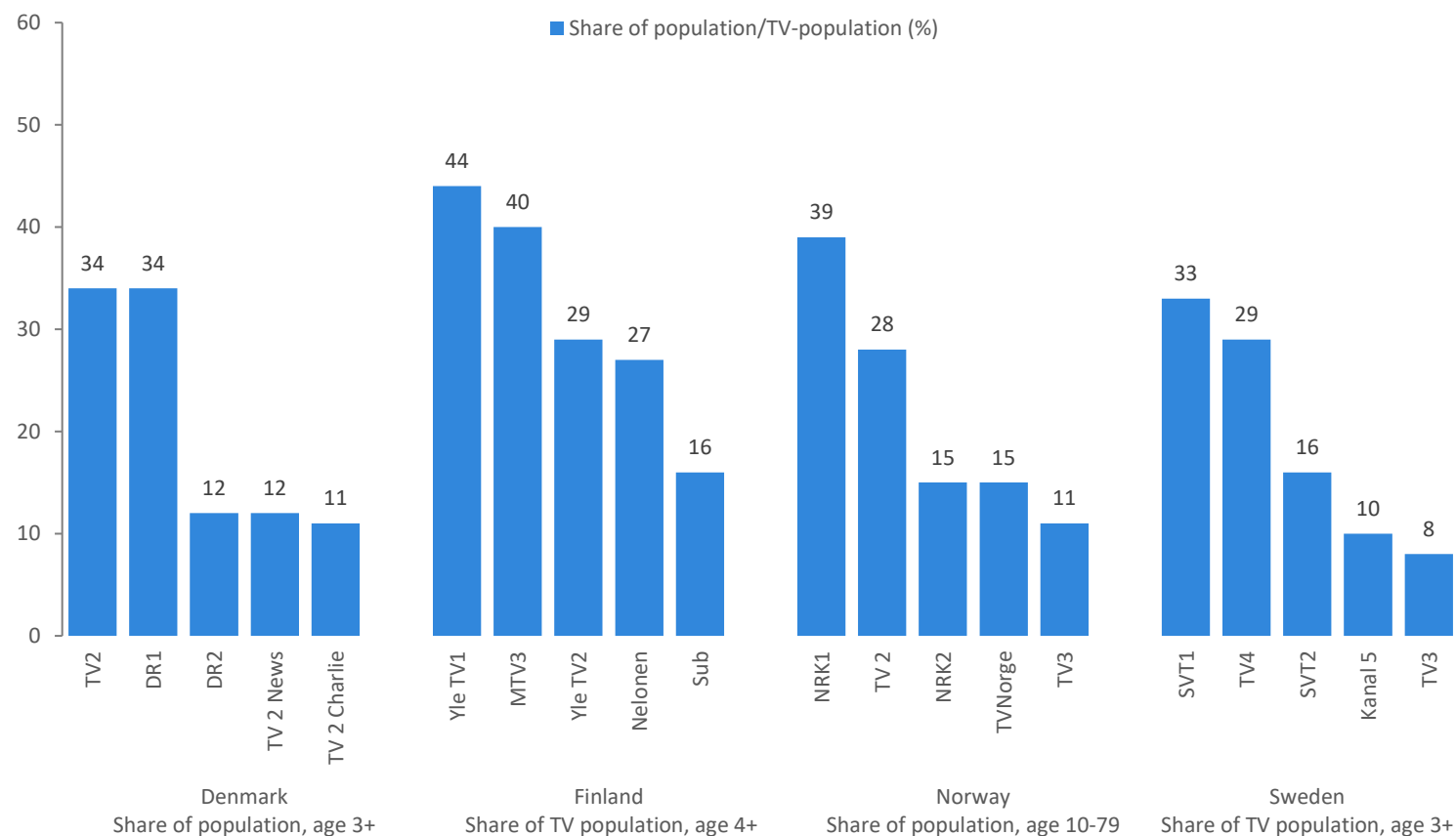


Figure 1. The five largest TV channels per Nordic country by daily reach 2020 (per cent)



Daily reach: Denmark and Sweden: Share of population who have watched at least 5 consecutive minutes; Finland and Norway: based on one minute's viewing.

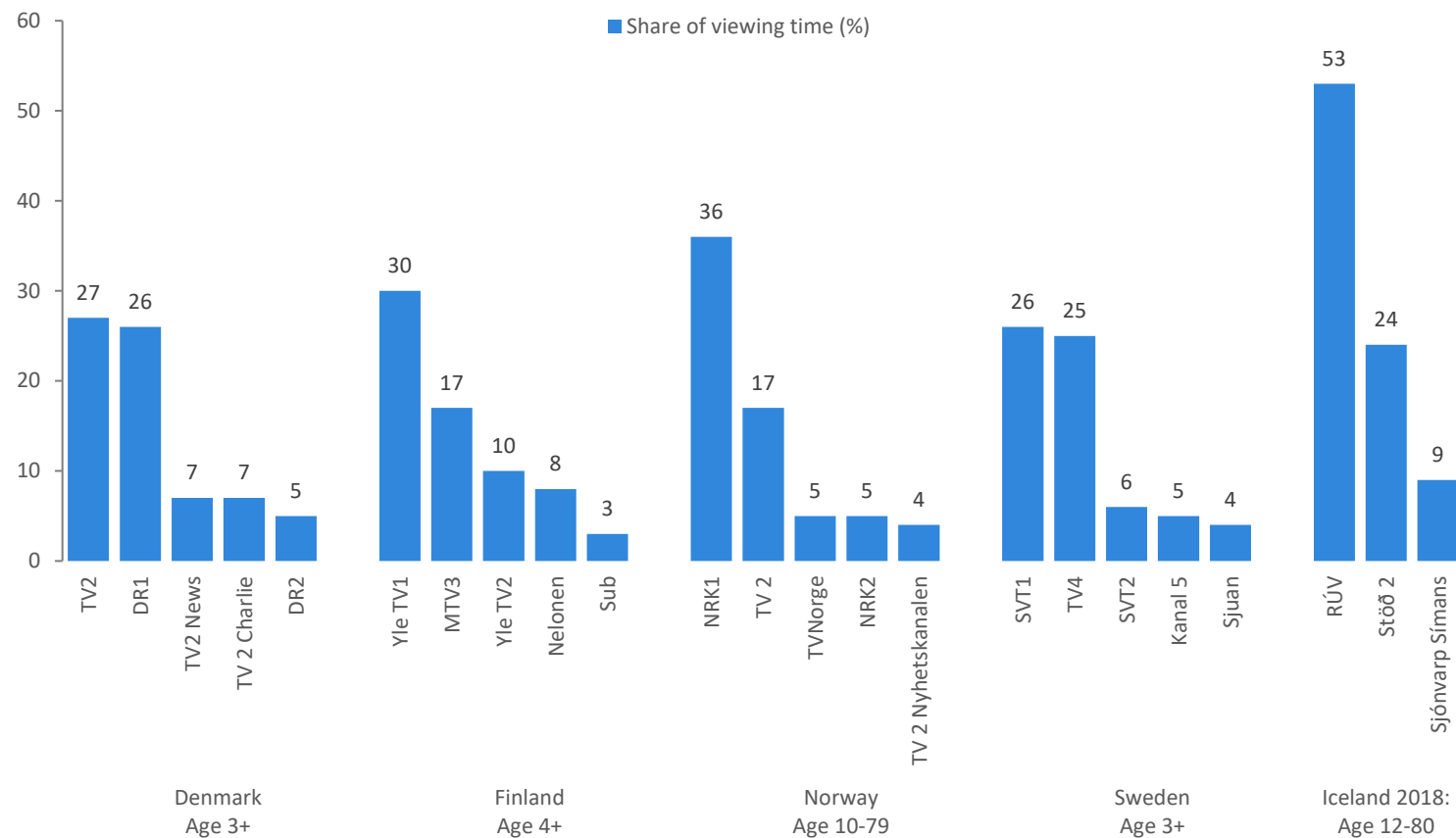
Note: Different methods have been used, which impairs comparability between countries.

Sources: Kantar Gallup Denmark, Finnpanel and YLE Audience Research, Kantar TNS Norway/medianorway, MMS.

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[Latest update: 18 February 2021]

Figure 2. The five largest TV channels per Nordic country by audience share 2020 (per cent)



Note: Different methods have been used, which impairs comparability between countries. No 2019-2020 data for Iceland available.

Sources: Kantar Gallup Denmark/Danish Agency for Culture and Palaces, Finnpanel and YLE Audience Research, Gallup Iceland, Kantar TNS Norway/medianorway, MMS.

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[Latest update: 30 April 2021]