

# Strategic Analysis of the Nordic Wireless Market 2005

## – Opportunities and challenges in a rapidly transforming marketplace

Looking for a Nordic perspective on the wireless market? Berg Insight is the first Scandinavian research firm entirely focused on mobile telecom. Our latest strategic report offers detailed analysis of the Nordic region and a wireless market in rapid transition. What impact will new business models, innovative pricing, fixed to mobile substitution and the gradual adoption of 3G have on revenues and profitability? Gain valuable insights about where growth opportunities are to be found in an advanced market with maximum penetration rates and flattening ARPU levels in this comprehensive 250 page strategic report from Berg Insight.

### Highlights:

- Comprehensive overview of the Nordic wireless market environment.
- Detailed analysis of the wireless markets in Denmark, Finland, Iceland, Norway and Sweden.
- In-depth profiles of all major mobile operators with activities in the Nordic region, including financial and operational data at regional and national levels.
- Over 125 charts, graphs and tables with data, statistics and forecast for the Nordic market.
- Outlooks on Nordic operators' entries into the Baltic countries, strategies adopted by successful Nordic SPs and MVNOs and wireless communication solutions for travelling and transportation.

### Key questions answered by the report:

- What business models are being adopted by SPs and new 3G operators in the Nordic region?
- Can fixed to mobile substitution fuel further revenue growth for mobile voice services?
- What is driving the integration of the Nordic wireless market?
- How are consumers in the Nordic countries responding to the launch of 3G services?
- What are the plans for CDMA450 networks in rural areas in Finland, Norway and Sweden?

### Publication details:

Publication date: March 2005

Pricing: € 1,350 (Paper copy) / € 1,950 (PDF, 1–5 users) / € 3,900 (Corporate PDF)

Authors: André Malm and Björn Ryding

### About Berg Insight:

Berg Insight offers premier business intelligence to the telecom industry. We produce concise reports providing key facts and strategic insights about pivotal developments in our focus areas. Our vision is to be the most valuable source of intelligence for our customers.

### Berg Insight AB

Viktoriagatan 3

SE-411 25 Göteborg, Sweden

[www.berginsight.com](http://www.berginsight.com)

[info@berginsight.com](mailto:info@berginsight.com)

Tel. +46 31 711 3091

