



Det norske ekomarkedet 2018

direktør Elisabeth Sørbøe Aarsæther

13. mai 2019

Investeringene i 2018 (lysark 29) er korrigert 7. oktober 2019

Større konsolideringer i 2018



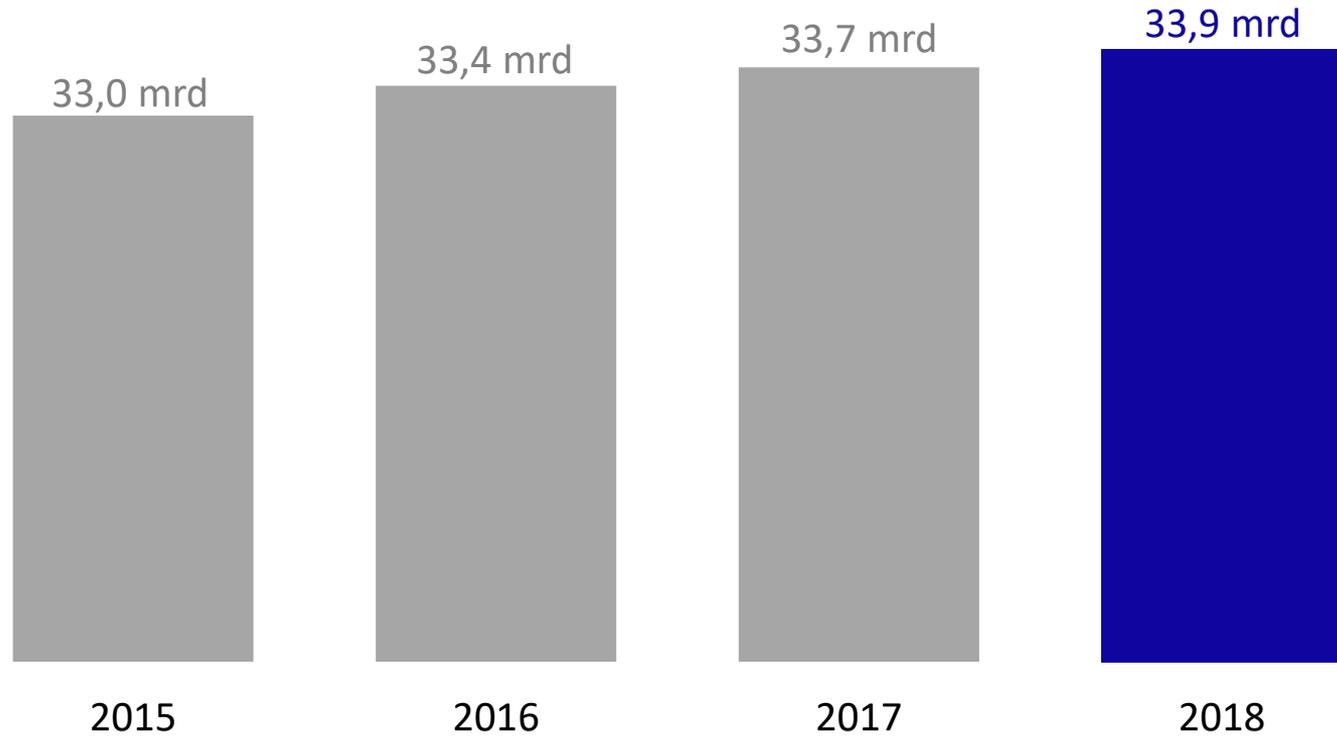
Telia

Get / TDC /
Homebase

Broadnet

Kvantel

Sluttbrukeromsetning i ekomarkedet



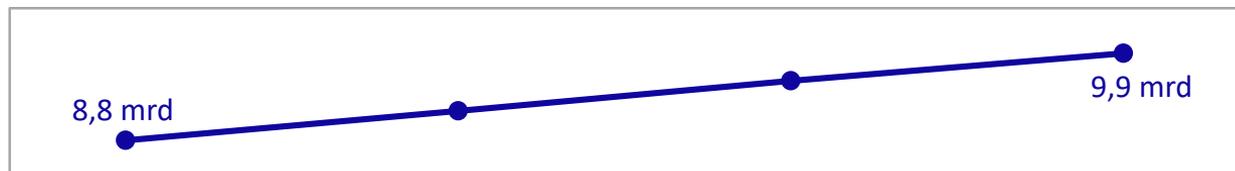
Sluttbrukeromsetning i ekomarkedet



Mobiltjenester
(59 %)



Fast bredbånd
(29 %)



Datakom. og
overføringskap.
(7 %)



Fasttelefoni
(5 %)



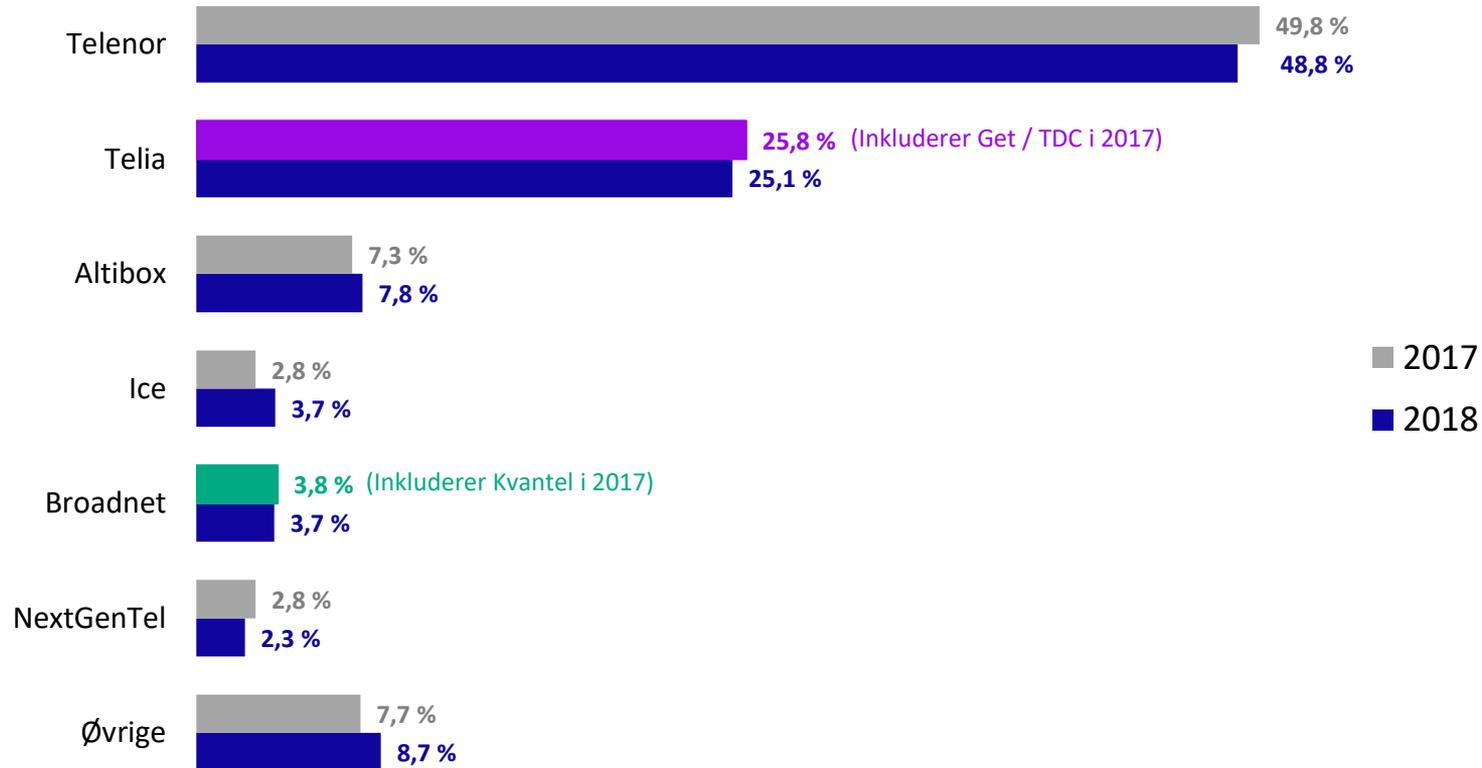
2015

2016

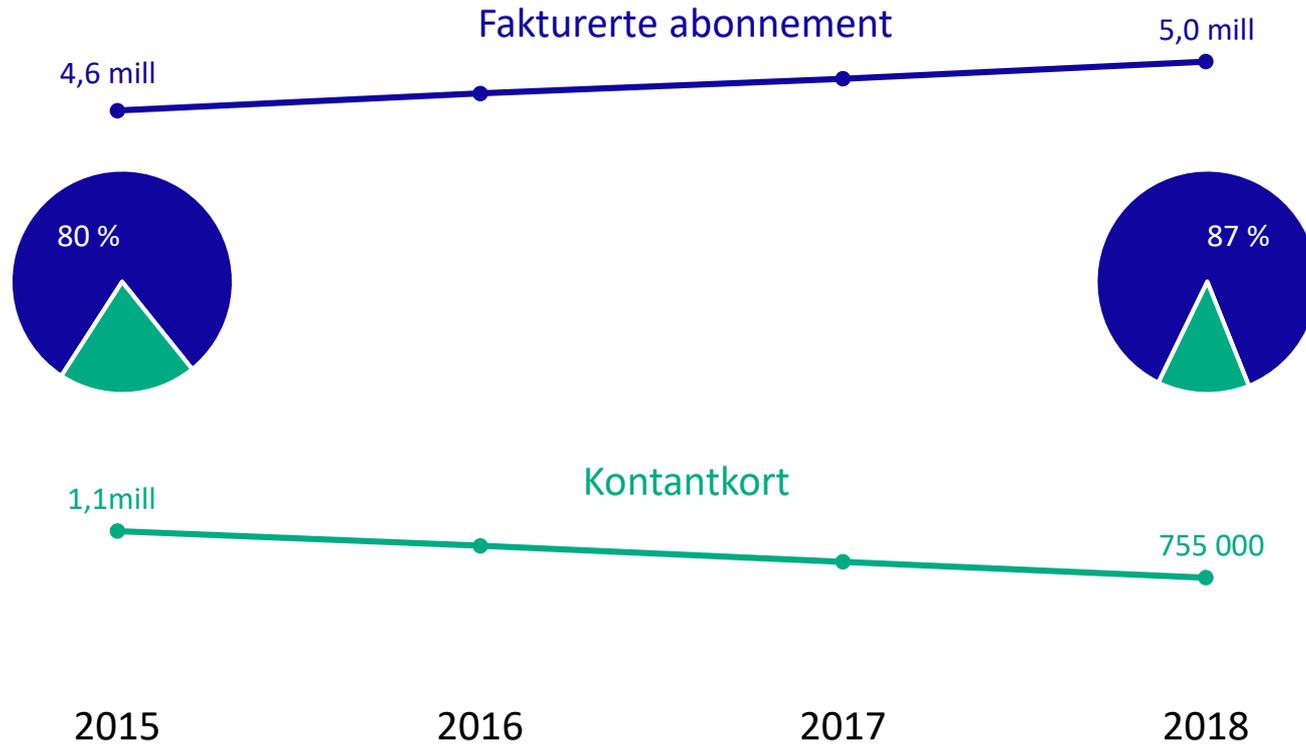
2017

2018

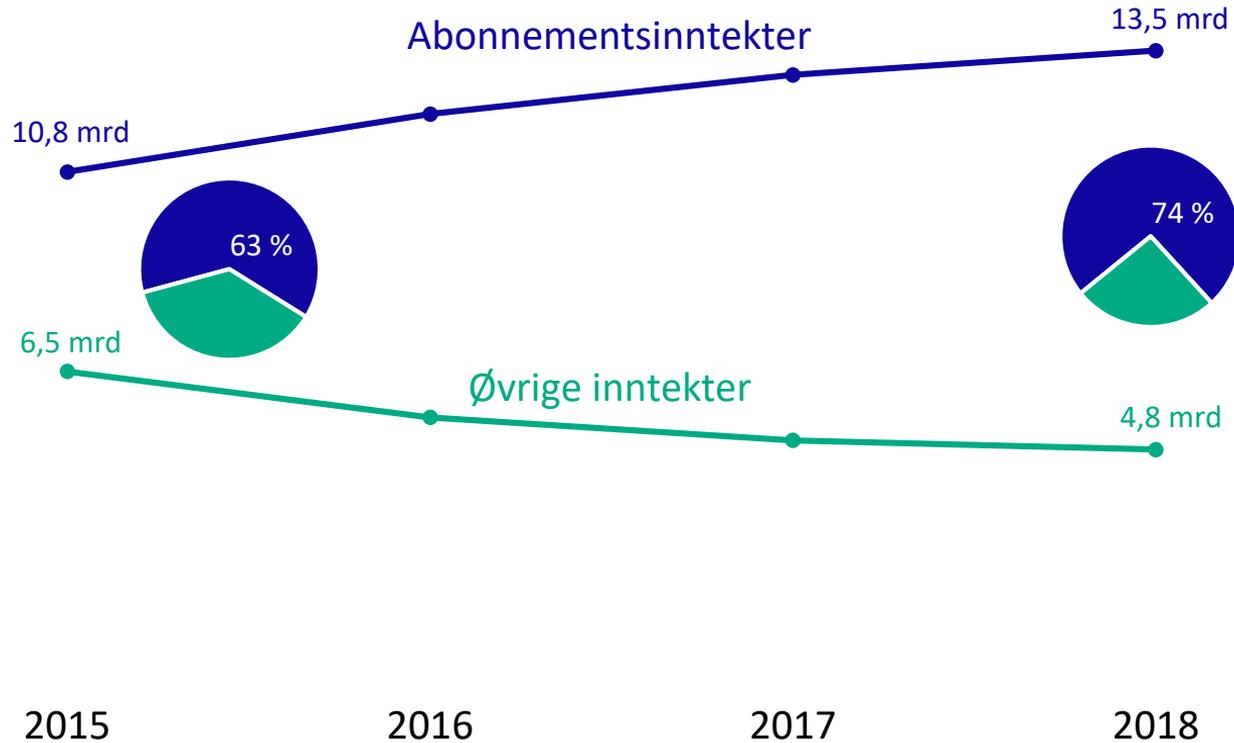
Andel av samlet sluttbrukeromsetning (33,9 mrd i 2018)



Antall abonnement for mobiltelefoni



Omsetning fra abonnement for mobiltelefoni

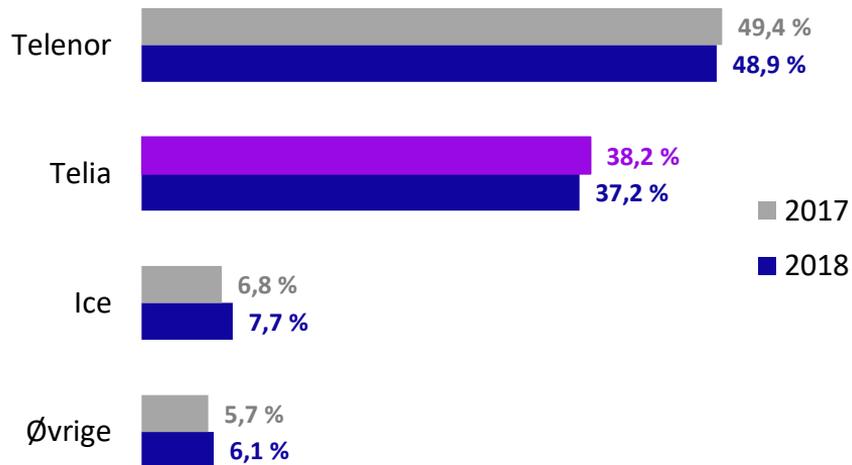


Markedsandeler for mobiltelefoni

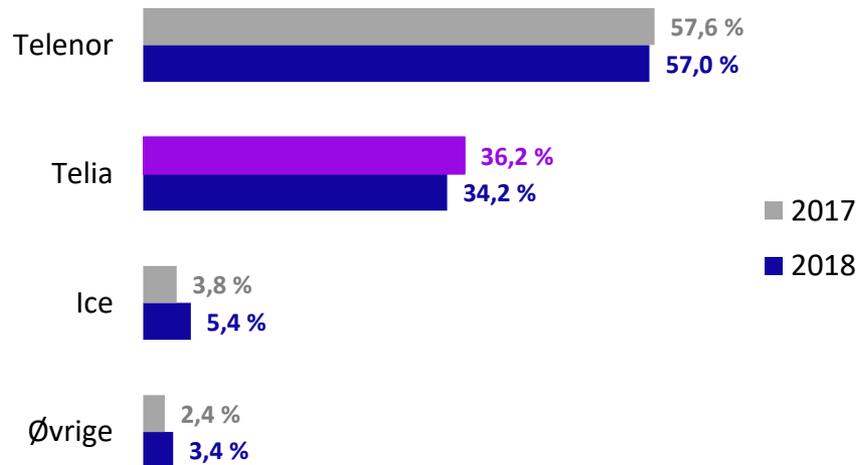


I 2018 var det 5,7 mill. abonnement og 18,3 mrd. i omsetning

Fordelt på abonnement



Fordelt på omsetning

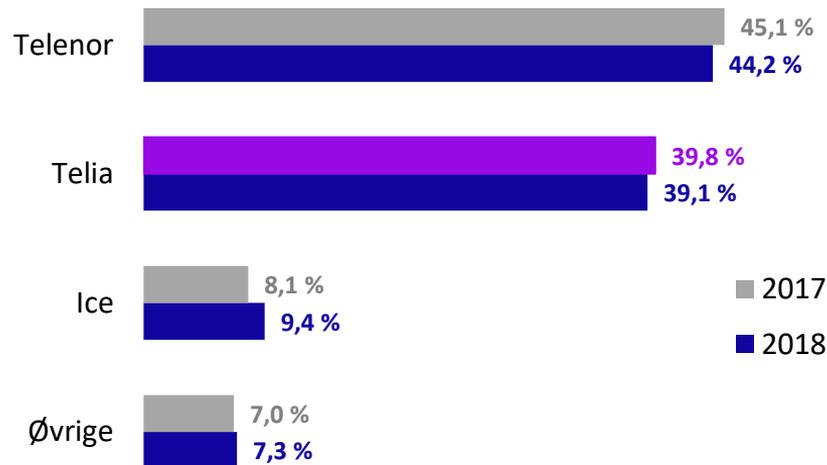


Markedsandeler for mobiltelefoni (5,7 mill. abonnenter i 2018)

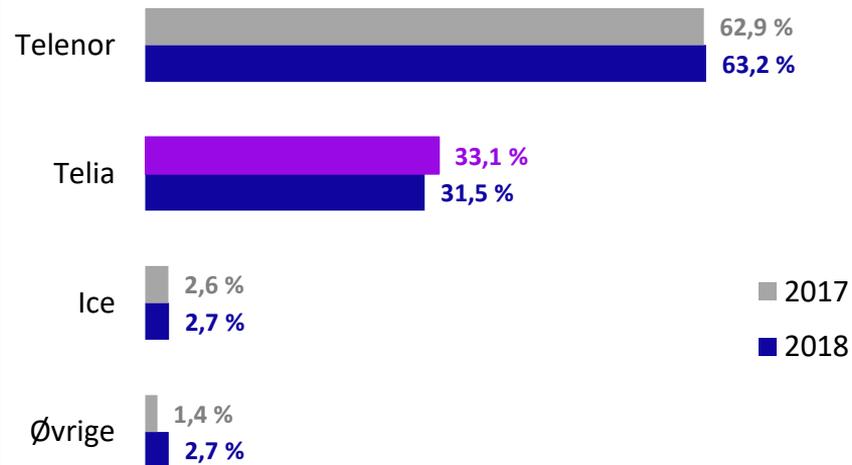


Basert på abonnement

Privat



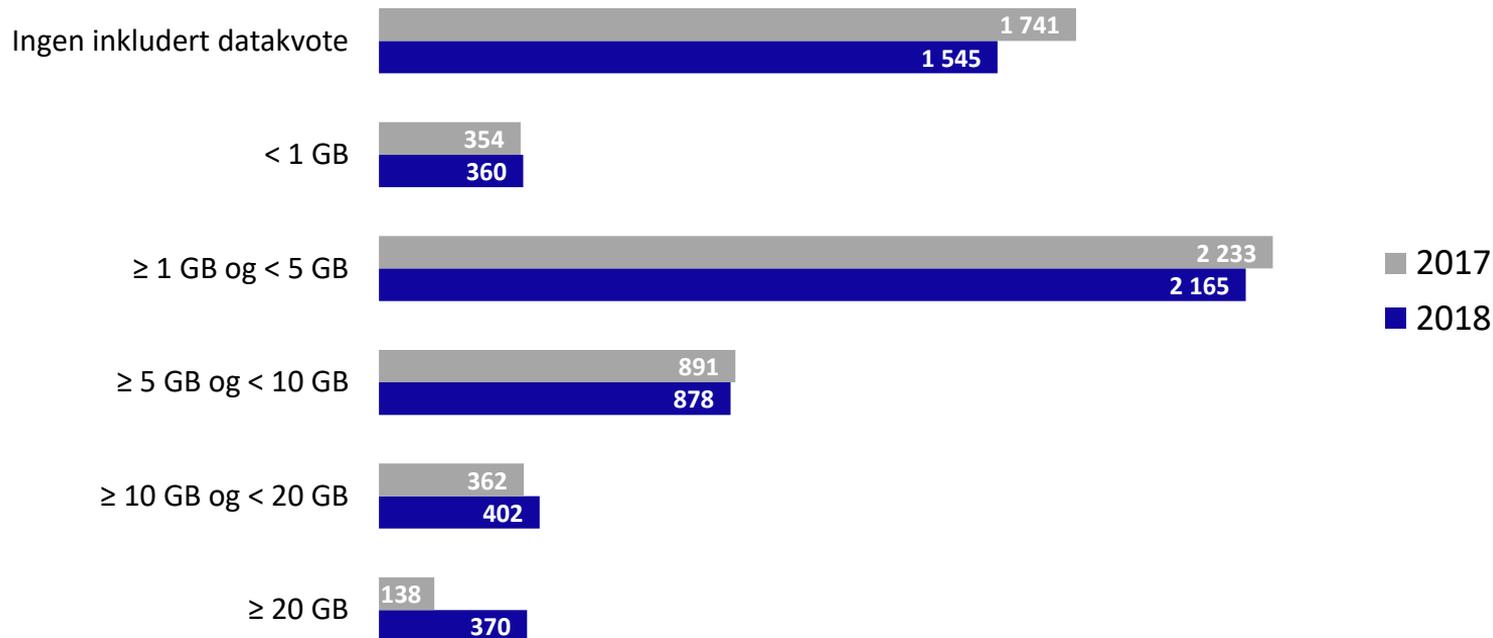
Bedrift



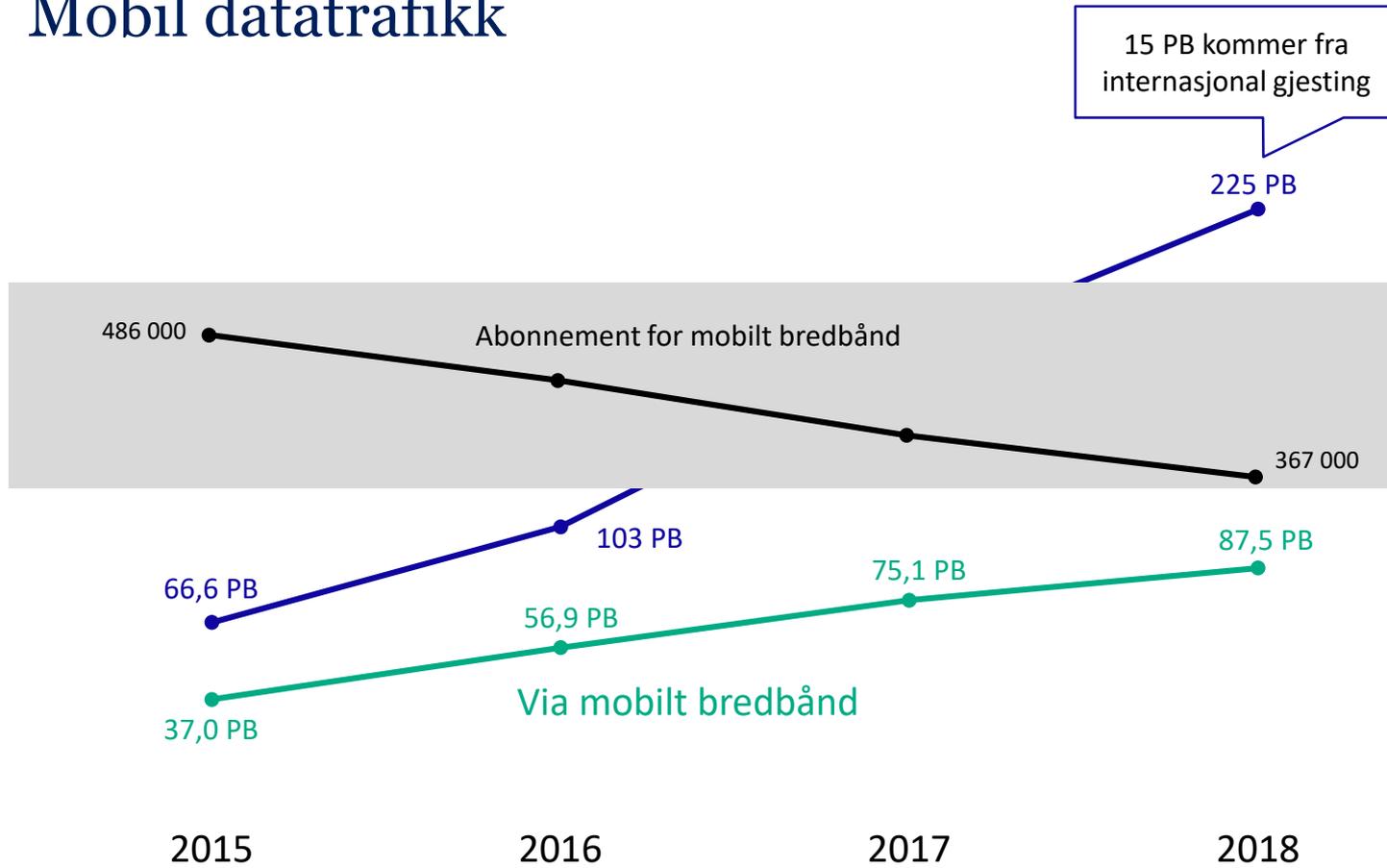
Inkludert datakvote for mobiltelefoni



Antall abonnement i tusen. Totalt antall abonnement er 5,7 millioner i 2018



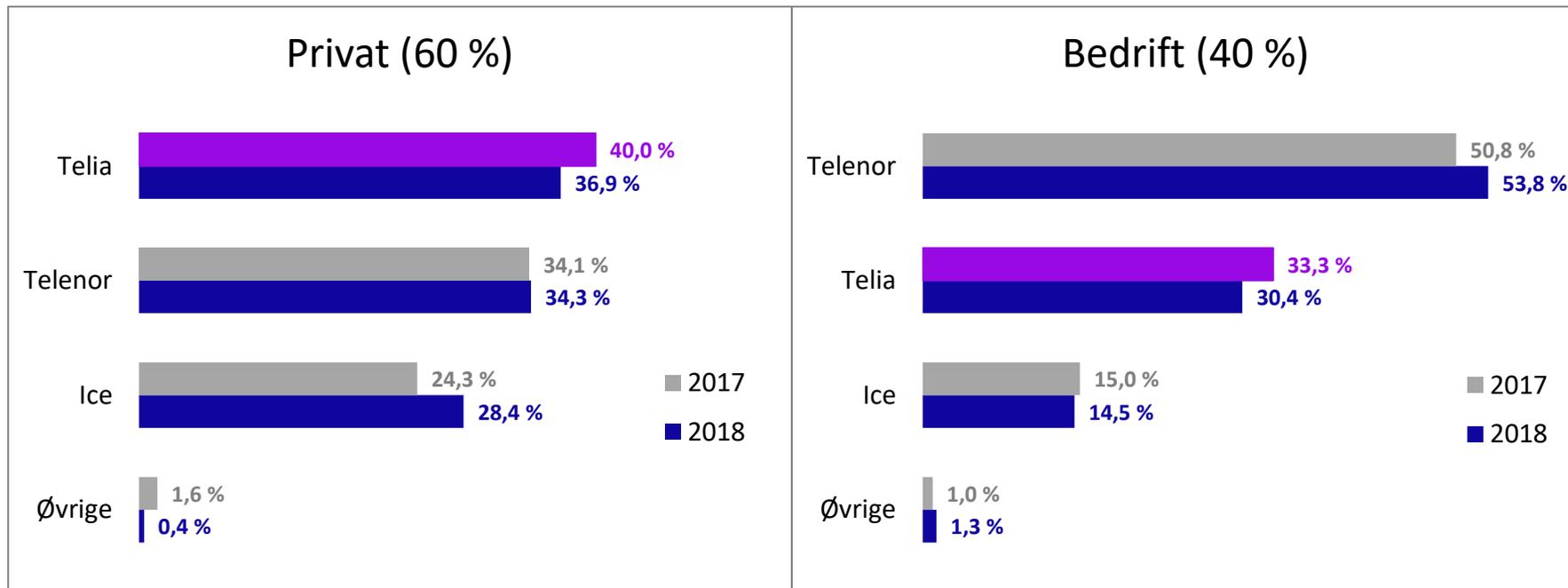
Mobil datatrafikk



Markedsandeler for mobilt bredbånd

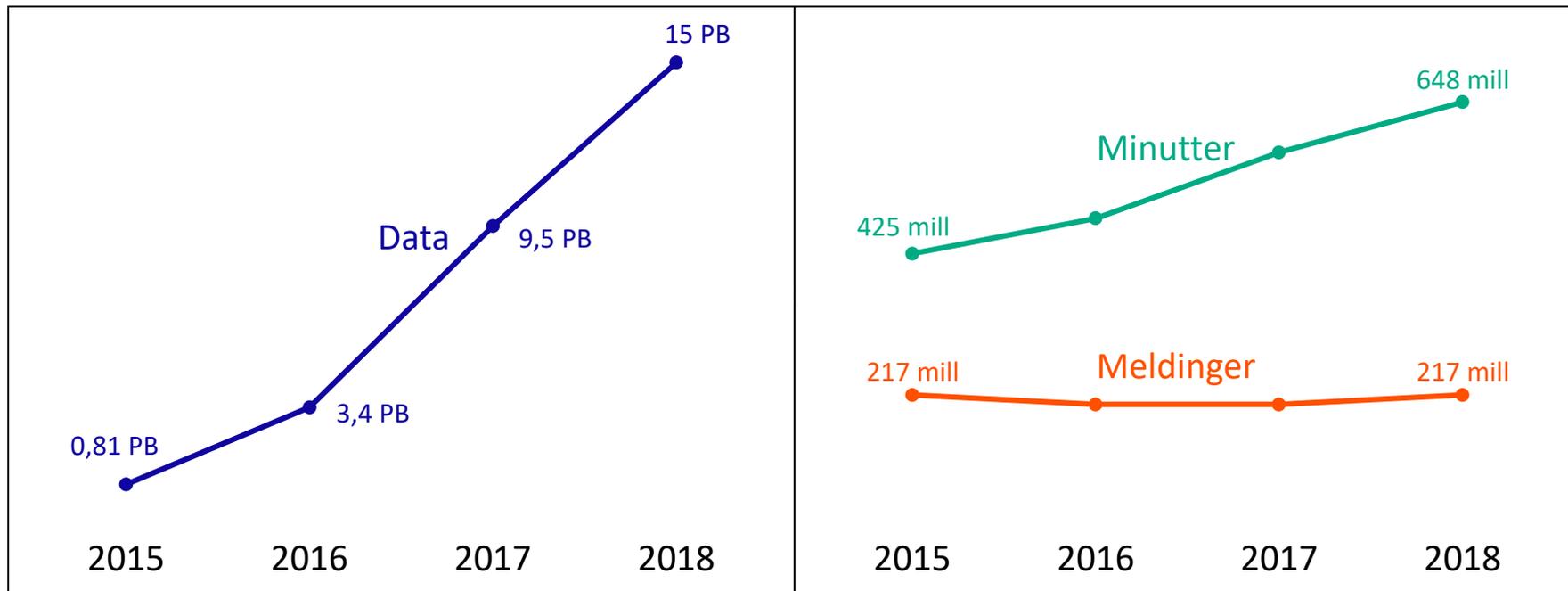


Privat- og bedriftsabonnement



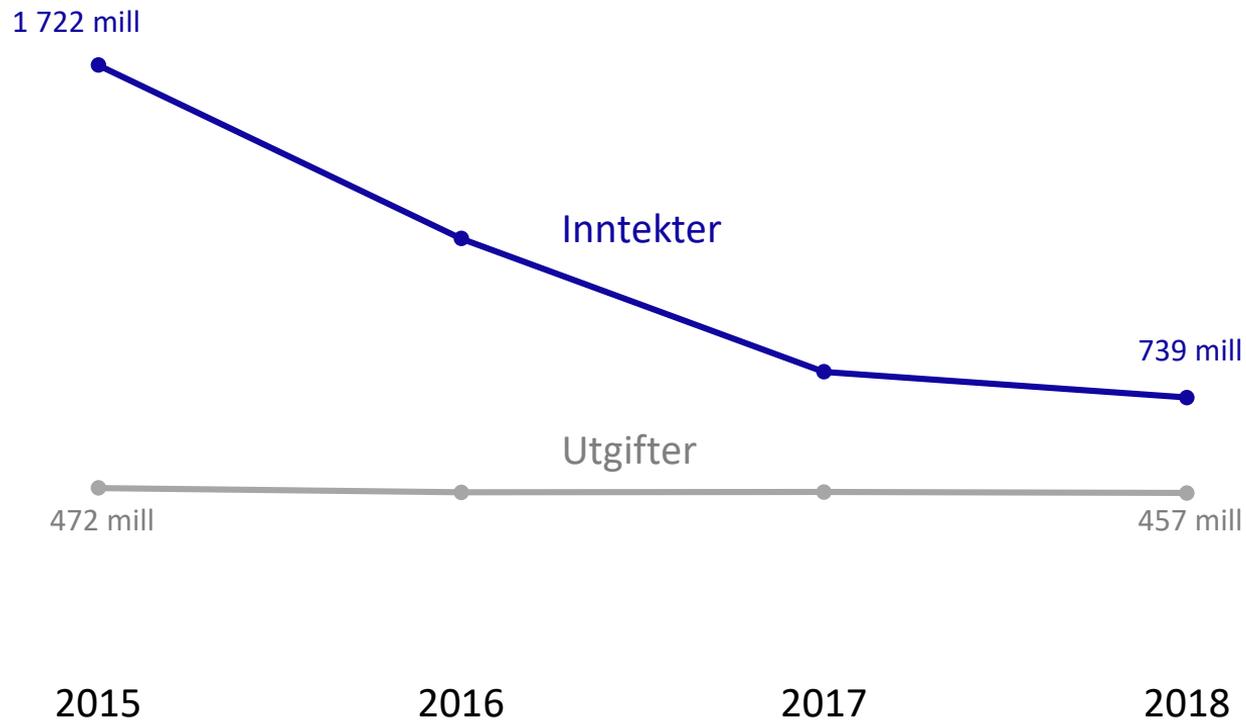
Internasjonal gjesting

Norske abonnenters mobilbruk i utlandet

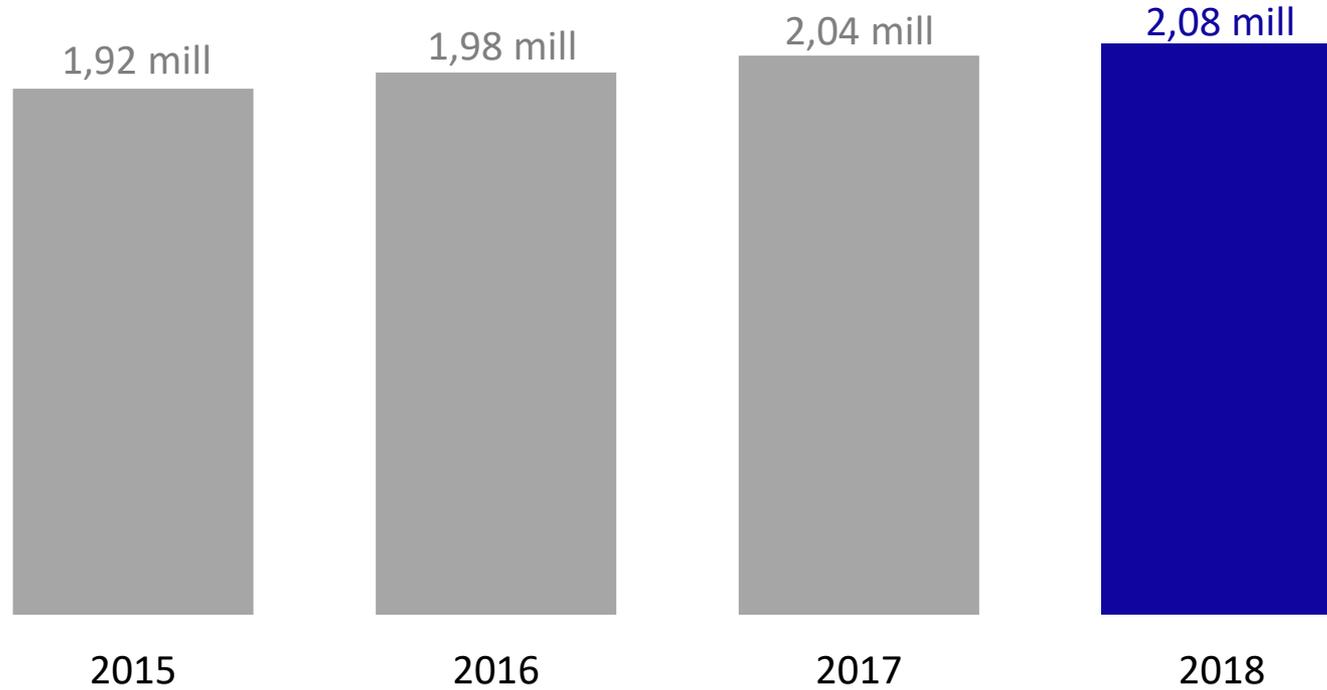


Internasjonal gjesting

Norske abonnenters mobilbruk i utlandet



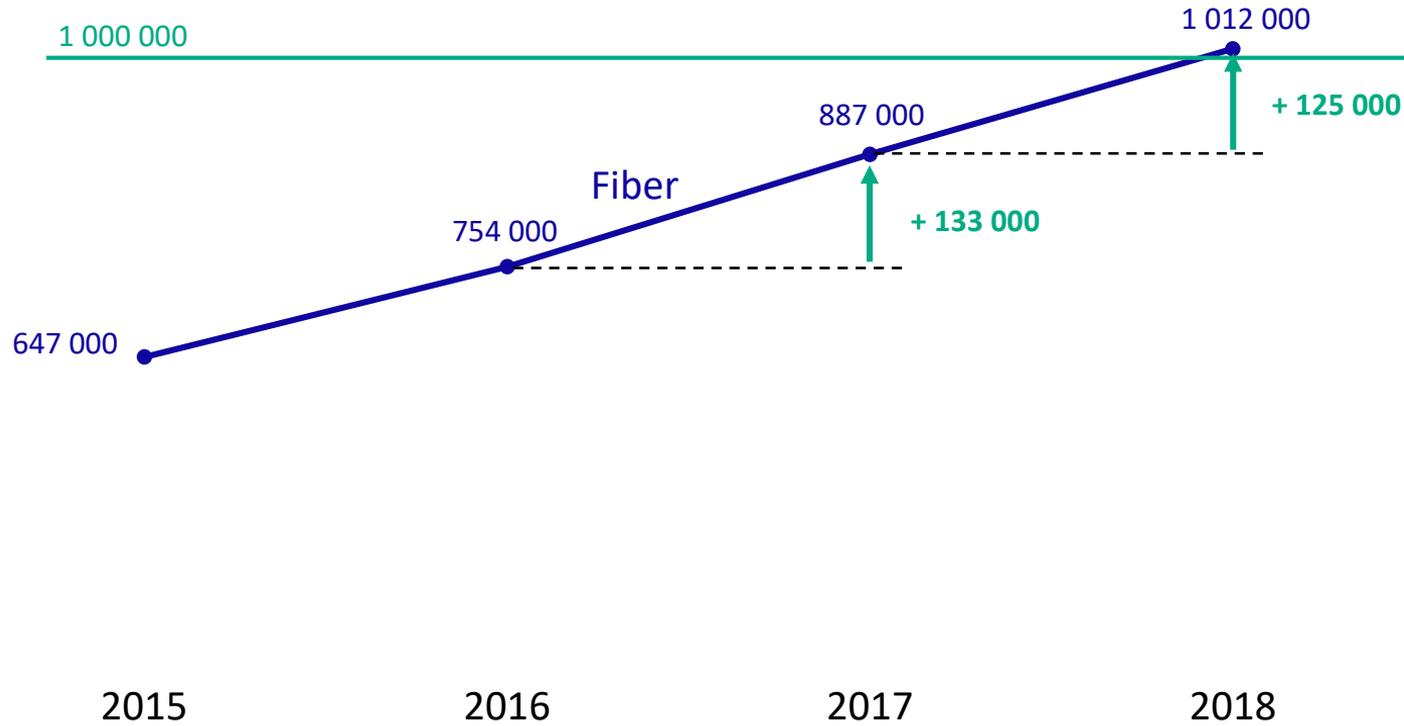
Antall privatabonnement for fast bredbånd



Antall privatabonnement for fast bredbånd



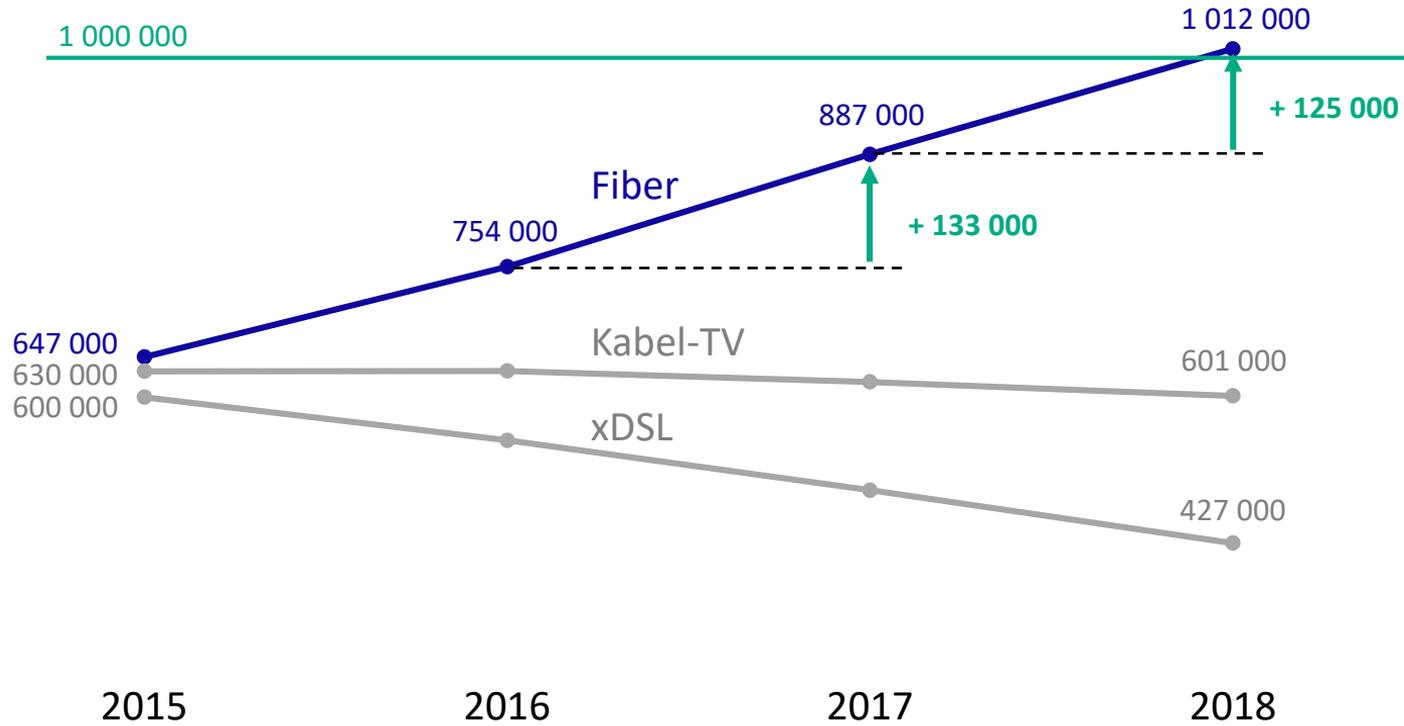
Antall privatabonnement i 2018 er 2,08 millioner



Antall privatabonnement for fast bredbånd



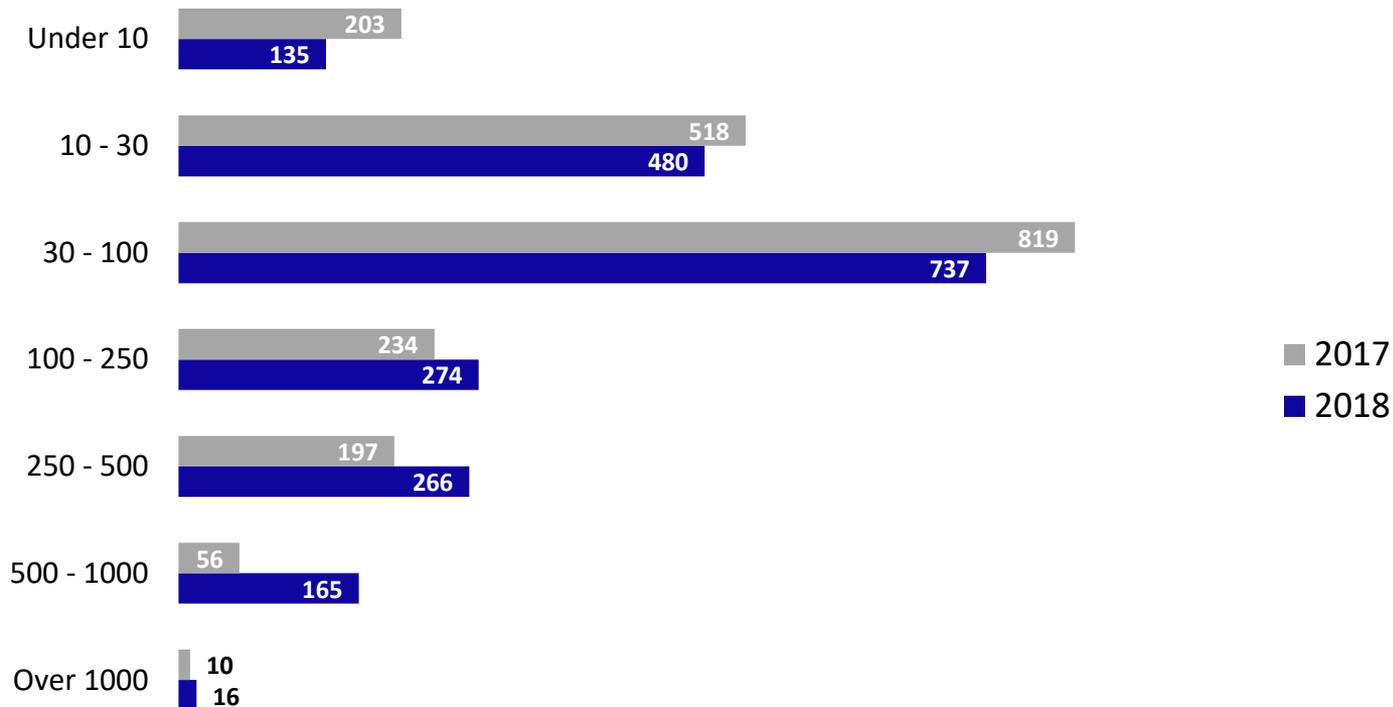
Antall privatabonnement i 2018 er 2,08 millioner



Hastighetskategorier for fast bredbånd - privat



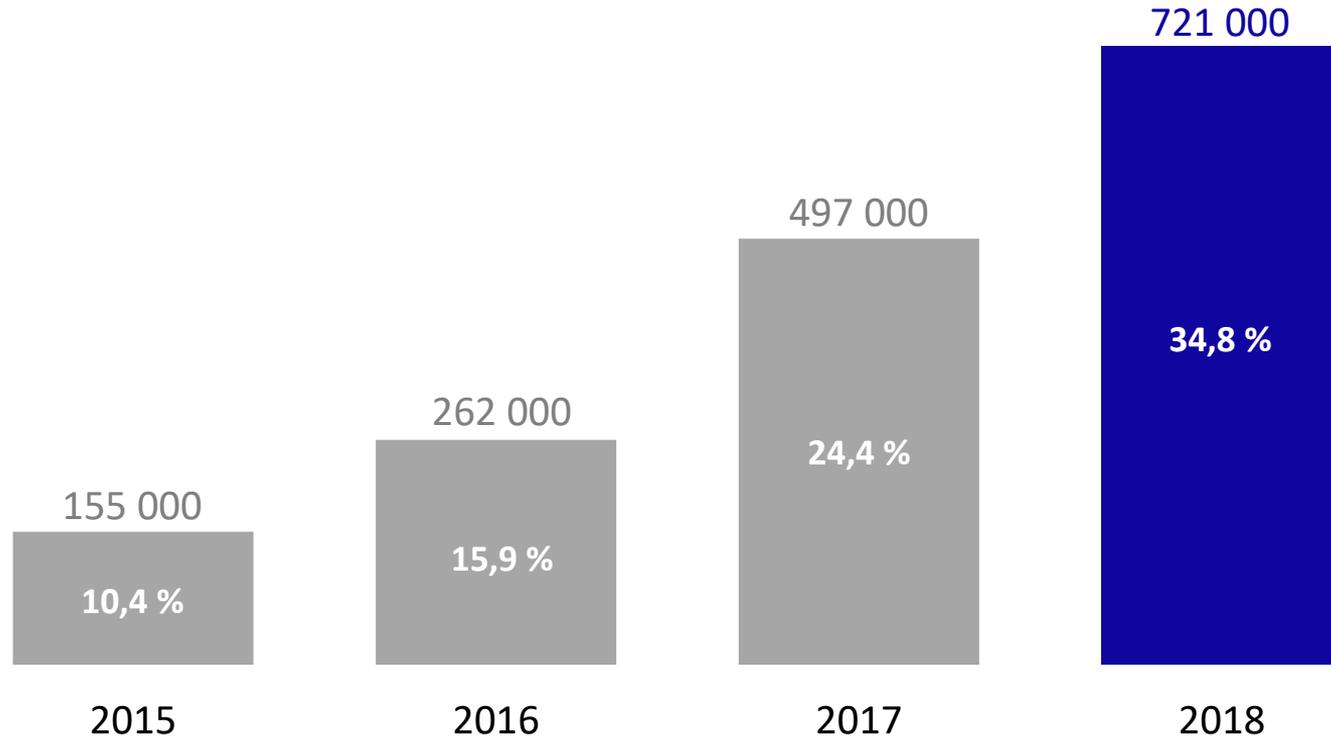
Antall abonnement i tusen. Nedlastingshastighet i Mbit/s. Alle teknologier



Andel privatabonnement med minst 100 Mbs for fast bredbånd



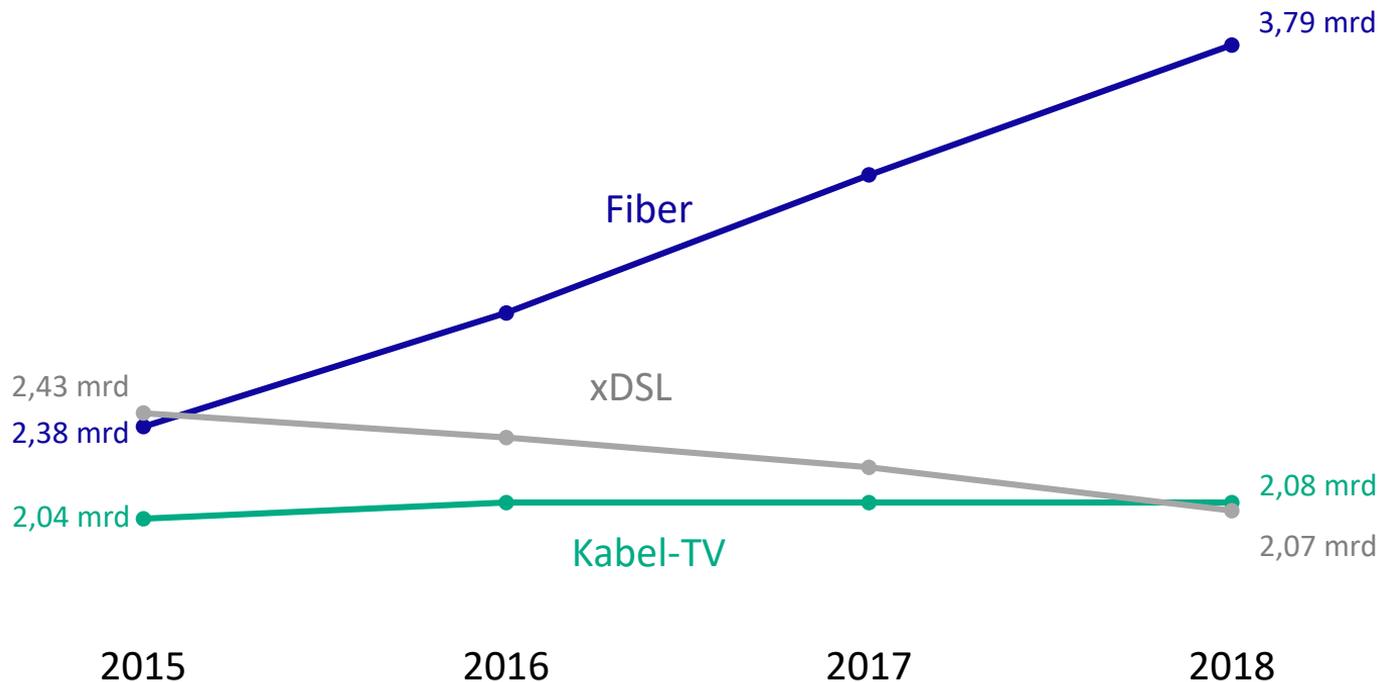
Antall privatabonnement i 2018 er 2,08 millioner



Omsetning for fast bredbånd i privatmarkedet



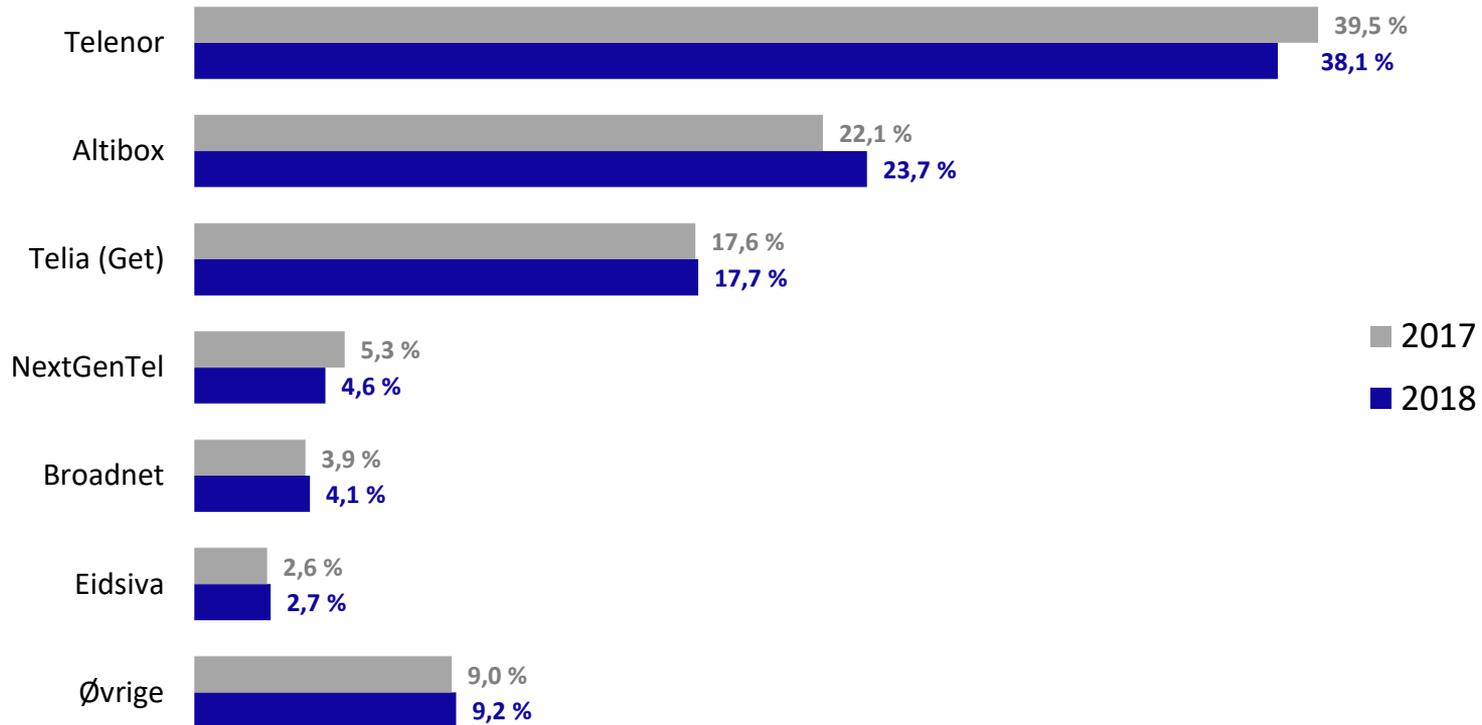
Omsetningen i privatmarkedet i 2018 var 8,1 mrd kroner



Markedsandeler for fast bredbånd



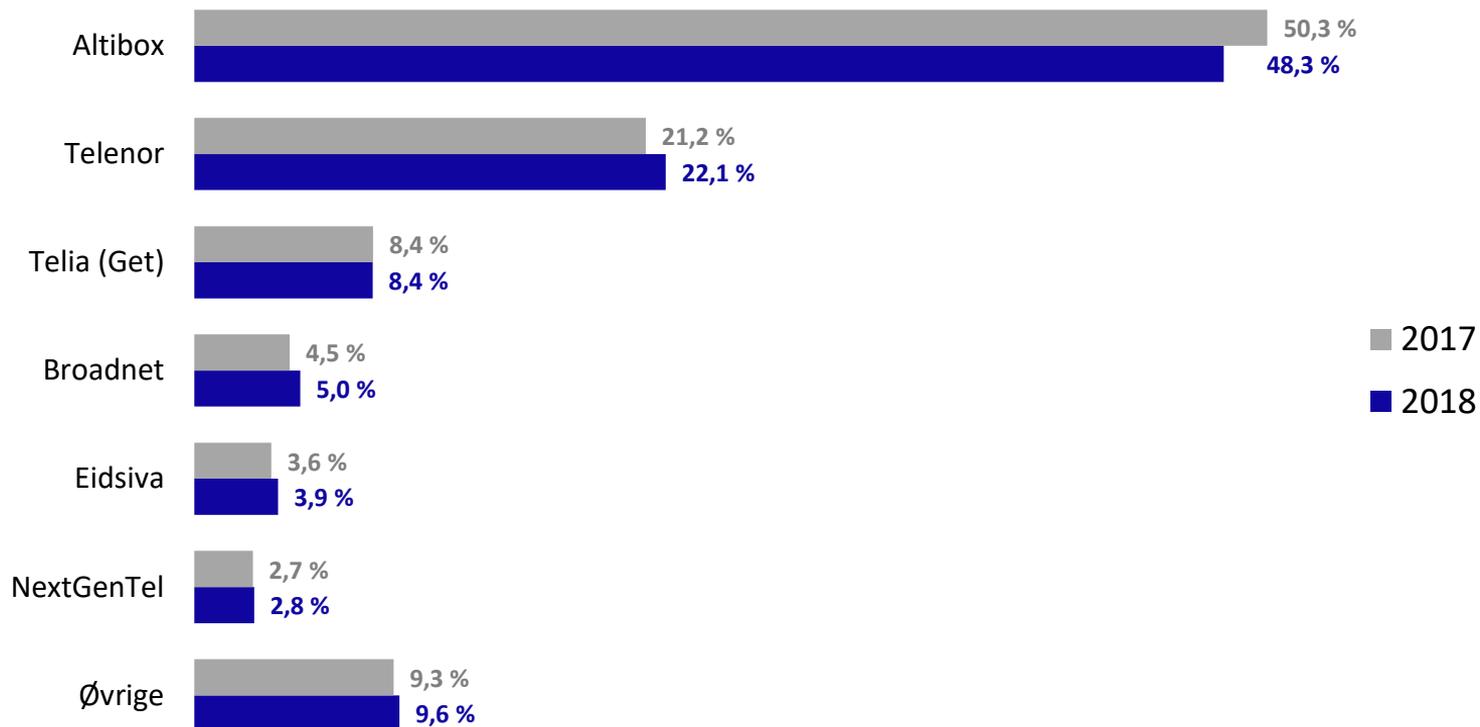
Basert på abonnement. Privatkunder. Alle teknologier. Antall privatabonnement i 2018 er 2,08 millioner



Markedsandeler for fast bredbånd over fiber



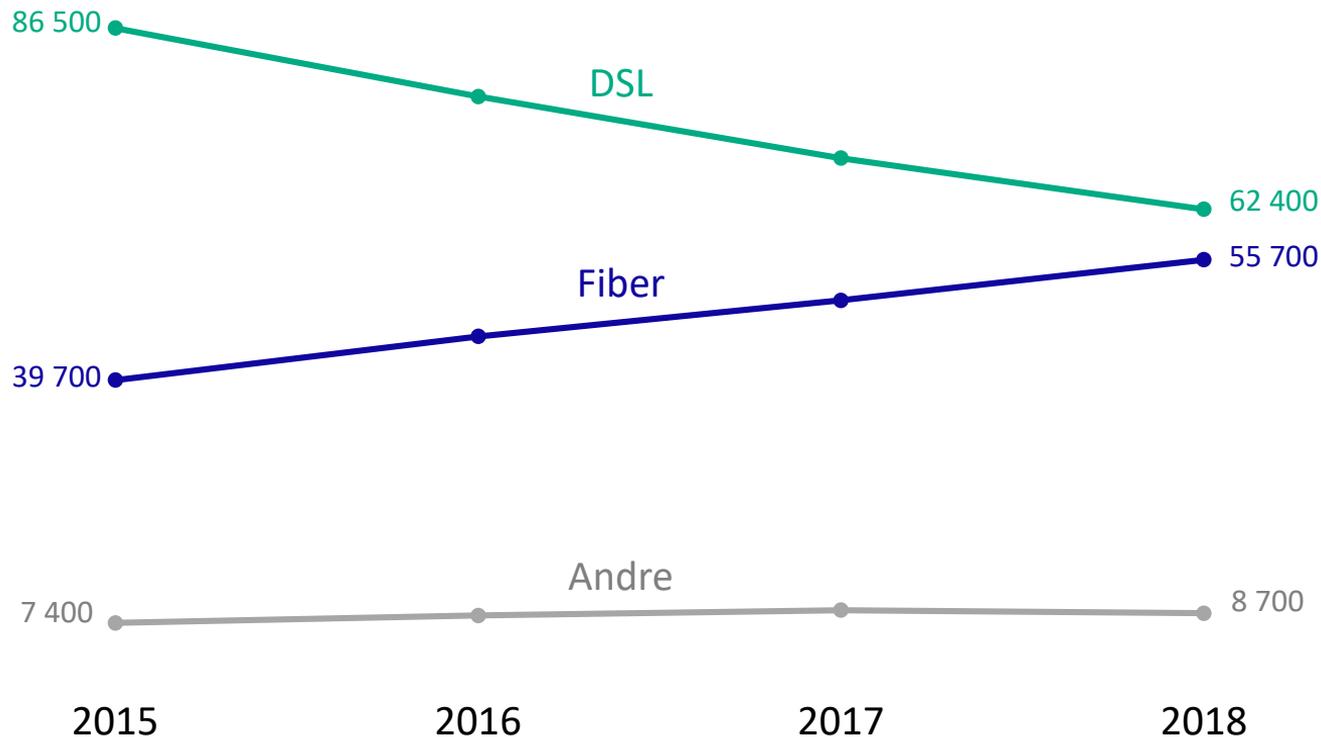
Basert på abonnement. Privatkunder. Antall privatabonnement i 2018 er 2,08 millioner



Antall bedriftsabonnement for fast bredbånd



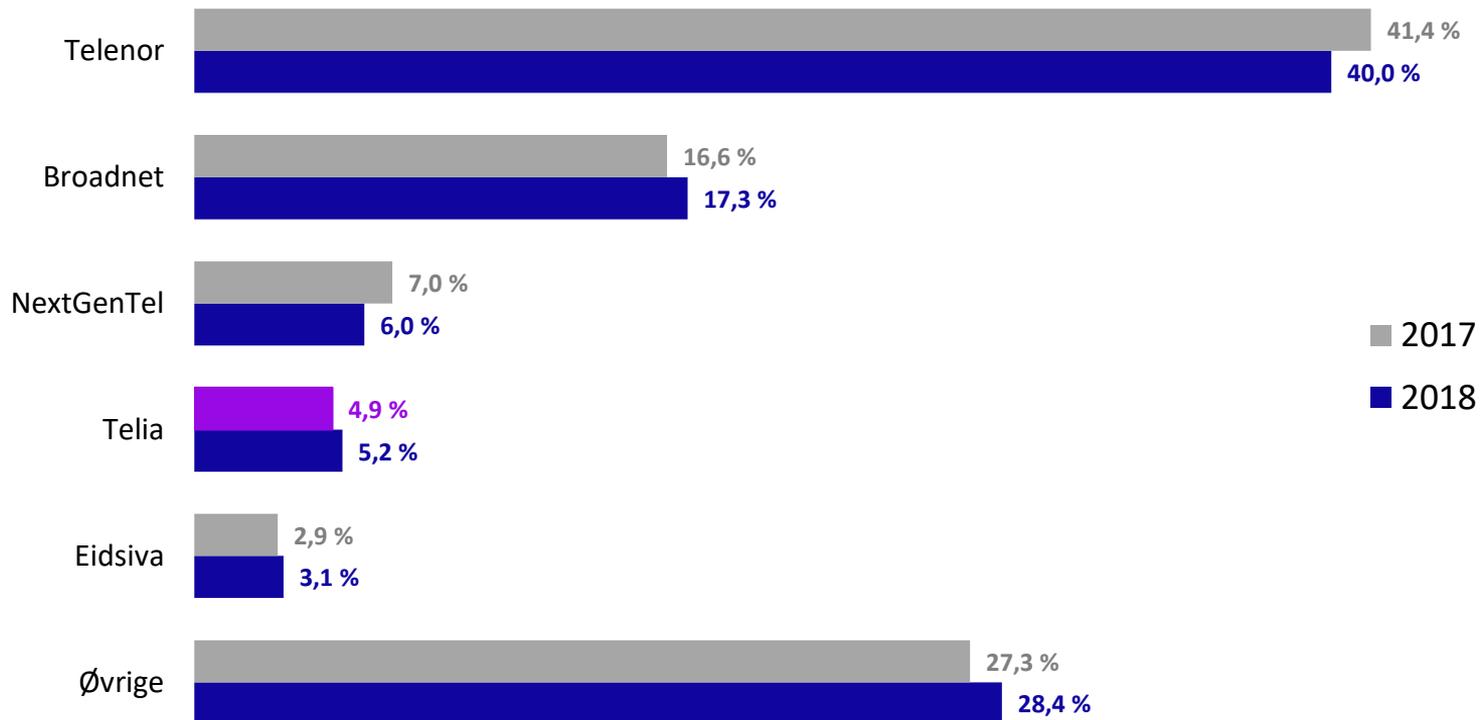
Antall bedriftsabonnement i 2018 er 127 000



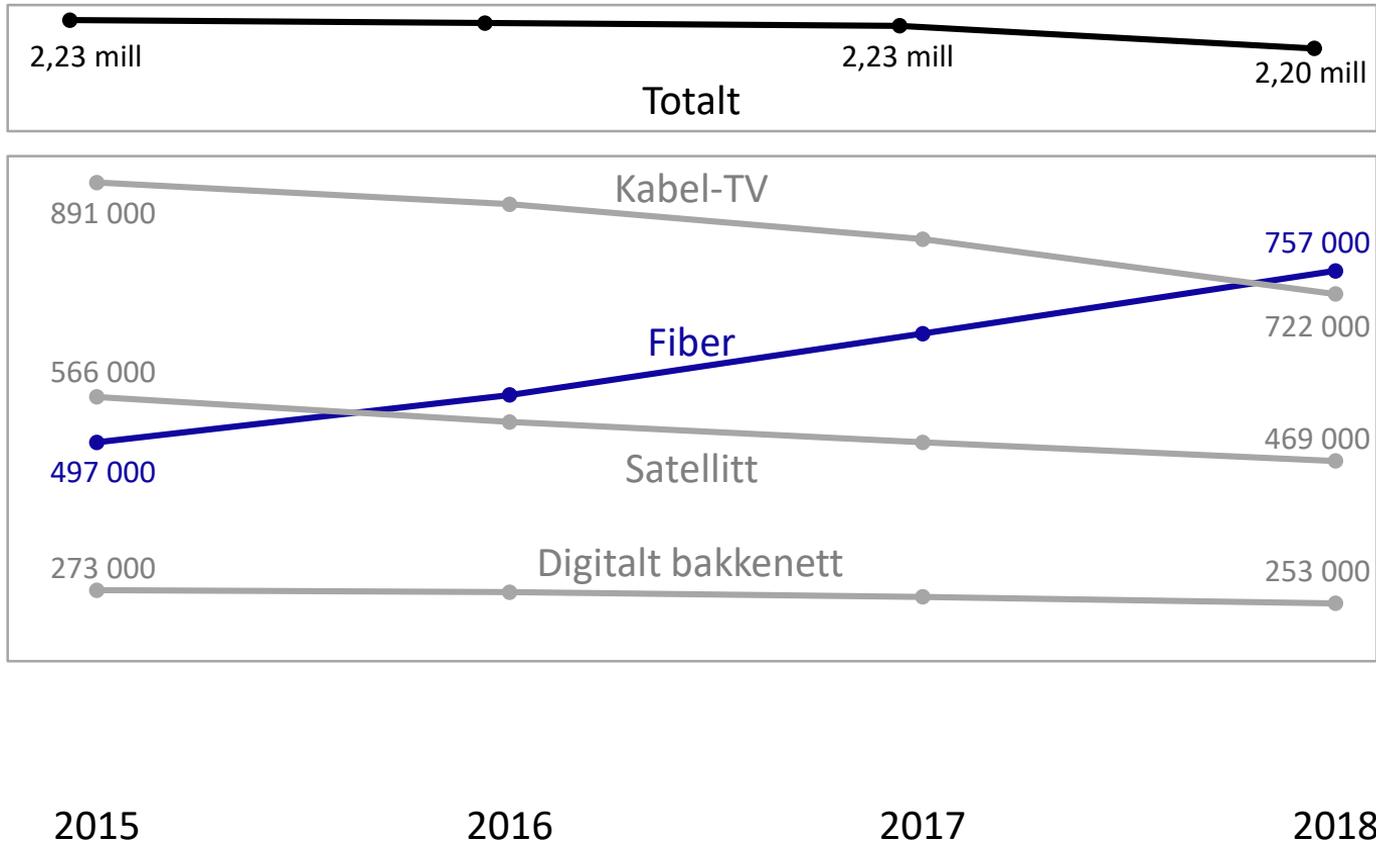
Markedsandeler for fast bredbånd



Basert på abonnement. Bedriftskunder. Alle teknologier. Antall bedriftsabonnement i 2018 er 127 000



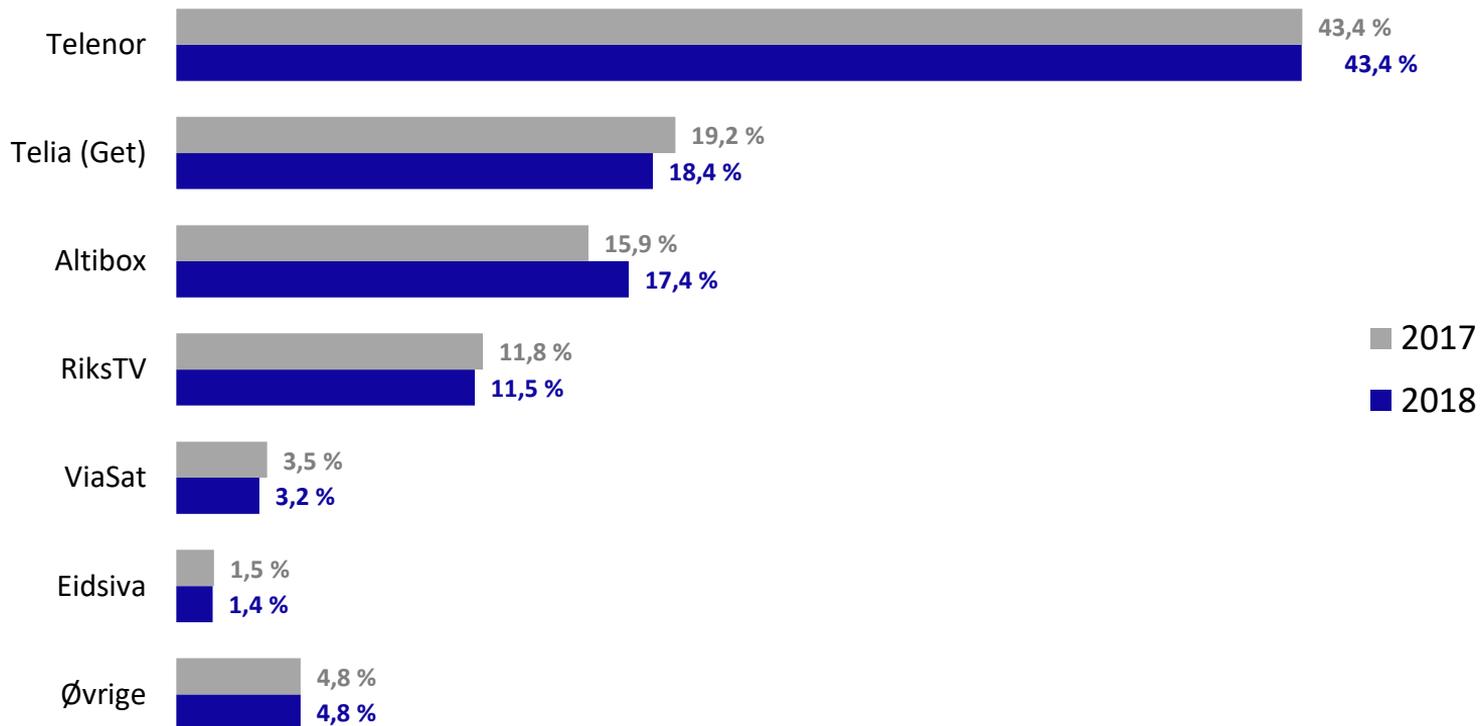
Antall TV-abonnement



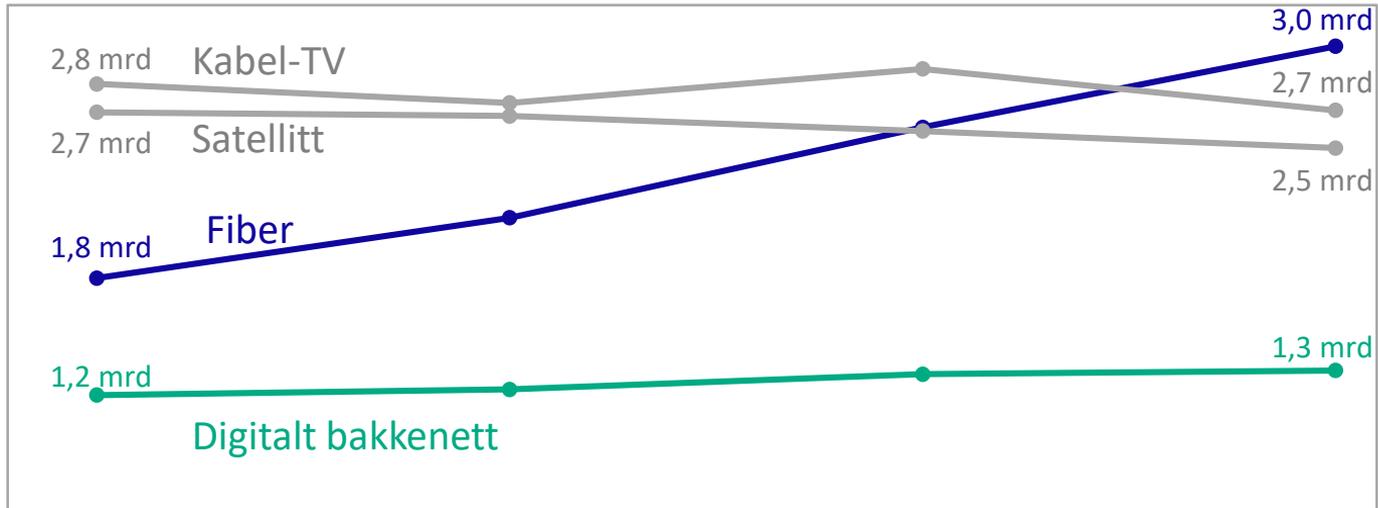
Markedsandeler for TV-abonnement



Antall TV-abonnement var 2,2 millioner i 2018



Omsetning for TV-tjenester



2015

2016

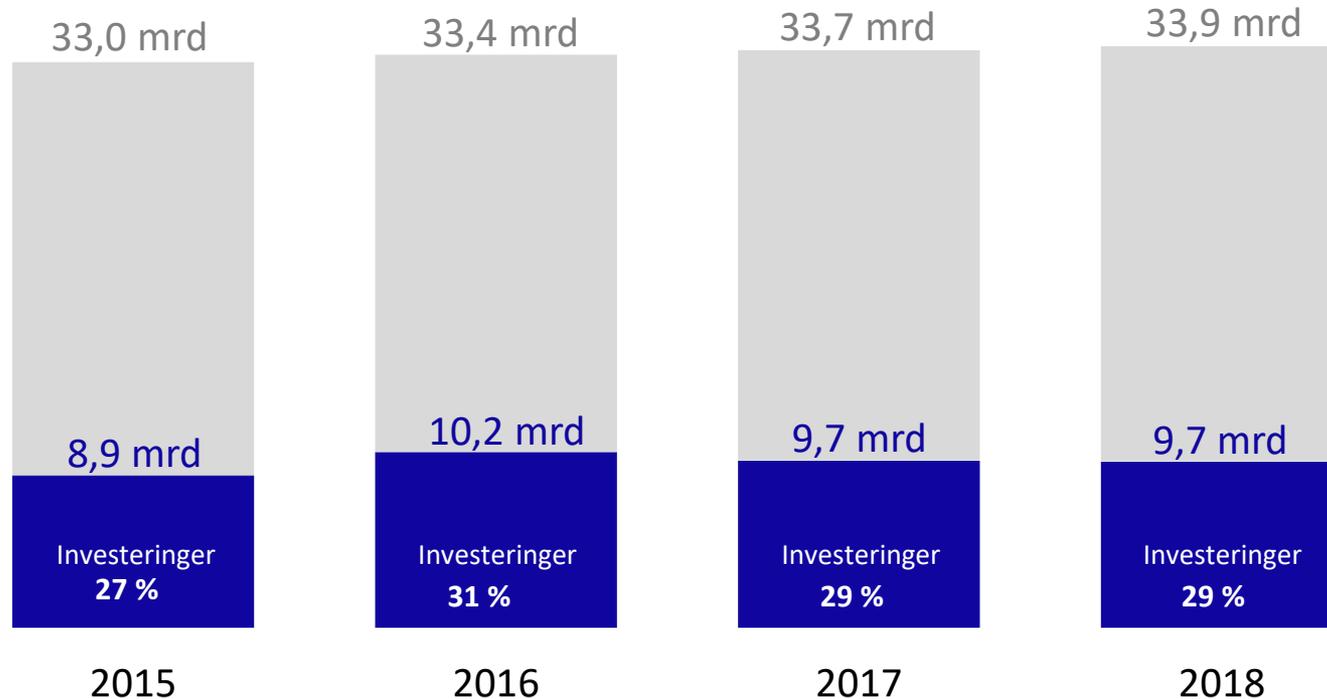
2017

2018

Investeringer i ekomarkedet

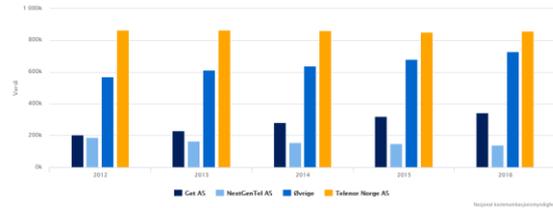


Korrigert 7. oktober 2019



Ekonomstatistikken finner du på nett

ekonomstatistikken.nkom.no



Nkom Agenda 2019 onsdag 12. juni i Lillesand