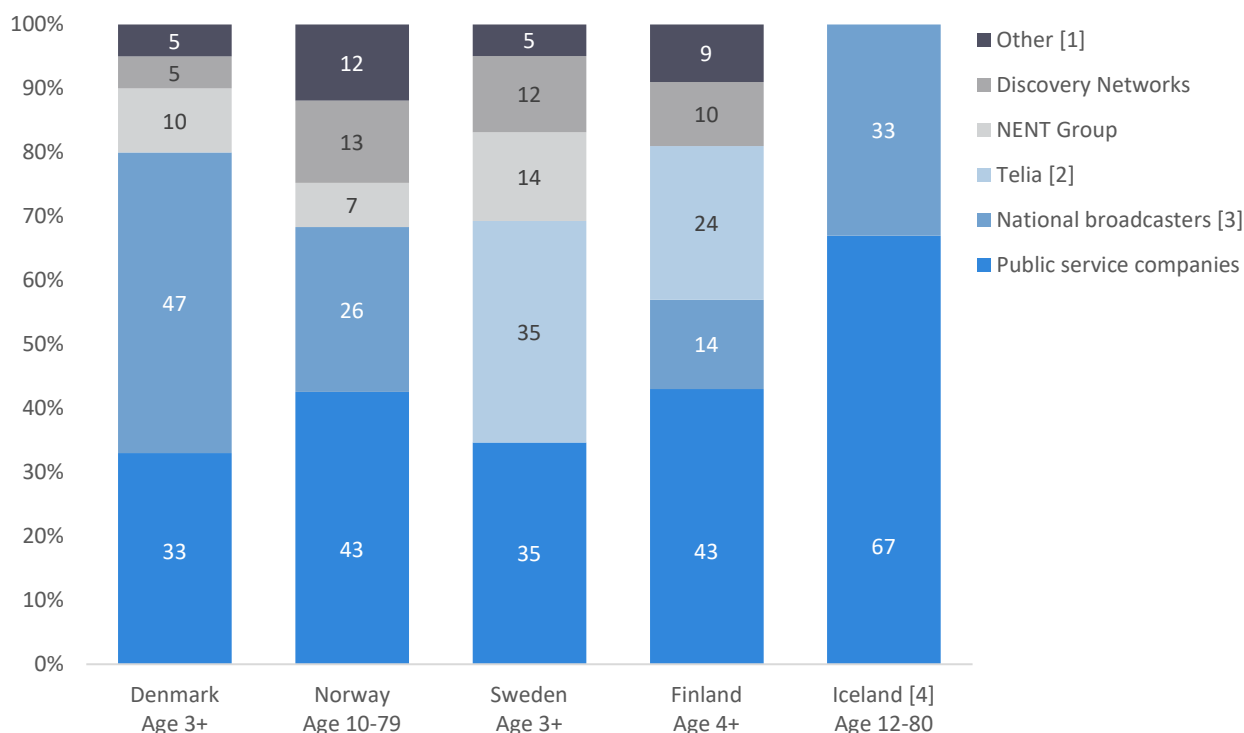


## TV broadcasting companies' audience shares in each Nordic country 2020 (per cent)

Share of viewing time (%)



### Notes:

<sup>1</sup> Other = Channels outside the major Nordic TV or media groups.

<sup>2</sup> Telia's TV operations include the holdings of TV4 Group in Sweden, MTV Media in Finland, and C More (pay-TV and streaming service).

<sup>3</sup> National broadcasters refer to separate companies with TV interests in one Nordic country only: TV 2 Denmark, whose main channel TV 2 (audience share 27%) has public service status (owned by the Danish state), TV 2 in Norway (owned by the Egmont Group), Nelonen Media in Finland (owned by Sanoma) and Sýn hf. in Iceland.

<sup>4</sup> As of 2019, only RÚV-TV and the channels of Sýn (the Stöð2 channels) are included in the measurements. Of their total viewing time, RÚV-TV has 67 per cent and Sýn 33 per cent. For comparison, in 2018, RÚV-TV had 55 per cent, Sýn 36 per cent, and "other TV" 9 per cent. ("Other TV" was mainly from the TV group Sjóntvarp Símann, owned by Iceland's largest telecom company Síminn, which has since opted out of the measurements.)

### Other comments:

**All main channels** are included, but the number of channels is not the total for every group. Channels not included are mainly channels with small audience shares and channels with no advertising customized to the specific country (pan-territorial channels).

**Share of daily 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. Annual averages 2020, except for Iceland with data for week 42.

**Sources:** Kantar Gallup Denmark, Danish Ministry of Culture, Finnpanel, Gallup Iceland, Statistics 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)*

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