## TeliaSonera

Press Release May 28, 2010

## 'Douze points' for TeliaSonera International Carrier as Russia pubcaster VGTRK puts it top for live Eurovision streaming coverage

TeliaSonera International Carrier has announced that its Media Distribution Service (MDS) has been chosen by Russian public broadcaster - the All-Russian State Television and Radio Broadcasting Company (VGTRK) - to stream live coverage of Saturday night's Eurovision Song Contest.

TeliaSonera International Carrier's award winning Media Distribution Service will be streaming live coverage of this year's Eurovision from Oslo, Norway, through to the All-Russian State Television and Radio Broadcasting Company, one of Russia's largest broadcasters attracting 98.5% of the Russian population as more than 50 million viewers in CIS countries. This content will then be utilised by VGTRK's portfolio of services which includes 3 national TV channels, 5 radio stations and an internet channel with viewers expected across Russia, Europe and the US.

Paul Dahlgren, Vice President and Head of Product & Business Management, TeliaSonera International Carrier comments: "Hundreds of millions of people from over the world tune in or log on to watch Eurovision every year and enjoy the party as it happens. We are thrilled to play our part in ensuring that viewers across Russia, Europe and the US will get high quality live coverage."

One of the longest running television programmes in the world, the Eurovision Song Contest attracts anything from 100 to 600 million viewers internationally each year.

TeliaSonera International Carrier's award winning Media Distribution service allows contentholders and broadcasters the ability to distribute and publish their content online, all via TeliaSonera International Carrier's global fibre optic backbone and video delivery network. TeliaSonera International Carrier is the owner and operator of the largest fibre optic network in Europe, serving more than 85% of all European Internet Service Providers.

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

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 www.teliasonera.com

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## **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.

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