

Fjarskiptafundur

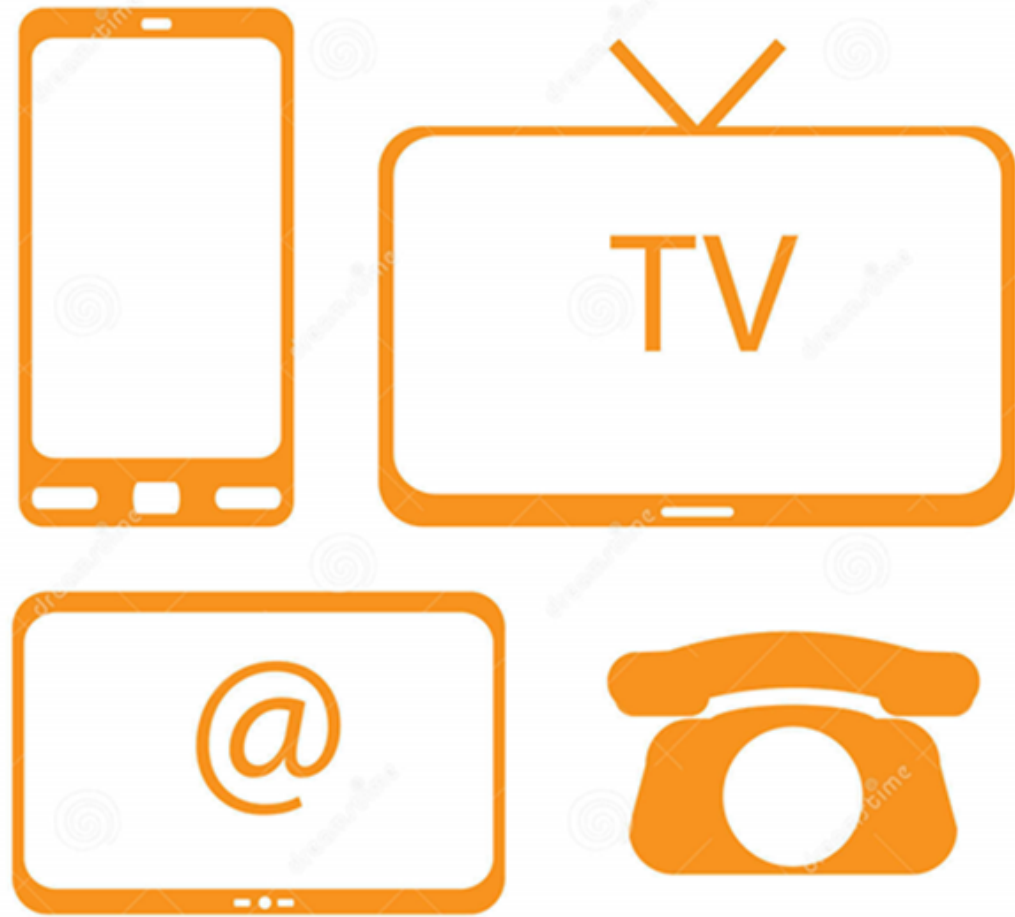
24. september 2015

Sveinn Þórarinnsson

Arnar I. Jónsson



Inngangur



Skráð fjarskiptafyrirtæki á Íslandi

99



Hvað er fjarskiptafyrirtæki?



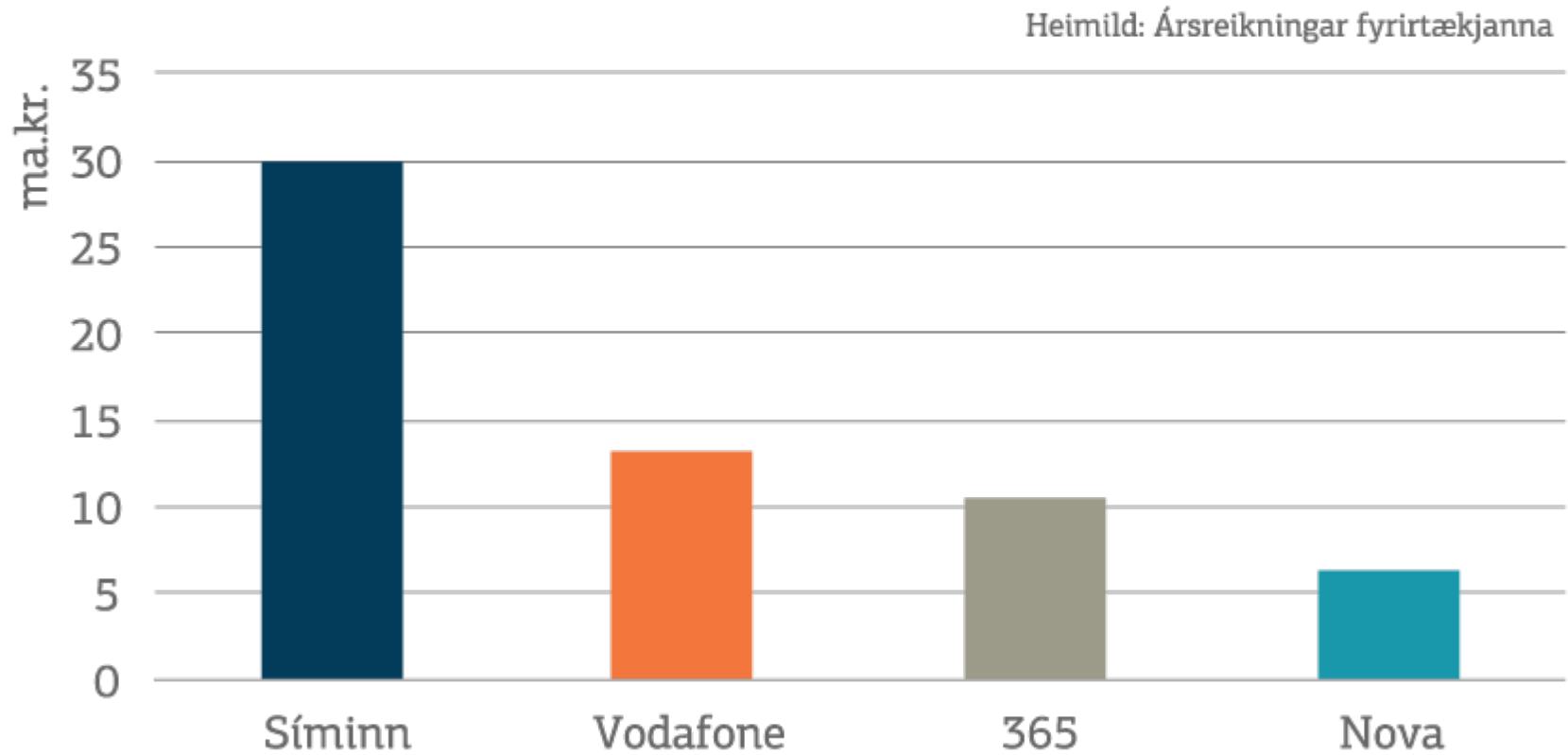


GAGNAVEITA
REYKJAVÍ

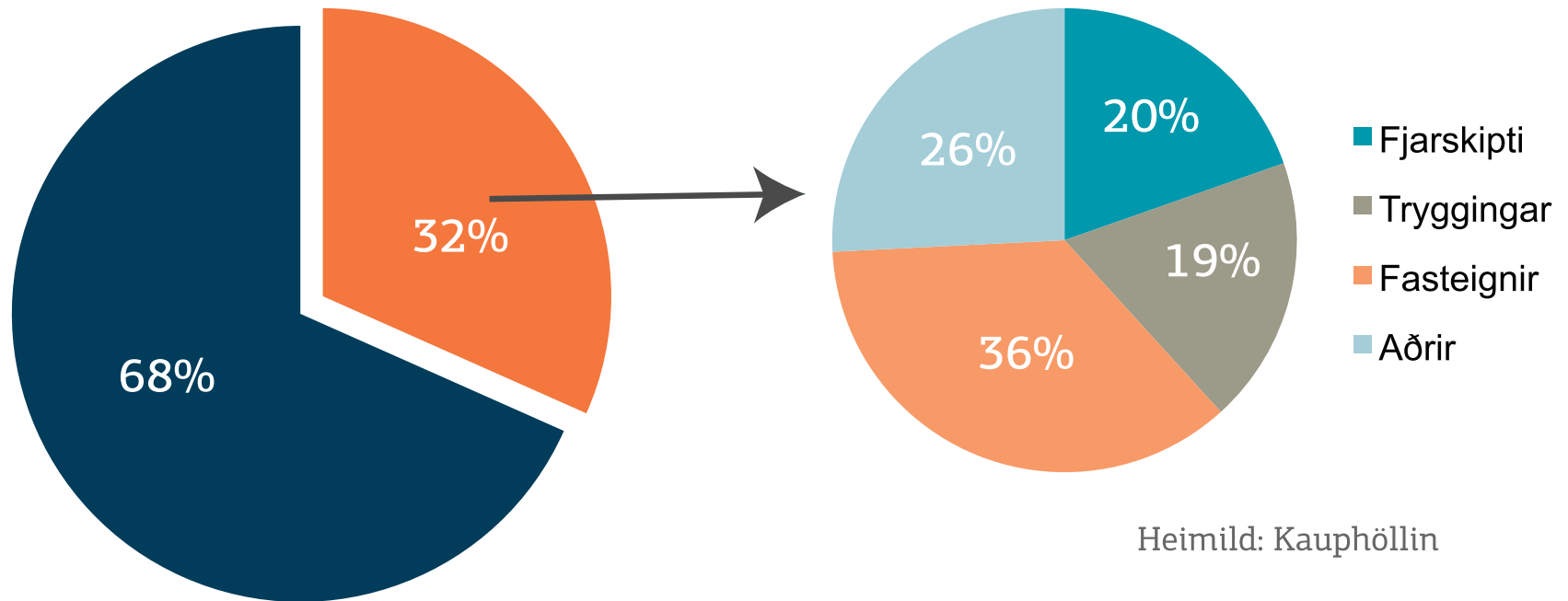




Velta félaganna árið 2014



Ef þau væru í Kauphöllinni



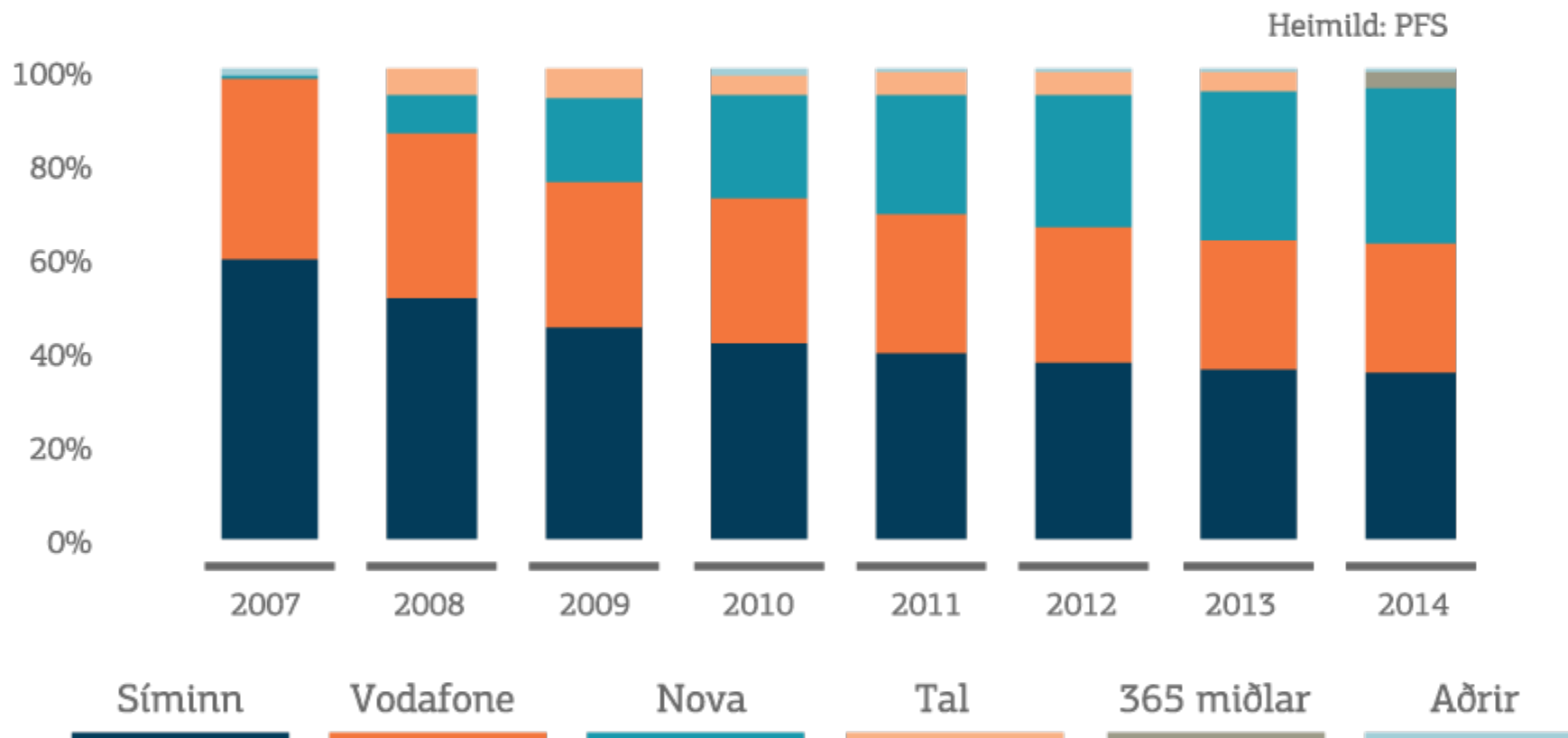
Heimild: Kauphöllin



Farsíminn



3 stórir aðilar á íslenska markaðinum í dag

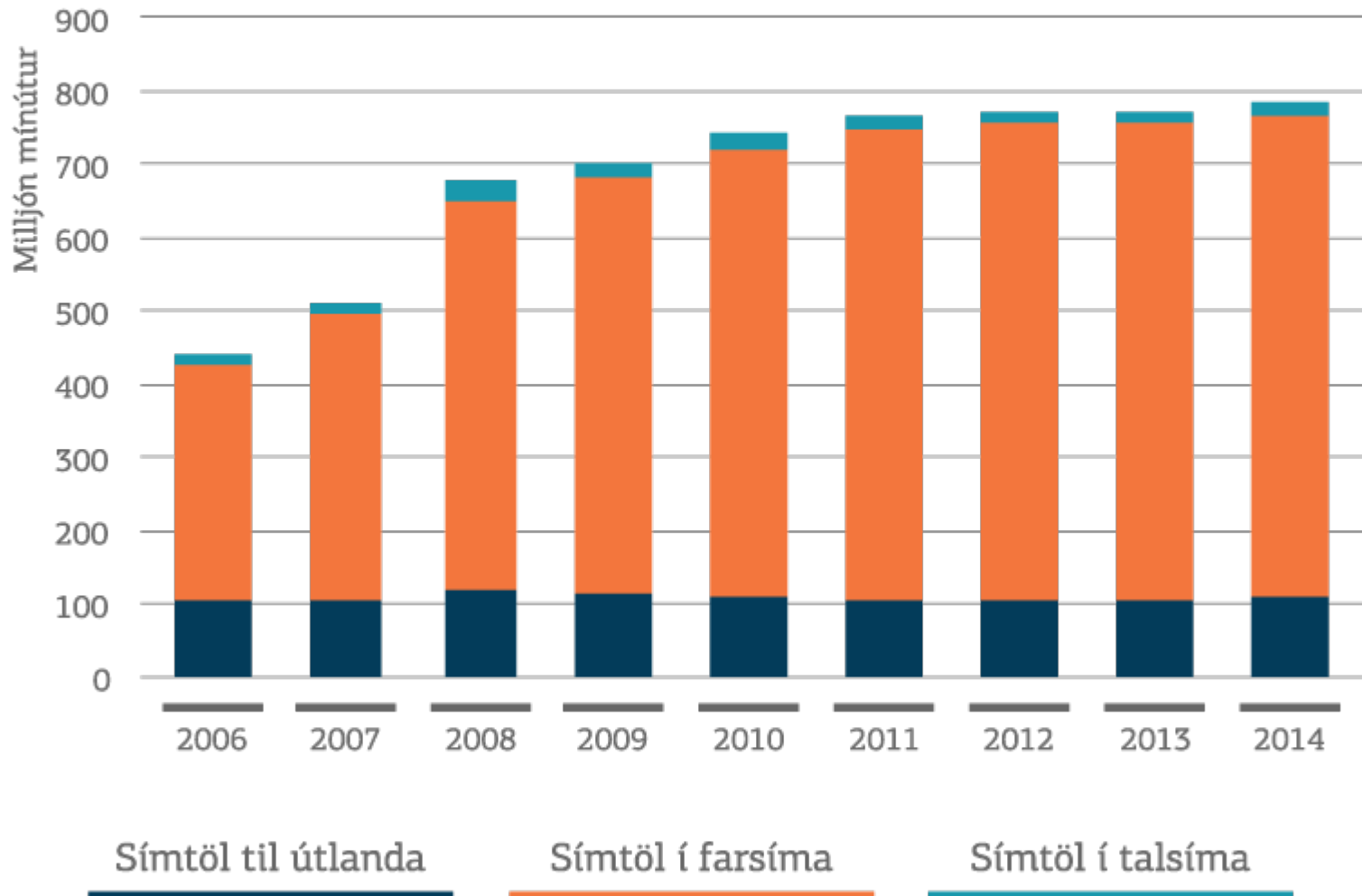


Meirihluti farsímakorta eru 3G eða 4G

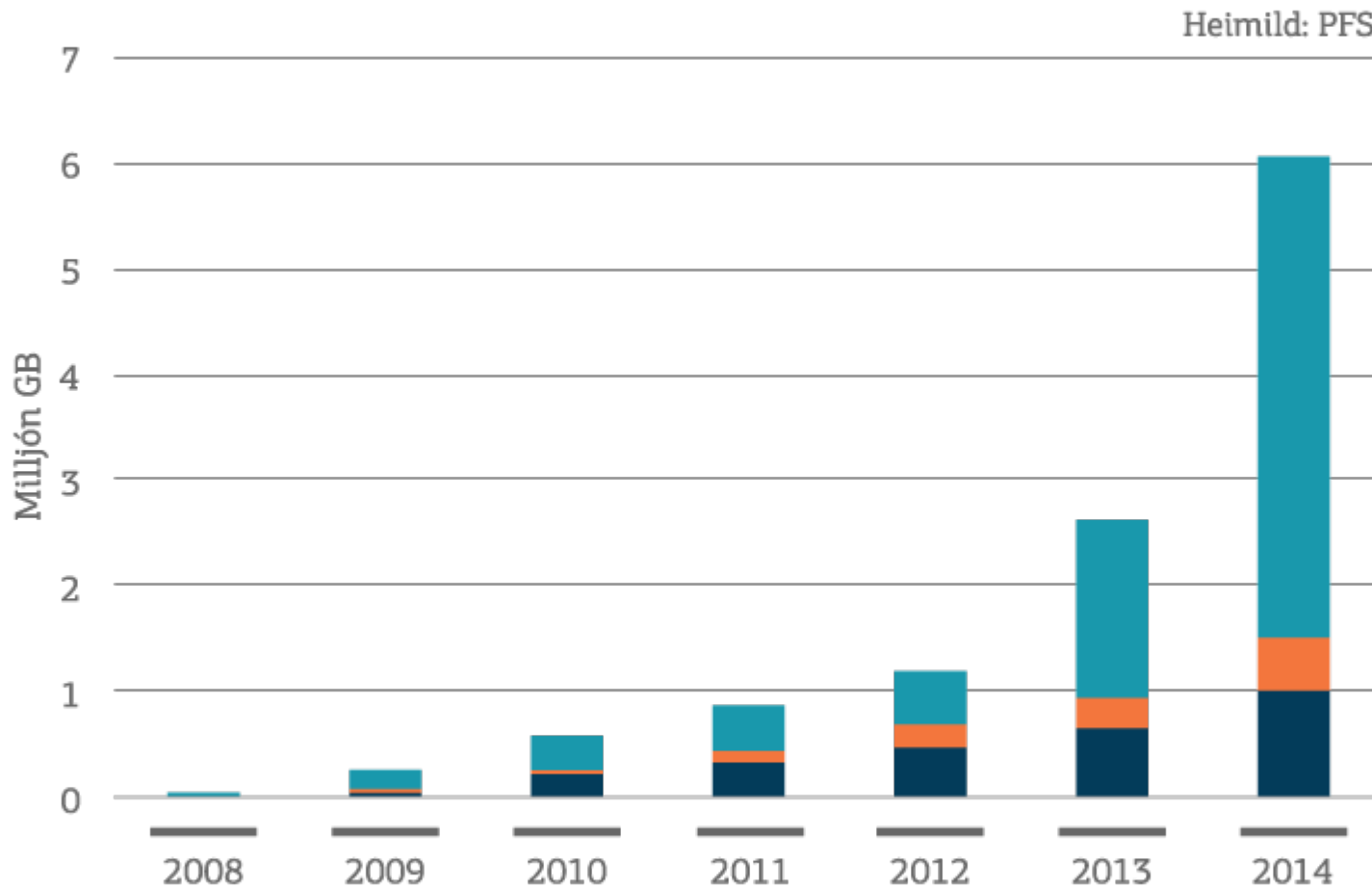


Fjöldi símtala í farsíma hefur verið nokkuð stöðugur undanfarin ár

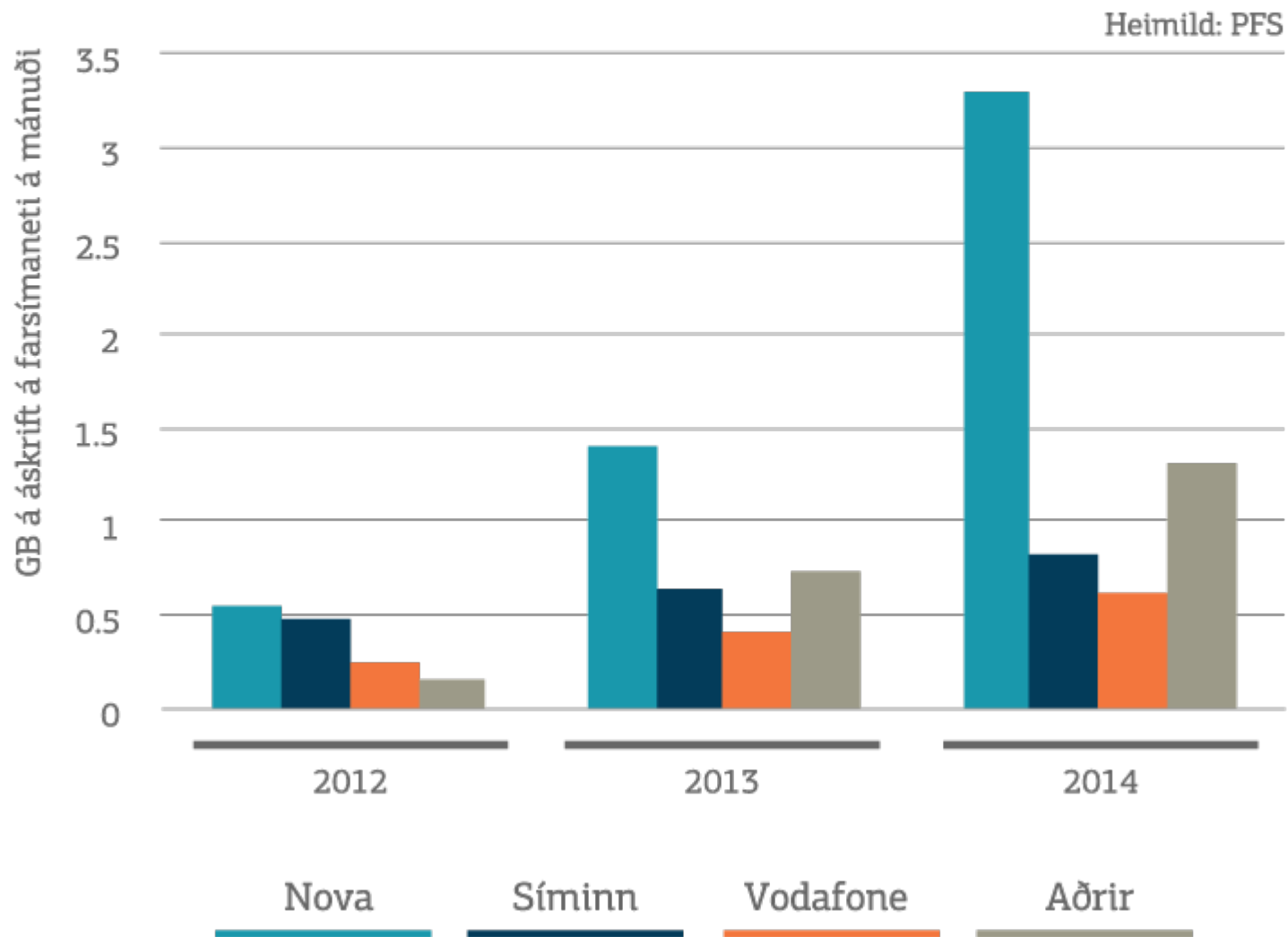
Heimild: PFS



Mikil aukning á gagnaumferð um farsímanetið á undanförunum árum

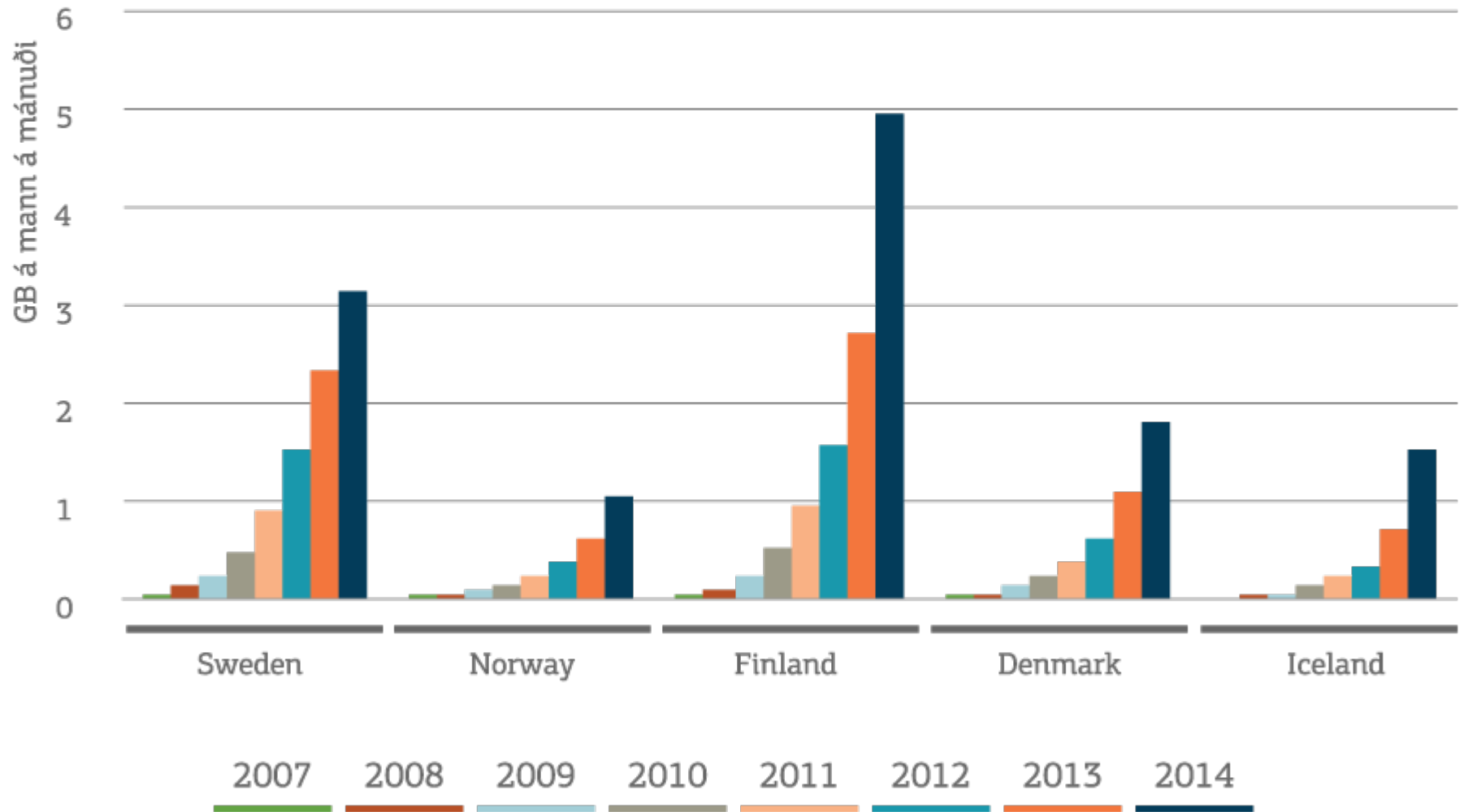


Áberandi mest gagnanotkun hjá viðskiptavinum Nova

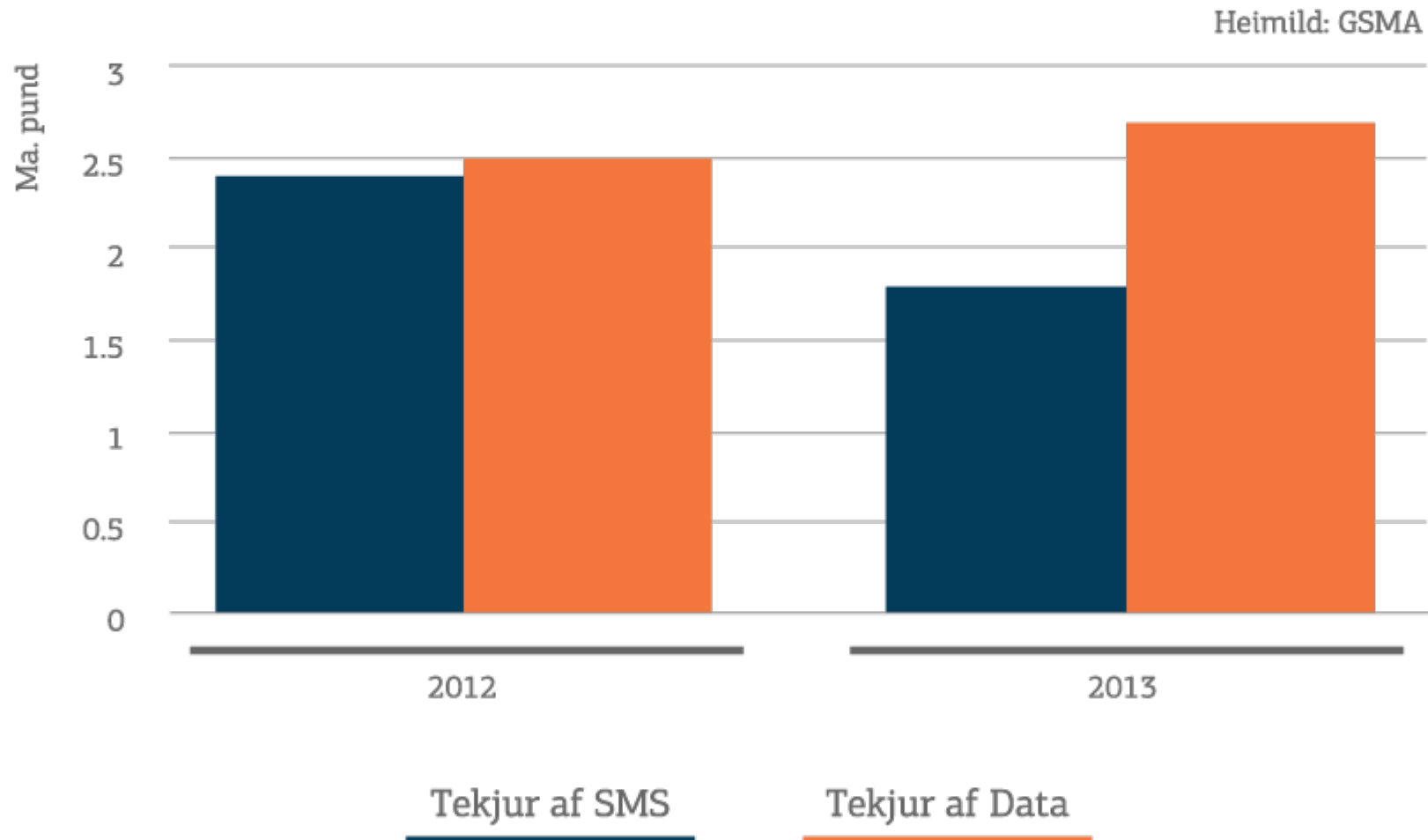


Minna gagnamagn á íbúa á Íslandi þegar horft er til Norðurlanda

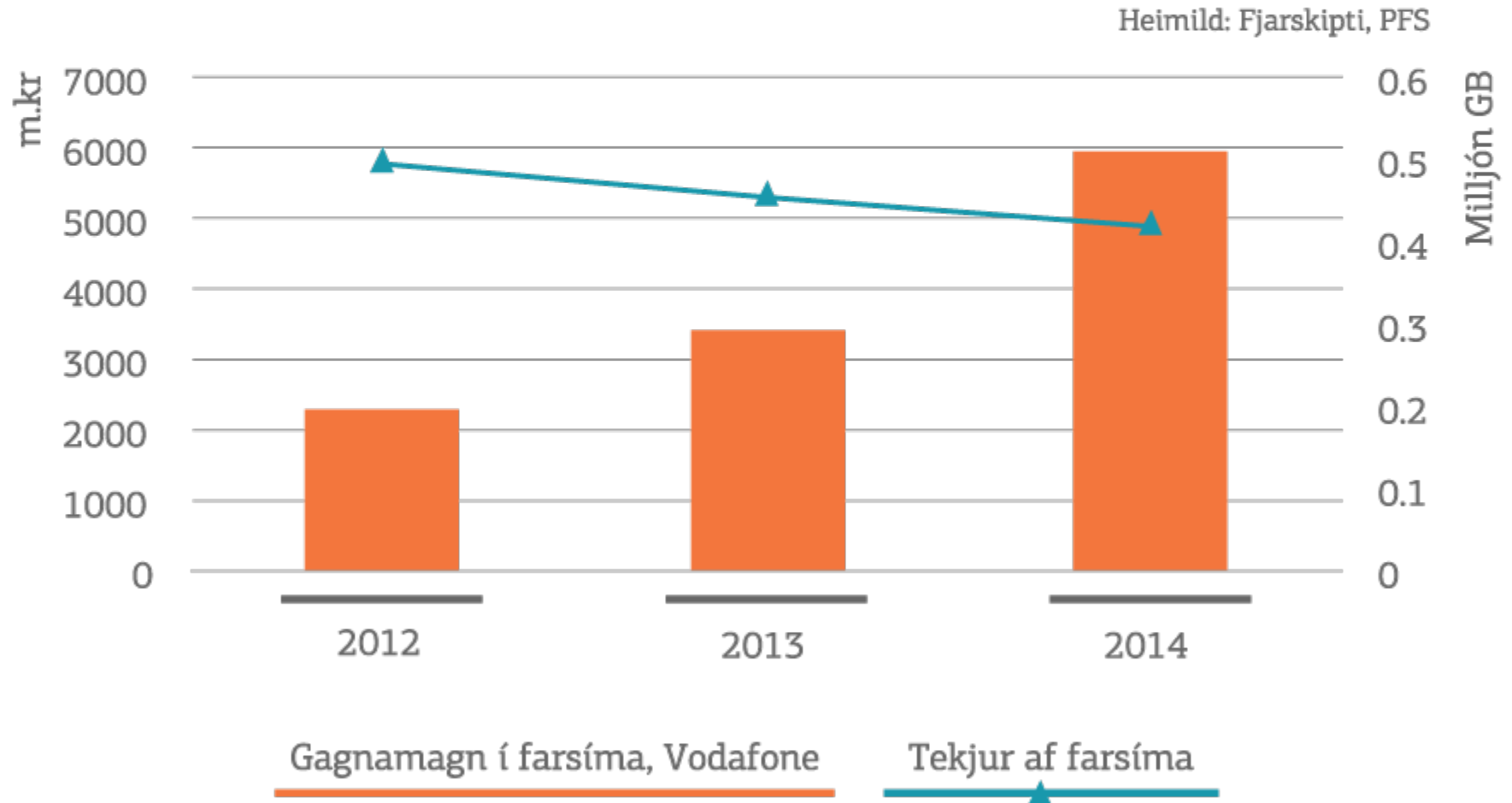
Heimild: PFS



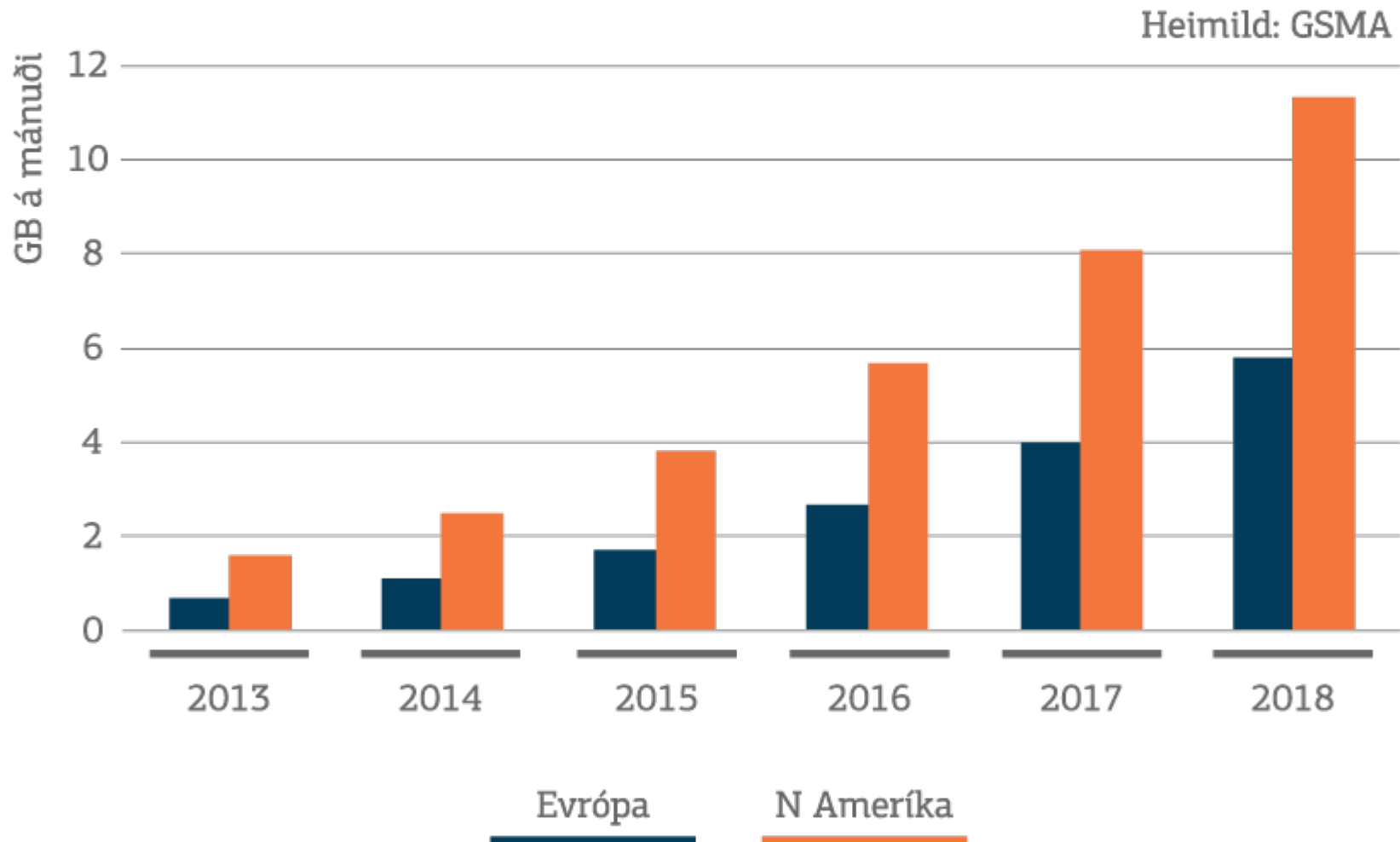
Ekki tekist að vega upp tekjumissi af hefðbundinni farsímaþjónustu í Bretlandi....



... sama uppi á teningnum hjá Vodafone

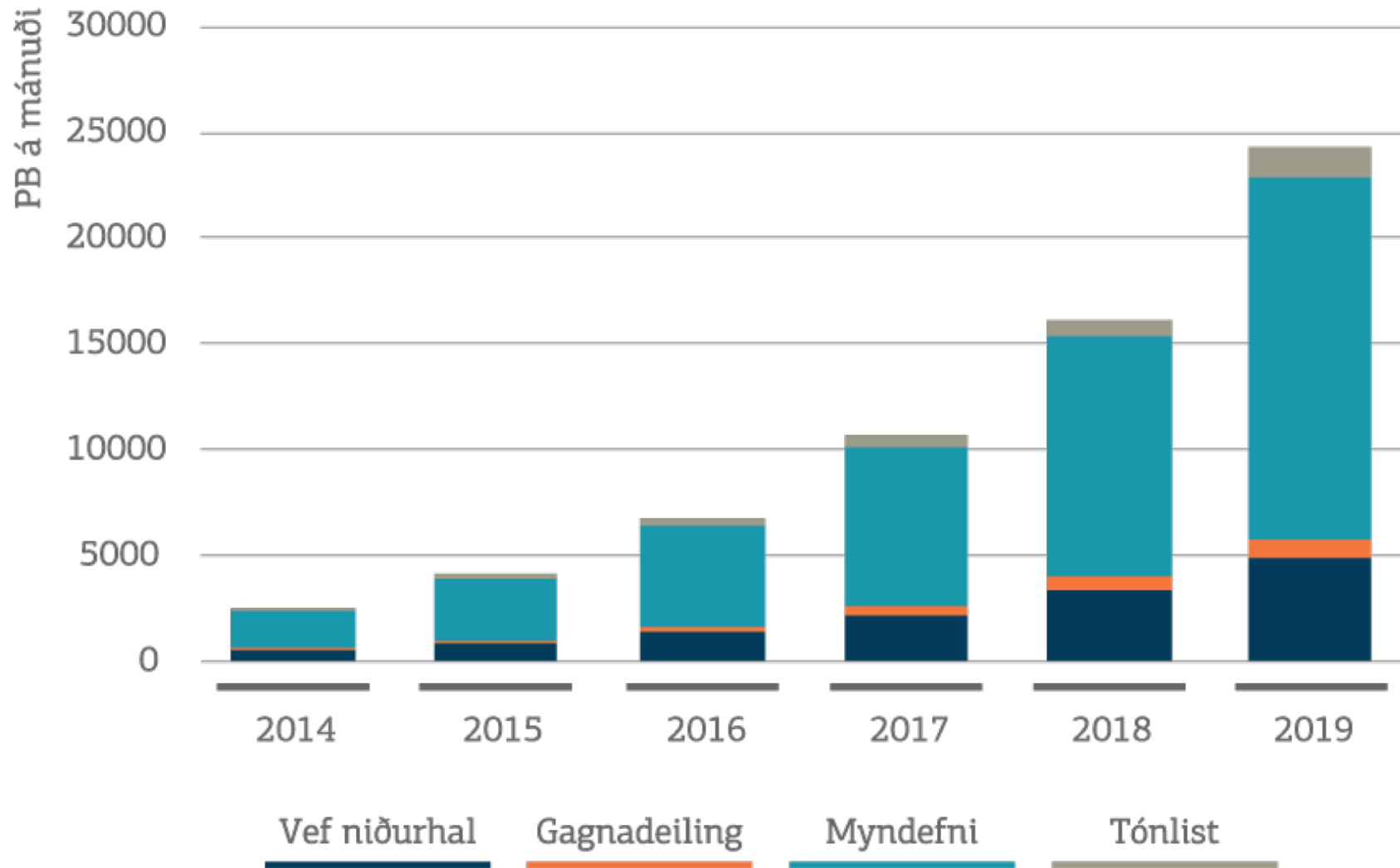


Gagnamagnsnotkun á áskrifanda mun halda áfram að aukast



Vöxturinn mun koma frá myndefni

Heimild: GSMA



Internetið

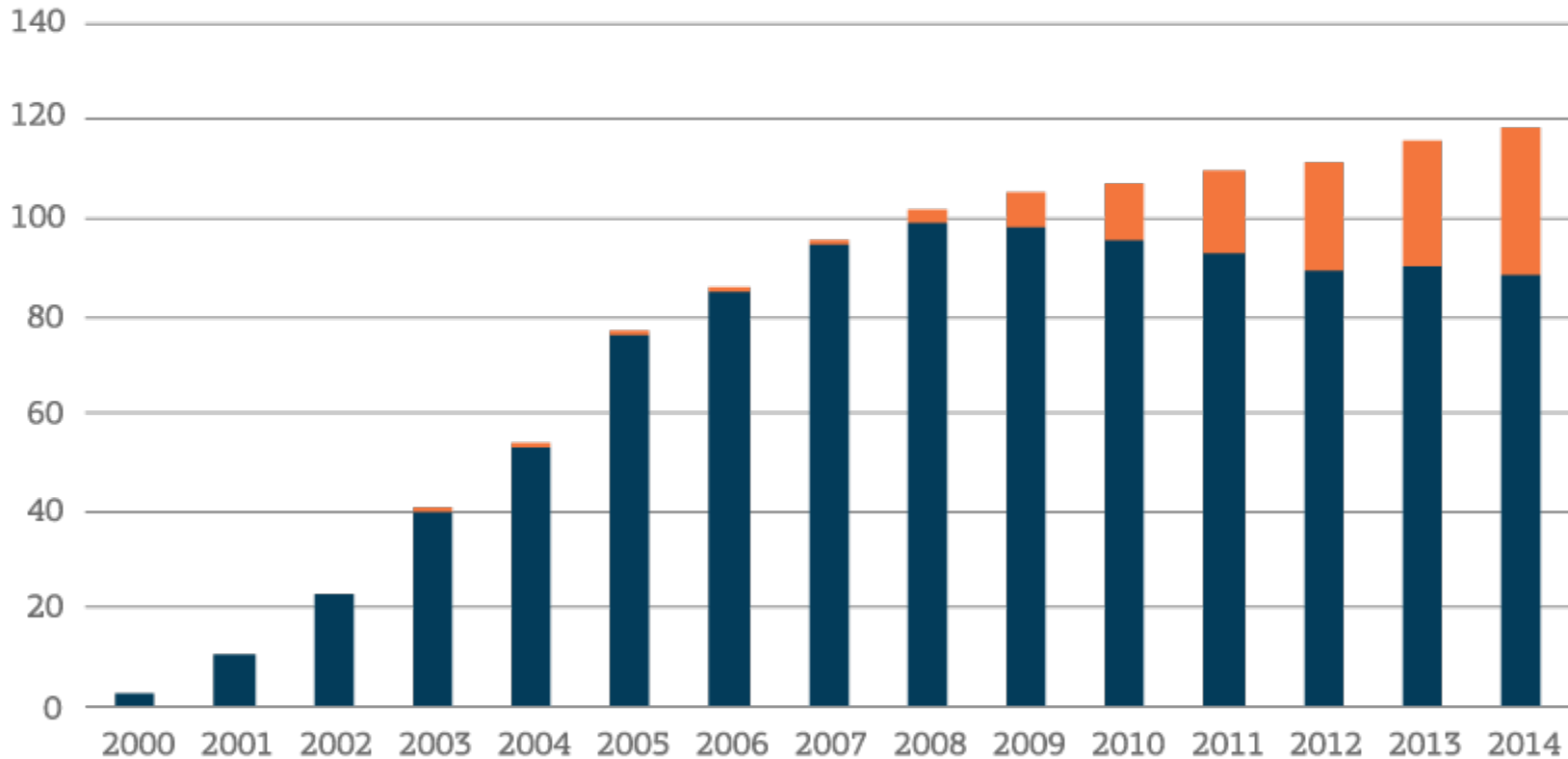
Landsbankinn



Ljósleiðaratengingum fjölgar

Þúsund

Heimild: PFS



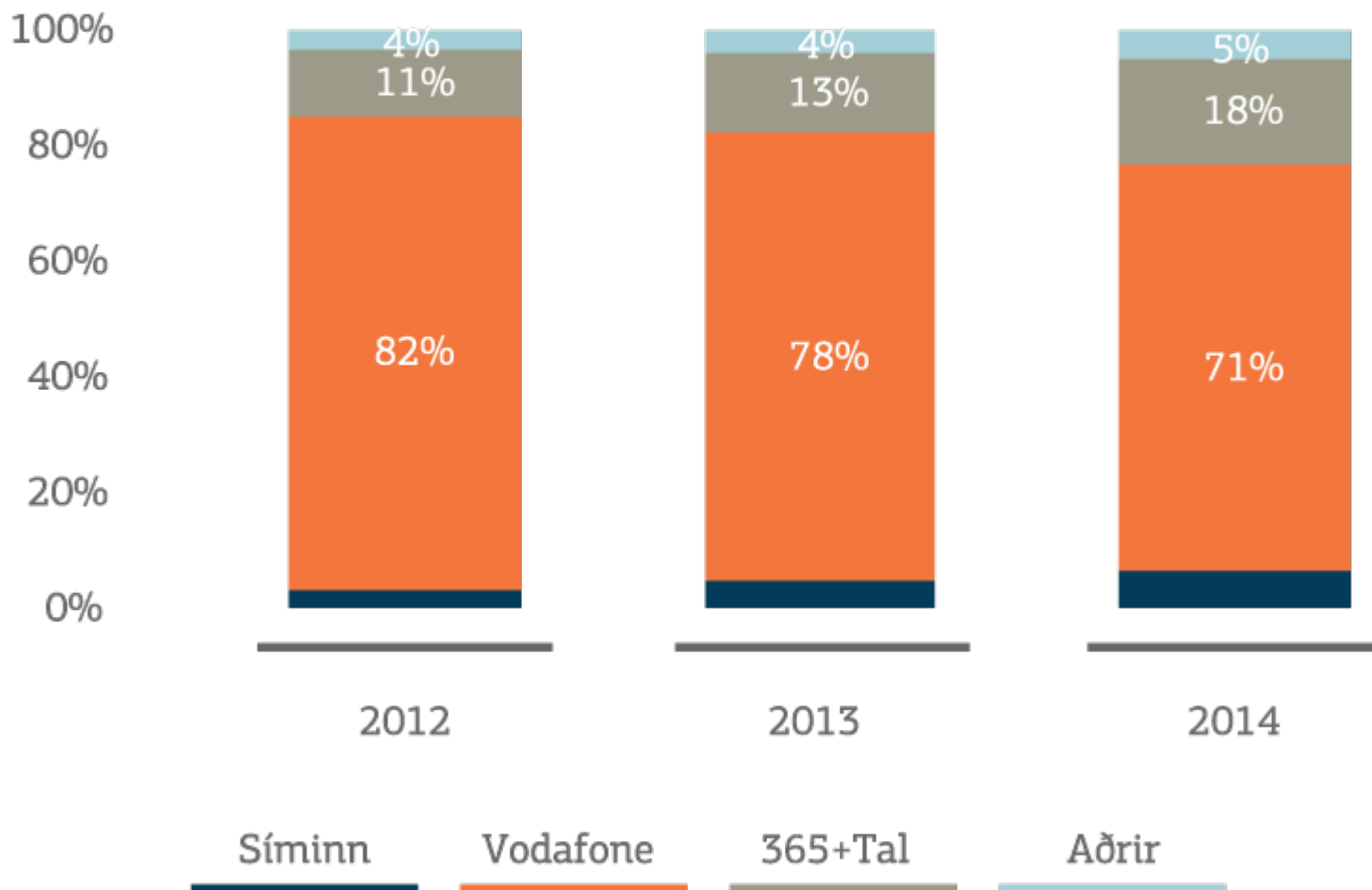
xDSL

Ljósleiðari



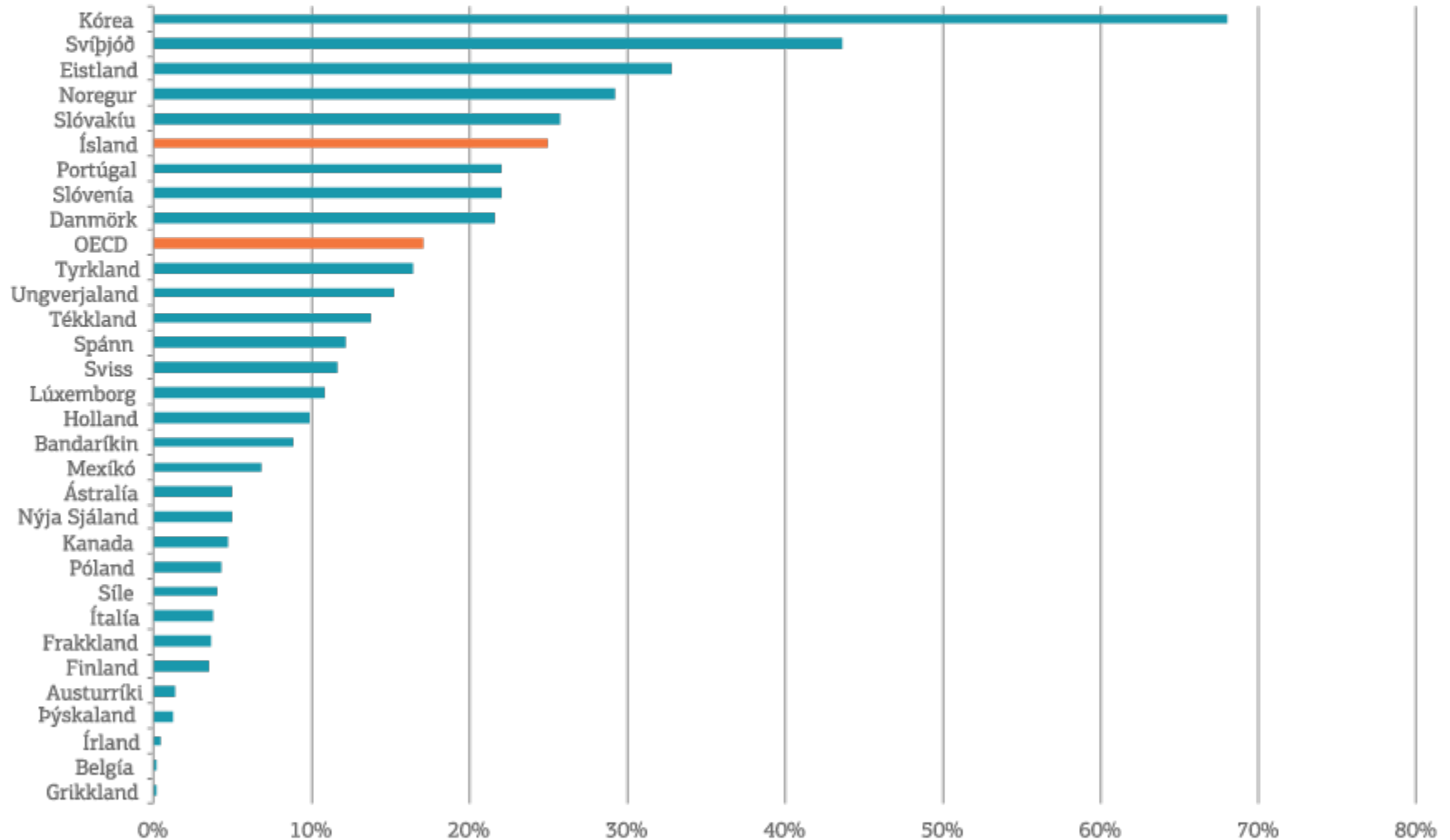
Ljósleiðaraskipting

Heimild: PFS



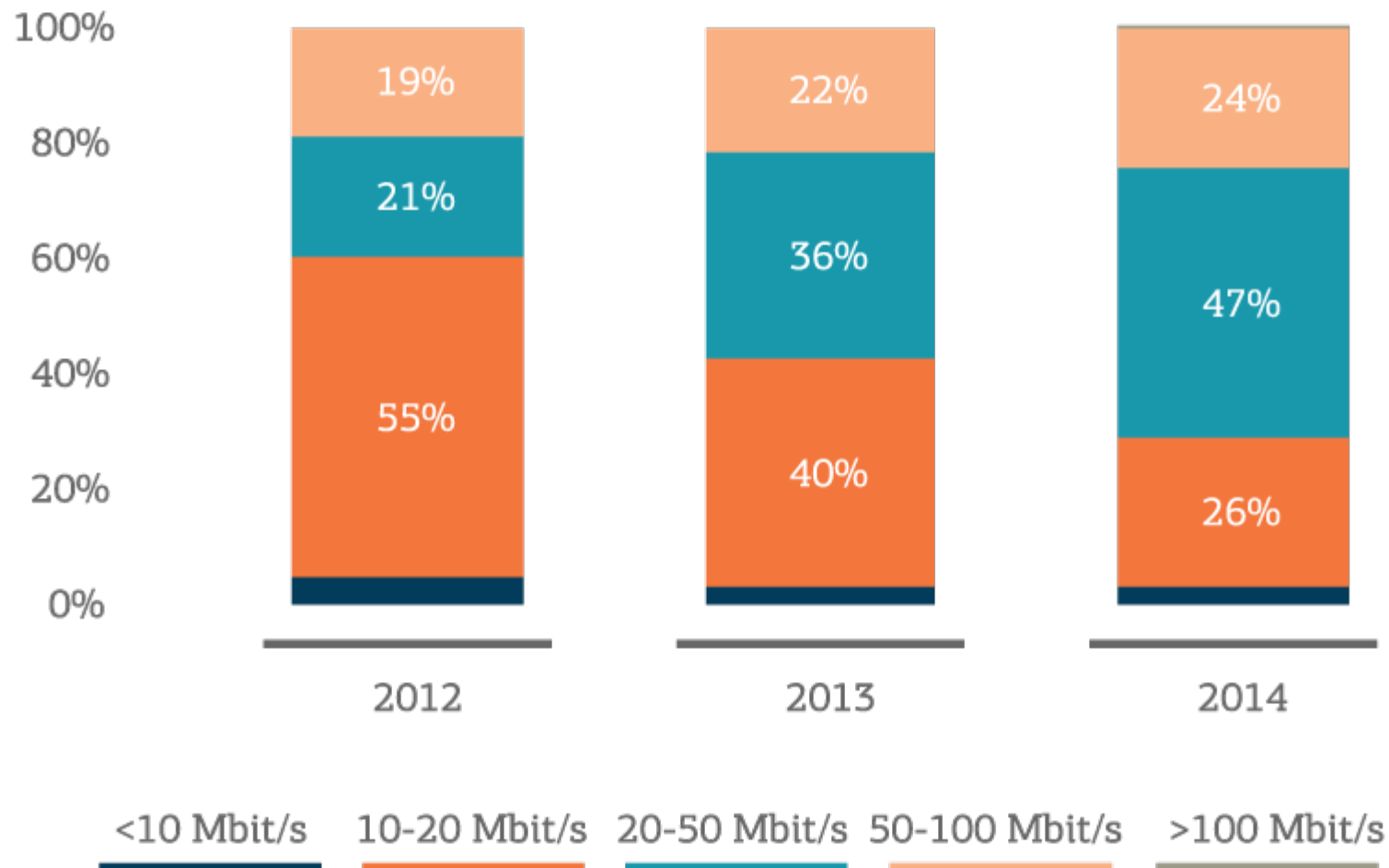
Ísland er framarlega í ljósleiðaratengingum

Heimild: OECD

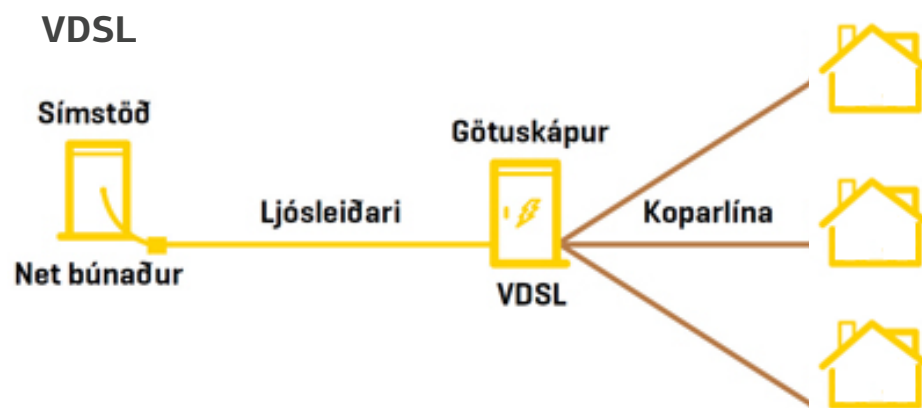
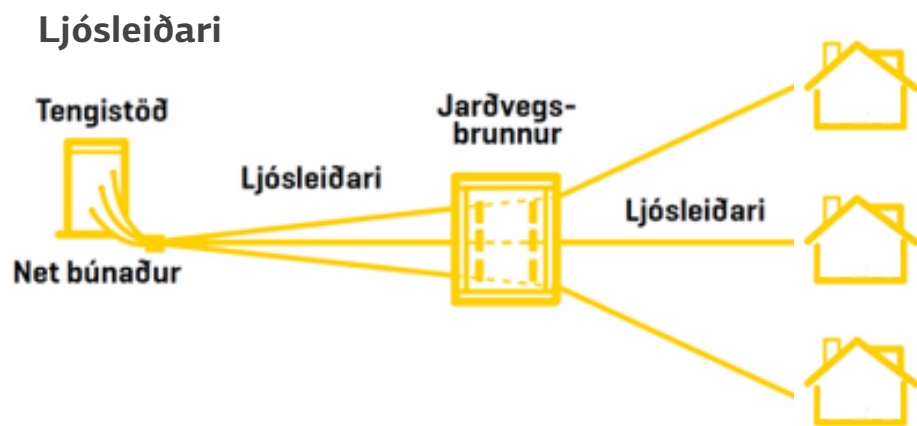


Hraði tenginga eykst

Heimild: PFS



Munur á ljósleiðara og ljósneti



Hversu mikið þarf venjulegt heimili?

50 Mbps



20 Mbps - 2x aðilar að horfa á sjónvarpið í gegnum netið í HD 2x10 Mbps



4 Mbps - Dóttirinn að hlusta á Spotify og vafra á netinu 2+2 Mbps



25 Mbps - Sonurinn í Playstation og spilar live 25 Mbps



2 Mbps - Örverpið með Ipad í leikjum

+

100 Mbps



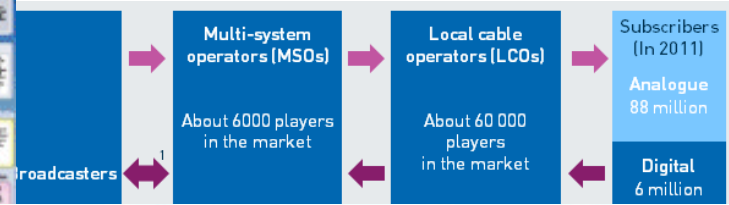
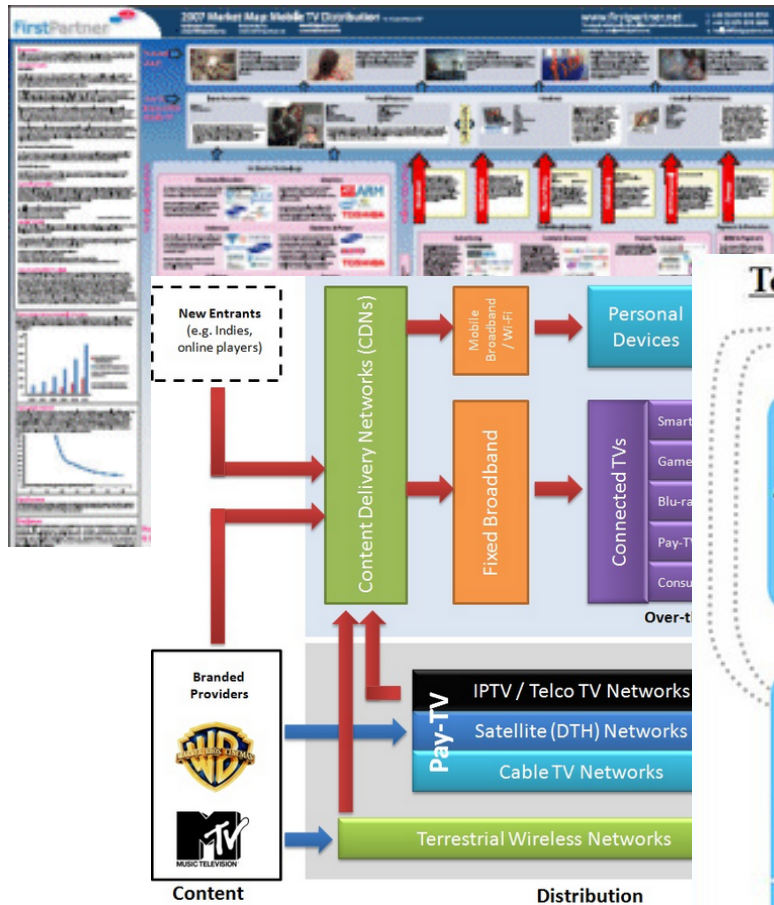
50 Mbps - Hala niður gögn á/af Dropbox, bíómynd eða deila myndum/myndböndum



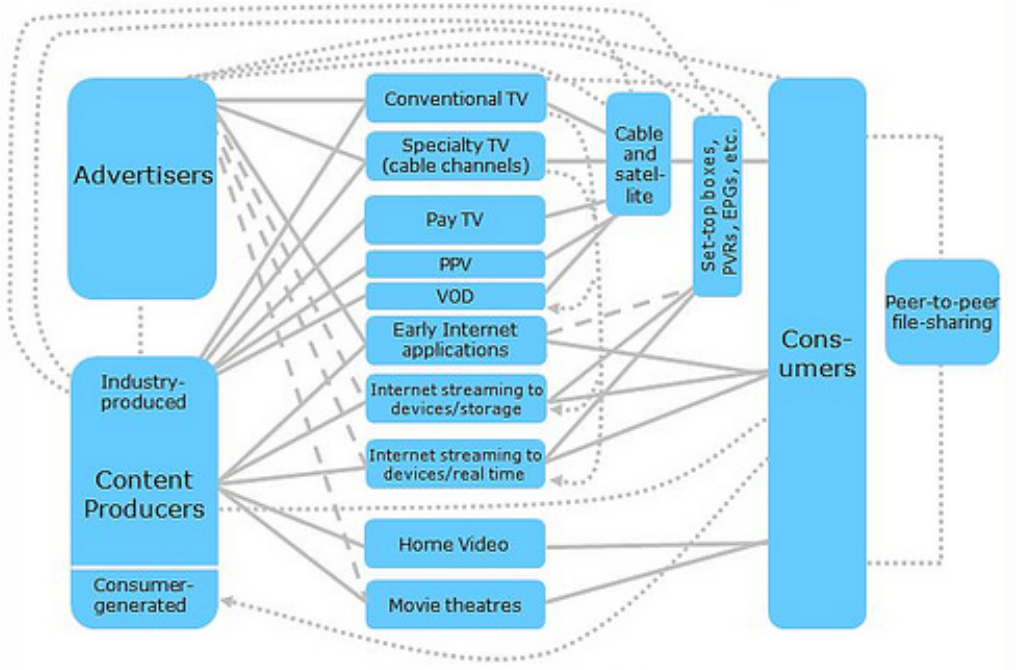
Sjónvarp



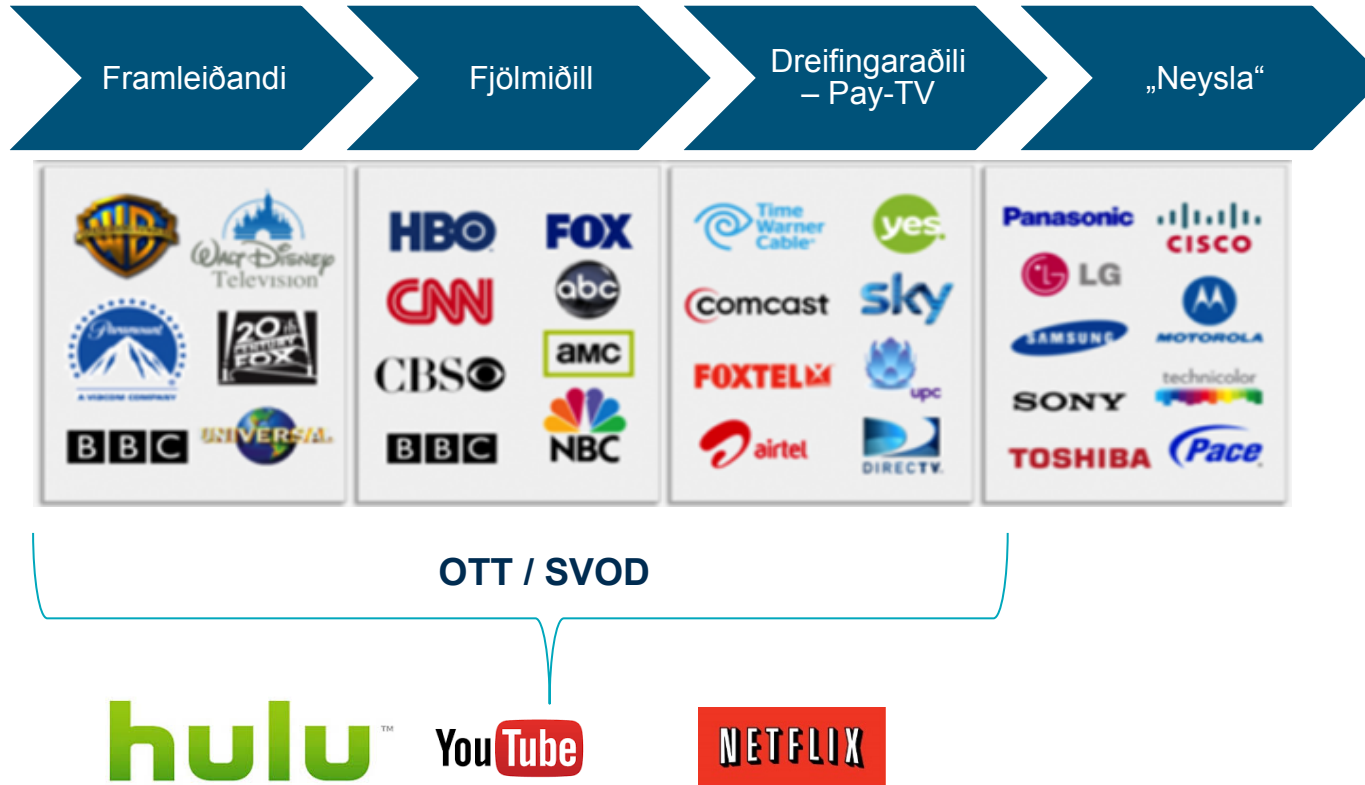
Hvernig virkar þetta?



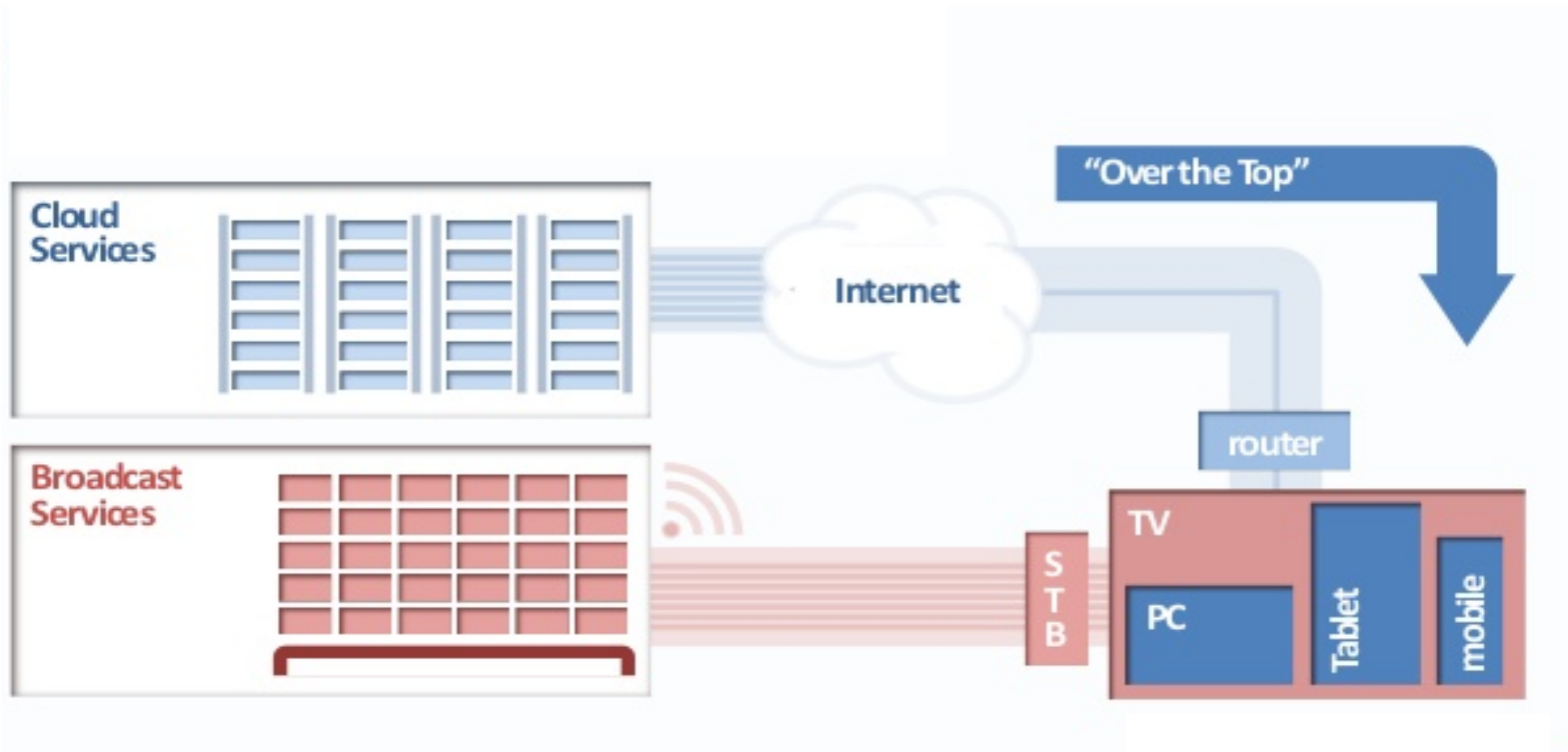
Television in the video continuum value chain, 2007-2012:



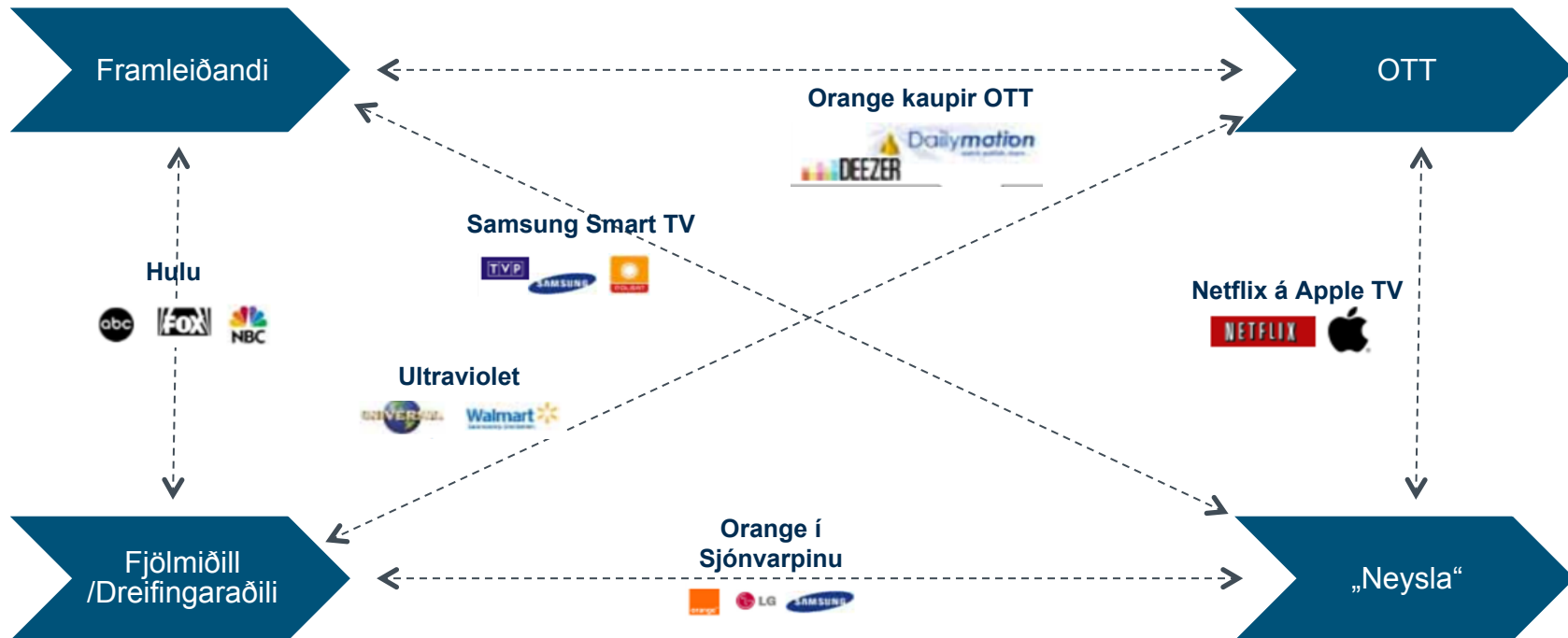
Gamla virðiskeðjan að rofna



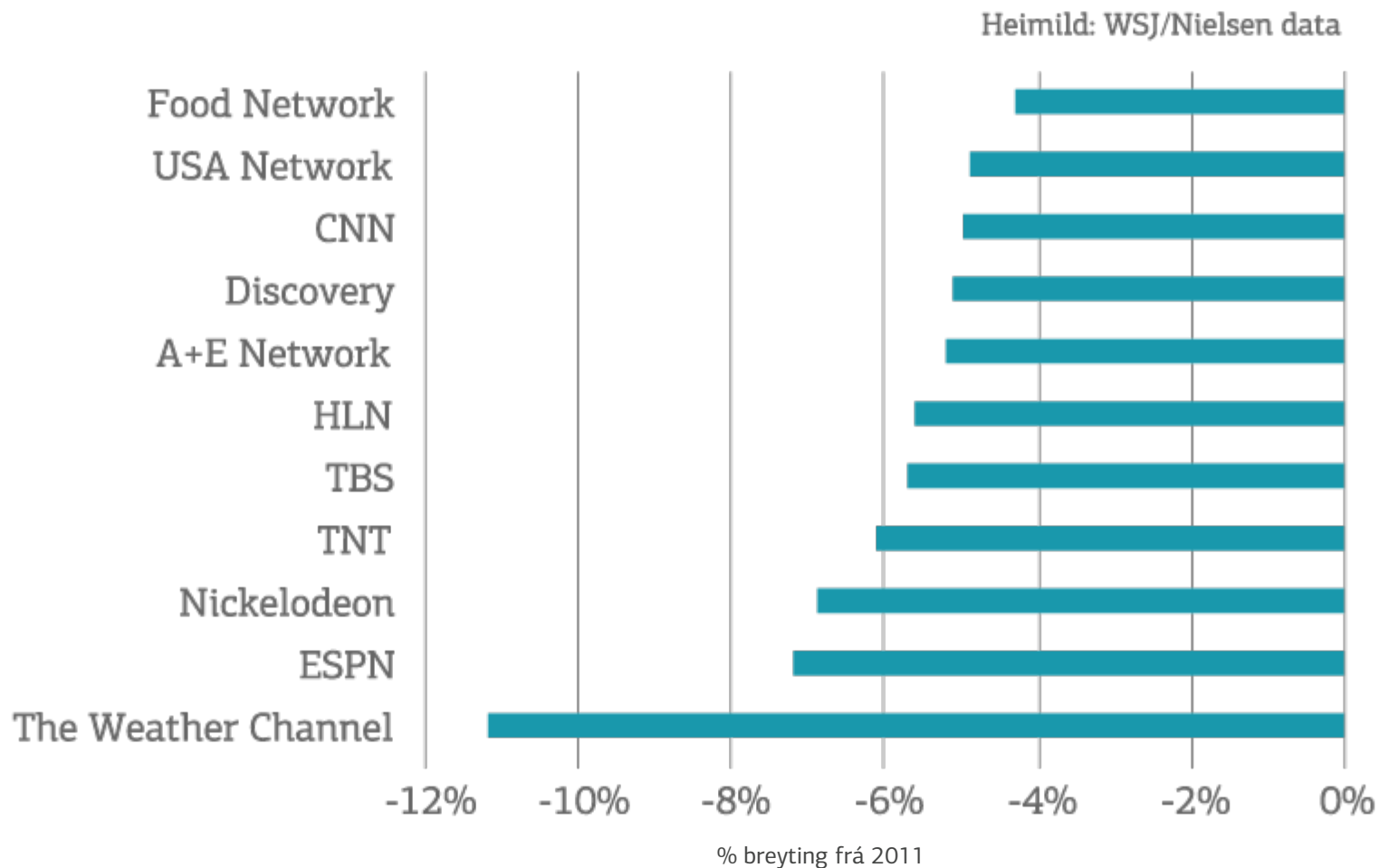
OTT – hvað er það?



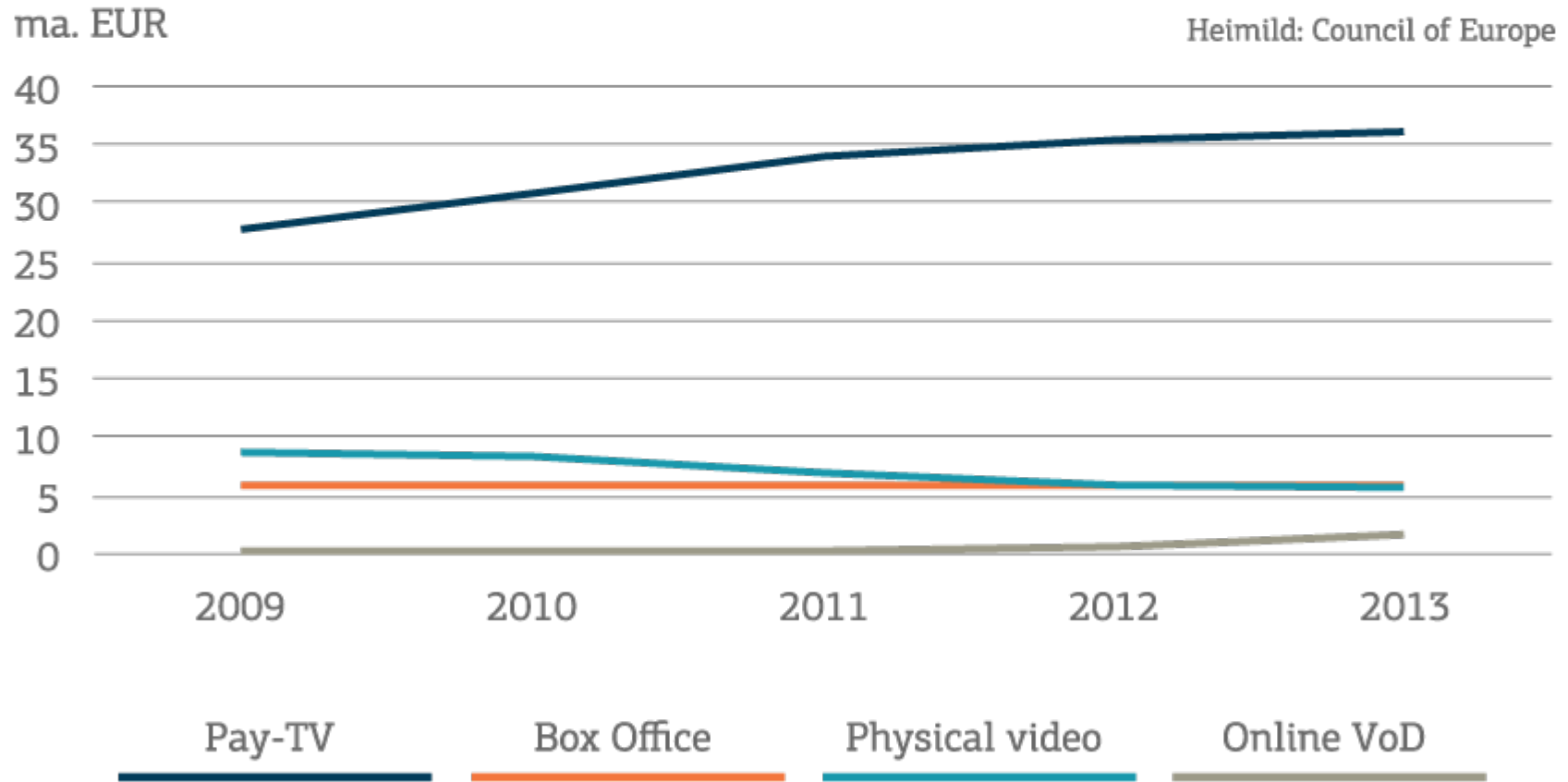
Allir með öllum í öllu



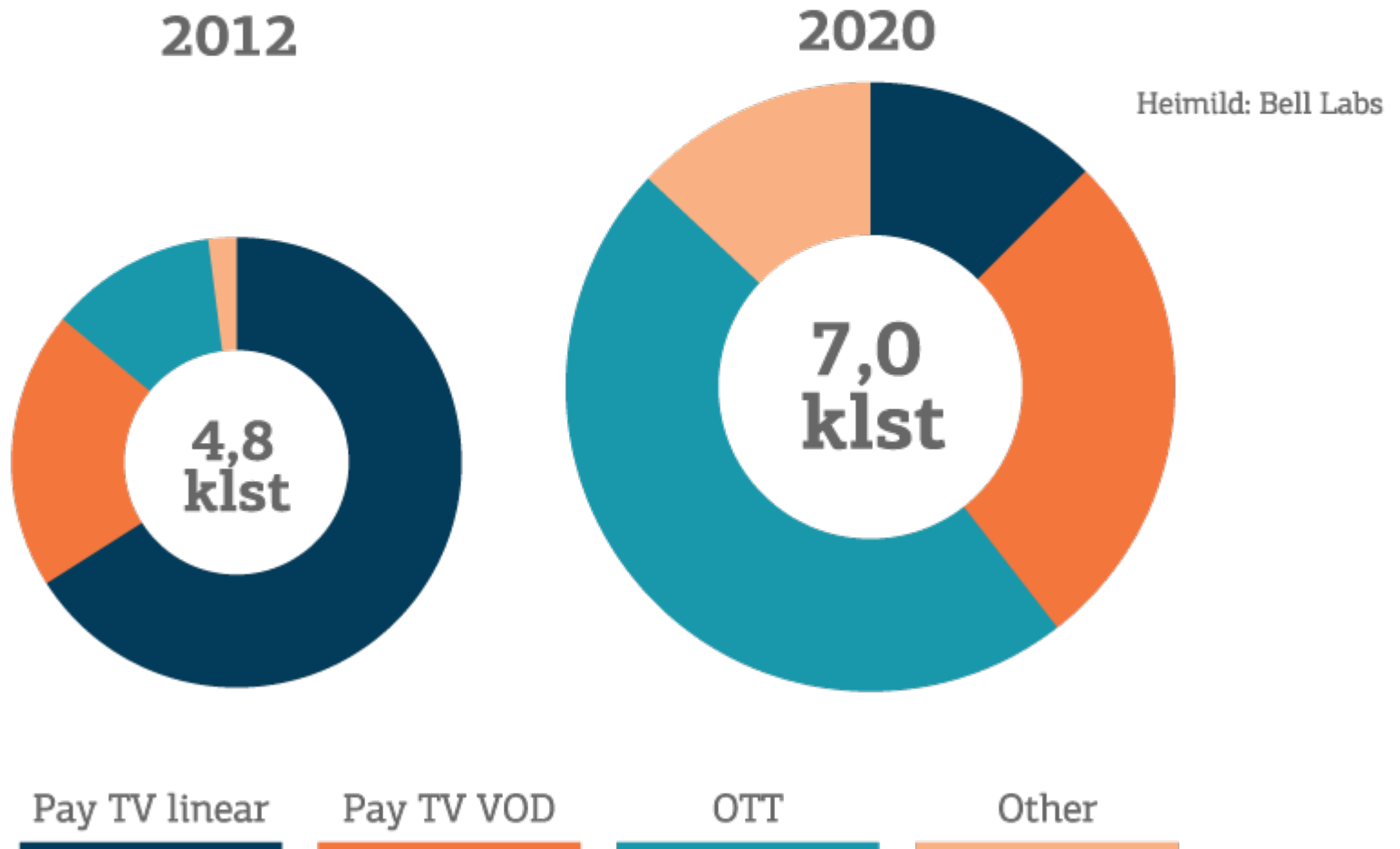
Þrátt fyrir færri áskrifendur...



.... er áskriftarsjónvarp ennþá stærst



Er þetta þróunin?





① SKJÁREINN

NETIÐ
SKJÁREINN
STÓMVIRP SÍMAVS
9 ERLENDAR STÖÐVAR
SPOTIFY
EYDALAUS HEIMASÍMI
SKJÁRKRÁKKAR/PÆTTIR

12.000 KR./MÁN.

Hvað fæ ég fyrir 12.000 krónur?



Umræða



vodafone



365

NOVA

Takk fyrir

