

Cable Days

November
8th – 9th 2011
Hanasaari

Olli-Pekka Takanen

Broadband Services

Head of Business Management, TV



Sonera

TeliaSonera Broadband and TV operations

Sweden



- Fixed voice subs. 3.0 million
- Broadband subs. 1,138,000
- TV subs. 496,000

Norway



- Broadband subs. 189,000
- TV subs. 10,000

Denmark



- Fixed voice subs. 150,000
- Broadband subs. 79,000
- TV subs. 11,000

Finland



- Fixed voice subs. 249,000
- Broadband subs. 484,000
- TV subs. (inc.Turku) 339,000

Estonia



- Ownership 97,58%
- Fixed voice subs. 302,000
- Broadband subs. 197,000
- TV subs. 135,000

Latvia



- Ownership 49,00%
- Fixed voice subs. 514,000
- Broadband subs. 241,000
- TV subs. 202,000

Lithuania



- Ownership 64,90%
- Fixed voice subs. 661,000
- Broadband subs. 366,000
- TV subs. 146,000



Numbers as of September, 30th 2011

TeliaSonera's TV footprint

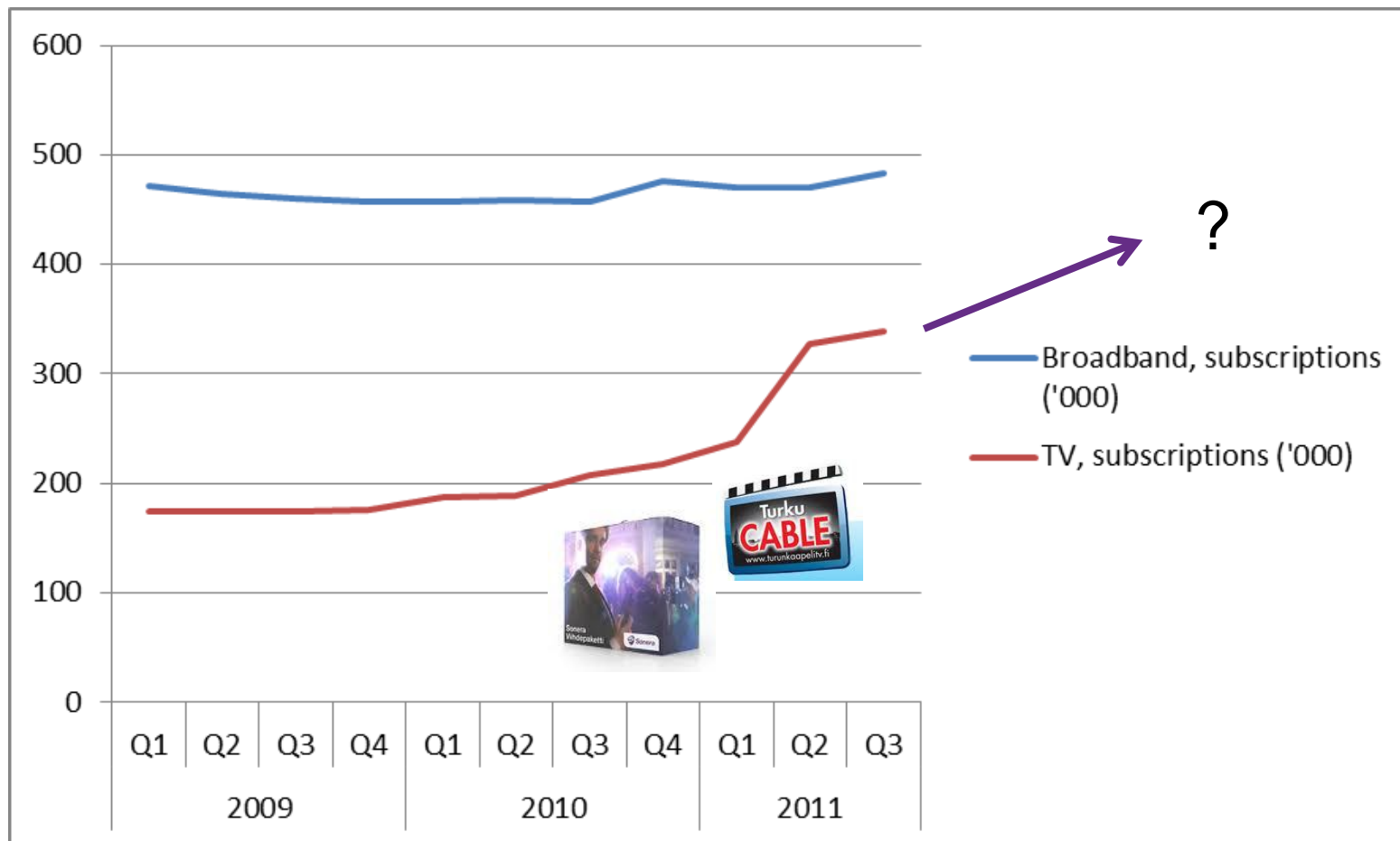
TeliaSonera TV subscribers in Nordic and Baltic markets:

- Sweden 496 000
- Norway 10 000
- Danmark 11 000
- Finland 339 000
- Estonia 135 000
- Lithuania 146 000
- **Total 1 137 000**
- (+ Latvia 202 000)



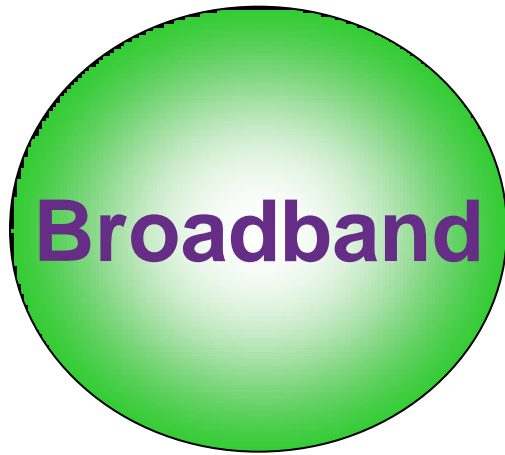
Numbers as of September, 30th 2011

Sonera BB & TV Customerbase



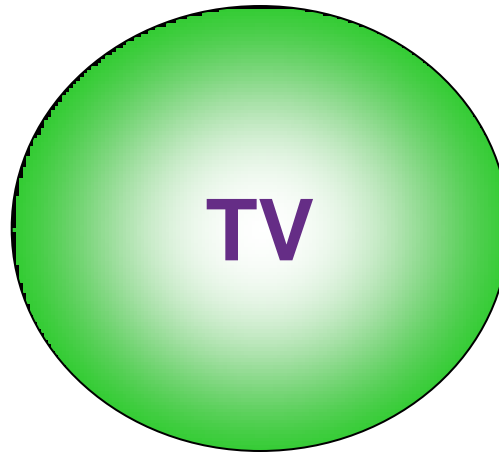
We are transforming from BB to BB & TV business

Broadband & TV plan in brief



100Mb & Fibre

”Quality in Network”



2 000 000 households

”Maximum Coverage”



Sports, Music, Movies

”State of Art Services”

Sonera KotiTV in TV landscape



Services as differentiator

Free-to-air



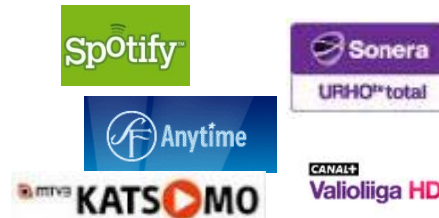
Distributor with excellent quality

PayTV



Distributor with nice packaging

On Demand & services



Strong Player in market

Web



Web Access & ease to use

Usability plays key role when # of items increase

THE CHALLENGE

TV is hot!

Telecom & Cable Operators



TV manufactures



New Players

hulu



WebTV



Terrestrial



PayTV



What is this?



Thanks & enjoy Cable Days!

