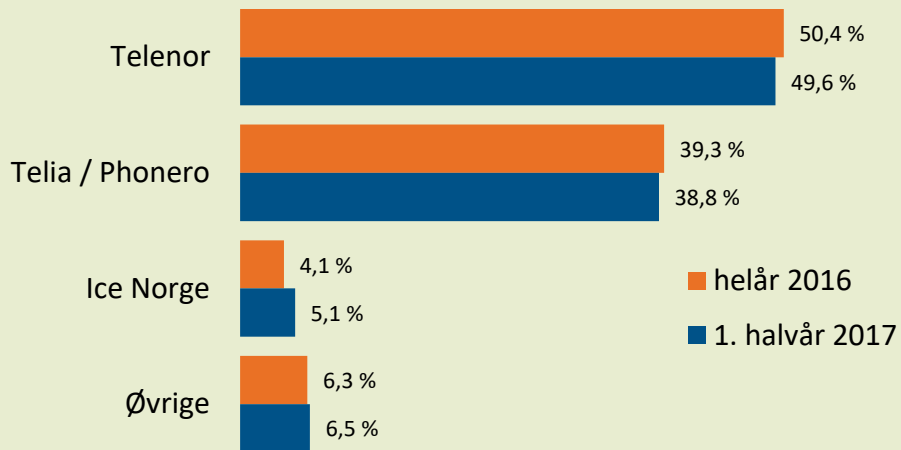
*) Inkludert gjesting i utlandet

Markedsandeler for mobiltelefoni

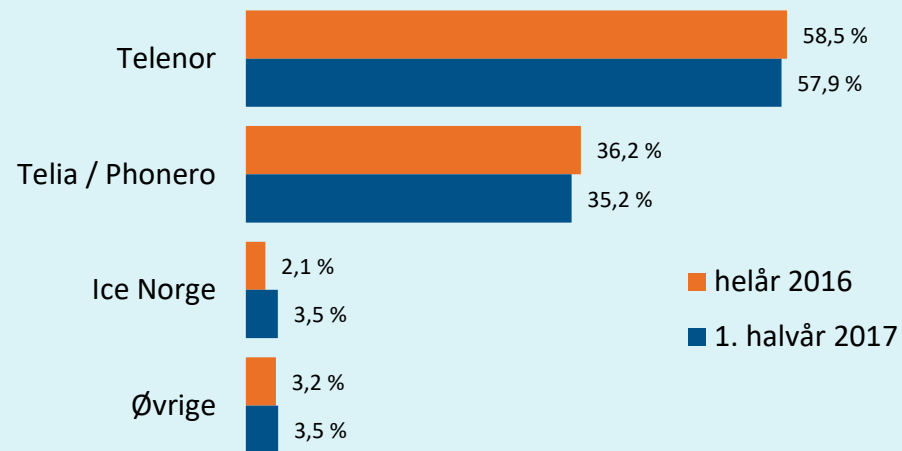


Privat og bedrift samlet

Fordelt på abonnement



Fordelt på omsetning *)



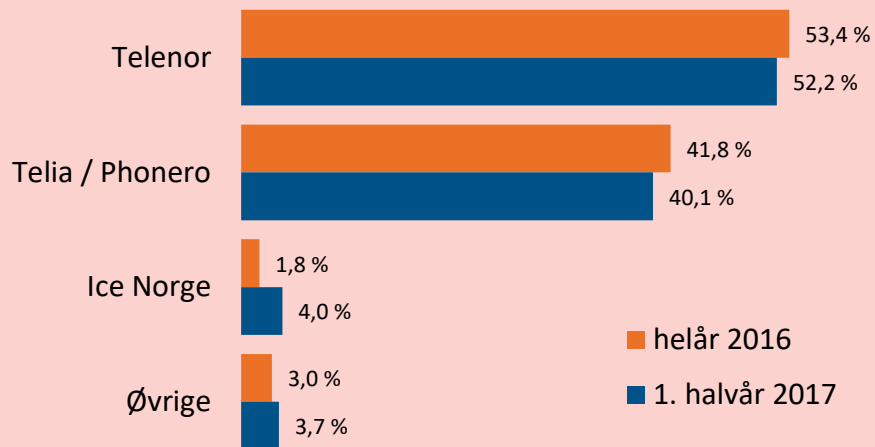
*) Inkludert gjesting i utlandet

Markedsandeler for mobiltelefoni

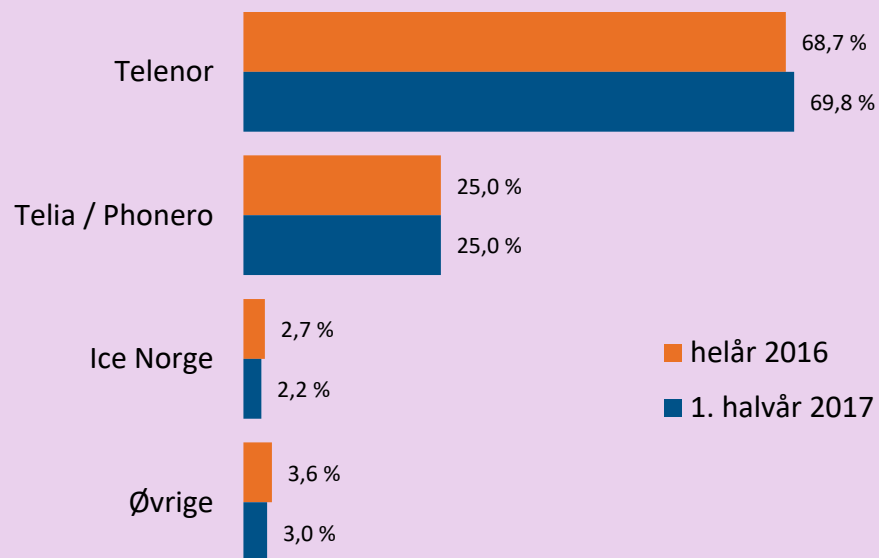


Fordelt på omsetning *)

Privat



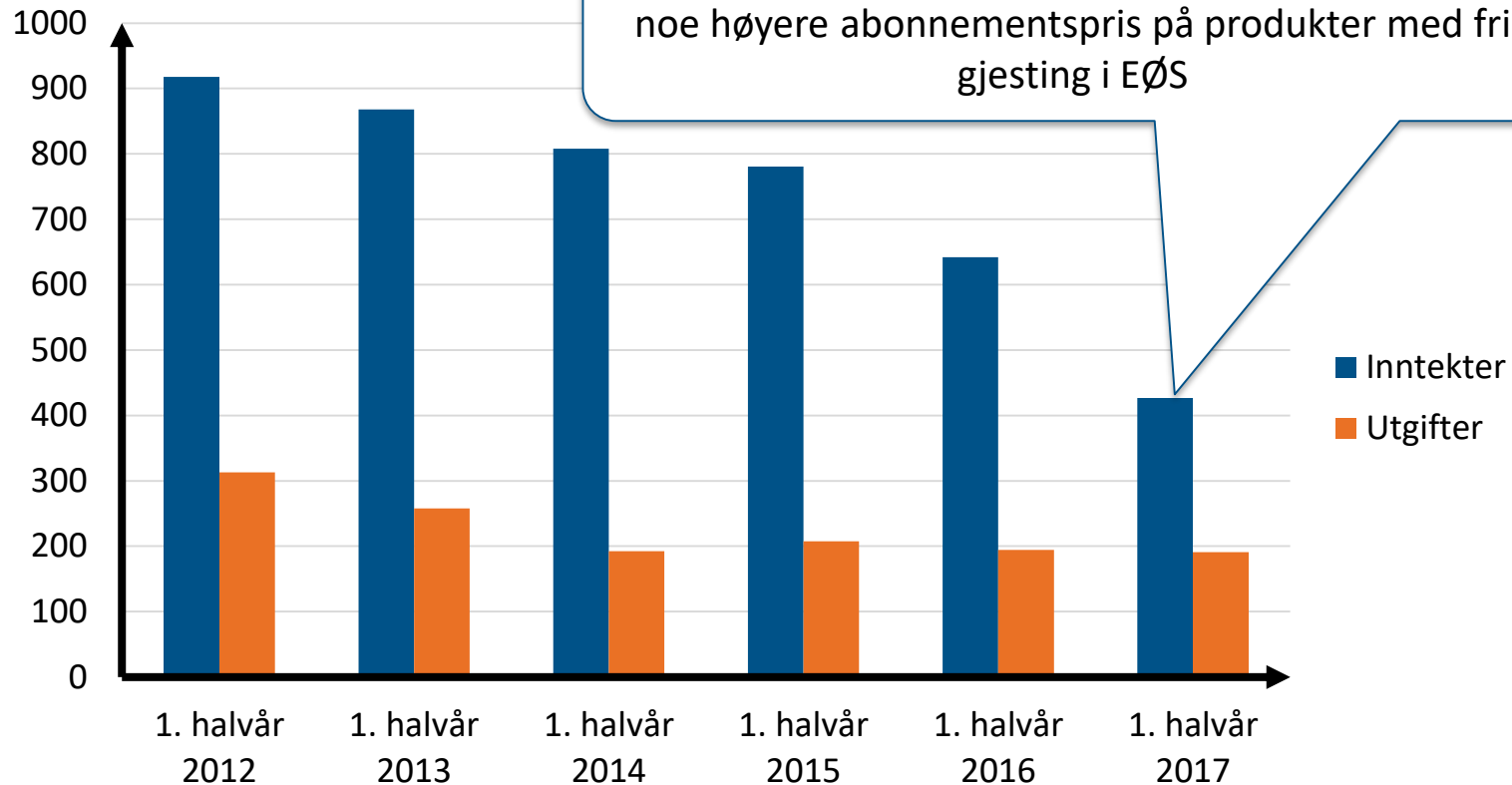
Bedrift



*) Inkludert gjesting i utlandet

Internasjonal gjesting *)

Millioner kroner



Nedgangen i inntekter er delvis kompensert ved en noe høyere abonnementspris på produkter med fri gjesting i EØS

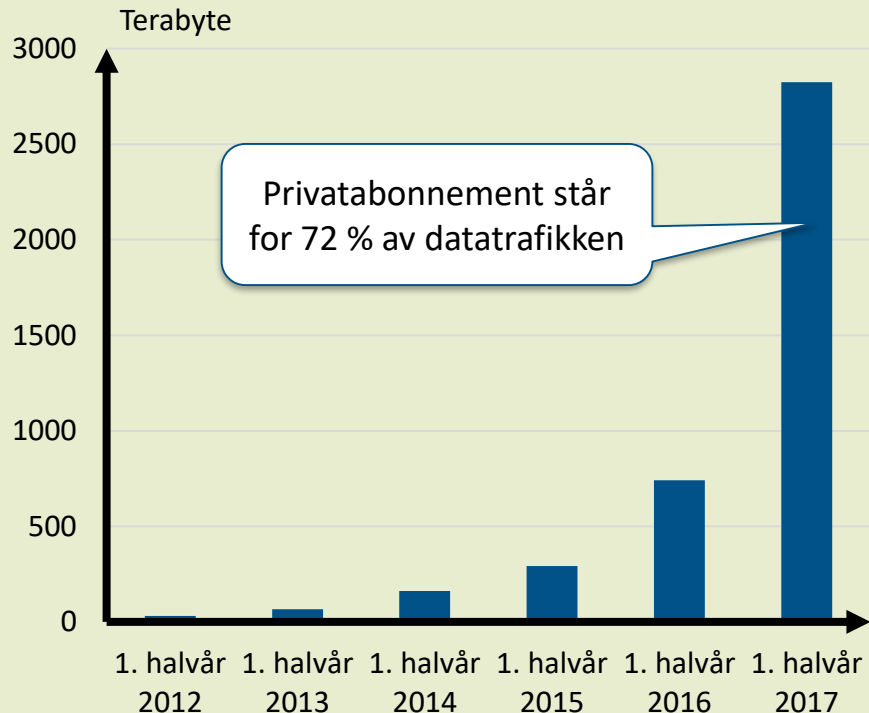
■ Inntekter
■ Utgifter

*) Norske abonnenter i utlandet

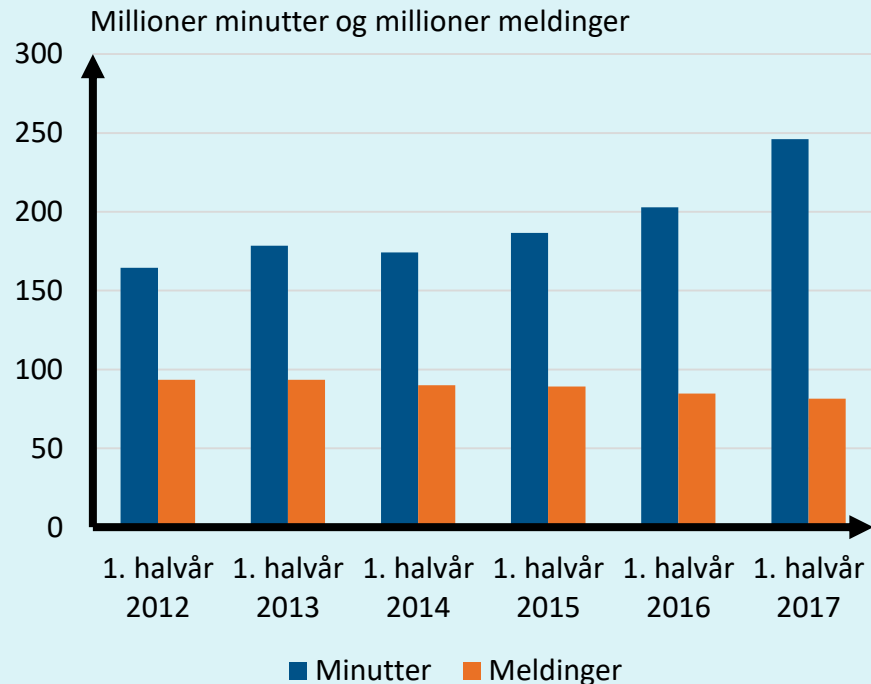
Internasjonal gjesting *)



Datatrafikk



Taletrafikk og meldinger

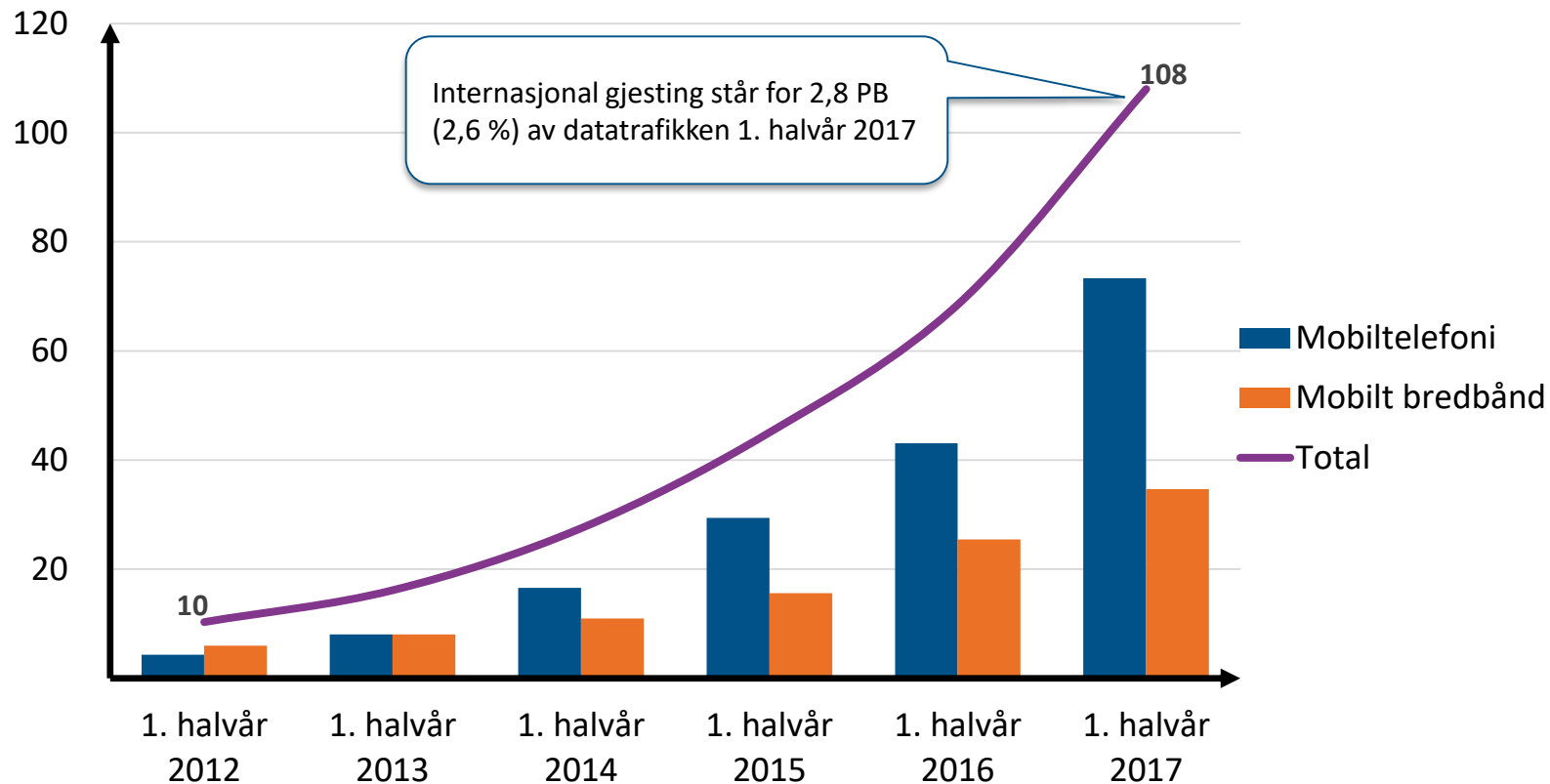


*) Norske abonnenter i utlandet

Datatrafikk mobiltelefoni *) og mobilt bredbånd *)



Trafikk i Petabyte (millioner Gigabyte)

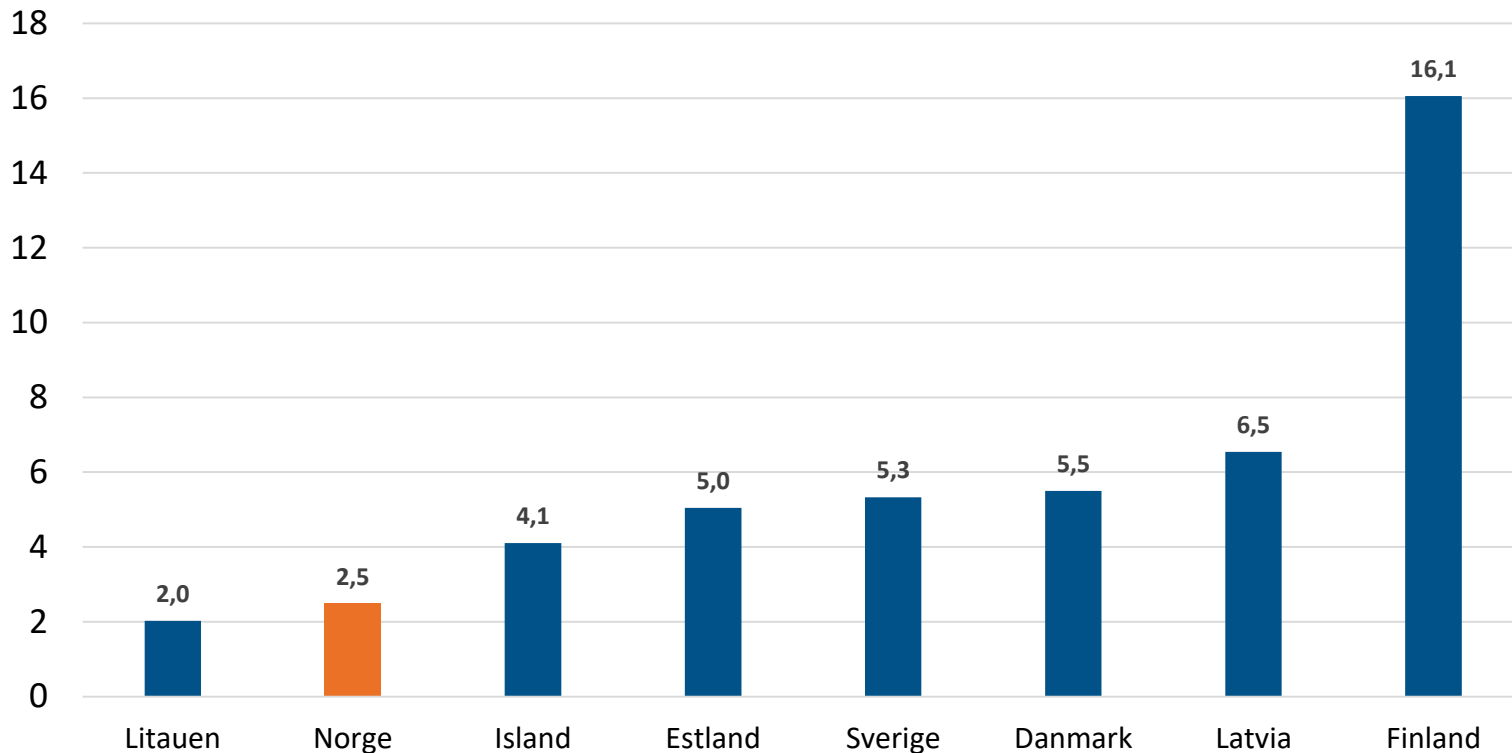


*) Inkludert gjesting i utlandet

Mobildata *) per innbygger per måned – helår 2016



Trafikk i Gigabyte



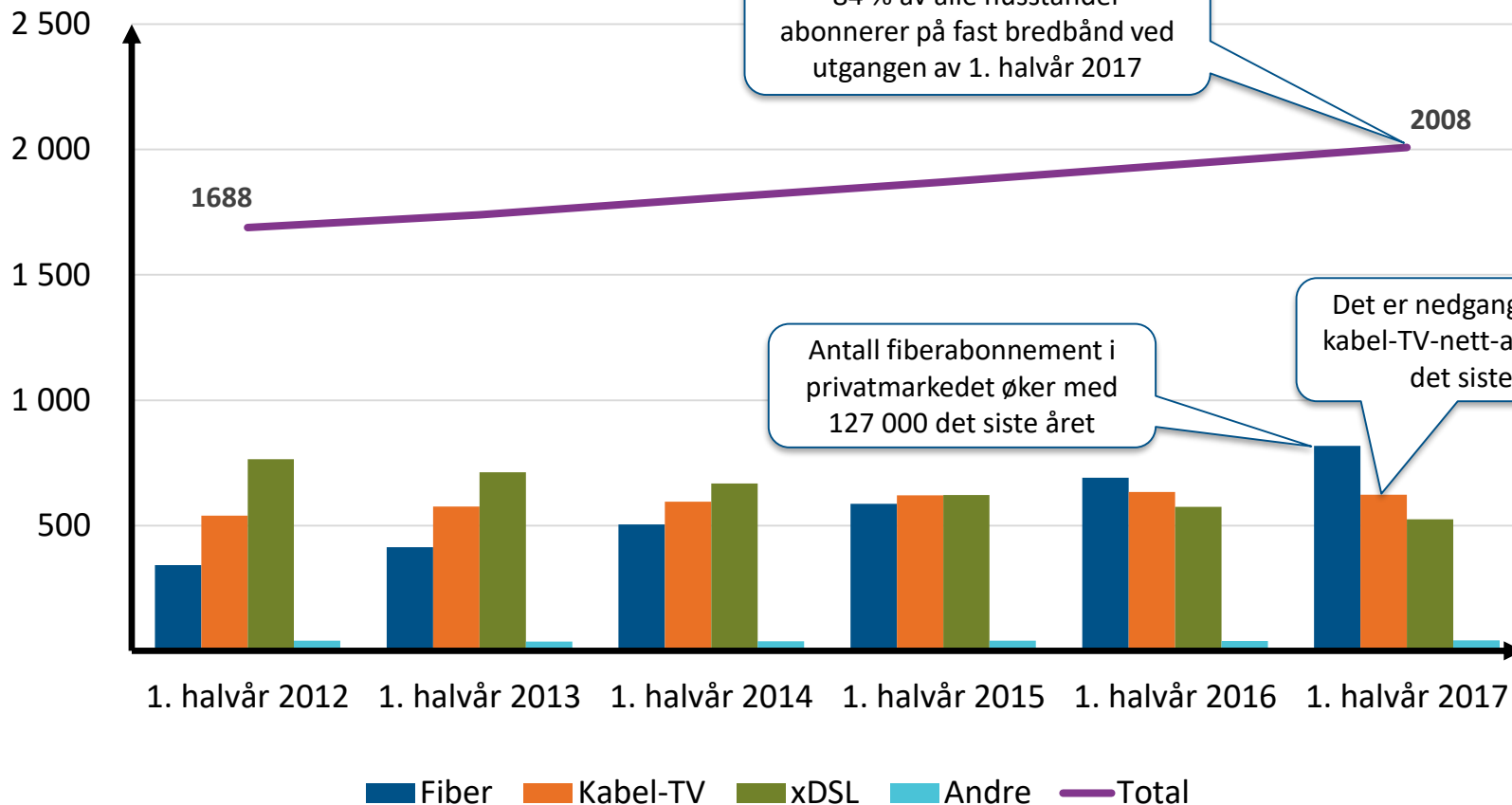
*) All datatrafikk på mobilt nettverk

Fast bredbånd

Antall privatabonnement for fast bredbånd



Antall abonnement i tusen



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



Husstander i Norge

2 377 000

Tilgang til minst 100 Mbit/s

1 902 000

Abonnenter Kabel-TV-nett (HFC) og fiber

1 441 000

Abonnerer på minst 100 Mbit/s

333 000

23 %

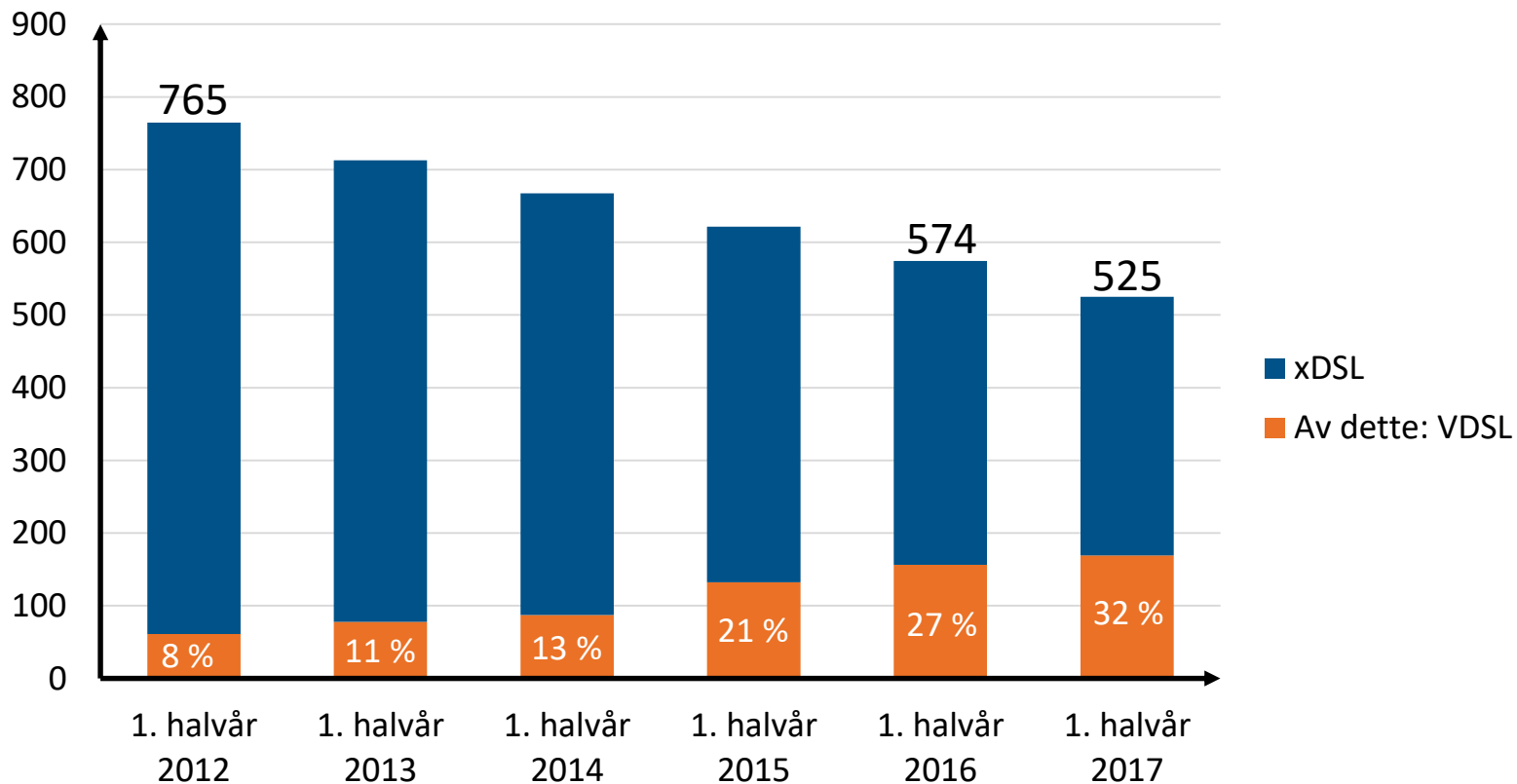
76 %

80 %

Andelen som abonnerte på 100 Mbit/s var 18 % ved utgangen av 2016

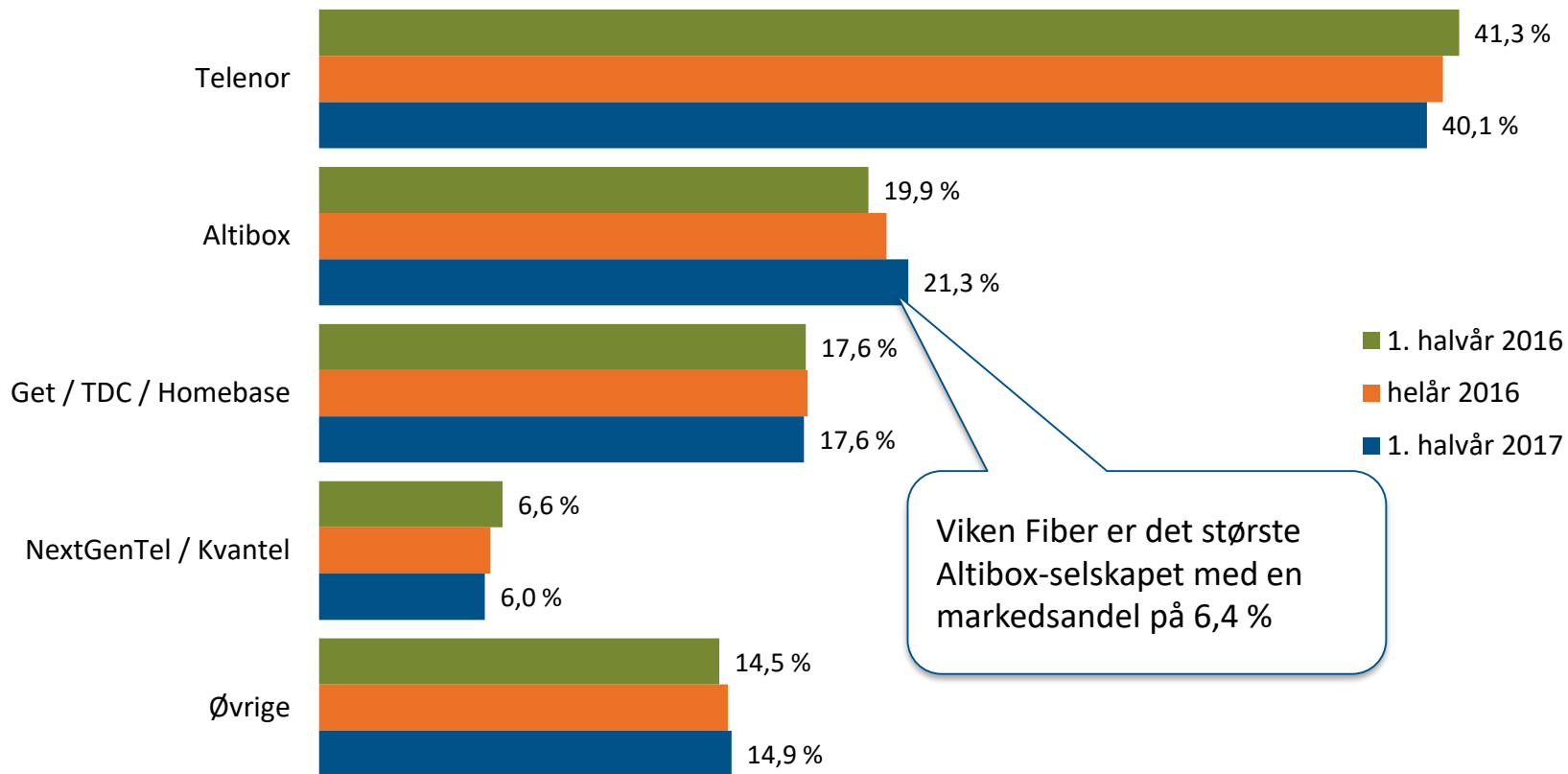
Antall privatabonnement for DSL

Antall abonnement i tusen



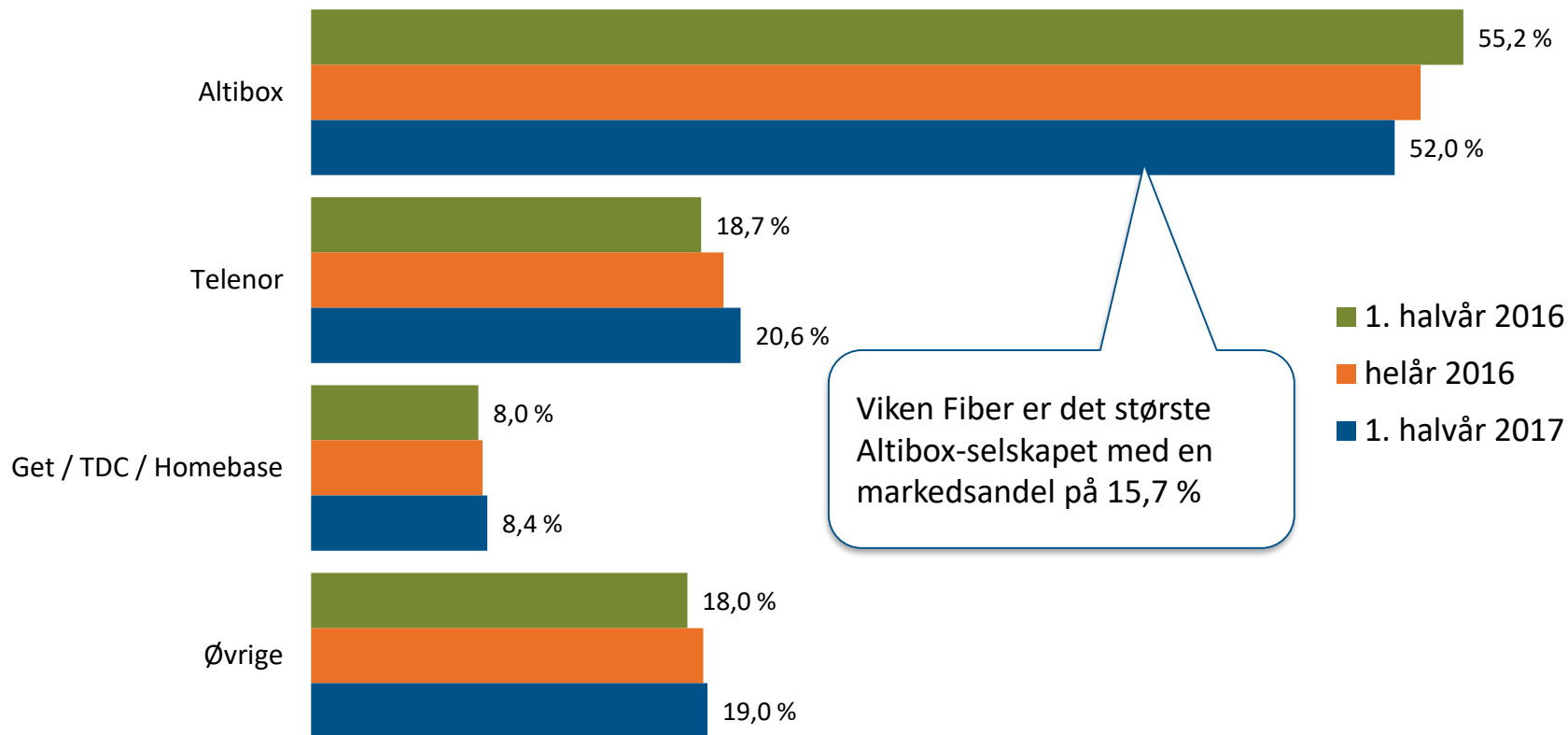
Markedsandeler for fast bredbånd

Fordelt på abonnement. Privatkunder. Alle aksessformer



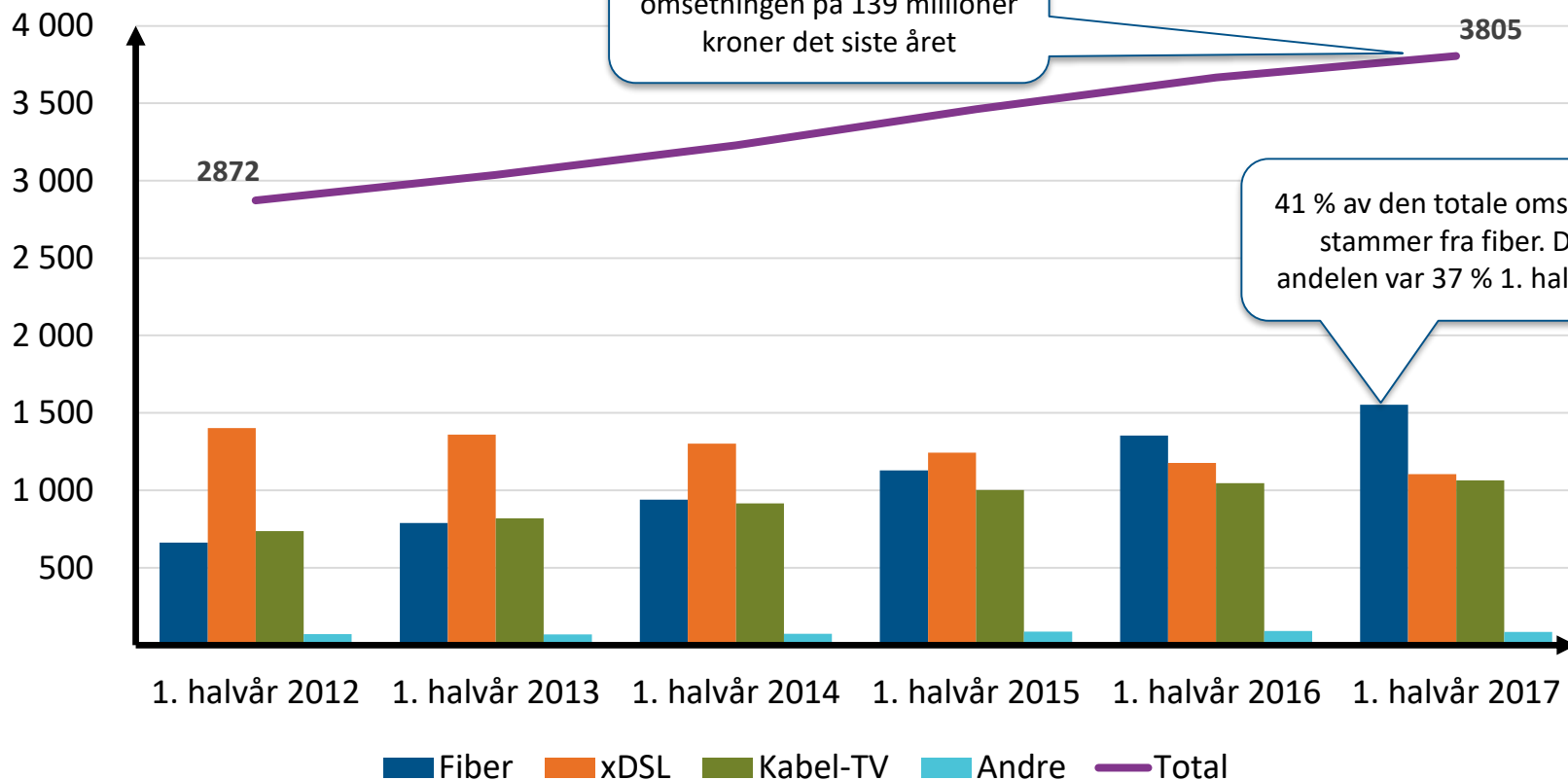
Markedsandeler for fast bredbånd over fiber

Fordelt på abonnement. Privatkunder



Omsetning for fast bredbånd i privatmarkedet

Omsetning i millioner kroner

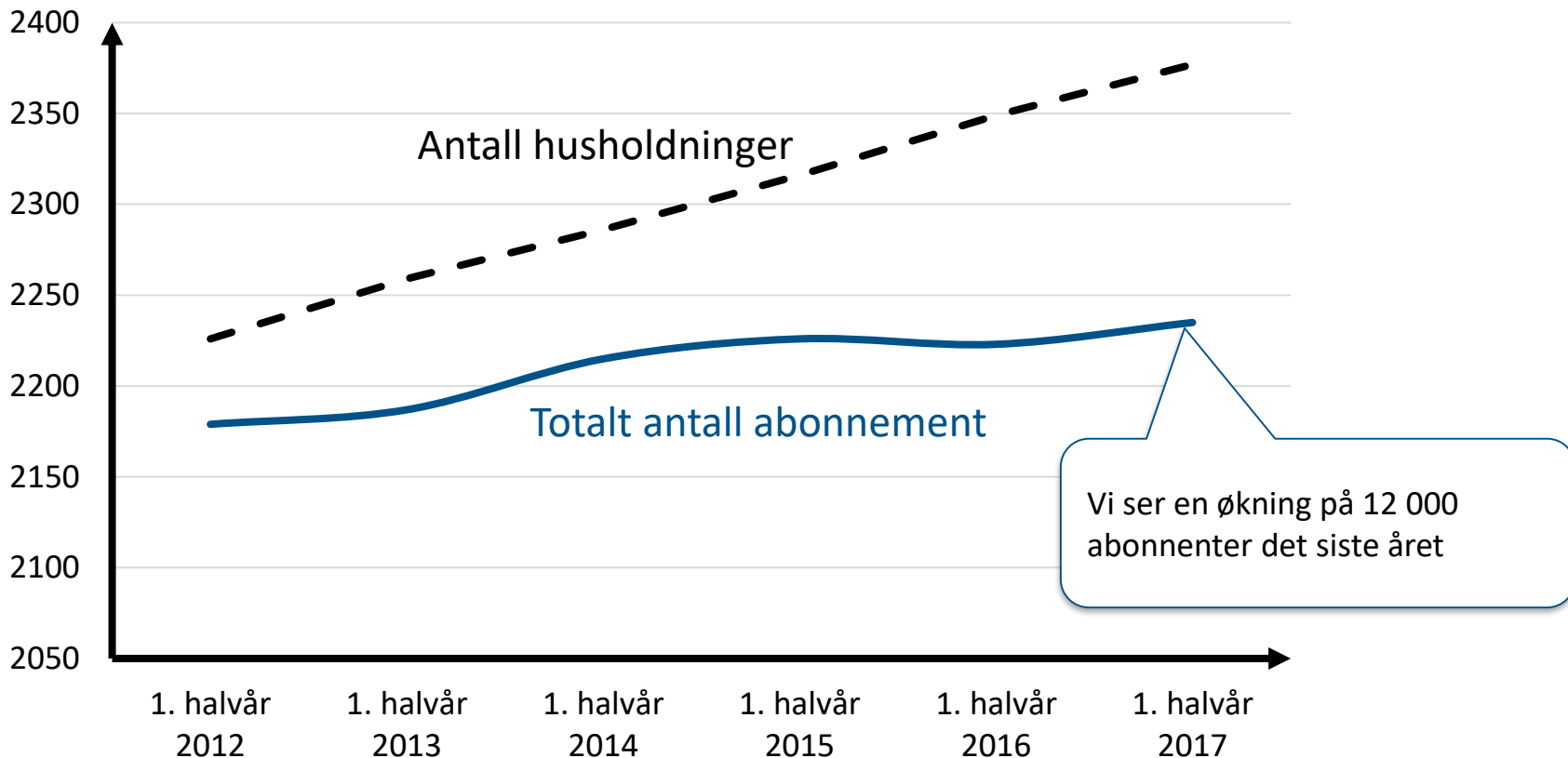


TV - tjenester

Antall TV-abonnement (Korrigert 30.10.17)



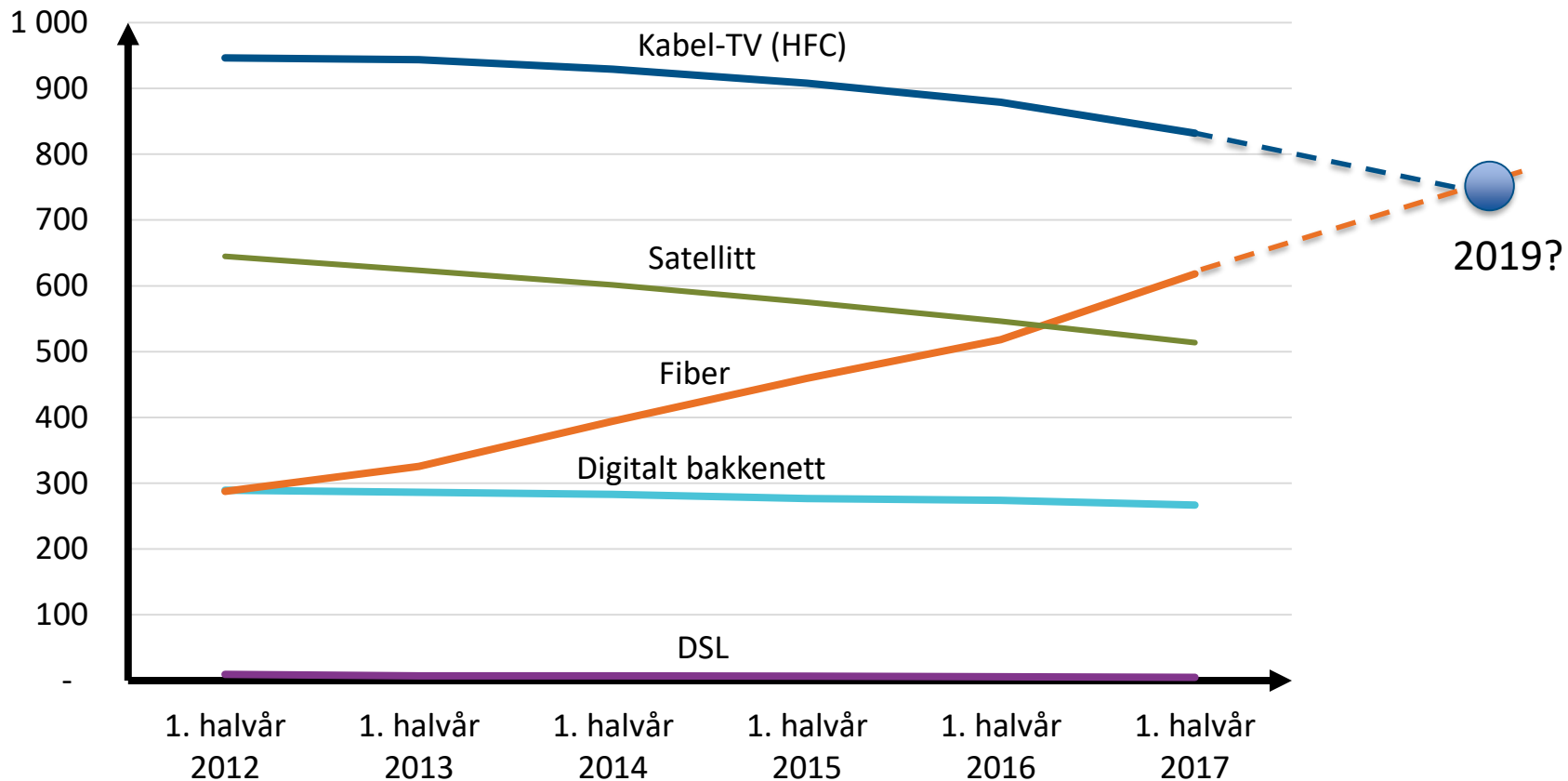
Antall abonnement i tusen



Antall TV-abonnement (Korrigert 30.10.17)



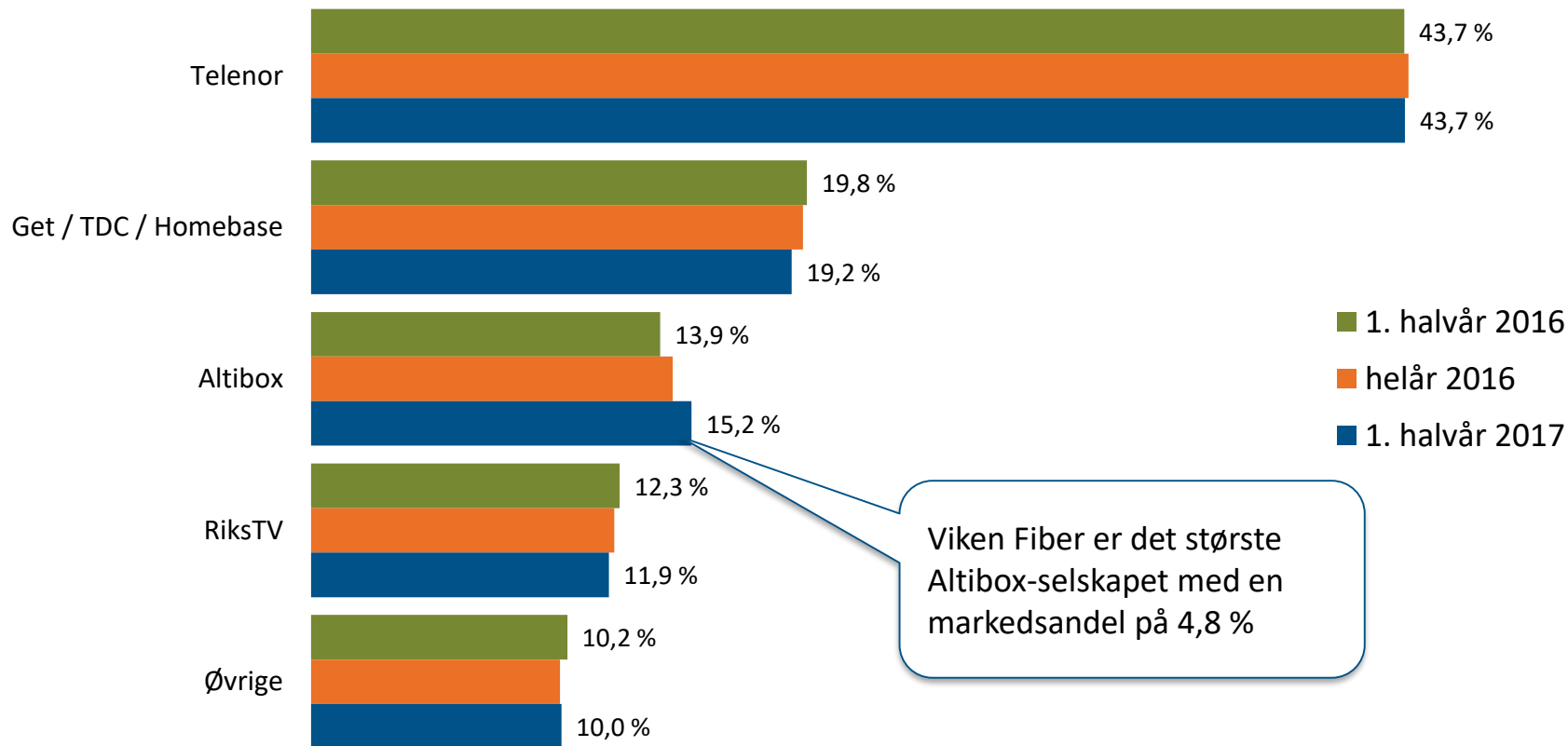
Antall abonnement i tusen



Markedsandeler for TV-abonnement (Korrigeret 30.10.17)

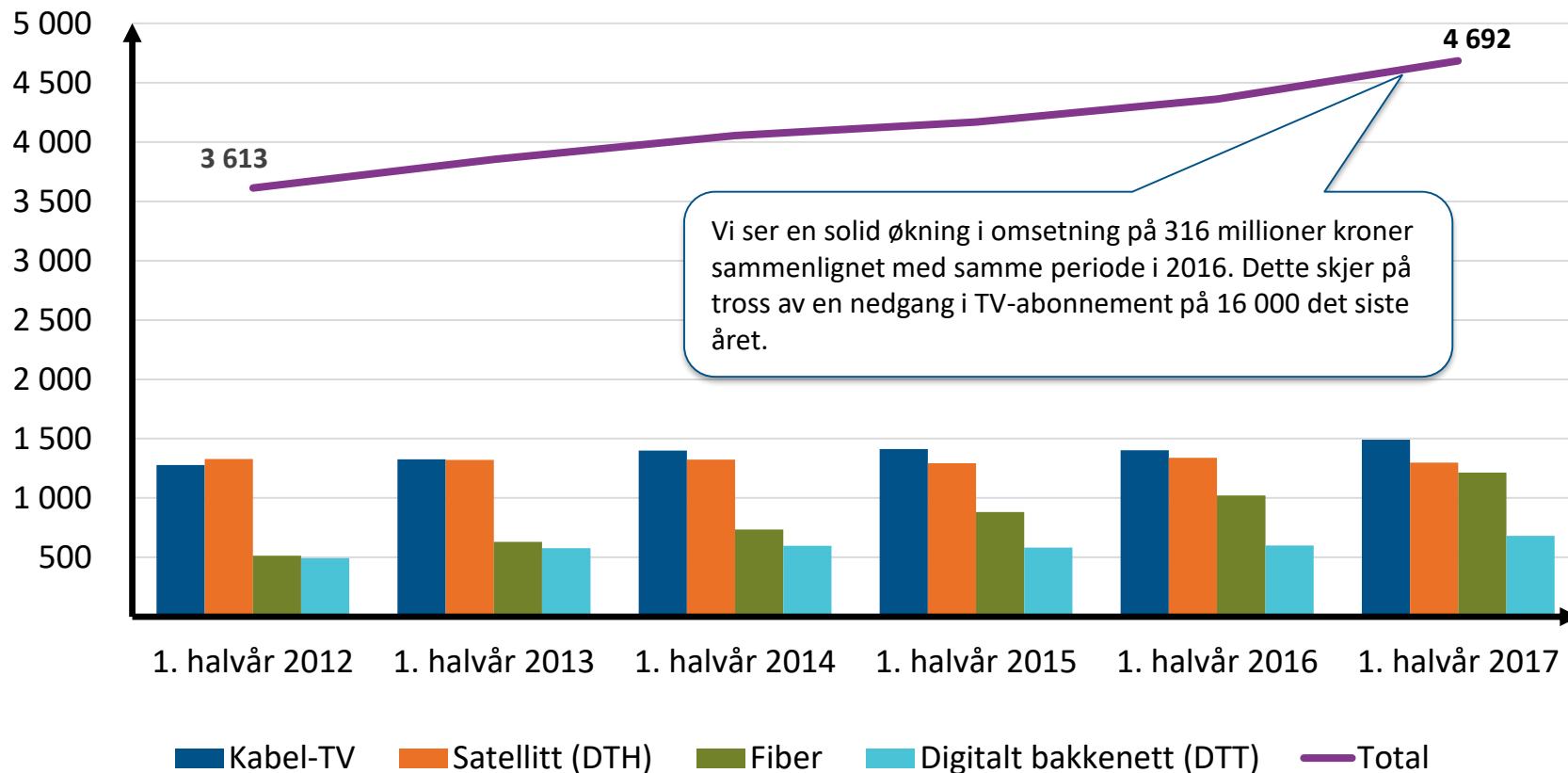


Alle aksessformer



Omsetning for TV-tjenester

Omsetning i millioner kroner



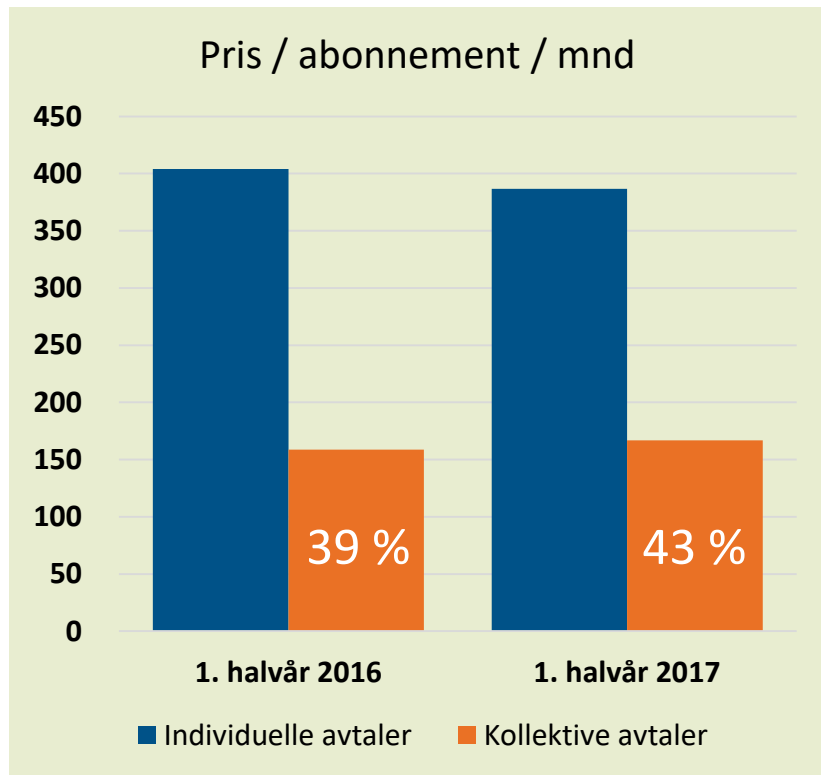
Markedene for bredbånd og TV-tjenester:

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

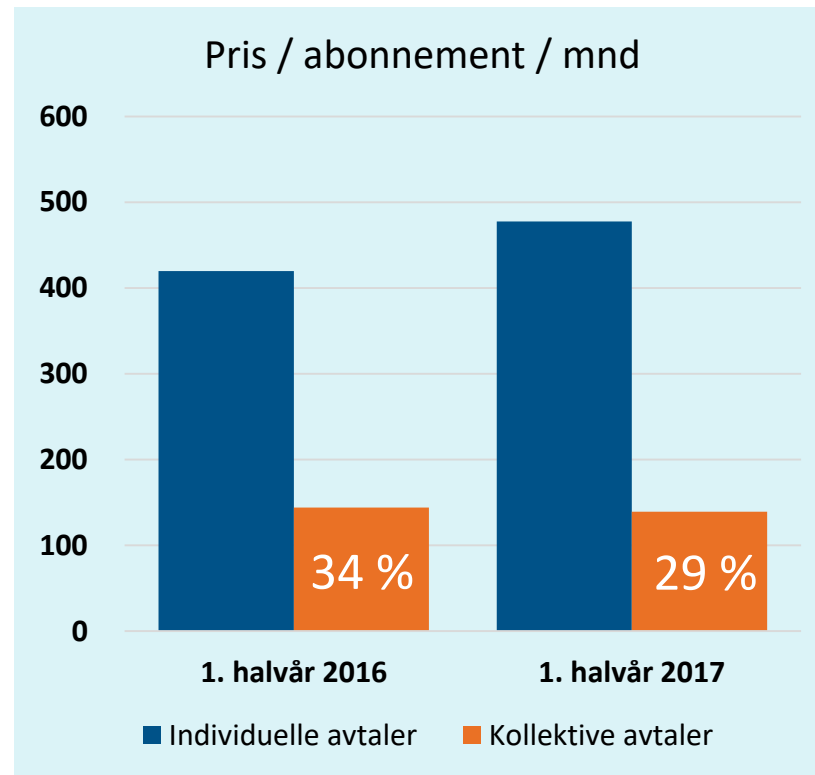
Fast bredbånd - privatabonnement



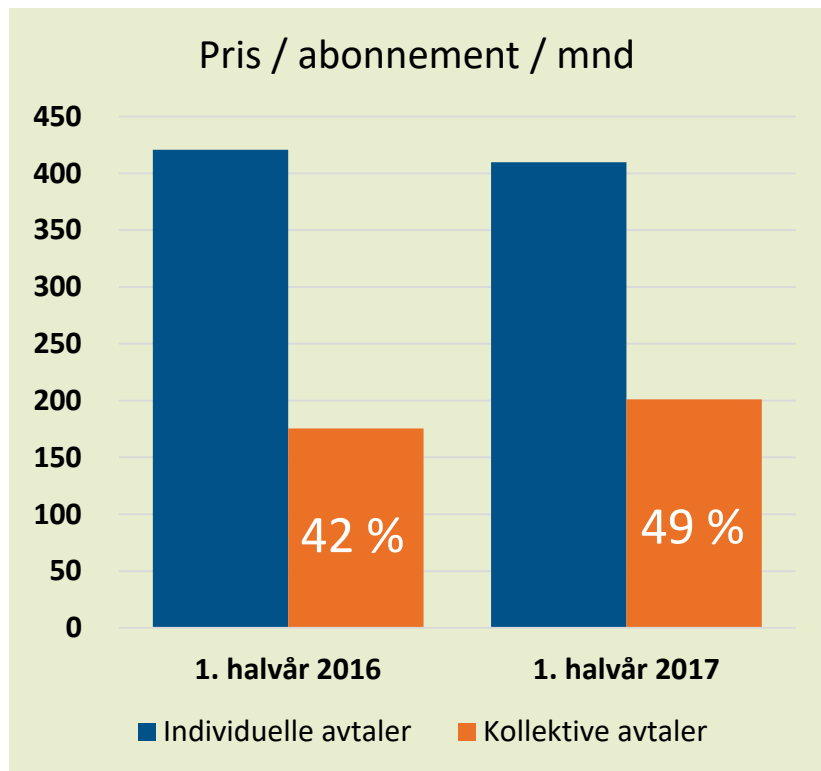
Fiber (Korrigert 30.10.17)



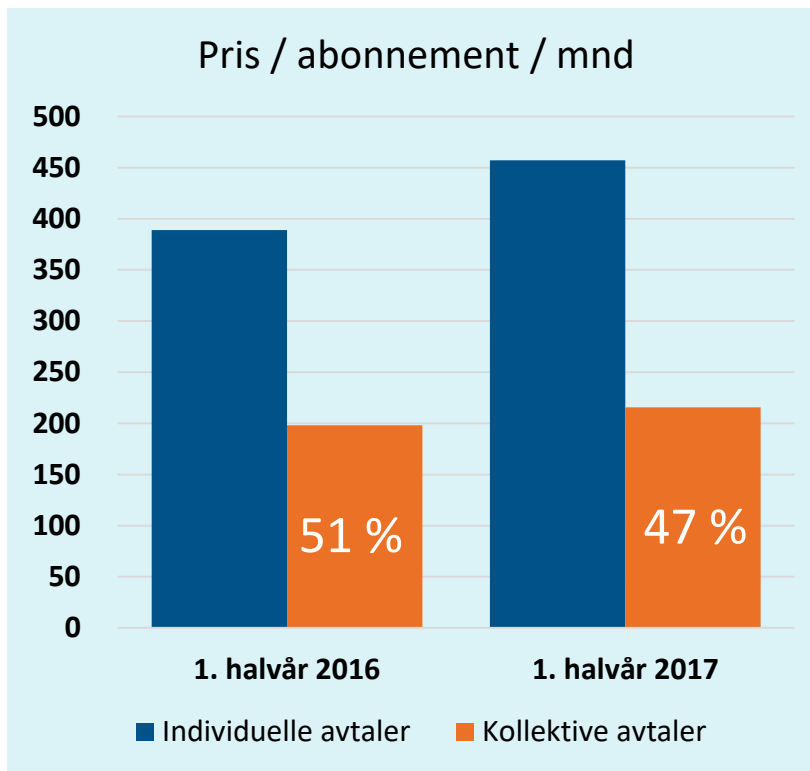
Kabel-TV-nett (HFC)



Fiber (Korrigert 30.10.17)

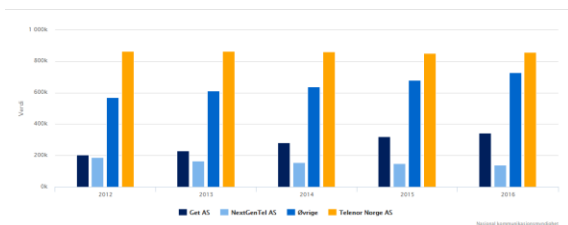


Kabel-TV-nett (HFC)



Ekostatistikken finner du på nett

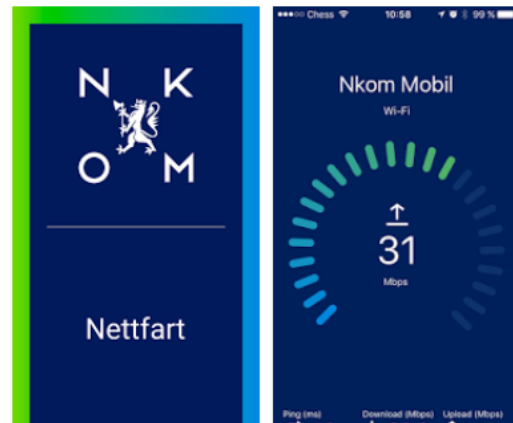
ekomstatistikken.nkom.no



Nettfart mobil

Her kan du teste nedlastingshastighet, opplastingshastighet, svartid og mye mer.

Last ned på App Store og Google Play





Takk for oppmerksomheten