

# telenor

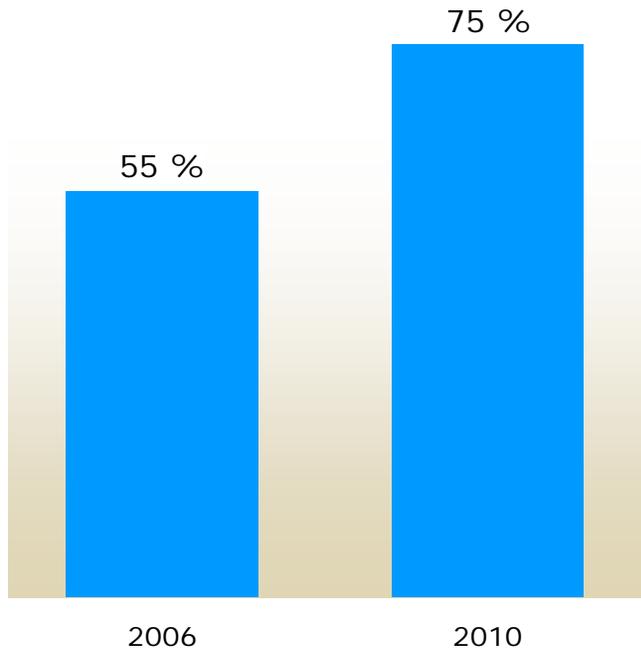
Nordic Operations  
Broadband growth opportunities  
Berit Svendsen - Head of Fixed Norway

# Scandinavia is leading the broadband development

- Early deregulated markets
- Household penetration exceeding 60%
- High spending power and education level
- Broadband a necessity for everyday life

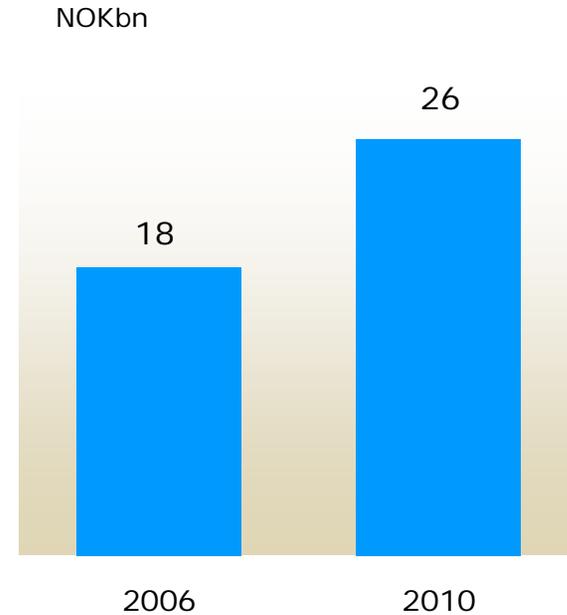
# Growth from increased penetration

Household penetration



Note: Total Scandinavia

Broadband Internet revenue



Note: Total Scandinavia

# Main growth in the segments where we are strong

## Youth

- Age 15-30
- 1.3 million households
- Growth potential 0.2 million subs
- Focus on user generated content and communities

## Family

- Age 30-60
- 4.4 million households
- Growth potential 0.9 million subs
- Focus on premium content and security

## Senior

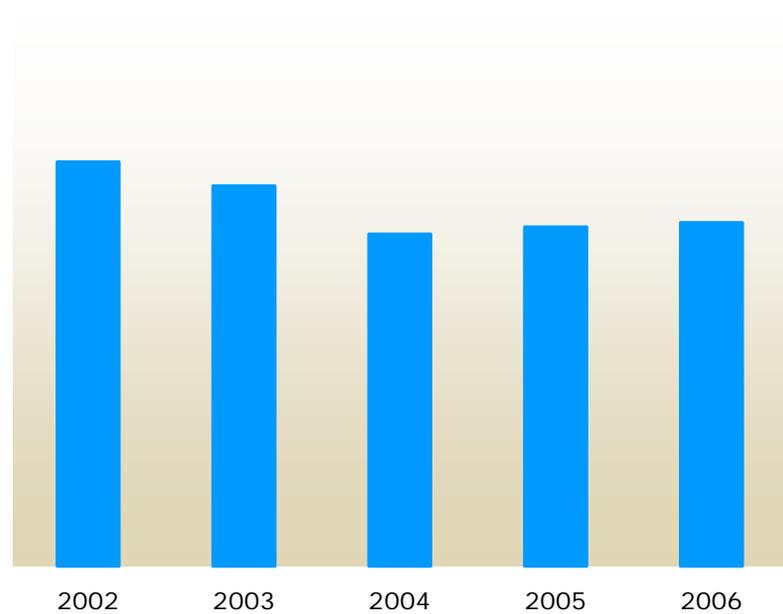
- Age 60+
- 3.1 million households
- Growth potential 1.5 million subs
- Focus on simplicity and support

Note: Total Scandinavian market

# Diminishing pressure on access ARPU



Access ARPU – Fixed Norway



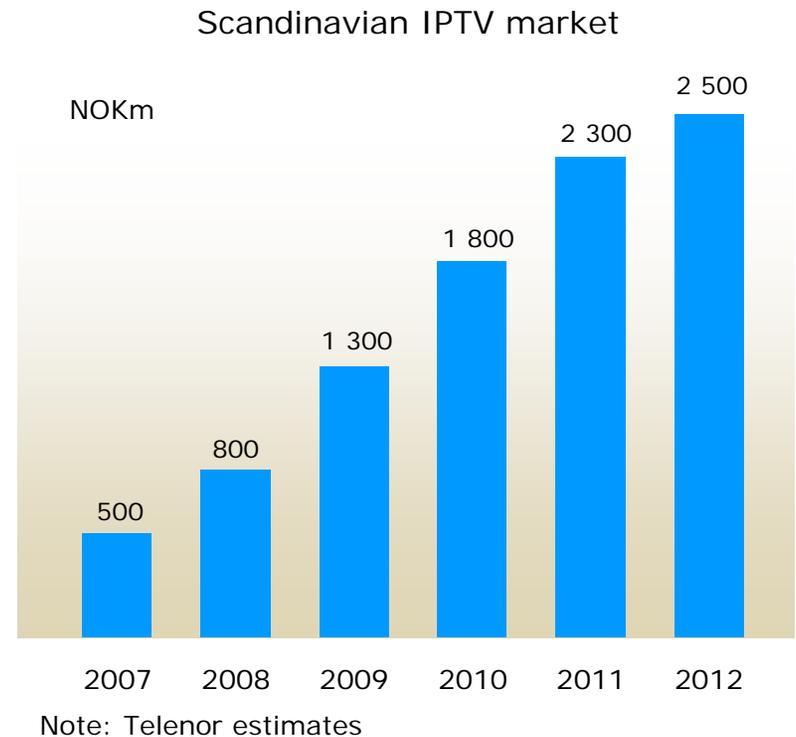
# Increasing revenues from non-access services

- VoIP key contributor today
- Storage of personal content
- Security and remote support of home networks
- IPTV major growth opportunity



# Telenor is well positioned for IPTV

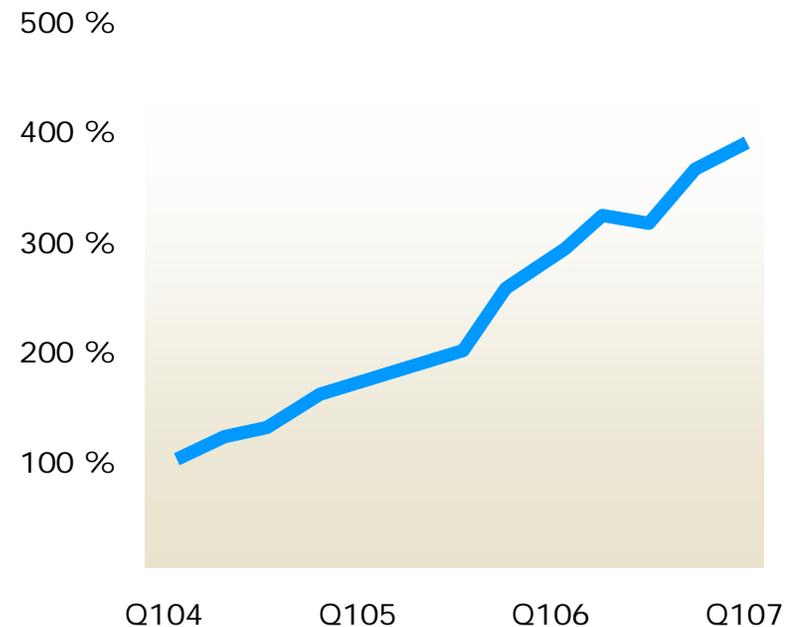
- Competence and exclusive content from Canal Digital
- Personalized and interactive TV services
- Part of strong triple or quadruple play bundle
- End-to-end network control



# Increased demand for network capacity requires new business models

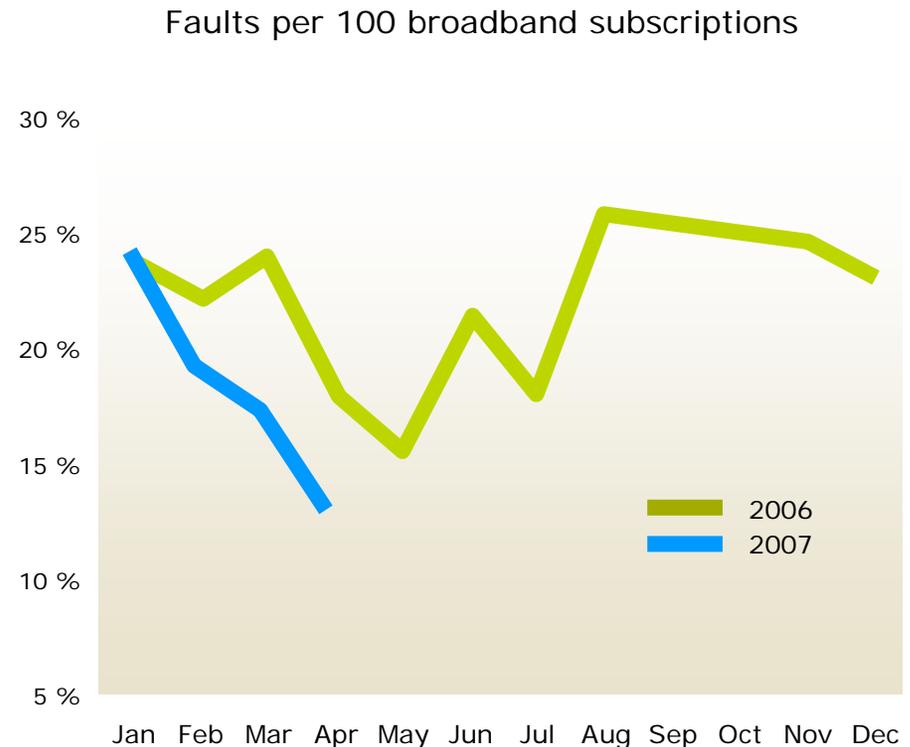
- Traffic optimization including P2P control
- Service differentiation for premium content and multimedia
- Peering agreements with premium content owners

Traffic development per subscription



# Continuous cost control

- Focus on fault rates
- Cost efficient transmission network
- Utilize economies of scale across operations



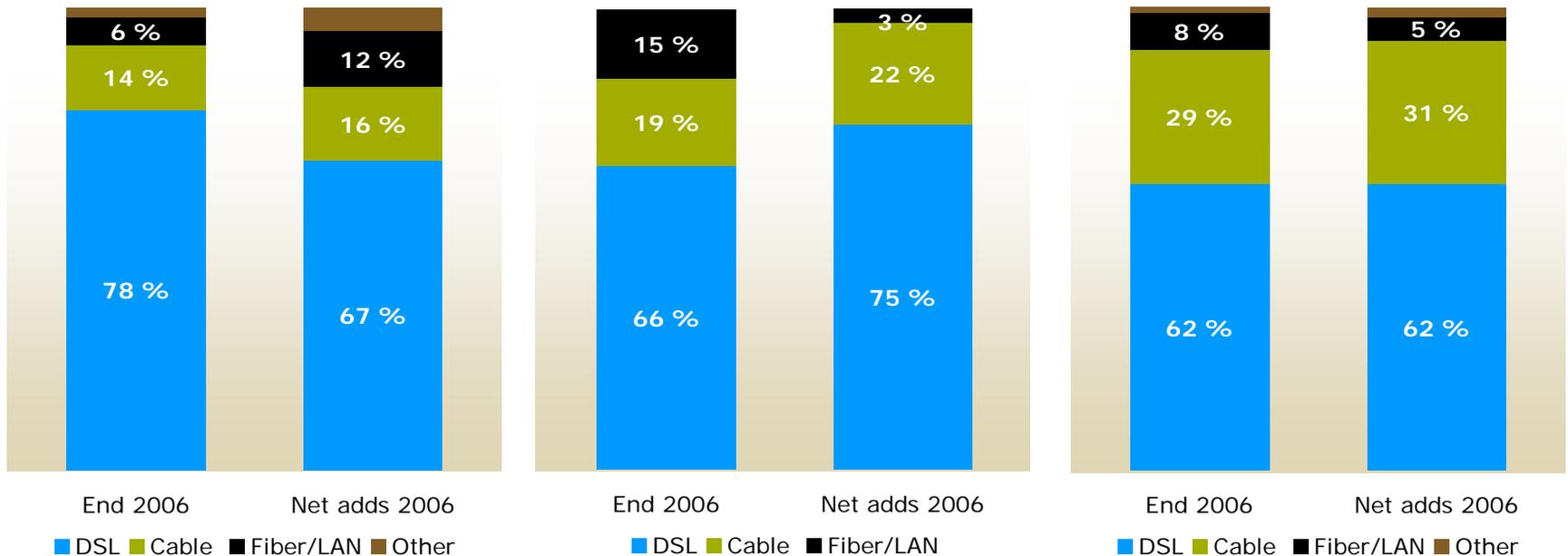
Note: Fixed Norway, annualised figures

# DSL remains the leading broadband technology

Norway

Sweden

Denmark



# Telenor deploys a balanced infrastructure strategy

- Upgrade of DSL infrastructure through fiber nodes and ethernet DSLAMs
- Selected fiber roll-out in Norway, to supplement DSL and cable
- Fiber investments within communicated cash flow target



# Impacts of new technologies

- Wimax is an alternative for rural coverage beyond DSL reach
- HSDPA will be an attractive solution for nomadic usage
- CDMA has large coverage but low access speed due to shared sector capacity



# Summary



- Capture remaining growth potential through a segmented approach
- Utilize Canal Digital to launch premium content services
- Selective fiber deployment in Norway combined with DSL and cable