



Nasjonal
kommunikasjons-
myndighet

Det norske ekomarkedet 2019

fung. direktør John-Eivind Velure

og

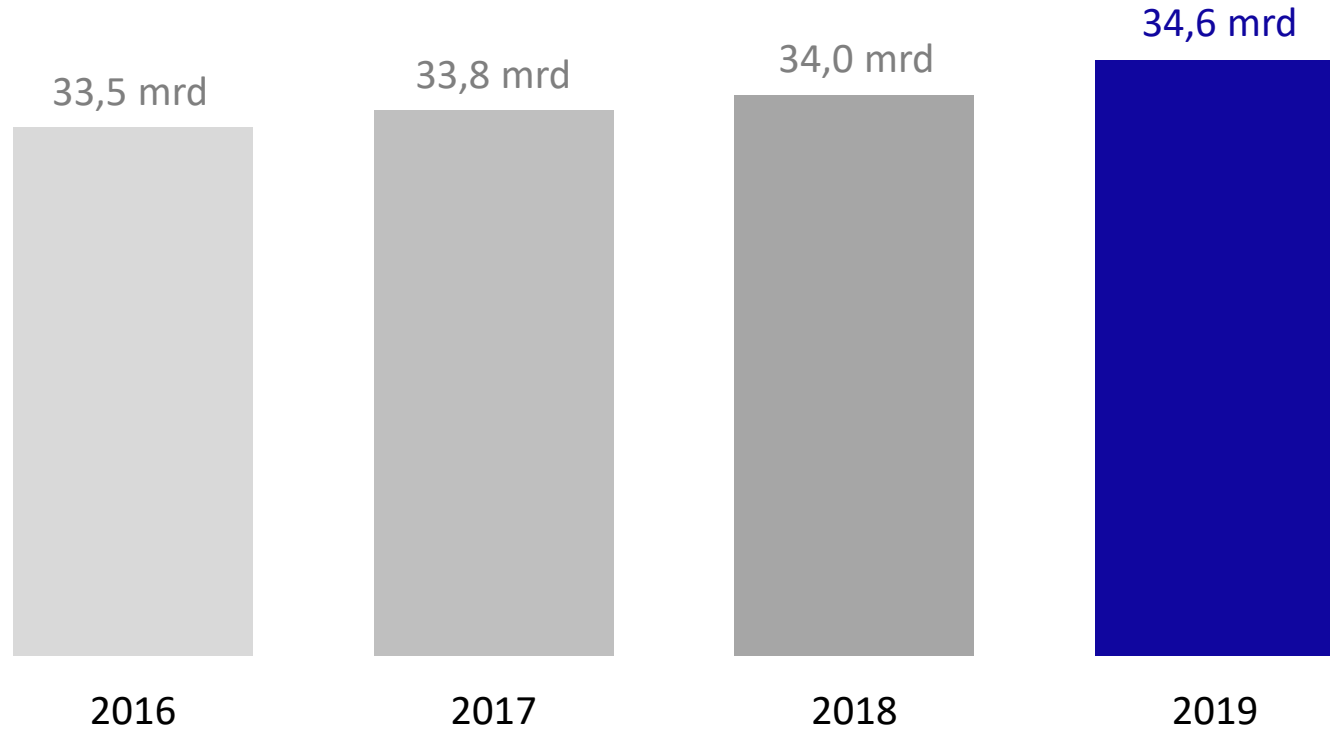
seniorrådgiver Roger Markussen

14. mai 2020

I. Samlet sluttbrukeromsetning

Sluttbrukeromsetning i ekomarkedet

Omfatter ikke TV-tjenester



Sluttbrukeromsetning i ekomarkedet



Mobiltjenester
(60 %)



Fast bredbånd
(30 %)



Datakom. og
overføringskap.
(6 %)



Fasttelefoni
(4 %)



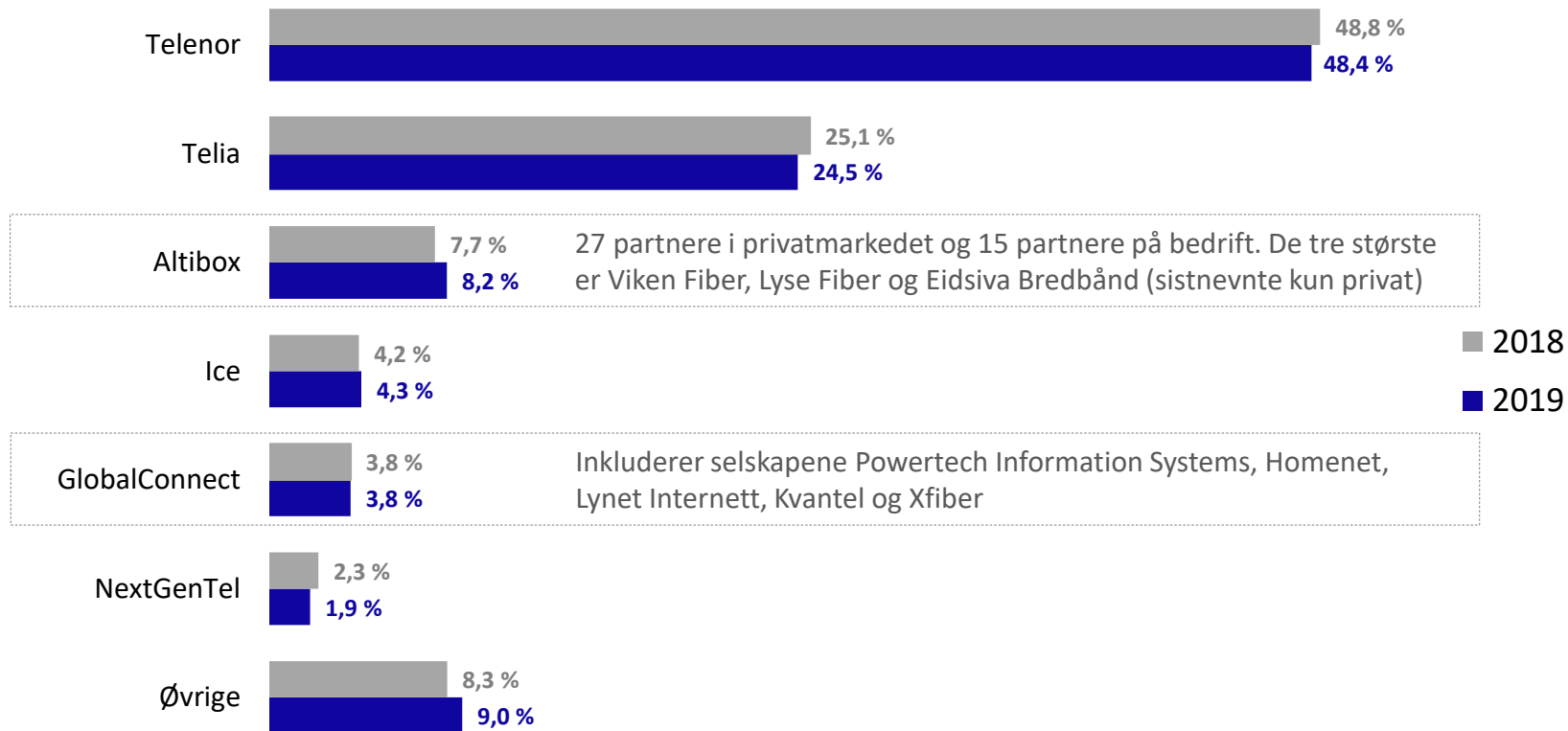
2016

2017

2018

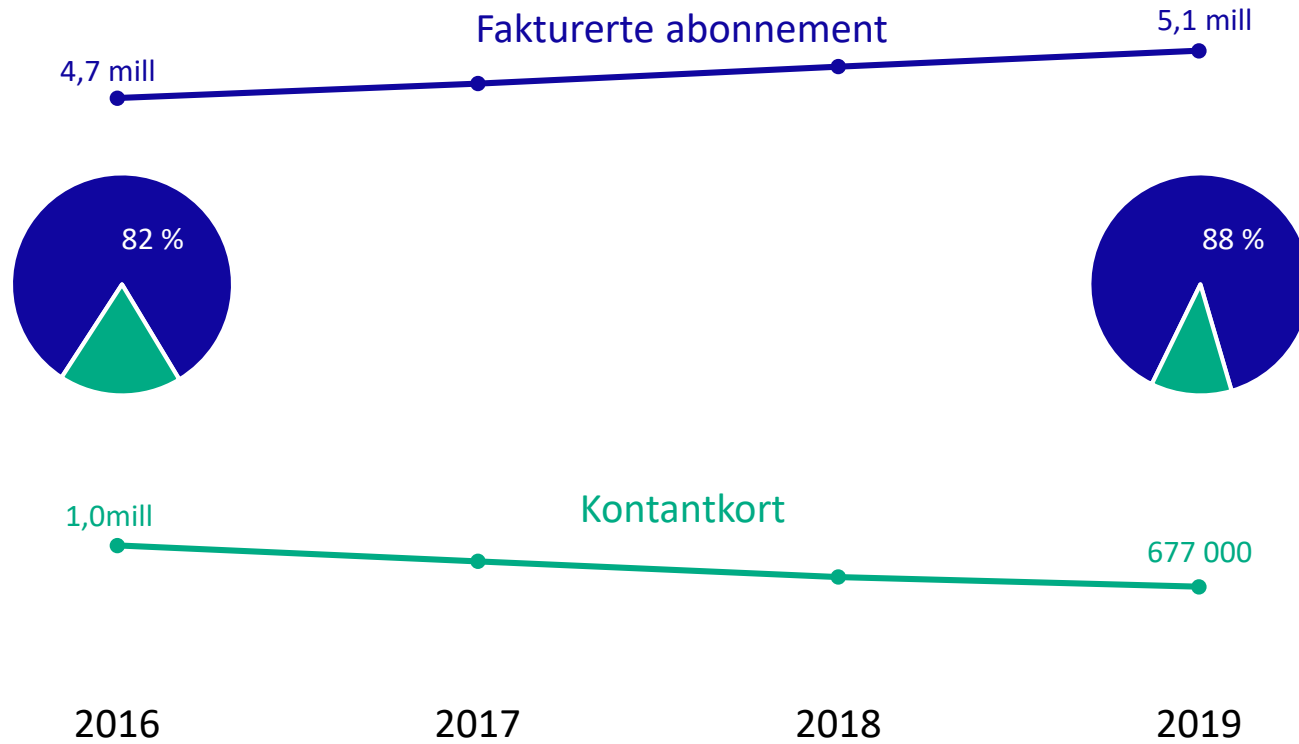
2019

Andel av samlet sluttbrukeromsetning (34,6 mrd i 2019)

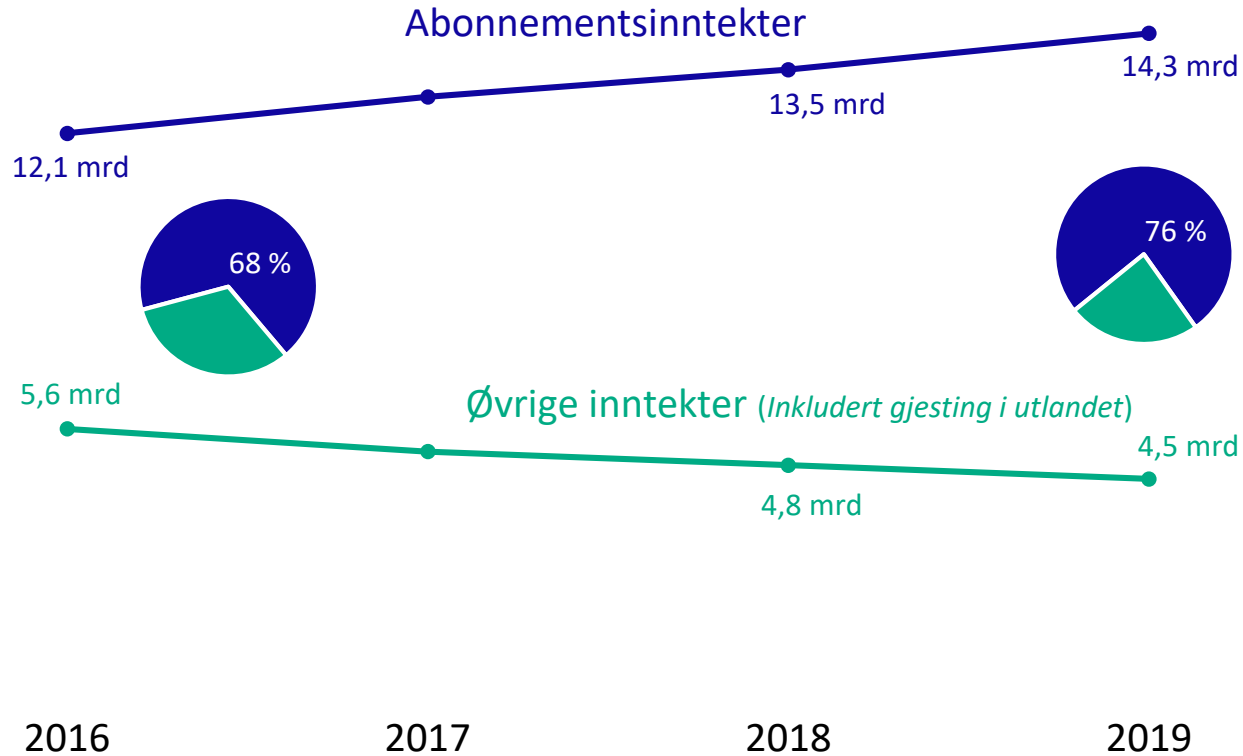


II. Mobiltjenester

Antall abonnement for mobiltelefoni



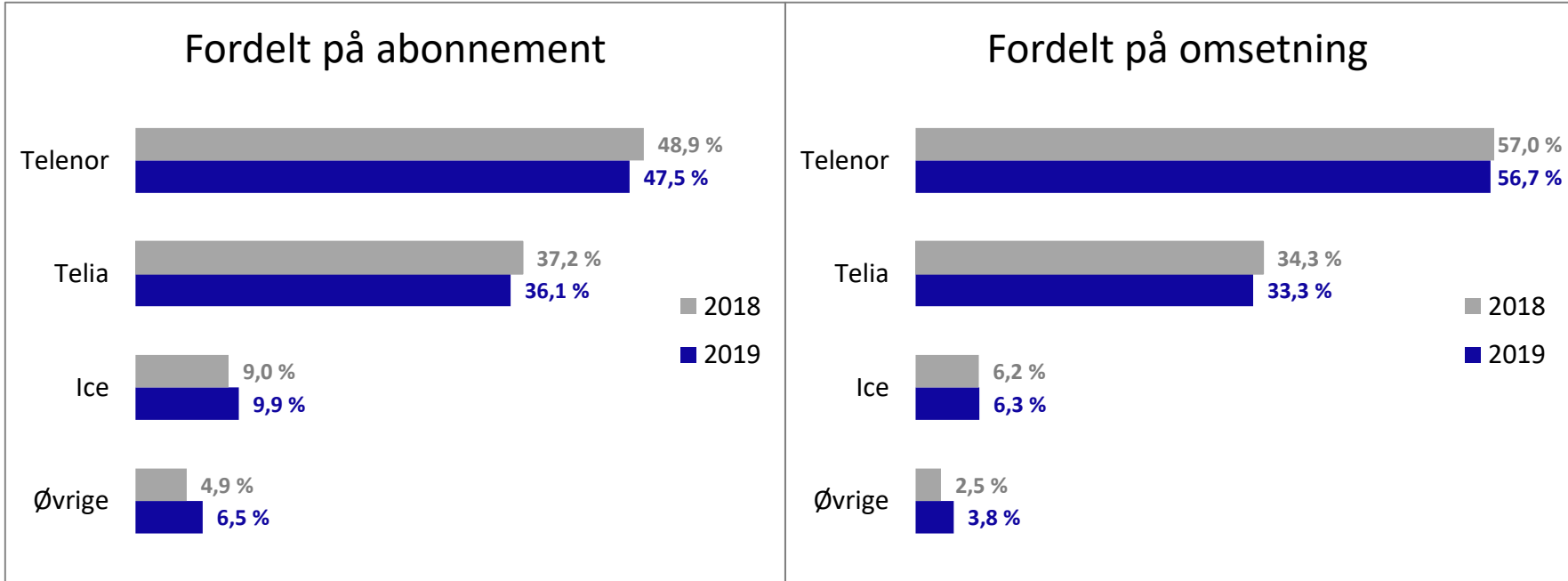
Omsetning fra abonnement for mobiltelefoni



Markedsandeler for mobiltelefoni



I 2019 var det 5,8 mill. abonnement og 18,8 mrd. i omsetning



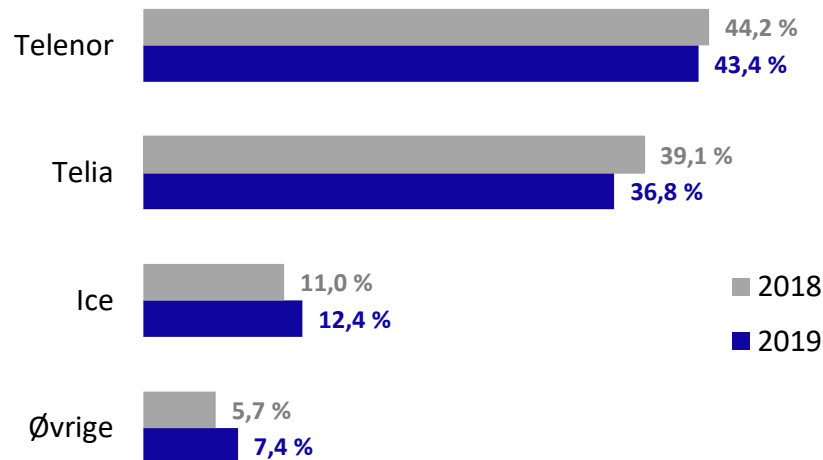
Inkludert gjesting i utlandet

Markedsandeler for mobiltelefoni (5,8 mill. abonnenter i 2019)

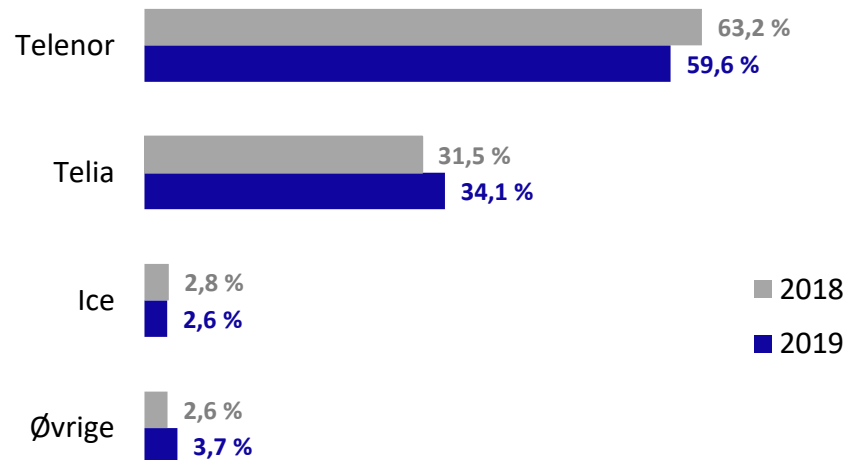


Basert på abonnement. Det er 4,3 mill privatabonnement og 1,5 mill bedriftsabonnement i 2019.

Privat



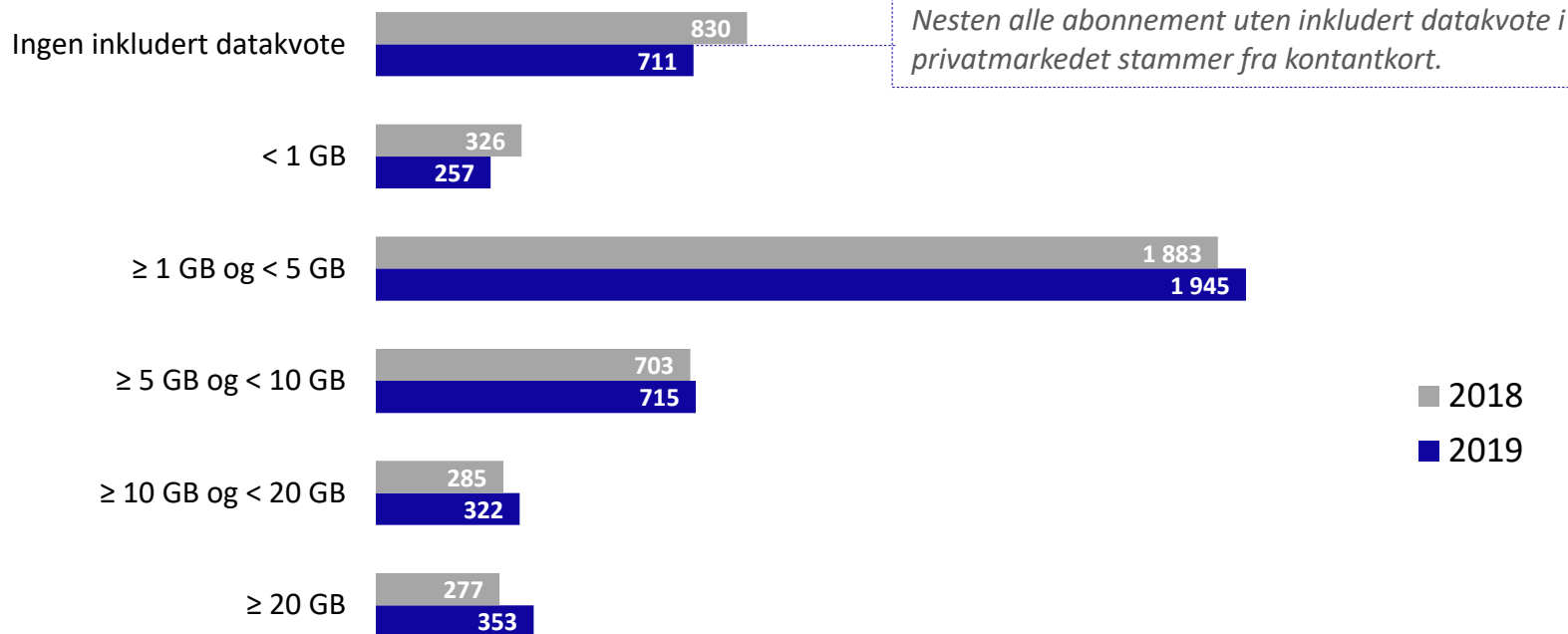
Bedrift



Inkludert datakvote for mobiltelefoni i privatmarkedet



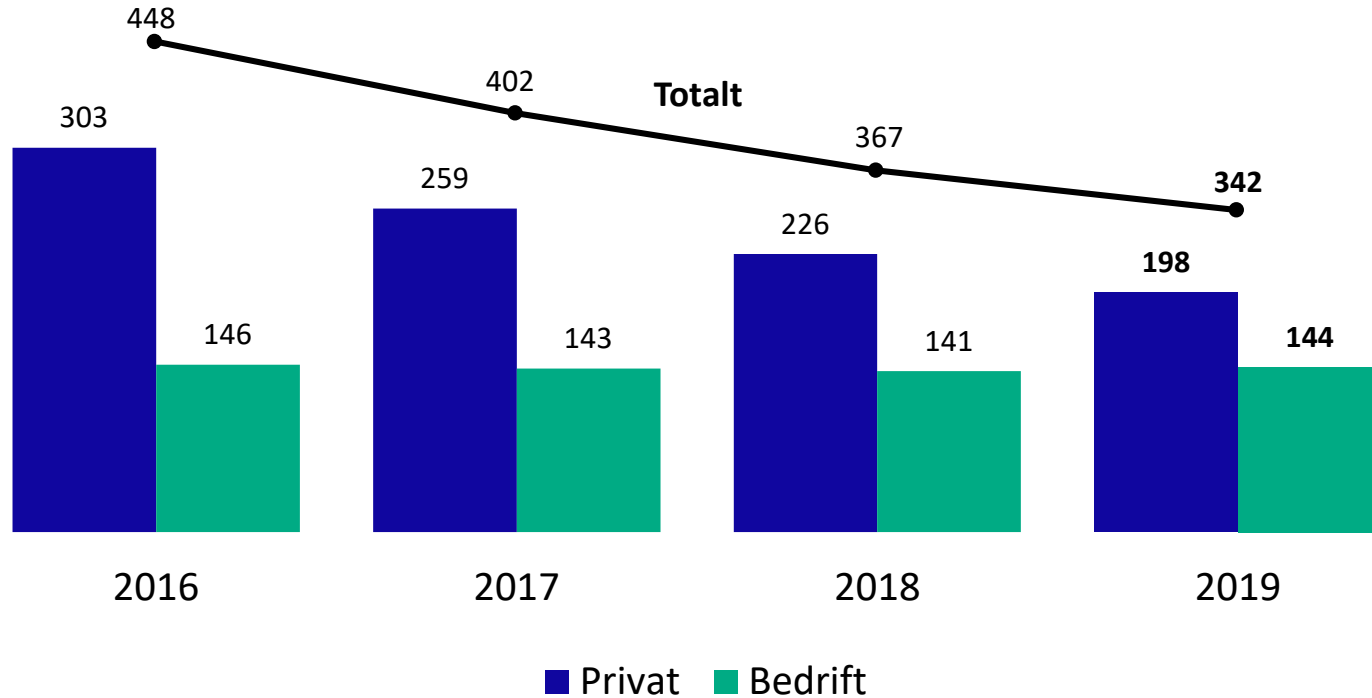
Antall abonnement i tusen. Totalt antall privatabonnement er 4,3 millioner i 2019



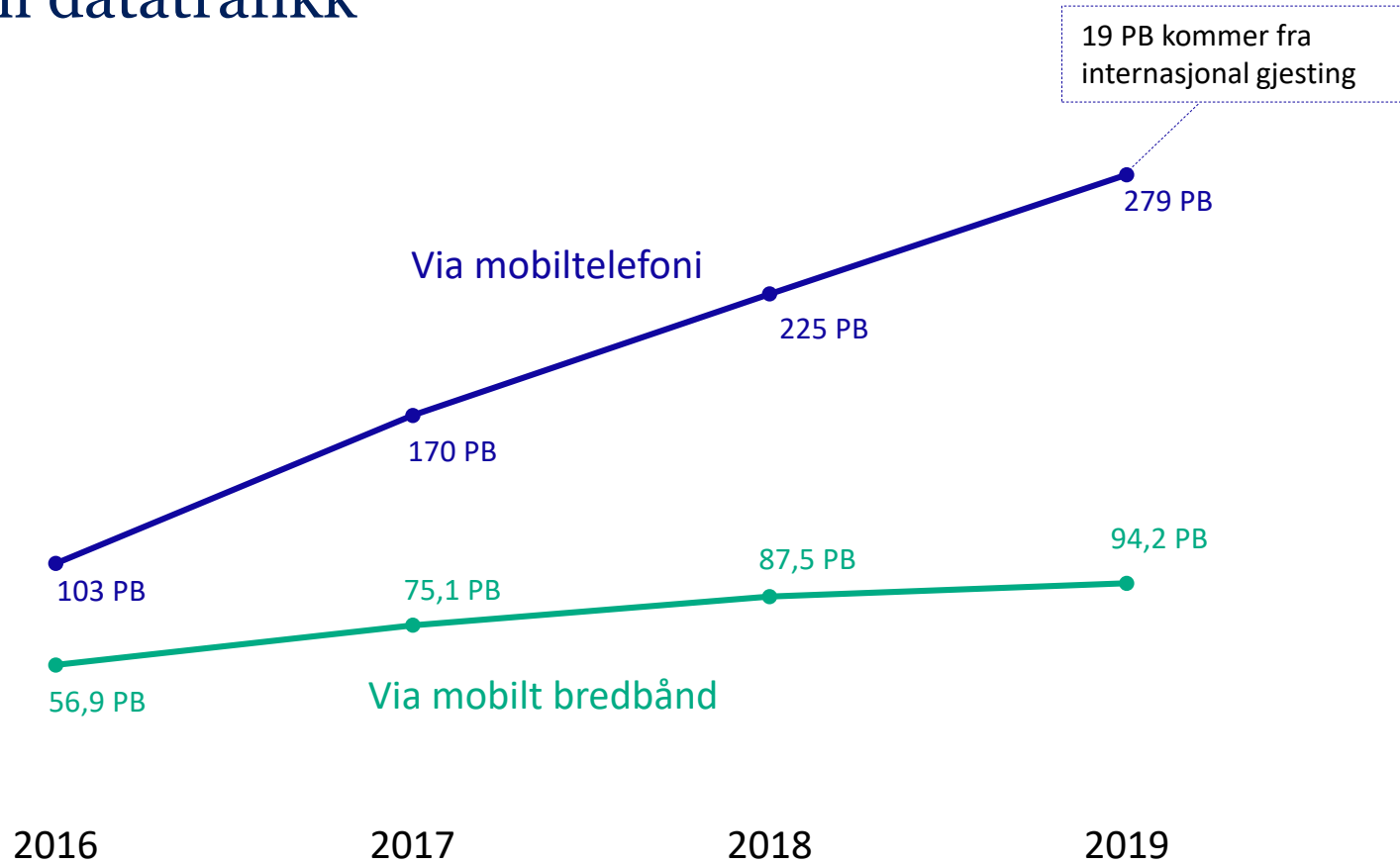
Antall abonnement for mobilt bredbånd



Antall abonnement i tusen.

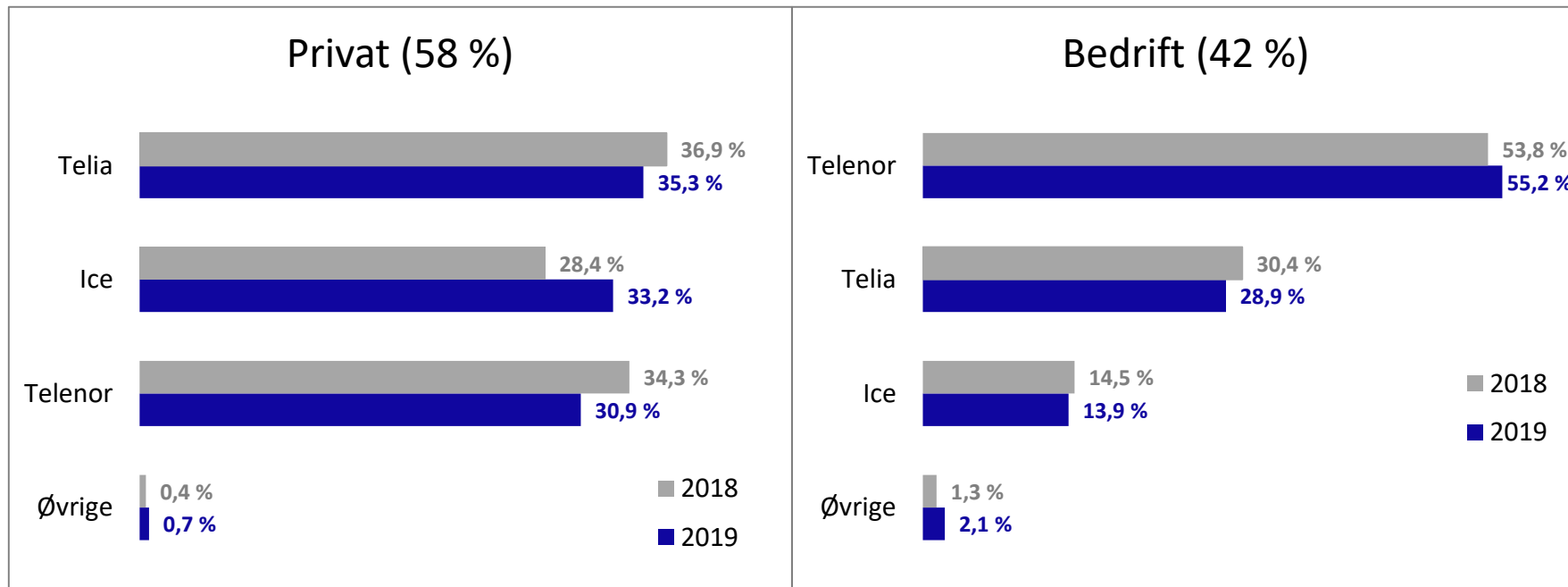


Mobil datatrafikk



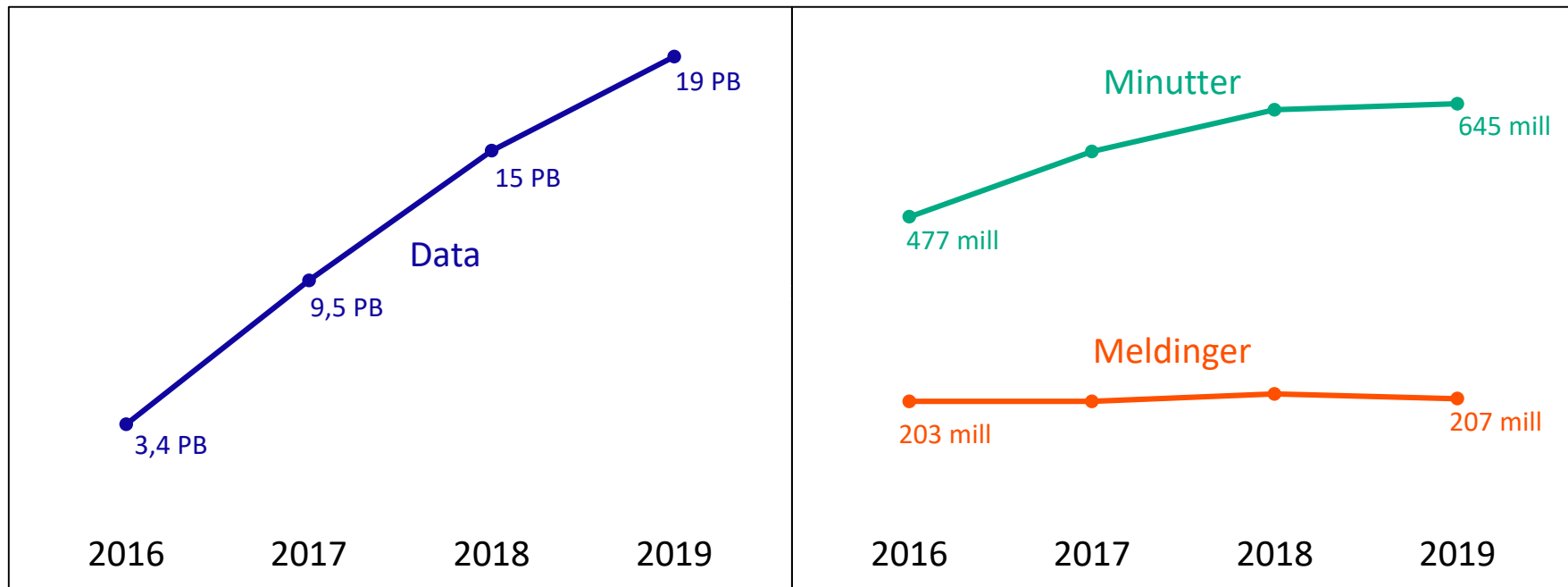
Markedsandeler for mobilt bredbånd

Privat- og bedriftsabonnement. I 2019 var det 342 000 abonnement.



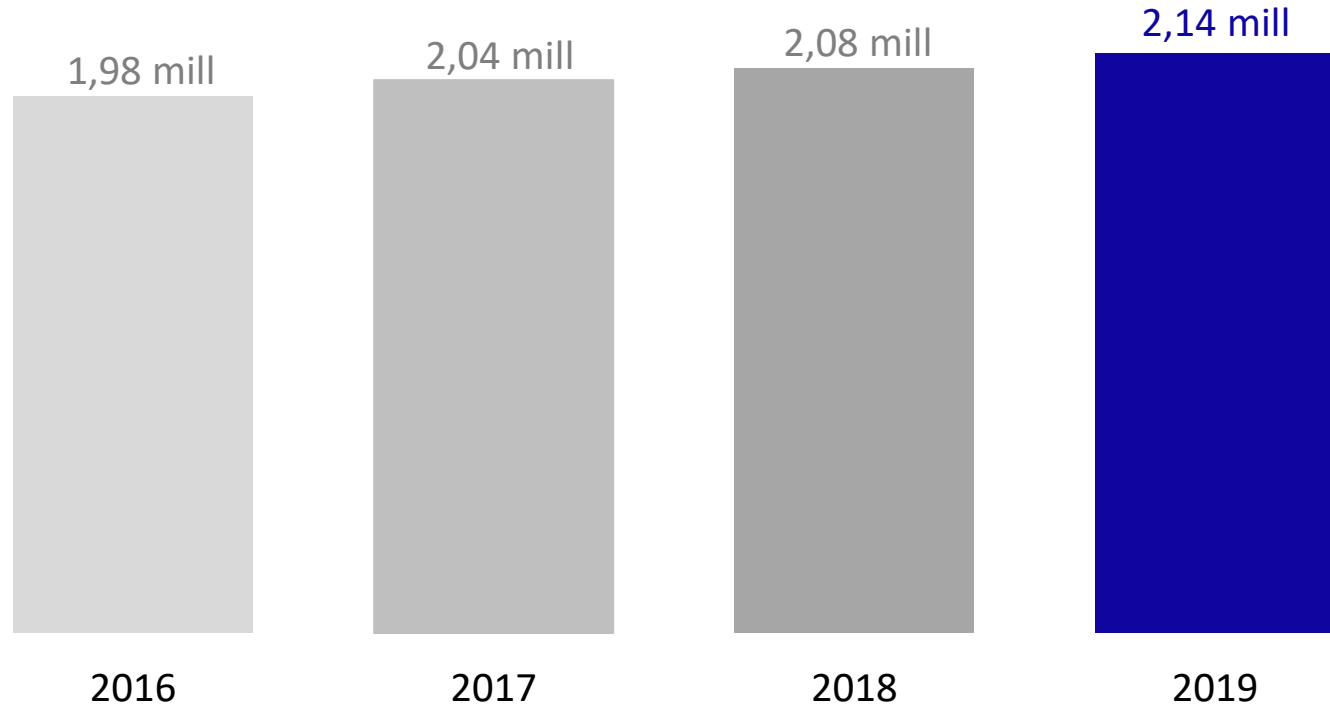
Internasjonal gjesting

Norske abonnenters mobilbruk i utlandet



III. Fast bredbånd

Antall privatabonnement for fast bredbånd

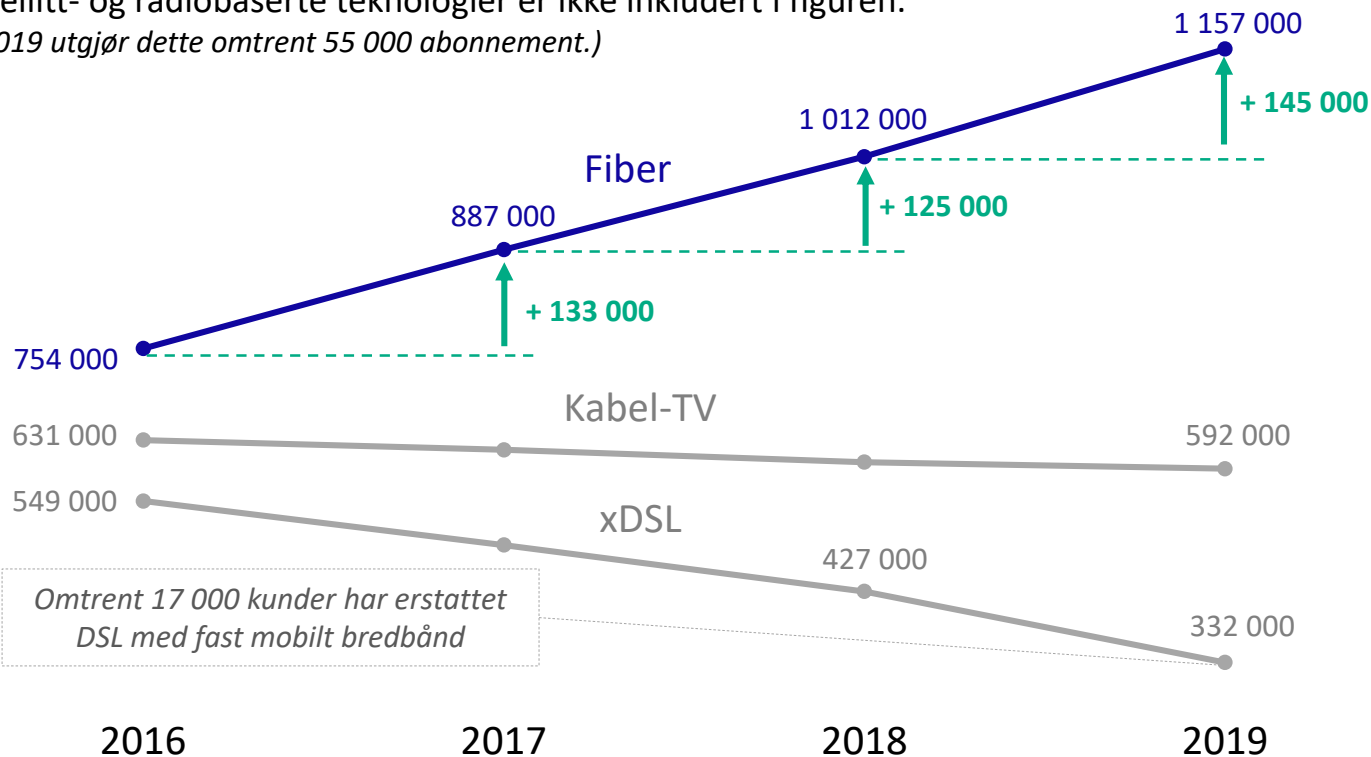


Antall privatabonnement for fast bredbånd

Antall privatabonnement i 2019 er 2,14 millioner.

Satellitt- og radiobaserte teknologier er ikke inkludert i figuren.

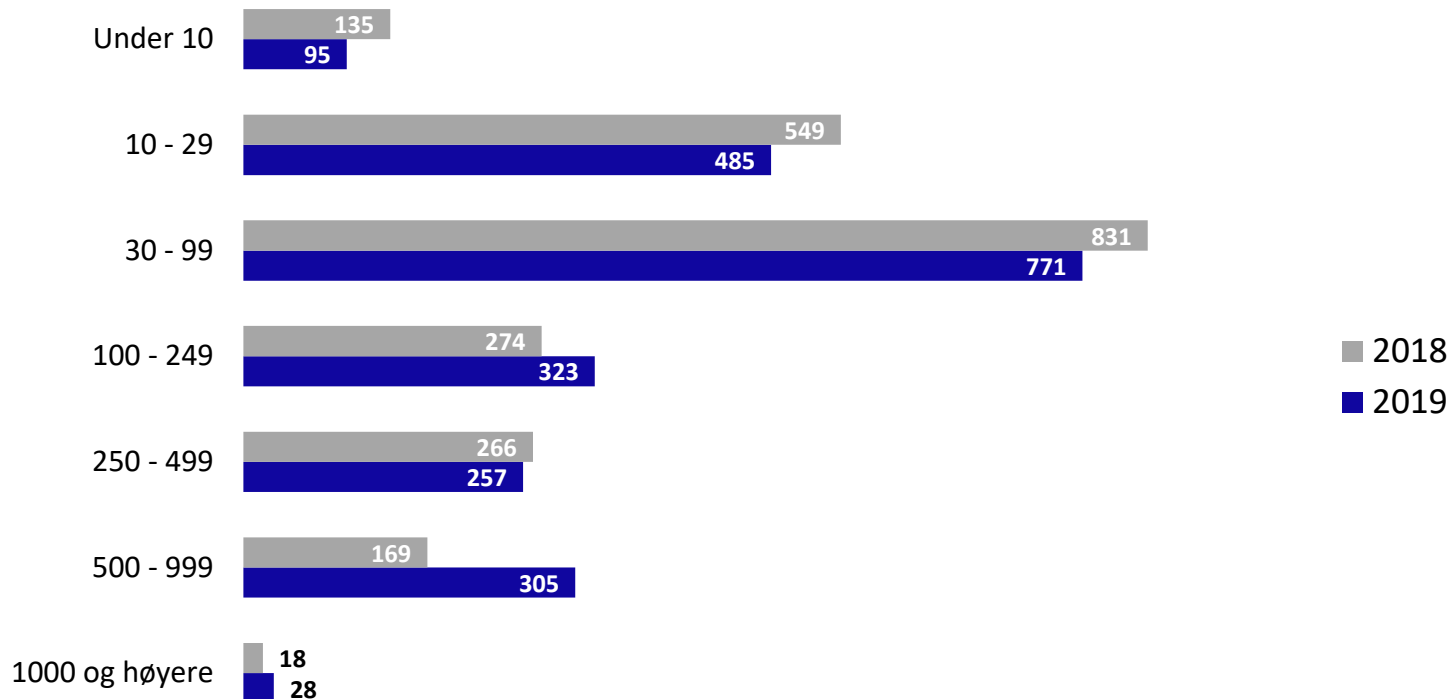
(I 2019 utgjør dette omtrent 55 000 abonnement.)



Hastighetskategorier for fast bredbånd - privat



Antall abonnement i tusen. Nedlastingshastighet i Mbit/s. Alle teknologier

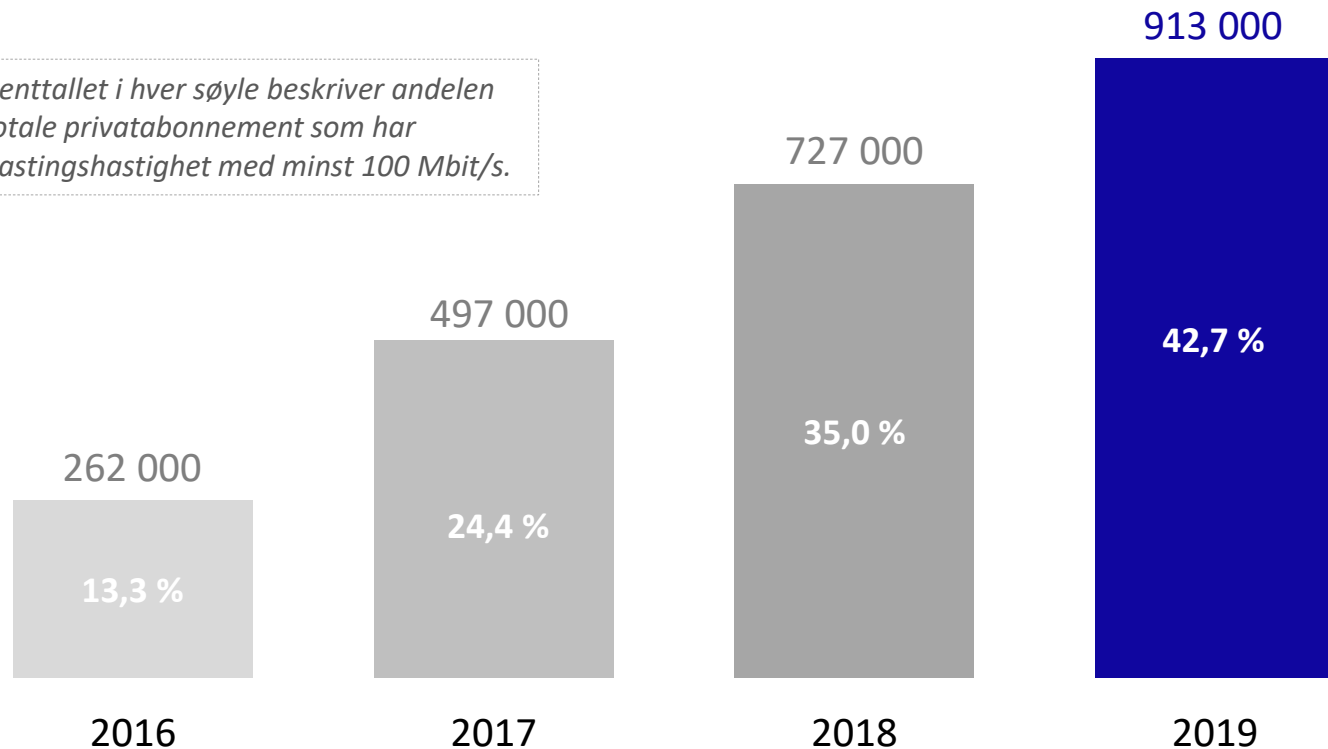


Privatabonnement med minst 100 Mbs for fast bredbånd



Antall privatabonnement i 2019 er 2,14 millioner.

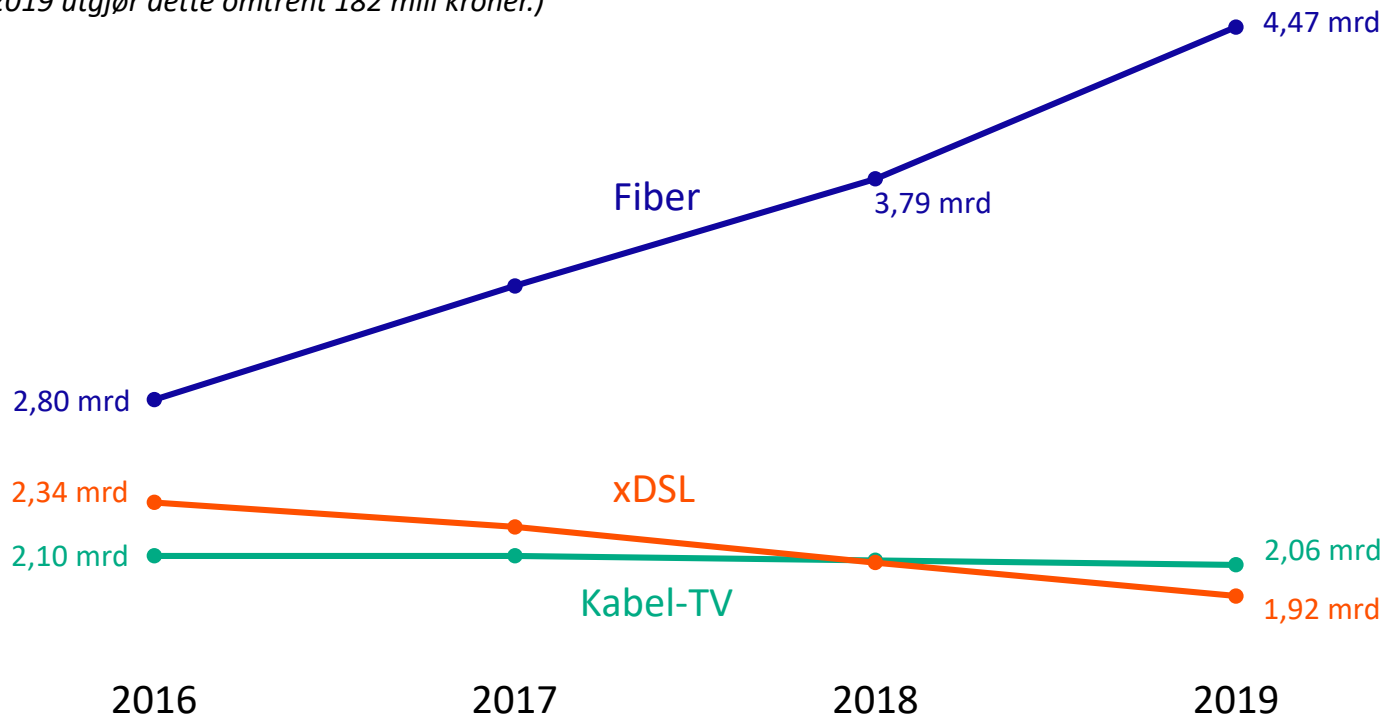
Prosenttallet i hver søyle beskriver andelen av totale privatabonnement som har nedlastingshastighet med minst 100 Mbit/s.



Omsetning for fast bredbånd i privatmarkedet



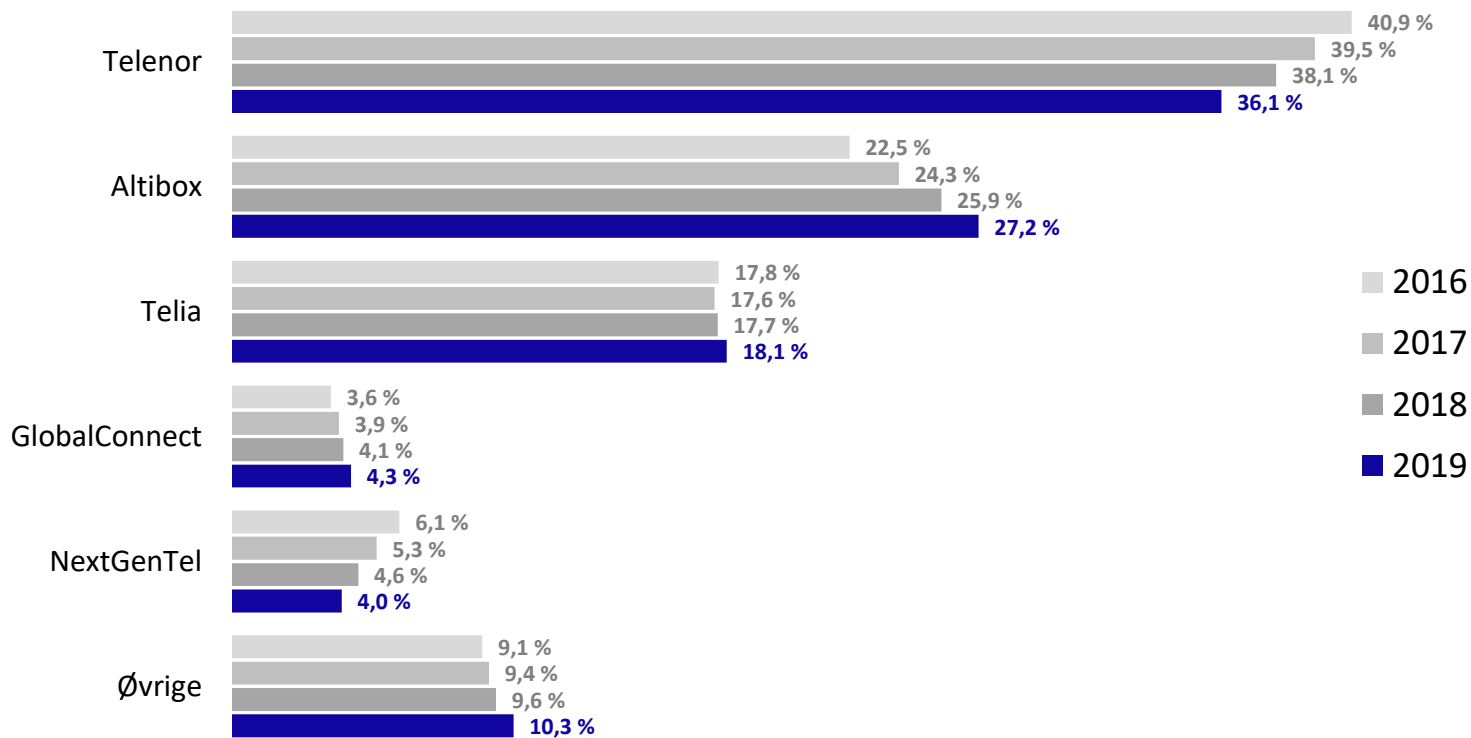
Omsetningen i privatmarkedet i 2019 var 8,4 mrd kroner.
Satellitt- og radiobaserte teknologier er ikke inkludert i figuren.
(I 2019 utgjør dette omtrent 182 mill kroner.)



Markedsandeler for fast bredbånd



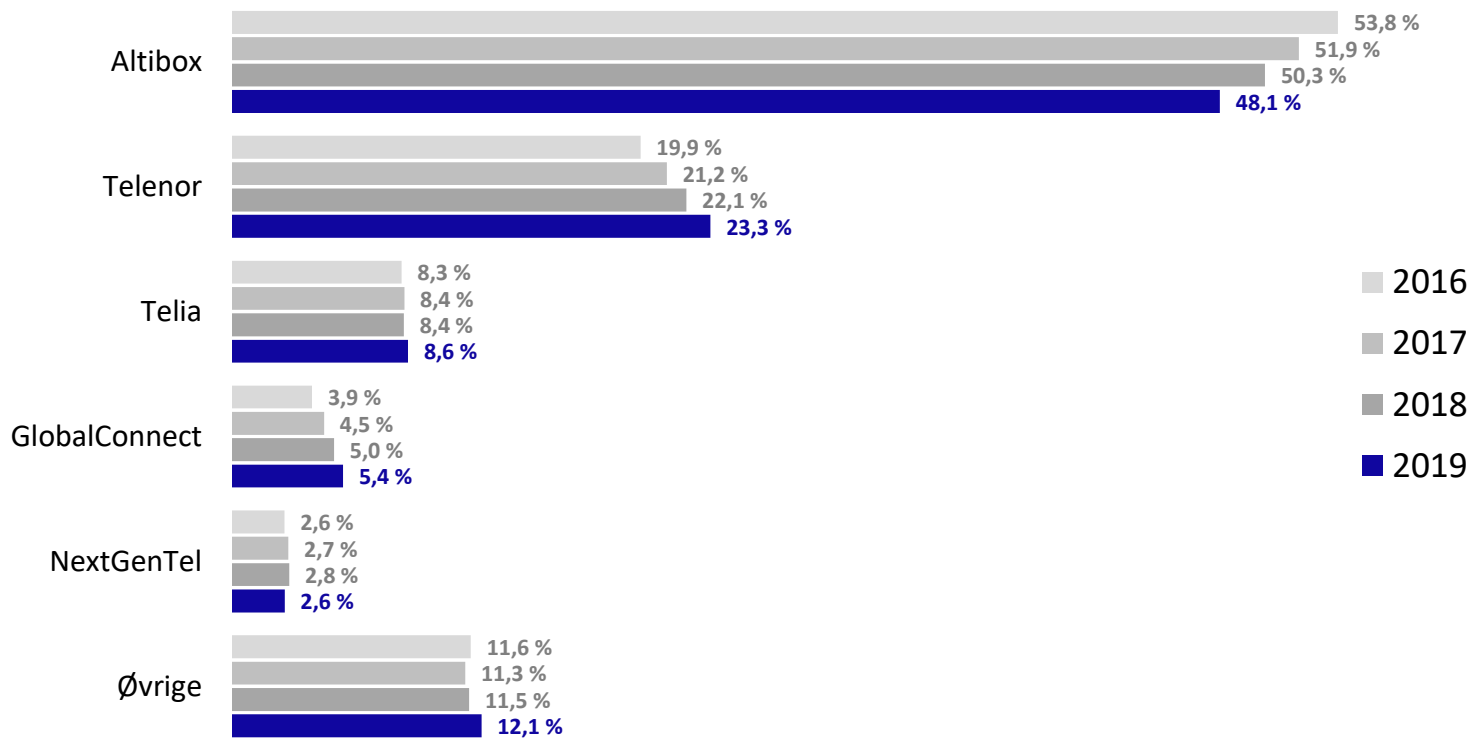
Basert på abonnement. Privatkunder. Alle teknologier. Antall privatabonnement i 2019 er 2,14 millioner



Markedsandeler for fast bredbånd over fiber



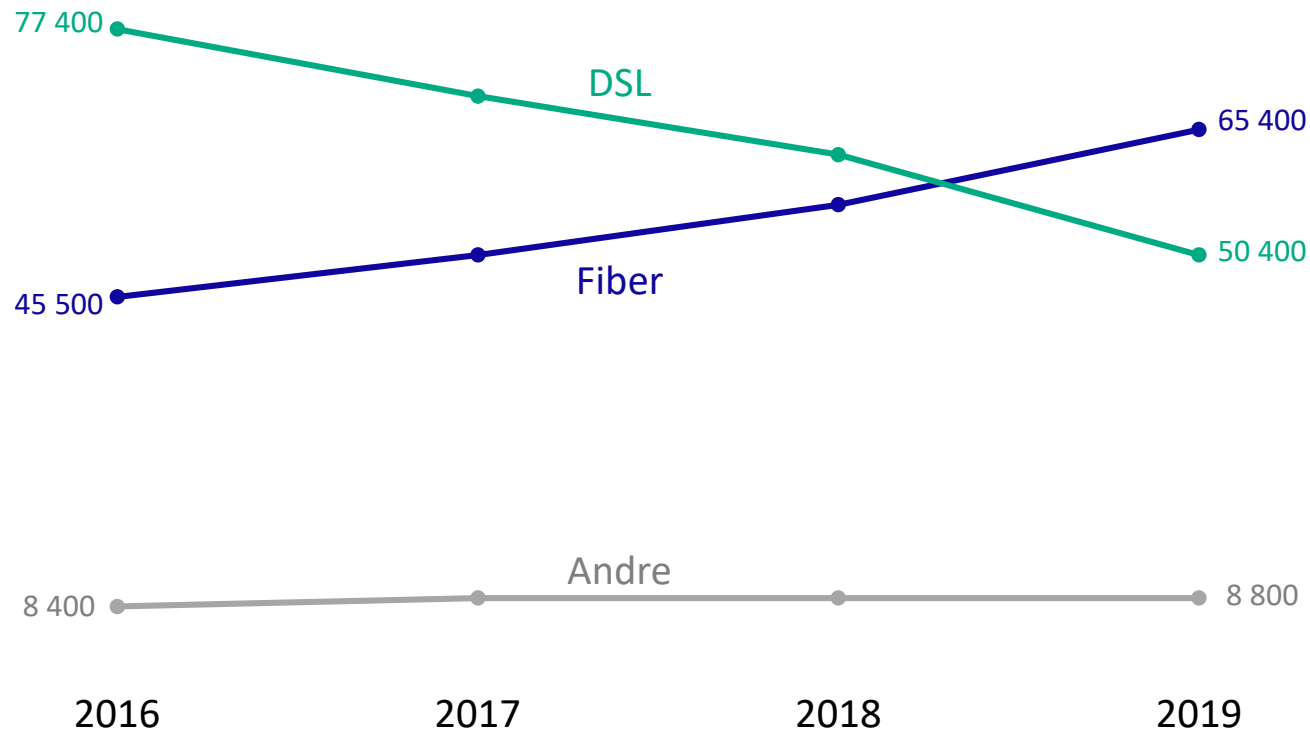
Basert på abonnement. Privatkunder. Antall privatabonnement over fiber i 2019 er 1,16 millioner



Antall bedriftsabonnement for fast bredbånd



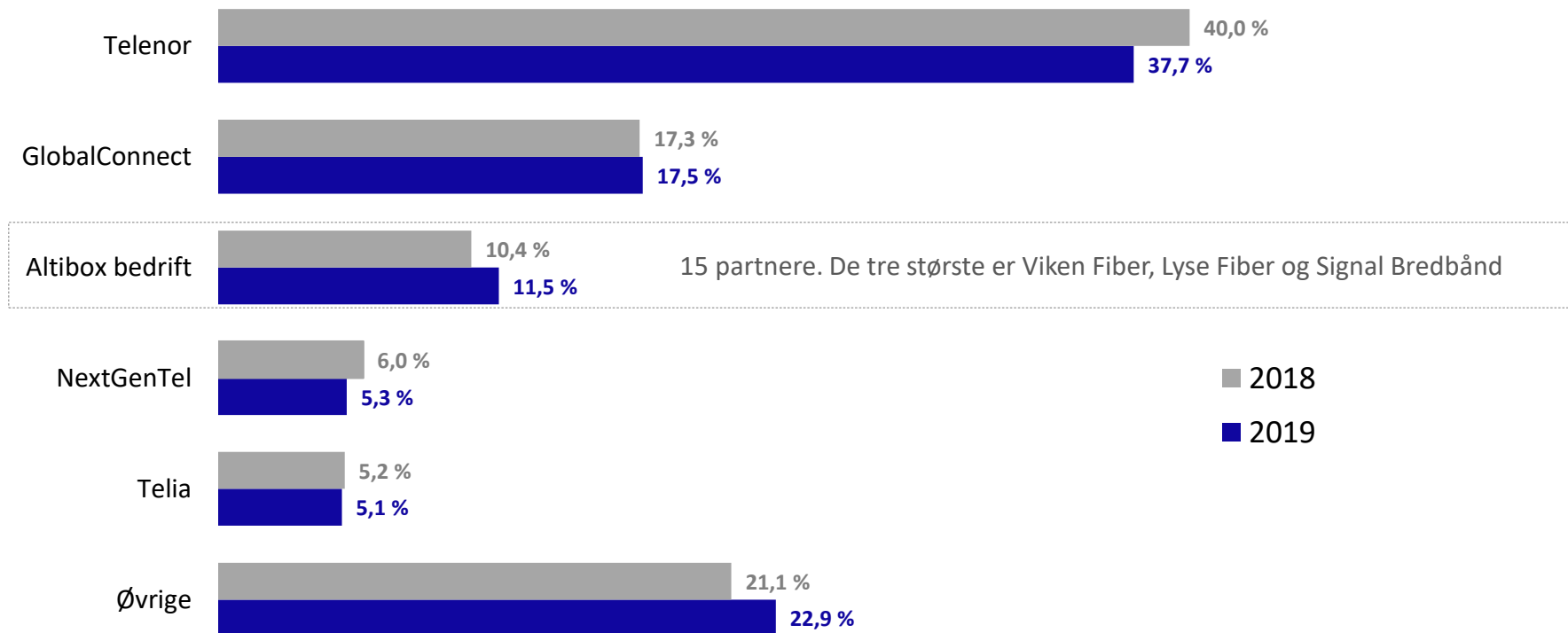
Antall bedriftsabonnement i 2019 er 125 000



Markedsandeler for fast bredbånd

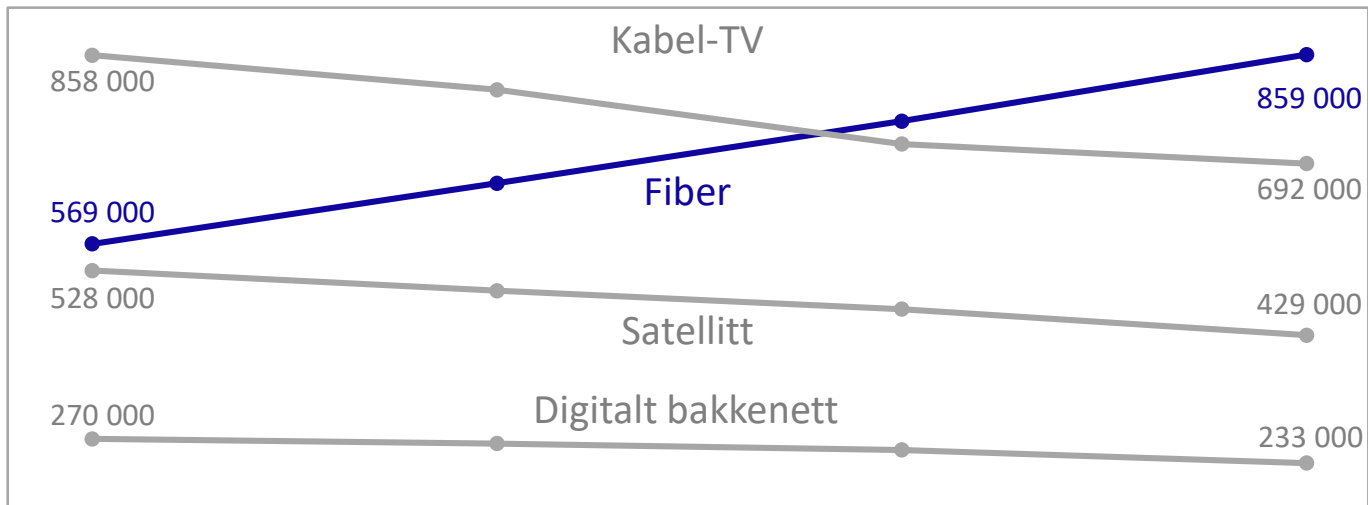


Basert på abonnement. Bedriftskunder. Alle teknologier. Antall bedriftsabonnement i 2019 er 125 000



IV. TV-tjenester

Antall TV-abonnement



2016

2017

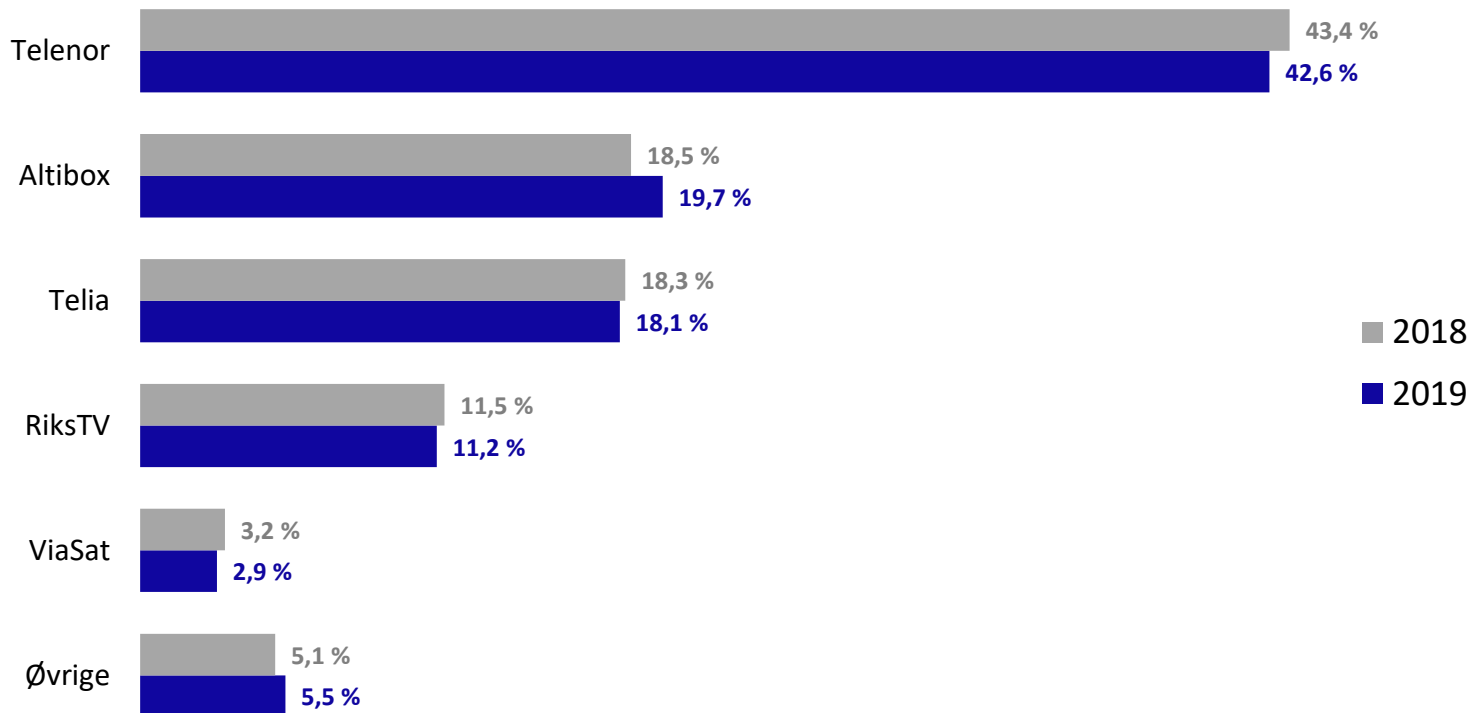
2018

2019

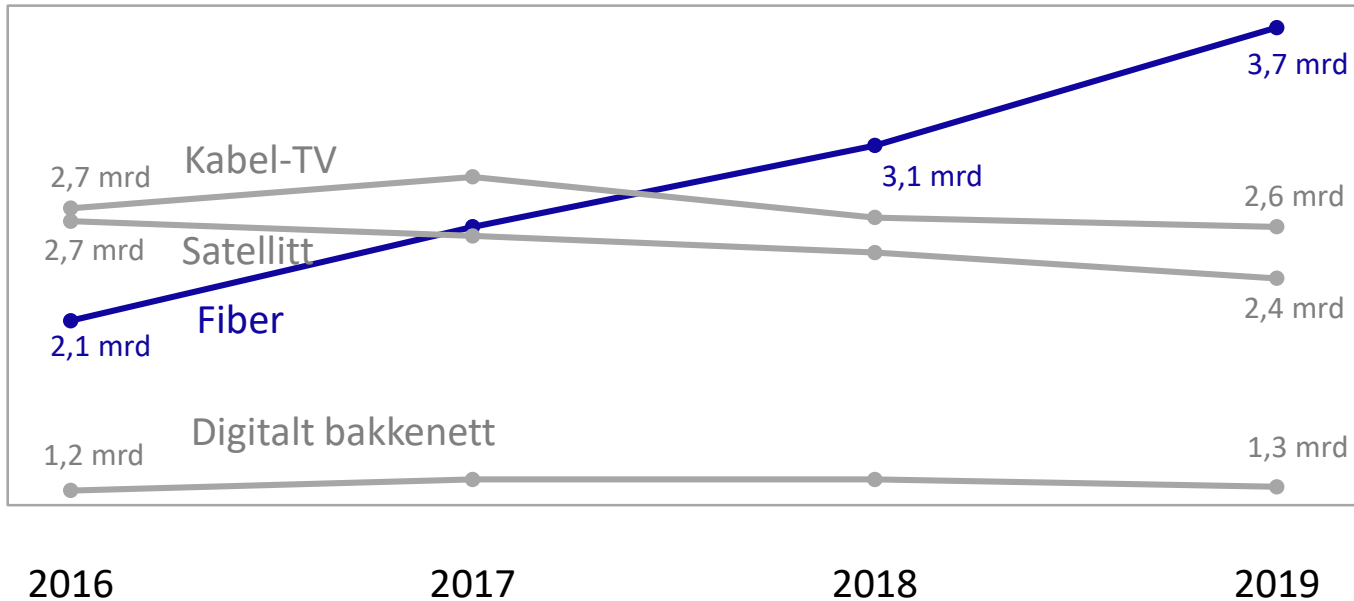
Markedsandeler for TV-abonnement



Antall TV-abonnement var 2,2 millioner i 2019



Omsetning for TV-tjenester

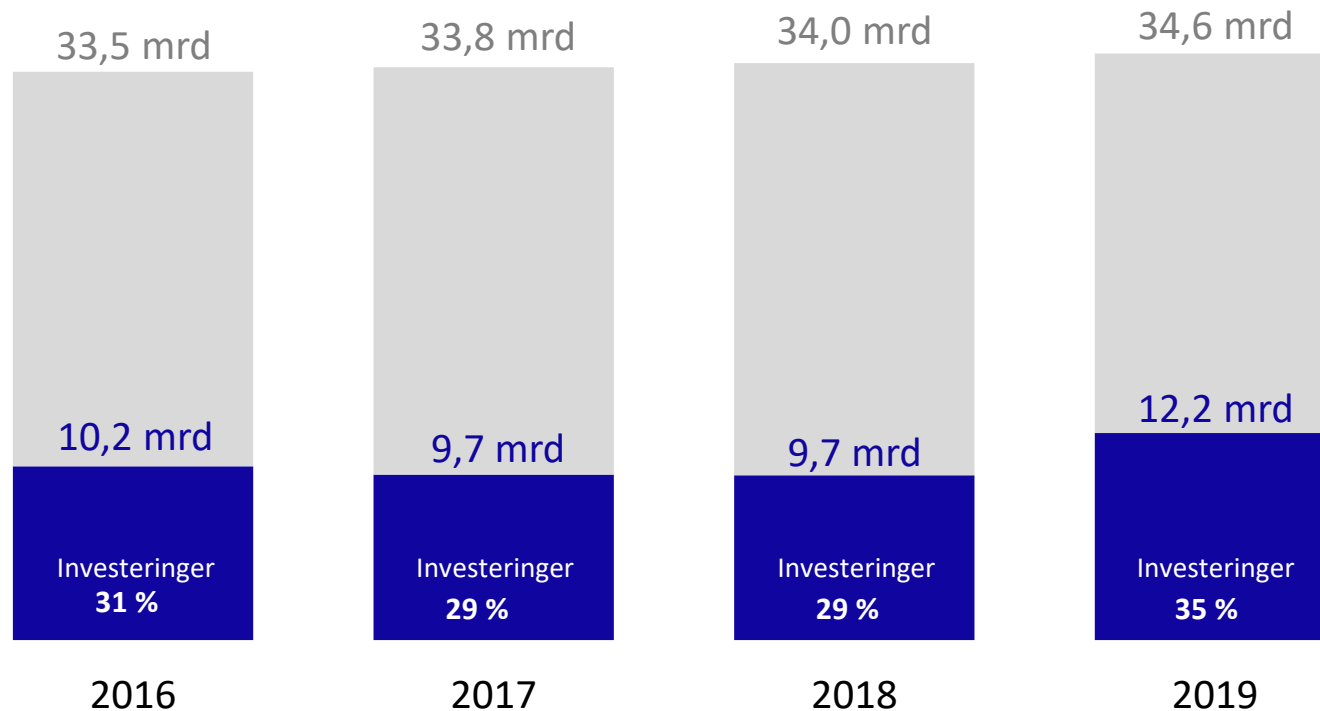


V. Investeringer

Investeringer i ekomarkedet



Prosenttallet nederst på stolpen viser investeringer som andel av samlet sluttbrukeromsetning



Ekostatistikken finner du på nett

ekomstatistikken.nkom.no

