

Denmark: Broadband markets

Denmark has the second highest take-up of fixed broadband and the third highest take-up of mobile broadband in the EU. In addition, it is also very advanced in Next Generation Access availability. At the same time, the incumbent operator has a high market share compared to other European countries.

In 2012, standard fixed broadband covered 98.3% of homes in Denmark (95.5% in the EU). At the same time, Next Generation Access capable of providing at least 30 Mbps download was available to 72.9% of homes, well above the average of 53.8% in the EU.

In January 2013, the incumbent operator had a market share well above the European average (60.9% as opposed to 42.3% in the EU). DSL was the most common technology to provide broadband access (53.7% as opposed to 73.8% in the EU), while cable broadband connections accounted for a significant part of the market (27.4% as opposed to 17.4% in the EU).

Denmark had the second highest take-up (subscriptions as a percentage of population) of fixed broadband in January 2013 (39.8% as opposed to 28.8% in the EU). The share of high speed connections (at least 30 Mbps) was slightly below average (14.6% compared to 14.8% in the EU) and ultra-fast connections (at least 100 Mbps) accounted for only 1.1% of all subscriptions (3.4% in the EU).

On the mobile side, third generation mobile broadband (HSPA) was available to 99% of population in 2012 (96.3% in the EU), and 4th generation (LTE) availability stood well above the average, at 65% of population (26.2% in the EU). In January 2013, the take-up (subscriptions as a percentage of population) rate of mobile broadband was the third highest rate in the EU (97.6% as opposed 54.5% in the EU).