

Press Release

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Stockholmers surf the fastest in Sweden

– fast broadband is popular nationwide

Telia's statistics on the broadband subscriptions of customers show that connection speeds vary all over Sweden. The largest percentage of customers with fast broadband connections lives in Stockholm County, where 35 percent use the faster alternatives*. In addition, Telia's annual Christmas survey indicates that people in Sweden also connect to the Internet during the Christmas holidays. One out of four Swedes in the survey stated that they could consider being reachable if their work needed to contact them, and almost four out of five said that they could consider maintaining contact with their family and friends over a web camera.

Technical possibilities to get fast broadband are often greater in large towns and cities. Despite this, Telia customers residing in counties with a major metropolitan city do not consistently account for the highest percentage of customers with fast broadband. It is true that the largest number of customers surfing at speeds up to 24 Mbit/s and 8 Mbit/s – 35 percent – live in the capital of Stockholm. However, the list continues with Uppsala County (31 percent) and Västmanland County (30 percent), followed by Skåne County and Dalarna County (29 percent each).

How Swedes want to use their broadband during Christmas

More than one out of four people in Sweden are positive towards being reachable by a work computer or mobile phone during the Christmas holidays should their employer need to get in touch with them. In the opinion of this group of respondents, it feels reassuring that they can be contacted if some emergency should develop, and that it is nice to avoid having to choose between family life and work.

Seventy-eight percent said they could use a web camera on Christmas Eve to get into closer contact with family and friends who do not have the possibility to meet in real life. Among the communication tools available in the home, web cameras came in second place after the fixed line phone for getting in touch with friends and family (24 percent and 45 percent, respectively).

"Broadband is playing a bigger and bigger role in many households. As more and more people discover the benefits and fun of having constant access to the Internet, we are seeing how demand for faster broadband connections is increasing all over Sweden. We believe that many people will take the opportunity to upgrade their broadband subscription to a faster connection alternative before Christmas," says Indra Åsander, head of the consumer market at TeliaSonera Sweden.

Papa knows best, according to Papa, and Mama says the kids know best

When it comes to knowing about broadband, family members tend to have different opinions about the person who knows the most about the Internet and broadband. Sixty-one percent of the male respondents in the survey said that their father knew the most – an opinion shared by only 22 percent of the female respondents. The women instead felt that their children knew more than their fathers (26 percent and 23 percent, respectively).

About Telia's 2006 Christmas Survey

Telia asked 10,126 people in Sweden about their communication habits during the Christmas holidays. All of Sweden is represented in the survey. The respondents are Telia customers. The survey was conducted November 9-15, 2006.

* Up to 24 Mbit/s and 8 Mbit/s

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TeliaSonera is the leading telecommunications company in the Nordic and Baltic regions. At the end of December 2005, TeliaSonera had 19,146,000 mobile customers (69,887,000 incl. associated companies) and 7,064,000 fixed telephony customers (7,688,000 incl. associated companies) and 2,263,000 Internet customers (2,331,000 incl. associated companies). Outside home markets TeliaSonera has extensive interests in growth markets in Russia, Turkey and Eurasia. TeliaSonera is listed on the Stockholm Stock Exchange and the Helsinki Stock Exchange. Net sales January-December 2005 amounted to SEK 87.7 billion. The number of employees was 28,175.

Top 20 in Broadband Speed in Sweden

– Location of largest percentage of Telia customers with fast broadband (up to 24 Mbit/s & 8 Mbit/s)

1	Stockholm County	34.7%
2	Uppsala County	30.9%
3	Västmanland County	29.9%
4	Skåne County	29.4%
5	Dalarna County	28.8%
6	Västra Götaland County	28.7%
7	Södermanland County	27.1%
8	Halland County	26.4%
9	Västerbotten County	25.8%
10	Örebro County	25.6%
11	Gävleborg County	25.5%
12	Östergötland County	25.0%
13	Värmland County	24.9%
14	Jönköping County	24.8%
15	Västernorrland County	24.6%
16	Norrbottn County	24.4%
17	Kronoberg County	24.3%
18	Gotland County	23.0%
19	Jämtland County	22.7%
19	Kalmar County	22.7%
20	Blekinge County	22.6%

How do you feel about being reachable during the Christmas holidays by mobile phone or computer, should your work need to contact you?

	Nationwide
I can work and be with the family	10%
It feels reassuring to be reachable in the event that an emergency should develop	16%
The Christmas holidays are a good opportunity to work in order to finish off things that you didn't have time with before	1%
During the Christmas holidays I want to totally disconnect from work and not be reachable	73%

Who knows the most about broadband and the Internet in your family?

	Nationwide	Men	Women
Children	22%	20%	26%
Papa	45%	61%	23%
Mama	19%	7%	37%
Grandparents	1%	1%	1%
Other person	12%	11%	15%

Could you consider using a web camera to get into closer contact with family members and friends who do not have the opportunity to get together with you on Christmas Eve (respondents from all over Sweden)

Yes	78%
No	22%