



PFS (19)-03



Tölfræði um íslenska fjarskiptamarkaðinn 2018

Statistics on the Icelandic
Telecommunications Market 2018

Efnisyfirlit - Table of Contents

| | |
|--|----|
| Inngangur | 4 |
| Introduction | 4 |
| Helstu stærðir – Main indicators..... | 5 |
| Fastanet – Fixed network..... | 6 |
| Helstu stærðir á fastaneti / Main indicators in the fixed network..... | 6 |
| Áskrifendur með fastlínusíma / Subscribers with fixed network phone..... | 7 |
| Heildarfjöldi mínútna á fastaneti / Traffic in the fixed network | 8 |
| Fjöldi mínútna eftir fyrirtækjum / Traffic by companies..... | 9 |
| Símtöl til fastaneta / Calls to fixed networks | 10 |
| Símtöl til útlanda / Outgoing international calls | 11 |
| Símtöl til farsímaneta / Calls to mobile networks | 12 |
| Farsímanet – Mobile network..... | 13 |
| Helstu stærðir á farsímaneti / Main indicators in mobile networks | 13 |
| Heildarfjöldi áskrifta / Total subscriptions | 14 |
| Heildarfjöldi áskrifta með talþjónustu / Mobile voice subscriptions | 15 |
| Samningsbundnar áskriftir / Contract subscriptions..... | 16 |
| Fyrirframgreidd símakort / Pre-paid phone cards | 17 |
| Virk símakort á farsímaneti / Active phone cards on mobile networks | 18 |
| Númeraflutningur / Portings..... | 19 |
| Fjöldi mínútna úr farsínum / Minutes from mobile phones | 20 |
| Heildarfjöldi mínútna úr farsínum / Minutes from mobile phones | 21 |
| Fjöldi mínútna úr farsínum til fastaneta / Minutes to fixed networks..... | 22 |
| Fjöldi mínútna úr farsínum í farsíma / Minutes from mobile to mobile | 23 |
| Fjöldi mínútna úr farsínum til útlanda / Outgoing international calls | 24 |
| Fjöldi SMS og MMS / Number of SMS and MMS | 25 |
| Fjöldi áskrifta fyrir netið í símann / Voice and data subscriptions | 26 |
| Netþjónusta á farsímaneti / Data only subscriptions..... | 27 |
| Gagnamagn á farsímaneti / Data traffic in mobile networks..... | 28 |
| Gagnamagn á farsímaneti / Data traffic in mobile networks..... | 29 |
| Gagnamagn, netið í símann / Data traffic, voice and data..... | 30 |
| Gagnamagn, eingöngu gagnaáskrift / Data traffic, only data subscriptions | 31 |
| Internetið – Internet | 32 |
| Fjöldi internettenginga / Internet subscriptions | 32 |

| | |
|---|----|
| Internettengingar eftir fyrirtækjum / Internet connections by companies | 33 |
| Fjöldi xDSL internettenginga / xDSL subscriptions | 34 |
| Fjöldi ljósleiðara internettenginga / Fiber connections | 35 |
| Fjöldi xDSL og ljósleiðara internettenginga / xDSL and fiber connections | 36 |
| Fjöldi tenginga eftir niðurhalshraða / Internet downstream speeds | 37 |
| Fjöldi tenginga eftir upphalshraða / Internet upstream speeds | 38 |
| Gagnamagn á fastaneti / Fixed broadband, Data traffic | 39 |
| Gagnamagn á fastaneti, Niðurhal / Fixed broadband, Download | 40 |
| Gagnamagn á fastaneti, Upphal / Fixed broadband, Upload | 41 |
| Heildarfjöldi áskrifenda með IPTV / IPTV subscriptions | 42 |
| Velta og fjárfesting – Revenue and Investment | 43 |
| Heildartekjur eftir fjarskiptastarfsemi / Income from telecommunication | 43 |
| Fjárfestingar eftir fjarskiptastarfsemi / Investment in telecommunication | 44 |
| Skráð fyrirtæki – Registered Operators | 45 |

Inngangur

Póst- og fjarskiptastofnun hefur um árabil gefið út skýrslur með tölfraðilegum upplýsingum um fjarskiptamarkaðinn á Íslandi. Hafa skýrslurnar verið unnar með sambærilegum hætti frá árinu 2006 upp úr upplýsingum frá fjarskiptafyrirtækjum. Frá árinu 2009 hafa þær verið gefnar út tvisvar á ári. Skýrslur fyrir fyrri helming hvers árs eru birtar á 4. ársfjórðungi og skýrslur fyrir heil ár eru birtar á fyrri hluta 2. ársfjórðungs.

Sú skýrsla sem hér birtist tekur til áranna 2016-2018. Er henni skipt upp í kafla þar sem fyrst er horft á fastanetið, síðan farsímanetið, internetið og að síðustu veltu og fjárfestingu á fjarskiptamarkaði.

Á [vef](#) Póst- og fjarskiptastofnunar má nálgast allar tölfraðiskýrslur stofnunarinnar ásamt töflum og myndum í Excel skjölum.

Introduction

The Post and Telecom Administration (PTA) has published a statistics report on the telecommunications market in Iceland since 2006 and twice a year since 2009. The reports are based on statistical information gathered by the Administration from registered telecommunications undertakings in the country. The reports for the first half of the year are published in the last quarter of the year and the reports on the whole year in the beginning of the second quarter.

This report shows statistics for three whole years from 2016 through 2018, and is divided into sections dedicated to fixed-line networks, mobile networks, Internet, and turnover and investments in the electronic communications market.

All PTA's statistics reports can be accessed on our [website](#) as well as the background data in Excel files.

Helstu stærðir – Main indicators

| Helstu stærðir <i>Main indicators</i> | 2017 | 2018 | Breyting % |
|--|------------|------------|------------|
| | | | Change % |
| Fastlínusími / <i>Fixed network phone</i> | 132.303 | 124.975 | -5,5% |
| - Þar af VoIP sími / <i>There of VoIP phone</i> | 70.540 | 76.122 | 7,9% |
| Fjöldi mín. úr fastlínusíma / <i>Traffic in the fixed network, (1.000)</i> | 274.021 | 223.327 | -18,5% |
| Heildarfjöldi farsímaáskrifta / <i>Total mobile subscriptions</i> | 462.026 | 486.979 | 5,4% |
| Áskriftir með talþjónustu / <i>Mobile voice subscriptions</i> | 410.662 | 424.720 | 3,4% |
| Gagnaáskrift eingöngu / <i>Data only subscriptions</i> | 51.364 | 62.259 | 21,2% |
| Samningsbundnar áskriftir / <i>Contract subscriptions</i> | 241.903 | 248.942 | 2,9% |
| Fyrirfram greidd símakort / <i>Pre-paid phone cards</i> | 168.759 | 175.778 | 4,2% |
| Fjöldi mín. úr farsíma / <i>Traffic in the mobile network, (1.000)</i> | 856.411 | 890.264 | 4,0% |
| Send SMS / <i>SMS sent from mobile, (1.000)</i> | 174.072 | 180.046 | 3,4% |
| Send MMS / <i>MMS sent from mobile, (1.000)</i> | 3.562 | 4.107 | 15,3% |
| Netþjónusta á farsímaneti / <i>Data only subscriptions</i> | 51.364 | 62.259 | 21,2% |
| Gagnamagn á farsímaneti / <i>Data traffic in mobile networks, (GB)</i> | 25.365.262 | 36.555.618 | 44,1% |
| Gagnamagn, netið í símann / <i>Data traffic, voice and data, (GB)</i> | 13.916.019 | 22.597.080 | 62,4% |
| Netþjónusta á farsímaneti / <i>Data traffic, only data, (GB)</i> | 11.449.243 | 13.958.538 | 21,9% |
| Fjöldi internettenginga / <i>Number of internet subscriptions</i> | 133.574 | 136.556 | 2,2% |
| Ljósleiðari / <i>Fiber</i> | 56.649 | 72.253 | 27,5% |
| xDSL | 75.631 | 63.743 | -15,7% |
| IP sjónvarp / <i>IP-TV</i> | 101.154 | 98.923 | -2,2% |
| Heildartekjur / <i>Total income from telecommunication</i> | 57.392 | 65.143 | 13,5% |
| Fjárfesting / <i>Investment in the telecommunication</i> | 10.660 | 11.269 | 5,7% |

Fastanet – Fixed network

Helstu stærðir á fastaneti / Main indicators in the fixed network

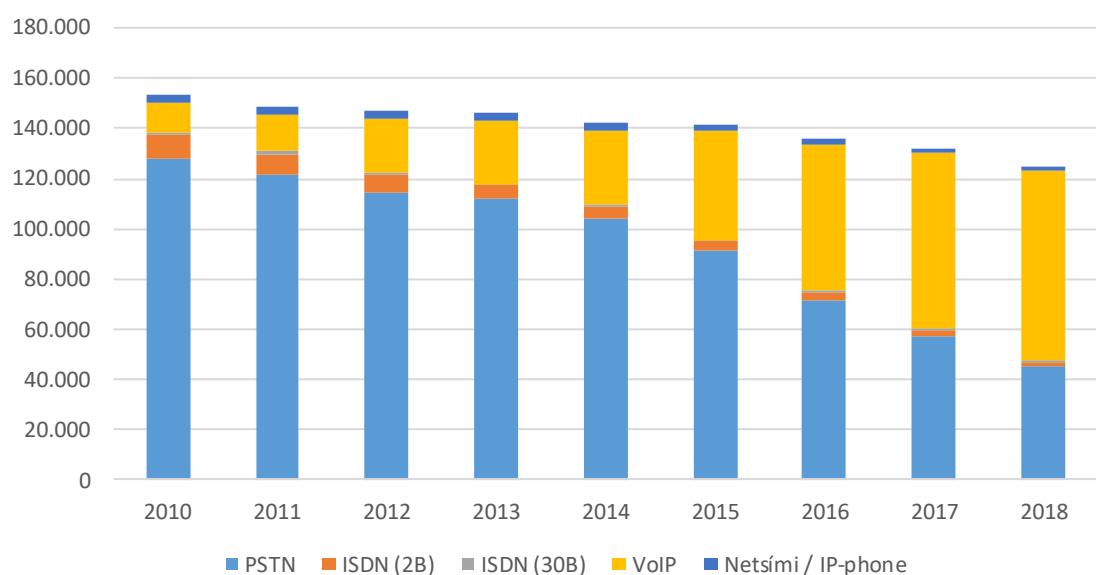
Tafla 1. Helstu stærðir á fastaneti

Table 1. Main indicators in the fixed network

| | 2016 | 2017 | 2018 |
|--|---------|---------|---------|
| PSTN aðgangslínur / PSTN subscribers lines | 102.627 | 93.516 | 73.361 |
| ISDN línur (2B) / ISDN (2B) subscribers lines | 3.303 | 2.465 | 1.971 |
| ISDN línur (30B) / ISDN (30B) subscribers lines | 474 | 452 | 384 |
| VoIP sími / VoIP phone | 58.311 | 70.540 | 76.122 |
| Netsími (49X-XXXX) / IP phone | 2.362 | 1.663 | 1.369 |
| (1.000 mínútur / minutes) | | | |
| Símtöl úr fastlínusíma / Calls from fixed networks | 330.044 | 274.021 | 223.327 |
| Símtöl til fastaneta / Calls to fixed networks | 235.883 | 188.432 | 149.247 |
| Símtöl til útlanda / Outgoing international calls | 9.562 | 8.300 | 6.402 |
| Símtöl til farsímaneta / Calls to mobile networks | 84.577 | 77.284 | 67.678 |
| Símtöl á internetið / Calls to the internet | 23 | 5 | 0 |

Mynd 1. Heildarfjöldi áskrifenda með fastlínusíma

Picture 1. Total subscribers with fixed network phone



Fastanet – Fixed network

Áskrifendur með fastlínusíma / Subscribers with fixed network phone

Tafla 2. Heildarfjöldi áskrifenda með fastlínusíma*

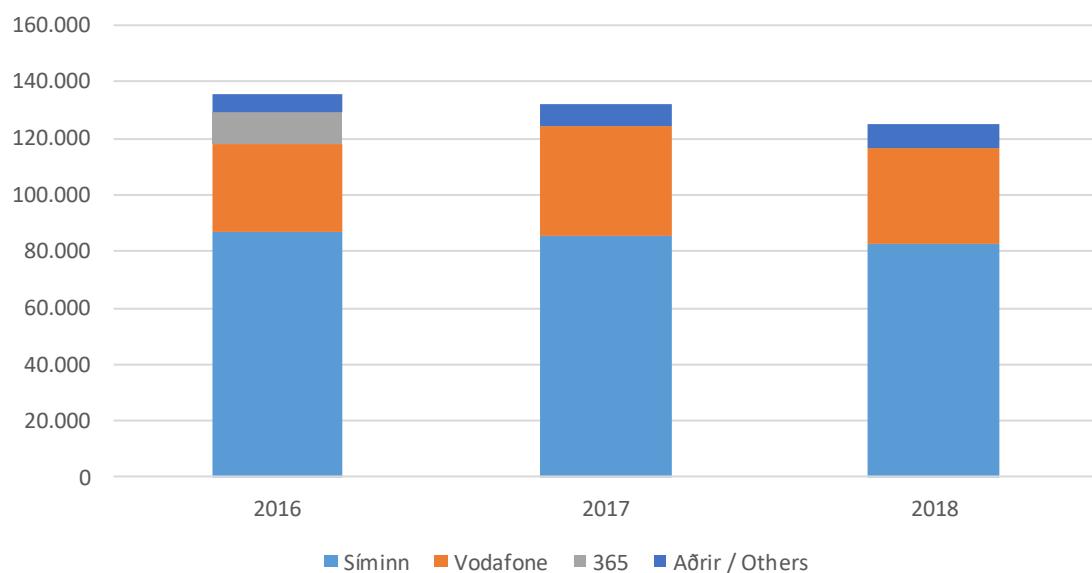
Table 2. Total subscribers with fixed network phone*

| Í lok árs / End of | Fjöldi Number | | | Markaðshlutdeild Market share | | |
|------------------------|------------------|---------|---------|----------------------------------|--------|--------|
| | 2016 | 2017 | 2018 | 2016 | 2017 | 2018 |
| Samtals / Total | 135.601 | 132.303 | 124.975 | 100,0% | 100,0% | 100,0% |
| - Heimili / Private | 94.201 | 86.340 | 81.214 | 69,5% | 65,3% | 65,0% |
| - Fyrirtæki / Business | 41.400 | 45.963 | 43.761 | 30,5% | 34,7% | 35,0% |
| | | | | | | |
| - Síminn | 86.903 | 85.190 | 82.703 | 64,1% | 64,4% | 66,2% |
| - Vodafone | 30.890 | 39.277 | 33.998 | 22,8% | 29,7% | 27,2% |
| - 365 | 11.618 | ... | ... | 8,6% | ... | ... |
| - Aðrir / Others | 6.190 | 7.836 | 8.274 | 4,6% | 5,9% | 6,6% |

* PSTN, ISDN, VoIP og Netsími. * PSTN, ISDN, VoIP and IP-telephone.

Mynd 2. Heildarfjöldi áskrifenda eftir fyrirtækjum

Picture 2. Total number of subscribers by companies



Fastanet – Fixed network

Heildarfjöldi mínútna á fastaneti / Traffic in the fixed network

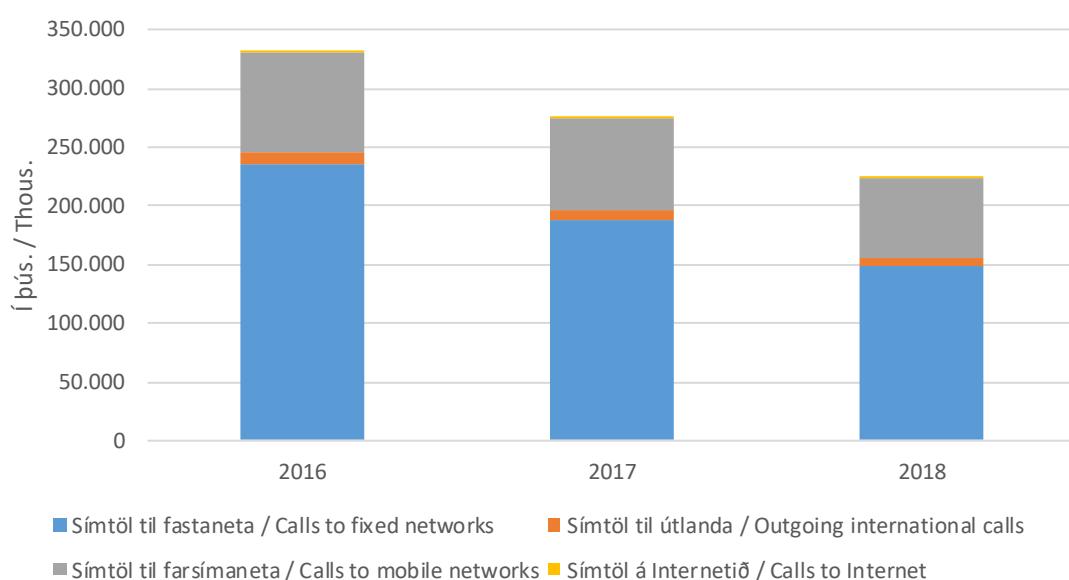
Tafla 3. Heildarfjöldi mínútna á fastaneti

Table 3. Total traffic in the fixed network

| | Fjöldi Number | | |
|---|------------------|---------|---------|
| | 2016 | 2017 | 2018 |
| (1.000 mínútur / minutes) | | | |
| Samtals / Total | 330.044 | 274.021 | 223.327 |
| - Símtöl til fastaneta / Calls to fixed networks | 235.883 | 188.432 | 149.247 |
| - Símtöl til útlanda / Outgoing international calls | 9.562 | 8.300 | 6.402 |
| - Símtöl til farsímaneta / Calls to mobile networks | 84.577 | 77.284 | 67.678 |
| - Símtöl á Internetið / Calls to Internet | 23 | 5 | 0 |

Mynd 3. Heildarfjöldi mínútna á fastaneti

Picture 3. Total traffic in the fixed network



Fastanet – Fixed network

Fjöldi mínútna eftir fyrirtækjum / Traffic by companies

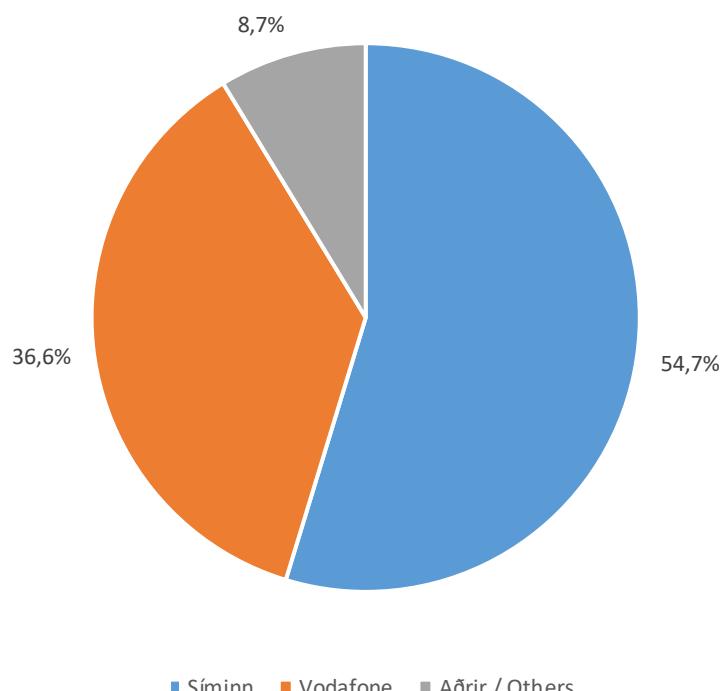
Tafla 4. Heildarfjöldi mínútna á fastaneti

Table 4. Total traffic in the fixed network

| | Fjöldi Number | | | Markaðshlutdeild Market share | | |
|----------------------------|------------------|---------|---------|----------------------------------|--------|--------|
| | 2016 | 2017 | 2018 | 2016 | 2017 | 2018 |
| (1.000 mínútur / minutes) | | | | | | |
| Samtals / Total | 330.044 | 274.021 | 223.327 | 100,0% | 100,0% | 100,0% |
| - Heimili / Private | 193.370 | 148.173 | 109.476 | 58,6% | 54,1% | 49,0% |
| - Fyrirtæki / Business | 136.675 | 125.848 | 113.852 | 41,4% | 45,9% | 51,0% |
| | | | | | | |
| - Síminn | 188.298 | 152.638 | 122.187 | 57,1% | 55,7% | 54,7% |
| - Vodafone | 99.786 | 100.281 | 81.687 | 30,2% | 36,6% | 36,6% |
| - 365 | 20.095 | ... | ... | 6,1% | ... | ... |
| - Aðrir / Others | 21.865 | 21.102 | 19.453 | 6,6% | 7,7% | 8,7% |

Mynd 4. Markaðshlutdeild skipt eftir fyrirtækjum

Picture 4. Market share by companies



Fastanet – Fixed network

Símtöl til fastaneta / Calls to fixed networks

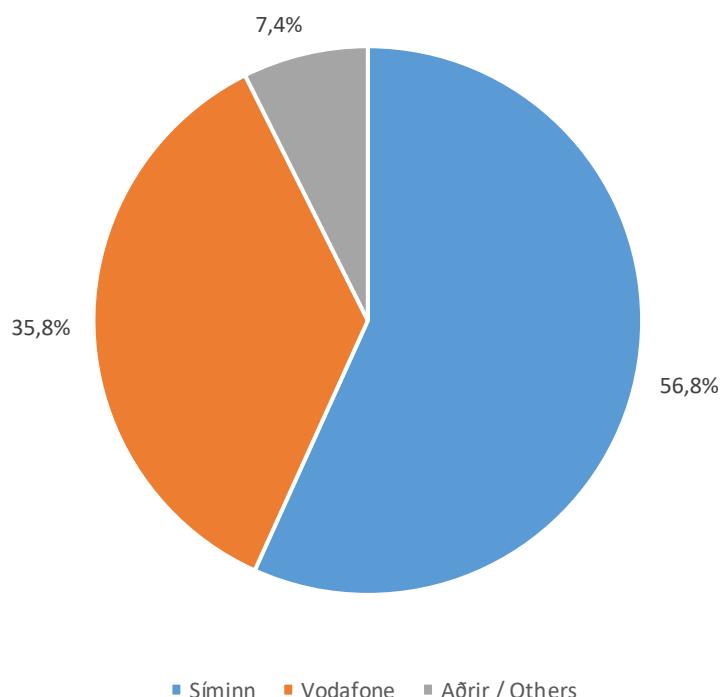
Tafla 5. Símtöl til fastaneta

Table 5. Calls to fixed networks

| | Fjöldi Number | | | Markaðshlutdeild Market share | | |
|----------------------------|------------------|---------|---------|----------------------------------|--------|--------|
| | 2016 | 2017 | 2018 | 2016 | 2017 | 2018 |
| (1.000 mínútur / minutes) | | | | | | |
| Samtals / Total | 235.883 | 188.432 | 149.247 | 100,0% | 100,0% | 100,0% |
| - Heimili / Private | 155.016 | 115.151 | 82.896 | 65,7% | 61,1% | 55,5% |
| - Fyrirtæki / Business | 80.867 | 73.281 | 66.351 | 34,3% | 38,9% | 44,5% |
| | | | | | | |
| - Síminn | 138.501 | 108.568 | 84.723 | 58,7% | 57,6% | 56,8% |
| - Vodafone | 68.260 | 68.813 | 53.497 | 28,9% | 36,5% | 35,8% |
| - 365 | 17.019 | ... | ... | 7,2% | ... | ... |
| - Aðrir / Others | 12.103 | 11.051 | 11.027 | 5,1% | 5,9% | 7,4% |

Mynd 5. Markaðshlutdeild skipt eftir fyrirtækjum

Picture 5. Market share by companies



Fastanet – Fixed network

Símtöl til útlanda / Outgoing international calls

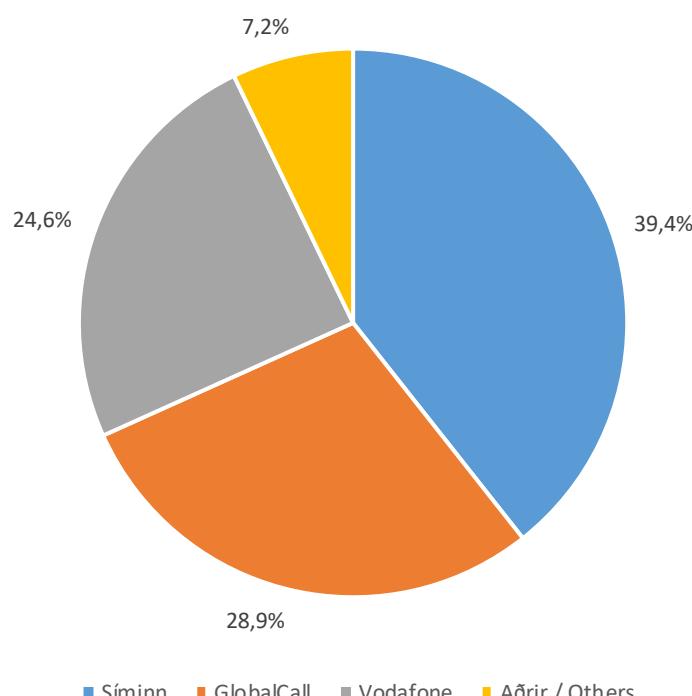
Tafla 6. Símtöl til útlanda

Table 6. Outgoing international calls

| | Fjöldi Number | | | Markaðshlutdeild Market share | | |
|----------------------------|------------------|-------|-------|----------------------------------|--------|--------|
| | 2016 | 2017 | 2018 | 2016 | 2017 | 2018 |
| (1.000 mínútur / minutes) | | | | | | |
| Samtals / Total | 9.562 | 8.300 | 6.402 | 100,0% | 100,0% | 100,0% |
| - Heimili / Private | 6.480 | 5.535 | 4.195 | 67,8% | 66,7% | 65,5% |
| - Fyrirtæki / Business | 3.082 | 2.765 | 2.208 | 32,2% | 33,3% | 34,5% |
| | | | | | | |
| - Síminn | 3.487 | 2.859 | 2.520 | 36,5% | 34,4% | 39,4% |
| - GlobalCall | 2.753 | 2.715 | 1.850 | 28,8% | 32,7% | 28,9% |
| - Vodafone | 1.970 | 1.906 | 1.573 | 20,6% | 23,0% | 24,6% |
| - 365 | 463 | ... | ... | 4,8% | ... | ... |
| - Aðrir / Others | 889 | 820 | 458 | 9,3% | 9,9% | 7,2% |

Mynd 6. Markaðshlutdeild skipt eftir fyrirtækjum

Picture 6. Market share by companies



Fastanet – Fixed network

Símtöl til farsímaneta / Calls to mobile networks

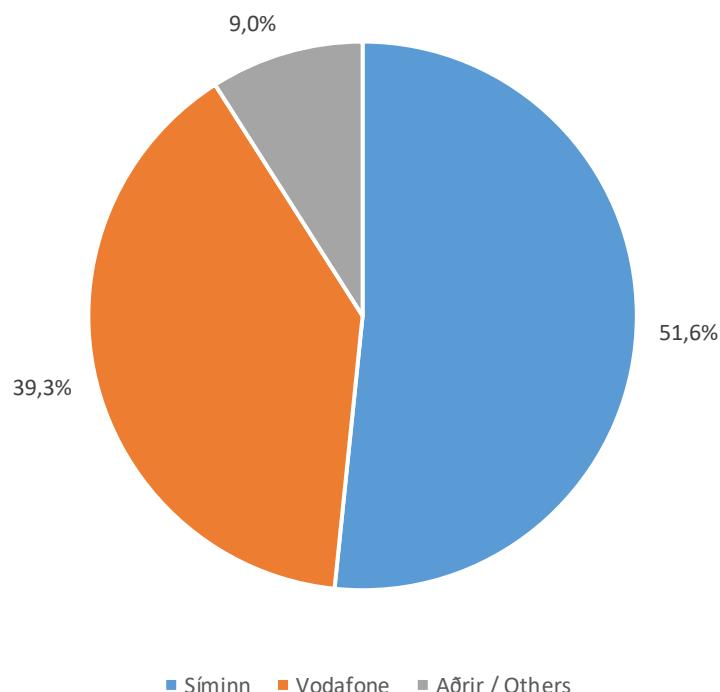
Tafla 7. Símtöl til farsímaneta

Table 7. Calls to mobile networks

| | Fjöldi Number | | | Markaðshlutdeild Market share | | |
|----------------------------|------------------|--------|--------|----------------------------------|--------|--------|
| | 2016 | 2017 | 2018 | 2016 | 2017 | 2018 |
| (1.000 mínútur / minutes) | | | | | | |
| Samtals / Total | 84.577 | 77.284 | 67.678 | 100,0% | 100,0% | 100,0% |
| - Heimili / Private | 31.851 | 27.483 | 22.385 | 37,7% | 35,6% | 33,1% |
| - Fyrirtæki / Business | 52.726 | 49.801 | 45.293 | 62,3% | 64,4% | 66,9% |
| | | | | | | |
| - Síminn | 46.287 | 41.207 | 34.944 | 54,7% | 53,3% | 51,6% |
| - Vodafone | 29.557 | 29.561 | 26.616 | 34,9% | 38,3% | 39,3% |
| - 365 | 2.614 | ... | ... | 3,1% | ... | ... |
| - Aðrir / Others | 6.120 | 6.516 | 6.118 | 7,2% | 8,4% | 9,0% |

Mynd 7. Markaðshlutdeild skipt eftir fyrirtækjum

Picture 7. Market share by companies



Farsímanet – Mobile network

Helstu stærðir á farsímaneti / Main indicators in mobile networks

Tafla 8. Helstu stærðir á farsímaneti

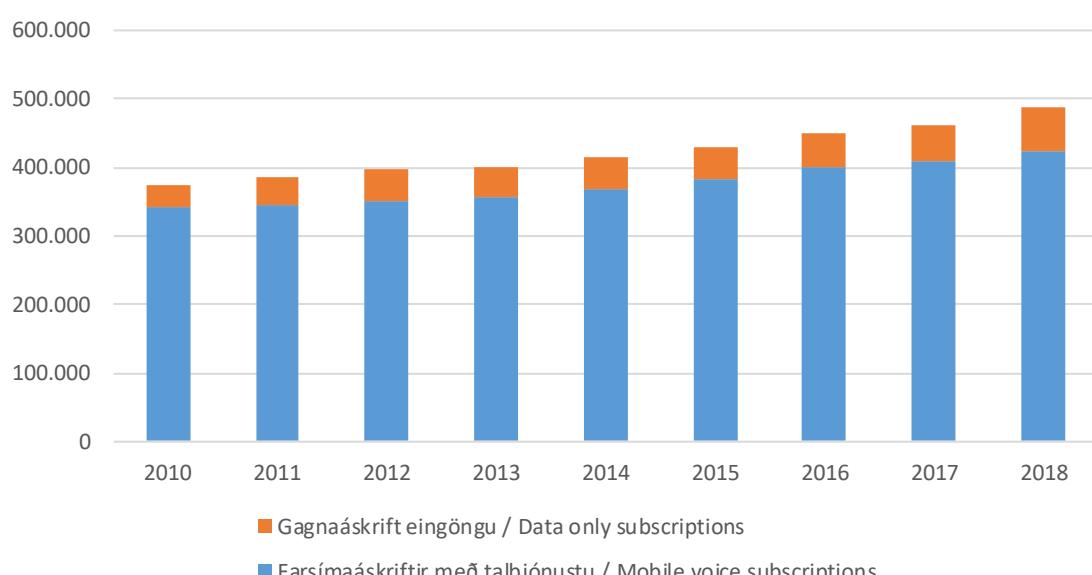
Table 8. Main indicators in mobile networks

| | 2016 | 2017 | 2018 |
|---|---------|---------|---------|
| Heildarfjöldi farsíma áskrifta / Total mobile subscriptions | 450.839 | 462.026 | 486.979 |
| Farsímaáskriftir með talþjónustu / Mobile voice | 401.613 | 410.662 | 424.720 |
| Gagnaáskrift eingöngu / Data only subscriptions | 49.226 | 51.364 | 62.259 |
| Fjöldi TÍT áskrifta / Number of M2M subscriptions | 23.992 | 32.058 | 46.650 |
| (1.000 mínútur / minutes) | | | |
| Fjöldi mínútana úr farsíum / Total minutes from mobile | 827.220 | 856.411 | 890.264 |
| (1.000 símtöl / calls) | | | |
| Fjöldi símtala úr farsíum / Total calls from mobile | 336.068 | 330.239 | 323.340 |
| (1.000 skilaboð / Messages) | | | |
| SMS skeytu send úr farsíum / SMS sent from mobile | 178.503 | 174.077 | 180.046 |
| MMS skeytu send úr farsíum / MMS sent from mobile | 3.649 | 3.562 | 4.107 |

*TÍT=Tæki í tæki / *M2M=Machine to Machine

Mynd 8. Heildarfjöldi farsímaáskrifta

Picture 8. Total mobile subscriptions



Farsímanet - Mobile network

Heildarfjöldi áskrifta / Total subscriptions

Tafla 9. Heildarfjöldi áskrifta*

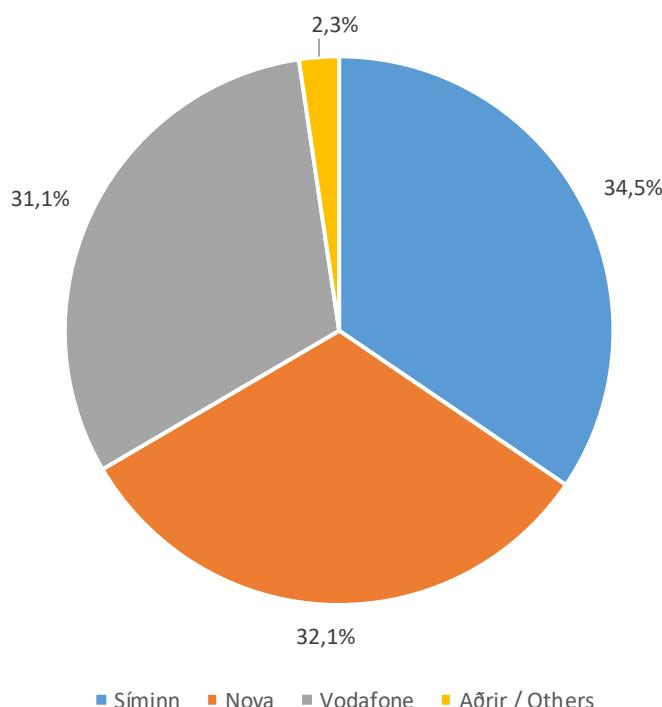
Table 9. Total subscriptions*

| Í lok árs / End of | Fjöldi áskrifta Total subscriptions | | | Markaðshlutdeild Market share | | |
|--------------------|--|---------|---------|----------------------------------|--------|--------|
| | 2016 | 2017 | 2018 | 2016 | 2017 | 2018 |
| Samtals / Total | 450.839 | 462.026 | 486.979 | 100,0% | 100,0% | 100,0% |
| - Síminn | 149.020 | 149.228 | 168.033 | 33,1% | 32,3% | 34,5% |
| - Nova | 153.185 | 153.324 | 156.135 | 34,0% | 33,2% | 32,1% |
| - Vodafone | 129.028 | 151.359 | 151.391 | 28,6% | 32,8% | 31,1% |
| - 365 | 14.608 | ... | ... | 3,2% | ... | ... |
| - Aðrir / Others | 4.998 | 8.115 | 11.420 | 1,1% | 1,8% | 2,3% |

*Áskriftir fyrir tal og netþjónustu (netlyklar) á farneti. / *Standard voice subscriptions and data only (PC-card).

Mynd 9. Markaðshlutdeild skipt eftir fyrirtækjum

Picture 9. Market share by companies



Farsímanet - Mobile network

Heildarfjöldi áskrifta með talþjónustu / Mobile voice subscriptions

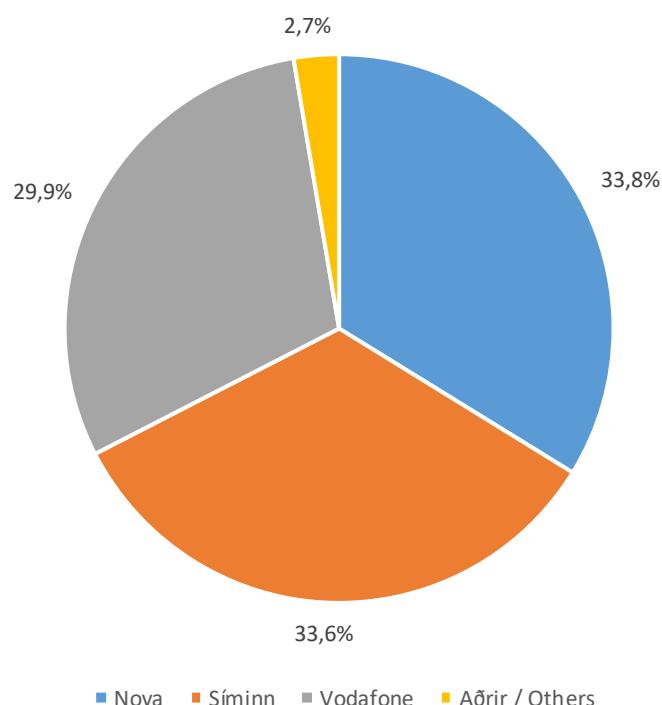
Tafla 10. Fjöldi áskrifta með talþjónustu

Table 10. Mobile voice subscriptions

| Í lok árs / End of | Fjöldi áskrifta Total subscriptions | | | Markaðshlutdeild Market share | | |
|--------------------|--|---------|---------|----------------------------------|--------|--------|
| | 2016 | 2017 | 2018 | 2016 | 2017 | 2018 |
| Samtals / Total | 401.613 | 410.662 | 424.720 | 100,0% | 100,0% | 100,0% |
| - Nova | 139.947 | 140.812 | 143.550 | 34,8% | 34,3% | 33,8% |
| - Síminn | 130.734 | 132.291 | 142.895 | 32,6% | 32,2% | 33,6% |
| - Vodafone | 111.743 | 130.190 | 126.974 | 27,8% | 31,7% | 29,9% |
| - 365 | 14.472 | ... | ... | 3,6% | ... | ... |
| - Aðrir / Others | 4.717 | 7.369 | 11.301 | 1,2% | 1,8% | 2,7% |

Mynd 10. Markaðshlutdeild skipt eftir fyrirtækjum

Picture 10. Market share by companies



Farsímanet - Mobile network

Samningsbundnar áskriftir / Contract subscriptions

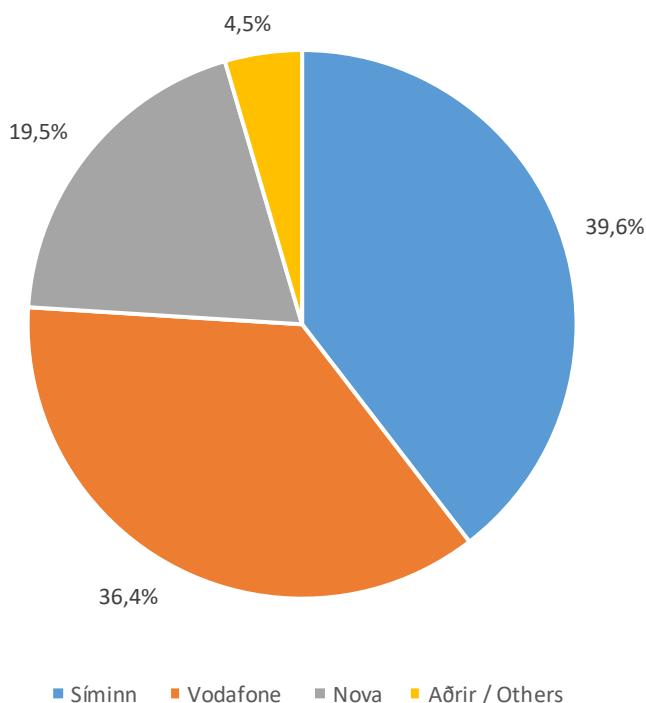
Tafla 11. Samningsbundnar áskriftir

Table 11. Contract subscriptions

| Í lok árs / End of | Samningsbundnar áskriftir Contract subscriptions | | | Markaðshlutdeild Market share | | |
|--------------------|---|---------|---------|----------------------------------|--------|--------|
| | 2016 | 2017 | 2018 | 2016 | 2017 | 2018 |
| Samtals / Total | 231.524 | 241.903 | 248.942 | 100,0% | 100,0% | 100,0% |
| - Síminn | 92.611 | 94.290 | 98.487 | 40,0% | 39,0% | 39,6% |
| - Vodafone | 73.935 | 94.082 | 90.695 | 31,9% | 38,9% | 36,4% |
| - Nova | 46.580 | 46.162 | 48.459 | 20,1% | 19,1% | 19,5% |
| - 365 | 13.681 | ... | ... | 5,9% | ... | ... |
| - Aðrir / Others | 4.717 | 7.369 | 11.301 | 2,0% | 3,0% | 4,5% |

Mynd 11. Markaðshlutdeild skipt eftir fyrirtækjum

Picture 11. Market share by companies



Farsímanet - Mobile network

Fyrirframgreidd símakort / Pre-paid phone cards

Tafla 12. Fyrirframgreidd símakort*

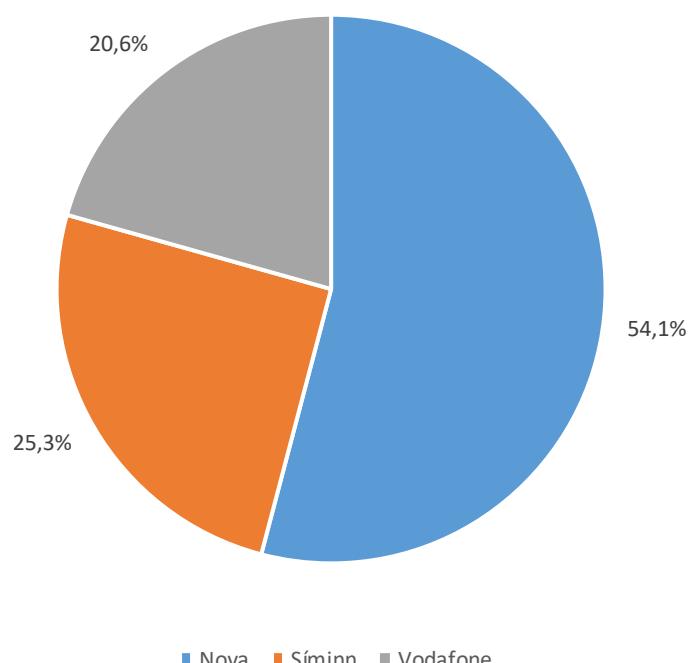
Table 12. Pre-paid phone cards*

| Í lok árs / End of | Fyrirframgreidd símakort Pre-paid phone cards | | | Markaðshlutdeild Market share | | |
|--------------------|--|---------|---------|----------------------------------|--------|--------|
| | 2016 | 2017 | 2018 | 2016 | 2017 | 2018 |
| Samtals / Total | 170.089 | 168.759 | 175.778 | 100,0% | 100,0% | 100,0% |
| - Nova | 93.367 | 94.650 | 95.091 | 54,9% | 56,1% | 54,1% |
| - Síminn | 38.123 | 38.001 | 44.408 | 22,4% | 22,5% | 25,3% |
| - Vodafone | 37.808 | 36.108 | 36.279 | 22,2% | 21,4% | 20,6% |
| - Aðrir / Others | 791 | ... | ... | 0,5% | ... | ... |

*Virk síðustu 3 mánuði. / *Active in the last 3 months.

Mynd 12. Markaðshlutdeild skipt eftir fyrirtækjum

Picture 12. Market share by companies



Farsímanet - Mobile network

Virk símakort á farsímaneti / Active phone cards on mobile networks

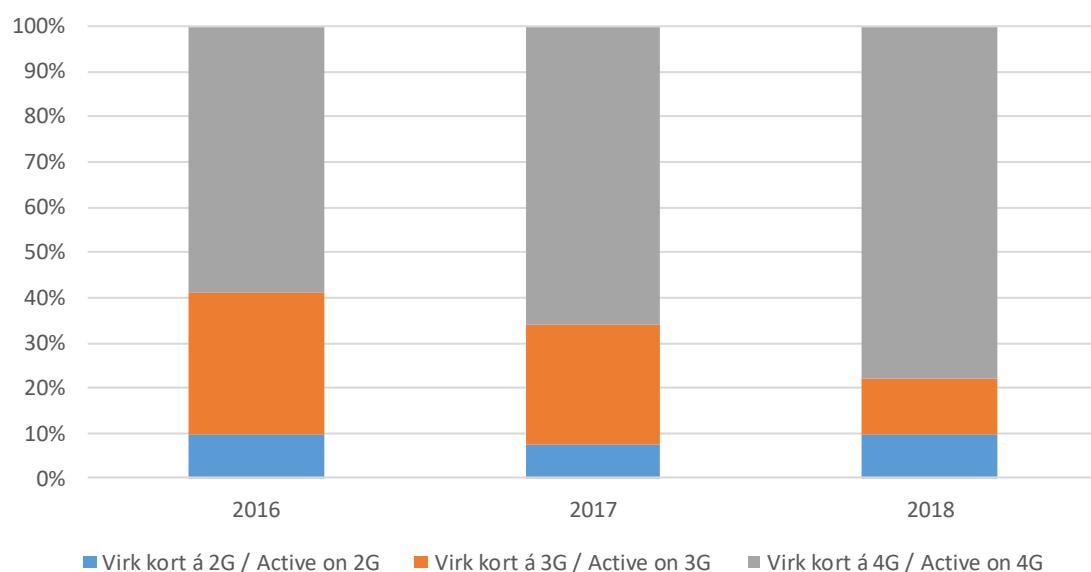
Tafla 13. Fjöldi virkra símakorta á farsímaneti

Table 13. Number of active phone cards on mobile networks

| | Fjöldi virkra símakorta Active phone cards | | | Markaðshlutdeild Market share | | |
|-----------------------|---|---------|---------|----------------------------------|--------|--------|
| | 2016 | 2017 | 2018 | 2016 | 2017 | 2018 |
| Samtals / Total | 450.839 | 462.026 | 486.979 | 100,0% | 100,0% | 100,0% |
| - Virk 2G / Active 2G | 44.293 | 34.068 | 46.310 | 9,8% | 7,4% | 9,5% |
| - Virk 3G / Active 3G | 140.092 | 122.516 | 61.489 | 31,1% | 26,5% | 12,6% |
| - Virk 4G / Active 4G | 266.454 | 305.442 | 379.180 | 59,1% | 66,1% | 77,9% |

Mynd 13. Hlutdeild skipt eftir tegund

Picture 13. Share by type



Farsímanet - Mobile network

Númeraflutningur / Portings

Tafla 14. Fjöldi númeraflutninga*

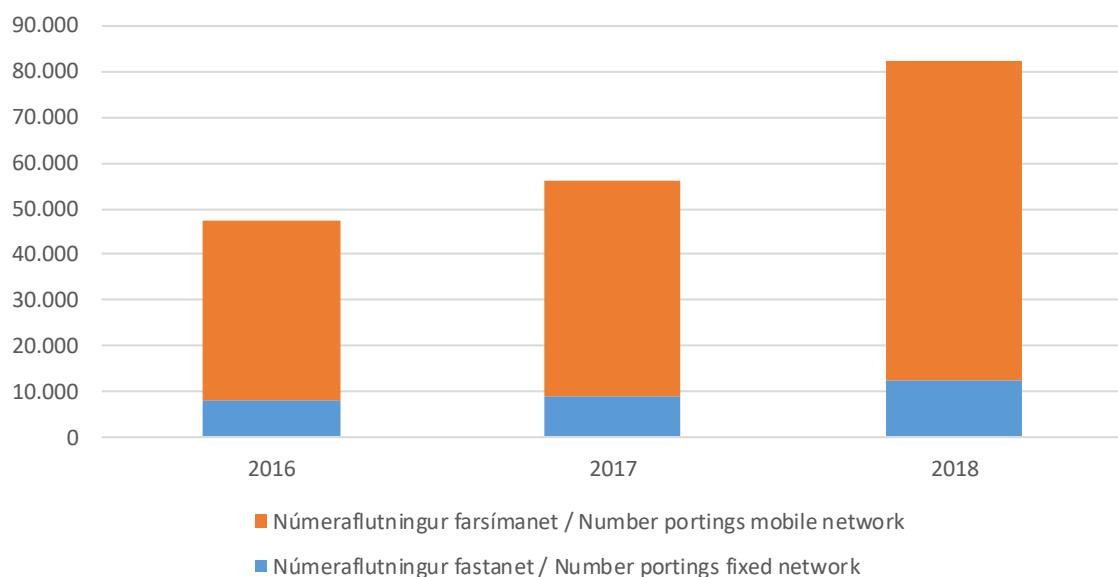
Table 14. Number of portings*

| | Fjöldi númeraflutninga Number of portings | | |
|---|--|--------|--------|
| | 2016 | 2017 | 2018 |
| Samtals / Total | 47.383 | 56.082 | 82.512 |
| - Númeraflutningur fastanet / Portings fixed network | 8.038 | 8.819 | 12.374 |
| - Númeraflutningur farsímanet / Portings mobile network | 39.345 | 47.263 | 70.138 |

* Fráfarandi númer / * Outbound portings.
Heimild / Source: Hið íslenska númeraflutningsfélag ehf.

Mynd 14. Fjöldi númeraflutninga

Picture 14. Number of portings



Farsímanet - Mobile network

Fjöldi mínútta úr farsínum / Minutes from mobile phones

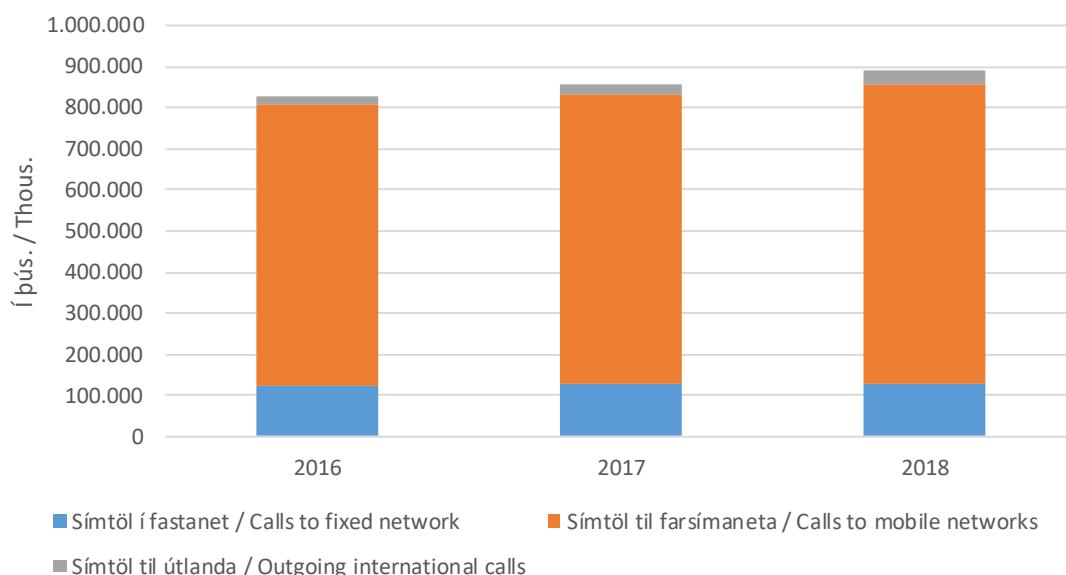
Tafla 15. Heildarfjöldi mínútta úr farsínum

Table 15. Total minutes from mobile phones

| | Fjöldi Numbers | | |
|---|-------------------|---------|---------|
| | 2016 | 2017 | 2018 |
| (1.000 mínútur / minutes) | | | |
| Samtals / Total | 827.220 | 856.411 | 890.264 |
| - Símtöl í fastanet / Calls to fixed network | 123.583 | 128.954 | 126.962 |
| - Símtöl til farsímaneta / Calls to mobile networks | 687.254 | 705.389 | 732.658 |
| - Símtöl til útlanda / Outgoing international calls | 16.382 | 22.068 | 30.645 |

Mynd 15. Heildarfjöldi mínútta úr farsínum

Picture 15. Total minutes from mobile phones



Farsímanet - Mobile network

Heildarfjöldi mínútna úr farsínum / Minutes from mobile phones

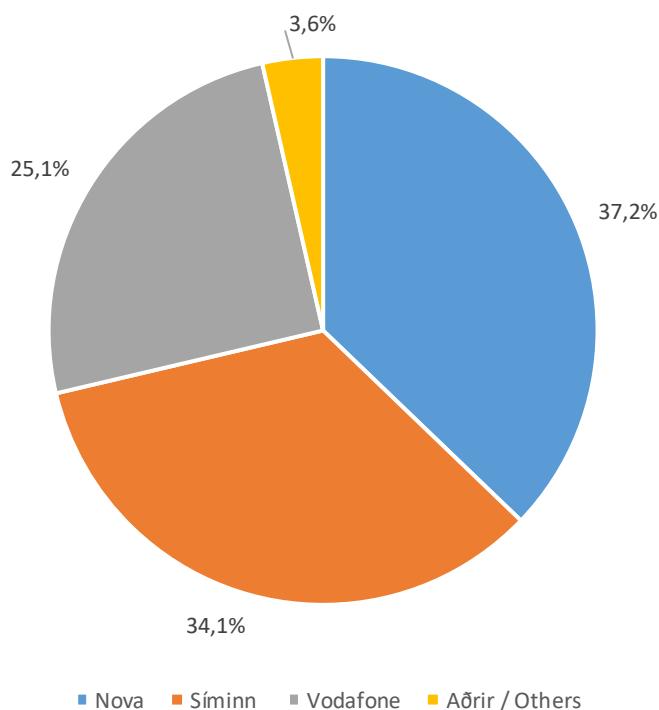
Tafla 16. Heildarfjöldi mínútna úr farsínum

Table 16. Total minutes from mobile phones

| | Fjöldi Numbers | | | Markaðshlutdeild Market share | | |
|----------------------------|-------------------|---------|---------|----------------------------------|--------|--------|
| | 2016 | 2017 | 2018 | 2016 | 2017 | 2018 |
| (1.000 mínútur / minutes) | | | | | | |
| Samtals / Total | 827.220 | 856.411 | 890.264 | 100,0% | 100,0% | 100,0% |
| - Nova | 321.149 | 324.612 | 331.035 | 38,8% | 37,9% | 37,2% |
| - Síminn | 275.630 | 283.402 | 303.907 | 33,3% | 33,1% | 34,1% |
| - Vodafone | 192.166 | 225.374 | 223.599 | 23,2% | 26,3% | 25,1% |
| - 365 | 31.069 | ... | ... | 3,8% | ... | ... |
| - Aðrir / Others | 7.206 | 23.023 | 31.723 | 0,9% | 2,7% | 3,6% |

Mynd 16. Markaðshlutdeild skipt eftir fyrirtækjum

Picture 16. Market share by companies



Farsímanet - Mobile network

Fjöldi mínútna úr farsíum til fastaneta / Minutes to fixed networks

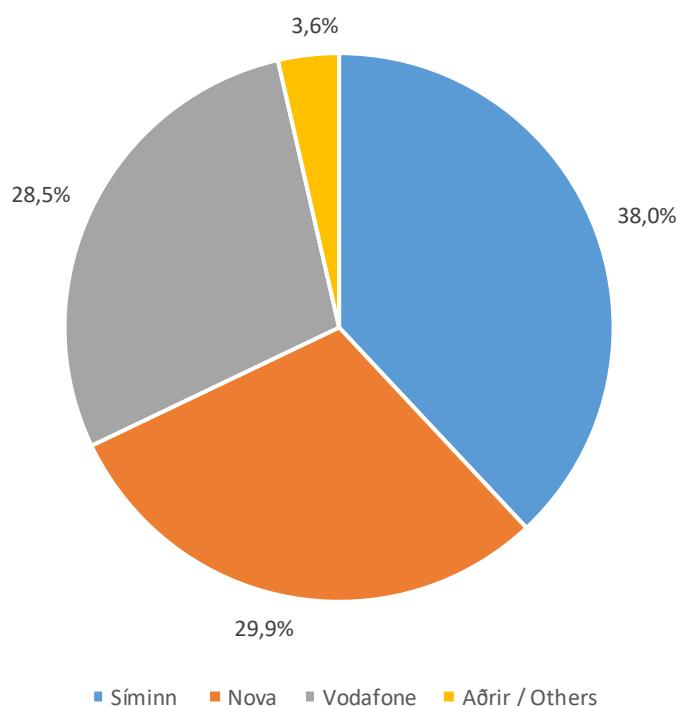
Tafla 17. Fjöldi mínútna úr farsíum til fastanets

Table 17. Total minutes from mobile to fixed network

| | Fjöldi Numbers | | | Markaðshlutdeild Market share | | |
|----------------------------|-------------------|---------|---------|----------------------------------|--------|--------|
| | 2016 | 2017 | 2018 | 2016 | 2017 | 2018 |
| (1.000 mínútur / minutes) | | | | | | |
| Samtals / Total | 123.583 | 128.954 | 126.962 | 100,0% | 100,0% | 100,0% |
| - Síminn | 48.984 | 49.026 | 48.293 | 39,6% | 38,0% | 38,0% |
| - Nova | 34.451 | 37.620 | 37.924 | 27,9% | 29,2% | 29,9% |
| - Vodafone | 33.671 | 38.900 | 36.196 | 27,2% | 30,2% | 28,5% |
| - 365 | 5.273 | ... | ... | 4,3% | ... | ... |
| - Aðrir / Others | 1.204 | 3.407 | 4.548 | 1,0% | 2,6% | 3,6% |

Mynd 17. Markaðshlutdeild skipt eftir fyrirtækjum

Picture 17. Market share by companies



Farsímanet - Mobile network

Fjöldi mínútna úr farsíum í farsíma / Minutes from mobile to mobile

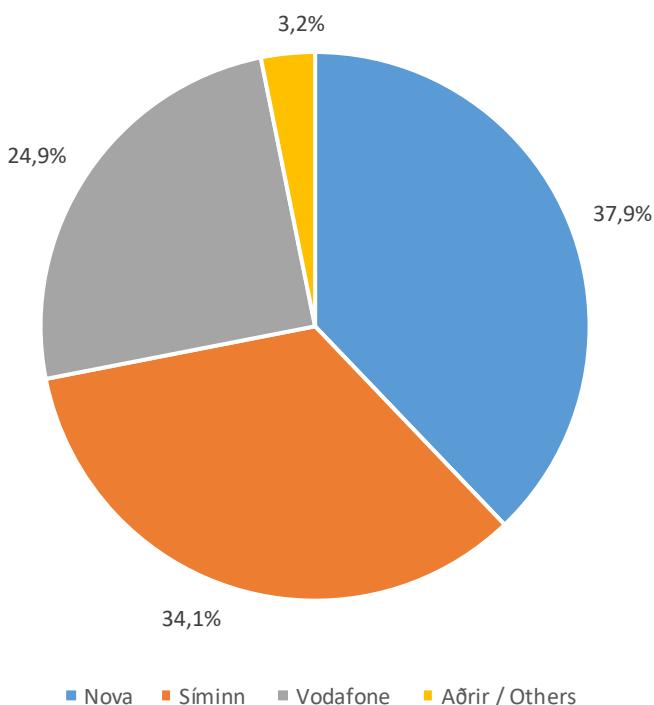
Tafla 18. Fjöldi mínútna úr farsíum í farsíma

Table 18. Total minutes from mobile to mobile

| | Fjöldi Numbers | | | Markaðshlutdeild Market share | | |
|----------------------------|-------------------|---------|---------|----------------------------------|--------|--------|
| | 2016 | 2017 | 2018 | 2016 | 2017 | 2018 |
| (1.000 mínútur / minutes) | | | | | | |
| Samtals / Total | 687.254 | 705.389 | 732.658 | 100,0% | 100,0% | 100,0% |
| - Nova | 281.167 | 278.489 | 277.431 | 40,9% | 39,5% | 37,9% |
| - Síminn | 220.887 | 228.745 | 249.554 | 32,1% | 32,4% | 34,1% |
| - Vodafone | 154.250 | 181.863 | 182.415 | 22,4% | 25,8% | 24,9% |
| - 365 | 25.517 | ... | ... | 3,7% | ... | ... |
| - Aðrir / Others | 5.433 | 16.292 | 23.257 | 0,8% | 2,3% | 3,2% |

Mynd 18. Markaðshlutdeild skipt eftir fyrirtækjum

Picture 18. Market share by companies



Farsímanet - Mobile network

Fjöldi mínútna úr farsíum til útlanda / Outgoing international calls

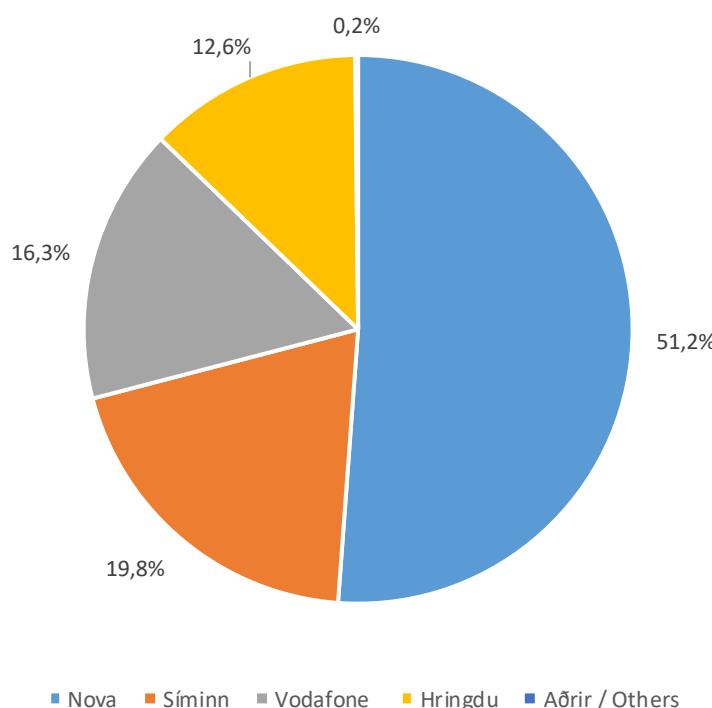
Tafla 19. Fjöldi mínútna úr farsíum til útlanda

Table 19. Total mobile outgoing international calls

| | Fjöldi Numbers | | | Markaðshlutdeild Market share | | |
|----------------------------|-------------------|--------|--------|----------------------------------|--------|--------|
| | 2016 | 2017 | 2018 | 2016 | 2017 | 2018 |
| (1.000 mínútur / minutes) | | | | | | |
| Samtals / Total | 16.382 | 22.068 | 30.645 | 100,0% | 100,0% | 100,0% |
| - Nova | 5.531 | 8.503 | 15.680 | 33,8% | 38,5% | 51,2% |
| - Síminn | 5.759 | 5.631 | 6.059 | 35,2% | 25,5% | 19,8% |
| - Vodafone | 4.246 | 4.611 | 4.987 | 25,9% | 20,9% | 16,3% |
| - Hringdu | 531 | 3.268 | 3.866 | 3,2% | 14,8% | 12,6% |
| - Aðrir / Others | 316 | 55 | 52 | 1,9% | 0,3% | 0,2% |

Mynd 19. Markaðshlutdeild skipt eftir fyrirtækjum

Picture 19. Market share by companies



Farsímanet - Mobile network

Fjöldi SMS og MMS / Number of SMS and MMS

Tafla 20. Fjöldi SMS og MMS skilaboða eftir fyrirtækjum*

Table 20. Total SMS and MMS messages by companies*

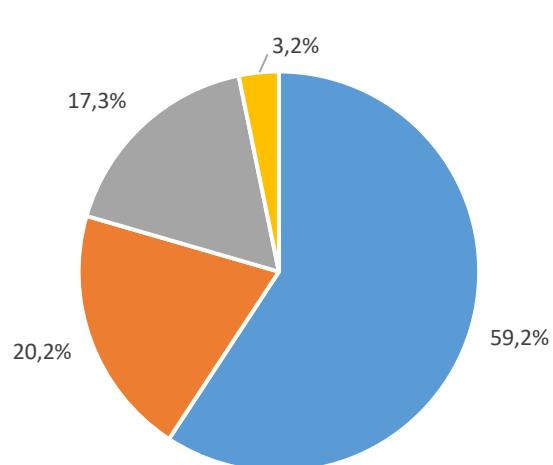
| | SMS | | | Markaðshlutdeild Market share | | |
|-----------------------------|---------|---------|---------|----------------------------------|--------|--------|
| | 2016 | 2017 | 2018 | 2016 | 2017 | 2018 |
| (1.000 skilaboð / Messages) | | | | | | |
| Samtals / Total | 178.503 | 174.077 | 180.046 | 100,0% | 100,0% | 100,0% |
| - Nova | 111.490 | 107.336 | 106.675 | 62,5% | 61,7% | 59,2% |
| - Síminn | 33.322 | 32.033 | 36.443 | 18,7% | 18,4% | 20,2% |
| - Vodafone | 28.249 | 31.299 | 31.125 | 15,8% | 18,0% | 17,3% |
| - Aðrir / Others | 5.442 | 3.409 | 5.803 | 3,0% | 2,0% | 3,2% |
| MMS | | | | | | |
| Samtals / Total | 3.649 | 3.562 | 4.107 | 100,0% | 100,0% | 100,0% |
| - Nova | 2.029 | 1.870 | 2.094 | 55,6% | 52,5% | 51,0% |
| - Vodafone | 722 | 873 | 1.022 | 19,8% | 24,5% | 24,9% |
| - Síminn | 822 | 771 | 906 | 22,5% | 21,7% | 22,0% |
| - Aðrir / Others | 77 | 47 | 86 | 2,1% | 1,3% | 2,1% |

*Einungis sendingar innan farsímanetsins. / *From mobile to mobile.

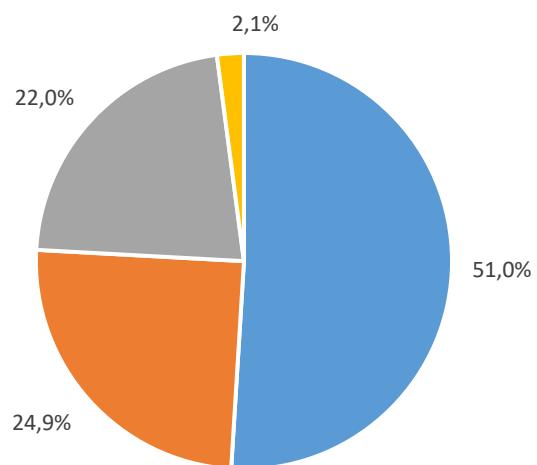
Mynd 20. Markaðshlutdeild skipt eftir fyrirtækjum

Picture 20. Market share by companies

SMS



MMS



■ Nova ■ Síminn ■ Vodafone ■ Aðrir / Others

■ Nova ■ Vodafone ■ Síminn ■ Aðrir / Others

Farsímanet - Mobile network

Fjöldi áskrifta fyrir netið í símann / Voice and data subscriptions

Tafla 21. Fjöldi áskrifta fyrir netið í farsímann*

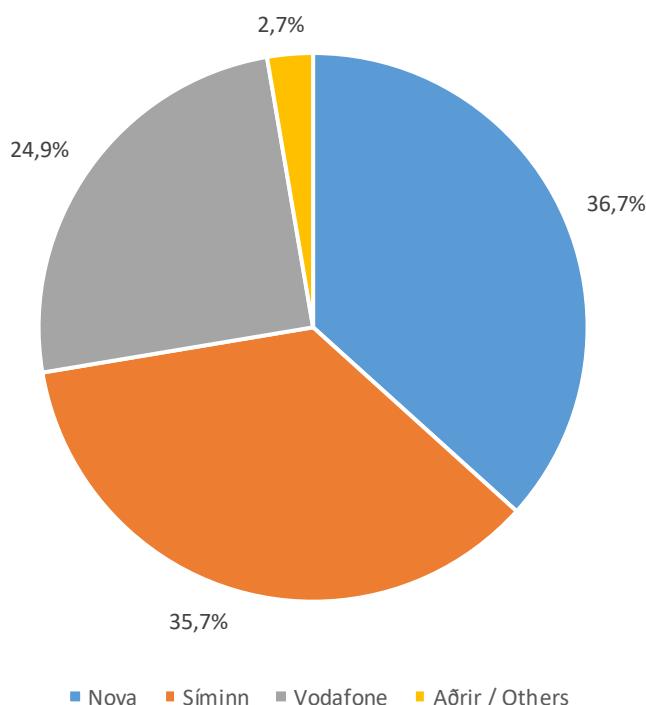
Table 21. Mobile broadband, number of voice and data subscriptions*

| Í lok árs / End of | Breiðbandstenging farsíma Mobile broadband | | | Markaðshlutdeild Market share | | |
|--------------------|---|---------|---------|----------------------------------|--------|--------|
| | 2016 | 2017 | 2018 | 2016 | 2017 | 2018 |
| Samtals / Total | 304.677 | 328.243 | 358.889 | 100,0% | 100,0% | 100,0% |
| - Nova | 124.951 | 128.055 | 131.704 | 41,0% | 39,0% | 36,7% |
| - Síminn | 93.997 | 107.974 | 128.002 | 30,9% | 32,9% | 35,7% |
| - Vodafone | 70.383 | 85.858 | 89.529 | 23,1% | 26,2% | 24,9% |
| - 365 | 10.854 | ... | ... | 3,6% | ... | ... |
| - Aðrir / Others | 4.492 | 6.356 | 9.654 | 1,5% | 1,9% | 2,7% |

*Áskriftir sem hafa notað netið í símann. / *Subscriptions which have used voice calls in addition to data traffic.

Mynd 21. Markaðshlutdeild skipt eftir fyrirtækjum

Picture 21. Market share by companies



Farsímanet - Mobile network

Netþjónusta á farsímaneti / Data only subscriptions

Tafla 22. Fjöldi áskriftta fyrir netþjónustu á farsímaneti*

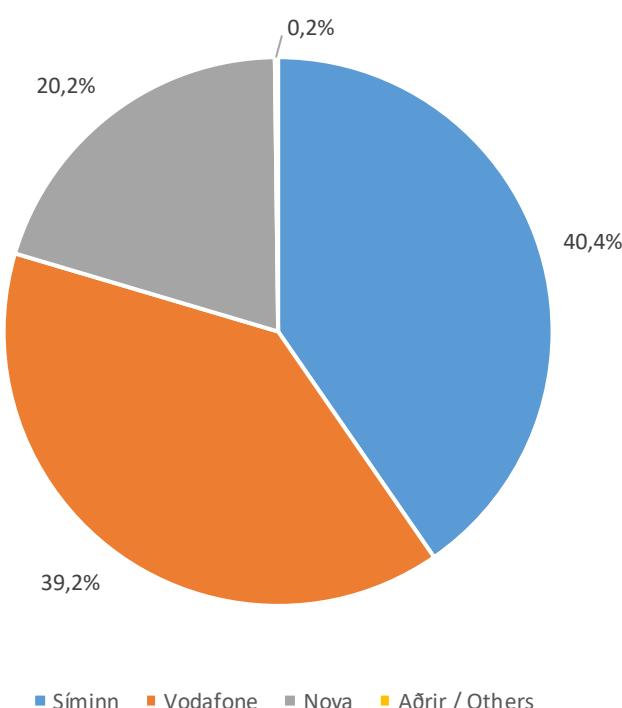
Table 22. Mobile broadband, number of data only subscriptions*

| Í lok árs / End of | Breiðbandstenging farsíma Mobile broadband | | | Markaðshlutdeild Market share | | |
|--------------------|---|--------|--------|----------------------------------|--------|--------|
| | 2016 | 2017 | 2018 | 2016 | 2017 | 2018 |
| Samtals / Total | 49.226 | 51.364 | 62.259 | 100,0% | 100,0% | 100,0% |
| - Síminn | 18.286 | 16.937 | 25.138 | 37,1% | 33,0% | 40,4% |
| - Vodafone | 17.285 | 21.169 | 24.417 | 35,1% | 41,2% | 39,2% |
| - Nova | 13.238 | 12.512 | 12.585 | 26,9% | 24,4% | 20,2% |
| - Aðrir / Others | 417 | 746 | 119 | 0,8% | 1,5% | 0,2% |

*Áskriftir sem heimila eingöngu gagnamagn (netlykill). / *Subscriptions with data only on mobile networks.

Mynd 22. Markaðshlutdeild skipt eftir fyrirtækjum

Picture 22. Market share by companies



Farsímanet - Mobile network

Gagnamagn á farsímaneti / Data traffic in mobile networks

Tafla 23. Gagnamagn á farsímaneti*

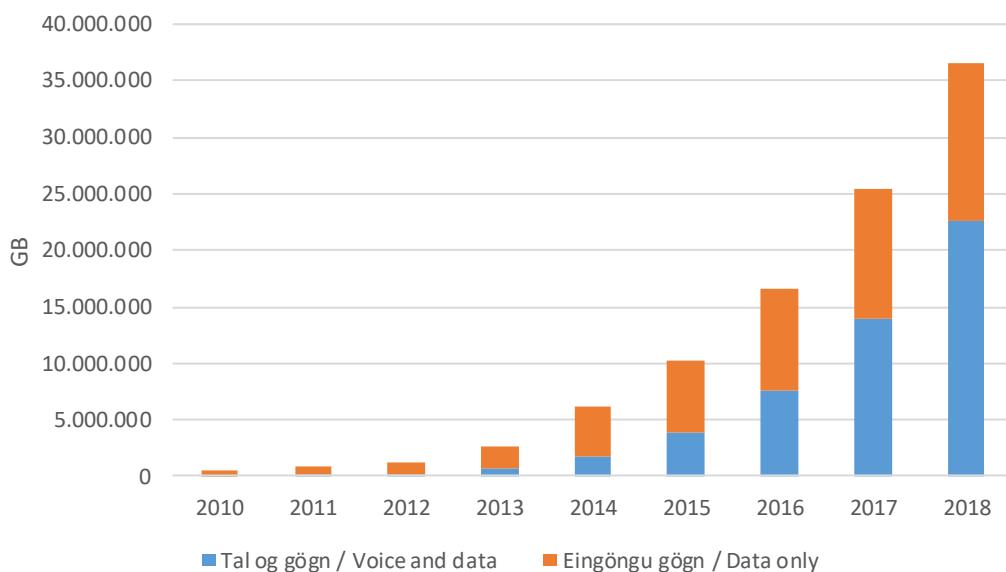
Table 23. Data traffic in mobile networks*

| | Farsímanet / gögn Mobile network / Data | | | Markaðshlutdeild Market share | | |
|--------------------------------|--|------------|------------|----------------------------------|--------|--------|
| | 2016 | 2017 | 2018 | 2016 | 2017 | 2018 |
| GB | | | | | | |
| Samtals / Total | 16.652.368 | 25.365.262 | 36.555.618 | 100,0% | 100,0% | 100,0% |
| - Tal og gögn / Voice and data | 7.664.438 | 13.916.019 | 22.597.080 | 46,0% | 54,9% | 61,8% |
| - Eingöngu gögn / Data only | 8.987.930 | 11.449.243 | 13.958.538 | 54,0% | 45,1% | 38,2% |

*Gagnamagn fyrir netið í símann og netþjónustu á farneti. / *Data traffic for standard mobile and data only.

Mynd 23. Gagnamagn á farsímaneti

Picture 23. Data traffic in mobile networks



Farsímanet - Mobile network

Gagnamagn á farsímaneti / Data traffic in mobile networks

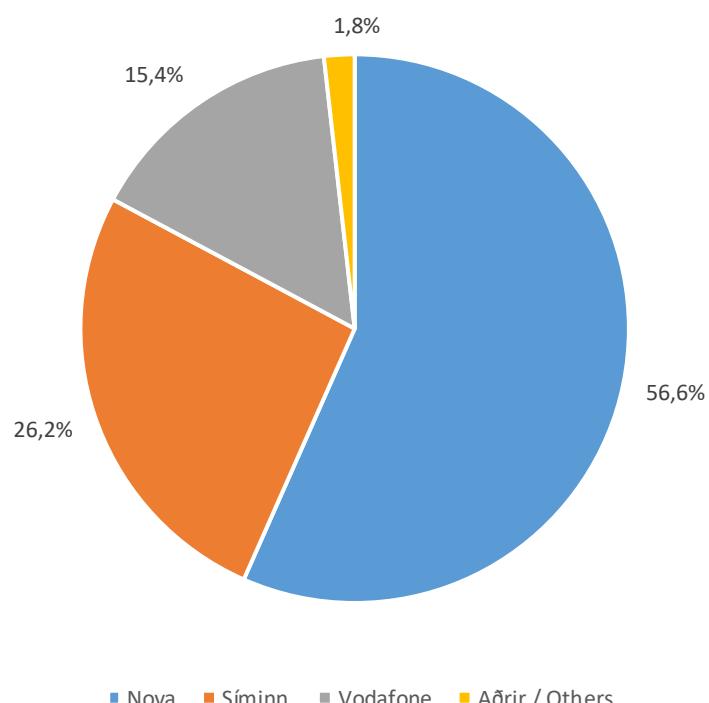
Tafla 24. Gagnamagn á farsímaneti

Table 24. Data traffic in mobile networks

| | Farsímanet / Gagnamagn Mobile network / Data traffic | | | Markaðshlutdeild Market share | | |
|------------------|---|------------|------------|----------------------------------|--------|--------|
| | 2016 | 2017 | 2018 | 2016 | 2017 | 2018 |
| GB | | | | | | |
| Samtals / Total | 16.652.368 | 25.365.262 | 36.555.618 | 100,0% | 100,0% | 100,0% |
| - Nova | 11.074.946 | 15.025.716 | 20.701.807 | 66,5% | 59,2% | 56,6% |
| - Síminn | 3.240.613 | 5.809.276 | 9.569.829 | 19,5% | 22,9% | 26,2% |
| - Vodafone | 1.860.345 | 4.239.922 | 5.626.432 | 11,2% | 16,7% | 15,4% |
| - Aðrir / Others | 476.464 | 290.348 | 657.550 | 2,9% | 1,1% | 1,8% |

Mynd 24. Markaðshlutdeild skipt eftir fyrirtækjum

Picture 24. Market share by companies



Farsímanet - Mobile network

Gagnamagn, netið í símann / Data traffic, voice and data

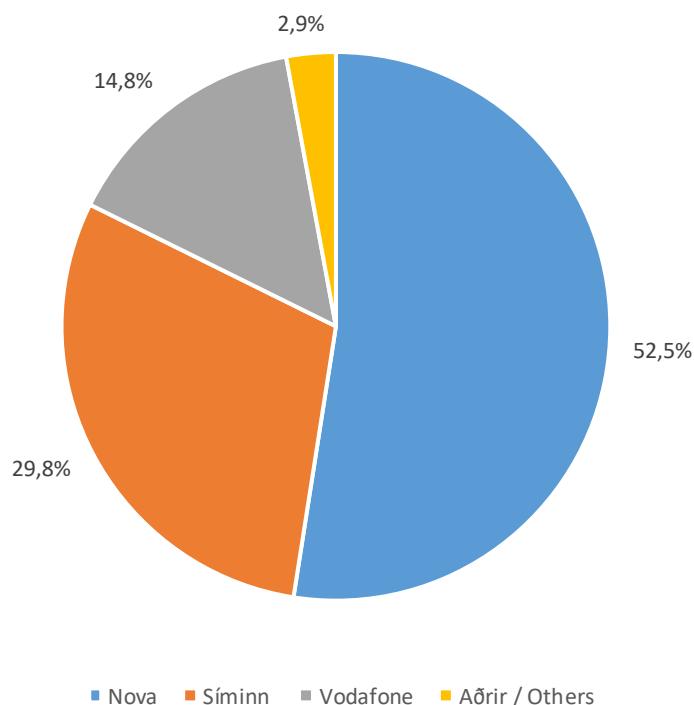
Tafla 25. Gagnamagn, netið í farsímann

Table 25. Data traffic in mobile networks, voice and data

| | Farsímanet / Tal og gögn Mobile network / Voice and data | | | Markaðshlutdeild Market share | | |
|------------------|---|------------|------------|----------------------------------|--------|--------|
| | 2016 | 2017 | 2018 | 2016 | 2017 | 2018 |
| GB | | | | | | |
| Samtals / Total | 7.664.438 | 13.916.019 | 22.597.080 | 100,0% | 100,0% | 100,0% |
| - Nova | 4.890.432 | 7.918.526 | 11.857.424 | 63,8% | 56,9% | 52,5% |
| - Síminn | 1.506.781 | 3.347.986 | 6.742.754 | 19,7% | 24,1% | 29,8% |
| - Vodafone | 792.327 | 2.363.483 | 3.339.352 | 10,3% | 17,0% | 14,8% |
| - 365 | 446.491 | ... | ... | 5,8% | ... | ... |
| - Aðrir / Others | 28.406 | 286.025 | 657.550 | 0,4% | 2,1% | 2,9% |

Mynd 25. Markaðshlutdeild skipt eftir fyrirtækjum

Picture 25. Market share by companies



Farsímanet - Mobile network

Gagnamagn, eingöngu gagnaáskrift / Data traffic, only data subscriptions

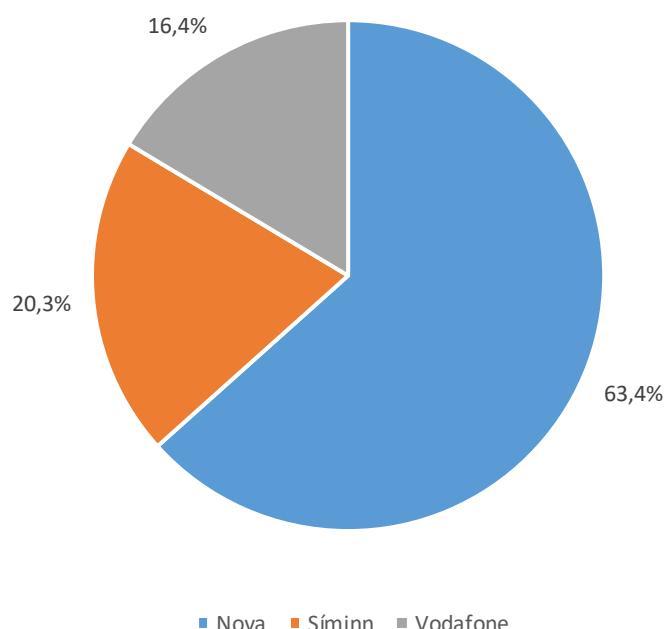
Tafla 26. Gagnamagn, eingöngu gagnaáskrift

Table 26. Data traffic in mobile networks, data only subscriptions

| | Farsímanet / Eingöngu gögn Mobile network / Data only | | | Markaðshlutdeild Market share | | |
|------------------|--|------------|------------|----------------------------------|--------|--------|
| | 2016 | 2017 | 2018 | 2016 | 2017 | 2018 |
| GB | | | | | | |
| Samtals / Total | 8.987.930 | 11.449.243 | 13.958.538 | 100,0% | 100,0% | 100,0% |
| - Nova | 6.184.514 | 7.107.190 | 8.844.383 | 68,8% | 62,1% | 63,4% |
| - Síminn | 1.733.831 | 2.461.290 | 2.827.075 | 19,3% | 21,5% | 20,3% |
| - Vodafone | 1.068.018 | 1.876.440 | 2.287.080 | 11,9% | 16,4% | 16,4% |
| - Aðrir / Others | 1.568 | 4.324 | ... | 0,0% | 0,0% | ... |

Mynd 26. Markaðshlutdeild skipt eftir fyrirtækjum

Picture 26. Market share by companies



Internetið – Internet

Fjöldi internettenginga / Internet subscriptions

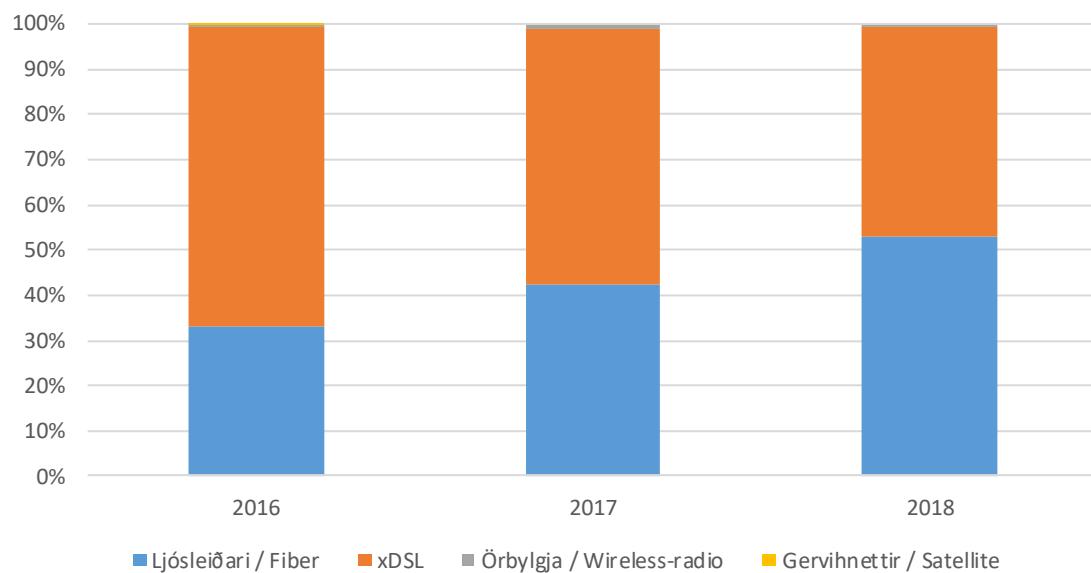
Tafla 27. Fjöldi tenginga eftir tegund

Table 27. Total subscriptions by type

| Í lok árs / End of | 2016 | 2017 | 2018 |
|-----------------------------|---------|---------|---------|
| Samtals / Total | 128.023 | 133.574 | 136.556 |
| - Ljósleiðari / Fiber | 42.352 | 56.649 | 72.253 |
| - xDSL | 84.846 | 75.631 | 63.743 |
| - Örbylgja / Wireless-radio | 793 | 1.294 | 560 |
| - Gervihnettir / Satellite | 32 | 0 | 0 |

Mynd 27. Hlutfall tenginga eftir tegund

Picture 27. Connection rate by type



Internetið - Internet

Internettengingar eftir fyrirtækjum / Internet connections by companies

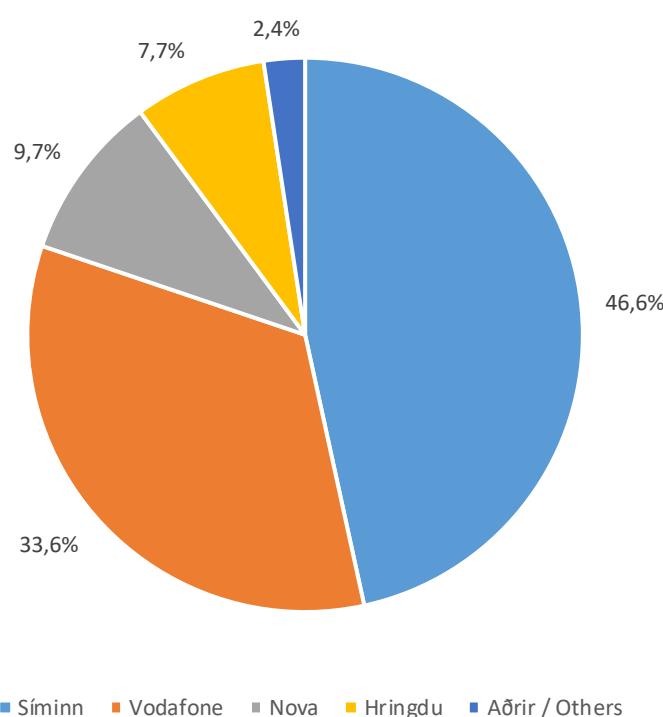
Tafla 28. Fjöldi internettenginga eftir fyrirtækjum

Table 28. Total subscriptions by companies

| Í lok árs / End of | Fjöldi Number | | | Markaðshlutdeild Market share | | |
|--------------------|------------------|---------|---------|----------------------------------|--------|--------|
| | 2016 | 2017 | 2018 | 2016 | 2017 | 2018 |
| Samtals / Total | 128.023 | 133.574 | 136.556 | 100,0% | 100,0% | 100,0% |
| - Síminn | 61.328 | 61.857 | 63.611 | 47,9% | 46,3% | 46,6% |
| - Vodafone | 35.623 | 49.557 | 45.907 | 27,8% | 37,1% | 33,6% |
| - Nova | 1.947 | 6.671 | 13.219 | 1,5% | 5,0% | 9,7% |
| - Hringdu | 8.748 | 9.817 | 10.540 | 6,8% | 7,3% | 7,7% |
| - 365 | 14.960 | ... | ... | 11,7% | ... | ... |
| - Aðrir / Others | 5.417 | 5.672 | 3.279 | 4,2% | 4,2% | 2,4% |

Mynd 28. Markaðshlutdeild skipt eftir fyrirtækjum

Picture 28. Market share by companies



Internetið - Internet

Fjöldi xDSL internettenginga / xDSL subscriptions

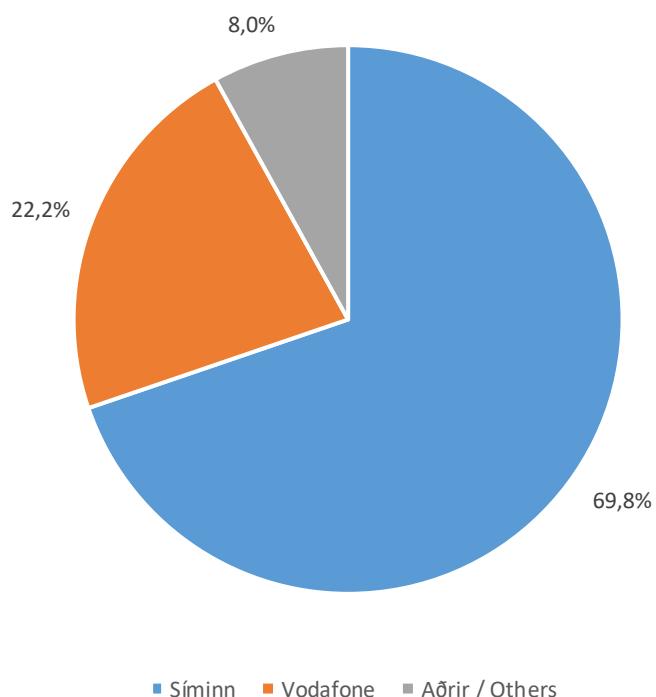
Tafla 29. Fjöldi xDSL tenginga eftir fyrirtækjum

Table 29. Total xDSL subscriptions by companies

| Í lok árs / End of | Fjöldi Number | | | Markaðshlutdeild Market share | | |
|--------------------|------------------|--------|--------|----------------------------------|--------|--------|
| | 2016 | 2017 | 2018 | 2016 | 2017 | 2018 |
| Samtals / Total | 84.846 | 75.631 | 63.743 | 100,0% | 100,0% | 100,0% |
| - Síminn | 57.249 | 51.646 | 44.471 | 67,5% | 68,3% | 69,8% |
| - Vodafone | 13.028 | 18.161 | 14.155 | 15,4% | 24,0% | 22,2% |
| - 365 | 8.436 | ... | ... | 9,9% | ... | ... |
| - Aðrir / Others | 6.133 | 5.824 | 5.117 | 7,2% | 7,7% | 8,0% |

Mynd 29. Markaðshlutdeild skipt eftir fyrirtækjum

Picture 29. Market share by companies



Internetið - Internet

Fjöldi ljósleiðara internettenginga / Fiber connections

Tafla 30. Fjöldi ljósleiðara internettenginga*

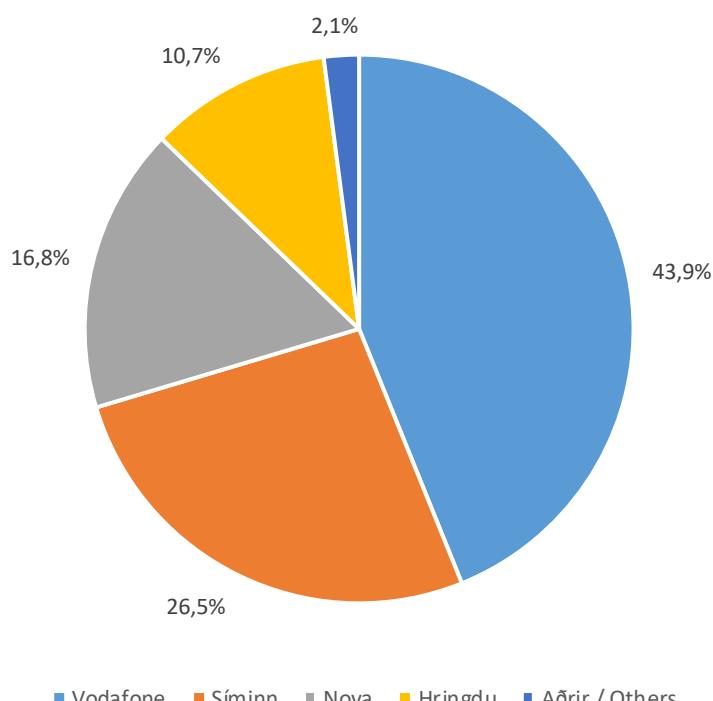
Table 30. Total fiber internet connections*

| Í lok árs / End of | Fjöldi Number | | | Markaðshlutdeild Market share | | |
|--------------------|------------------|--------|--------|----------------------------------|--------|--------|
| | 2016 | 2017 | 2018 | 2016 | 2017 | 2018 |
| Samtals / Total | 42.352 | 56.649 | 72.253 | 100,0% | 100,0% | 100,0% |
| - Vodafone | 22.595 | 30.706 | 31.712 | 53,4% | 54,2% | 43,9% |
| - Síminn | 4.055 | 10.211 | 19.140 | 9,6% | 18,0% | 26,5% |
| - Nova | 1.947 | 6.671 | 12.160 | 4,6% | 11,8% | 16,8% |
| - Hringdu | 5.599 | 6.727 | 7.747 | 13,2% | 11,9% | 10,7% |
| - 365 | 6.034 | ... | ... | 14,2% | ... | ... |
| - Aðrir / Others | 2.122 | 2.334 | 1.494 | 5,0% | 4,1% | 2,1% |

*Ljósleiðari að heimili eða byggingu. / *Fiber to home or building.

Mynd 30. Markaðshlutdeild skipt eftir fyrirtækjum

Picture 30. Market share by companies



Internetið - Internet

Fjöldi xDSL og ljósleiðara internettenginga / xDSL and fiber connections

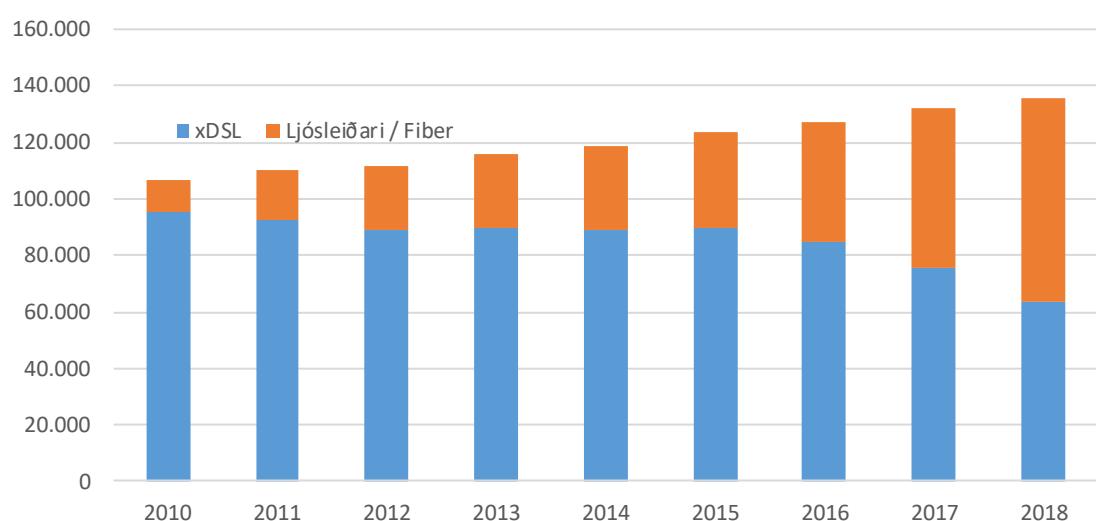
Tafla 31. Fjöldi xDSL og ljósleiðara internettenginga

Table 31. Total xDSL and fiber internet connections

| | xDSL | Ljósleiðari / Fiber | Hlutfall Ljósleiðari % Fiber ratio % |
|------|--------|---------------------|---|
| 2000 | 2.591 | ... | |
| 2001 | 10.618 | ... | |
| 2002 | 23.484 | ... | |
| 2003 | 39.502 | 60 | 0,2% |
| 2004 | 53.264 | 92 | 0,2% |
| 2005 | 75.897 | 204 | 0,3% |
| 2006 | 85.280 | 668 | 0,8% |
| 2007 | 94.630 | 1.218 | 1,3% |
| 2008 | 98.762 | 2.615 | 2,6% |
| 2009 | 97.862 | 6.908 | 6,6% |
| 2010 | 95.448 | 11.563 | 10,8% |
| 2011 | 92.745 | 17.265 | 15,7% |
| 2012 | 89.123 | 22.521 | 20,2% |
| 2013 | 90.090 | 25.736 | 22,2% |
| 2014 | 88.799 | 29.692 | 25,1% |
| 2015 | 89.453 | 33.962 | 27,5% |
| 2016 | 84.846 | 42.352 | 33,3% |
| 2017 | 75.631 | 56.649 | 42,8% |
| 2018 | 63.743 | 72.253 | 53,1% |

Mynd 31. Fjöldi xDSL og ljósleiðara internettenginga

Picture 31. Total xDSL and fiber internet connection



Internetið - Internet

Fjöldi tenginga eftir niðurhalshraða / Internet downstream speeds

Tafla 32. Fjöldi tenginga eftir niðurhalshraða*

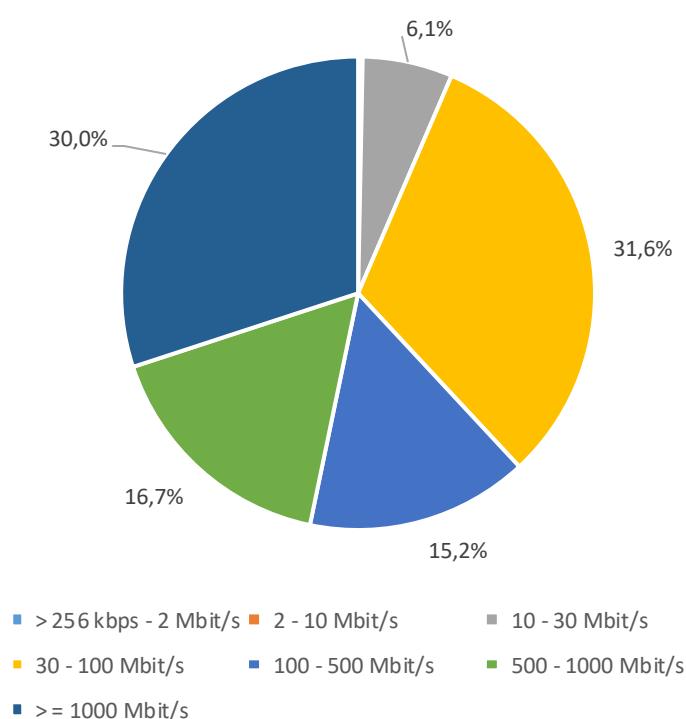
Table 32. Total subscriptions by downstream speeds*

| | Fjöldi Number | | | Markaðshlutdeild Market share | | |
|-------------------------|------------------|---------|---------|----------------------------------|--------|--------|
| | 2016 | 2017 | 2018 | 2016 | 2017 | 2018 |
| Samtals / Total | 128.023 | 133.574 | 136.556 | 100,0% | 100,0% | 100,0% |
| - > 256 kbps - 2 Mbit/s | 414 | 217 | 159 | 0,3% | 0,2% | 0,1% |
| - 2 - 10 Mbit/s | 879 | 501 | 268 | 0,7% | 0,4% | 0,2% |
| - 10 - 30 Mbit/s | 18.443 | 14.906 | 8.390 | 14,4% | 11,2% | 6,1% |
| - 30 - 100 Mbit/s | 50.758 | 48.266 | 43.186 | 39,6% | 36,1% | 31,6% |
| - 100 - 500 Mbit/s | 52.019 | 34.727 | 20.729 | 40,6% | 26,0% | 15,2% |
| - 500 - 1000 Mbit/s | 3.249 | 12.623 | 22.810 | 2,5% | 9,5% | 16,7% |
| - > = 1000 Mbit/s | 2.261 | 22.334 | 41.014 | 1,8% | 16,7% | 30,0% |

*Auglýstur hraði. / *Advertised speed.

Mynd 32. Hlutfall tenginga eftir niðurhalshraða tengingar

Picture 32. Total subscriptions by downstream speeds



Internetið - Internet

Fjöldi tenginga eftir upphalshraða / Internet upstream speeds

Tafla 33. Fjöldi tenginga eftir upphalshraða*

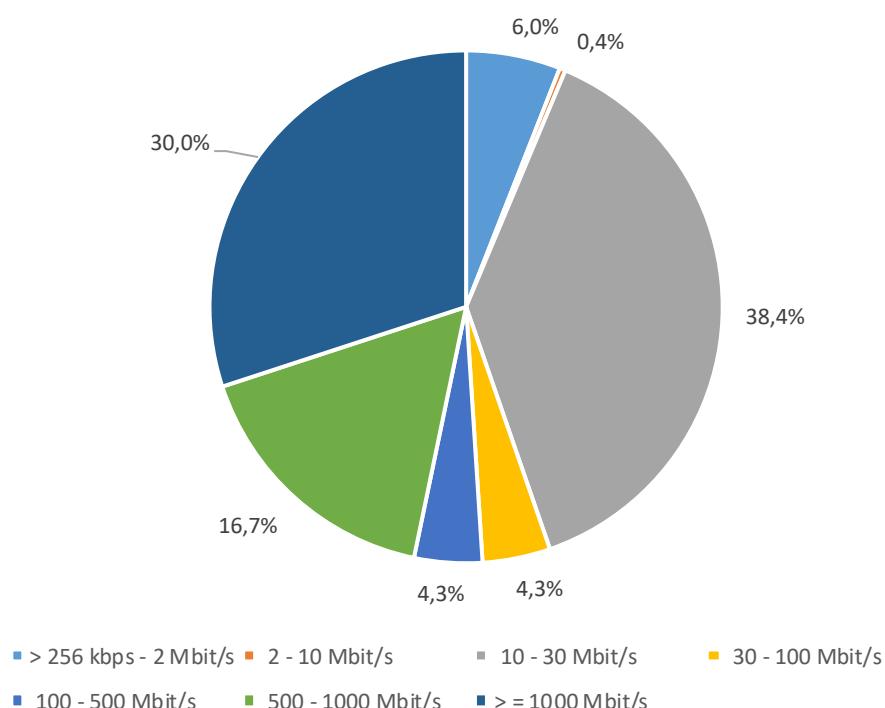
Table 33. Total subscriptions by upstream speeds*

| Í lok árs / End of | Fjöldi Number | | | Markaðshlutdeild Market share | | |
|-------------------------|------------------|---------|---------|----------------------------------|--------|--------|
| | 2016 | 2017 | 2018 | 2016 | 2017 | 2018 |
| Samtals / Total | 128.023 | 133.574 | 136.556 | 100,0% | 100,0% | 100,0% |
| - > 256 kbps - 2 Mbit/s | 15.096 | 11.413 | 8.133 | 11,8% | 8,5% | 6,0% |
| - 2 - 10 Mbit/s | 1.852 | 1.234 | 507 | 1,4% | 0,9% | 0,4% |
| - 10 - 30 Mbit/s | 68.838 | 63.482 | 52.398 | 53,8% | 47,5% | 38,4% |
| - 30 - 100 Mbit/s | 7.197 | 6.480 | 5.839 | 5,6% | 4,9% | 4,3% |
| - 100 - 500 Mbit/s | 29.530 | 16.008 | 5.855 | 23,1% | 12,0% | 4,3% |
| - 500 - 1000 Mbit/s | 3.249 | 12.623 | 22.810 | 2,5% | 9,5% | 16,7% |
| - > = 1000 Mbit/s | 2.261 | 22.334 | 41.014 | 1,8% | 16,7% | 30,0% |

*Auglýstur hraði. / *Advertised speed.

Mynd 33. Hlutfall tenginga eftir upphalshalshraða tengingar

Picture 33. Total subscriptions by upstream speeds



Internetið - Internet

Gagnamagn á fastaneti / Fixed broadband, Data traffic

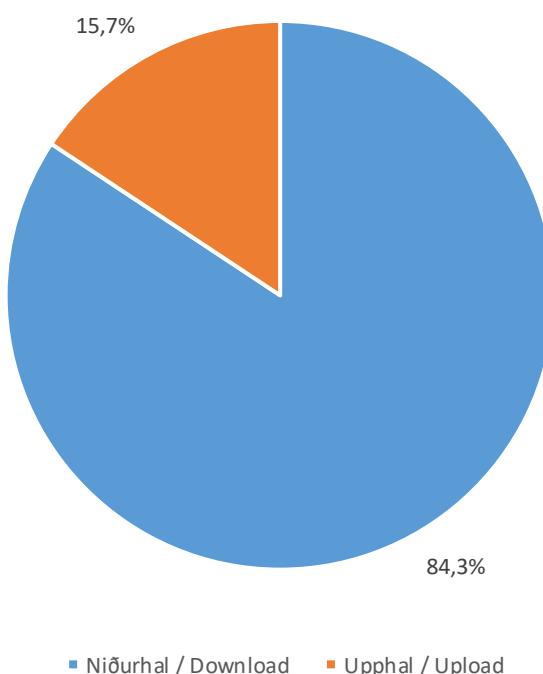
Tafla 34. Gagnamagn á fastaneti

Table 34. Fixed broadband, Data traffic

| | Fastanet / Gagnamagn Fixed broadband / Data traffic 2018 | Markaðshlutdeild Market share 2018 |
|-----------------------|--|--|
| GB | | |
| Samtals / Total | 353.120.516 | 100,0% |
| - Niðurhal / Download | 297.713.433 | 84,3% |
| - Upphal / Upload | 55.407.083 | 15,7% |

Mynd 34. Gagnamagn á fastaneti

Picture 34. Fixed broadband, data traffic



Internetið - Internet

Gagnamagn á fastaneti, Niðurhal / Fixed broadband, Download

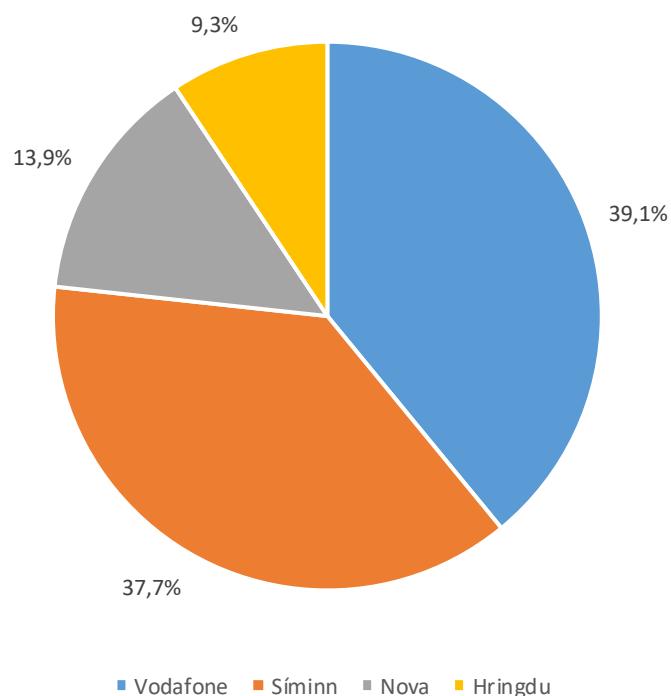
Tafla 35. Gagnamagn á fastaneti, Niðurhal

Table 35. Fixed broadband, Download

| | Fastanet, Niðurhal Fixed broadband, Download | Markaðshlutdeild Market share |
|-----------------------|---|----------------------------------|
| | 2018 | 2018 |
| GB | | |
| Samtals / Total | 297.713.433 | 100,0% |
| - xDSL | 117.452.337 | 39,5% |
| - Ljósleiðari / Fiber | 180.261.096 | 60,5% |
| | | |
| - Vodafone | 116.289.223 | 39,1% |
| - Síminn | 112.106.188 | 37,7% |
| - Nova | 41.484.283 | 13,9% |
| - Hringdu | 27.833.739 | 9,3% |

Mynd 35. Markaðshlutdeild skipt eftir fyrirtækjum

Picture 35. Market shares by companies



Internetið - Internet

Gagnamagn á fastaneti, Upphal / Fixed broadband, Upload

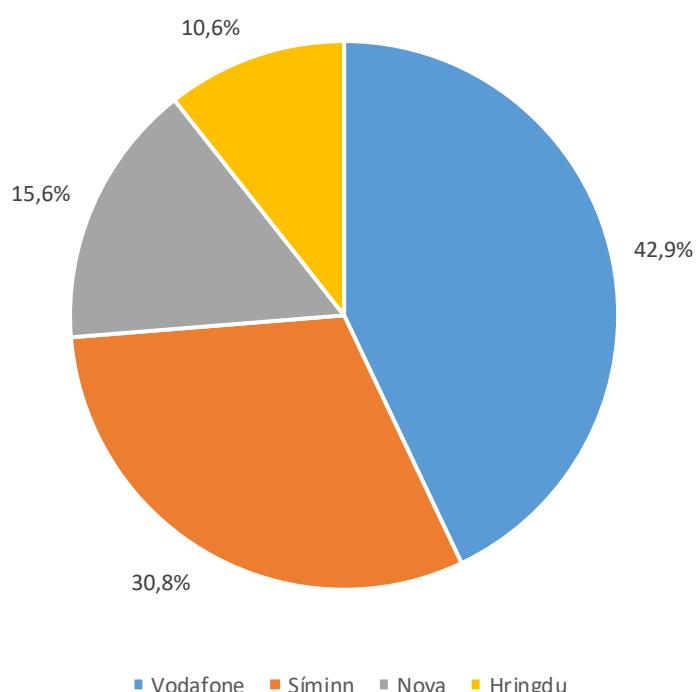
Tafla 36. Gagnamagn á fastaneti, Upphal

Table 36. Fixed broadband, Upload

| | Fastanet, Upphal Fixed broadband, Upload | 2018 | Markaðshlutdeild Market share | 2018 |
|-----------------------|---|------|----------------------------------|------|
| | | | | |
| GB | | | | |
| Samtals / Total | 55.407.083 | | 100,0% | |
| - xDSL | 18.848.480 | | 34,0% | |
| - Ljósleiðari / Fiber | 36.558.603 | | 66,0% | |
| - Vodafone | 23.796.893 | | 42,9% | |
| - Síminn | 17.051.437 | | 30,8% | |
| - Nova | 8.670.884 | | 15,6% | |
| - Hringdu | 5.887.869 | | 10,6% | |

Mynd 36. Markaðshlutdeild skipt eftir fyrirtækjum

Picture 36. Market shares by companies



Internetið - Internet

Heildarfjöldi áskrifenda með IPTV / IPTV subscriptions

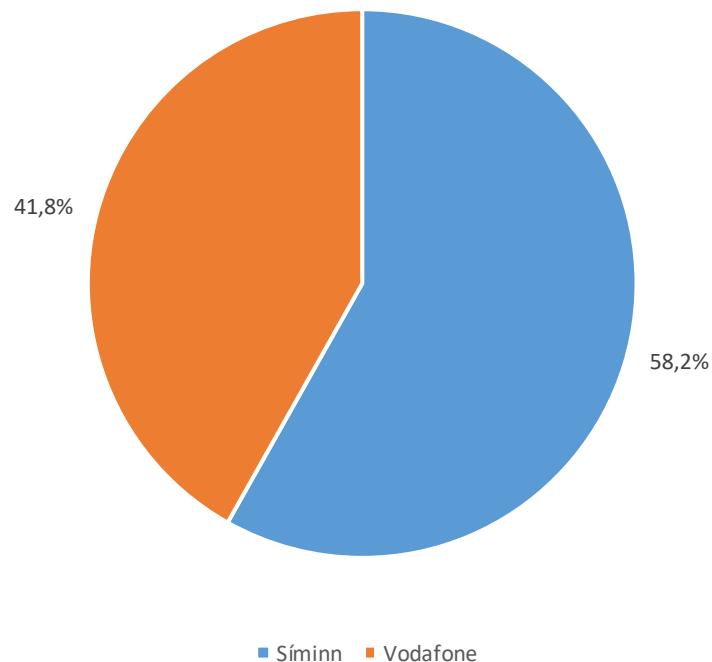
Tafla 37. Heildarfjöldi áskrifenda með sjónvarp yfir IP-net

Table 37. Number of IPTV subscriptions

| Í lok árs / End of | Fjöldi Number | | | Markaðshlutdeild Market share | | |
|-----------------------|------------------|---------|--------|----------------------------------|--------|--------|
| | 2016 | 2017 | 2018 | 2016 | 2017 | 2018 |
| Samtals / Total | 99.091 | 101.154 | 98.923 | 100,0% | 100,0% | 100,0% |
| - xDSL | 66.053 | 59.392 | 46.359 | 66,7% | 58,7% | 46,9% |
| - Ljósleiðari / Fiber | 33.038 | 41.762 | 52.564 | 33,3% | 41,3% | 53,1% |
| - Síminn | 55.471 | 56.534 | 57.535 | 56,0% | 55,9% | 58,2% |
| - Vodafone | 38.135 | 44.620 | 41.388 | 38,5% | 44,1% | 41,8% |
| - 365 | 5.485 | ... | ... | 5,5% | ... | ... |

Mynd 37. Markaðshlutdeild skipt eftir fyrirtækjum

Picture 37. Market share by companies



Velta og fjárfesting – Revenue and Investment

Heildartekjur eftir fjarskiptastarfsemi / Income from telecommunication

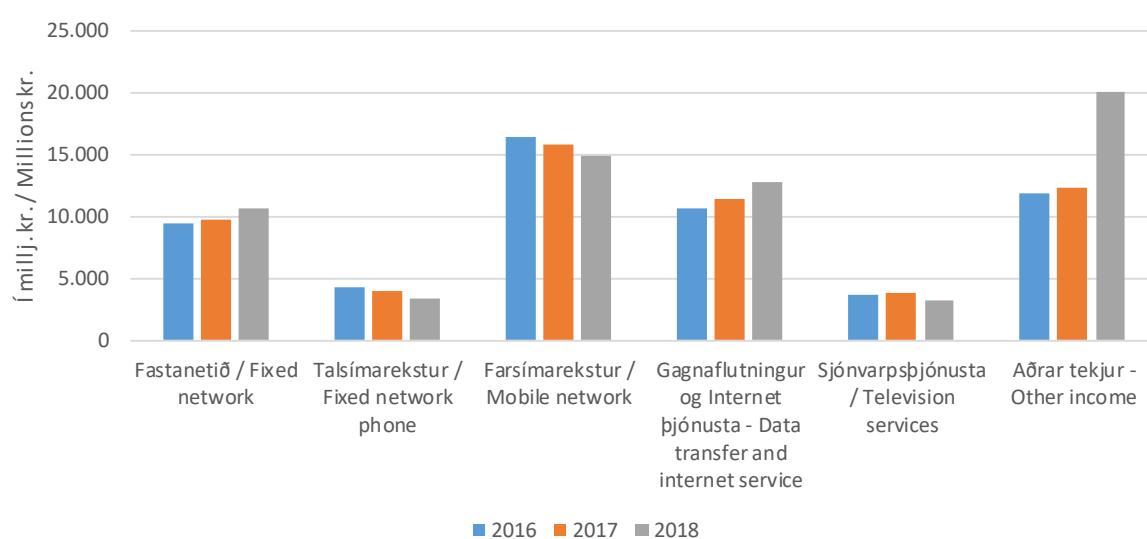
Tafla 38. Heildartekjur eftir fjarskiptastarfsemi

Table 38. Total income from telecommunication

| | 2016 | 2017 | 2018 |
|---|--------|--------|--------|
| Í milljónum króna / In millions of krónur | | | |
| Samtals / Total | 56.600 | 57.392 | 65.143 |
| - Fastanetið / Fixed network | 9.453 | 9.776 | 10.611 |
| - Talsímarekstur / Fixed network phone | 4.322 | 4.062 | 3.430 |
| - Farsímarekstur / Mobile network | 16.510 | 15.893 | 14.958 |
| - Gagnafl. og Internet þjón. / Data transfer and Internet service | 10.670 | 11.408 | 12.780 |
| - Sjónvarpsþjónusta / Television services | 3.680 | 3.849 | 3.256 |
| - Aðrar tekjur / Other income | 11.964 | 12.404 | 20.109 |

Mynd 38. Heildartekjur eftir fjarskiptastarfsemi

Picture 38. Total income from telecommunication



Velta og fjárfesting – Revenue and Investment

Fjárfestingar eftir fjarskiptastarfsemi / Investment in telecommunication

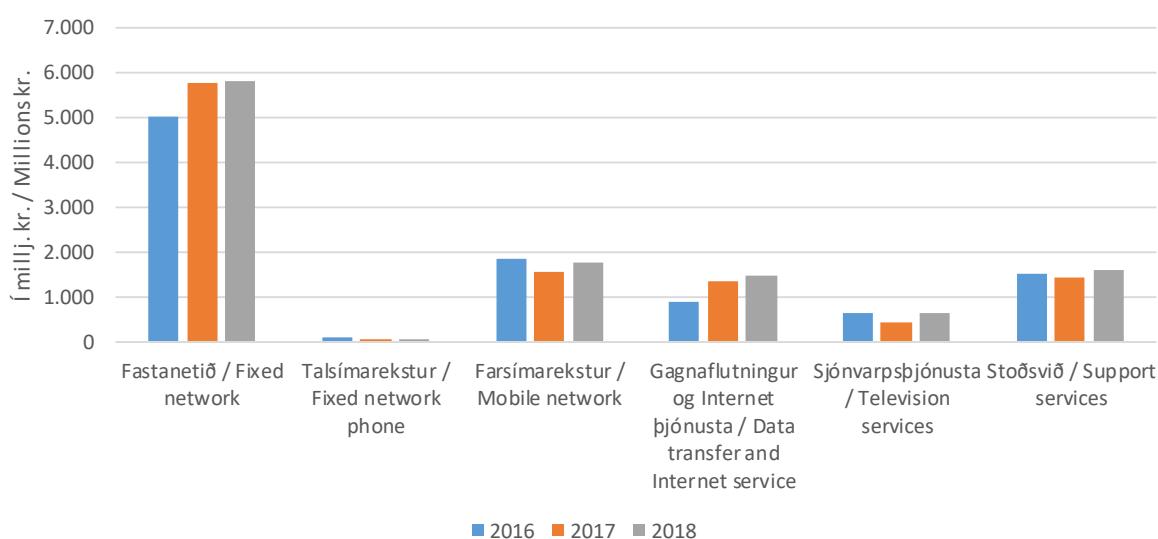
Tafla 39. Fjárfestingar eftir fjarskiptastarfsemi

Table 39. Investment in telecommunication

| | 2016 | 2017 | 2018 |
|---|--------|--------|--------|
| Í milljónum króna / In millions of krónur | | | |
| Samtals / Total | 10.039 | 10.660 | 11.269 |
| - Fastanetið / Fixed network | 5.036 | 5.790 | 5.802 |
| - Talsímarekstur / Fixed network phone | 110 | 70 | 16 |
| - Farsímarekstur / Mobile network | 1.857 | 1.567 | 1.749 |
| - Gagnafl. og Internet þjón. / Data transfer and Internet service | 905 | 1.361 | 1.480 |
| - Sjónvarpsþjónusta / Television services | 631 | 442 | 624 |
| - Stoðsvið / Support services | 1.500 | 1.428 | 1.598 |

Mynd 39. Fjárfestingar eftir fjarskiptastarfsemi

Picture 39. Investment in telecommunication



Skráð fyrirtæki – Registered Operators

| Skráð farskiptafyrirtæki | Tegund starfsemi |
|---|---|
| 1819 Nýr valkostur ehf. | Upplýsingaþjónusta um símanúmer/ <i>Directory enquiry service</i> |
| Advania Ísland ehf. | Gagnaflutningsþjónusta/ <i>Data transmission service</i> |
| Alza ehf. | Gagnaflutningsþjónusta um þráðlaus- og fastanet/ <i>Data transmission service via fixed and wireless electronic communication networks</i> |
| Alþingi | Hljóðvarps og/eða sjónvarpsdreifing/ <i>Transmission of radio and television signal</i> |
| Austurljós ehf. | Gagnaflutningsnet og þjónusta/ <i>Data transmission and service</i> |
| Ábótinn ehf. | Gagnaflutningsnet og –þjónusta/ <i>Data transmission and service</i> |
| Árvakur hf. | Upplýsingaþjónusta um símanúmer/ <i>Directory enquiry service</i> |
| Ásaljós | Rekstur fastlínu farskiptanets/ <i>Operation of fixed electronic communication network</i> |
| Backbone ehf. | Gagnaflutningsnet og –þjónusta/ <i>Data transmission and service</i> |
| Bloomberg Finance L.P. | Leigulínupjónusta og almennt farskiptanet/ <i>Leased line and network</i> |
| Boðleið Þjónusta ehf. | Talsímaþjónusta, farsímaþjónusta og rekstur fastlínu farskiptanets/ <i>Voice telephony, mobile telephony and operation of fixed data transmission network</i> |
| Brimrún ehf. | Gagnaflutningsþjónustu um gervitungl/ <i>Data transmission via satellite</i> |
| BT Solutions Limited, útibú á Íslandi | Gagnaflutningsþjónusta/ <i>Data transmission services</i> |
| Century Link Iceland ehf. | Rekstur farskiptanets og gagnaflutningsþjónusta/ <i>Operation of fixed electronic communication network and data transmission service</i> |
| Colt Technology Services AB | Gagnaflutningsþjónusta/ <i>Data transmission services</i> |
| Comprehensive Nuclear Test Ban Organisation (CTBTO) | Gagnaflutningsþjónusta um gervihnött/ <i>Data transmission via satellite</i> |
| Cubic Telecom Limited | Rekstur fastlínu- og þráðlauss farskiptanets og gagnaflutningsþjónusta um þráðlaus net/ <i>Operation of fixed and wireless electronic communications network and data transmission via wireless electronic communications networks</i> |
| Dalaveitur ehf. | Rekstur fastlínu farskiptanets/ <i>Operation of fixed electronic communications network</i> |
| DataBox ehf. | Talsímaþjónusta og farskiptanet/ <i>Voice telephony and network</i> |
| Datacell ehf. | Gagnaflutningsþjónusta/ |

| | <i>Data transmission services</i> |
|---|--|
| Davið og Golát ehf. | Talsíma- og gagnaflutningsþjónusta/ <i>Voice telephony and data transmission</i> |
| DCN Hub ehf. | Farsíma- og gagnaflutningsþjónusta/ <i>Mobile and data transmission services</i> |
| DVD-Margmiðlun ehf. | Rekstur breiðbandskerfis fyrir útvarpsdreifingu/ <i>Broadcast cable network</i> |
| Eyja- og Miklaholts- hreppur | Rekstur fastlínu fjarskiptanets/ <i>Fixed data transmission network</i> |
| Factor ehf. | Gagnaflutningsnet- og gagnaflutningsþjónusta/ <i>Data transmission and service</i> |
| Farice ehf. | Sæstengur/ <i>Submarine cable</i> |
| Ferðaþjónustan Húsafelli ehf. | Rekstur fastlínu fjarskiptanets/ <i>Operation of fixed electronic communications network</i> |
| Feris ehf. | Gagnaflutningsþjónusta/ <i>Data transmission service</i> |
| Fjarskiptafélag Mývanssveitar ehf. | Gagnaflutningsþjónusta um fastanet/ <i>Data transmission service via fixed electronic communication network</i> |
| Fjarskiptafélag Reykhólahrepps | Rekstur fastlínu fjarskiptanets/ <i>Operation of fixed electronic communications network</i> |
| Fjarskiptafélag Skagabyggðar | Gagnaflutningsnet/ <i>Data transmission network</i> |
| Fjarskiptafélag Skeiða- og Gnúpverjahrepps ehf. | Gagnaflutningsnet/ <i>Data transmission network</i> |
| Fjarskiptafélag Svalbarðshrepps ehf. | Rekstur fastlínu fjarskiptanets/ <i>Operation of fixed electronic communications network</i> |
| Fjölnet ehf. | Talsíma-, gagnaflutningsþjónusta og fjarskiptanet/ <i>Voice telephony, data transmission and network</i> |
| Fónn ehf. | Talsíma-, gagnaflutningsþjónusta og fjarskiptanet/ <i>Voice telephony, data transmission and network</i> |
| Gagnaveita Helgafellssveitar | Rekstur fastlínu fjarskiptanets/ <i>Operation of fixed electronic communication network</i> |
| Gagnaveita Hornafjarðar ehf. | Fjarskiptanet/ <i>Electronic communication networks</i> |
| Gagnaveita Reykjavíkur ehf. | Gagnaflutningsnet og –þjónusta/ <i>Data transmission and service</i> |
| Gagnaveita Suðurlands ehf. | Gagnaflutningsþjónusta/ <i>Data transmission service</i> |
| Gagnaveitan ehf. | Fjarskiptabjónusta/ <i>Electronic communication services</i> |
| GlobalCall ehf. | Talsímapjónusta/ <i>Voice telephony</i> |
| Halló ehf. | Upplýsingabjónusta um símanúmer/ <i>Directory enquiry service</i> |
| Hátíðni hf. | Talsíma-, gagnaflutningsþjónusta og fjarskiptanet/ <i>Voice telephony, data transmission and network</i> |

| | |
|---------------------------------|--|
| Hitaveita Egilsstaða/Fella ehf. | Rekstur fastlínu- og þráðlauss fjarskiptanets, gagnaflutningsþjónusta um þráðlaus og fastanet og hljóðvarps og/eða sjónvarpsdreifing/ |
| | <i>Operation of fixed and wireless electronic communication networks, data transmission via fixed and wireless electronic communications networks and transmission of radio and television signals</i> |
| Hitaveita Tálknafjarðarhrepps | Gagnaflutningsþjónusta um fastanet/ <i>Data transmission network</i> |
| Hljóðsmárin ehf. | Hljóðvarps- og/eða sjónvarpsdreifing/ <i>Transmission of radio and television signals</i> |
| Hópkauп ehf. | Upplýsingaþjónusta um símanúmer/ <i>Directory enquiry service</i> |
| Hótel Laki ehf. | Rekstur fastlínu fjarskiptanets/ <i>Operation of fixed electronic communication network</i> |
| Hringdu ehf. | Talsíma- og gagnaflutningsþjónusta/ <i>Voice telephony and data transmission service</i> |
| Hringiðan ehf./Vortex Inc. | Talsíma-, gagnaflutningsþjónusta og fjarskiptanet/ <i>Voice telephony, data transmission and network</i> |
| Húnanet ehf. | Rekstur fastlínu fjarskiptanets/ <i>Operation of fixed electronic communications network</i> |
| Hvalfjarðarsveit | Fjarskiptanet/ <i>Electronic communication networks</i> |
| Icelandair ehf. | Fjarskiptanet/ <i>Network</i> |
| IMC Ísland ehf. | DCS 1800 farsímaþjónusta/ <i>Mobile DSC 1800</i> |
| Internet á Íslandi hf. | Fjarskiptanet, talsíma- og gagnaflutningsþjónusta/ <i>Network, voice telephony and data transmission</i> |
| Isavia ehf. | Talþjónusta við flugvélar og rekstur fastlínu fjarskiptakerfis/ <i>Voice transmission service for aircrafts and operation of fixed electronic communication network</i> |
| Já hf. | Útgáfa síma- og vistfangaskrár. Upplýsingaþjónusta um símanúmer/ Publication of directories, directory enquiry service |
| Kópavogsbær | Rekstur fastlínu- og þráðlauss fjarskiptanets, gagnaflutningsþjónusta um þráðlaus og fastanet og hljóðvarps og/eða sjónvarpsdreifing/ <i>Operation of fixed and wireless electronic communication networks, data transmission via fixed and wireless electronic communications networks</i> |
| Kukl ehf. | Talsíma-, gagnaflutningsþjónusta og fjarskiptanet/ <i>Voice telephony, data transmission and network</i> |
| Landhelgsgæsla Íslands | Rekstur og útleiga NATO ljósleiðarastrengs/ <i>Management and lease of NATO's optical fibre network</i> |
| Leiðarljós ehf. | Rekstur fastlínu fjarskiptanets/ <i>Operation of fixed electronic communications network</i> |
| Lindin, kristilegt útvarp | Hljóðvarps- og/eða sjónvarpsdreifing/ <i>Transmission of radio and television signals</i> |
| LÍF í Mýrdal ehf. | Rekstur fastlínu fjarskiptanets/ <i>Fixed data transmission network</i> |

| | |
|---------------------------|---|
| Ljós og gagnaleiðari ehf. | Gagnaflutningsnet/ <i>Data transmission network</i> |
| Ljósfesti ehf. | Rekstur fastlínu fjarskiptanets/ <i>Operation of fixed electronic communication network</i> |
| Ljóspunktur ehf. | Rekstur fastlínu fjarskiptanets/ <i>Operation of fixed electronic communication network</i> |
| Loki Telecom ehf. | Rekstur fastlínu- og þráðlauss fjarskiptanets, gagnaflutningsþjónusta um þráðlaus og fastanet og hljóðvarps og/eða sjónvarpsdreifing <i>Operation of fixed and wireless electronic communication networks, data transmission via fixed and wireless electronic communications networks</i> |
| Magnavík ehf. | Gagnaflutningsþjónusta/ <i>Data transmission service</i> |
| Martölvan ehf. | Talsíma, gagnaflutningsþjónusta og fjarskiptanet/ <i>Voice telephony, data transmission and network</i> |
| MessageBird B.V. | Talsíma- og farsímaþjónusta/ <i>Voice telephony</i> |
| Míla ehf. | Fjarskiptanet/ <i>Network</i> |
| Mobiweb Telecom Limited | Farsímaþjónusta/ <i>Mobile service</i> |
| Nepal hugbúnaður | Gagnaflutningsþjónusta og þráðlaust fjarskiptanet/ <i>Data transmission service and wireless data transmission</i> |
| Netvarp og Sport ehf. | Hljóðvarps- og/eða sjónvarpsdreifing/ <i>Transmission og radio and/or television signals</i> |
| Netvöktun ehf. | Talsímaþjónusta, rekstur fastlínu og þráðlauss fjarskiptanets og gagnaflutningsþjónusta um fasta- og þráðlaus net/ <i>Voice telephony, operation of fixed and wireless electronic communications networks and fixed and wireless data transmission service</i> |
| Neyðarlínan hf. | Talsímaþjónusta/neyðarsímsvörin/ <i>Voice telephony - emergency service</i> |
| Nordic Networks ehf. | Sæstrengur og gagnaflutningsþjónusta/ <i>Submarine cable and data transmission service</i> |
| Nova ehf. | Talsíma- og gagnaflutningsþjónusta/ <i>Voice telephony and data transmission</i> |
| OnAir S.A.R.L. | Farsímaþjónusta um borð í flugvélum (MCA)/ <i>Mobile communication services on aircraft (MCA)</i> |
| Opex Upplýsingatækni ehf. | Talsíma- og gagnaflutningsþjónusta/ <i>Voice telephony and data transmission service</i> |
| Opin kerfi ehf. | Gagnaflutningsþjónusta/ <i>Data transmission service</i> |
| Origo hf. | Gagnaflutningsþjónusta/ <i>Data transmission service</i> |
| Orkufjarskipti hf. | Fjarskiptanet/ <i>Electronic communication network</i> |
| Premis ehf. | Tal- og farsímaþjónusta, rekstur þráðlauss og fastlínu fjarskiptanets og gagnaflutningsþjónusta um fastanet og þráðlaus net/ |

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| | <i>Voice telephony and mobile services, operation of fixed and wireless electronic communication networks and fixed and wireless data transmission services</i> |
| Protegion ehf. | Rekstur fastlínu fjarskiptanets/ <i>Operation of fixed electronic communication network</i> |
| Rafey ehf. | Rekstur fastlínu fjarskiptanets/ <i>Operation of wireless electronic communication network</i> |
| Rangárljós | Rekstur fastlínu fjarskiptanets/ <i>Operation of fixed electronic communication network</i> |
| Ríkisútvarpið ohf. | Fjarskiptabjónusta: Hljóðvarp og sjónvarp/ <i>Transmission of radio and television signals</i> |
| Sensa ehf. | Gagnaflutningsþjónusta um fastanet/ <i>Data transmission service via fixed electronic communicaiton network</i> |
| Símaþjónustan ehf. | Talsímaþjónusta/ <i>Voice telephony</i> |
| Síminn hf. | Talsímaþjónusta, GSM, gagnaflutningsnet o.fl./ <i>Voice telephony, mobile, data transmission and network</i> |
| Sjónvarpsmiðstöðin ehf. | Gagnaflutningsþjónusta/ <i>Data transmission service</i> |
| Snerpa ehf. | Fjarskiptanet/ tal- og gagnaflutningsþjónusta/ <i>Network, voice telephony and data transmisson</i> |
| Softverk ehf. | Talsíma-, gagnaflutningsþjónusta og fjarskiptanet/ <i>Voice telephony, data transmission and network</i> |
| Streaming Media ehf. | Rekstur þráðlauss fjarskiptanets, gagna-flutningsþjónusta um fastanet og þráðlaus net og hljóðvarps- og/eða sjónvarpsdreifing/ <i>Wireless network, fixed and wireless data transmission and transmission of radio and television signals</i> |
| Stykkishólmsbær | Gagnaflutningsnet/ <i>Data transmission network</i> |
| Sumarsól ehf. | Upplýsingabjónusta um símanúmer/ <i>Directory enquiry service</i> |
| Sýn hf. | Talsímaþjónusta, farsímaþjónusta, gagnaflutningsþjónusta og fjarskiptanet/ <i>Voice telephony, mobile, data transmission and network</i> |
| Tech Support á Íslandi ehf. | Talsímaþjónusta, gagnaflutningsþjónusta um fastanet og þráðlaus net/ <i>Voice telephony and fixed and wireless data transmission services</i> |
| TELE Greenland A/S | Sæstrengur/ <i>Submarine cable</i> |
| Tengir ehf. | Ljósleiðaranet/ <i>Fiber optical network</i> |
| Thomson Reuters (Market) Norge AS | Gagnaflutningsþjónusta um fastanet/ <i>Fixed line network data transmission</i> |
| Thor Telecom Ísland ehf. | Gagnaflutningsþjónusta um fastanet og þráðlaus net og hljóðvarps- og/eða sjónvarpsdreifing/ <i>Fixed and wireless data transmission and transmission of radio and television signals</i> |
| Tismi BV | Tal- og farsímaþjónusta/ <i>Voice and mobile telephony</i> |

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| Truphone Limited | Farsímaþjónusta og gagnaflutningsþjónusta um þráðlaus net/ <i>Mobile telephony and data transmission via wireless electronic communications networks</i> |
| TSC ehf. | Talsíma-, gagnaflutningsþjónusta og fjarskiptanet/ <i>Voice telephony, data transmission and network</i> |
| Tölvu- og rafeindabjónusta Suðurlands ehf. | Gagnaflutningsþjónusta/ <i>Data transmission service</i> |
| Tölvun ehf. | Gagnaflutningsnet og –þjónusta/ <i>Data transmission and service</i> |
| Tölvustoð ehf. | Gagnaflutningsþjónusta/ <i>Data transmission service</i> |
| Veðurstofa Íslands | Rekstur fastlínu og þráðlauss fjarskiptanets og og gagnaflutningsþjónusta um fastanet og þráðlaus net/ <i>Operation of fixed and wireless electronic communication networks, data transmission via fixed and wireless electronic communications networks</i> |
| Vegagerðin | Rekstur fastlínu fjarskiptanets/ <i>Operation of fixed electronic communications network</i> |
| Yellow Mobile B.V. | Talsíma- og farsímaþjónusta, rekstur fastlínu- og þráðlauss fjarskiptanets og gagna-flutningsþjónusta um um fastanet og þráðlaus net/ <i>Voice and mobile telephony, operation of fixed and wireless electronic communication networks, data transmission via fixed and wireless electronic communications networks</i> |
| Zendensk International Limited | SMS og VoIP þjónusta í gegnum ský/ <i>SMS and VoIP services using software via the cloud</i> |
| Pekking - Tristan hf. | Gagnaflutningsnet og –þjónusta/ <i>Data transmission and service</i> |
| Þorvaldur Stefánsson | Skipaþjónustugagna- flutningur/ <i>Maritime mobile</i> |
| Öryggisfjarskipti ehf. | Fjarskiptaþjónusta og fjarskiptanet/TETRA/ <i>Telecommunication service and network / TETRA</i> |