## **TeliaSonera**

### **Press Release**

November 29, 2010

# TeliaSonera International Carrier scores with ARD to deliver coverage of the Germany vs. Sweden friendly

TeliaSonera International Carrier has announced that Germany's largest broadcaster – ARD – selected its Media Connect Occasional Use service for the first time, delivering coverage of the Sweden vs. Germany football match.

TeliaSonera International Carrier's Media Connect service provided a two way 270 Mbit/s SDI Media Connect link between the Ullevi Stadium in Gothenburg, Sweden and Frankfurt, Germany from where MediaBroadcast, a leading media company in Germany, transported the signals to ARD in Hamburg for transmission.

Brendan Ives Vice President and Head of International Sales, TeliaSonera International Carrier says: "This event marks our first project with ARD and MediaBroadcast and we hope this new relationship will continue as we look towards future sporting events. This event is a testament to our skilled team, infrastructure and broadcast partners. With the success of the Germany vs. Sweden friendly and previous deals such as Wimbledon and the European Athletics Championships, we feel TeliaSonera International Carrier's Occasional Use service has well and truly made its mark within the arena of sports broadcasting."

TeliaSonera International Carrier's Media Connect service is an international fibre based media network designed for broadcast, high quality video distribution. It enables the delivery of HD broadcast quality video content across more than 100 points of presence in 35 countries across Europe, the US and Asia; and through more than 43,000 kilometers (27,000 miles) of optical fibre network, which TeliaSonera International carrier owns and operates. The Media Connect Occasional Use service offers broadcasters and service providers the option to reserve the Media Connect service for short duration broadcast events.

### TeliaSonera's press office for journalists can be reached at + 46-771 77 58 30

#### **Forward-Looking Statements**

Statements made in the press release relating to future status or circumstances, including future performance and other trend projections are forward-looking statements. By their nature, forward-looking statements involve risk and uncertainty because they relate to events and depend on circumstances that will occur in the future. There can be no assurance that actual results will not differ materially from those expressed or implied by these forward-looking statements due to many factors, many of which are outside the control of TeliaSonera.

TeliaSonera provides network access and telecommunication services in the Nordic and Baltic countries, the emerging markets of Eurasia, including Russia and Turkey, and in Spain. TeliaSonera is also the leading European wholesale provider of quality cross-border voice, IP and capacity services, with a wholly-owned international carrier network. TeliaSonera's services help people and companies communicate in an easy, efficient and environmentally friendly way. TeliaSonera creates value by focusing on providing world-class customer experience, securing quality in networks and achieving a best-in-class cost structure. In 2009, TeliaSonera's net sales amounted to SEK 109 billion, and at the end of December 2009 the total number of subscriptions was 148 million in 20 countries. The TeliaSonera share is listed on NASDAQ OMX Stockholm and NASDAQ OMX Helsinki. Read more at <a href="https://www.teliasonera.com">www.teliasonera.com</a>