

# Sweden Telecommunications Report Q3 2016

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## Abstracts

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BMI View: Telia Sweden is zero-rating social network usage (from Facebook, Instagram, Messenger, WhatsApp, Twitter and Kik) on its mobile network, meaning use of these sites will not count towards customers' data allowances, with no financial relationship between Telia and the social network companies. However, the free usage is contingent on the user behaving well on social networks, as Telia is concomitantly launching an anti-bullying campaign. While this will not have a high impact on Telia's network, its impact on the market will also be limited as social networking represents a only small part of data traffic.

### Latest Updates And Industry Developments

Mobile subscriptions reached 14.4mn in Q116, indicating saturation of the market at a penetration rate of 145.9%.

The wireline broadband segment continues to experience modest growth, with 5.7mn subscribers in 2016 rising to 6.0mn in 2020. Considering that wireline broadband services households and businesses rather than individual users as in the case of mobile, these figures represent almost full coverage.

The fixed voice market will continue to decline, falling from 3.6mn in 2016 to 3.2mn in 2020.

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