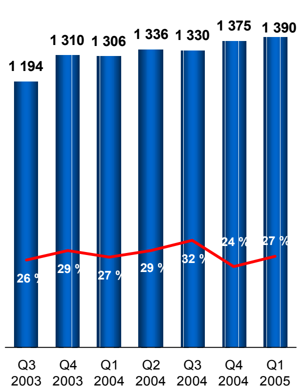
welcome to capital markets day 2005


Appendix - Broadcast

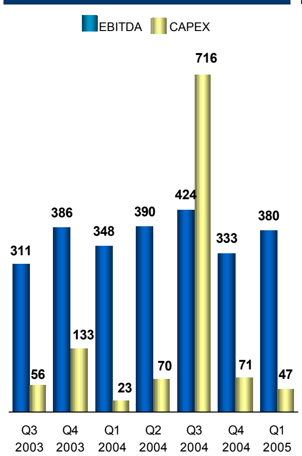


# Broadcast

**Revenues (NOKm) / EBITDA %**

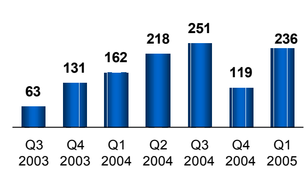



**EBITDA and Capex (NOKm)**



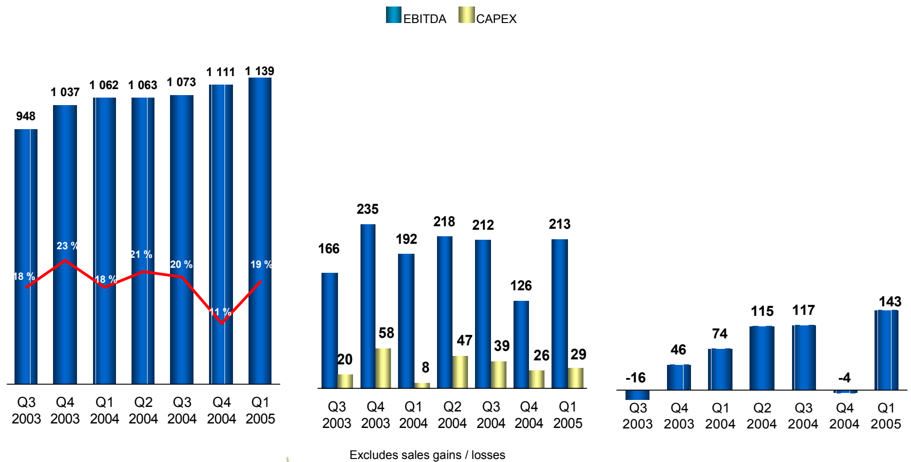

Excludes sales gains / losses

**EBIT (NOKm)**




# Broadcast - Distribution

| Revenues (NOKm) / EBITDA % | EBITDA and Capex (NOKm) | EBIT (NOKm) |
|---|---|---|

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# 2.9 mill households on different platforms

| | Households | Monthly ARPU |
|---|---|---|
| DTH<br>Premium Pay-TV Subscribers | 851 000 | NOK 303 |
| DTH<br>Basic Tier Households | 236 000 | |
| Cable-TV<br>Basic Tier,Premium Pay-TV and Internet | 616 000 | NOK 144 |
| SMATV<br>Households in small antenna TV-networks | 1 197 000 | NOK 28 |
| DTT<br>Premium Pay-TV Subscribers in Finland | 16 000 | NOK 185 |
| | 2 916 000 | |

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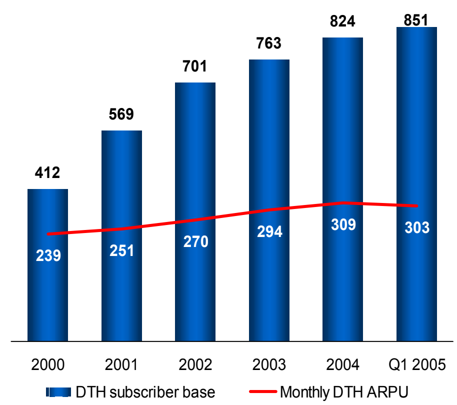
## DTH subscriber and ARPU growth

**DTH subscribers ('000) and ARPU (NOK)**




**Observations**

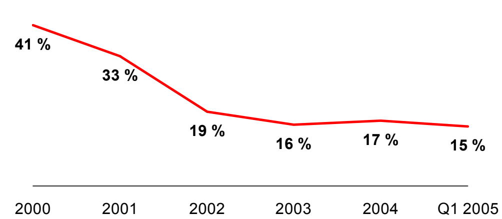
Subscriber growth in all countries

ARPU levels out as new customers have lower priced subscriptions



## Customer/market
## Still low churn

**DTH Churn utvikling**

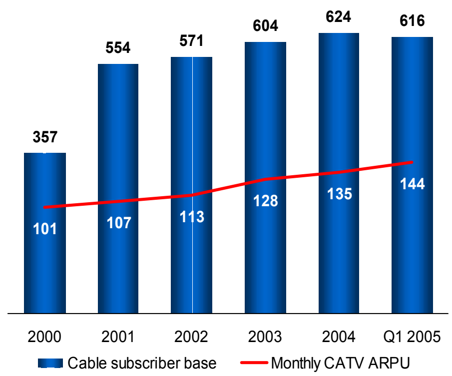



**Observations**

- Increased customer satisfaction
  - Content and pricing
  - Operational excellence
- Piracy control through Conax system

# Cable subscriber and ARPU growth

**Cable subscribers ('000) and ARPU (NOK)**




**Observations**

High speed internet and digital TV drives Cable TV revenue

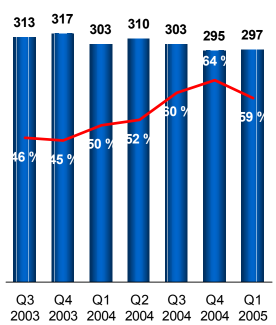
Pricing and packaging – subscriber poll in Norway

Strong competition in Sweden resulted in reduced number of subscribers

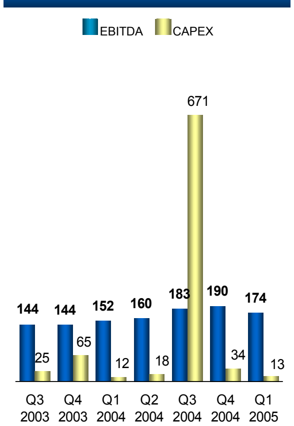


# Broadcast - Transmission

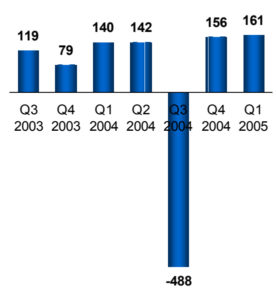
**Revenues (NOKm) / EBITDA %**




**EBITDA and Capex (NOKm)**




**Operating Cash Flow (NOKm)**




Excludes sales gains / losses
Operating Cash Flow = EBITDA - CAPEX