

Press Release

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SMS fireworks in Telia's mobile network:

17 million messages – new SMS record set for New Year holidays in Sweden

The New Year holidays resulted in a fireworks of SMS messaging in Telia's mobile network, with New Year's celebrants in Sweden sending slightly more than 17 million SMS messages, of which as many as 10 million on New Year's Eve. This is a new SMS record and an increase of 54 percent over last year. The statistics also indicate where Swedes have family and friends in other countries.

Sending New Year wishes to family and friends during the New Year holidays is becoming more and more popular. In Telia's mobile network last year, 11 million SMS messages were sent during the New Year holidays, of which 6.7 million on New Year's Eve.

Norway – Vatican State: 68,546 to 1

The country receiving the most SMS messages from Sweden was Norway, followed by Finland and the United Kingdom. During the same holiday period, the Cook Islands and Vatican State were among the countries receiving only 1 SMS message each from Sweden, placing them at the bottom of the SMS list.

"The trend during the Christmas and New Year holidays has been clear: we are using our mobile phones for more and more purposes. In addition to the SMS record, MMS postcards also made a real breakthrough during 2006," says Håkan Dahlström, head of Mobile Services in Sweden at TeliaSonera.

Where Swedes sent the most and the least number of SMS messages during New Year's Eve 2006:

Total no. of SMS messages		Total no. of SMS messages	
Norway	68546	Cook Islands	1
Finland	44466	Djibouti	1
United Kingdom	21986	Guinea-Bissau	1
Denmark	16645	Guyana	1
Thailand	13515	Kiribati	1
Germany	13163	Palau	1
Russia	9727	Papua New Guinea	1
Australia	9118	Solomon Islands	1
Poland	8214	Vanuatu	1
United States	6988	Vatican State	1

Number of SMS messages sent by Telia's customers

Millions of SMS	2006	2005	2004
Christmas Eve	9.3	6.2	5.5
New Year's Eve	10	6.7	5

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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.