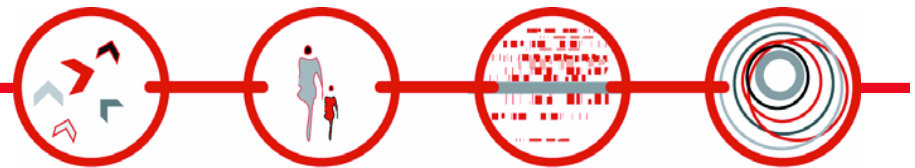


Skifte i sikte!?

Telefoni som aldrig förr

Stefan Williamson
Chef för enheten marknadsanalys
Avdelningen för marknadsfrågor

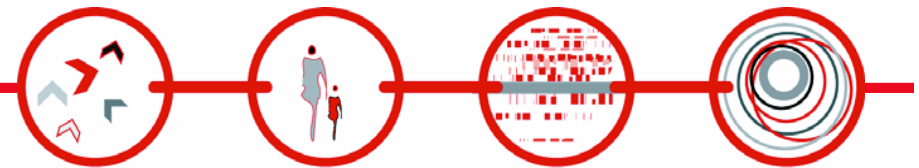
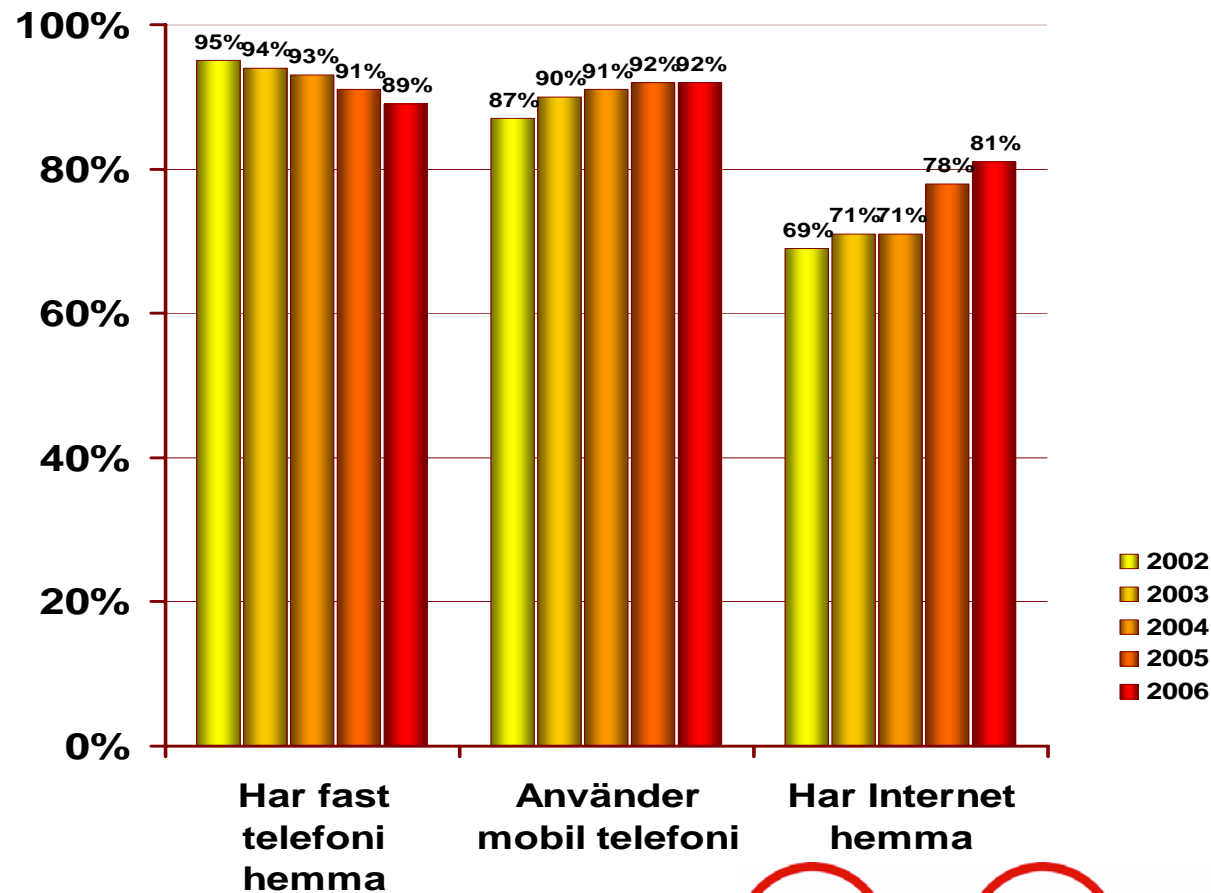


Presentationen är baserad på...

- Operatörsstatistik – *Svensk telemarknad första halvåret 2006*
(PTS, publ. 28 november 2006)
- Individbaserad statistik – *Så efterfrågar vi elektronisk kommunikation*
(Synovate på uppdrag av PTS, plan. vecka 49, 2006)
- Priserapport
(PTS, plan. publ. vecka 50/51)

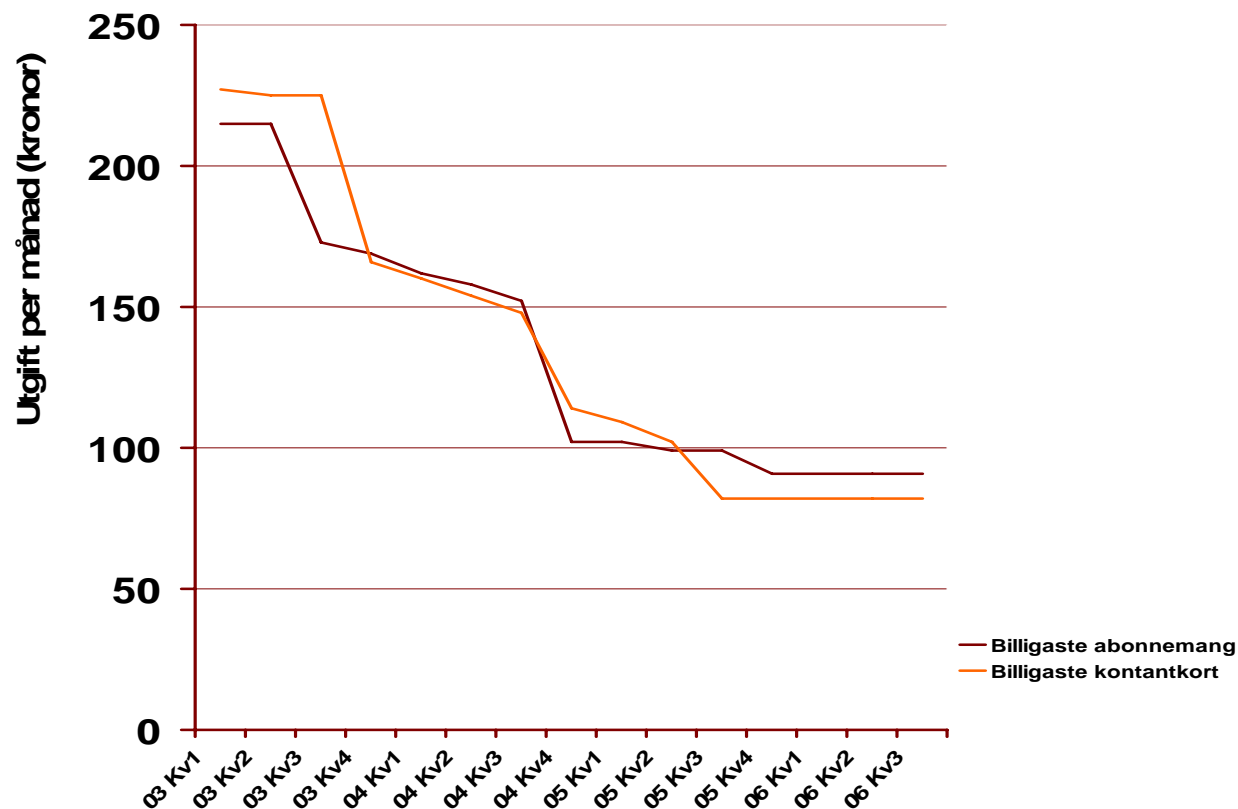


Tillgång/användning (*privat*)



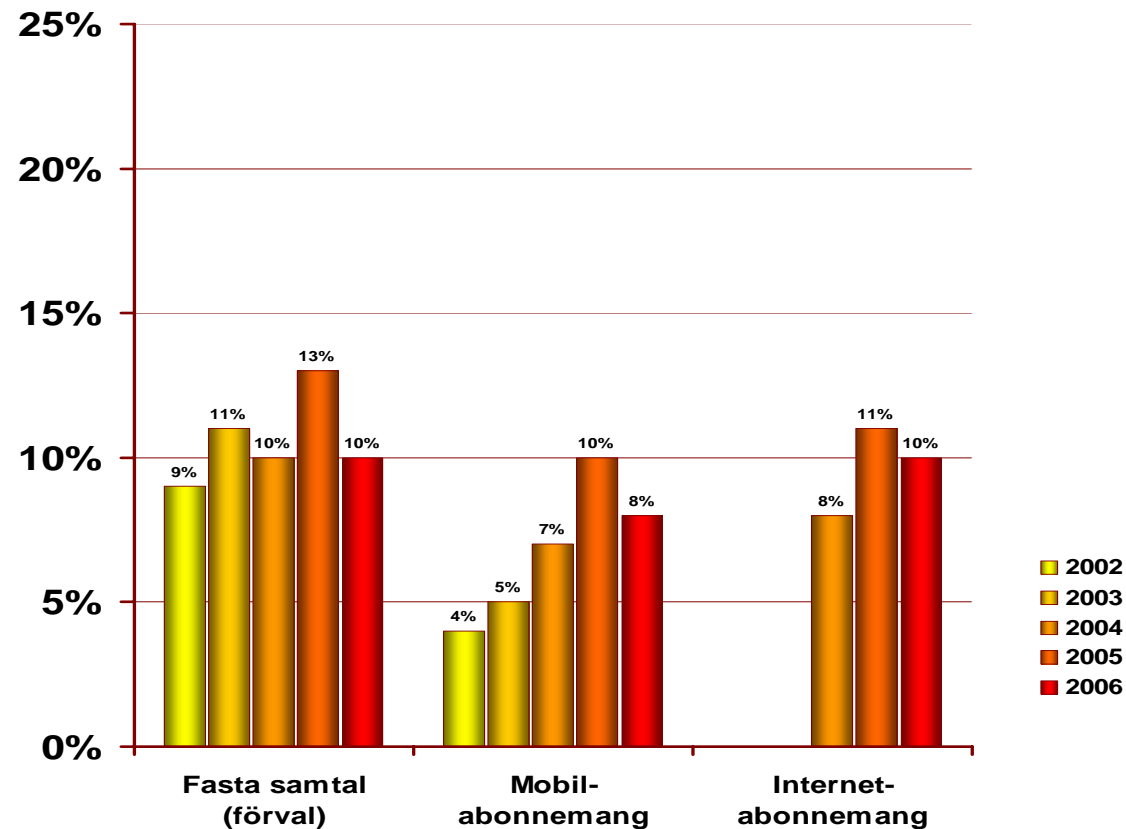
Allt billigare ringa mobilt

Korg: medelanvändare

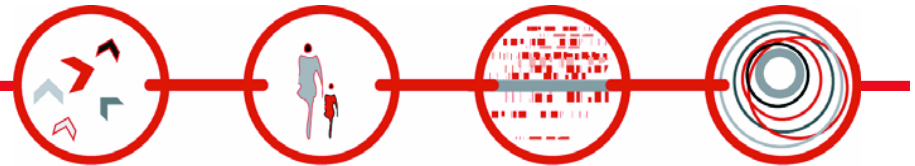
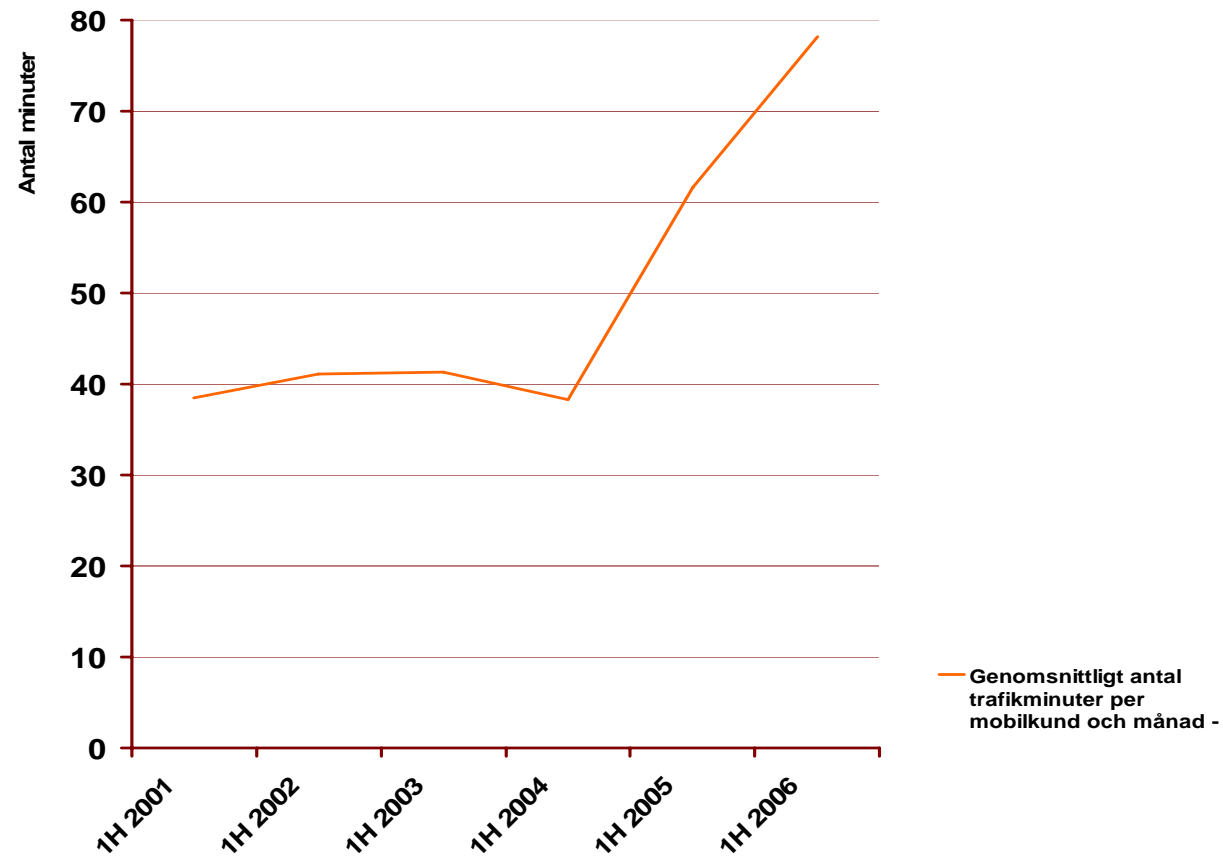


Trendigt byta operatör

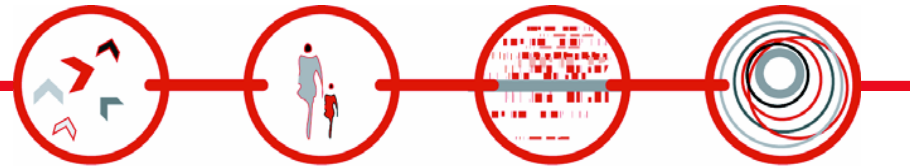
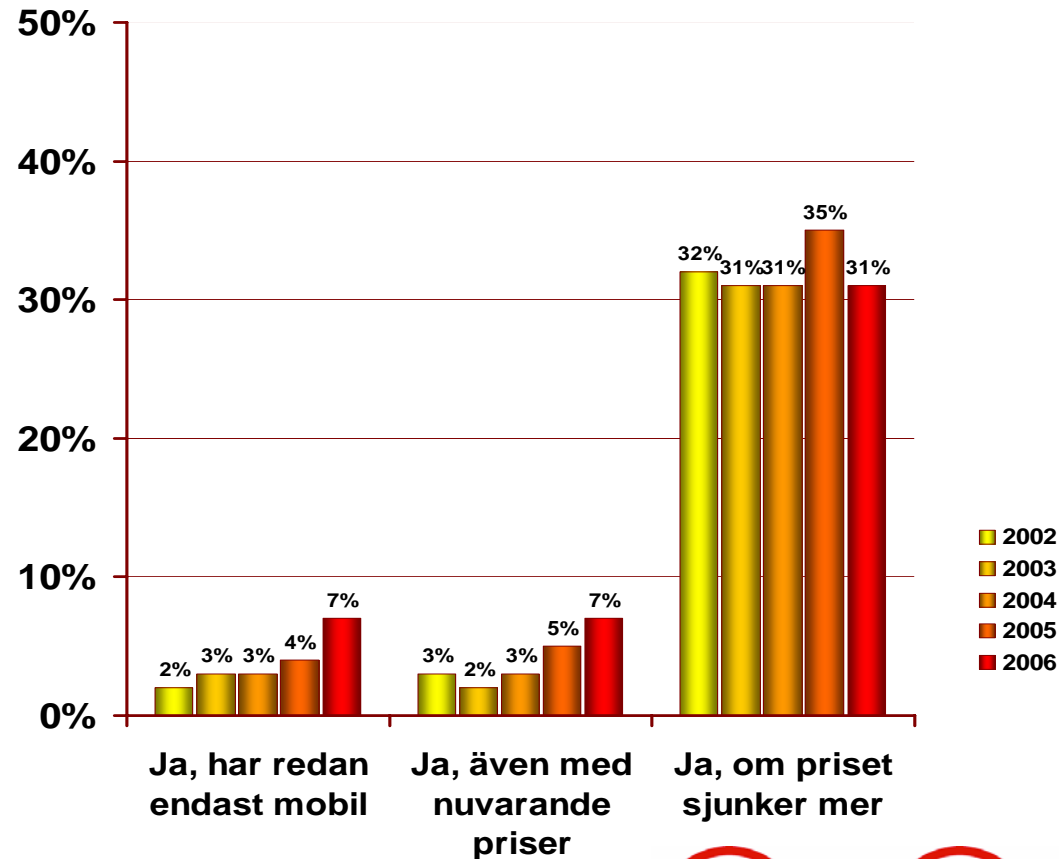
- har bytt under senaste 6 månaderna



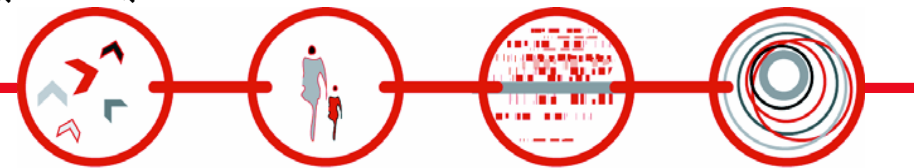
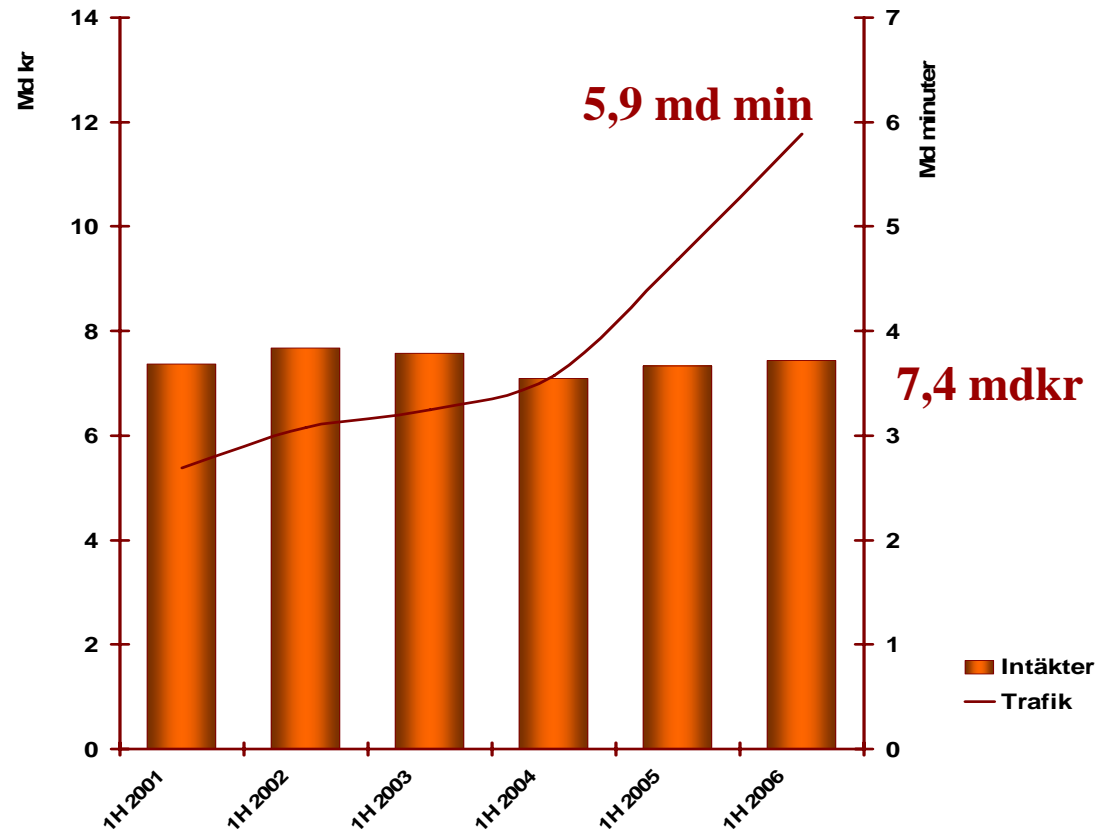
Privatkunder ringer mer mobilt



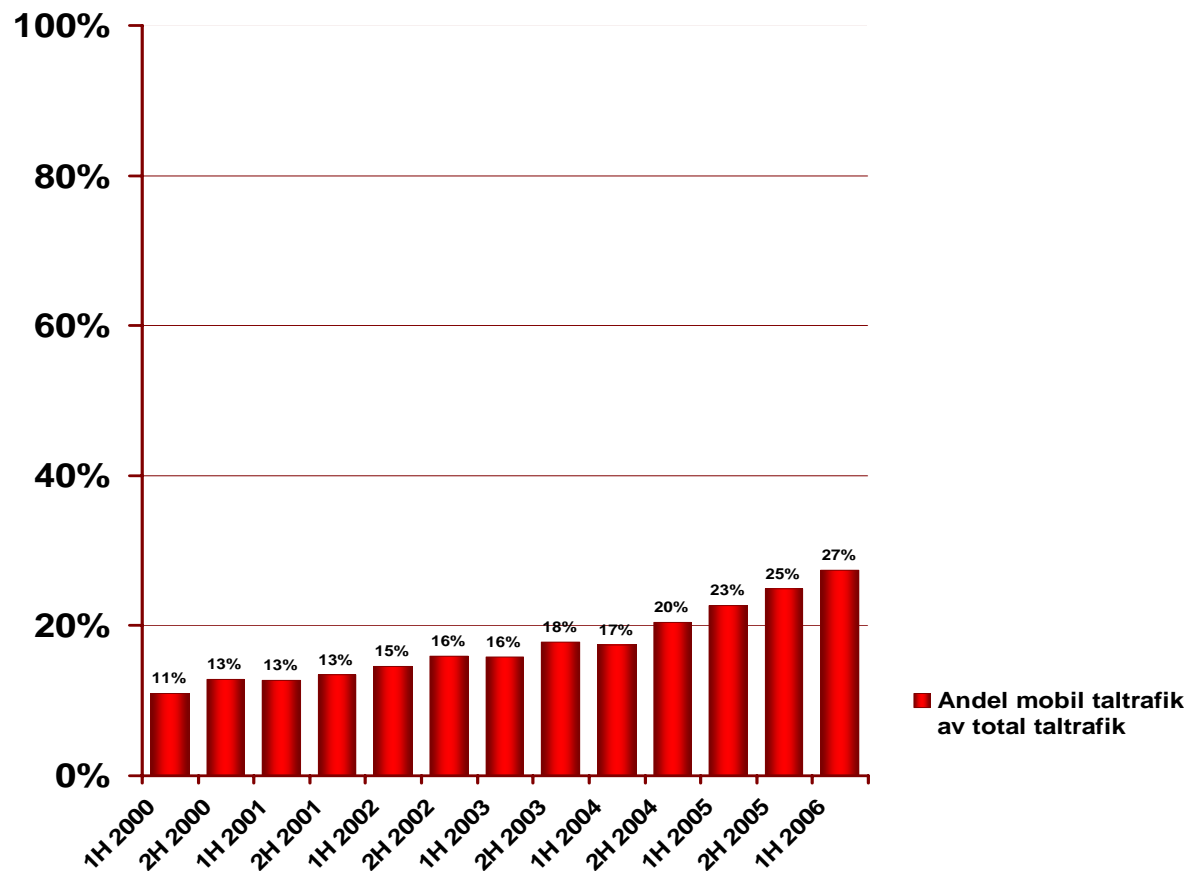
”Vad ska jag med en fast till? Jag har ju min mobil!”



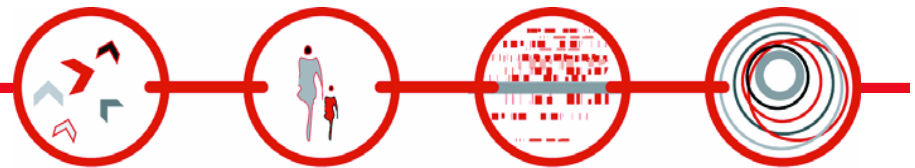
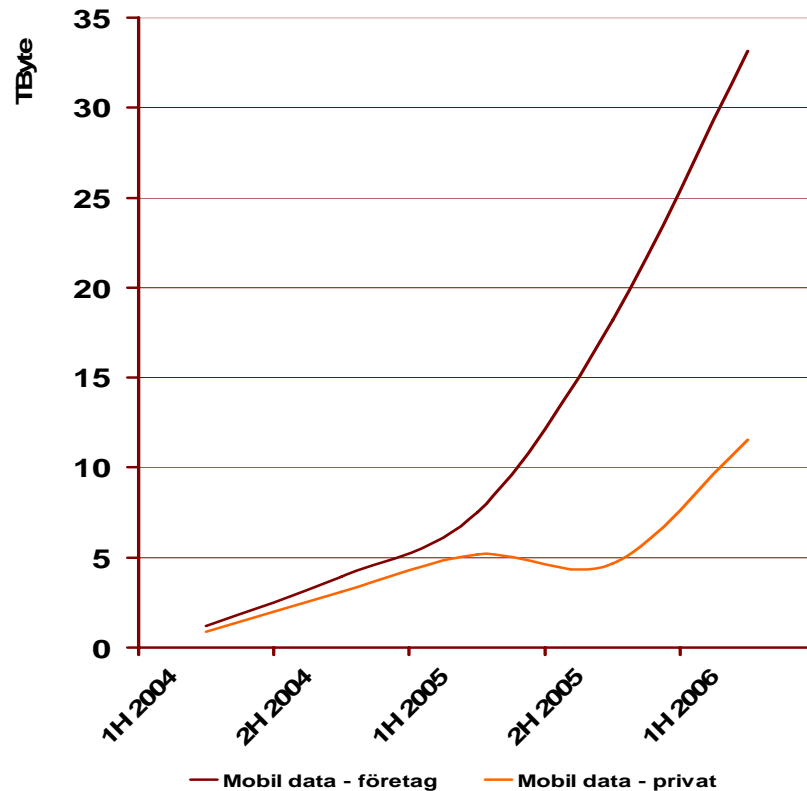
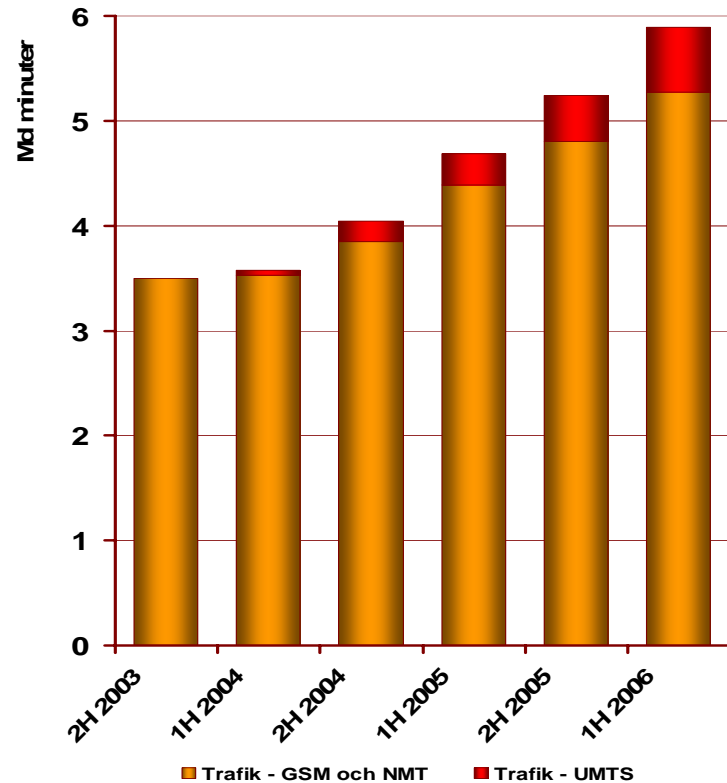
Trafikökning i mobilnäten, omsättningen den samma



Taltrafiken allt mer mobil

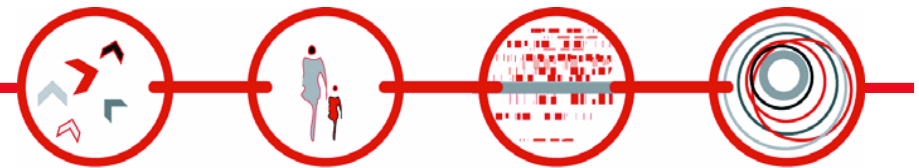
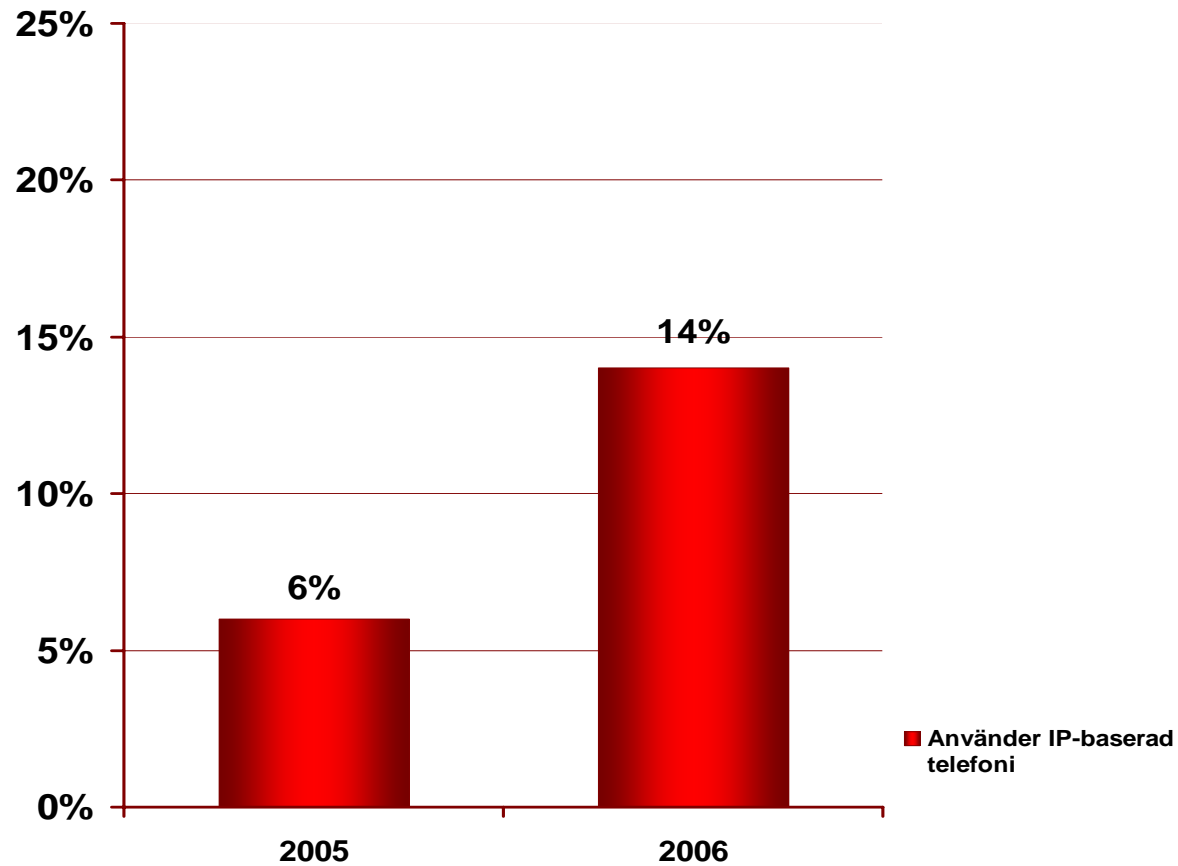


3G-trafiken växer. Och mobil data.



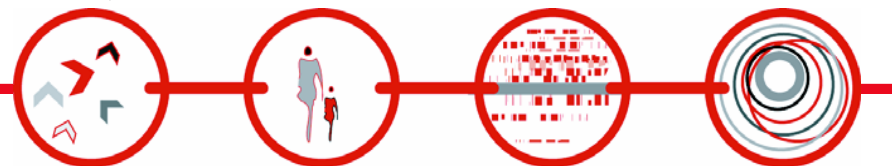
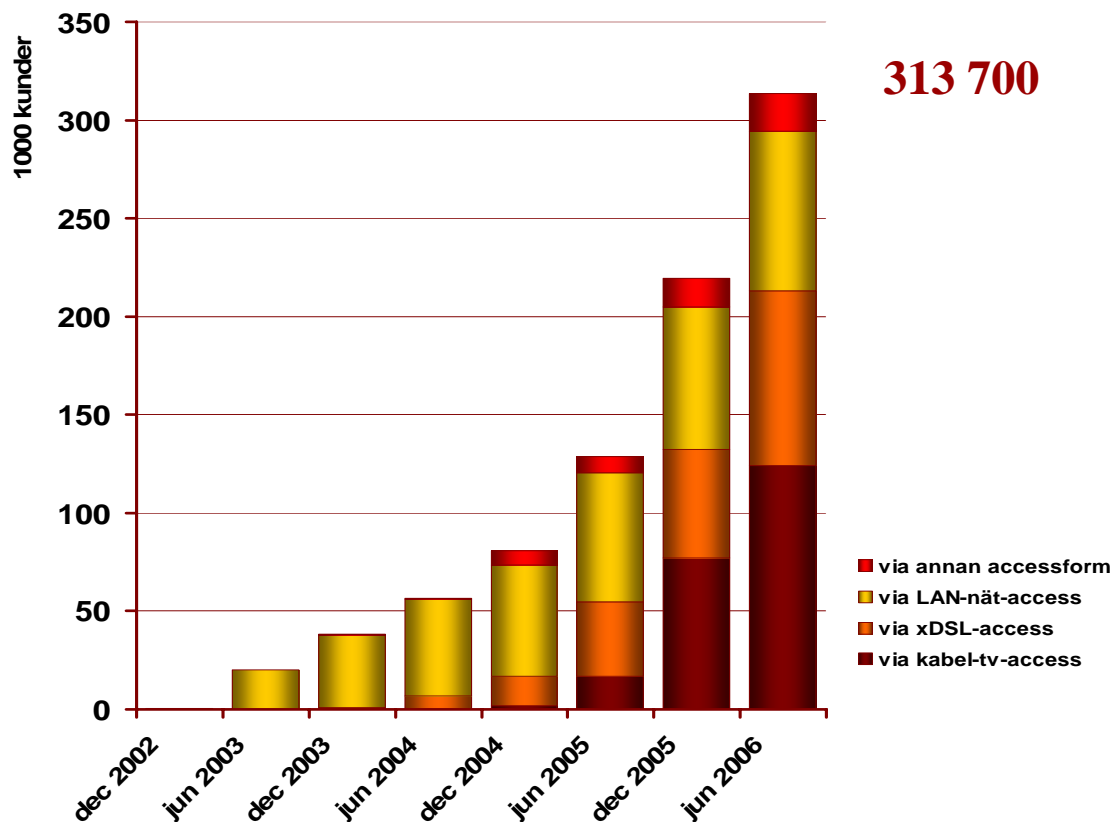
Allt fler använder IP-baserad telefoni

Bas: samtliga

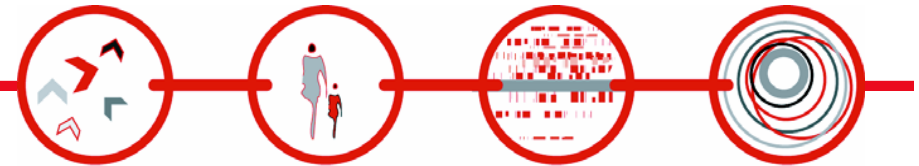
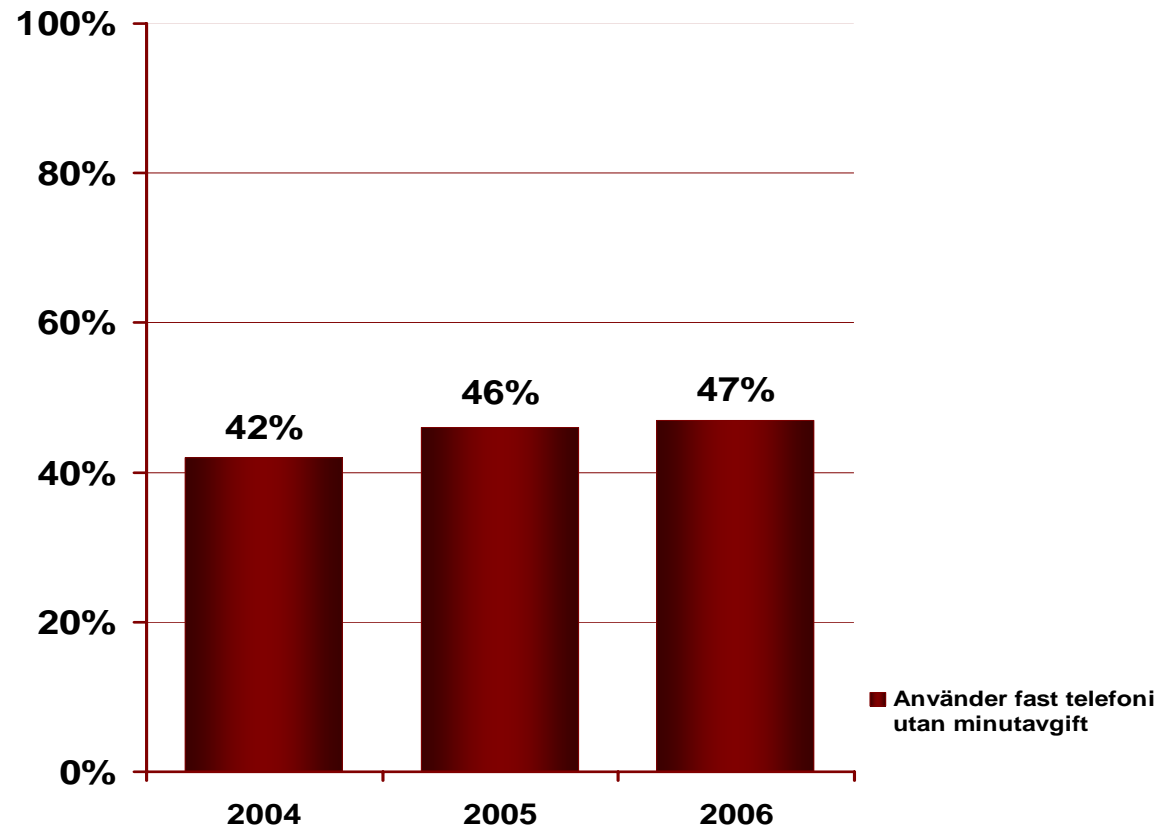


IP-baserad telefoni

olika accessformer

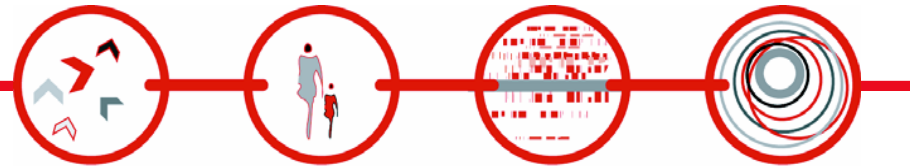
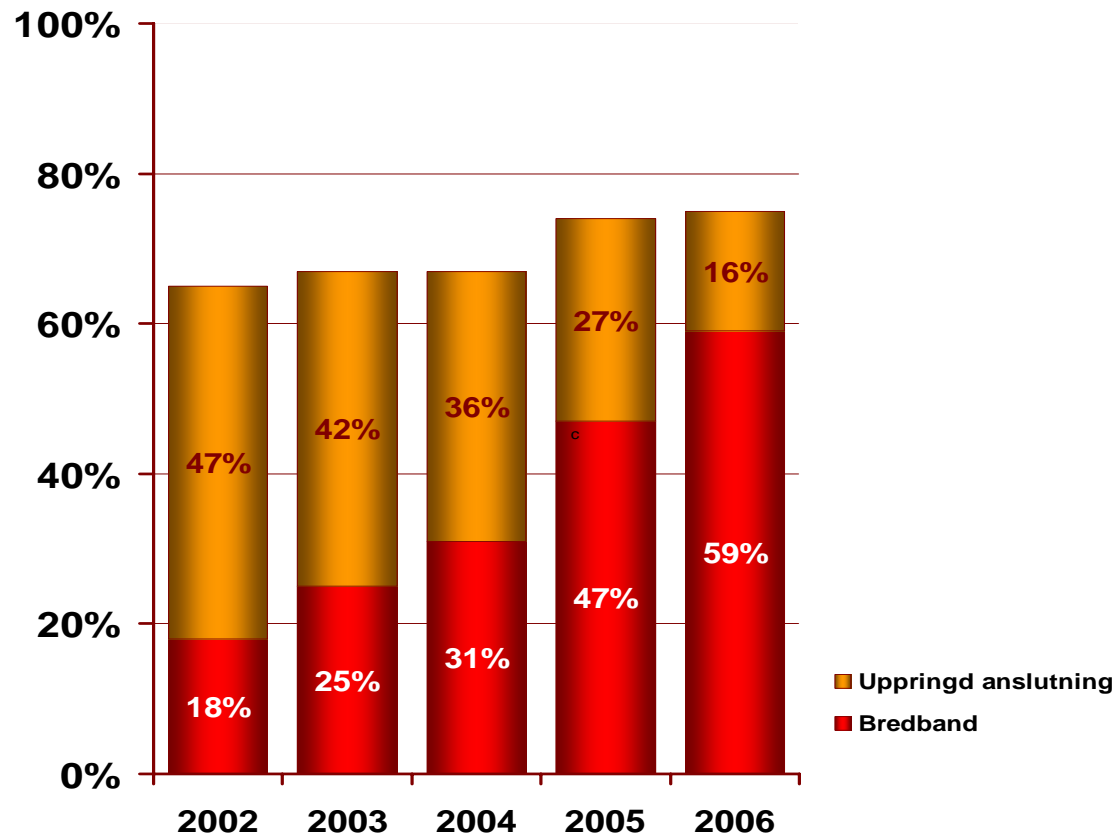


Allt fler betalar utan minutavgift för fast telefoni



Klart jag har bredband hemma!

(Bas: samtliga)



Intäkterna ökar betydligt för bredband

Både totalt och per privatkund

