

Preliminary findings in the EFTA States

- Questionnaires went out to Iceland, Liechtenstein and Norway
- In practice – 3G only in Norway
 - The only EFTA State with commercial 3G launch
 - Telenor Mobil launched December 2004
 - NetCom launched in March 2005
- Interesting consolidation activity telecom-media in Iceland

A different business approach in Norway

- Mobile network operators have decided not to buy content (even refused audio-visual sport rights)
- This approach differs from the rest of the EEA
- Mere transmission capacity providers?
- Rely on third party provision
- Expect this approach to be pro-competitive, BUT

Possible concerns

- Throughout the EEA sport rights very expensive
- Mobile network operators not involved in content provision
- Allegedly – weaker incentives to market content services
- Could undermine the take up and spread of sport content services to end users?

Further queries:

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THANK YOU FOR YOUR ATTENTION!