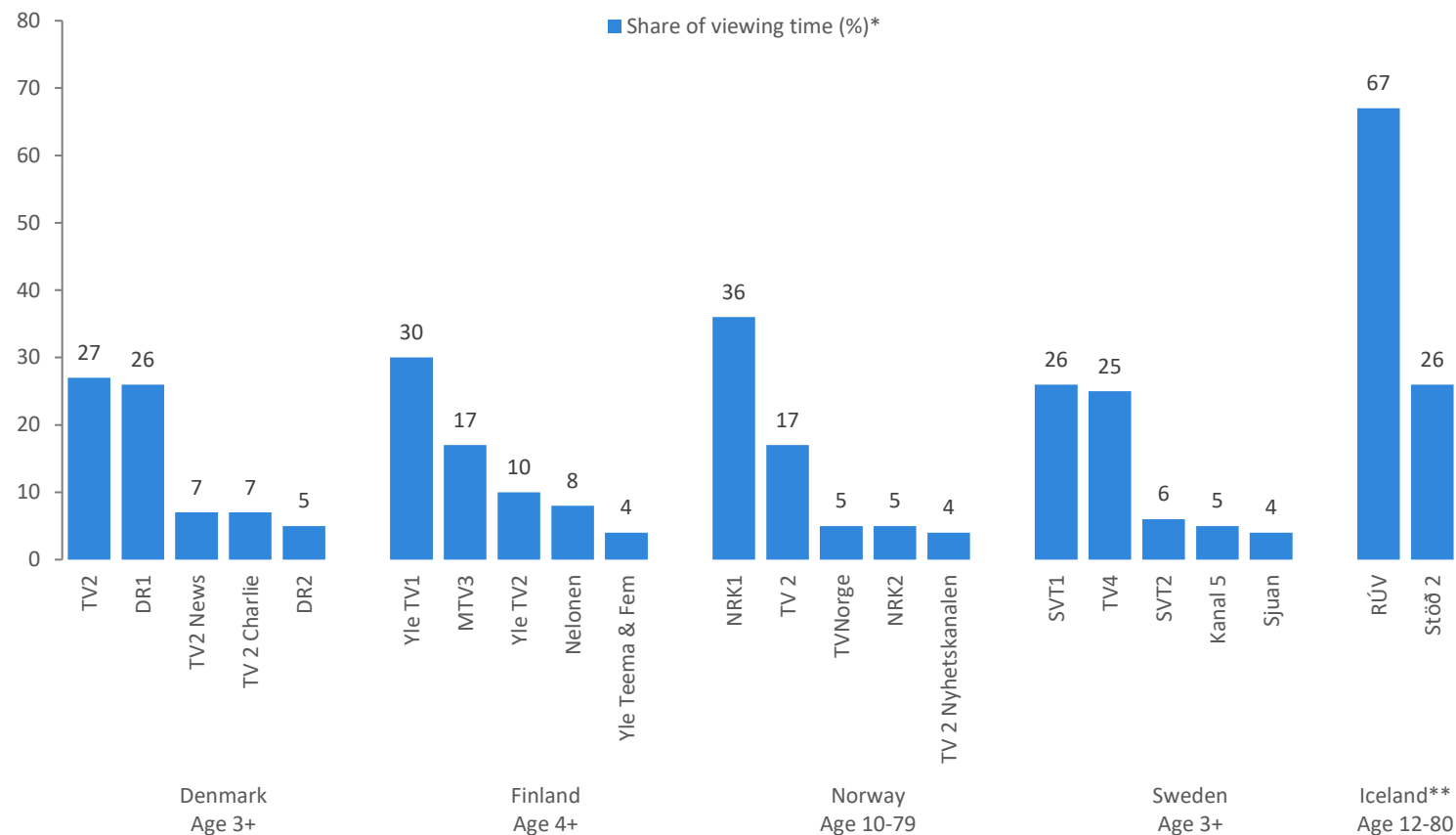


Figure 1. The five largest TV channels per Nordic country by audience share, 2020 (per cent)



*Share of viewing time among TV-population (people living in households owning a TV) in Finland, Iceland and Sweden; share of viewing time among population in Denmark and Norway.

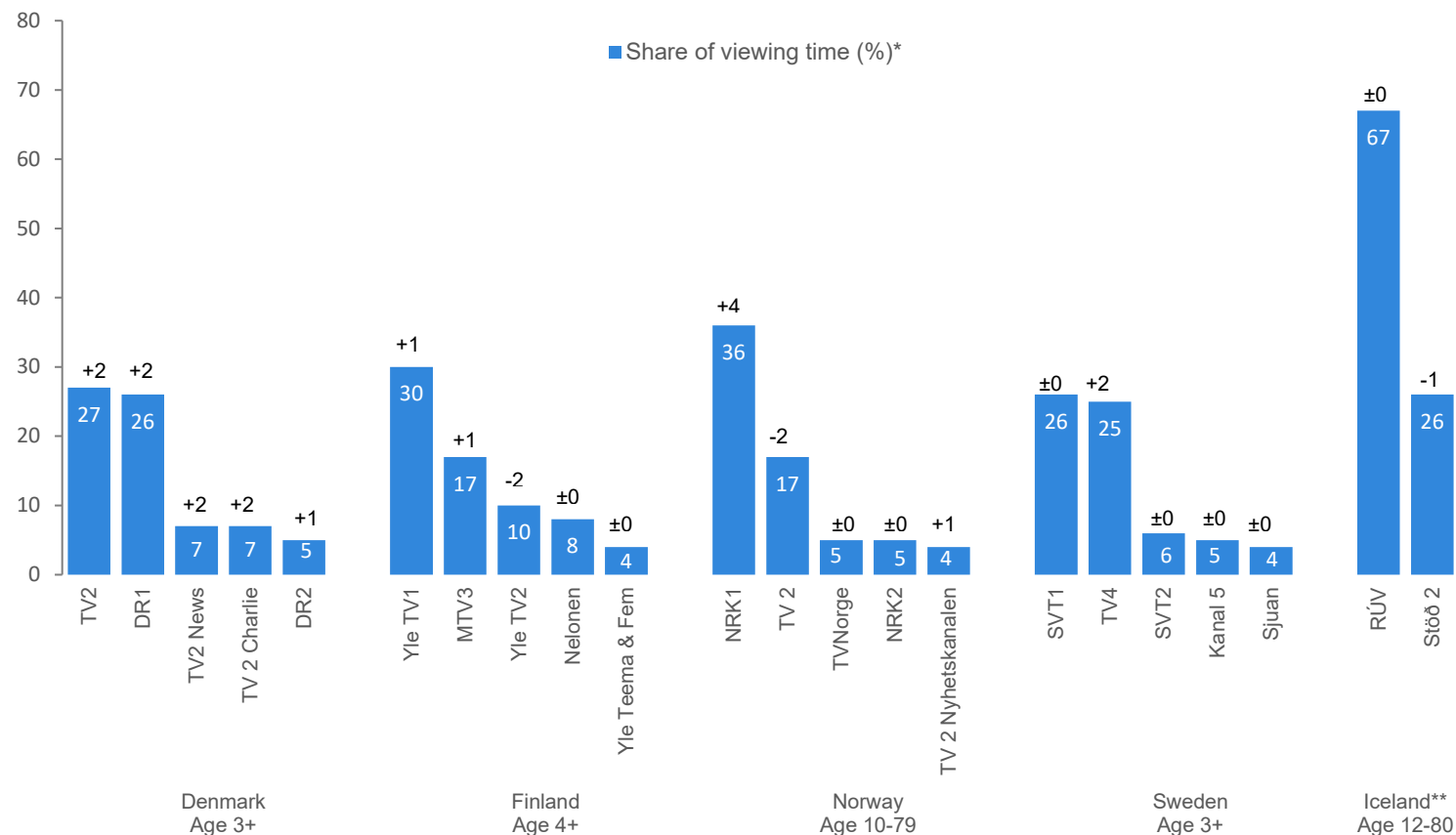
**Iceland: As of 2019, the audience shares are based on RÚV-TV and the channels of Sýn (the Stöð 2 channels, of which the main channel has 26%). For comparison, in 2018, RÚV had 53%, Stöð 2 24%, and Sjóvarp Simans (which has since opted out of the measurements) 9%.

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

[This graph is published in Nordicom's media statistics database: www.nordicom.gu.se](http://www.nordicom.gu.se)

[Latest update: June 2021]

Figure 2. The five largest TV channels per Nordic country by audience share, 2020 (per cent plus changes compared with 2019 in percentage units)



*Share of viewing time among TV-population (people living in households owning a TV) in Finland, Sweden and Iceland; share of viewing time among population in Denmark and Norway.

**Iceland: As of 2019, the audience shares are based on RÚV-TV and the channels of Sýn (the Stöð 2 channels, of which the main channel has 26%). For comparison, in 2018, RÚV had 53%, Stöð 2 24%, and Sjóvarp Simans (which has since opted out of the measurements) 9%.

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

[This graph is published in Nordicom's media statistics database: www.nordicom.gu.se](http://www.nordicom.gu.se)

[Latest update: June 2021]