Telecommunications Markets in the Nordic and Baltic Countries 2021

3 October 2022

TRAFICOM
Finnish Transport and Communications Agency

Norwegian Communications Authority

PUBLIC UTILITIES COMMISSION

ECOI
Electronic Communications Office of Iceland

Agency for Data Supply and Infrastructure

PTS

REPUBLIC OF ESTONIA
CONSUMER PROTECTION AND TECHNICAL REGULATORY AUTHORITY

RRT

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 2016 – 2021. 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 or per household, which means the amount of each variable (both private and business) divided by the relevant country's population or number of households.
- 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 2016 to 2021 are shown.

Population	2016	2017	2018	2019	2020	2021	Change 2016 - 2021
Denmark	5 749	5 781	5 806	5 823	5 840	5 850	2%
Estonia	1 316	1 316	1 325	1 329	1 330	1 332	1%
Finland	5 503	5 510	5 518	5 525	5 534	5 548	1%
Iceland	338	348	357	364	369	376	11%
Latvia	1 950	1 934	1 920	1 908	1 893	1 876	-4%
Lithuania	2 848	2 809	2 794	2 794	2 796	2 806	-1%
Norway	5 257	5 296	5 328	5 368	5 391	5 425	3%
Sweden	9 995	10 120	10 230	10 328	10 379	10 452	5%

1. Mobile services

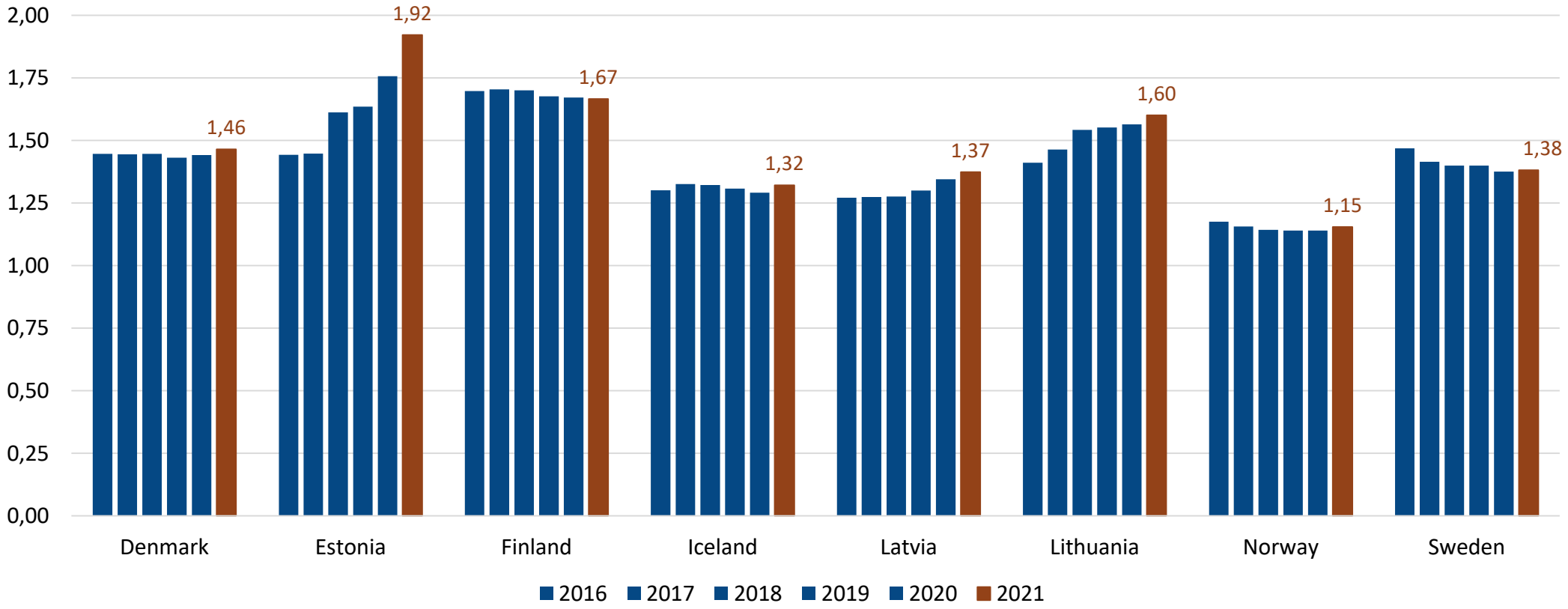
Mobile services

- 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 1,6 subscriptions per capita in 2021. 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 voice and data subscription per capita increases every year in most of countries. The values of this indicator do not differ significantly between countries.
- The number of mobile call minutes grew significantly in all countries in 2020 and 2021. This criterion highly reflected an effect of covid19 on the electronic communications sector.
- Data traffic in mobile networks continued to increase in all of the countries. Finland had by far the largest data volumes, 55,9 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 8,8 to 42,3 Gbyte per capita and month.
- The number of machine-to-machine (M2M) SIM cards was growing in all of the countries. M2M SIM cards per capita is highest in Norway, followed by Sweden. The majority of all M2M SIM cards with Swedish and Icelandic numbers are used outside of the country.

1.1 Mobile subscriptions per capita

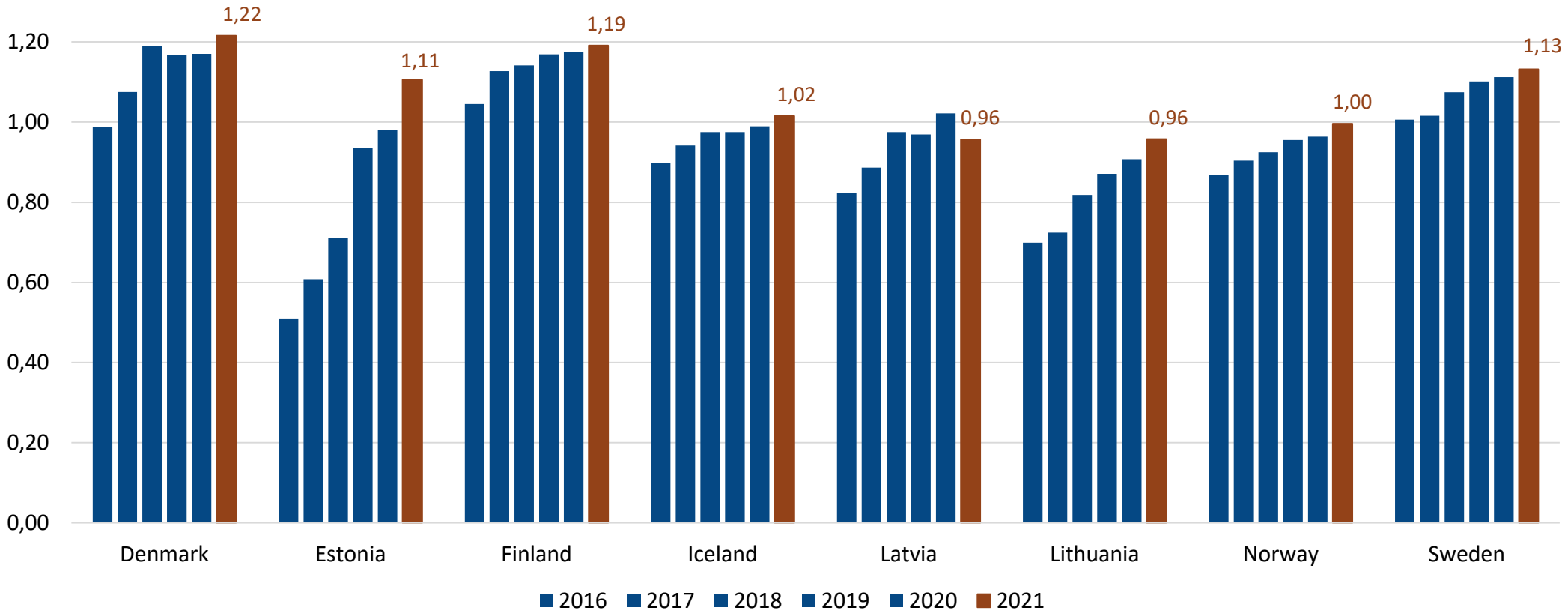
Number of mobile subscriptions (GSM/UMTS/LTE) for voice and data divided by population.

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



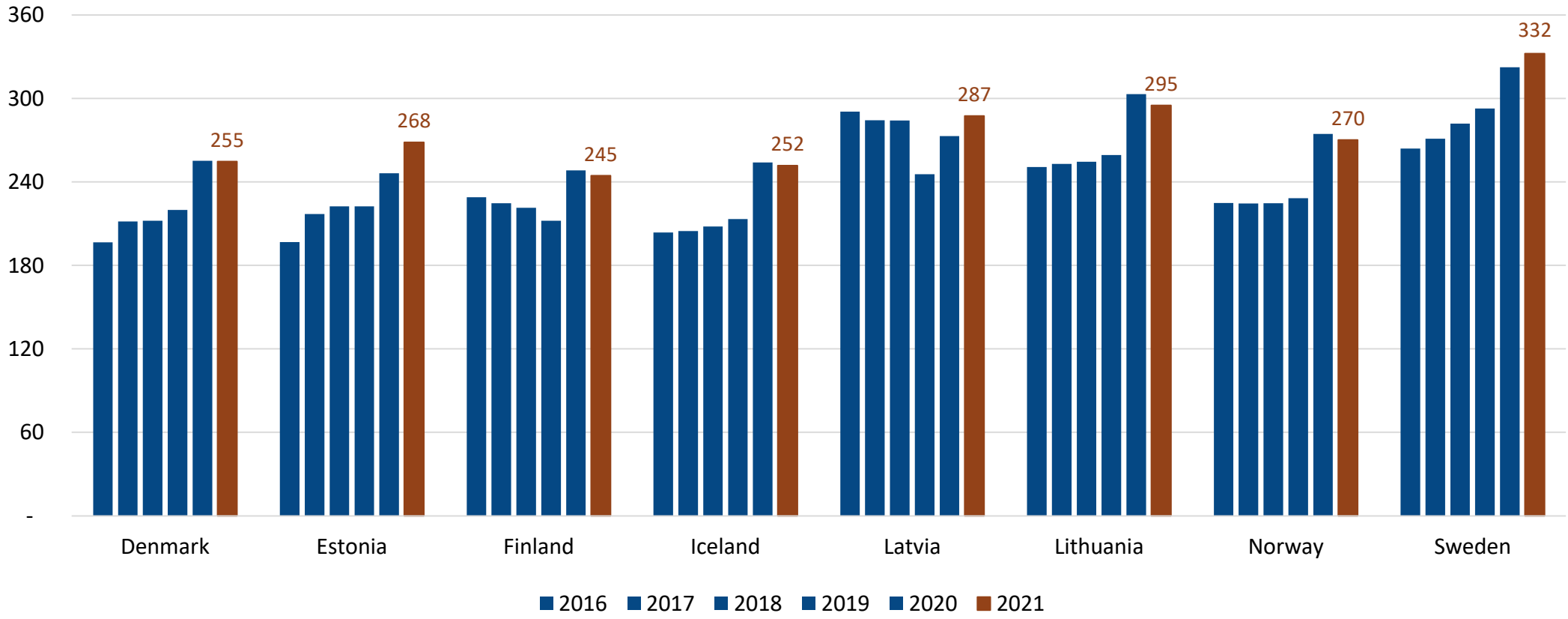
1.2 Number of mobile voice and data subscriptions per capita

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



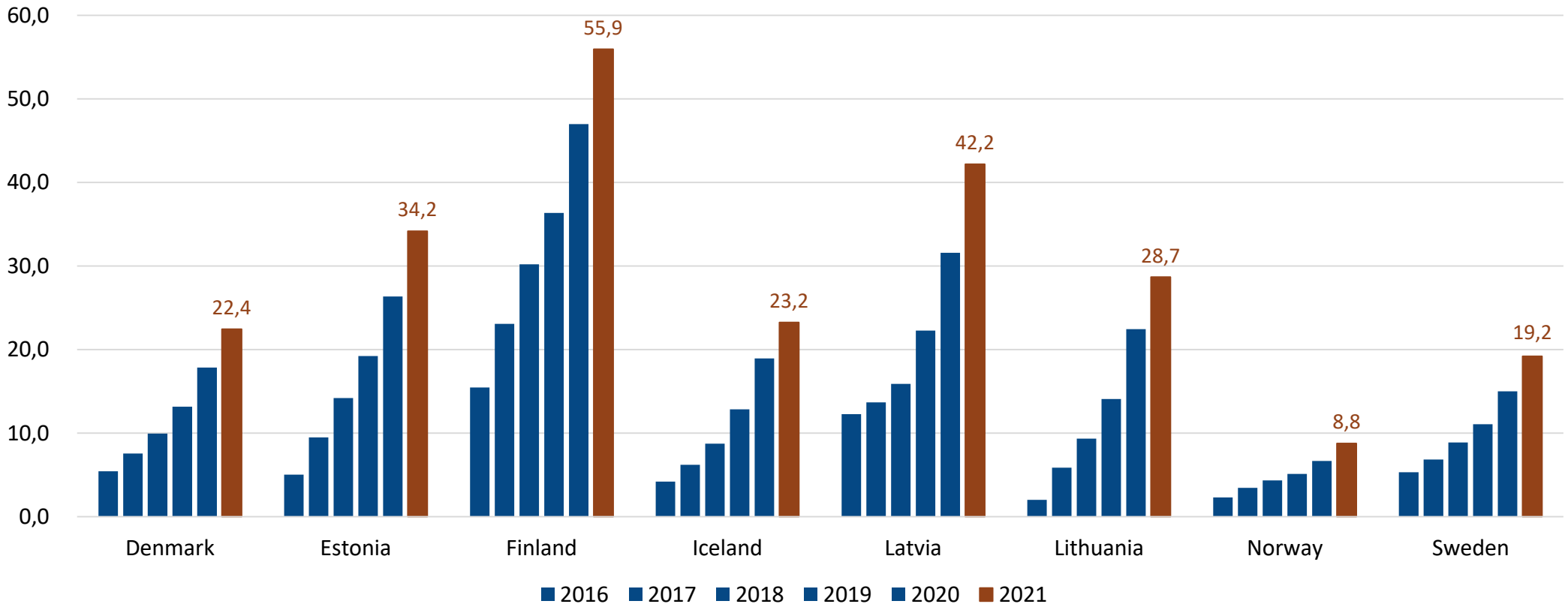
1.3 Mobile call minutes per capita in a month

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



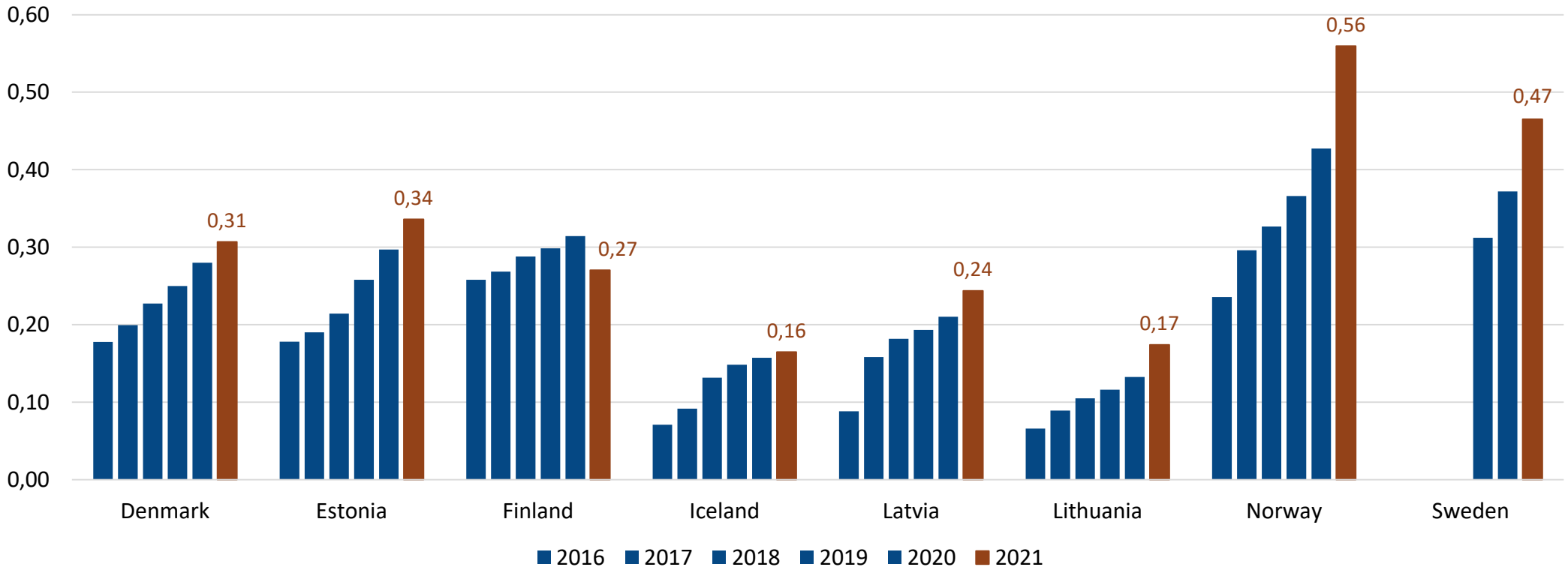
1.4 Data transferred over mobile networks per capita in a month (Gbytes)

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



1.5 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. The 2021 for Iceland is based on the estimated number of M2M SIM cards used within the country.



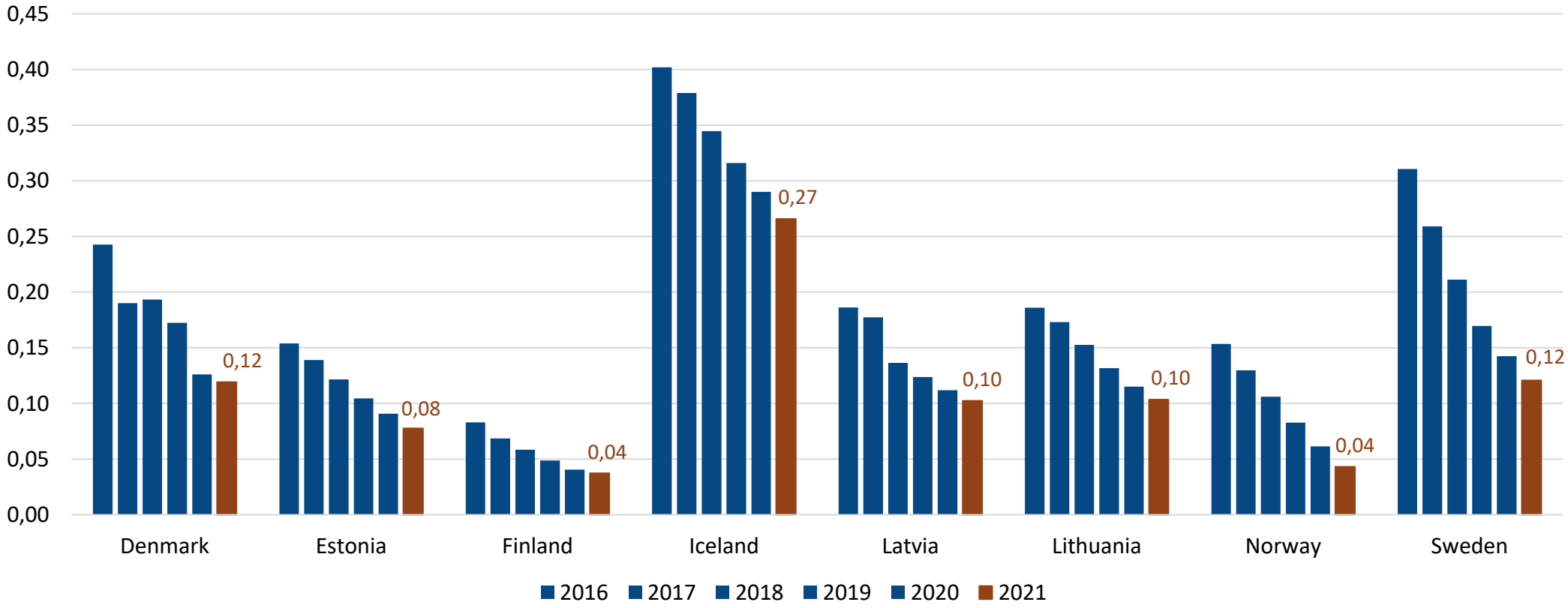
2. Fixed call services

Development of fixed call services

- Fixed telephony subscription per capita decreases every year in all of the countries. Even Covid19 did not have a significant effect on this trend.
- Covid19 slowed the decrease of the number of fixed call minutes in all countries. The value of this indicator even increased a little bit in Denmark and Lithuania in 2020 but continue decreasing in 2021.
- 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.

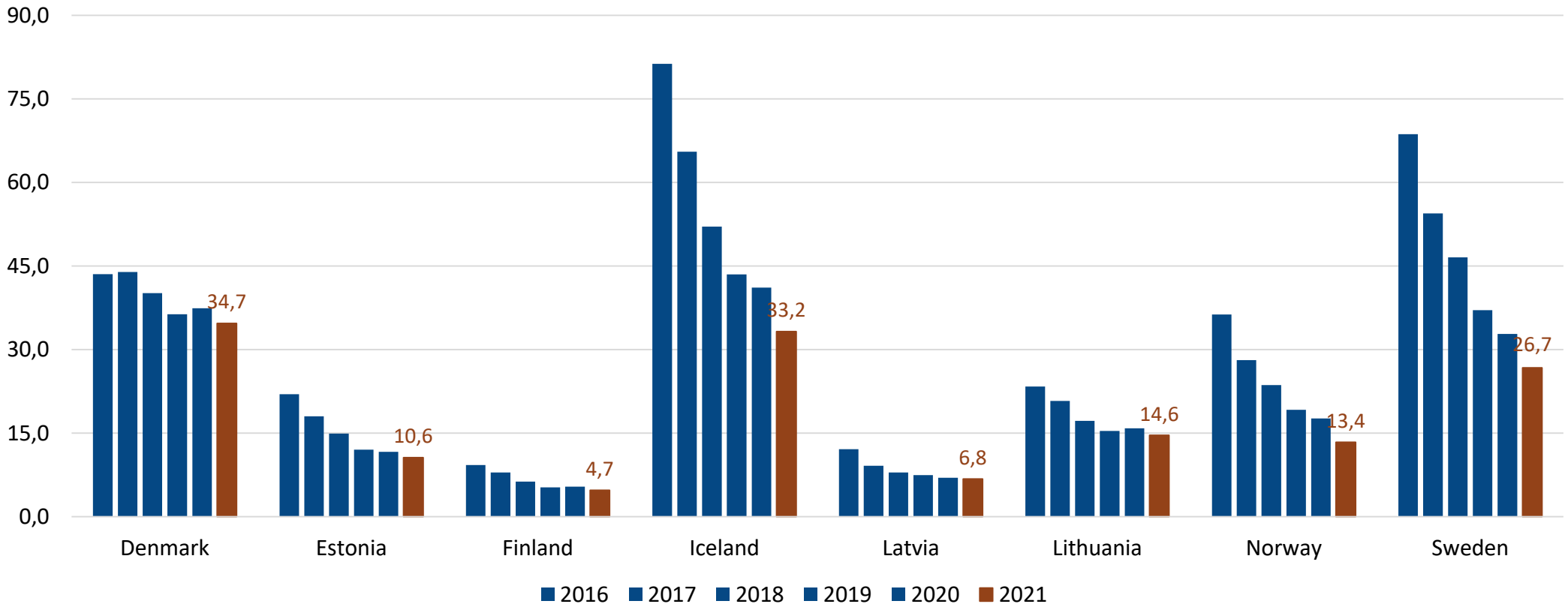
2.1 Fixed telephony subscriptions per capita

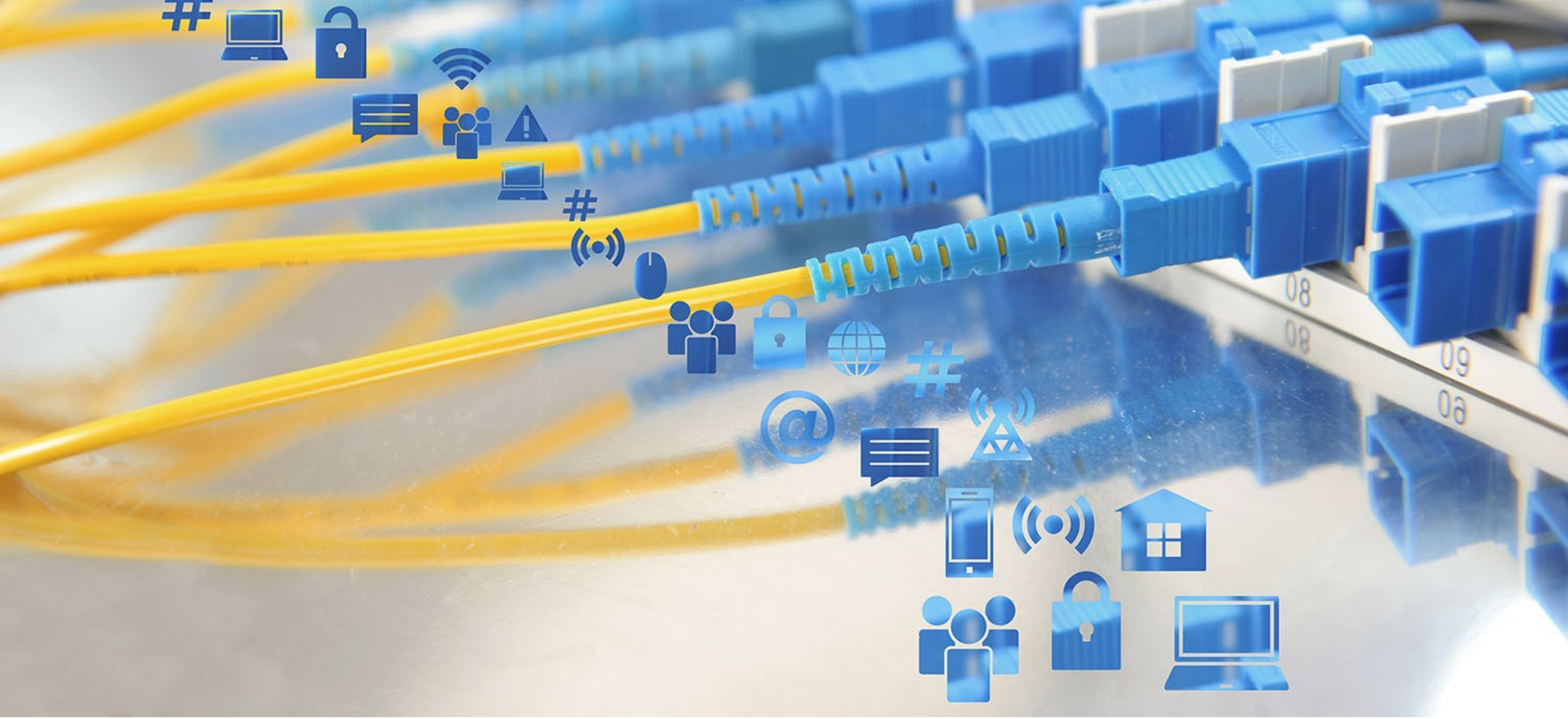
Includes PSTN, ISDN and IP telephony. The figures include both business and private subscriptions, which may differ significantly in terms of traffic generated, since a business customer may have many users of the same fixed telephony connection (e.g., ISDN).



2.2 Fixed call minutes per capita in a month

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





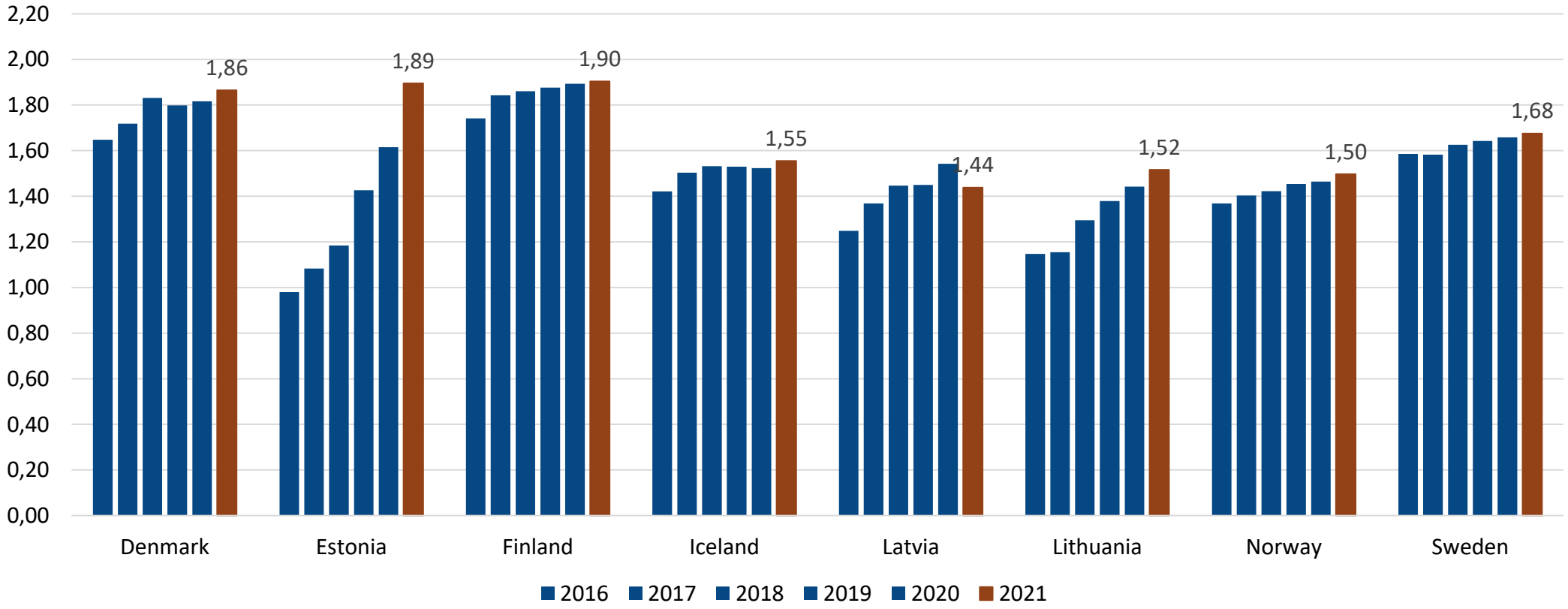
3. Broadband services

Development of broadband services

- Finland, Estonia and Denmark had the highest numbers of total broadband subscriptions recalculated per capita in 2021. This indicator includes fixed and mobile broadband subscription as well.
- Iceland held a leading position talking about fixed broadband subscriptions per household as well as broadband subscriptions with data download speeds of 30, 100 Mbps and 1 Gbps per household.
- The share of fiber subscriptions of all fixed broadband subscriptions was highest in Lithuania and Sweden at 78 percent followed by Iceland with 75 percent in 2021.
- When combining fiber and cable subscriptions per capita, Norway, Sweden and Denmark had the highest penetration rate with relatively 0,39; 0,38 and 0,35. The combined penetration rate for cable and fiber was increasing in all countries, mostly due to growth in fiber subscriptions

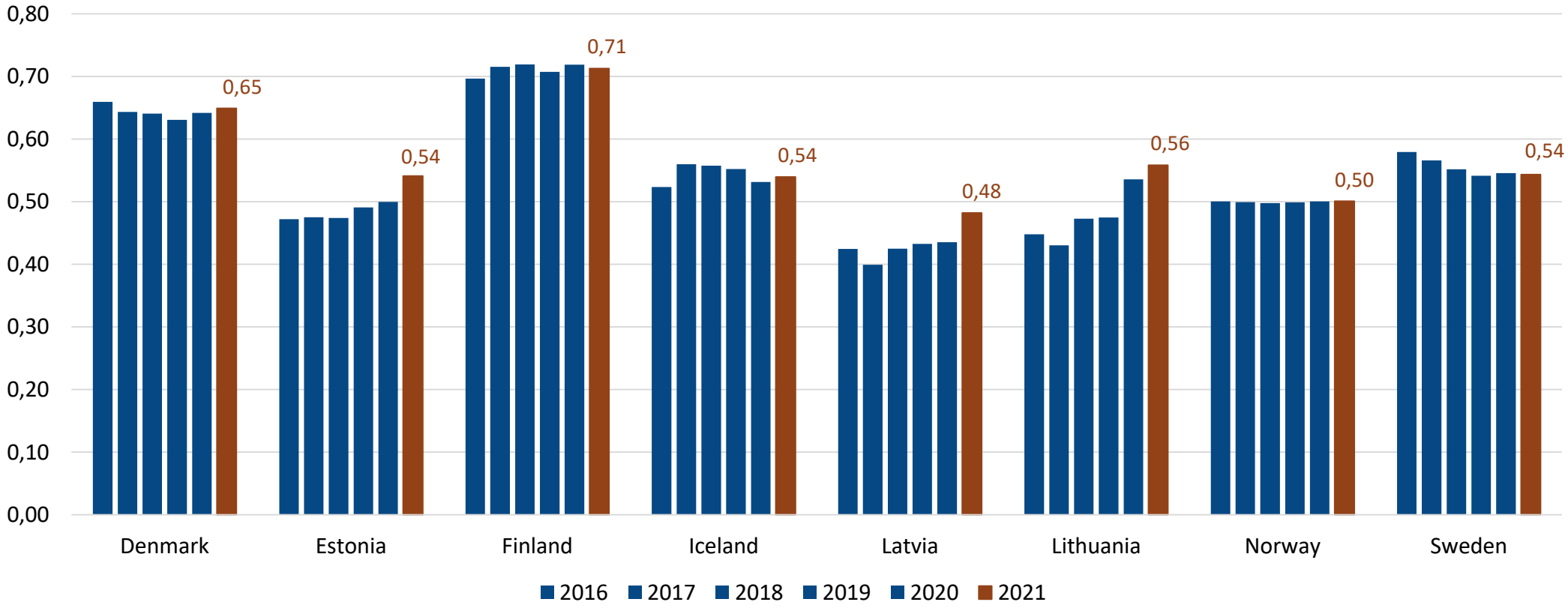
3.1 Number of total broadband subscription per capita

Includes mobile (voice and data services + data-only services) and fixed broadband subscription. M2M subscription is not included.



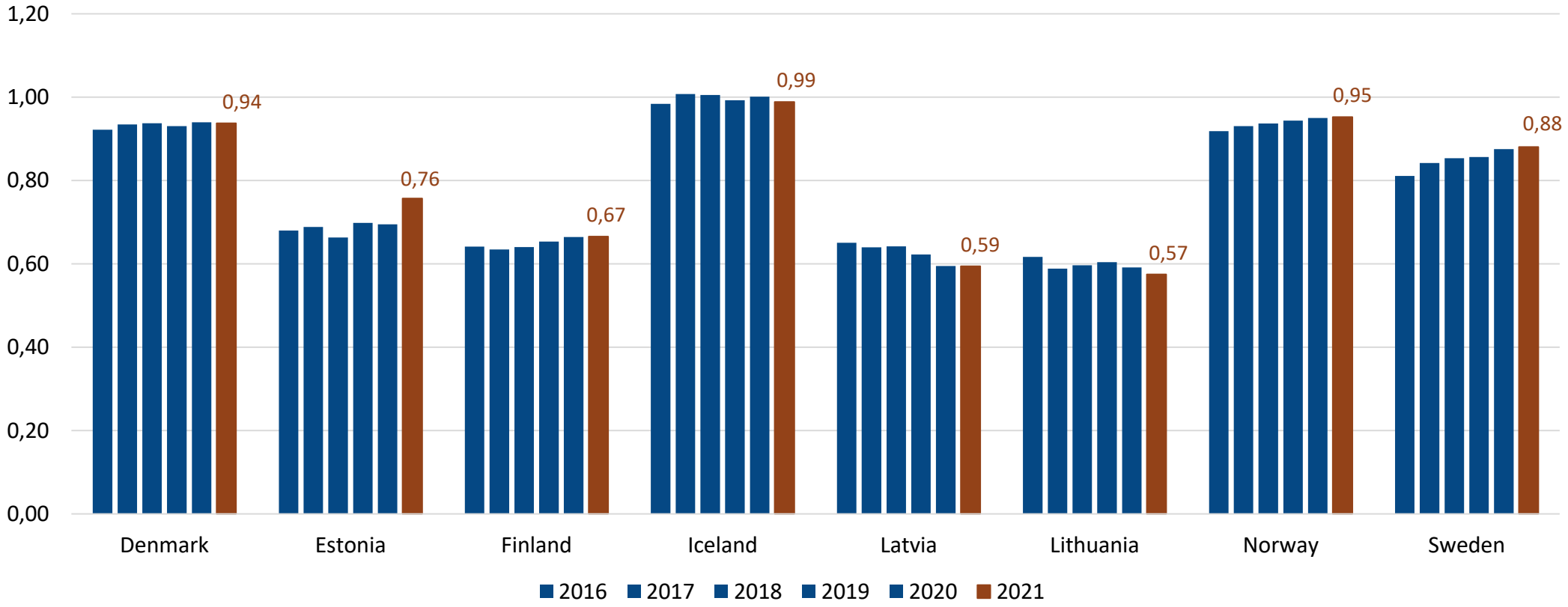
3.2 Number of fixed and mobile dedicated data broadband subscriptions per capita

The mobile dedicated data broadband services are typically used via a dongle, tablet or mobile router. These figures do not include mobile subscriptions that have both telephony and data services.

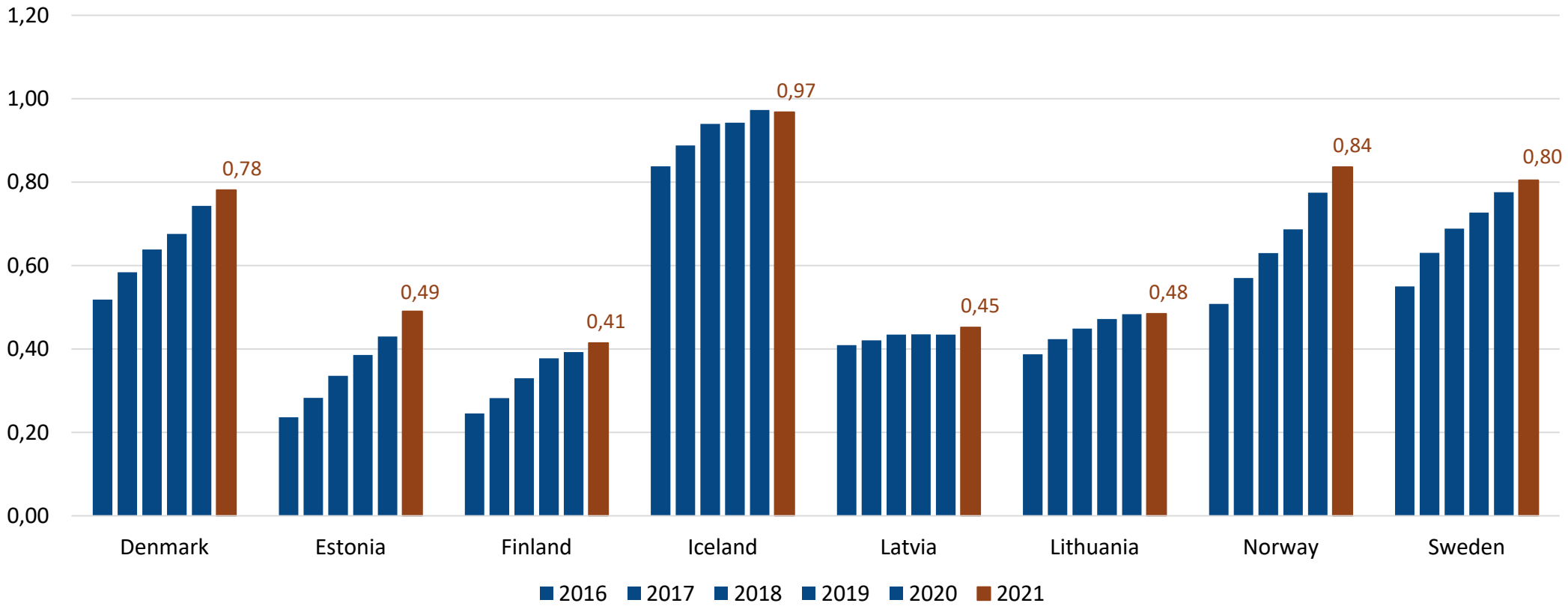


3.3 Fixed broadband subscriptions per household

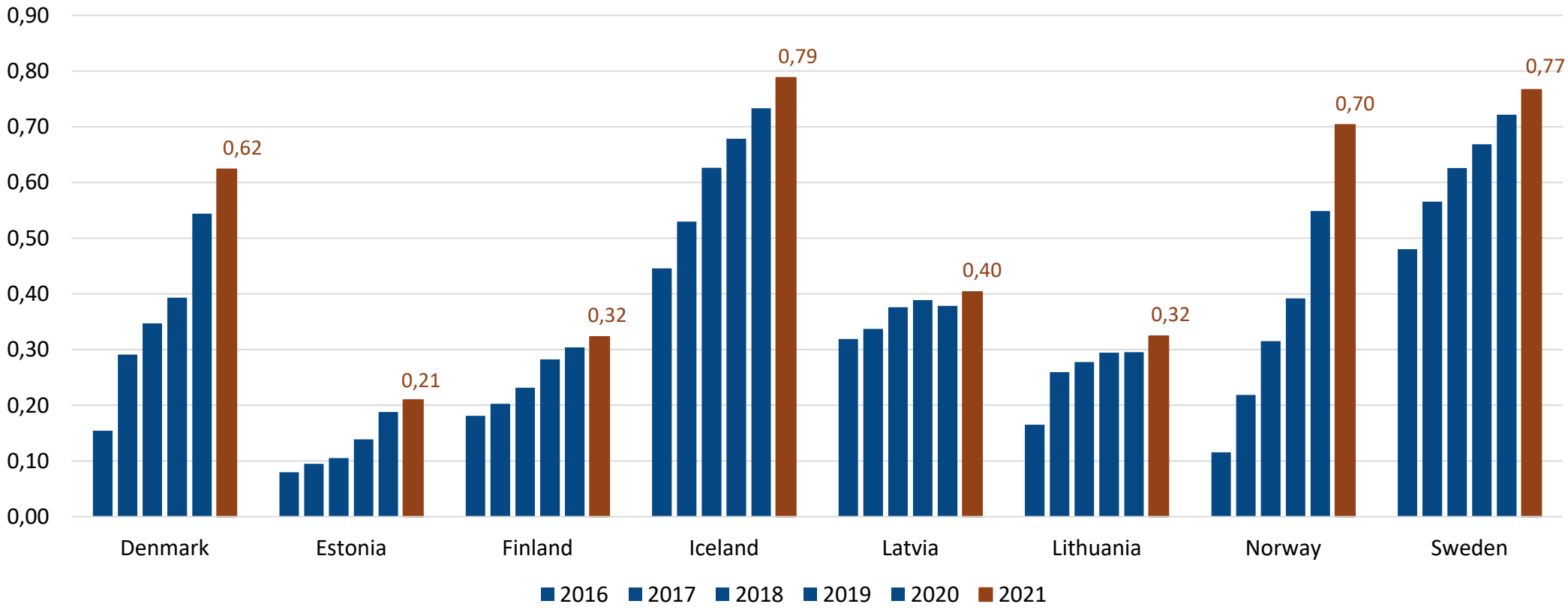
The decrease for Lithuania in 2017 is due to a switch from WiMAX (fixed) to LTE (mobile) technology by one of the broadband providers. Subscription figures include subscriptions by both household and business consumers.



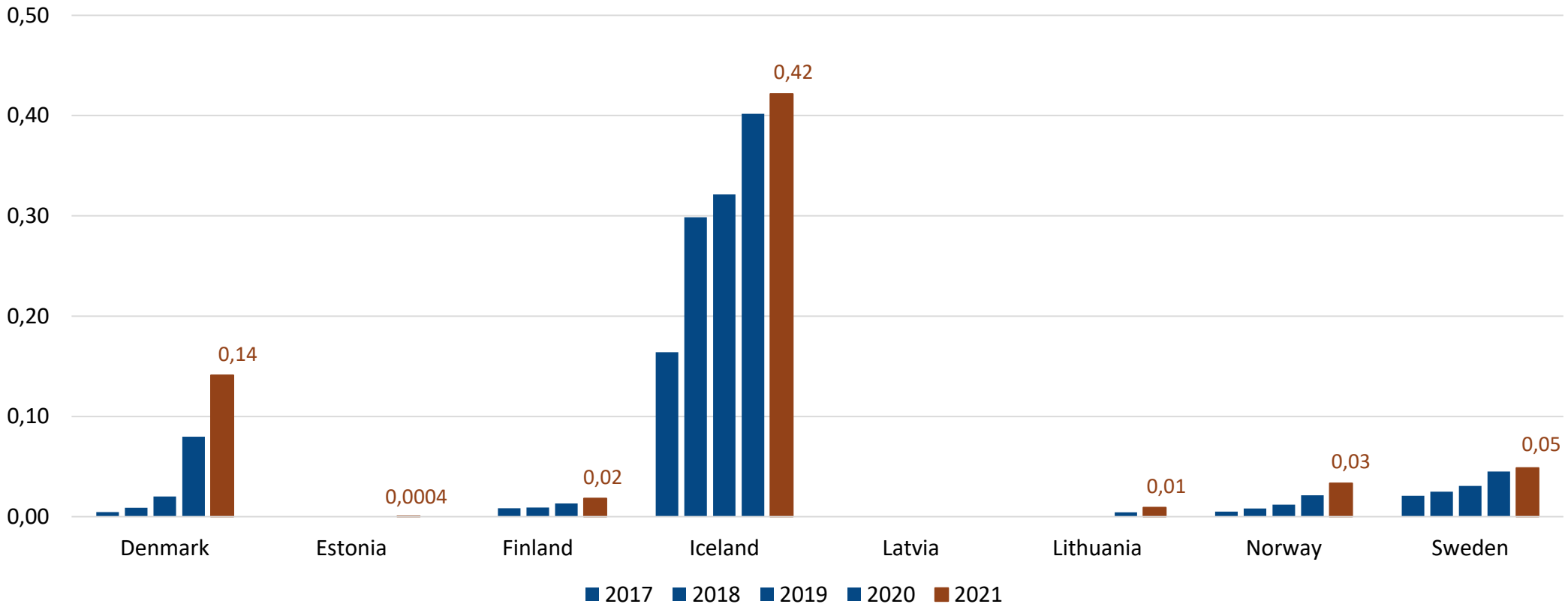
3.4 Fixed broadband subscriptions with a marketed maximum downstream capacity of 30 Mbps or more, per household



3.5 Fixed broadband subscriptions with a marketed maximum downstream capacity of 100 Mbps or more, per household

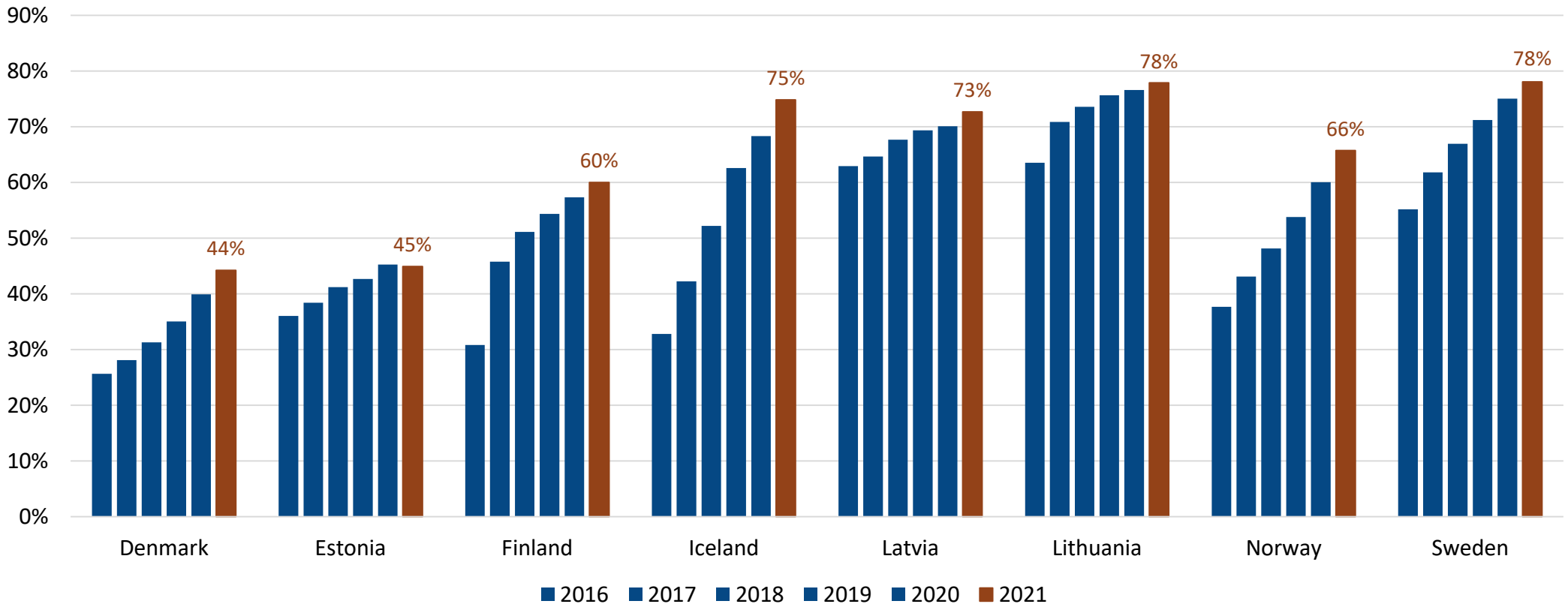


3.6 Fixed broadband subscriptions with a marketed maximum downstream capacity of 1 Gbps or more, per household



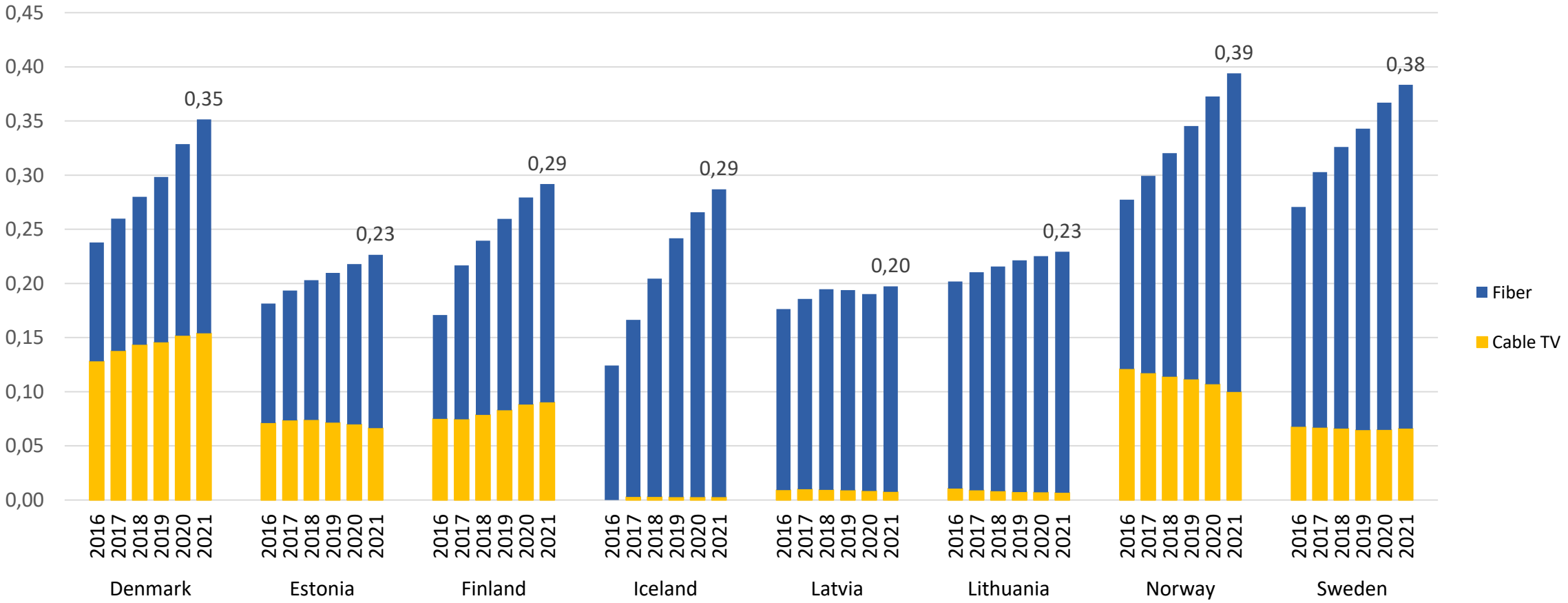
3.7 Share of fiber subscriptions of total fixed broadband subscriptions

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.



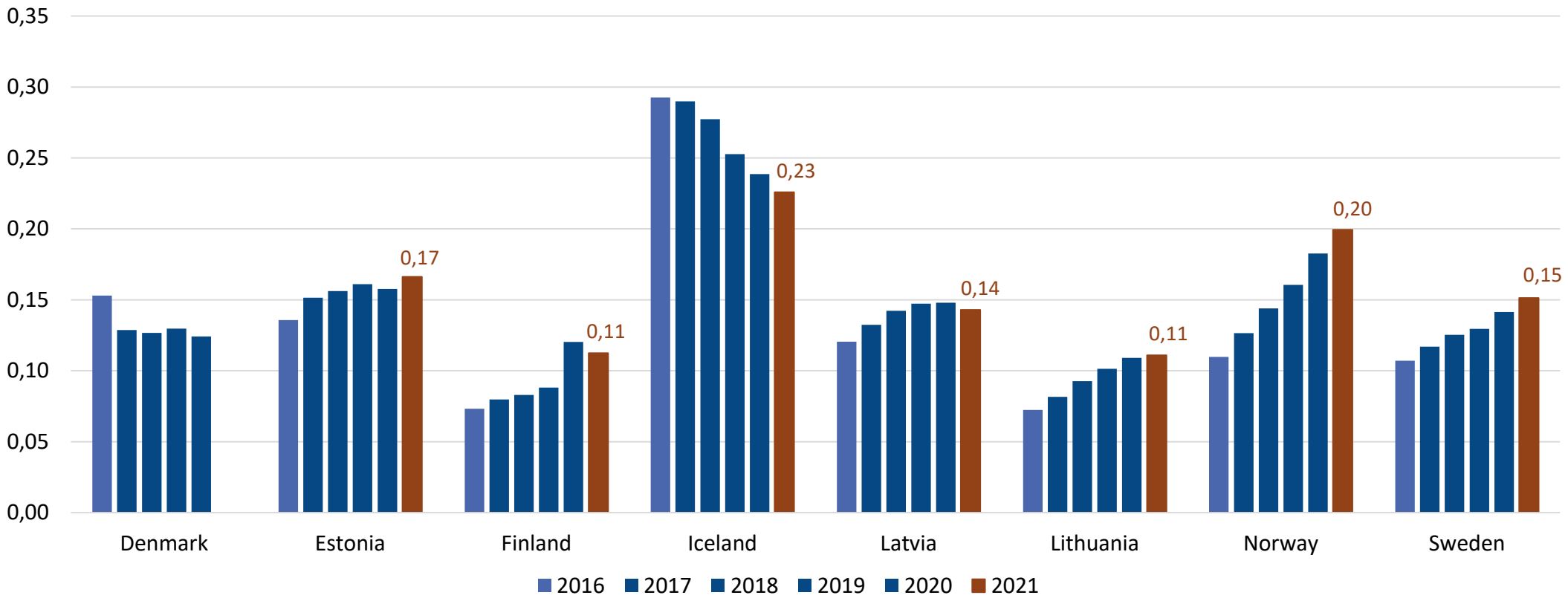
4. TV services

Development of traditional pay-TV services

- IPTV was the most popular pay-tv technology in all countries except Sweden and Denmark.
- IPTV penetration remained highest in Iceland, where there is no satellite TV. In 2021, there were 0,23 IPTV subscriptions per capita in Iceland.
- IPTV includes both DSL and fiber platforms.

4.1 Number of IPTV subscriptions per capita

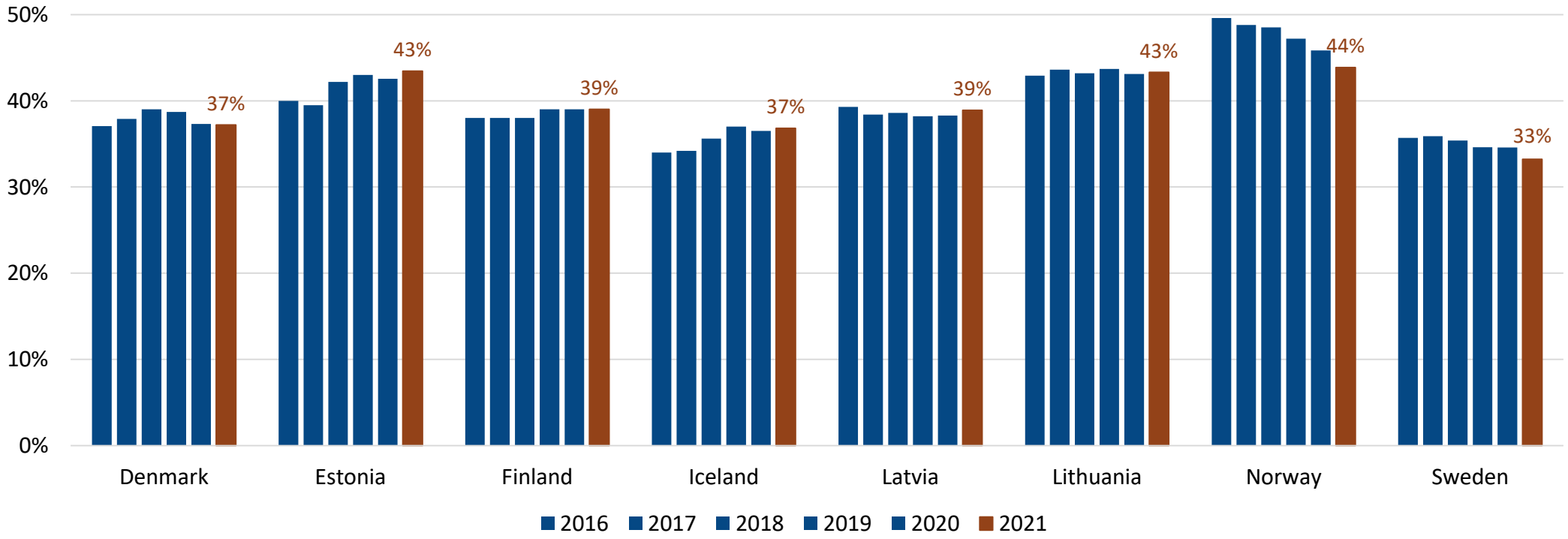
Denmark did not provide data of 2021.



5. Market shares

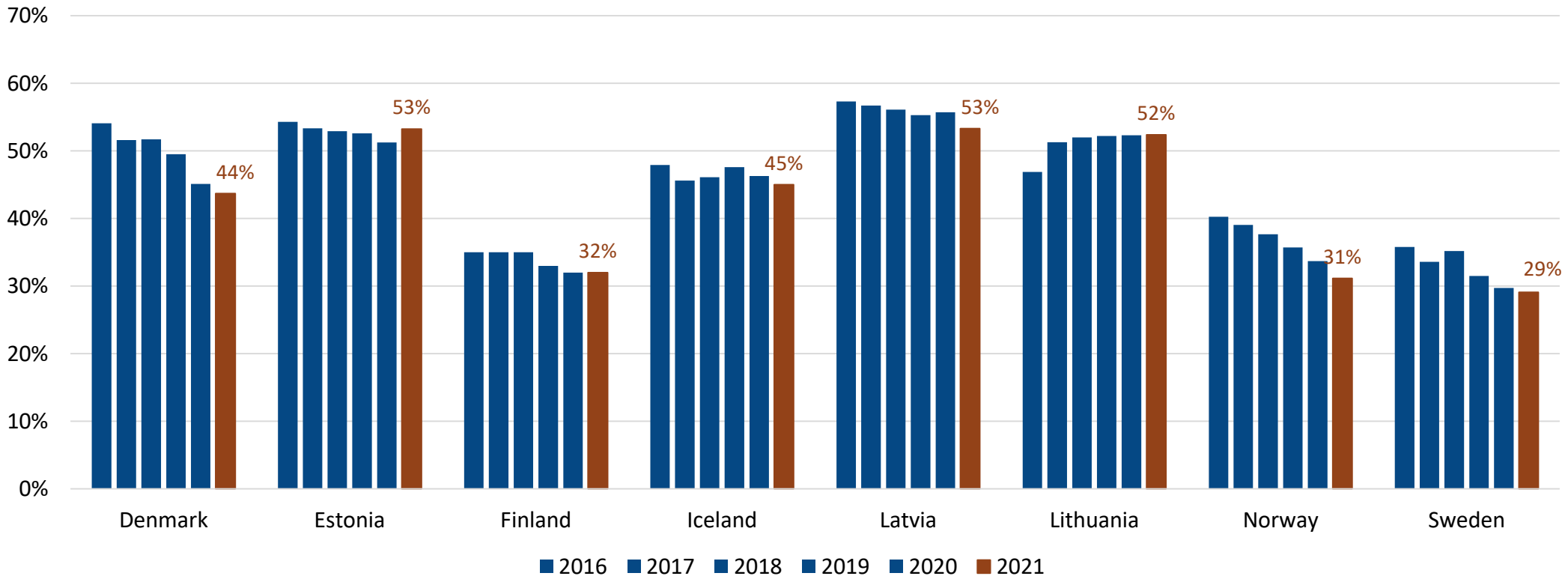
5.1 Market share of leading mobile operator

Operator with the largest market share, based on subscriptions (M2M are not included). 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 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:

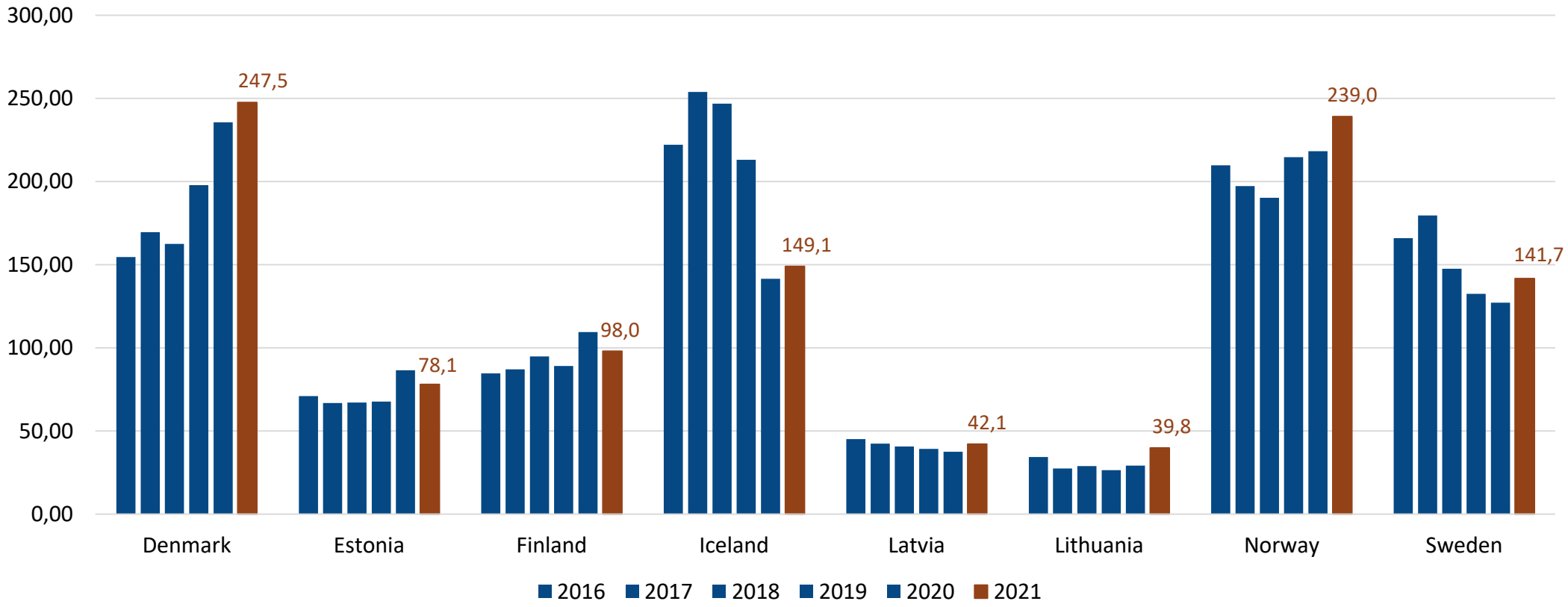
- Source: European Central Bank
- Average exchange rate: 1 January - 31 December of each year

Purchasing power parity (PPP):

- Source: Eurostat, Purchasing power parities, price level indices and real expenditures for ESA 2010 aggregates
- EUR/PPP rates for each country are calculated based on price levels relative to EU27_2020=1

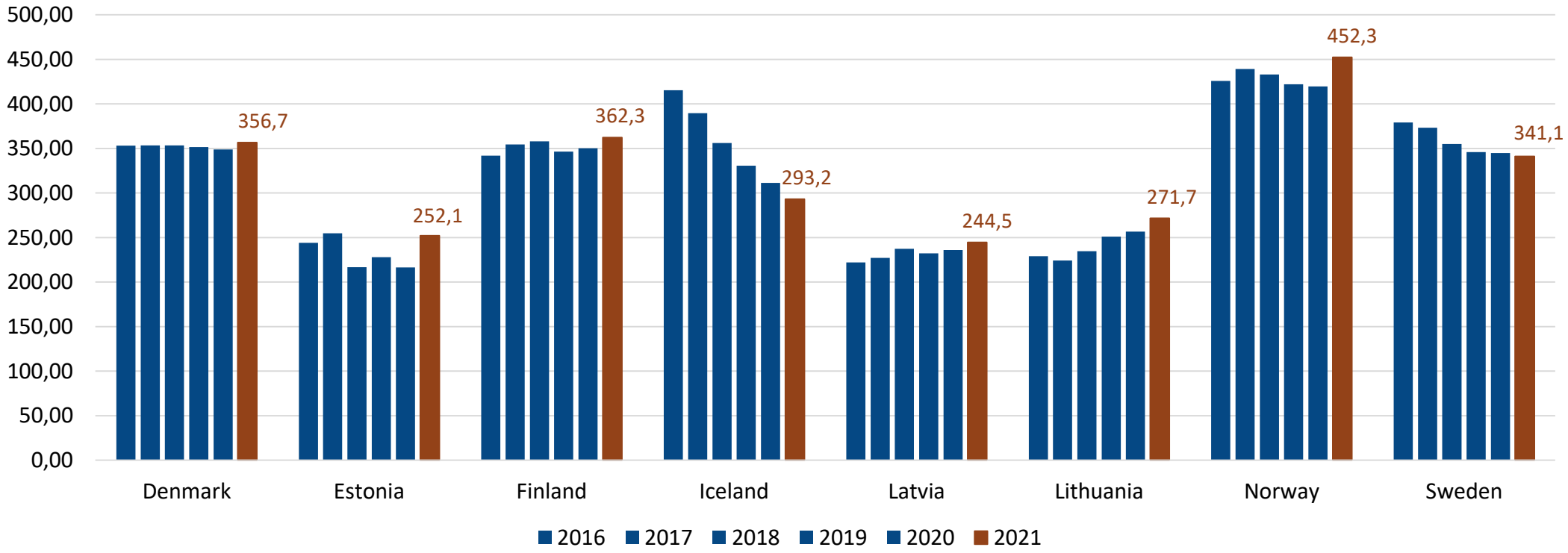
6.1 Investments per capita (EUR)

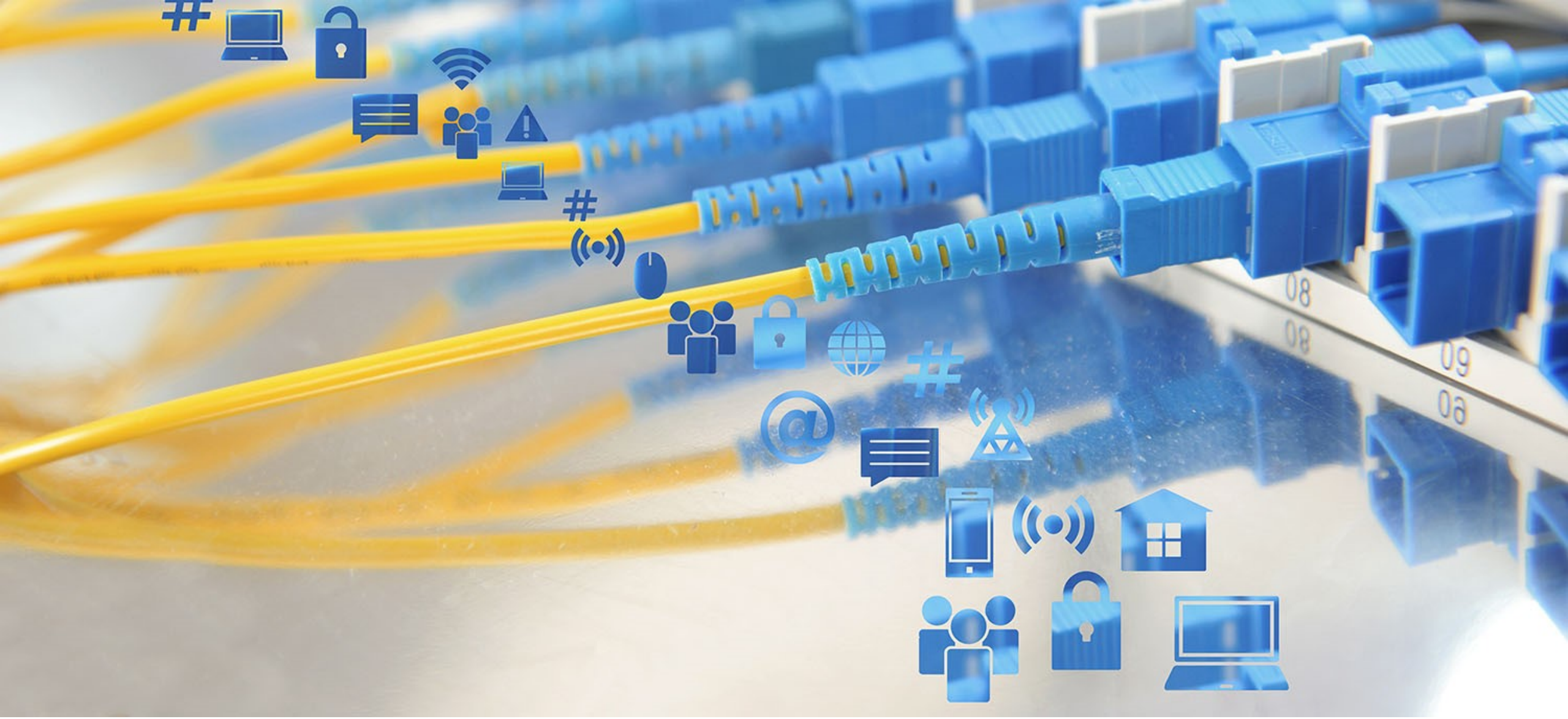
Investments in tangible fixed assets. Investments per capita were highest in Denmark at 247 EUR per capita, followed by Norway with 239 EUR per capita in 2021.



6.2 Revenues per capita (EUR/PPP)

Retail revenues from mobile call services, fixed call services, and all broadband services. Revenues from TV and international roaming are not included. Revenues exclude VAT.





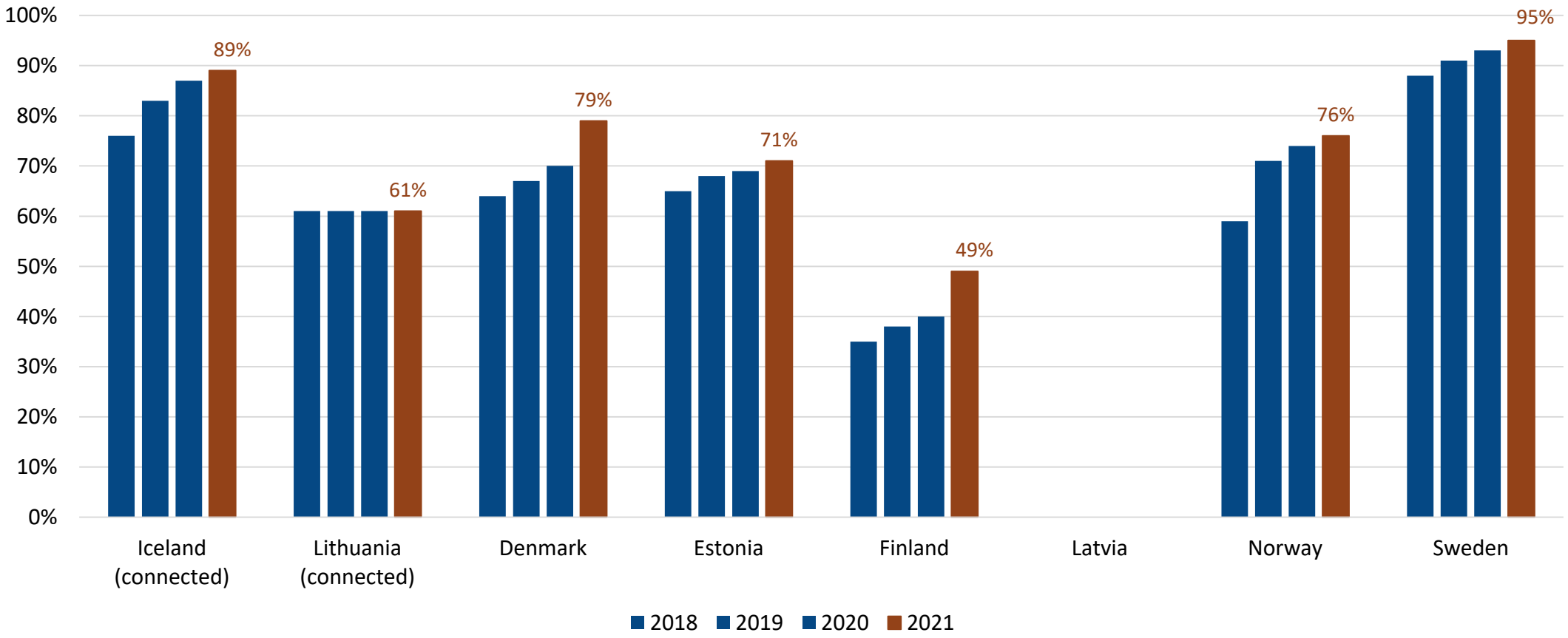
7. Broadband coverage

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.
- 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.

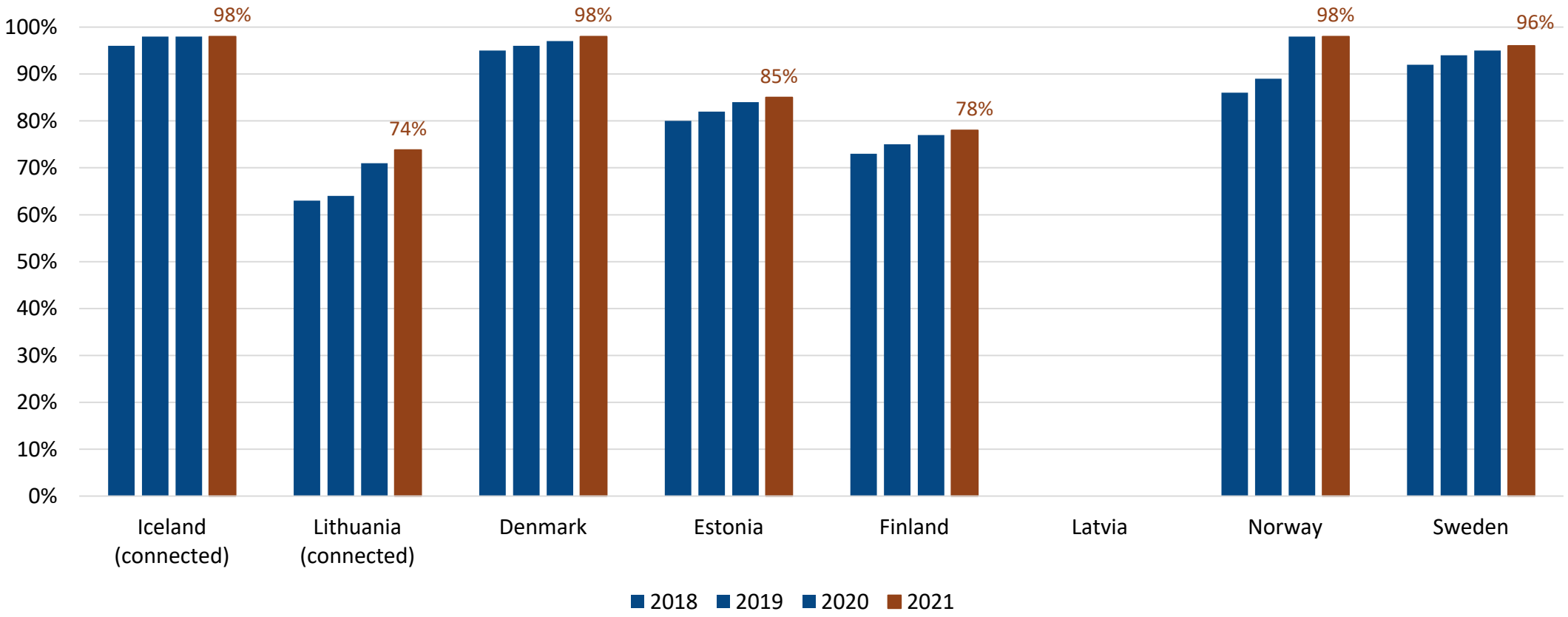
7.1 Coverage of fiber broadband, including fiber LAN (%)

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



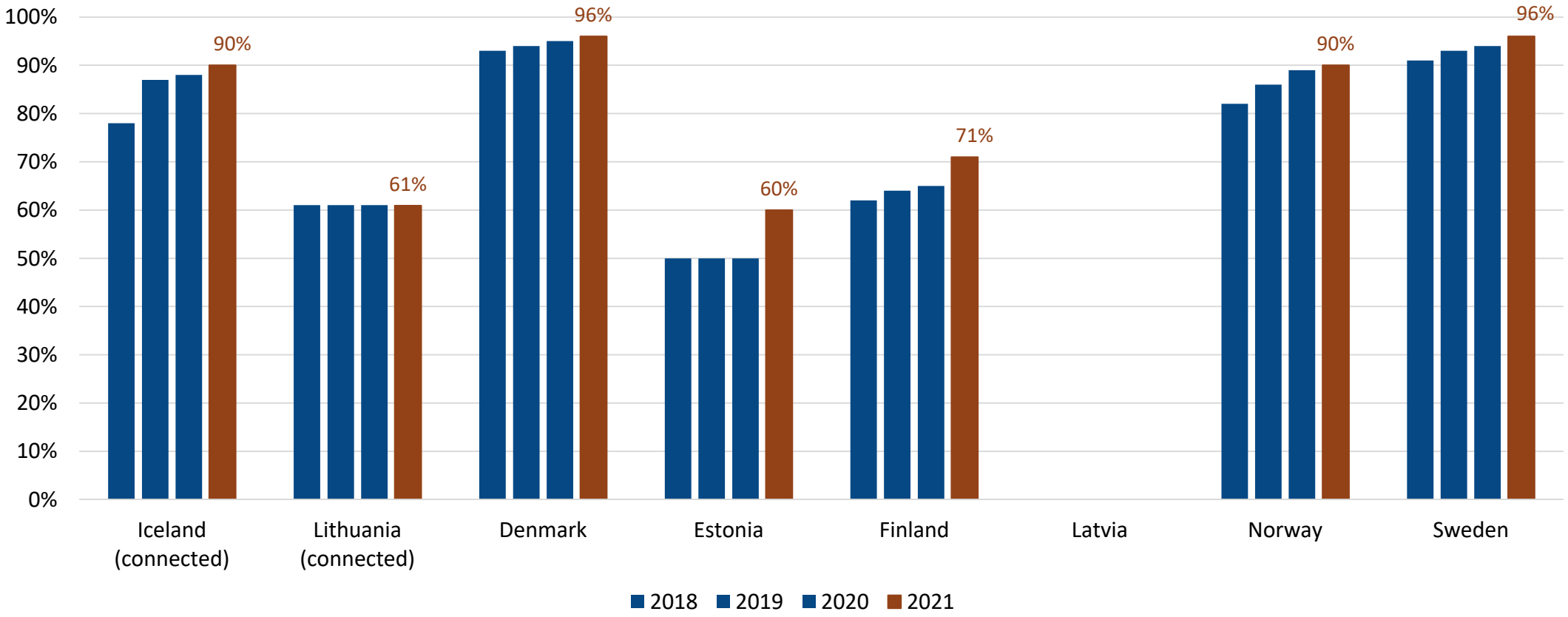
7.2 Coverage of fixed broadband with maximum download speed of 30 Mbps or more (%)

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 maximum 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.



More statistics of each country

Denmark - https://sdfi.dk/digital-infrastruktur/telepolitik/tal-paa-teleomraadet; tjekditnet.dk; https://app.powerbi.com/view?r=eyJrIjoiMmQwYWFkMjEtNzI0OC00MjMyLWFhYzgtZWVkYjY1OWUyMDBkIiwidCI6IjI1YTRiZTU0LTRhN2MtNGFhMS04YTgwLWJlNmY2NmJiMGUwNiIsImMiOjl9

Estonia

Finland – https://tieto.traficom.fi/en/viestinnasta

Iceland – https://www.fjarskiptastofa.is/english/markets-and-legal-affaires/market-analysis-and-statistics/

Latvia - https://www.sprk.gov.lv/content/nozares-raditaji-9

Lithuania - https://www.rrt.lt/en/istekliai/reports-and-reviews/lietuvos-rysiu-sektorius-en/

Norway

Sweden - https://statistik.pts.se/