

Press release

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Telia enters into Internet radio agreement with Nordic Web Radio

Telia has signed an agreement with Nordic Web Radio concerning Telia's streaming service. Nordic Web Radio's customers, primarily commercial radio stations, will use Telia's network and services for their web broadcasts. As a result of the agreement, Telia will be Nordic Web Radio's streaming provider with focus on the Nordic market.

Half a million Swedes listen every week to radio over the Internet. As listening possibilities increase, and the technology improves, the number of web listeners will grow in number. According to Nordic Web Radio's calculations, listening time to web radio has increased around 5 to 10 percent each month during the past year.

With this agreement Telia and Nordic Web Radio will be market leaders in radio streaming in the Nordic region. Telia's powerful IP network, which is used for broadcasting radio over the Internet, was an important reason why Nordic Web Radio chose Telia Streaming Media as its provider. In connection with the transaction, Nordic Web Radio is also transferring the primary responsibility for operation and support to Telia.

"We're pleased that Nordic Web Radio chose Telia as its provider and partner to develop the use of streaming and make it easier for everyone to listen to radio, regardless of the technology," says John Rydberg, head of Region East within TeliaSonera Sweden's Business Segment.

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