

telenor

CMD – Telenor Broadcast

Meeting consumers' demand in a digital world

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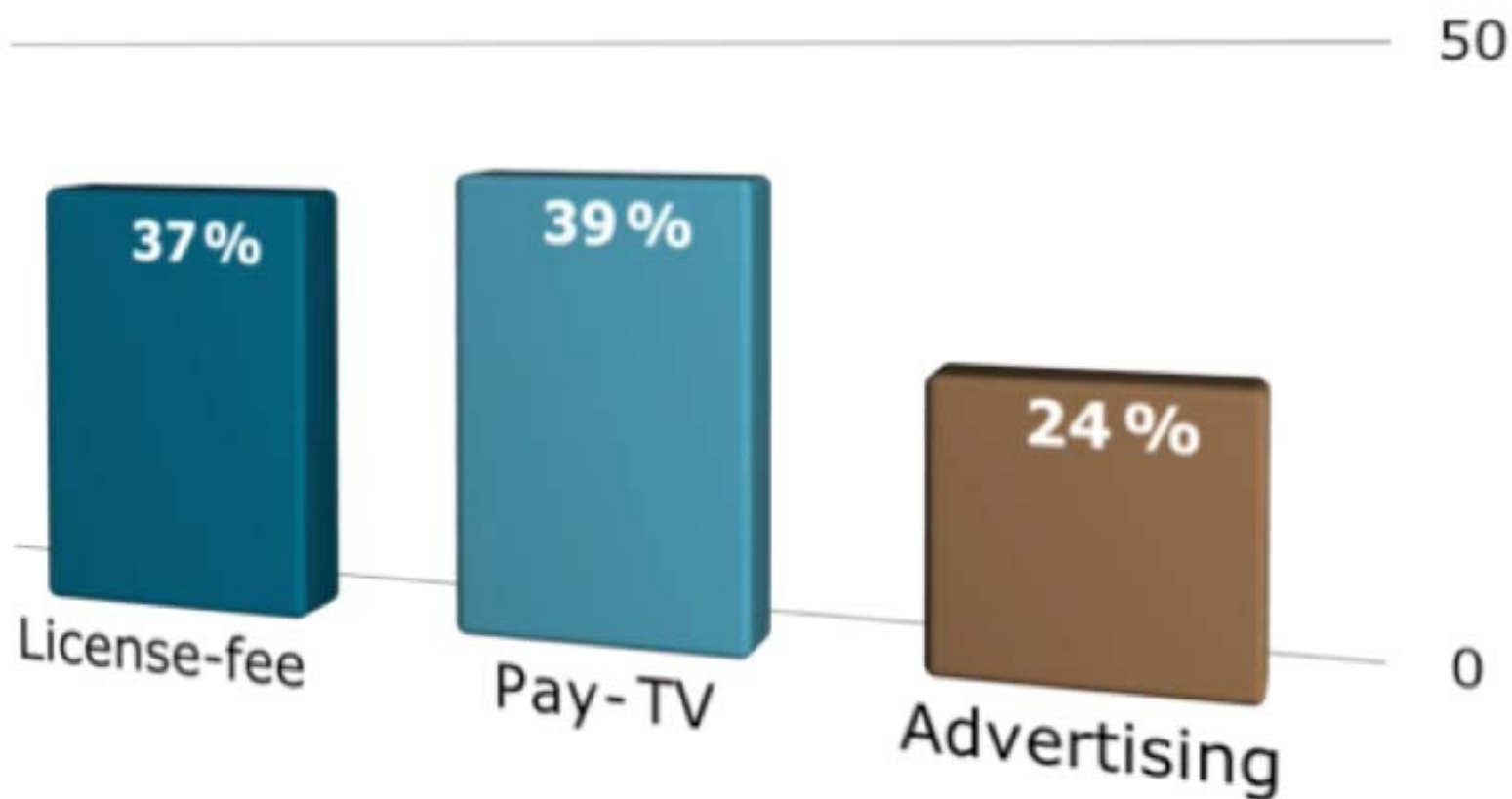
Digitization leads to more choices for consumers



Total media consumption is rising

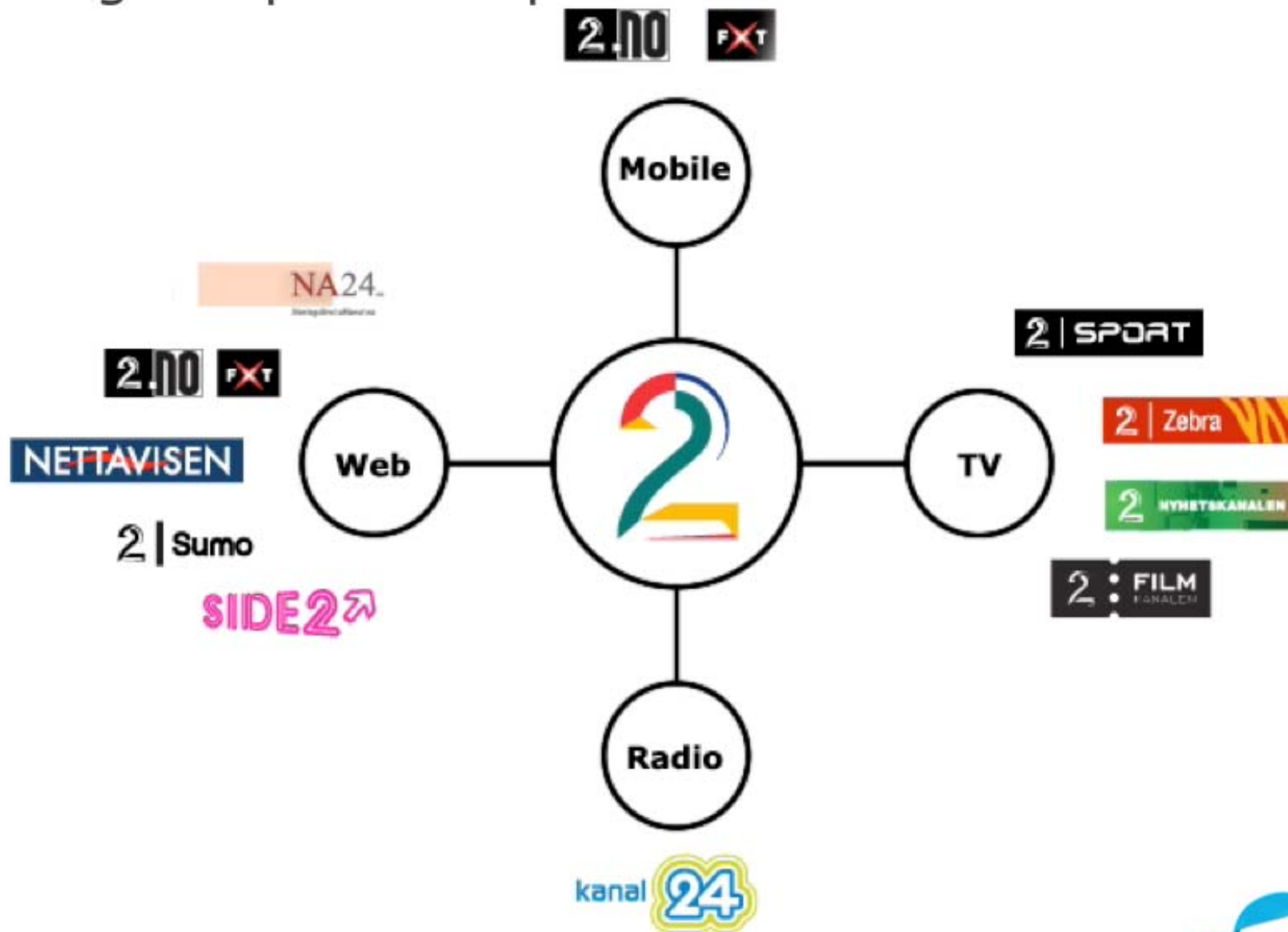


Pay-TV revenues are overtaking advertising and license-fee revenues



2006

Broadcasters' multi-channel and multi-platform strategies open new possibilities



Many digital players in the Nordic market



Satellite

Canal Digital
Viasat



Digital terrestrial

RiksTV
DigiTV
Boxer



Cable-TV

Canal Digital
Com Hem
TDC Kabel
Tele2 Vision
GET
Welho
Local cable co.



Fiber/TVoDSL

Telenor
Canal Digital
Cybercity
B2
Viasat
TeliaSonera
FAST-TV
Lyse
Local utility co.

Telenor is well positioned despite fierce competition



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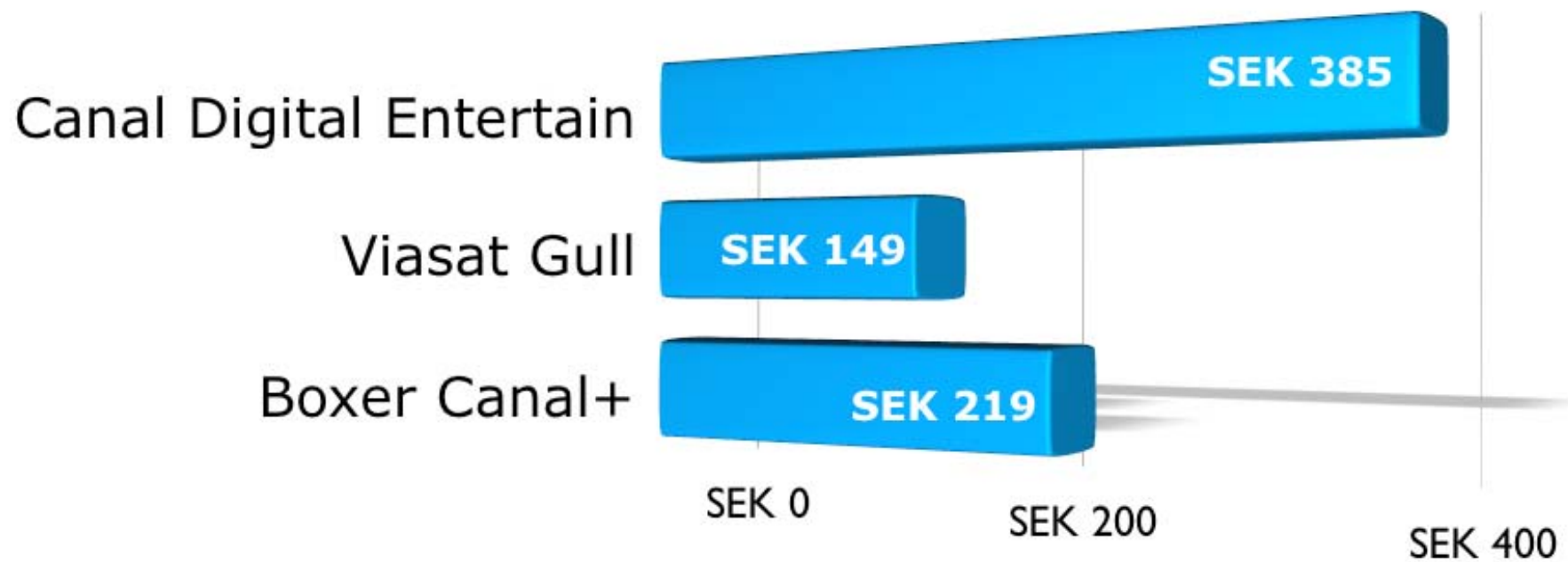
- Canal Digital delivers TV to more than 3 million households
 - 40 % of customers with upgraded CATV also buy internet access from Canal Digital
- Telenor already has 1.6 million broadband customers in the Nordics

Premium content secures high ARPU and low churn

- Customers are willing to pay for premium content
- Premium content creates business opportunities for Telenor
- On a Nordic basis CMore has 60% of subscribers and 70% revenue market share

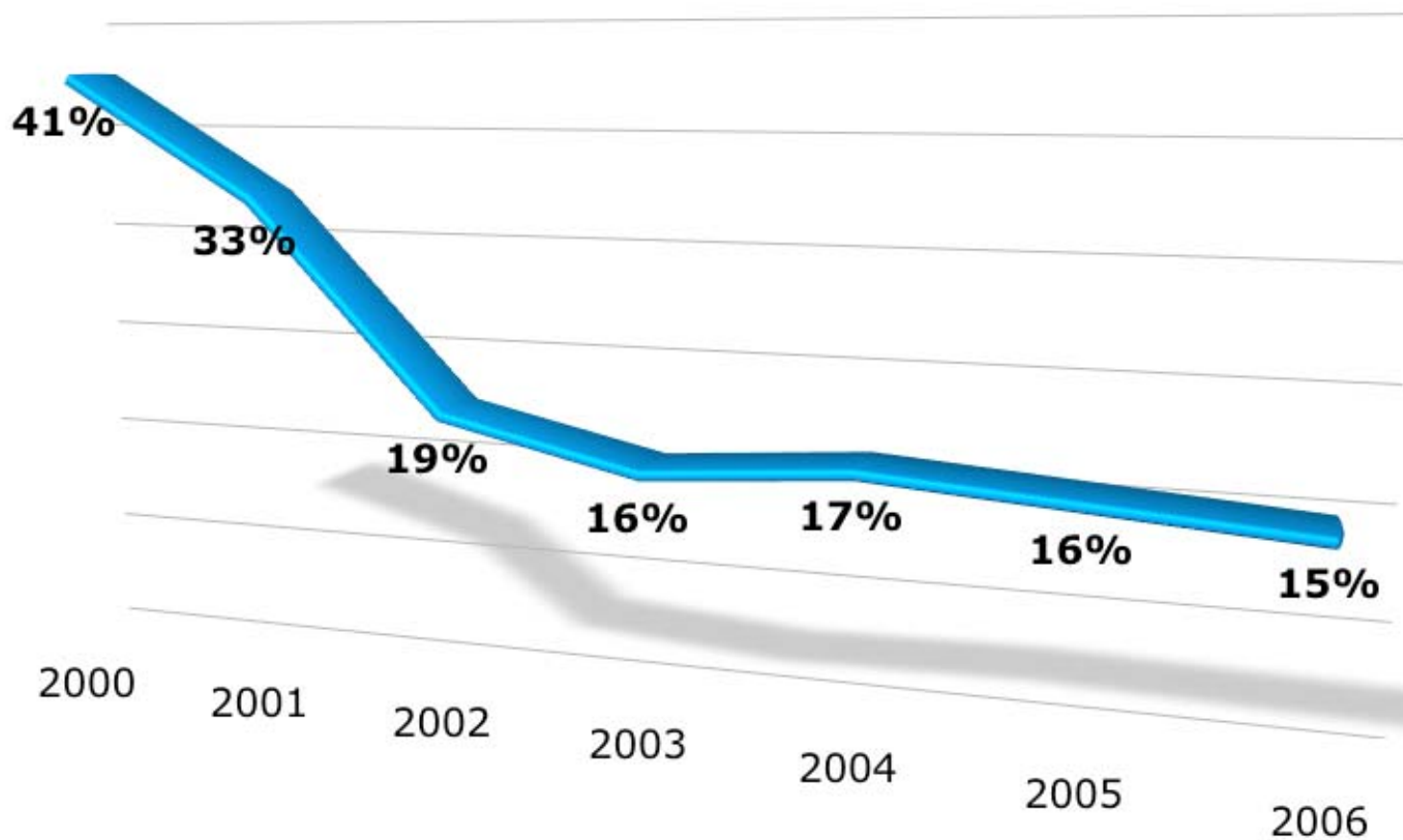


Premium content secures high ARPU and low churn



Retail prices of premium packages DTH/DTT (Sweden)

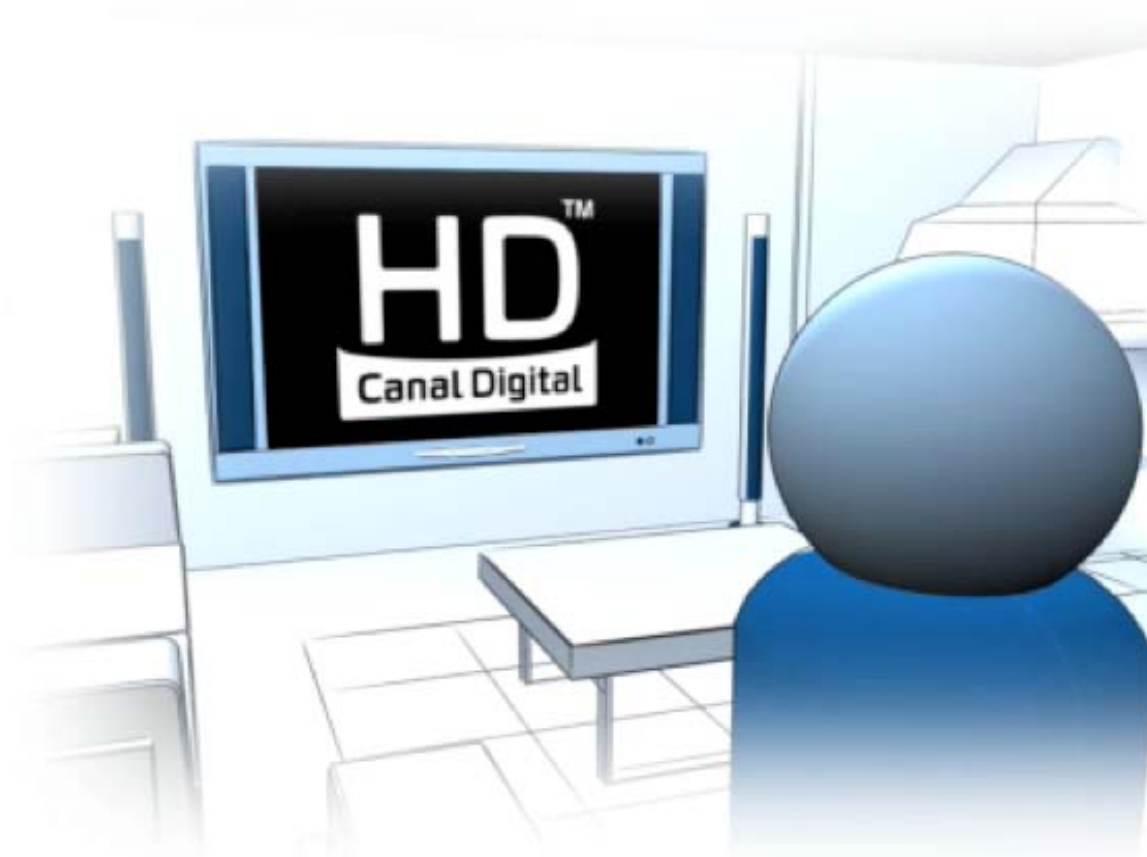
Premium content secures high ARPU and low churn



Canal Digital DTH churn



Canal Digital offers HDTV to provide customers with the best TV experience



Doubling capacity for TV on 1° West

From 41 to 71 transponders

Thor 5:	Capex NOK 1.2 bn	Q4 2007
Thor 6:	Capex NOK 1.3 bn	Q2 2009



Capex per transponder reduced by 40% for THOR 6

16 transponders = NOK **66** m
36 transponders = NOK **39** m

Increased capacity will ensure profitable growth in Telenor Broadcast

- Necessary growth capacity for Canal Digital

- New TV channels
- HDTV

- Benefits of scale provide very competitive position in CEE

- Long term investment secured

- 75% reserved for THOR 5
- Strong prospects for THOR 6



Telenor Broadcast captures DTT opportunities

- Norkring to build and operate DTT in Norway
 - Capex NOK 1bn
 - Annual revenues NOK 300m
 - EBITDA margin approx 50%
- Telenor Broadcast part of DTT operation in Norway
- Well positioned for DTT licence in Denmark



Telenor will capitalise on Canal Digital's brand and strong content position



TV



Internet



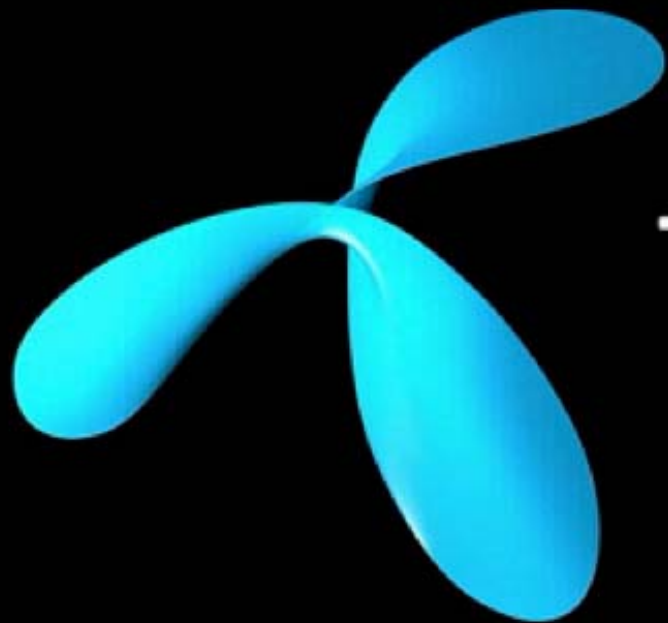
Voice



Telenor well positioned for profitable growth

- **Exclusive content** and high-end services secure Canal Digital's pay-TV position
- **Increased demand** for capacity will ensure profitable growth opportunities in transmission
- Telenor builds additional market share with **Canal Digital's brand**





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