

New technology changes daily life

Danes have become very fond of the new technology. Access to the Internet and mobile phones has become an integral part of almost everybody's everyday life. The SMS keys glow, and now picture messages (MMS) also grow rapidly.

In record time the mobile phone has surpassed the fixed net phone. In 2001, there was an almost equal distribution of mobile and fixed net subscribers. Since then, the number of fixed net subscribers has decreased, while the number of mobile subscribers has advanced rapidly. 96 persons in 100 are mobile subscribers. Since many people hold more than one subscription, the share of the population without a mobile phone is not limited to 4 per cent.

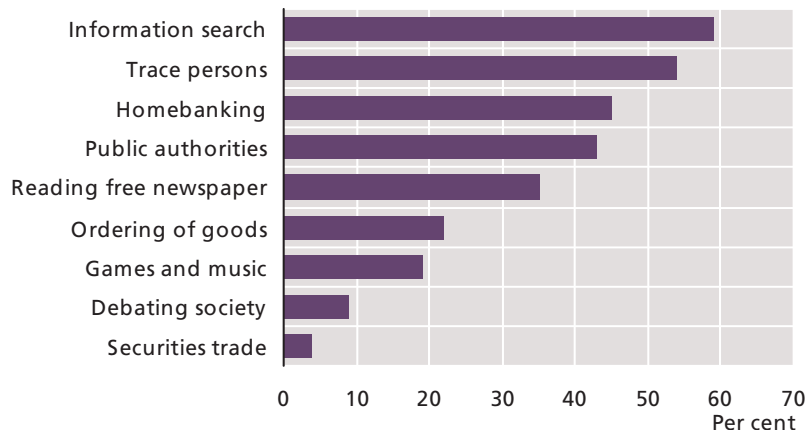
Danes still prefer the fixed net phone for long calls. In 2004, calls by fixed net phone accounted for 17 billion minutes, while calls by mobile phone accounted for 5 billion minutes. The trend is towards more calls by mobile phone and fewer calls by fixed net phone.

• • • DID YOU KNOW THAT

The number of MMS messages develops explosively. While 2.8 million MMS messages were sent during 2003, 12.3 million MMS messages were sent just during the first six months of 2005. • • •

The Internet has certainly become popular in Danes' everyday life. Today, almost 80 per cent of all Danes have access at home. Information searching is the most common reason for using the Internet, followed by locating persons, internet banking and contact with public authorities. Just above 20 per cent use the Internet in connection with purchases. Companies have also adopted the Internet. More than 80 per cent of the companies have both broadband and their own website.

USE OF INTERNET FOR PRIVATE PURPOSES 2004



INFORMATION SOCIETY

	Unit	2001	2002	2003	2004	2005
Internet access						
Total population	per 100 pers.	73	76	79	83	...
Access at home		59	64	71	75	79
At work/educational inst.		52	53	52	58	...
Digital business						
Own website	per cent of companies	71	75	...	81	82
Broadband connection		48	69	...	79	82
Telephones						
Fixed net subscribers	per 100 pers.	72	69	67	65	...
Mobile phone subscribers		74	83	88	96	...
Fixed net, outgoing conv.	mio. minutes	23 481	21 002	19 073	16 798	...
Mobile, outgoing conv.		2 929	3 484	4 164	5 160	...
SMS sent	mio. messages	1 334	2 019	3 989	6 555	3 951*
MMS sent		2.8	12.4	12.3*

* First six months of 2005.