

Avdelningen för samhällsfrågor  
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## Swedish telecommunications market first six months 2018

### A selection of results from this year's survey

All figures refer to the situation on 30 June 2018 and comparisons are made with the same date the previous year.

#### Mobile subscriptions



- Total number of mobile subscriptions: 14.2 million (-2%)
  - of which voice & data: 10.6 million (+3%)
  - of which only data: 1.7 million (-15%)
  - of which only voice: 1.9 million (-14%)
- Mobile data traffic: 493 Pbyte (+30%)

#### Fixed broadband subscriptions



- Fixed broadband (fibre, cable, xDSL, other): 3.9 million (+4%)
  - of which fibre: 2.5 million (+15%)

#### Fixed telephony subscriptions



- Fixed telephony: 2.4 million (-15%)
  - of which IP telephony: 1.4 million (-9%)

#### Traditional pay TV subscriptions



- Digital TV subscriptions: 2.9 million (0%)
  - of which IPTV fibre: 1.1 million (+16%)
- Analogue TV subscriptions: 2.3 million (-5%)

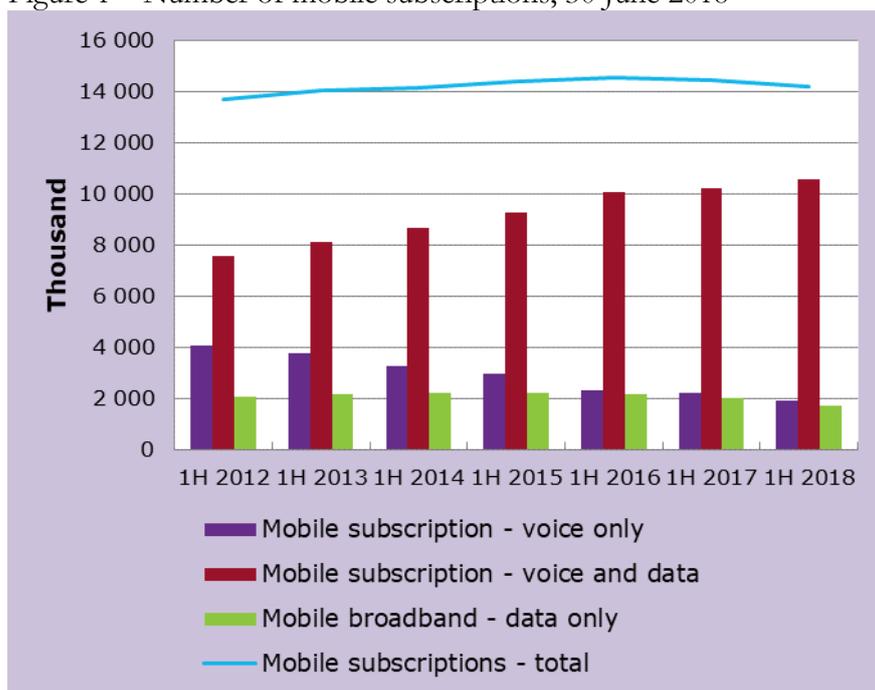
## Mobile subscriptions and M2M

**The number of mobile subscriptions for voice and data continues to grow  
The number of mobile subscriptions for data only continues to decrease.  
Also the number of subscriptions for voice only decreases.**

There were 14.2 million active mobile subscriptions in Sweden, which is a reduction of 2 per cent compared with a year earlier. The number of mobile subscriptions for both voice and data, which is often used on smart phones, was 10.6 million, an increase of 3 per cent. See figure 1.

Mobile subscriptions for data alone amounted to 1.7 million, a fall of 15 per cent. Mobile subscriptions for voice alone amounted to 1.9 million, which is 14 per cent lower than the previous year. 77 per cent of the total number of mobile subscriptions were contract subscriptions, the rest were pay-as-you-go (cash card) phones. The share of contract subscriptions have increased over the years, ten years ago 60 per cent were contract subscriptions.

Figure 1 – Number of mobile subscriptions, 30 June 2018



### Income from Mobile subscriptions continue to increase

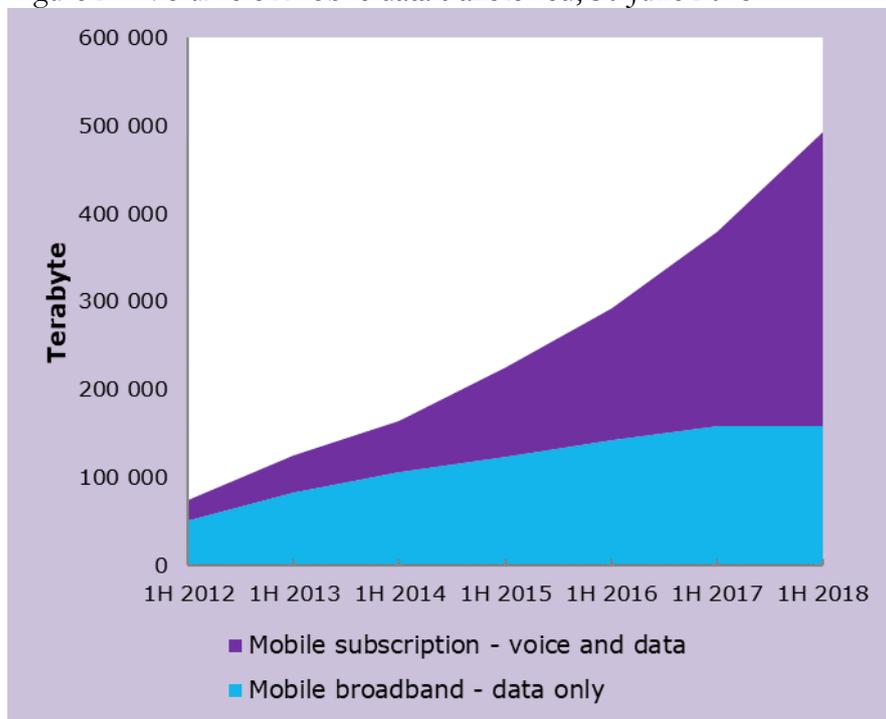
The total end customer income from mobile voice and data services amounted to approximately SEK 15.5 billion. This is an increase of 2 per cent. Fixed charges (subscriptions) generated 85 percent and the rest variable charges. Fixed charges (subscriptions) generated SEK 13.2 billion in income, an increase of 4 per cent. Variable charges fell by 11 per cent to SEK 2.3 billion.

### The volume of data transferred in the mobile networks increased

Data traffic in the mobile networks increased to 493 Pbytes<sup>1</sup> in during the first six months 2018. This was an increase of 30 per cent, the same rate of increase as in the previous year.

Private customer subscriptions for both voice and data generated on average 6.4 Gbyte per subscriptions and month, which was an increase by 52 per cent. Private customer subscriptions for data only generated on average 17.5 Gbyte per subscriptions and month. There were 9.1 million subscriptions, which had used services in the 4G (LTE) network continued to increase. These represent 64 per cent of all mobile subscriptions.

Figure 2 – Volume of mobile data transferred, 30 June 2018



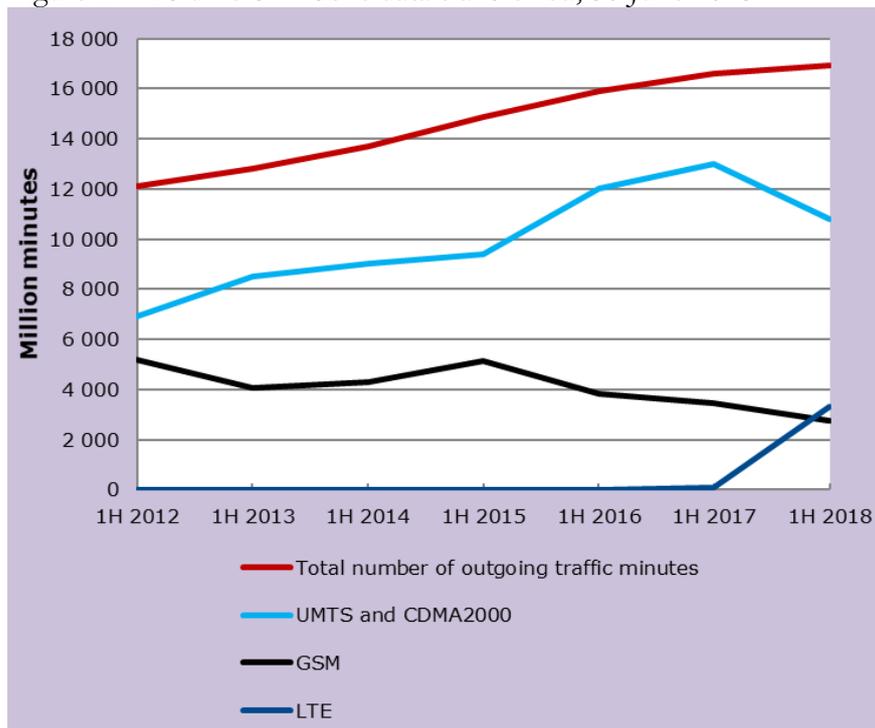
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<sup>1</sup> P=Ptea=10005

### Mobile calls via 4G networks (VoLTE) increases

The total number of outgoing voice traffic minutes from mobile subscriptions amounted to 16.9 billion during the first half year 2018. Several operators have launched VoLTE (Voice over LTE), which enables subscribers to make voice calls via the 4G network. Call minutes via LTE amounted to 3.3 billion on den 30 June 2018, which is 20 per cent of all mobile calls. This can be compared to 1% on the 31 December 2017. (See figure 3). Call minutes via 3G (UMTS) decreased.

Figure 2 – Volume of mobile data transferred, 30 June 2018

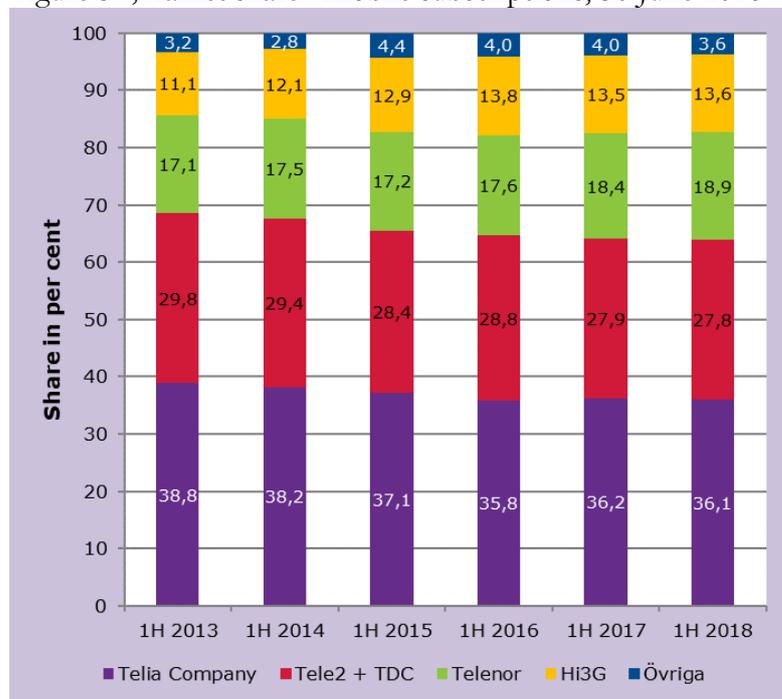


The average length of a mobile call was 3.3 minutes and the average number of calls per mobile subscription per month was 68. Both of these were at the same level as the previous year.

Approximately 4.0 billion SMS texts were sent from mobile phones, a reduction of 7 per cent. On average, there were 53 SMS texts per subscription per month, compared with 56 the previous year.

Market share for mobile subscriptions includes mobile subscriptions for voice and data, mobile subscriptions for only voice and mobile broadband for only data. The four largest companies, Telia Company, Tele2, Telenor and Hi3G (3), had 96 per cent of all subscriptions between them.

Figure 3 -;Market share - mobile subscriptions, 30 June 2018



### Number of M2M subscriptions increases by 25 percent

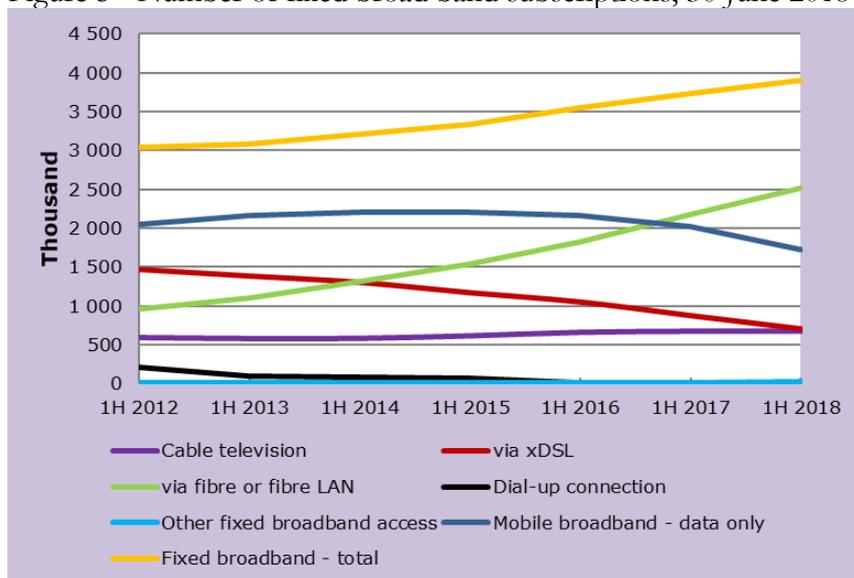
There were 12.64 million M2M subscriptions, which is an increase of 25 per cent. Services can be global, which means that not all Swedish M2M subscriptions are necessarily used in Sweden.

## Fixed broadband

### Fibre subscriptions continue to increase strongly

There were 3.9 million subscriptions for fixed broadband, which corresponds to an increase of 5 per cent. The number of subscriptions via fibre increased by 15 per cent and amounted to 2.5 million. Fibre and fibre LAN accounted for the greater part of the increase in fixed broadband and amounted to more than half (64 per cent) of all fixed broadband subscriptions. (See figure 5.)

Figure 5 - Number of fixed broad band subscriptions, 30 June 2018

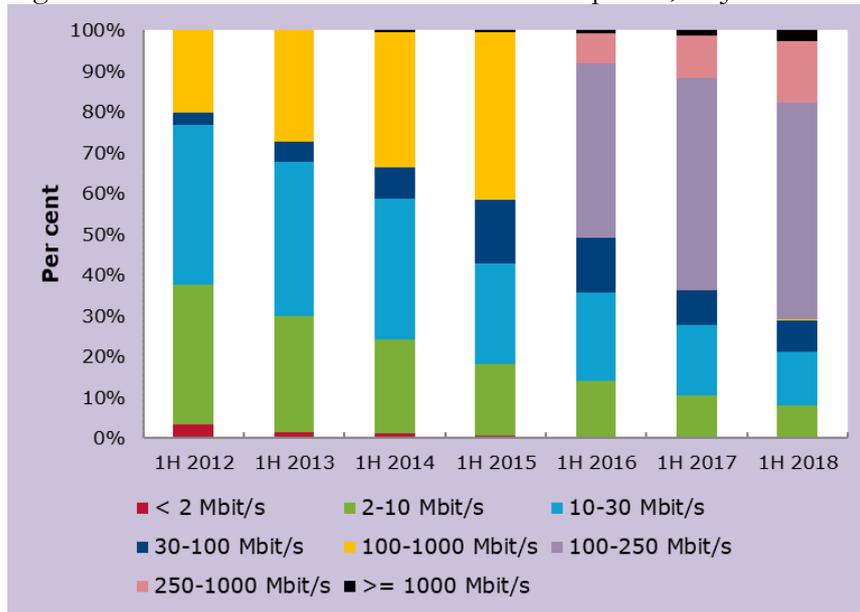


### Subscriptions for 1Gbps or more download continue to increase

There were 2.7 million subscriptions with download speeds of between 100 Megabit/s (Mbps) and 1 Gbps, which is an increase of 15 per cent. Subscriptions for 1 Gbps or more have doubled to 100,000 subscribers.

Fibre subscriptions with a download speed of 100 Mbps or more amounted to 2.2 million (an increase of 21 per cent), while subscriptions via cable TV networks with the same speed amounted to 580,000, which was the same amount as last year.

Figure 6 – Number of fixed broadband subscriptions, 30 June 2018



Upload speeds for fixed broadband have also increased. The number of fixed broadband subscriptions with upload speeds of 100 Mbps or more increased by 30 per cent to 1.7 million subscriptions.

**20 per cent of all fixed broadband subscriptions for private customers were via collective agreements**

Over 760,000 broadband subscriptions were reported to be via collective agreements, which is an increase of 16 per cent. Fixed broadband subscriptions via collective agreement refer to active, private internet subscriptions by, for example, landlords, housing associations, communities or communes instead of private individuals. The proportion of the total number of broadband subscriptions via collective agreements was 21 per cent.

The three largest operators, Telia Company, Telenor and Com Hem accounted between them for 72 per cent of fixed broadband subscriptions. See figure 7.

Figure 7 – Marked share fixed broadband subscriptions, June 2018

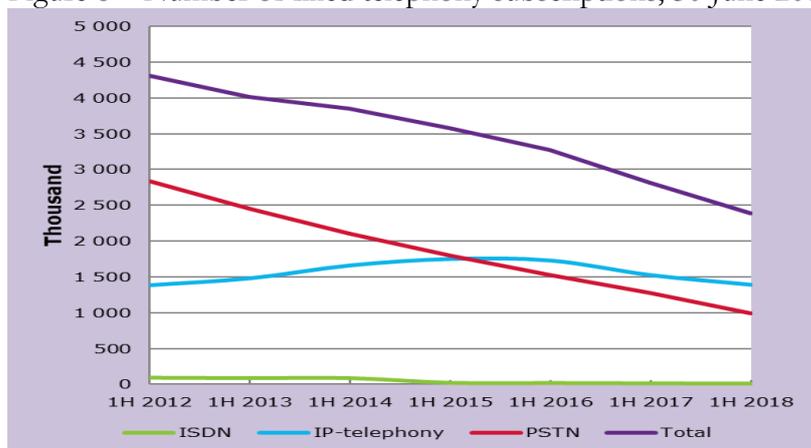


## Fixed telephony subscriptions

### Fixed telephony subscriptions continue to decrease

There were 2.4 million subscriptions for fixed line telephony, which is a reduction of 15 per cent. Of these, 1.4 million or 58 per cent were IP telephony subscriptions. The number of outgoing call minutes from fixed telephony subscriptions fell 15 per cent to 1.0 billion.

Figure 8 – Number of fixed telephony subscriptions, 30 June 2018



Telia Company has the largest market share at 53.4 per cent based on subscriptions. Com Hem has the second largest market share at 12.7 per cent followed by Telenor with 6.1 per cent.

Figure 8 – Marked share fixed telephony subscriptions, 30 June 2018



## Traditional pay-tv subscriptions

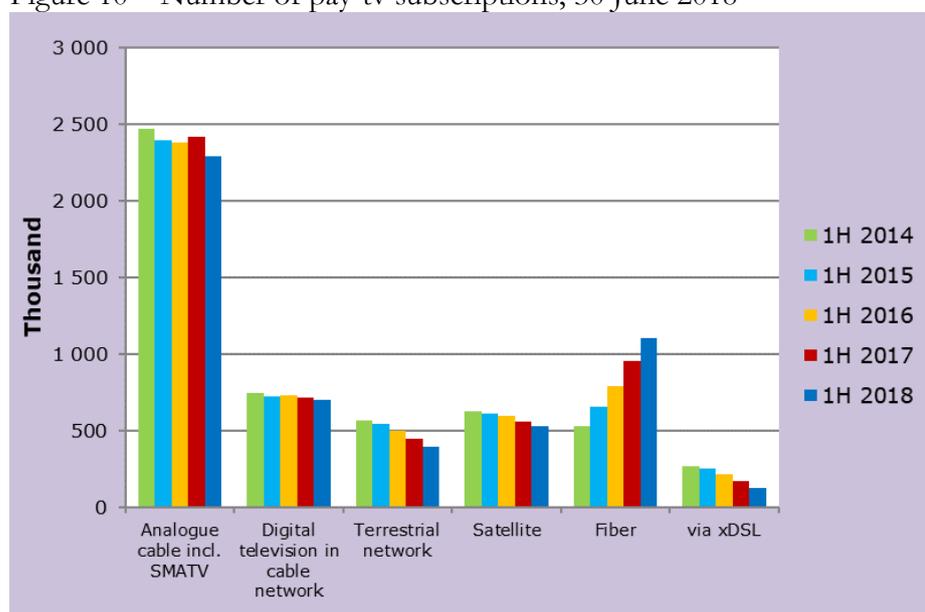
### Analogue pay-tv subscriptions decreases

There were 2.9 million digital TV subscriptions (via cable TV networks, satellite, terrestrial networks or broadband) which is the same level as the preceding year. The number of subscriptions for TV via fibre increased by 16 per cent to 1.1 million, and fibre is the largest digital distribution platform for digital pay TV subscriptions. The other pay-tv subscriptions via cable-TV network, terrestrial network and satellites decreased. See figure 10.

The number of analogue cable TV subscriptions including SMATV<sup>2</sup> was 2.3 million, which is a decrease of 5 per cent. Many households living in apartment buildings have an analogue cable TV subscription included in the rent. In such cases, the household often has an analogue subscription (cable TV) via the property owner and a digital subscription taken out by the customer (often digital cable TV or fibre).

It is estimated that there are 150,000 subscriptions via SMATV, which is a decrease of 32 per cent compared.

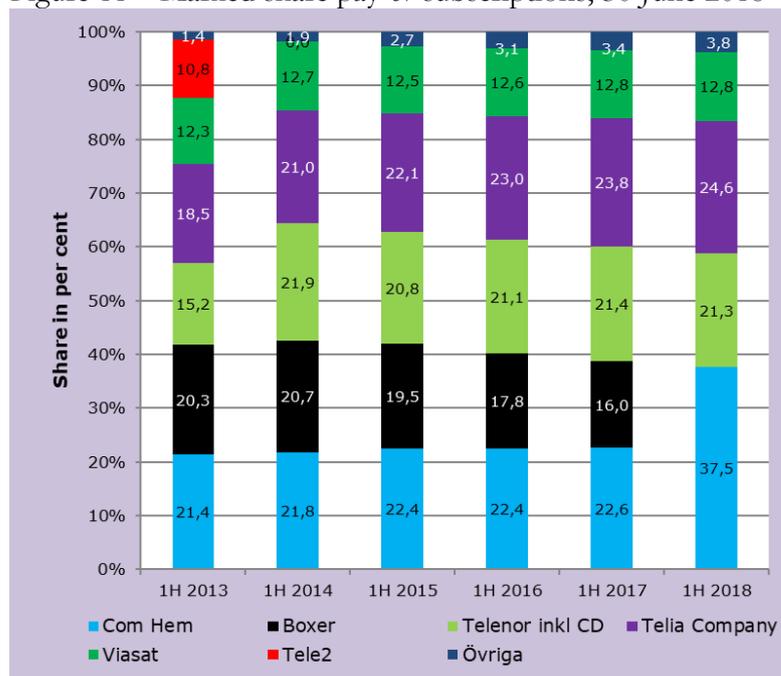
Figure 10 – Number of pay-tv subscriptions, 30 June 2018



<sup>2</sup> Satellite Master Antenna Television (SMATV) is an independent cable TV network where many households share an antenna.

The shares for digital TV services are based on the number of pay TV subscriptions by digital distribution methods. The five biggest companies, Com Hem including Boxer, Telenor, Telia Company and Viasat<sup>3</sup> accounted between them for 96.2 per cent of subscription, which is at the same level as the previous year. See figure 11.

Figure 11 – Marked share pay-tv subscriptions, 30 June 2018



<sup>3</sup> Viasat reported in den survey first half year 2018 under new name, Nordic Entertainment Group Sweden AB

# Bundled services

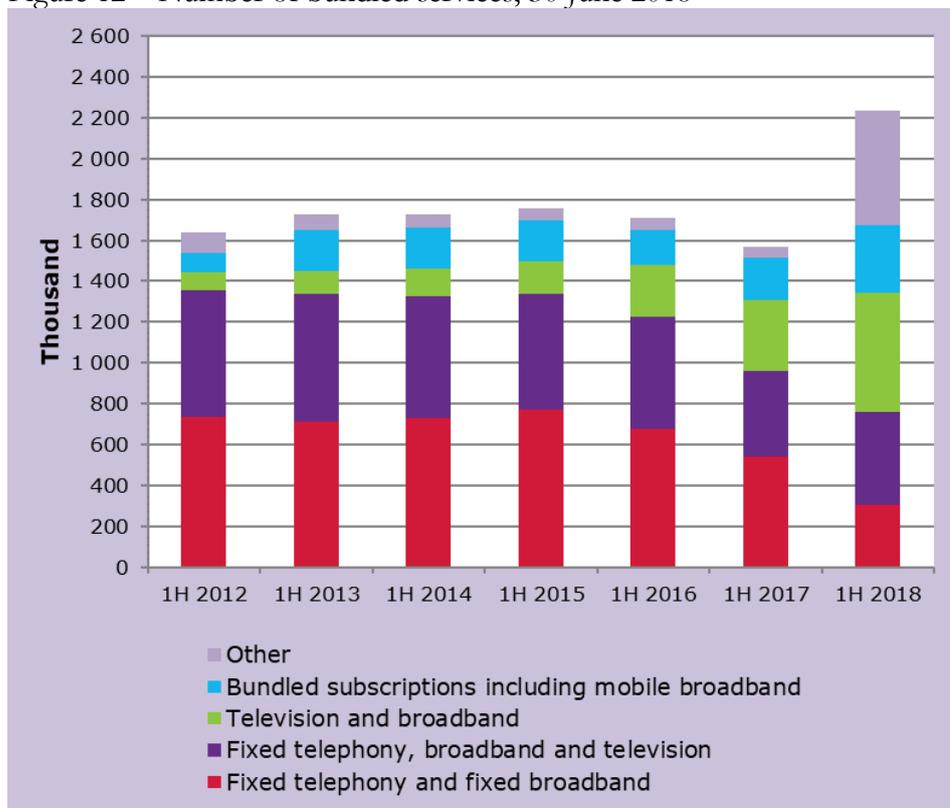
## Bundled services increases

The number of bundled subscriptions was 2.2 million, which is 42 per cent higher than at the same time the previous year. However, the definition of bundled services has changed since one year ago, which means that the results are not entirely comparable with one year earlier. In previous years, the definition was “subscriptions that are offered and marketed as an offer or with a price list for bundled services”, but this year’s survey also included “services that are not marketed together as a special offer, for example when an end customer buys two or more services separately, can be on different occasions”.

The increase is mainly due to Telia Company reporting 650,000 more bundles than in previous year and stating that the changed reporting is largely affected by the changed formulation of the question.

Telia Company, Com Hem and Telenor together had 89 per cent of the bundled subscriptions.

Figure 12 – Number of bundled services, 30 June 2018



## About the survey

The Swedish Post and Telecom Authority (PTS) has been tasked with monitoring service developments in the market for electronic communication, promoting competition within this market and providing information aimed at consumers. As a part of this assignment, PTS biannually collects and publishes market data in this report, The Swedish Telecommunications Market. The data is used in PTS' analysis work within analyses within the authority's area of responsibility.

The Swedish Telecommunications Market is one of Sweden's most important operator surveys on subscriptions, income and data traffic in the fields of mobile subscriptions, fixed broadband, fixed line telephone services and traditional TV services.

The survey is made twice a year, first half year and full year. This report covers the survey for the first six months of 2018. The report is based on PTS' own data collection. The statistics have been collected by a web survey.

The target population is stakeholders who in 2017 are notified to PTS pursuant to the Act (2003:389) on electronic communication (LEK) and some broadcasting companies. The questionnaire for the full year 2017 was sent to all stakeholders in the target group (over 500). To decrease the response burden, the half-year survey is sent to the largest stakeholders, with the aim to still grasp 97 per cent of the subscriptions on fixed telephony, mobile subscriptions, broadband subscriptions and traditional pay-tv subscriptions. The survey was mandatory to answer.

The questionnaire for first half year 2018 was sent to 62 organisations, of which all answered the survey. The response rate was 100 per cent. The stakeholders in the target group, which did not receive the survey has been estimated based on their answers in the questionnaire for the full year 2017.

### Want to find out more?

At the PTS statistics portal (<http://www.statistik.pts.se/>), you can search for and sort statistics in the different areas. Data and market shares for the individual operators are also available.

More information about the survey can be found in the documents below, which can be found at the statistic portal.

- Quality declaration
- Change log
- List of participants
- Tables with statistics