

# Telecommunications Markets in the Nordic and Baltic Countries 2019

30. September 2020





# About the database

- The database was established in 2007 by the Nordic countries. The Baltic States are included since the spring of 2013.
- Consists of selected variables that are comparable between the countries
- A dynamic database that will change as the telecom markets develop
- The figures are collected and validated by the Nordic-Baltic working group on statistics and definitions.
- Unless otherwise stated, the sources for all figures are the national regulatory agencies and/or the national statistical agencies of each country.
- Graphs included in this publication cover the years 2014 – 2019. Previous years are available in the database only. The variables are stated as of the end of the year. Time series for each country are displayed from the year where data are available. Due to this, the length of time series may vary.
- Graphs include both private and business customers unless otherwise stated.
- The graphs are usually expressed as per capita, which means the amount of each variable (both private and business) divided by the relevant country's population.
- For more information, see the PTS statistics portal: <http://statistik.pts.se/nordic-baltic-telecom-market/>

# Population

Population (in thousands) as of year end in the Nordic and Baltic countries. As most of the graphs in this presentation are scaled based on the population in each country, it should be noticed that the population is growing in some countries while decreasing in others. In this publication only the population figures from 2014 to 2019 are shown.

Population	2014	2015	2016	2017	2018	2019	Change 2014 - 2019
Denmark	5 627	5 660	5 707	5 749	5 781	5 806	3 %
Estonia	1 320	1 313	1 312	1 316	1 316	1 325	0 %
Finland	5 451	5 472	5 487	5 503	5 510	5 518	1 %
Iceland	326	329	333	338	348	357	10 %
Latvia	2 002	1 986	1 969	1 953	1 950	1 934	-3 %
Lithuania	2 944	2 922	2 889	2 849	2 810	2 794	-5 %
Norway	5 109	5 166	5 214	5 257	5 296	5 328	4 %
Sweden	9 645	9 747	9 851	9 995	10 120	10 230	6 %



## 1. Mobile services

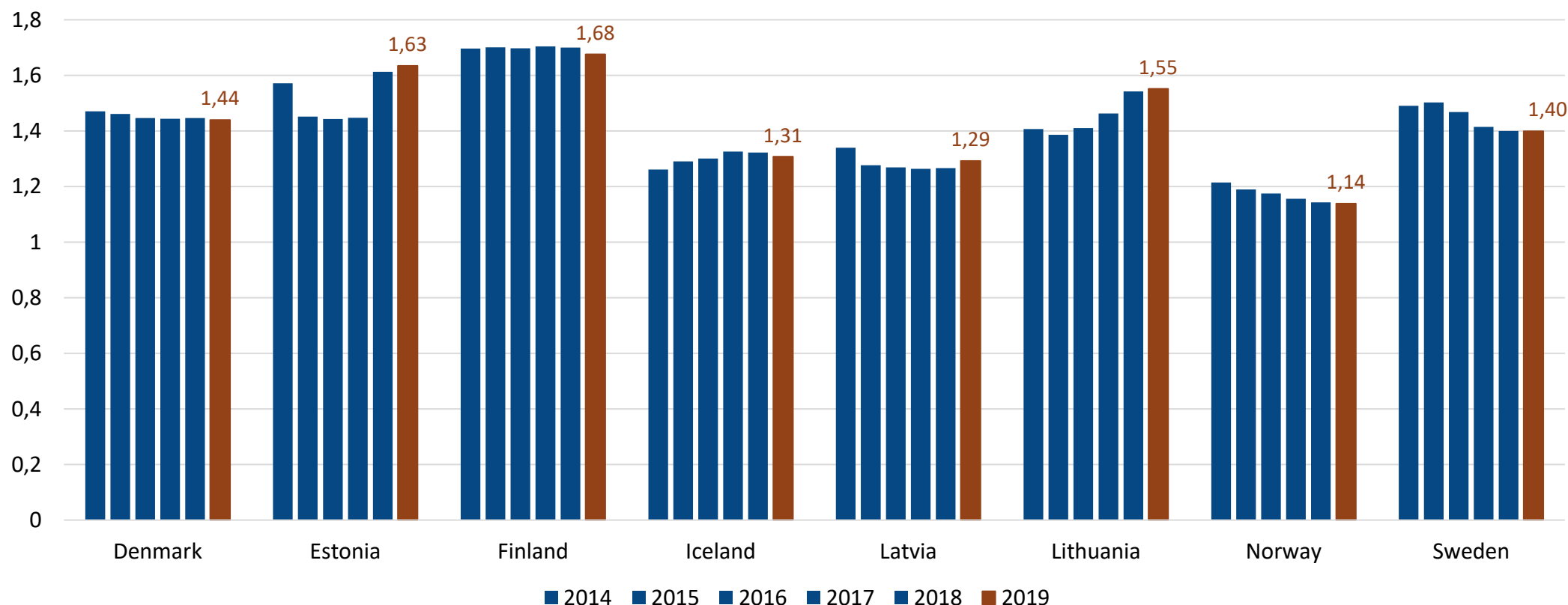
# Mobile services

- Finland and Estonia were the only countries with over 1,6 mobile subscriptions per capita. In the other countries the number varied between 1,1 and 1,5 subscriptions per capita in 2019. While there are differences between the countries, it can be said that the total number of mobile subscriptions generally is stagnating.
- The number of mobile call minutes was growing in most countries while Finland was the only country with a decrease. The highest usage per capita was observed in Sweden.
- Data traffic in mobile networks continued to increase in all of the countries. Finland had by far the largest data volumes, 36,3 Gbyte per capita and month, and traffic continued to grow fast. An important factor behind this development is the popularity of subscriptions without data caps in Finland. Volumes in the other countries ranged from 5,6 to 21,2 Gbyte per capita and month.
- The number of machine-to-machine (M2M) SIM cards was growing in all of the countries. The 2018 and 2019 figure for Sweden is based on the estimated number of M2M SIM cards used inside the country. No corresponding estimates are available for previous years. More than half of all M2M SIM cards with Swedish numbers are used outside of the country. The main reason for this is that Telenor's global M2M operations are headquartered in Sweden.

# 1.1 Mobile subscriptions per capita

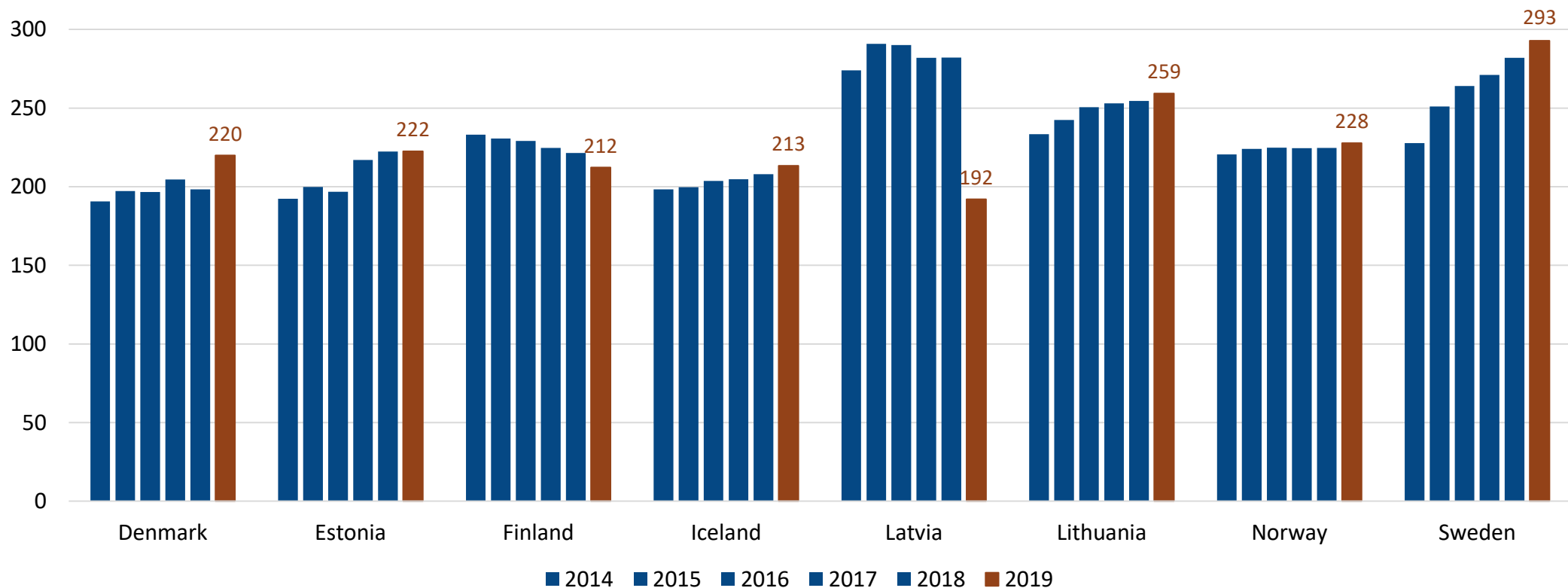
Number of mobile subscriptions (GSM/UMTS/LTE) for voice and data divided by population.

Pre-paid subscriptions are included and must have been active within the last 3 months of the period. M2M subscriptions are not included.



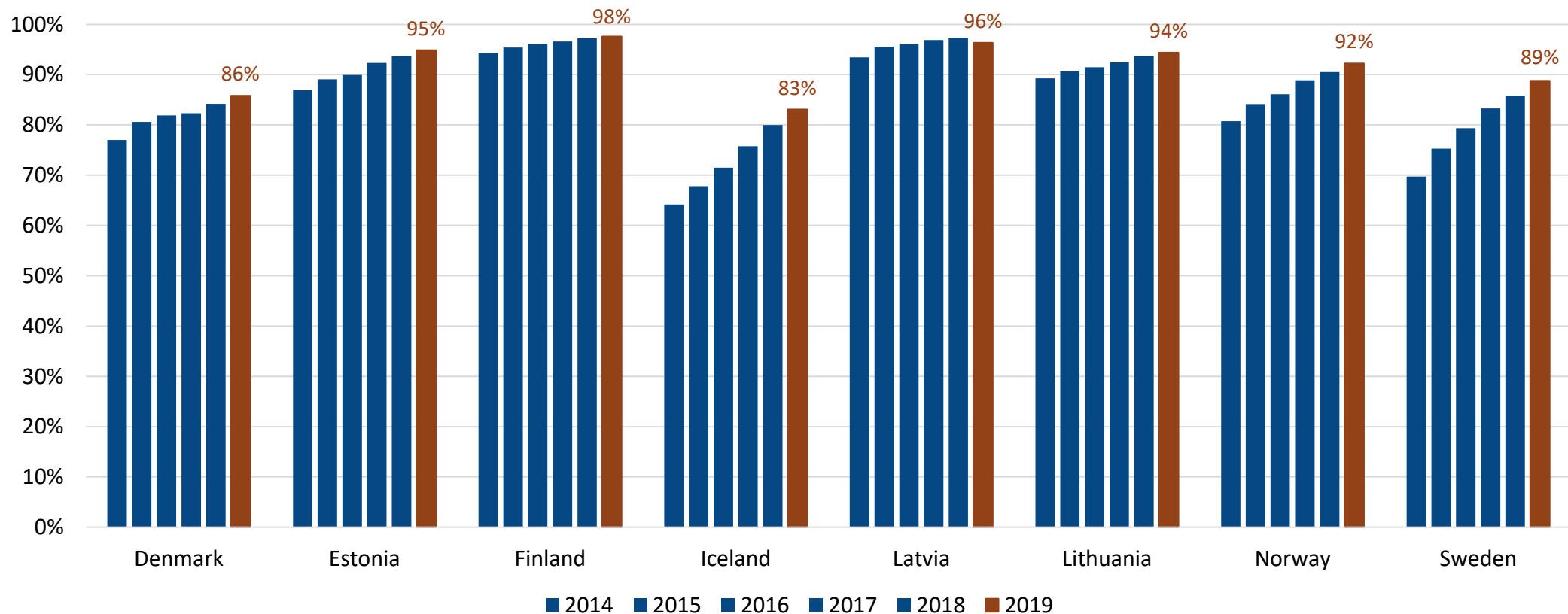
## 1.2 Mobile call minutes per capita in a month

Most of the mobile subscriptions today include unlimited minutes or at least a very large number of minutes. The figures exclude international roaming.



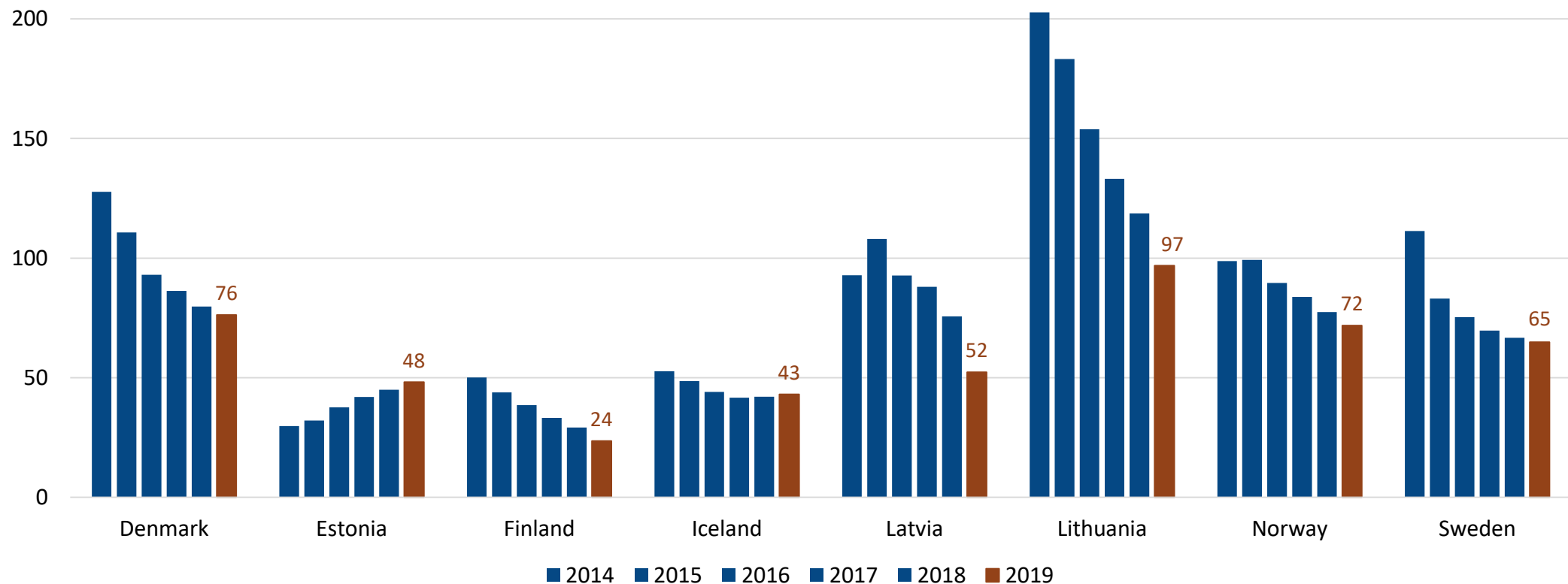
## 1.3 Share of mobile minutes of all originated minutes

“All originated minutes” are the sum of all fixed minutes and all mobile minutes.



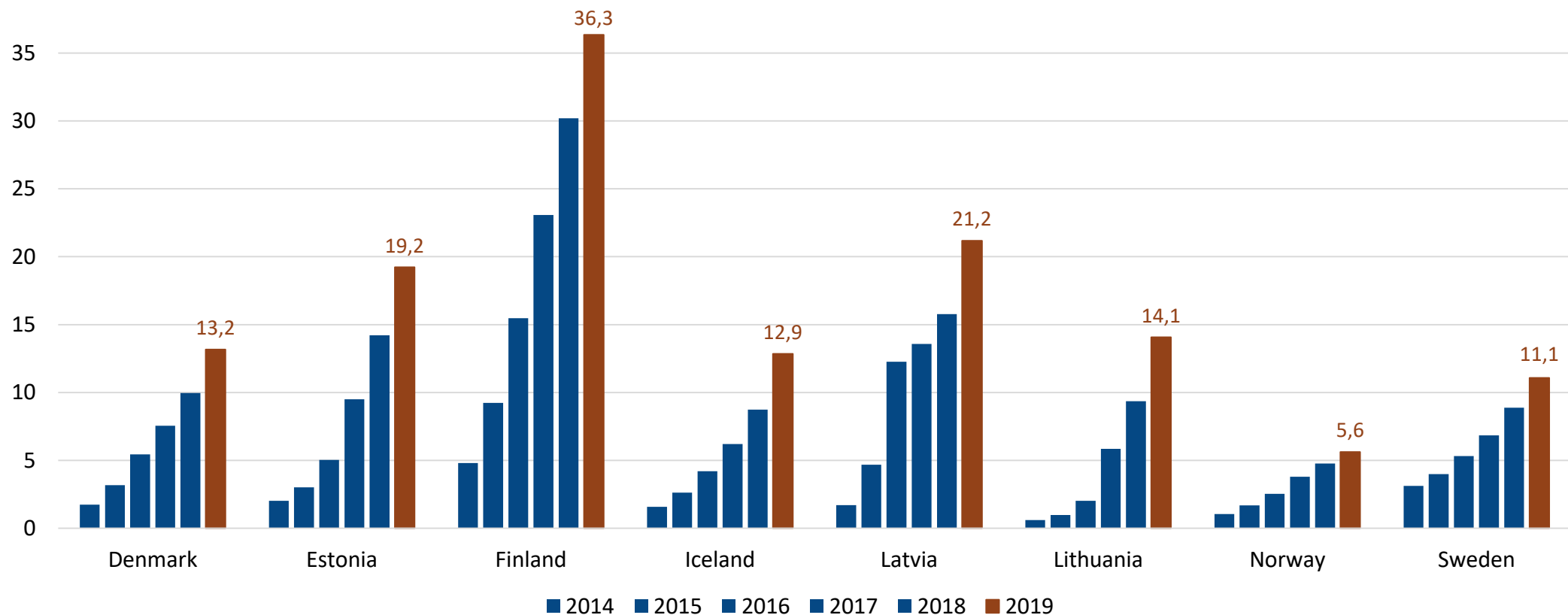
# 1.4 Average number of SMS messages sent per capita in a month

A2P messages is included in the numbers from Estonia, Finland, Latvia and Lithuania.



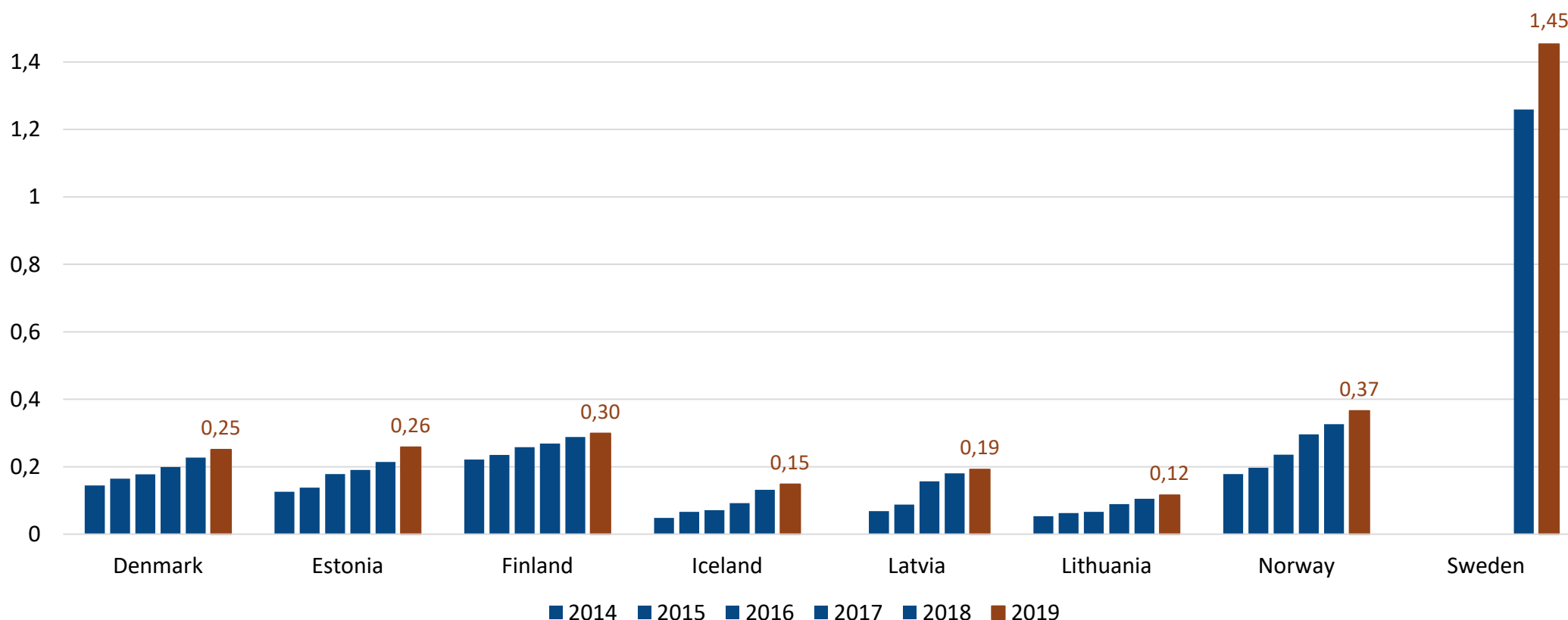
# 1.5 Data transferred over mobile networks per capita in a month (Gbytes)

Includes both uploaded and downloaded traffic. Data roaming abroad is not included. Calculated by the binary system (1 GB = 1024<sup>3</sup> B).



# 1.6 Machine-to-machine (M2M) SIM cards per capita

Includes SIM cards sold specifically to be used with or between machines in, for example, energy consumption meters, cars and surveillance cameras. M2M SIM cards per capita is highest in Sweden, followed by Norway. The 2018 and 2019 figure for Sweden is based on the estimated number of M2M SIM cards used within the country. No corresponding estimates are available for previous years.





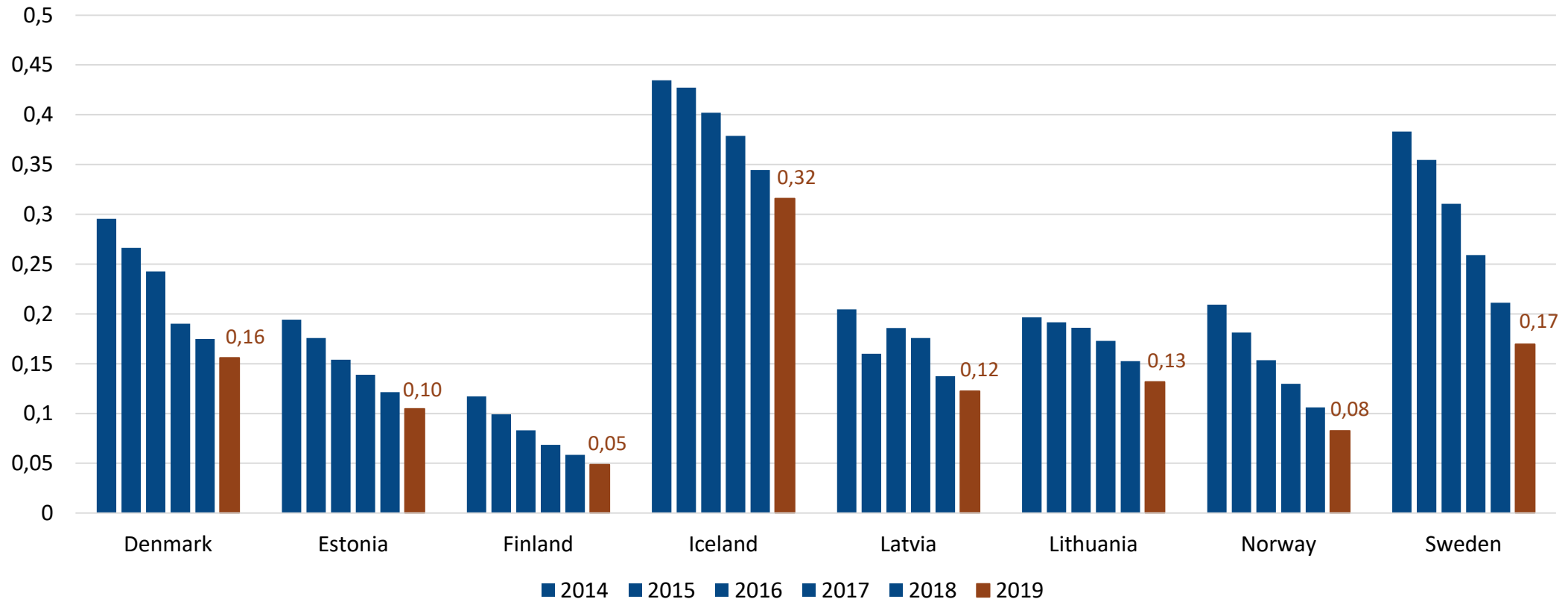
## 2. Fixed call services

# Development of fixed call services

- The number of fixed telephony subscriptions per capita as well as the number of fixed call minutes was decreasing in all countries, and there is no sign to indicate any change in the future. Though the share of mobile minutes of all originated minutes varied between 83 and 98 percent in 2019, the relative amount of fixed call minutes is steadily decreasing in all countries.
- There are major differences between the countries in the number of IP telephony (managed VoIP) subscriptions per capita and the numbers are developing differently to some degree as well. The Danish figures include both managed and unmanaged VoIP.
- In Sweden, Denmark and Iceland there were above 0,1 IP telephony subscriptions per capita. However, Iceland was the only country where subscriptions continued to grow. In Estonia, Finland, Lithuania and Norway, the number of VoIP subscriptions per capita was 0,04 or lower.
- The Latvian and Icelandic incumbents plan to gradually switch their entire fixed networks over to IP technology and eventually shut down the PSTN networks. IP telephony is often bundled with other services such as fixed broadband and TV. In those cases the IP telephony part of the bundle may be inactive.

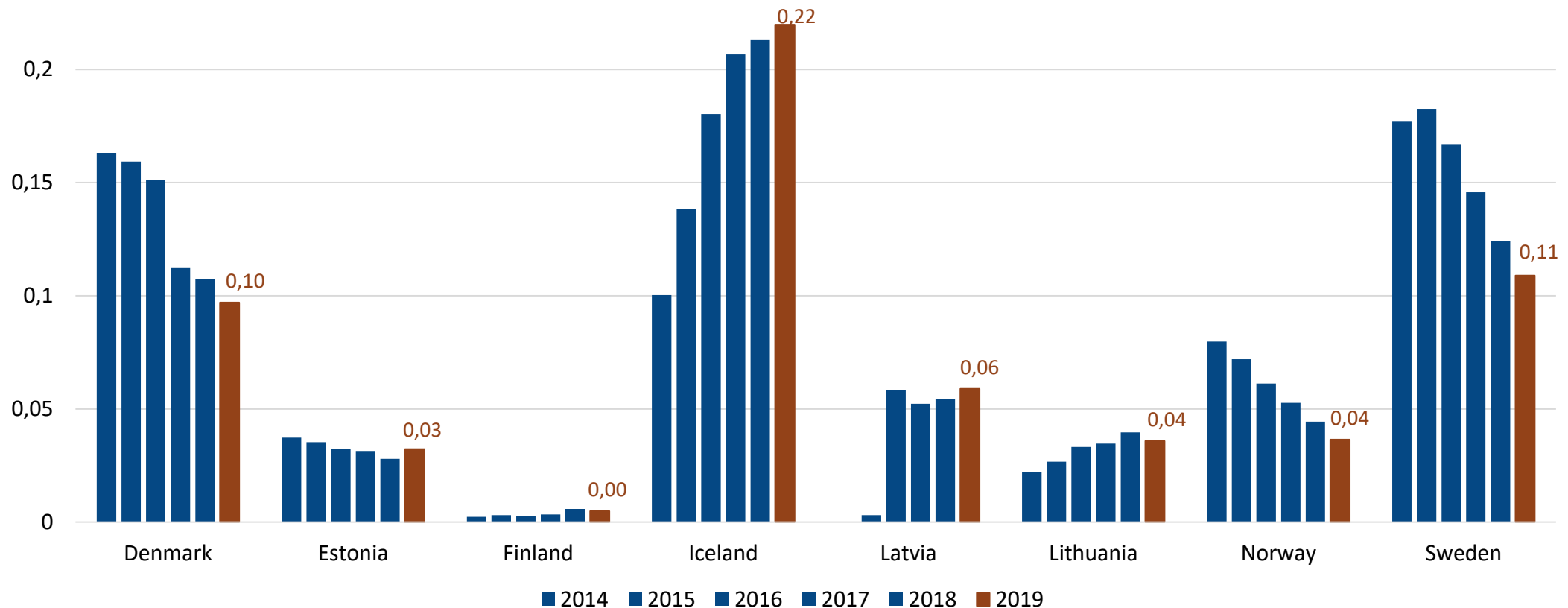
## 2.1 Fixed telephony subscriptions per capita

Includes PSTN, ISDN and IP telephony. The figures include both business and private subscriptions, which may differ significantly in terms of traffic generated, since a business customer may have many users of the same fixed telephony connection (e.g. ISDN).



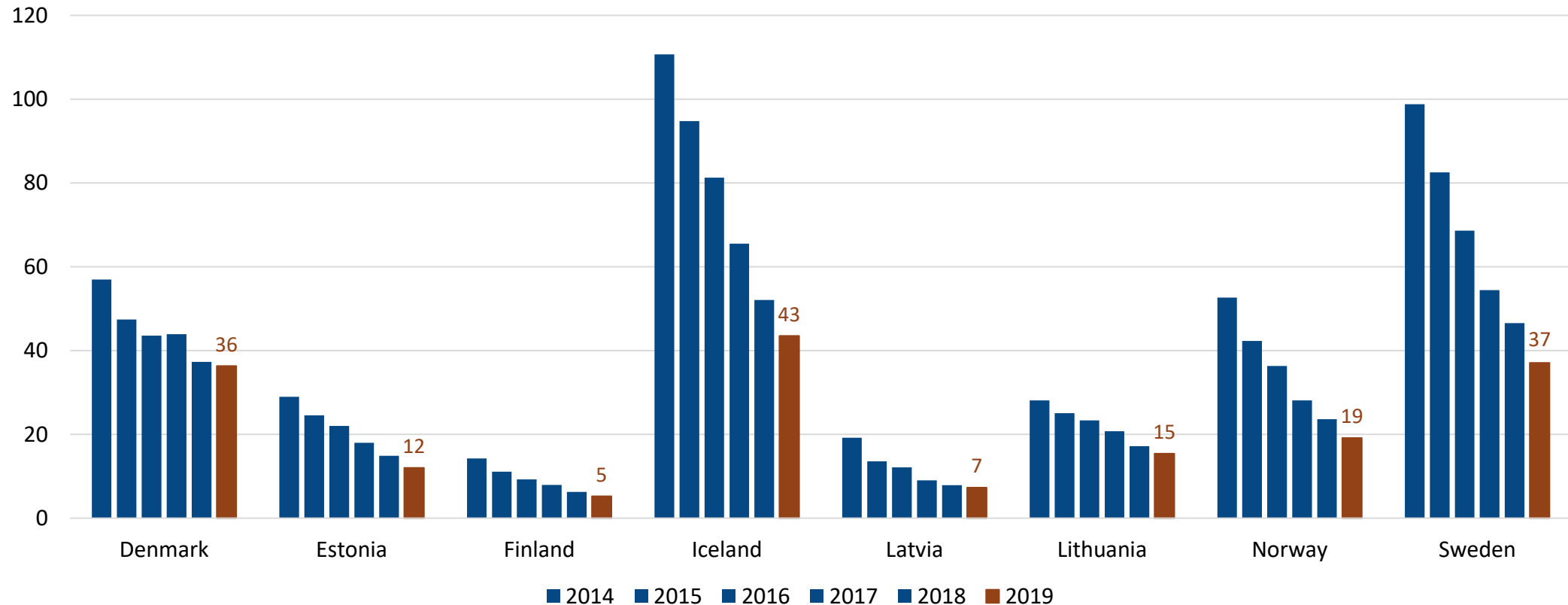
## 2.2 IP telephony subscriptions per capita

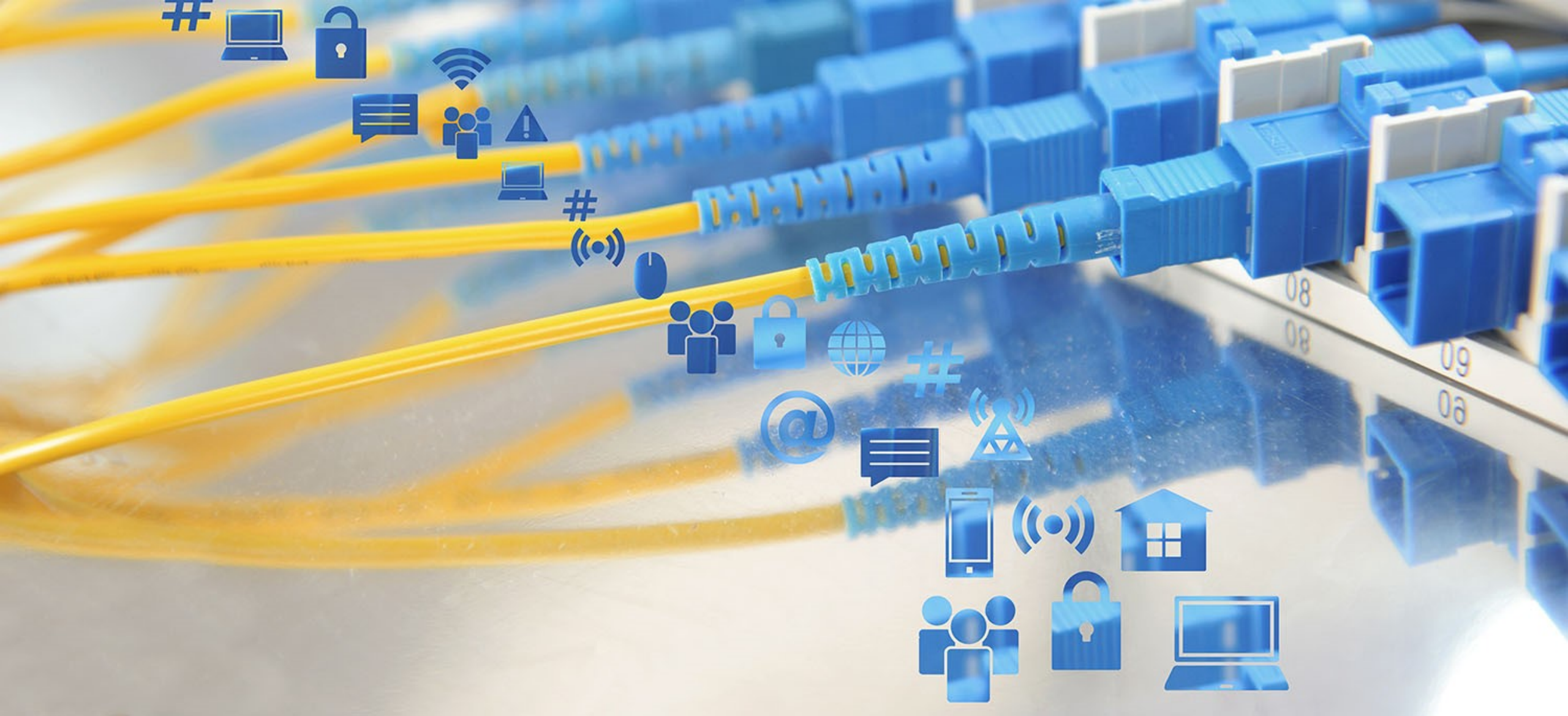
The increase in Iceland is due to the closing down of the PSTN network, which is scheduled for 2020.



## 2.3 Fixed call minutes per capita in a month

The Danish incumbent, TDC, had a change of definition from 2017 to 2018.





### 3. Broadband services

# Development of broadband services

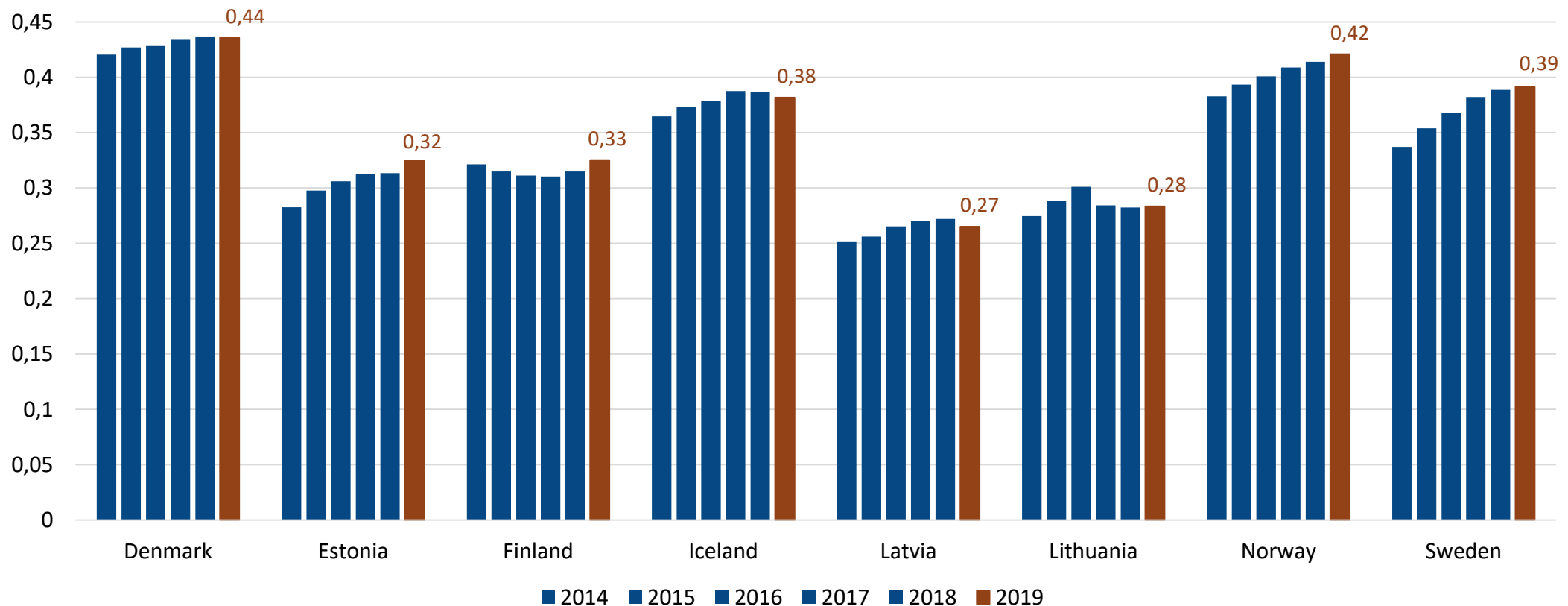
- Denmark had most fixed broadband subscriptions: 0,44 per capita in 2019. The share was over 0,27 in all of the countries.
- When comparing the penetration of dedicated mobile data subscriptions, Finland and Latvia were well above the rest of the countries with 0,38 and 0,36 subscriptions per capita. The rest of the countries were between 0,06 and 0,23.
- When adding dedicated mobile broadband subscriptions to fixed broadband subscriptions, Finland had a broadband penetration rate of 0,71 subscriptions per capita, followed by Denmark with 0,63 and Latvia with 0,62 subscriptions per capita.
- There was only three countries with a penetration rate for mobile voice and data subscriptions above 1. A penetration of 1,17 per capita was found in Finland and Denmark. Sweden had the third highest penetration of 1,10 per capita.

# Development of the fastest broadband services

- The share of fiber subscriptions of all fixed broadband subscriptions was highest in Lithuania at 75 percent followed by Sweden and Latvia, with 71 and 69 percent in 2019.
- Sweden was well above the other countries in terms of broadband subscriptions with speeds of 100 Mbps or more downstream. The Swedish penetration rate for 100 Mbps or more reached 0,32 subscriptions per capita, while the second highest penetration rate (0,26) was found in Iceland. The penetration rate continued to increase in all of the countries during 2019.
- When combining fiber and cable subscriptions per capita, Sweden and Norway had the highest penetration rate with 0,34, followed by Denmark with 0,30 subscriptions per capita. The combined penetration rate for cable and fiber was increasing in all countries, mostly due to growth in fiber subscriptions.
- Due to the increase in fiber subscription, there is a steady increase in broadband upload speeds.

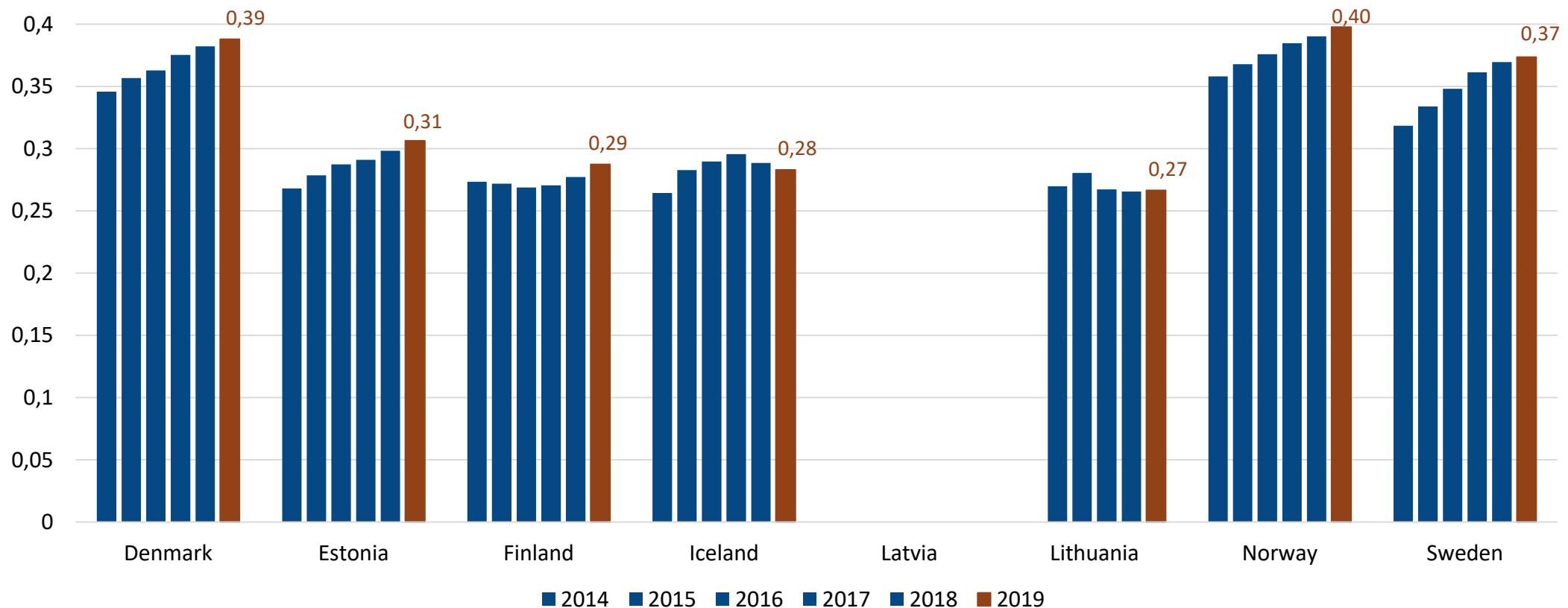
## 3.1a Fixed broadband subscriptions per capita

The decrease for Lithuania in 2017 is due to a switch from WiMAX (fixed) to LTE (mobile) technology by one of the broadband providers.



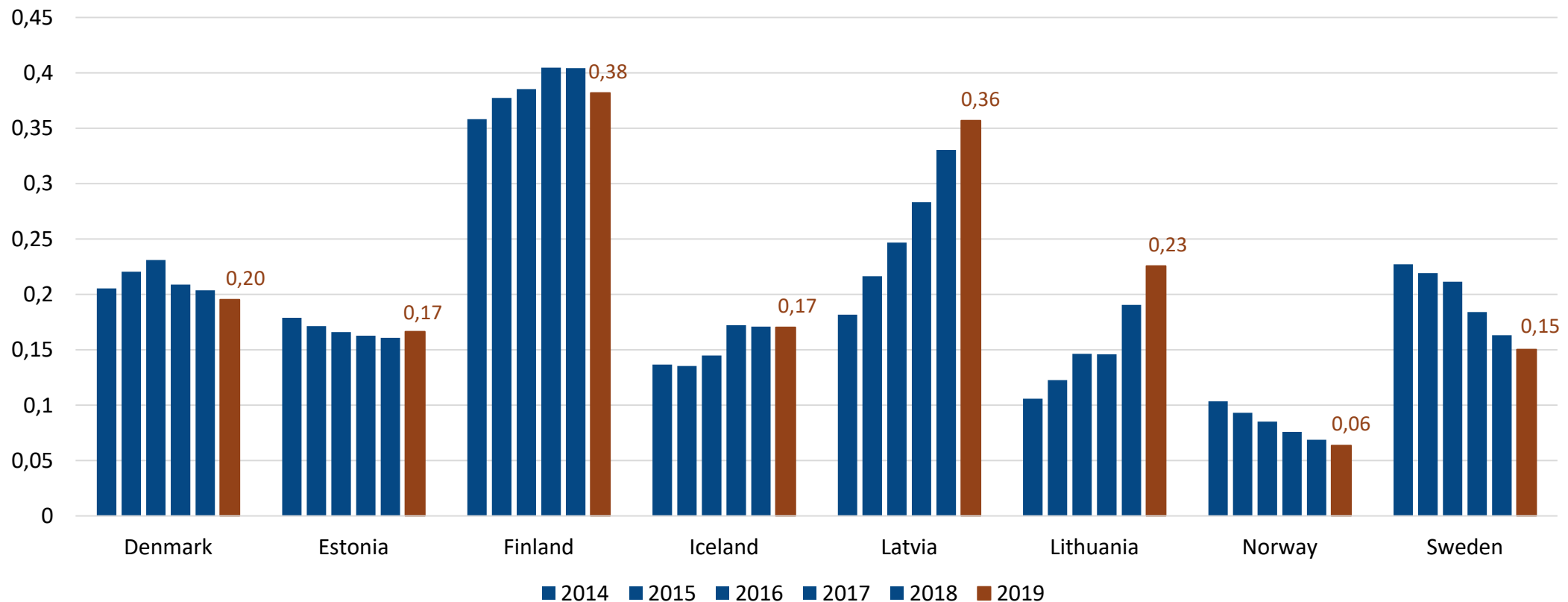
## 3.1b Residential fixed broadband subscriptions per capita

The decrease for Lithuania in 2017 is due to a switch from WiMAX (fixed) to LTE (mobile) technology by one of the broadband providers. Figures not available for Latvia.



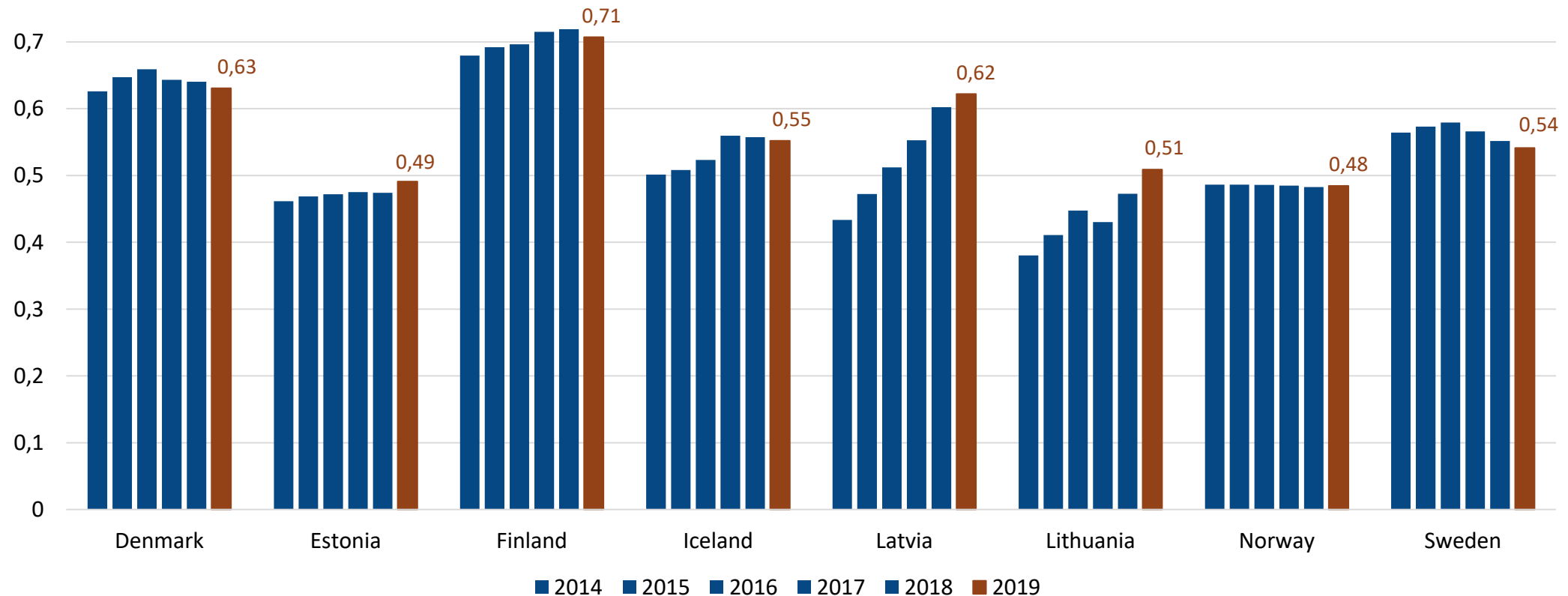
## 3.2 Number of dedicated mobile data subscriptions per capita

Subscriptions without voice and SMS/MMS messaging services. The broadband service is typically used via a dongle, tablet or mobile router. All countries has roaming limitation, but most countries have unlimited national quotas.



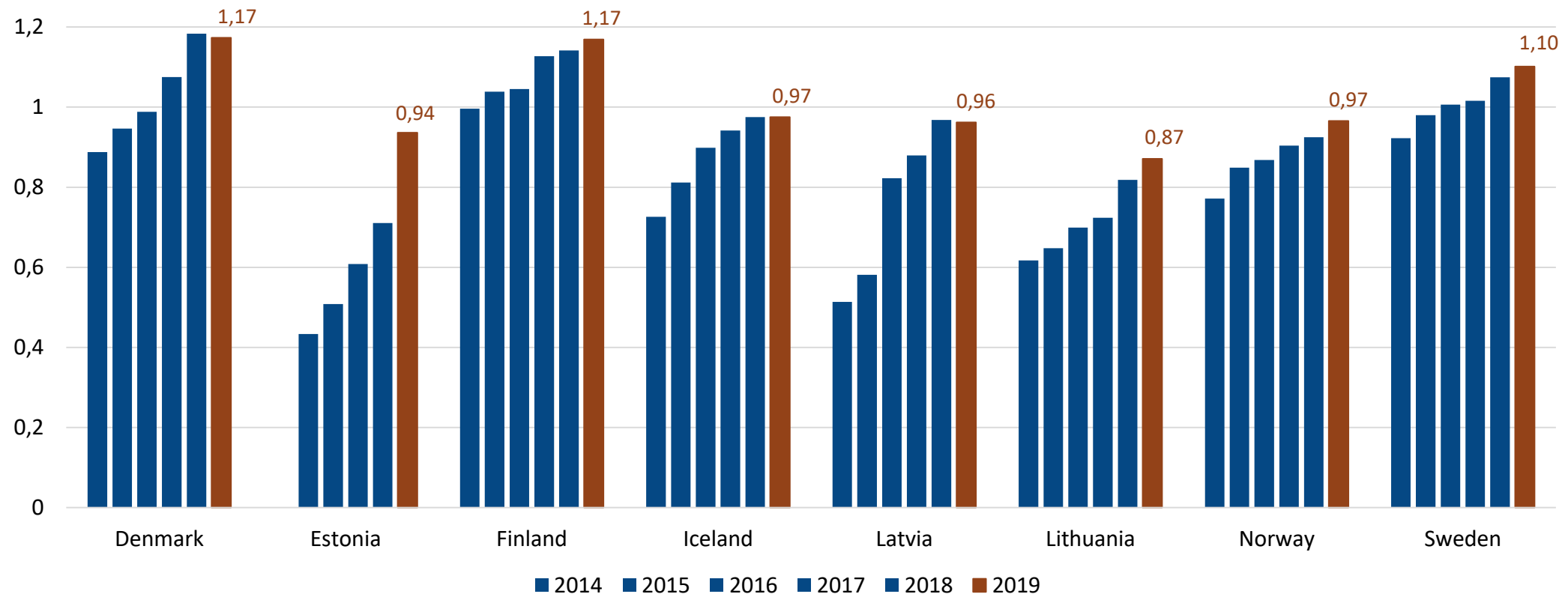
## 3.3 Number of fixed and mobile broadband subscriptions per capita

Includes all fixed broadband subscriptions and dedicated mobile data subscriptions. The 2017 drop for Lithuania is due to a change in definitions.

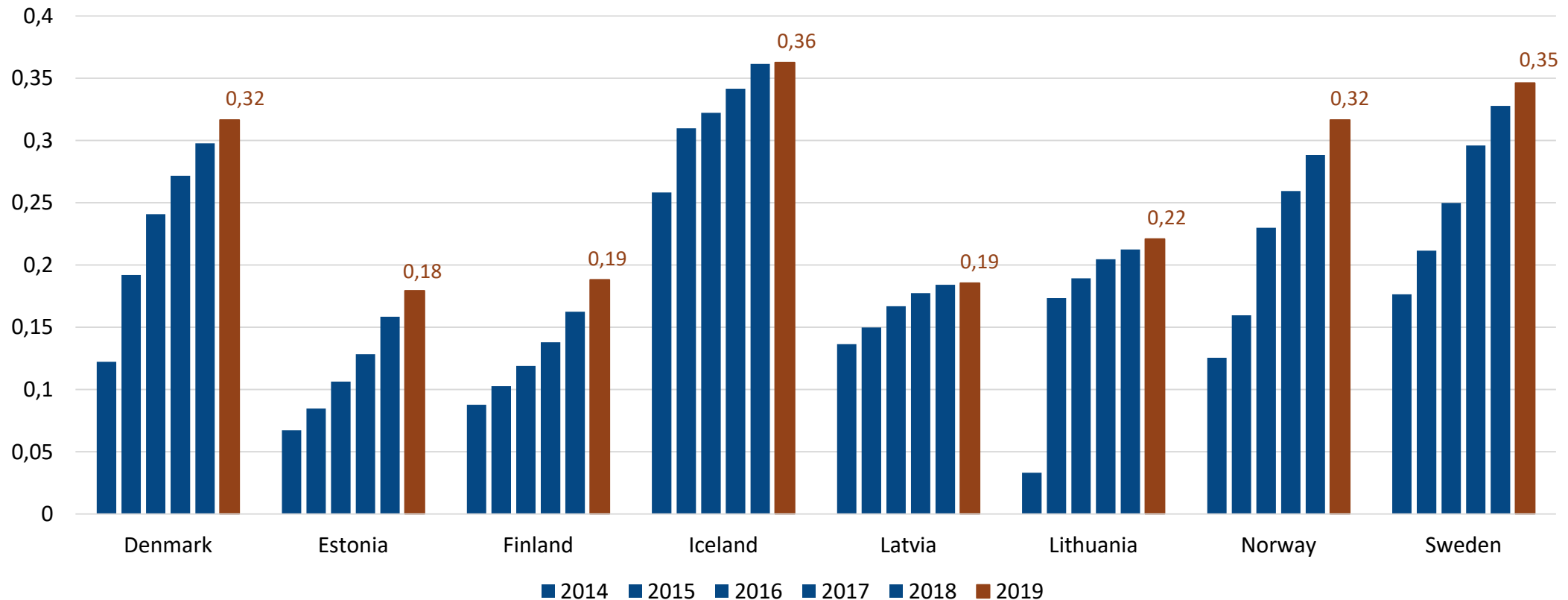


## 3.4 Number of mobile voice and data subscriptions per capita

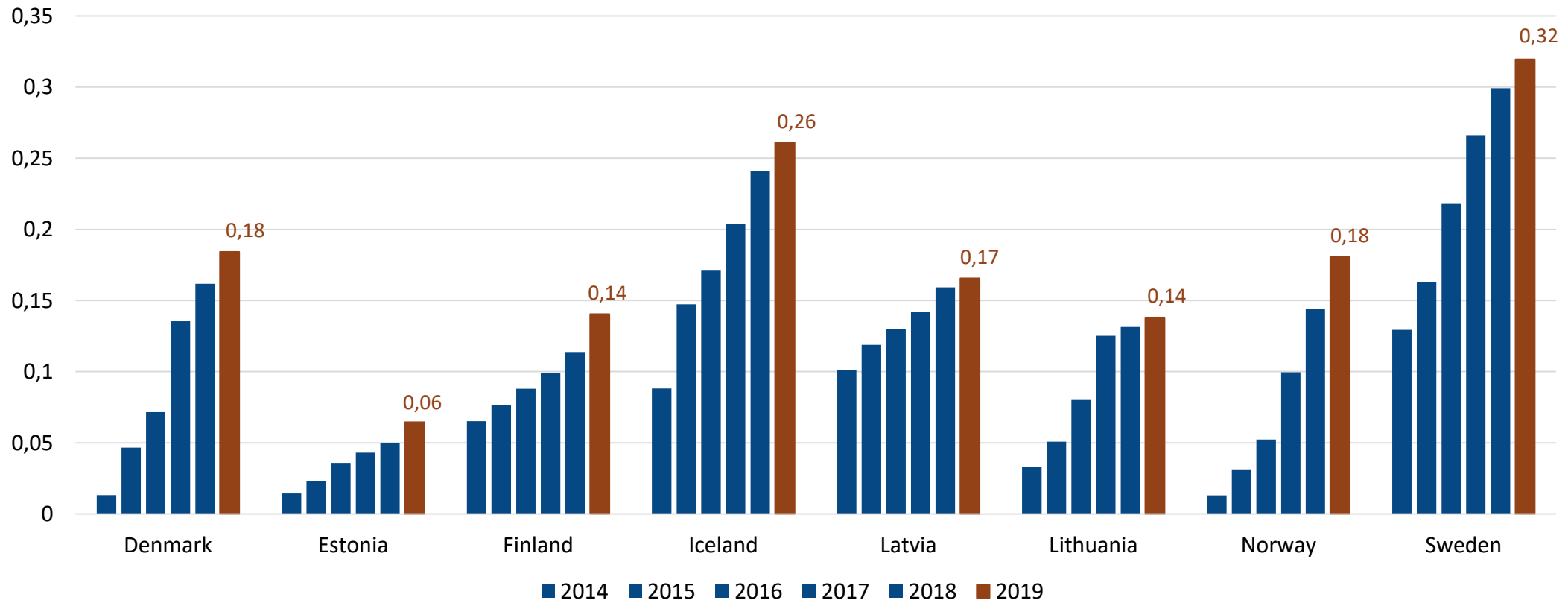
Subscriptions where both mobile data and voice are included. Excludes data add-on subscriptions and dedicated mobile data subscriptions.



## 3.5 Fixed broadband subscriptions with a marketed downstream capacity of 30 Mbps or more, per capita

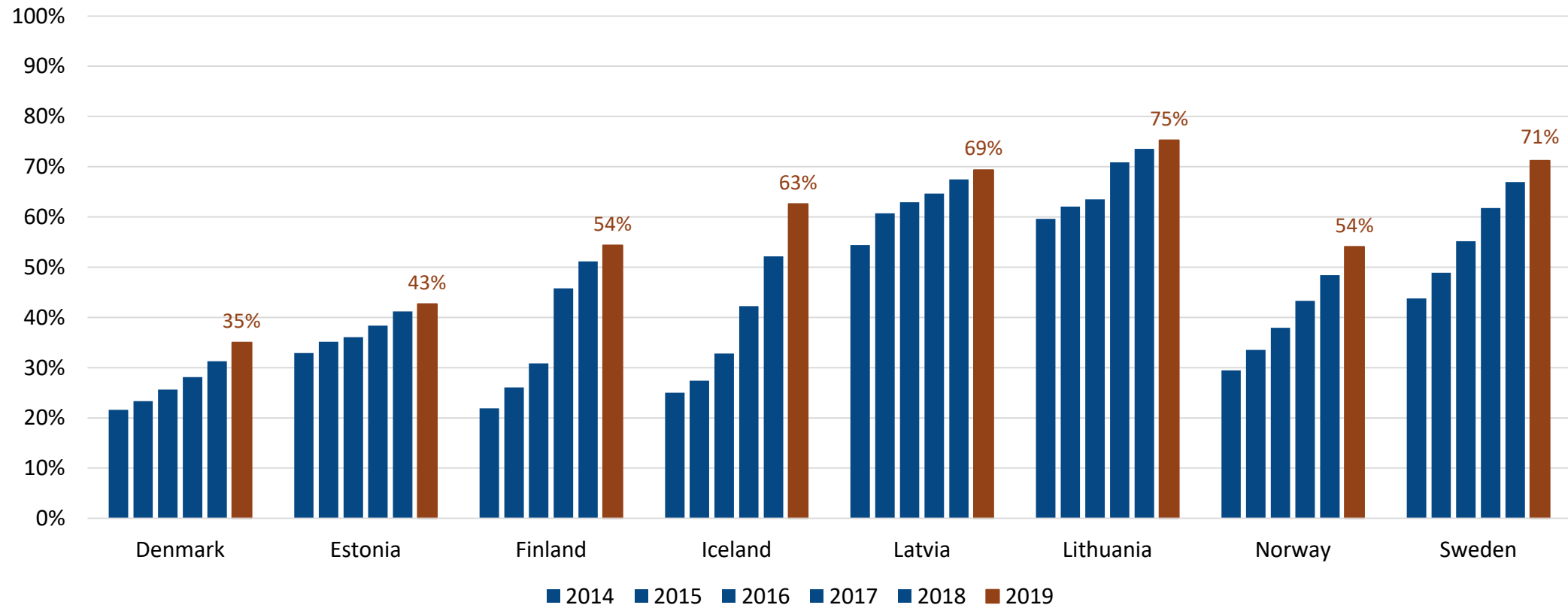


## 3.6 Fixed broadband subscriptions with a marketed downstream capacity of 100 Mbps or more, per capita



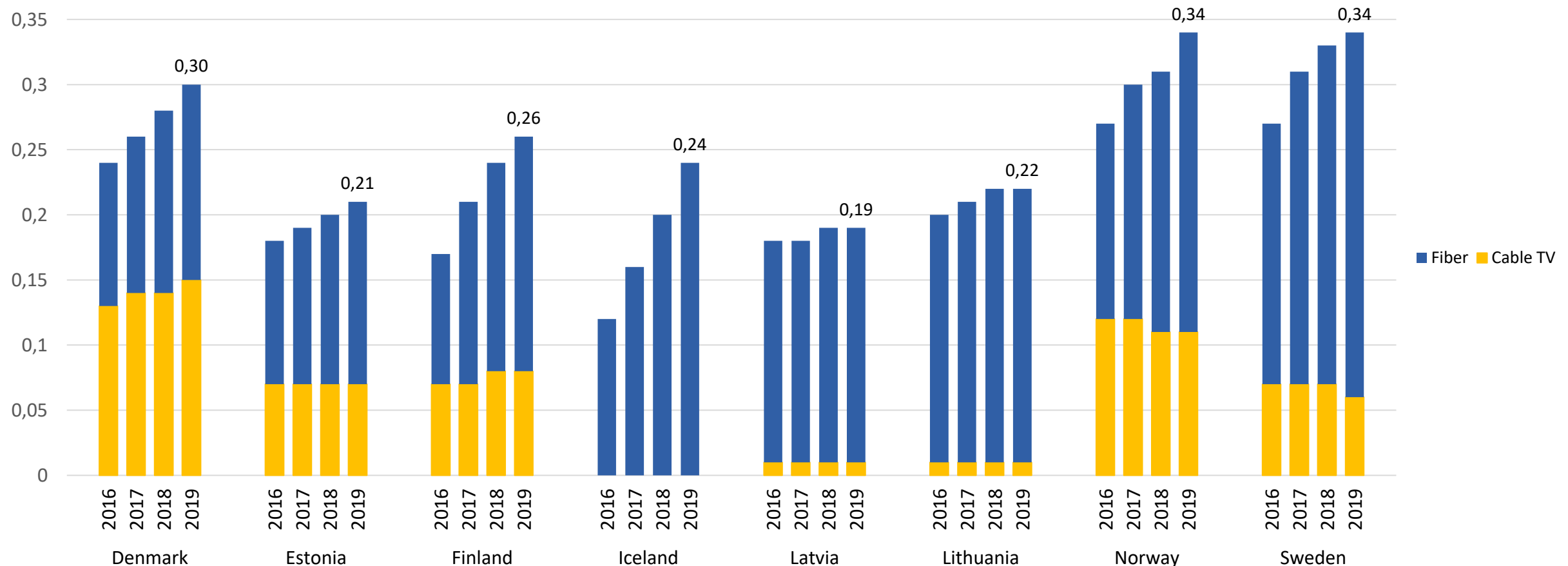
## 3.7 Share of fiber subscriptions of total fixed broadband subscriptions

Fiber includes both FTTH and FTTB. There was a change of definitions in Finland in 2017.



## 3.8 Fixed broadband subscriptions via fiber and cable networks per capita

Fiber and cable will be key to meeting the EU's broadband target that all households should have access to networks offering a download speed of at least 100 Mbps, which can be upgraded to 1 Gbps, in 2025.





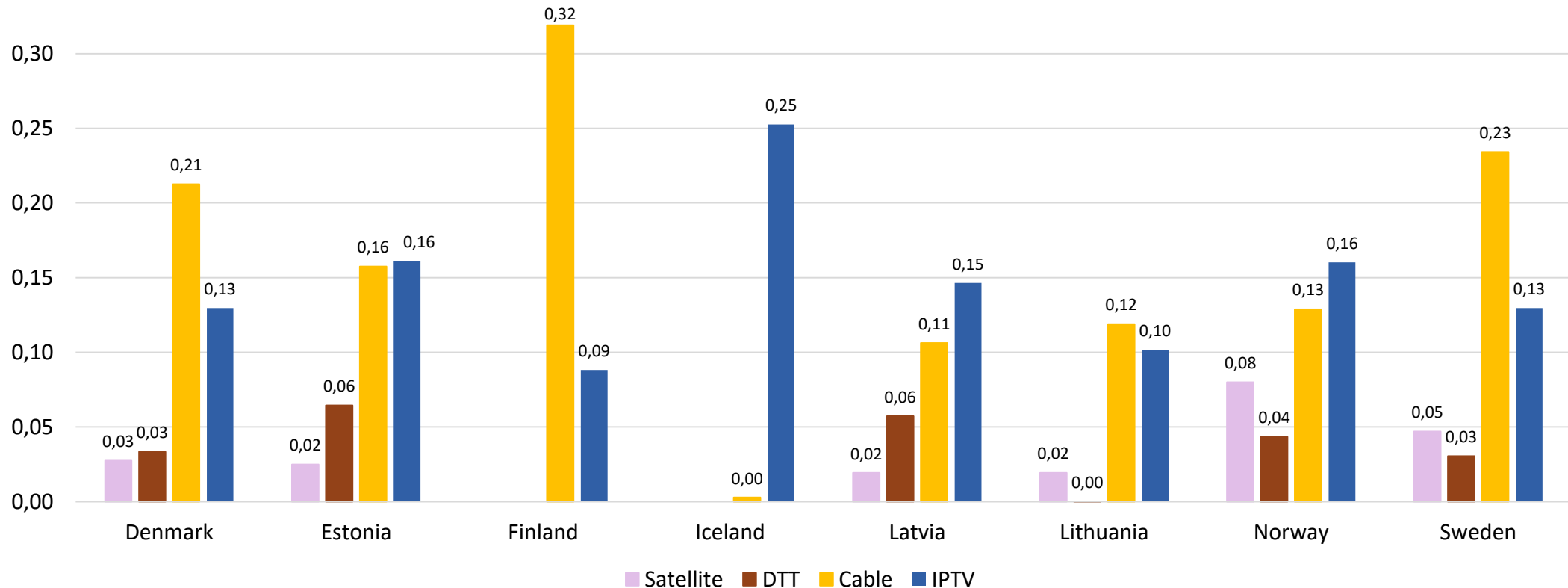
## 4. TV services

# Development of traditional pay-TV services

- Cable TV subscriptions were most frequent in Finland with 0,32 subscriptions per capita in 2019.
- Satellite TV subscriptions were most common in Norway where, despite continuous decline, the number was 8 subscription per 100 inhabitants. This is significantly higher than in the other countries.
- IPTV penetration was highest in Iceland, where there is no satellite TV. In 2019, there were 0,25 IPTV subscriptions per capita in Iceland. IPTV includes both DSL and fiber platforms.
- Digital terrestrial TV penetration was highest in Latvia and Estonia, with 0,06 subscriptions per capita.

## 4.1 Number of pay-TV subscriptions per capita 2019

In Sweden and Norway, only pay-TV is included in digital terrestrial TV (DTT). In Iceland there is no satellite TV and IPTV figures include both pay-TV and free-to-air. Data on DTT subscriptions are not available for Iceland. In addition to pay-tv cable and IPTV subscriptions, Finnish figures include subscriptions with only free-to-air channels. Data for DTT and satellite-tv not available.

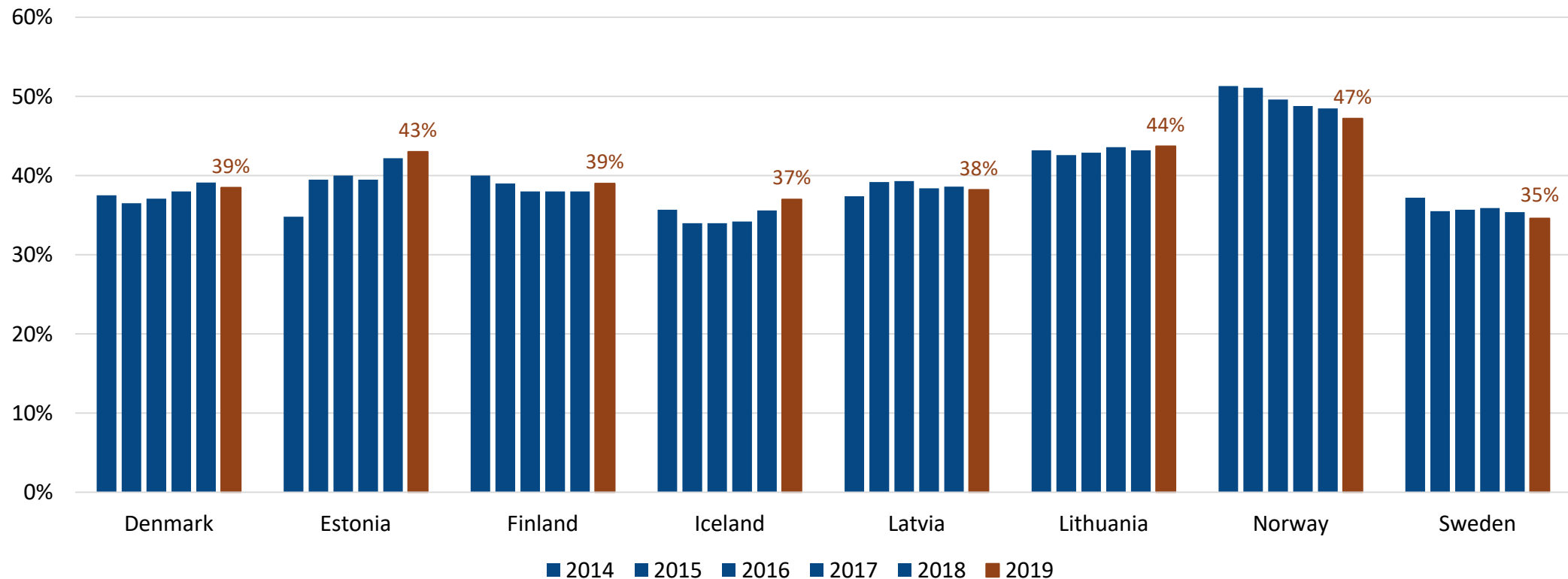




## 5. Market shares

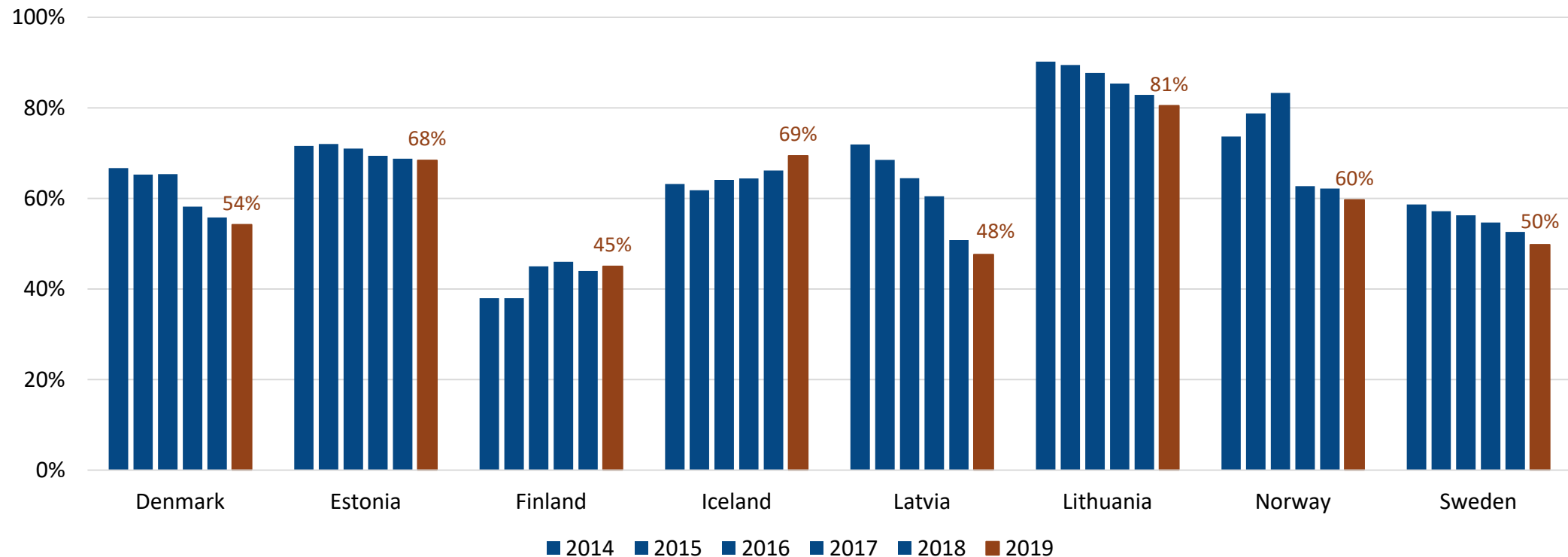
## 5.1 Market share of leading mobile operator

Operator with the largest market share, based on subscriptions. Market shares include subsidiaries. Mobile subscriptions includes all mobile voice and data subscriptions, including dedicated mobile data subscriptions.



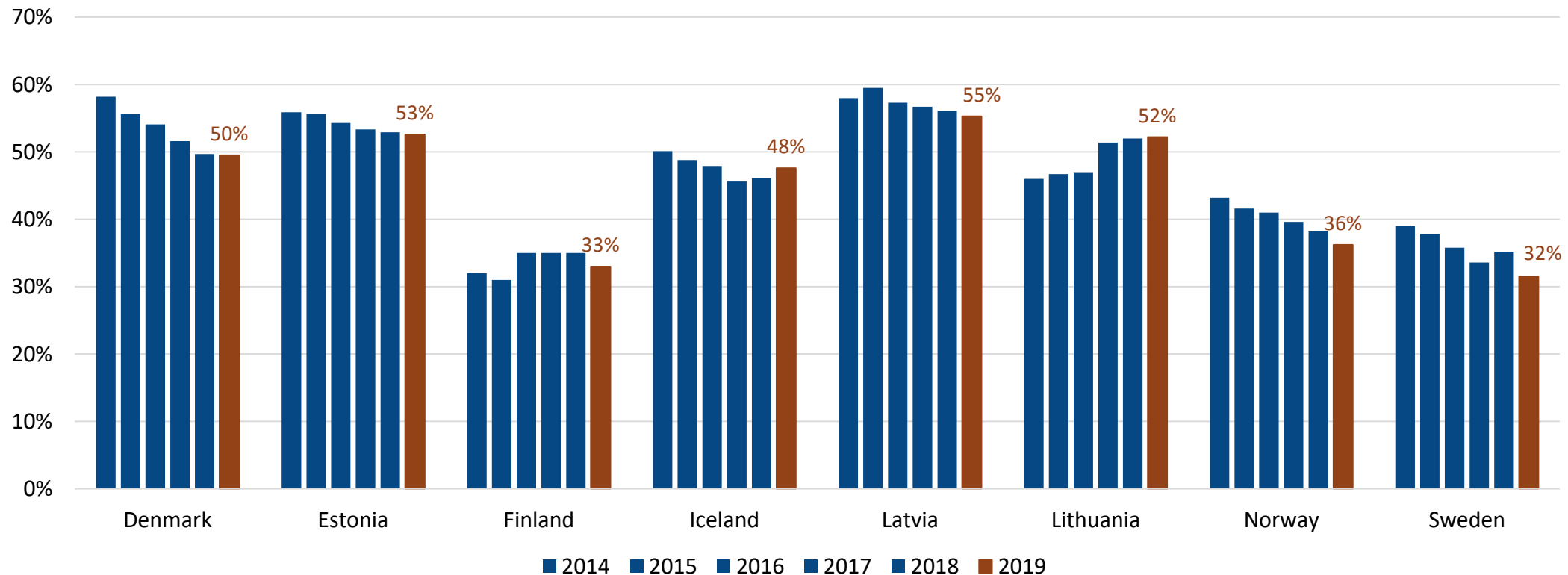
## 5.2 Market share of leading operator in fixed call services

Operator with the largest market share, based on subscriptions. Market shares include subsidiaries. Fixed telephony subscriptions include PSTN, ISDN and IP telephony subscriptions (managed VoIP).



## 5.3 Market share of leading operator in fixed broadband services

Operator with the largest market share, based on subscriptions.





## 6. Investments and revenues

# Exchange rates

Revenues are given in Euros adjusted for purchasing power (EUR/PPP) to account for differences in price levels across the countries.

Nominal exchange rates:

- Source: European Central Bank
- Average exchange rate: 1 January - 31 December 2019

Year	EUR	Denmark	Estonia	Latvia	Lithuania	Finland	Sweden	Iceland	Norway
2019	1,00	7,47	1,00	1,00	1,00	1,00	10,59	137,28	9,85

Purchasing power parity (PPP):

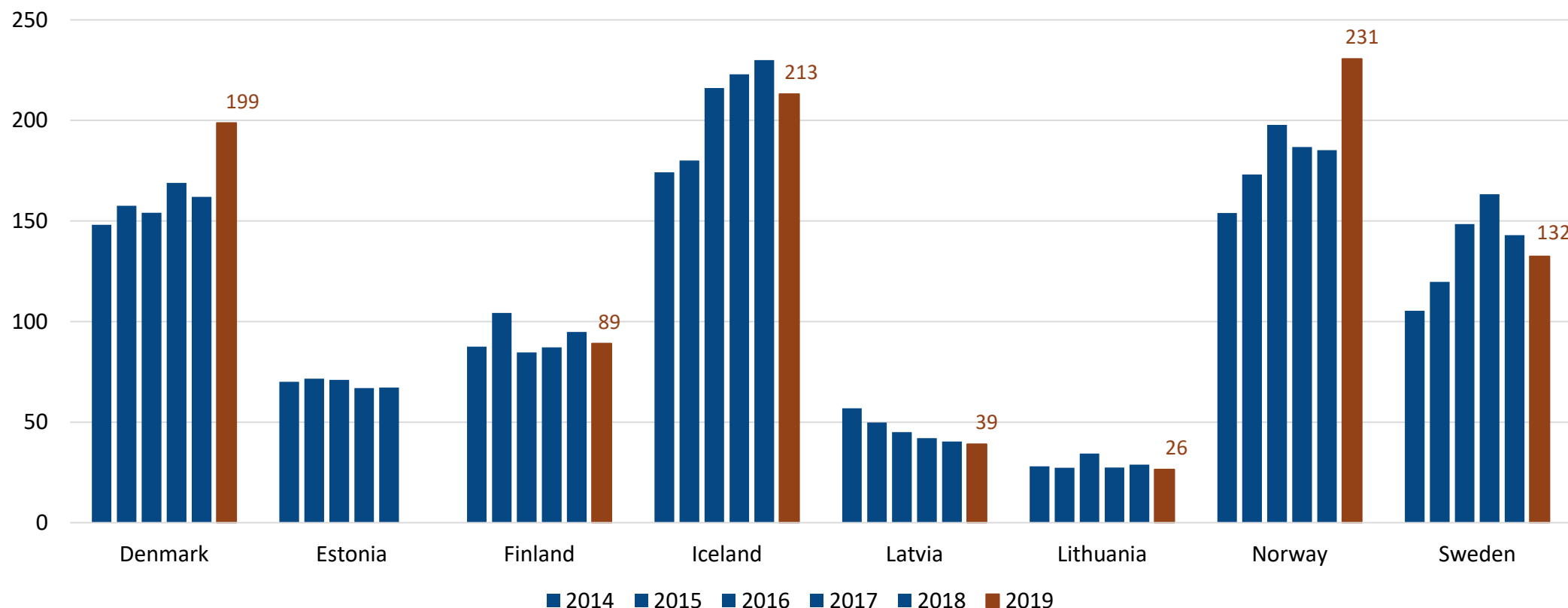
- Source: Eurostat, Purchasing power parities, price level indices and real expenditures for ESA 2010 aggregates
- Since 2019 PPP figures are not yet available, the figures for 2018 are used.
- EUR/PPP rates for each country are calculated based on price levels relative to EU27.

TIME/GEO	European Union	Denmark	Estonia	Latvia	Lithuania	Finland	Sweden	Iceland	Norway
2018	1,00	9,96	0,80	0,72	0,66	1,26	12,98	201,16	14,44

- [http://appsso.eurostat.ec.europa.eu/nui/show.do?dataset=prc\\_ppp\\_ind&lang=en](http://appsso.eurostat.ec.europa.eu/nui/show.do?dataset=prc_ppp_ind&lang=en)

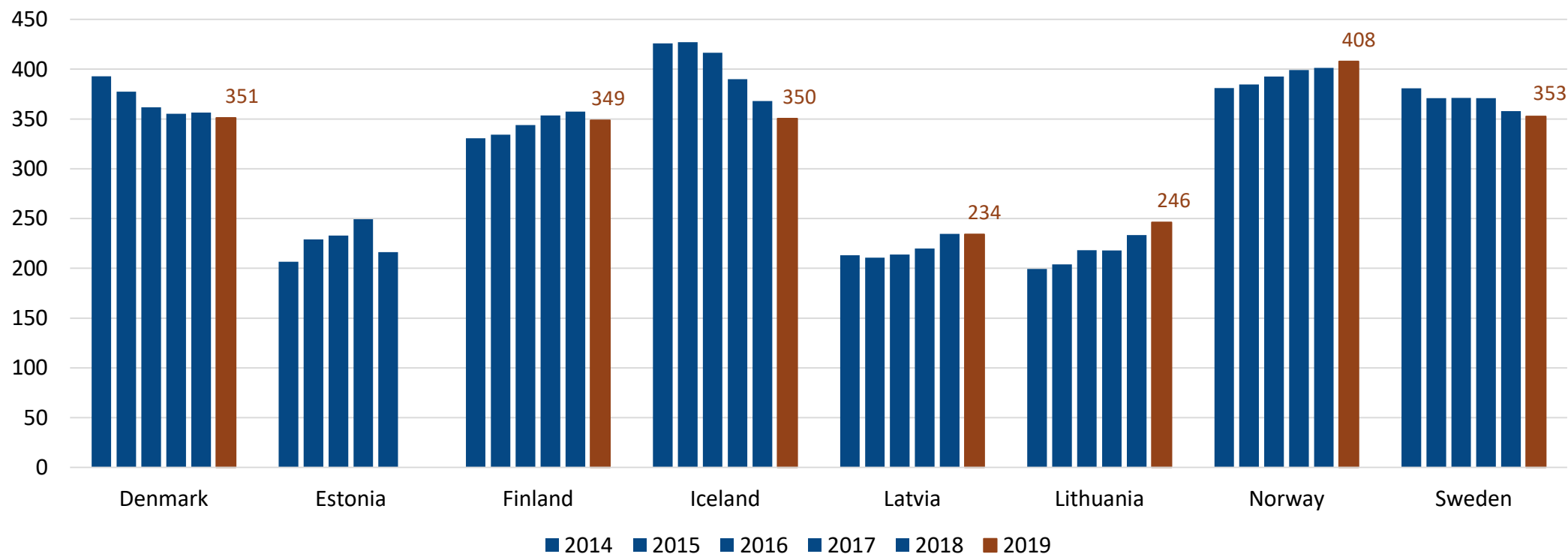
## 6.1 Investments per capita (EUR)

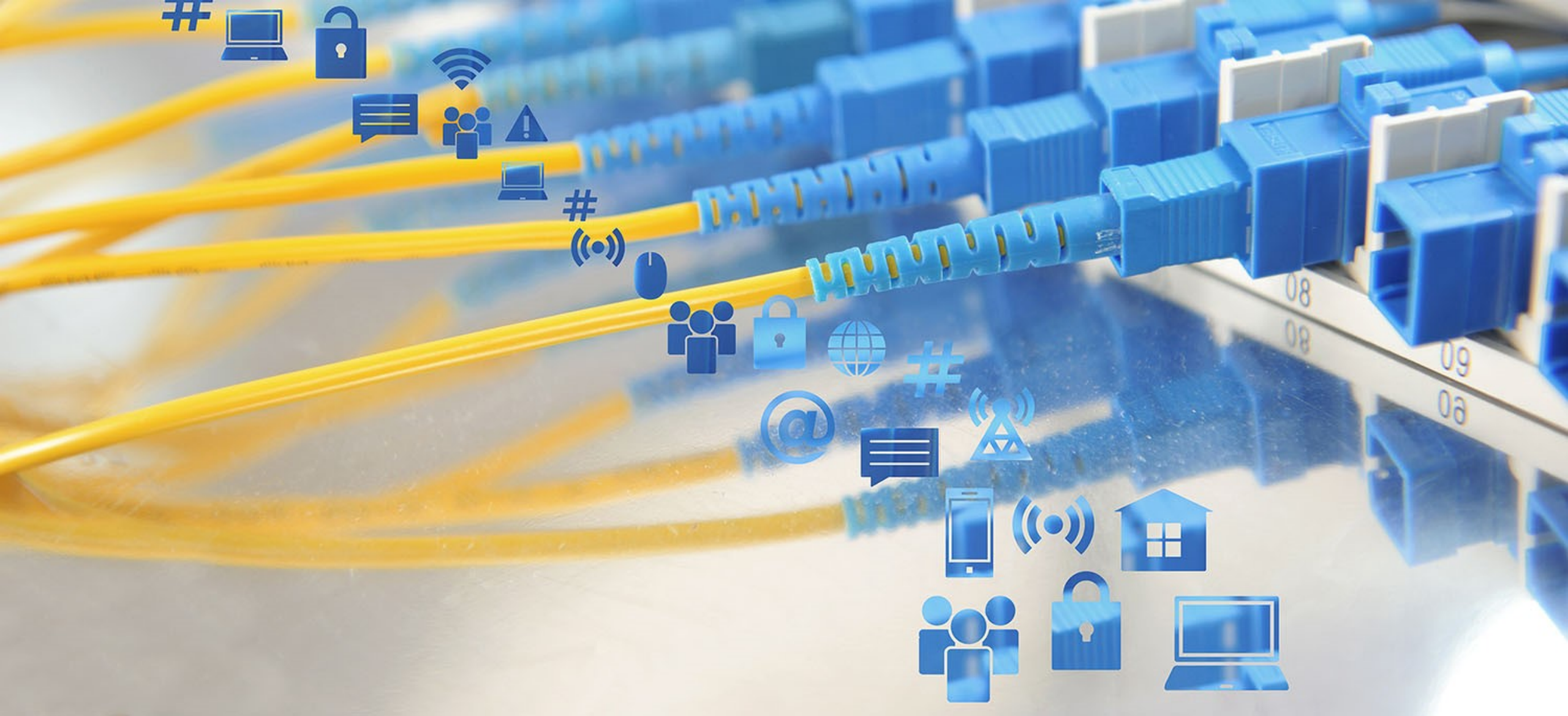
Investments in tangible fixed assets. Investments per capita in 2019 were highest in Norway at 231 EUR per capita, followed by Iceland at 213 EUR. Investment figures for 2019 are not available for Estonia.



## 6.2 Revenues per capita (EUR/PPP)

Retail revenues from mobile call services, fixed call services and broadband services. Revenues from TV and international roaming are not included. Revenues exclude VAT. Revenues per capita in 2019 ranged between 234 and 408 EUR in the countries. Data for 2019 was not available for Estonia.





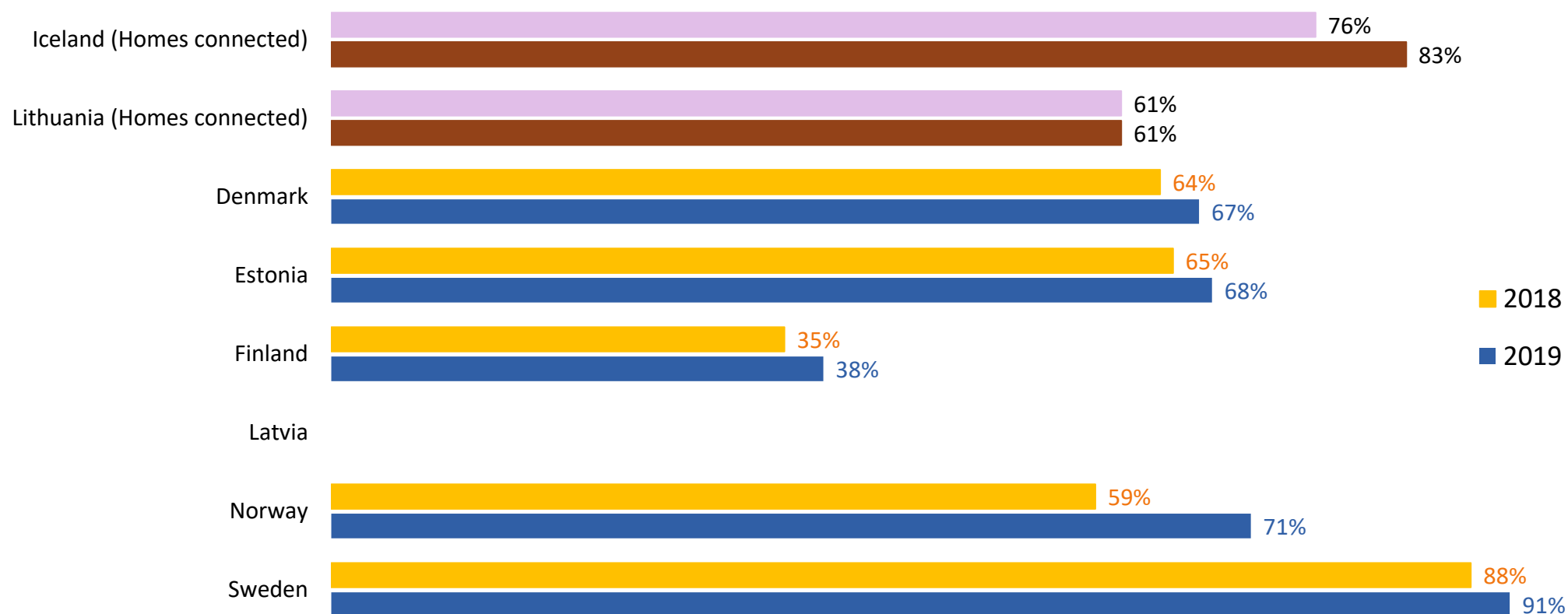
## 7. Broadband coverage

# Definitions of broadband coverage

- In this publication, broadband coverage refers the proportion of households (permanent dwellings) who can get broadband access with certain characteristics.
- This includes households with physical broadband access ("homes connected"). It also includes households without physical broadband access that can order a broadband connection and get it installed by a broadband provider under certain, reasonable conditions ("homes passed"). Hence, the definition of broadband coverage in this publication aims to provide a measure of the total availability of broadband.
- The figures for Iceland and Lithuania refers only to the proportion of households with physical broadband access ("homes connected"). Data for Latvia are not available.
- The calculation of broadband coverage is based on data from broadband providers in each country.
- Data for each country has been collected at different times in 2019 and published in the autumn of 2019 to spring 2020.
- Methods and definitions vary to some extent between the countries. Numbers that are close to each other should therefore not be interpreted as significant differences in coverage.

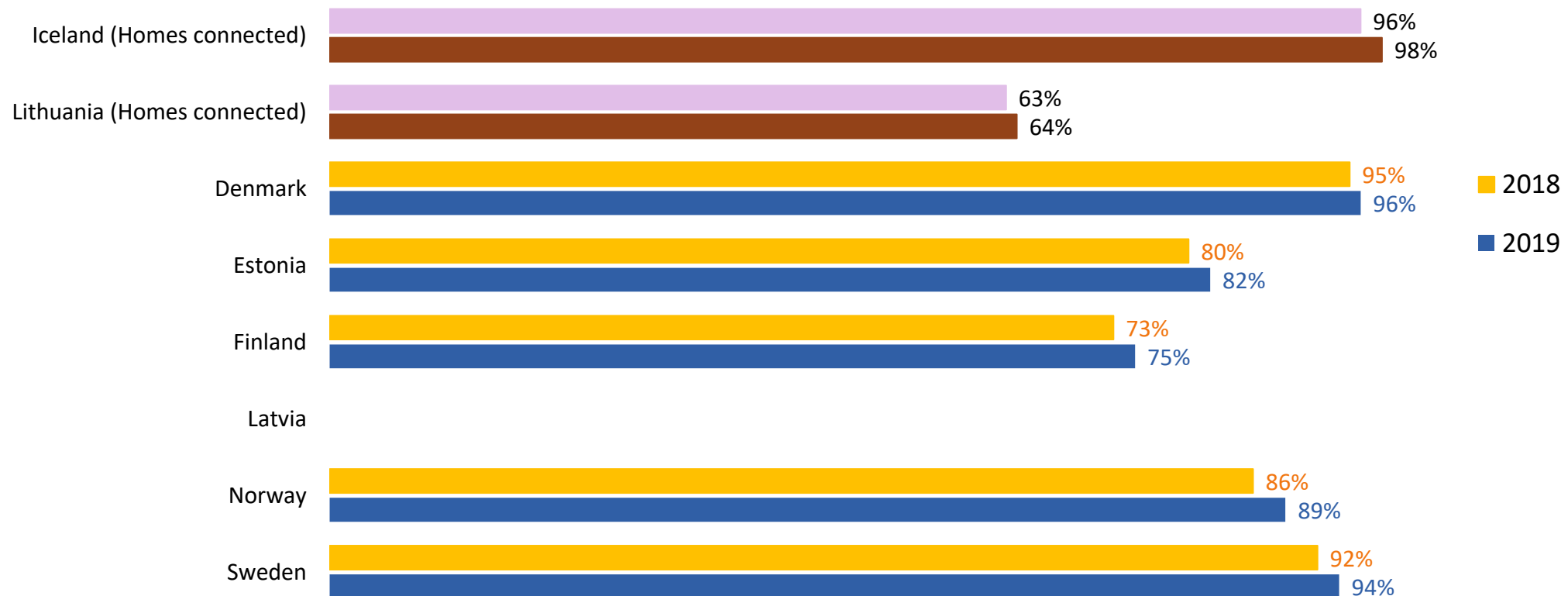
# 7.1 Coverage of fiber broadband, including fiber LAN (%)

For Iceland and Lithuania, data refer to homes connected, for all other countries data refer to homes passed.  
Data for Latvia is not available.



## 7.2 Coverage of fixed broadband with download speed of 30 Mbps or more (%)

For Iceland and Lithuania, data refer to homes connected, for all other countries data refer to homes passed. Data for Latvia is not available.



## 7.3 Coverage of fixed broadband with download speed of 100 Mbps or more (%)

For Iceland and Lithuania, data refer to homes connected, for all other countries data refer to homes passed. Data for Latvia is not available.

