

Public Service Media in the Nordic Countries

FACTS & FIGURES

Compiled by Eva Harrie

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Nordic Public Service Media Map 1/2012

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Compiled by: Eva Harrie

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The Nordic Ministers of Culture have made globalization as one of their top priorities, unified in the strategy: “Creativity – the Nordic response to globalization”. The aim is to create *a more visible Nordic Region, a more knowledge-based Nordic Region and a more prosperous Nordic Region*. This publication is part of “Creativity – the Nordic response to globalization”.

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Foreword

In television, there has long been a tendency to seek ‘role models’ among the major channels in big television markets in big countries. In the realm of public service broadcasting, the BBC has long been the paragon *par excellence*. Today, however, economic reality is such that few public service channels can realistically aspire to emulate ‘the BBC standard’. As a consequence, smaller channels in smaller countries are looked to for inspiration, and among these, the public service media in the Nordic countries have attracted considerable and widespread interest – as have our models of social organization over the years.

This, in short, is the background behind Nordicom’s project, *A Nordic Public Service Media Map*. Nordicom has long been part of the Nordic knowledge society. One of our principal objectives is to ensure the visibility of these five northerly countries, in Europe and further afield. In recent years, we have done quite a lot of work on media in the digital and globalized age: the conditions under which media operate and the changing roles the media play in society, viewed from a Nordic perspective. The project, *A Nordic Public Service Media Map*, is undertaken as a part of ‘Creative Norden’, one of the globalization strategies of the Nordic Council of Ministers.

It is our hope that the *Nordic Public Service Media Map* will make a meaningful contribution to the work being done on the role media play in democratic societies around the world. At the same time, Nordic media, too, are involved in a learning process, evolving – as always – in response to the changing environments they operate in.

The present publication is the first from this project entitled, *Public Service Media in the Nordic Countries. Facts and Figures*. There is a wealth of information in the overviews and statistics presented here. The contents form the basis of the next volume – the actual ‘Nordic Public Service Media Map’. We also look forward to publishing a number of qualified analyses from Nordic media scholars regarding public service media.

Göteborg in May 2012

Ulla Carlsson
Director
Nordicom

Introduction

Eva Harrie

This publication focuses on public service media in the Nordic region. The five Nordic countries – Denmark, Finland, Iceland, Norway and Sweden – are kindred in many respects, including their media systems and an integrated media market. A long tradition of public service broadcasting is one common trait, including strong support around it, as well as public service models that have developed characterised by the fact that the five countries are small and have relatively small populations.

The Nordic public service broadcasters all have rights granted through legislation and accompanying regulations or agreements, with the role of supporting democratic values, national culture and language, and of serving the whole population, through a broad range of programmes, national coverage and availability on several platforms. An important feature they all share is editorial freedom, meaning no interference from the state. Added to this are the many years of cooperation between the Nordic public service organisations concerning co-production and programme exchange.

For the media systems, technology shifts throughout the past decades have brought far-reaching changes. In the 1980s communication satellites in combination with liberalisation trends made new means of TV distribution possible – and the Nordic countries, with national public service organisations as single broadcasters, saw a new commercial and regional audiovisual market emerging. Pan-Scandinavian initiatives were launched by private interests, with MTG starting TV3 in Sweden, Denmark and Norway and SBS Broadcasting following suit with pan-Scandinavian establishment. Today, 20-25 years down the line, both MTG and SBS have important positions in the Nordic television and radio landscape, side by side with other large Nordic media companies such as Bonnier, Egmont and Sanoma, as well as the national public service organisations.

With digitalisation, new technology has again created new possibilities, challenges and debates. With all media companies meeting in the same arena – the web – competition for audiences and revenues has sharpened. All companies struggle to master the challenges, but the public service actors more so, since development has brought up fundamental questions about their “rai-

son d'être”. In today's abundance of media output on multiple platforms, what is the role of the public service media? What is public service content? And how should public service operations be organised and financed?

Though mainly Nordic similarities, there have been different paths over the years concerning public service issues, such as type of organisation, ownership structures and how public service rights and obligations can apply to private broadcasters. Also new challenges brought about by the changing landscapes have met different answers. The funding of public service broadcasting is one such issue. The traditional financing system via television licenses – i.e. a fee connected to a household's or organization's possession of a TV set – has been, and still is, much discussed. Countries have chosen different solutions. Denmark has introduced a household fee on all equipment that is able to receive programming, while Iceland and Finland are abandoning the license fee system altogether. Iceland replaced the license fee payment with an individual media fee (tax) in 2009, and Finland's parliament has approved a new income-linked tax, replacing the TV license as of 2013. In Sweden, the financing question is the subject of an ongoing government commission on public service.

Another pending issue is the digitalisation of radio. For a few years now terrestrial television has been fully digitalized in all Nordic countries, except Iceland, while radio shows a varied situation. Throughout the region, public service has been locomotive in the digital development, but otherwise the countries show different strategies concerning choice of technical systems, the rights and obligations of private broadcasters and the future shutdown of the analogue systems. So far, only Norway has proposed a closing year, 2017, for its analogue net.

The time span of this publication is the past decade in the light of digitalisation trends, with time series starting mostly during year 2000. During this period the Nordic public service broadcasters have lost viewers and listeners, but more importantly, they still have many users. In order to understand the development of public service media it is necessary to consider the context of the general media landscape – in all its com-

plexity, variety and great offer. Therefore, our aim has been to provide a description of each country's media landscape today as well as the trends to date, and to offer a coherent overview of the Nordic region.

This publication is the start of our project, Nordic Public Service Media Map, which is part of 'Creative Norden' – a globalisation strategy of the Nordic Council of Ministers, and is intended for an international audience. This first volume concentrates on similarities and differences between the countries when it comes to structure – the public service media's position on the Nordic media market, their political and financial conditions, and the overall output in the form of channels and stations, etc. – and on basic content and audience data. The facts and figures provide a basis for the series' forthcoming publications, which will look more into the Nordic public service model – if there indeed is such a model – and its role in democracy and citizenship.

Invaluable for the work with this volume has been our longtime experience with the *Nordic Media Trends* series, with its broad overview of Nordic media developments – and the team of knowledgeable contributors behind it. As in that series, the information and data presented here, were collected and collated in a joint effort by the Danish Agency for Culture (Centre for Libraries, Media and Digitalization), Statistics Finland, Statistics Iceland, medianorway and Nordicom-Sweden. Other experts, researchers and people in the industry have also contributed knowledge. We would like to thank all of you who have in any way been involved in this publication.

This said, we hope *Public Service Media in the Nordic Countries* will serve as a great source of information about the Nordic media landscape in general – and the Nordic public service media in particular.

Facts & Figures

Explanation of Symbols

- Magnitude zero
- 0 Magnitude less than half of unit employed
- .. Data not available
- * Category not applicable

The Nordic Media Market

The largest media companies on the Nordic market

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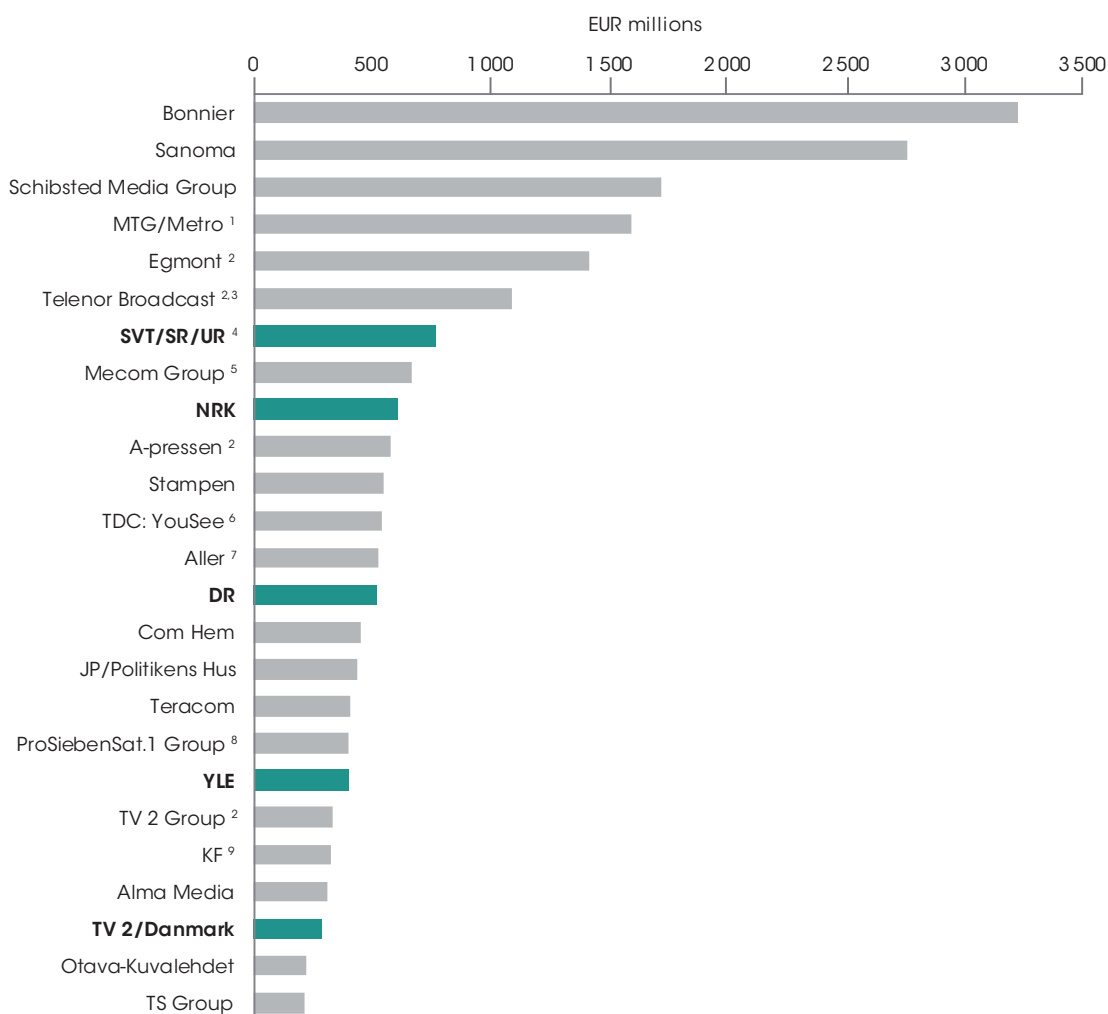
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1. The 25 largest media companies in the Nordic countries 2010 by company revenue (EUR millions)



Public service companies shown in colour.

Italics: Companies with domicile outside the Nordic countries. Included due to substantial revenue and activities on the Nordic market (data cover their Nordic operations only).

¹ The media holdings of the Stenbeck sphere: Modern Times Group MTG AB and Metro International S.A. The Group's internet retailing business CDON Group AB was demerged at the end of 2010 and its shares were distributed to MTG's shareholders. CDON's revenue of 231 Meuro is not included in MTG's income statement for 2010, nor in the Stenbeck collected revenue above.

² On the Norwegian media market there is some cross-ownership: Telenor ASA owns 44% of A-pressen, which in its turn owns 50% of the TV 2 Group. The other 50% of the TV2 Group is owned by Danish Egmont. TV 2 Group's revenue is included in A-pressen's and Egmont's accounts according to share of ownership. (In January 2012 A-pressen sold its share in the TV 2 Group to Egmont, which is now full owner of the group.)

³ Telenor's broadcasting division. Telenor ASA's total volume 2010 was 11 826 MEuro.

⁴ Data refer to Förvaltningsstiftelsen, i.e. the owner foundation of Sweden's three public service programme companies: SR (radio), SVT (television) and UR (educational programmes, turnover 37 Meuro in 2010). Data exclude transactions within the group.

⁵ Nordic market only, which represents 47% of Mecom's total revenue in 2010 (1 415 MEuro).

⁶ TDC's broadcasting subsidiary YouSee A/S. TDC's total volume for 2010 was 3 512 MEuro.

⁷ Financial year 1 October 2009 – 30 September 2010.

⁸ Nordic market only, which represents 13% of ProSiebenSat.1's total revenue in 2010 (3 000 MEuro).

⁹ The media holdings of KF Kooperativa Förbundet (The Swedish Cooperative Union). KF's total revenue for 2010 was 3 835 MEuro.

Note: The public service companies in colour, i.e. SR/SVT/UR in Sweden, NRK in Norway, DR in Denmark, YLE in Finland and TV 2/Danmark (only its main channel, TV 2, is public service, but economic data above refer to the whole company).

Sources: Company annual reports and websites

2. The 25 largest media companies in the Nordic countries 2010: Company revenue, results and margins (EUR millions)

	Media company	Domicile	Revenue		Results		Margins	
			Total 2010 (EUR mills)	Change ¹ 2009/2010 (%)	Operating result (EUR mills)	Pretax result (EUR mills)	Gross margin ² (%)	Net margin ² (%)
1	Bonnier	Sweden	3 225	11	159.5	104.8	4.9	3.3
2	Sanoma	Finland	2 761	0	392.7	356	14.2	12.9
3	Schibsted Media Group	Norway	1 719	18	425.9	424.5	24.8	24.7
4	Stenbeck: MTG/Metro ³	Sweden	1 593	2	258.9	249.1	16.3	15.7
	MTG	Sweden	1 370	3	246.8	243.3	18	17.7
	Metro International	Luxemburg	222	1	12.07	5.8	5.4	2.6
5	Egmont ⁴	Denmark	1 420	-4	68	60.4	4.8	4.3
6	Telenor Broadcast ^{4,5}	Norway	1 091	14	148.2	..	13.4	..
7	SVT/SR/UR ⁶	Sweden	770	19	7.5	6.8	1	0.9
	SVT	Sweden	436	22	4.3	4.4	1	1
	SR	Sweden	253	18	2	2.3	0.8	0.9
8	Mecom Group ⁷	UK	665	2	..	..	..	..
9	NRK	Norway	607	16	5.7	2.2	0.9	0.4
10	A-pressen ⁴	Norway	580	13	40.5	39.3	7	6.8
11	Stampen	Sweden	545	14	28.6	14.3	5.3	2.6
12	TDC: YouSee ⁸	Denmark	539	12	181.7	...	33.7	..
13	Aller ⁹	Denmark	526	1	36.3	54.1	6.9	10.3
14	DR	Denmark	518	2	18.2	1.9	3.5	0.4
15	Com Hem	Sweden	453	18	194.3	..	42.9	..
16	JP/Politikens Hus	Denmark	440	0	31.4	35.9	7.1	8.2
17	Teracom	Sweden	404	26	30.7	29.5	7.6	7.3
18	ProSiebenSat.1 Group ¹⁰	Germany	399	19	..	..	..	..
19	YLE	Finland	398	1	-27.1	-26.5	-6.8	-6.7
20	TV 2 Group ⁴	Norway	337	21	41.8	38.7	12.4	11.5
21	KF ¹¹	Sweden	326	6	..	..	..	..
22	Alma Media	Finland	311	1	43.4	45	13.9	14.5
23	TV 2/Danmark	Denmark	288	4	8.1	5.6	2.8	1.9
24	Otava-Kuvalehdet	Finland	223	0	26.1	25	11.7	11.2
25	TS Group	Finland	213	-4	0.34	-0.6	0.2	-0.3

.. Data not available

*Italics: Companies with domicile outside the Nordic countries. Included due to substantial revenue and activities on the Nordic market (data cover their Nordic operations only).*¹ Based on revenue in Euro, including effects by currency rates.² Gross margin: Operating result, divided by revenue. Net margin: Pretax result, divided by revenue.³ The media holdings of the Stenbeck sphere: Modern Times Group MTG AB and Metro International S.A. The Group's internet retailing business CDON Group AB was demerged at the end of 2010 and its shares were distributed to MTG's shareholders. CDON's revenue of 231 MEuro is not included in MTG's income statement for 2010, nor in the Stenbeck collected revenue above.⁴ On the Norwegian media market there is some cross-ownership: Telenor ASA owns 44% of A-pressen, which in its turn owns 50% of the TV 2 Group. The other 50% of the TV2 Group is owned by Danish Egmont. TV 2 Group's revenue is included in A-pressen's and Egmont's accounts according to share of ownership. (In January 2012 A-pressen sold its share in the TV 2 Group to Egmont, which is now full owner of the group.)⁵ Telenor's broadcasting division. Telenor ASA's total volume 2010 was 11 826 MEuro.⁶ Data refer to Förvaltningsstiftelsen, i.e. the owner foundation of Sweden's three public service programme companies: SR (radio), SVT (television) and UR (educational programmes, turnover 37 MEuro in 2010). Data exclude transactions within the group.⁷ Nordic market only, which represents 47% of Mecom's total revenue in 2010 (1 415 MEuro).⁸ TDC's broadcasting subsidiary YouSee A/S. TDC's total volume for 2010 was 3 512 MEuro.⁹ Financial year 1 October 2009 – 30 September 2010.¹⁰ Nordic market only, which represents 13% of ProSiebenSat.1's total revenue in 2010 (3 000 MEuro).¹¹ The media holdings of KF, Kooperativa Förbundet (The Swedish Cooperative Union). KF's total revenue for 2010 was 3 835 MEuro.

Sources: Company annual reports and websites.

3. The 25 largest media companies in the Nordic countries 2010: Company revenue 2000-2010 (EUR millions)

Media company	Revenue (EUR millions)											Change (%) ¹	
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2000-2010	2009-2010
1 Bonnier	1 974	1 840	1 907	2 063	2 156	2 253	2 233	3 211	3 092	2 910	3 225	63	11
2 Sanoma	1 448	1 734	2 358	2 396	2 505	2 622	2 742	2 926	3 030	2 768	2 761	91	0
3 Schibsted Media Group	1 020	990	1 048	1 069	1 158	1 227	1 447	1 697	1 674	1 459	1 719	69	18
4 Stenbeck: MTG/Metro ²	765	833	836	899	1 013	1 178	1 452	1 558	2 953	1 555	1 593	108	2z
MTG	643	692	656	692	745	863	1 096	1 227	1 371	1 334	1 370	114	3
Metro	84	98	125	180	243	289	331	331	295	220	222	164	1
5 Egmont	1 066	1 169	1 230	1 126	1 088	1 119	1 254	1 514	1 582	1 478	1 420	33	-4
6 Telenor Broadcast ³	..	301	448	580	623	689	763	872	851	970	1 091	..	11
7 SVT/SR/UR ⁴	693	709	726	740	760	765	762	764	719	648	770	11	19
SVT	424	410	411	420	445	450	443	436	411	358	436	3	22
SR	195	222	234	240	231	235	245	240	228	214	253	30	18
8 Mecom Group ⁵	*	*	*	*	*	*	839	847	805	652	665	*	2
Orkla Media ⁶	867	926	943	922	989	1 083	*	*	*	*	*	*	*
9 NRK	391	402	456	431	441	461	482	500	530	522	607	55	16
10 A-pressen (Norway)	278	286	322	305	319	371	421	591	596	513	580	109	13
11 Stampen	187	156	160	178	178	192	326	547	532	478	545	191	14
12 TDC: YouSee ⁷	147	160	180	205	237	283	329	380	427	483	539	267	12
13 Aller ⁸	428	442	469	471	483	511	531	546	577	519	526	23	1
14 DR	392	392	402	425	442	454	453	481	488	508	518	32	2
15 Com Hem ⁹	81	95	117	143	173	241	256	382	398	385	453	462	18
16 JP/Politikens Hus ¹⁰	*	*	*	399	418	451	473	497	481	441	440	*	0
Politiken	216	216	215	*	*	*	*	*	*	*	*	*	*
Jyllands-Posten	159	149	140	*	*	*	*	*	*	*	*	*	*
17 Teracom	183	175	194	206	235	291	325	358	332	321	404	120	26
18 ProSiebenSat.1 Group ¹¹	*	*	*	*	*	*	*	*	491	335	399	*	19
SBS Broadcasting ¹²	190	183	193	219	241	..	481	*	*	*	*	*	*
19 YLE ¹³	362	381	375	330	359	375	384	385	381	394	398	10	1
20 TV 2 Group (Norway)	186	187	208	202	212	243	287	326	334	279	337	81	21
21 KFI ¹⁴	148	164	211	217	244	289	317	364	358	309	326	120	6
22 Alma Media	484	478	486	461	465	286	302	329	341	308	311	-36	1
23 TV 2/Danmark	220	216	223	206	213	228	263	297	290	277	288	31	4
24 Otava-Kuvalehdet	185	209	219	220	230	233	246	234	237	223	223	21	0
25 TS Group	247	276	293	279	272	309	339	336	306	222	213	-14	-4

* Not applicable (company did not exist, or had no activities on the Nordic market)

..Data not available

Italics: Companies with domicile outside the Nordic countries. Included due to substantial revenue and activities on the Nordic market (data cover their Nordic operations only).

- ¹ Based on revenue in Euro, including effects by currency rates.
- ² Media holdings of the Stenbeck family. Modern Times Group MTG AB, Metro International S.A. plus the media holdings of Tele2 AB (2000-2006). All companies are controlled by the Stenbeck family. From 2007 on the media holdings of Tele2 AB, i.e. cable TV operations in Sweden, are not differentiated in the company's accounts and are therefore not included thereafter (revenue 2006 was 24 MEuro). The Group's internet retailing business CDON Group AB was demerged at the end of 2010 and its shares were distributed to MTG's shareholders. CDON's revenue of 231 MEuro is not included in MTG's income statement for 2010, nor in the collected Stenbeck revenue above.
- ³ Telenor's broadcasting division, Telenor ASA's total volume for 2010 was 1 1826 MEuro.
- ⁴ Data refer to Förvaltningsstiftelsen, i.e. the owner foundation of Sweden's three public service programme companies: SR (radio), SVT (television) and UR (educational programmes, turnover 37 MEuro in 2010). Data exclude transactions within the group.
- ⁵ Nordic market only, which represents 47% of Mecom's total revenue in 2010 (1 415 MEuro). The operations, formerly part of the Norwegian company, Orkla Media, were sold to the British company Mecom Group Plc in Fall 2006. Operations in Norway were renamed Edda Media AS; the Danish operations were integrated into Det Berlingske Officin (today Berlingske Media). (In December 2011 Mecom and A-piessen reached an agreement whereby A-piessen will acquire Edda Media. The agreement is pending approval by Norwegian competition authorities.)
- ⁶ Orkla Media acquired the Danish newspaper company Det Berlingske Officin in late 2000; juridically 1 January 2001. Revenue for 2000 is pro forma and includes Det Berlingske Officin. In 2006 Orkla Media's parent company, Orkla ASA, sold Orkla Media to the British company Mecom Group Plc (see note 5).
- ⁷ Data for TDC's subsidiary YouSee A/S (cable-TV provider). YouSee is the name from 2007 on; previous name was TDC Kabel-TV. TDC Group's total volume 2010 was 3 512 MEuro.
- ⁸ 2000=1999/2000, etc.
- ⁹ Data for 2000-2005 and 2009-2010 represent Com Hem AB; 2006-2008 Nordic Cable Acquisition Holding AB (the then owner of Com Hem).
- ¹⁰ Politiken and Jyllands-Posten merged 1 Jan 2003 to form JP/Politikens Hus A/S.
- ¹¹ ProSieben Sat.1 Group acquired media holdings in the Nordic countries in 2007 by purchasing SBS Broadcasting, consolidated into ProSiebenSat.1 as of 1 July 2007. Data above include the Nordic market only, which represents 13% of ProSiebenSat.1's total revenue in 2010 (3 000 MEuro).
- ¹² Nordic Market only, which in 2006 represented 48% of SBS Broadcasting's total volume.
- ¹³ Data for 2003 and thereafter represent Yleisradio Oy; earlier data represent YLE Group, which included the TV network operator Digita Oy.
- ¹⁴ The media holdings of KF: Kooperativa Förbundet (the Swedish Cooperative Union). Data 2000-2005, 2010: excluding transactions within the group. 2006-2009: including transactions within the group. KF's total revenue for 2010 was 3 835 MEuro.

Sources: Company annual reports and websites.

4. The 20 largest Nordic media companies' total revenue and public service broadcasters' share 1995-2010 (EUR millions)

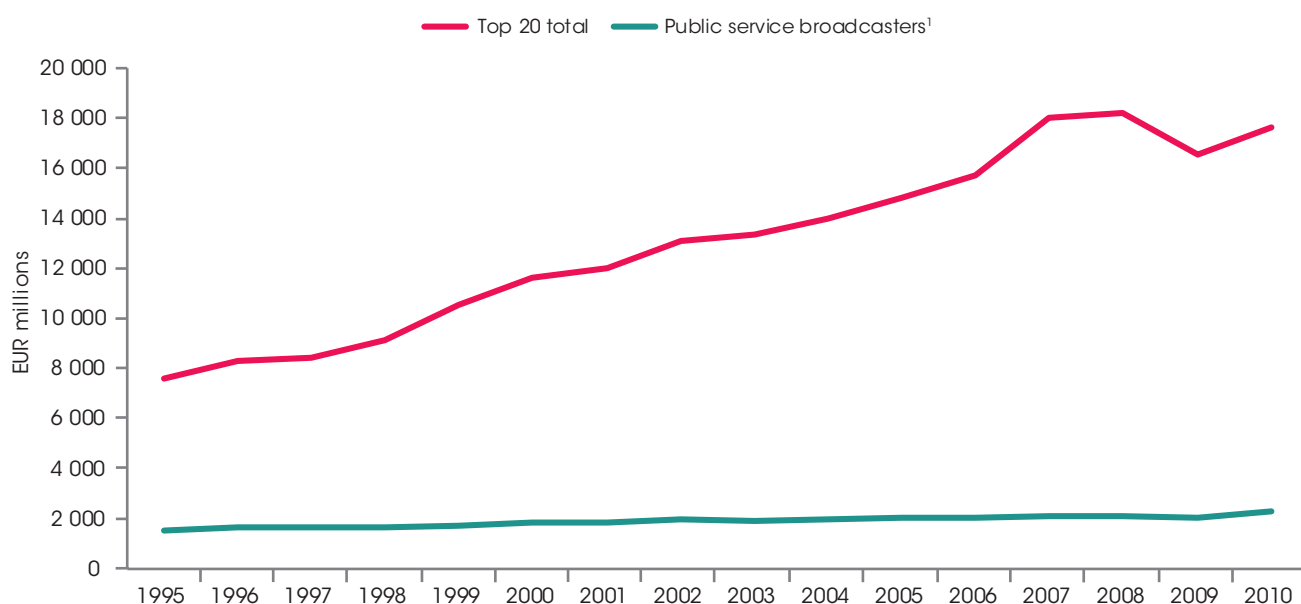
	Revenue (EUR millions)															
	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Top 20 total	7 583	8 326	8 467	9 125	10 580	11 611	12 013	13 122	13 367	13 995	14 818	15 744	18 046	18 204	16 570	17 623
Public service broadcasters ¹	1 544	1 656	1 665	1 674	1 752	1 837	1 884	1 958	1 926	2 002	2 056	2 081	2 129	2 118	2 072	2 293
PSBs' share of all (%)	20	20	20	18	17	16	16	15	14	14	14	13	12	12	13	13

¹ DR, YLE, NRK and SVT/SR/UR (all of which are also included in top 20 total). Not including TV 2 / Danmark.

Note: Data for 2005 and 2007 include some estimates. TV distribution companies are not included.

Sources: Company annual reports, Nordicom.

5. The 20 largest Nordic media companies' and public service broadcasters' total revenue 1995-2010 (EUR millions)



¹ DR, YLE, NRK and SVT/SR/UR (all of which are also included in top 20 total). Not including TV 2 / Danmark.

Note: Data for 2005 and 2007 include some estimates. TV distribution companies are not included.

Sources: Company annual reports, Nordicom.

6. The 20 largest media companies by media revenue on the Nordic media market 2010 (EUR millions)

Media company	Domicile	Media revenue				
		In the Nordic countries (EUR millions)	Total company media revenue (EUR millions)	Nordic share of total media revenue (%)	Change in media revenue in the Nordic countries 2009/2010 (%)	Total company revenue (EUR millions)
1 Bonnier	Sweden	2 662	3 225	83	13	3 225
2 Sanoma	Finland	1 433	2 761	52	0	2 761
3 Schibsted Media Group	Norway	1 432	1 719	83	21	1 719
5 Egmont ¹	Denmark	1 169	1 420	82	-1	1 420
4 Stenbeck: MTG/Metro ²	Sweden	1 112	1 593	70	9	9 897
6 Telenor Broadcast ^{1,3}	Norway	1 091	1 091	100	12	11 826
7 SVT/SR/UR (Förvaltningsstiftelsen) ⁴	Sweden	770	770	100	19	770
8 Mecom Group	UK	665	1 415	47	2	1 415
9 NRK	Norway	607	607	100	16	607
10 Stampen	Sweden	545	545	100	14	545
11 TDC; YouSee ⁵	Denmark	539	539	100	12	3 512
12 A-pressen ¹	Norway	532	580	92	11	580
13 Aller ⁶	Denmark	526	526	100	1	526
14 DR	Denmark	518	518	100	3	518
15 Com Hem	Sweden	453	453	100	18	453
16 JP/Politikens Hus	Denmark	440	440	100	0	440
17 Teracom	Sweden	404	404	100	27	404
18 ProSiebenSat.1 Group	Germany	399	3 000	13	19	3 000
19 YLE	Finland	398	398	100	1	398
20 TV 2 Group ¹	Norway	337	337	100	21	337

¹ On the Norwegian media market there is some cross ownership: Telenor ASA owns 44% of A-pressen, which in its turn owns 50% of the TV 2 Group. The other 50% of the TV 2 Group is owned by Danish Egmont. TV 2 Group's revenue is included in A-pressen's and Egmont's accounts according to share of ownership. (In January 2012 A-pressen sold its share in the TV 2 Group to Egmont, which is now full owner of the group.)

² The media holdings of the Stenbeck sphere: Modern Times Group MTG AB and Metro International S.A. The Group's internet retailing business CDON Group AB was demerged at the end of 2010 and its shares were distributed to MTG's shareholders. CDON's revenue of 231 Meuro is not included in MTG's income statement for 2010, nor in the collected Stenbeck media revenue above.

³ Telenor's broadcasting division. Telenor ASA's total volume 2010 was 11 826 MEuro.

⁴ Data refer to Förvaltningsstiftelsen, i.e. the owner foundation of Sweden's three public service programme companies: SR (radio), SVT (television) and UR (educational programmes). Data exclude transactions within the group.

⁵ TDC's broadcasting subsidiary YouSee A/S. TDC's total volume 2010 was 3 512 MEuro.

⁶ Financial year 1 October 2009 – 30 September 2010.

Sources: Company annual reports and websites.

7. The ten largest media companies by revenue on the Finnish market 2010 (EUR millions)

	Company	Domicile	Owner (share %)	Revenue in Finland	Finnish share of total revenue (%)	Total revenue	Main media activities (incl. large media companies or brands) in Finland
1	Sanoma Oyj	Finland	Erkko family (41)	1 417	51	2 761	Daily newspapers (incl. Helsingin Sanomat, Iltä-Sanomat), web-only newspaper (taloussanomat.fi), free daily newspaper (Metro), magazines (Sanoma Magazines), learning materials and solutions, TV channels (incl. Nelonen, Jim, Liv), radio channels (incl. Radio Rock, Radio Aalto), web marketplaces
2	YLE, Yleisradio Oy	Finland	The Finnish state	398	100	398	TV channels (YLE TV1, YLE TV2, YLE Teema, YLE FST5), radio channels (incl. YLE Radio1, YLE Radio Suomi, YLE Radio Vega)
3	Bonnier AB	Sweden	Bonnier family	375	12	3 225	TV channels (incl. MTV3, Sub, Ava, C More - Canal Plus), radio channel (Radio Nova), books (Tammi, WSOY), magazines (Bonnier Publications), phonograms, video
4	Alma Media Oyj	Finland	Ilkka-Yhtymä (30)	298	96	311	Daily newspapers (incl. Aamulehti, Iltalehti, Kauppalehti), local newspapers, customer magazines (Alma Media Lehdentekijät), web marketplaces
6	TS-Yhtymä Oy	Finland	Ketonen family	190	89	213	Daily newspapers (incl. Turun Sanomat), local newspapers, local radio channels, printing
5	Otava Oy	Finland	Reenpää family	222	99	223	Books (Kustannusosakeyhtiö Otava, Like Kustannus), consumer magazines (Otavamedia), customer magazines, book clubs (incl. Suuri Suomalainen Kirjakerho)
8	Keskisuomalainen Oyj	Finland	No major owner	102	100	102	Daily newspapers (incl. Keskisuomalainen, Savon Sanomat), local newspapers
7	Edita Oy	Finland	The Finnish state	57	52	110	Books, customer magazines, marketing communications services, printing
9	A-lehdet Oy	Finland	Lyfikkäinen family	91	100	91	Consumer magazines (A-lehdet, Image Kustannus), customer magazines (Markkinointiviestintä Dialogi)
10	Pohjois-Karjalan Kirjapaino	Finland	Laakkonen family	85	100	85	Daily newspaper (Karjalainen), local newspapers, printing

Sources: Company annual reports and websites, Statistics Finland.

8. The six largest media companies by revenue on the Icelandic market 2010 (EUR millions)

	Company	Domicile	Owner (share %)	Revenue in Iceland	Icelandic share of total revenue (%)	Total revenue	Main media activities (incl. media companies or brands) in Iceland
1	365 miðlar ehf.	Iceland	Ingibjörg Pálmadóttir (>90)	53	100	53	Free daily newspaper (Fréttablaðið), TV channels (Stöð 2, Stöð 2 Sport, Stöð 2 Extra, Stöð 2 Blá, Nova TV), radio channels (incl. Bylgjan), TV channel (RÚV), radio channels (Rás 1, Rás 2, DAB radio Rondó)
2	Ríkisútvarpið - RÚV	Iceland	Icelandic state (100)	31	100	31	TV channels (Stöð 2, Stöð 2 Blá, Nova TV), radio channels (incl. Bylgjan)
3	Árvakur hf.	Iceland	Þórmórk ehf. and Álamót ehf. (100)	16	100	16	Newsprint (Morgunblaðið), newspaper printing (Landsprent ehf.)
4	Skjárin ehf.	Iceland	Skipti ehf. (100)	10	100	10	TV channels (Skjár 1, Skjár Golf), VoD
5	Birtingur útgáfufélag ehf.	Iceland	Hjálmur ehf (64) ¹ , Austrsel ehf. and Birtingur (36)	4	100	4	Consumer magazines
6	DV útgáfufélag ehf.	Iceland	Reynir Traustason (34), Lilja Skaffadóttir (31), Gagnsæi ehf. (16), others (19)	..	100	..	Non-daily newspaper DV

¹ Hjálmur is owned by Austrsel ehf (53%) and 365 miðlar ehf. (47%).

Sources: Company annual reports, company websites, press releases and branch publications, Frjáls verslun 8-9/2010.

9. The ten largest media companies by revenue on the Norwegian market 2010 (EUR millions)

	Company	Domicile	Owner (share %)	Revenue in Norway	Norwegian share of total revenue (%)	Total revenue	Main media activities (incl. media companies or brands) in Norway
1	Schibsted Media Group	Norway	Blommenholm Industrier (Stiftelsen Tinius) (26), Folketrygdfondet (8)	918	53	1 720	Newspapers (incl. VG, Aftenposten, Bergens Tidende, Stavanger Aftenblad), online classifieds (Finn.no), books/magazines (Schibsted Forlag).
2	Telenor Group (Telenor Broadcast) ^{1,2}	Norway	Norwegian state (54), Folketrygdfondet (5)	625	57	1 091	TV and radio distribution via cable, satellite and DTT (incl. Canal Digital, Norkring, RiksTV 33%), TV channels (TV 2 Zebra 45%, TV 2 Sport 45%, Canal+/C More Group 35%)
3	NRK AS	Norway	Norwegian state	607	100	607	TV (incl. NRK1, NRK2, NRK3), radio (incl. P1, P2, P3), TV distribution (RiksTV 33%)
4	Egmont Foundation ²	Denmark	Self-owning foundation	585	41	1 420	Books & magazines (Cappelen Damm 50%, Egmont Hjemmet Mortensen, Egmont Serieforlaget), film distribution (Nordisk Film), TV (TV 2 Gruppen 50%)
5	A-pressen AS ²	Norway	Telenor (44), LO and connected labour unions (45), A-pressen (8), The Freedom of Expression Foundation (3)	532	92	580	49 local newspapers, Nettavisen (50%), TV 2 Group (50%)
6	TV 2 Group AS ²	Norway	A-pressen (50), Egmont (50)	338	100	338	TV (incl. TV 2, TV 2 Bliss, TV 2 Nyhetkanalen, TV 2 Filmkanalen, TV 2 Zebra 55%, TV 2 Sport 55%), TV distribution (RiksTV 33%)
7	Bonnier AB	Sweden	Bonnier family	302	9	3 225	Books & magazines (Cappelen Damm 50%, Bonnier Media), film distribution (SF Norge), cinemas (SF Kino)
8	Mecom Group Plc	UK	Aviva Plc (19), Legal & General Group Plc (16), Jupiter Asset Management Limited (8)	261	18	1 415	Edda Media (21 local newspapers)
9	Modern Times Group MTG AB	Sweden	Stenbeck family (>50 through direct and indirect ownership)	252	18	1 370	TV (TV3, Viasat 4, TV1000), radio (P4, P5), TV production (Strix Televisjon), TV distribution (Viasat)
10	Polaris Media ASA ³	Norway	SEB Enskilda (32), Røll Severin Co AS'bankruptcy estate (19), Must Invest (15%), Schibsted Media Group (7%)	226	100	226	24 regional and local newspapers

¹ Telenor's media revenue in Norway is medianorway's estimate. The web portal ABC Starttiden included, revenue in Norway 2010 amounts to 642 MEuro, and Telenor Broadcast's total (all countries) to 1 109 MEuro. The Telenor group's total revenue was 11 845 MEuro.

² On the Norwegian media market, there is some cross ownership: Telenor ASA owns 44% of A-pressen, which in its turn owns 50% of the TV 2 Group. The other 50% of the TV2 Group is owned by Danish Egmont. TV 2 Group's revenue is included in A-pressen's and Egmont's accounts according to share of ownership. (In January 2012 A-pressen sold its share in the TV 2 Group to Egmont, which is now full owner of the group.)

³ Polaris Media is the result of a fusion of regional media houses in 2008, with Schibsted as largest owner. In 2009 Schibsted deposited most of its shares in Polaris at SEB Enskilda. The reason was that Schibsted was ordered by the Media Authority to sell down in Polaris in connection with the establishment of newspaper group Media Norge. The shares deposited at SEB Enskilda was sold in 2011 to three Swedish newspaper groups and an investment company.

Sources: Company annual reports, medianorway.

10. The ten largest media companies by revenue on the Swedish market 2010 (EUR millions)

Company	Domicile	Owner (share %)	Revenue in Sweden	Swedish share of total revenue (%)	Total revenue (media rev.)	Main media activities (incl. large media companies or brands) in Sweden
1 Bonnier AB	Sweden	Bonnier family	1 752	54	3 225	Newspapers (incl Dagens Nyheter, Sydsvenskan, Expressen, Kvälls-posten, GT, Dagens Industri et al); books (incl Albert Bonniers Förlag, Wahlström & Widstrand, Forum, Bonnier Carlsen, Bonnier Audio, Semic, AdLibris); magazines (Bonnier Tidskrifter); television (TV4, C More - Canal Plus); film and cinema (Svensk Filmindustrif, SF Bio); online shops (Homeenter, Discshop, AdLibris)
2 SVT, SR, UR ¹ of which SVT of which SR	Sweden	Foundation (state)	770	100	770	Sveriges Television, Sveriges Radio, Utbildningsradion
			436	100	436	TV channels (SVT1, SVT2, SVT24, Kunskapskanalen, SVTB)
3 Stampen AB	Sweden	Hjörne family (87)	253	100	253	Radio channels (incl P1, P2, P3, P4)
			544	100	545	Regional newspapers (Göteborgs-Posten; Promedia; VLT, Nerikes Allehanda + local newspapers; Mediablogget Västskusten; Hallands-posten, Hallands Nyheter, TTELA, Bohusläningen, Strömstads Tidning), printing (V-TAB); free papers (GISAB); online (e.g. Svenskatans.com, brallopstarget.se, odla.nu)
4 Stenbeck sphere ^{2,3} of which Modern Times Group MTG AB of which Metro International of which CDON Group ³	Sweden	Stenbeck family (>50 through direct and indirect ownership)	approx. 565	32	1 749	MTG, Metro, CDON
	Sweden		413	30	1 370	TV channels (incl TV3, TV6, TV8, V1000, ViaSat); TV production (incl Strix); MTG Radio (Rix FM).
	Luxembourg		67	30	222	Free daily newspaper (Metro)
	Sweden		approx. 85	54	156	Online shops (CDON - entertainment products)
5 Schibsted Media Group	Norway	Blommenholm Industrier (26), investment funds	514	30	1 719	Newspapers (Svenska Dagbladet, Aftonbladet); online (incl blocket.se, hitta.se); film & video (Sandrew Metronome)
6 Com Hem AB	Sweden	Carlyle Group and Providence Equity ⁷	453	100	453	TV distribution (Com Hem)
7 Teracom AB	Sweden	Swedish state	404	100	404	TV distribution (Teracom, BoxerTV)
8 KF ⁴	Sweden	Kooperativa Förbundet (Swedish Cooperative Union)	294	90	326	Books (Akademibokhandelsgruppen, Norstedts Förlagsgrupp; Norstedts, Rabén & Sjögren); magazine (Tidningen Vi); games (Pan Vision)
9 Telenor Broadcast (Telenor ASA) ^{5,6}	Norway	Norwegian state (54)	192	17	1 091	TV distribution (Canal Digital)
10 Norrköpings Tidningar Media	Sweden	Erik and Asta Sundins Foundation (70) Axel Johansson Upsala Nya Tidning Förvaltning AB (20)	184	100	184	Regional newspapers: Norrköpings Tidningar, Östgöta Correspondenten, Norrändska Socialdemokraten, Norrbottens-Kuriren, Upsala Nya Tidning + local newspapers

¹ Data refer to Förvaltningsstiftelsen, i.e. the owner foundation of Sweden's three public service programme companies: SR (radio), SVT (television) and UR (educational programmes; turnover 37 MEuro in 2010). Data exclude transactions within the group.

² The media holdings of the Stenbeck sphere: Modern Times Group MTG AB, Metro International S.A. and CDON Group AB. MTG's internet retailing business CDON Group was demerged at the end of 2010 and its shares were distributed to MTG's shareholders. The Stenbeck sphere's total revenue 2010 was 9 878 MEuro.

³ CDON's estimated Swedish media revenue of 85 MEuro, and CDON's total of 156 MEuro, refer to the segment "Entertainment" (the CDON group's total revenue revenue 2010 was 231 MEuro).

⁴ The media holdings of KF Kooperativa Förbundet (The Swedish Cooperative Union). KF's total revenue 2010 was 3 835 MEuro.

⁵ Telenor's broadcasting division. Telenor ASA's total volume 2010 was 11 826 MEuro.

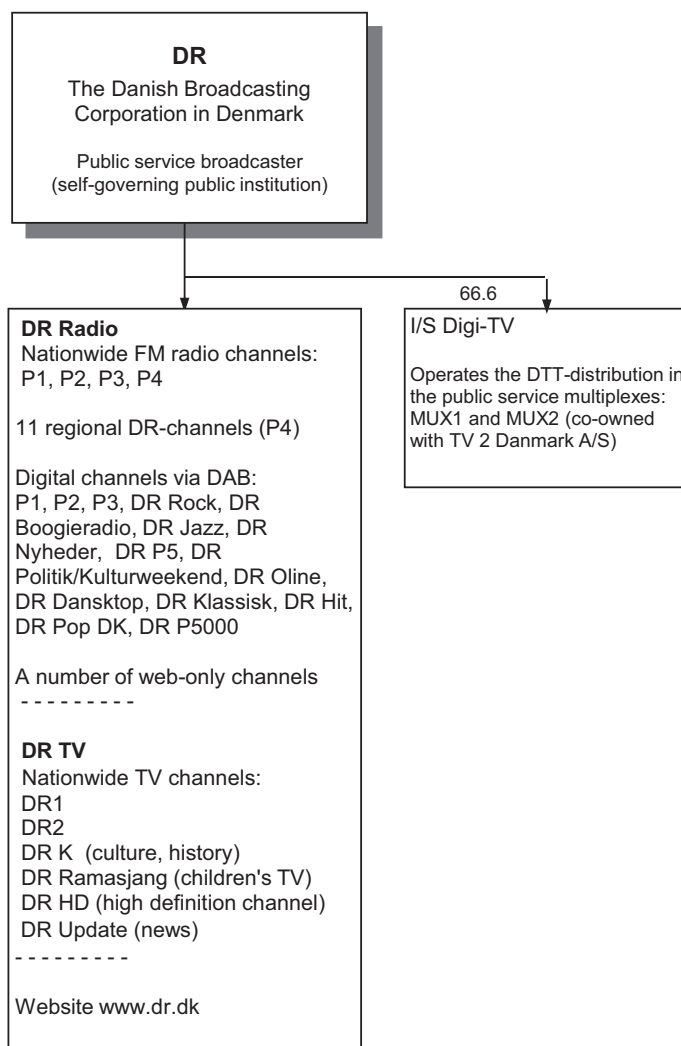
⁶ The media holdings of Telenor's B2 Bredband, i.e. IPTV-distribution, are not differentiated in the company's account and are therefore not included in the Swedish revenue.

⁷ Com Hem was sold to BC Partners in Summer 2011.

Note: Data refer to financial years, at least seven months of which are in calendar 2010.

Sources: Company annual reports.

11. DR (December 2010)

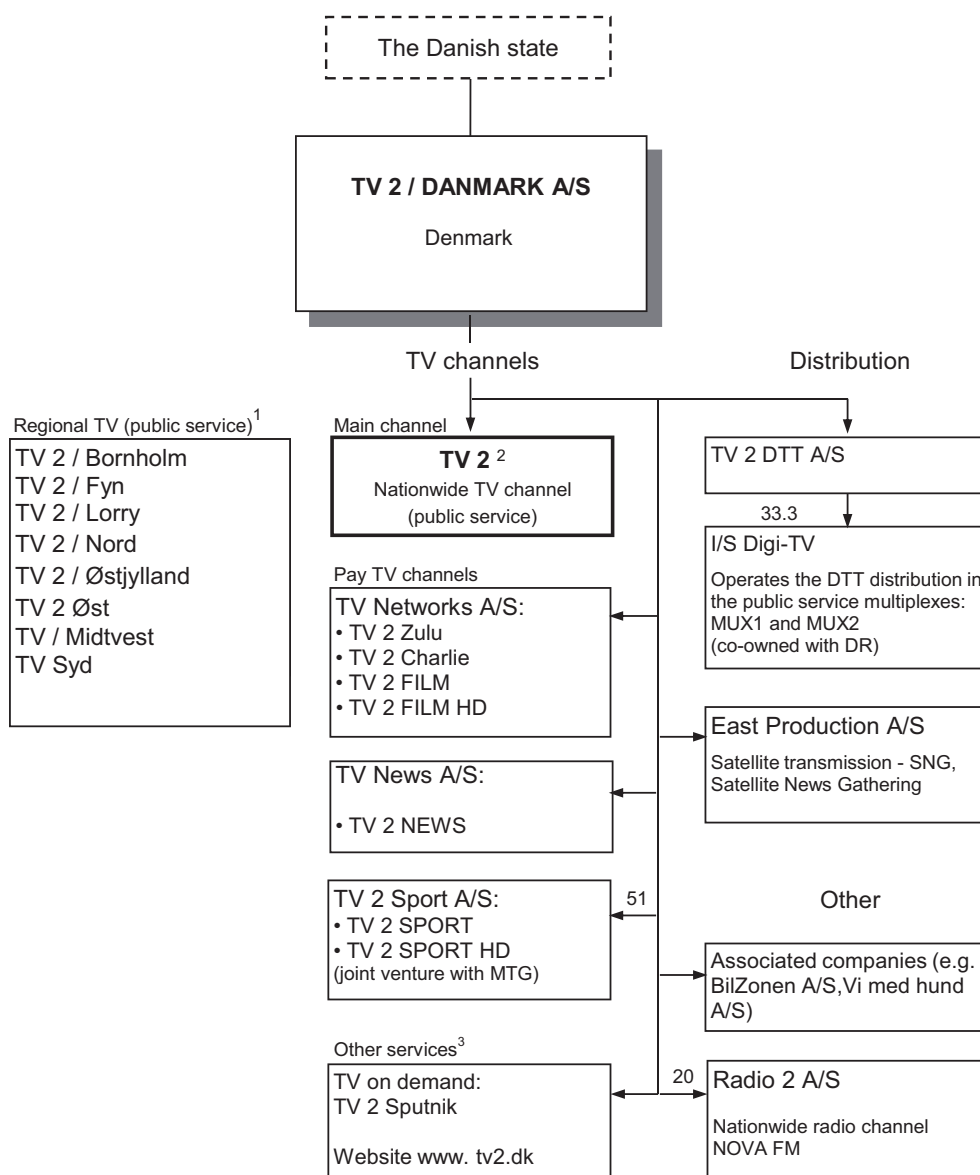


Note: Unless otherwise indicated, the company is wholly owned (100%). Where no country is specified, the company is located in the same country as the parent company.

Source: Company annual report.

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12. TV 2 / Danmark (December 2010)



¹ Eight regional windows in TV 2, based on independent stations (independent legal persons).

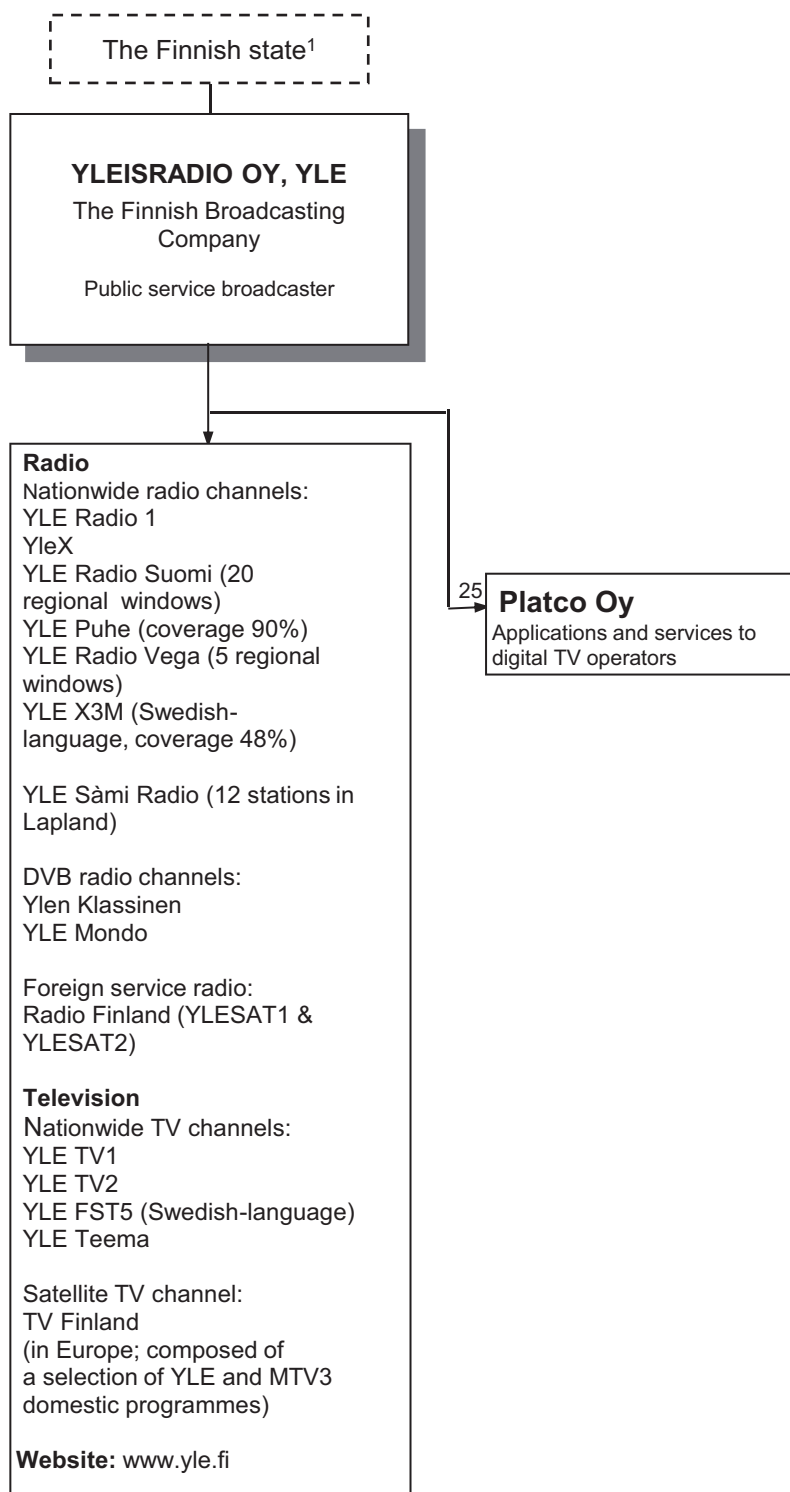
² The main channel TV 2 has a public service obligation. Other channels are no part of TV 2 / Danmark's public service activities.

³ Part of TV 2 / Danmark's operations; not separate companies.

Note: Unless otherwise indicated, the company is wholly owned (100%). Where no country is specified, the company is located in the same country as the parent company.

Sources: Company annual report and other company data.

13. Yleisradio Oy, YLE (Spring 2011)

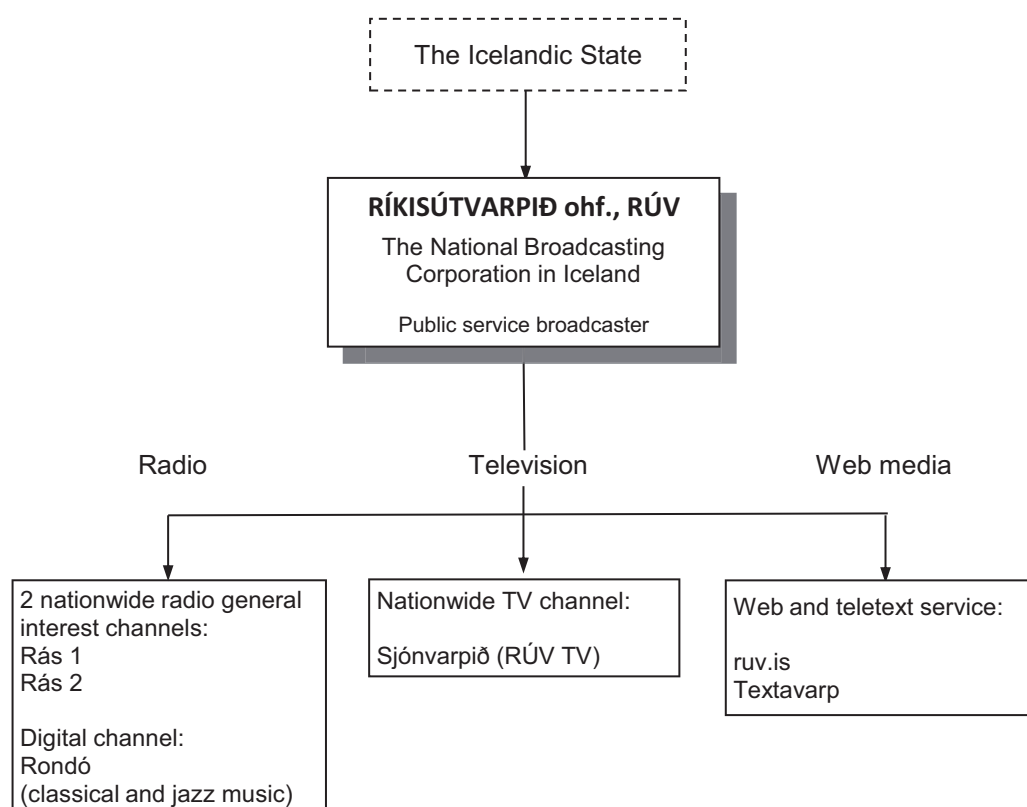


¹ YLE is a state-owned (99.98%) limited company.

Note: Unless otherwise indicated, the company is wholly owned (100%). Where no country is specified, the company is located in Finland.

Sources: Company annual reports, press releases and other company data

14. Ríkisútvarpið ohf., RÚV (December 2010)

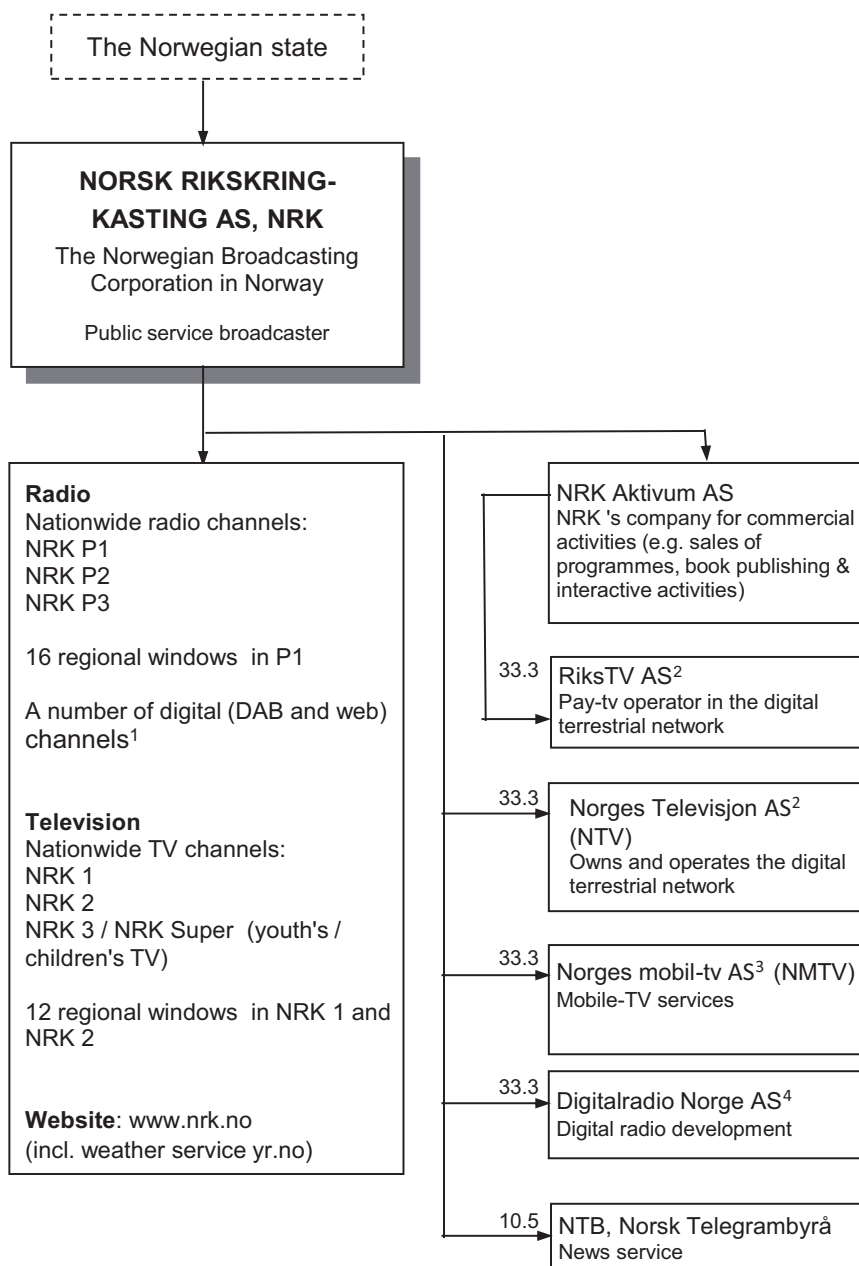


Note: Unless otherwise indicated, the company is wholly owned (100%). Where no country is specified, the company is located in the same country as the parent company. Simplified picture.

Sources: Company annual reports, press releases and other company data.

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15. Norsk rikskringkasting AS, NRK (February 2012)



¹ Of which NRK Alltid Nyheter (news) and NRK mp3 (youth radio) also have widespread FM distribution.

² Co-owners are TV 2 Group and Telenor, with one-third each.

³ Co-owners are TV 2 Group and MTG (Modern Times Group), with one-third each.

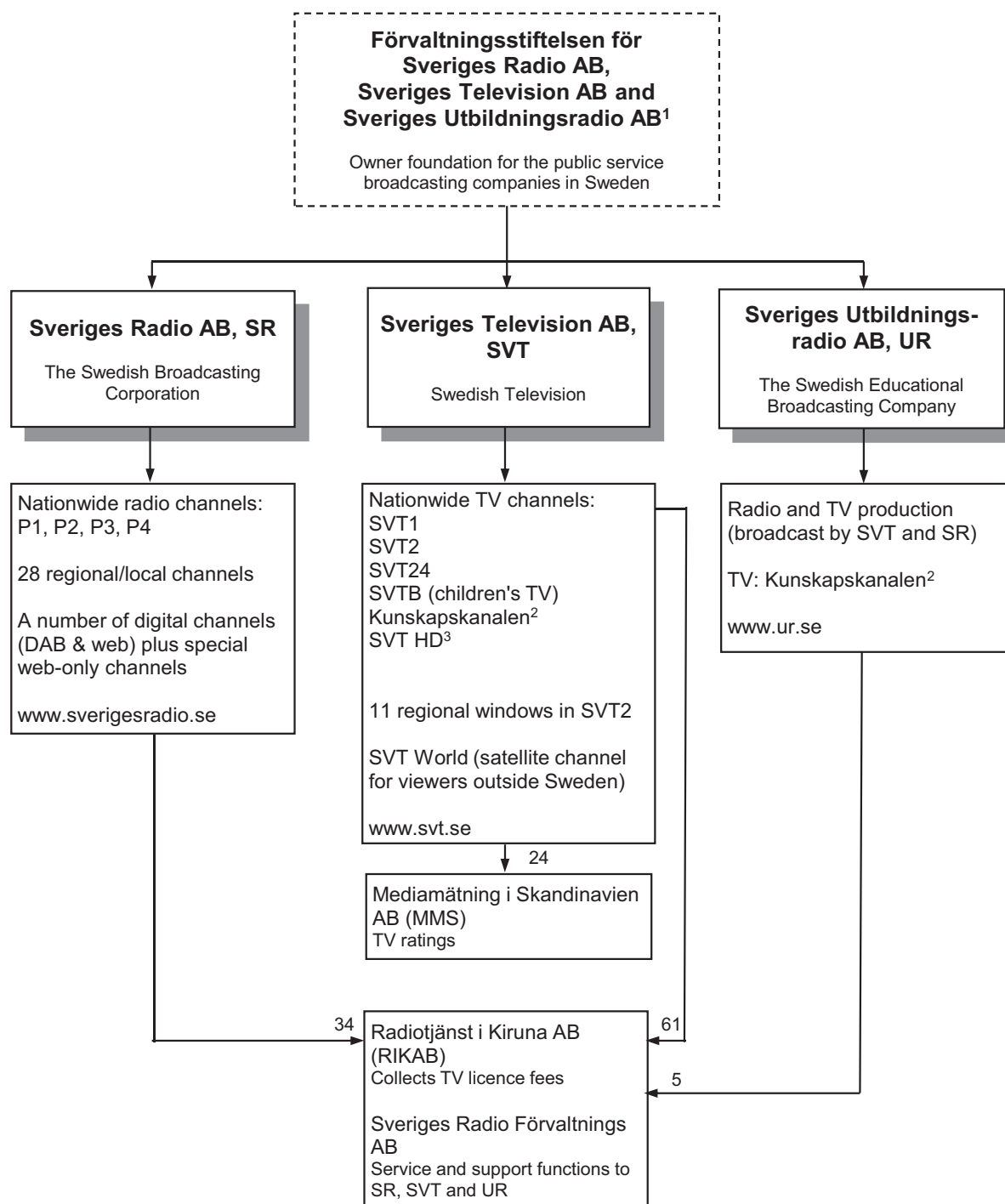
⁴ Co-owners are P4 (MTG) and SBS Radio (ProSiebenSat.1), with one-third each.

Note: Unless otherwise indicated, the company is wholly owned (100%). Where no country is specified, the company is located in the same country as the parent company.

Sources: NRK, company annual report and website.

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16. The Swedish public service group: SR, SVT and UR (February 2011)



¹ The board of the Foundation (Förvaltningsstyrelsen) is appointed by the Government. The boards and chairpersons of SR, SVT and UR are appointed by shareholders' general meeting.

² The TV-channel Kunskapskanalen is operated jointly by SVT and UR.

³ Simulcast.

Note: Unless otherwise indicated, the company is wholly owned (100%). Where no country is specified, the company is located in the same country as the parent company.

Sources: Company annual reports and websites.

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1. The public service funding systems in Denmark, Finland, Iceland, Norway and Sweden 2011

	Denmark ¹	Finland	Iceland	Norway	Sweden
Funding system	Licence fee	Licence fee³	Special fee⁴	Licence fee	Licence fee
Organisations receiving licence fee money	• DR (radio & TV) • TV 2 regions (regional TV) • Local radio & TV • FM4 (Radio24syv) • Public service fund² • Other media related purposes	YLE (radio & TV)	RÚV (radio & TV)	NRK (radio & TV)	• SR (radio) • SVT (TV) • UR (radio & TV programmes, broadcast in SR and SVT)
VAT on licence fees	25%	9%	*	8%	Exempt
Organisation deciding the licence fee size	In political media agreements	The Finnish Government	*	The Norwegian Parliament	The Swedish Parliament
Organisation collecting the licence fees	DR (DR Licenses)	Finnish Communications Regulatory Authority (FICORA)	*	NRK (NRK Licensavdeling)	Radiojätjänst i Kiruna AB (RIKAB), a daughter company to SVT, SR and UR
How licence money is distributed to programme companies	Money is distributed according to current political media agreements. Any surplus is deposited at the Ministry of Culture.	Distribution via the State Television and Radio Fund. The government makes an annual determination of the allocation of the Fund's capital for various purposes.	Distribution according to Parliament decision (State Finance Bill). In 2011 75% goes to RÚV, in 2012 80%.	The licence fees are collected by NRK who distributes it within the units of the organisation.	Distribution via "Rundradiokontroll", a special account administered by the Swedish National Debt Office. The government makes an annual determination of appropriation terms for each programme company.

¹ In Denmark, the media licence fee is collected by DR and is distributed according to Minister of Culture's detailed provision to a number of media-related purposes in accordance with a political media agreement, which extends over four years. The main shares of the fee are aimed for DR, the TV 2 regional stations and local radio and TV. In the current agreement for 2011-2014 money is also distributed to a new privately owned public service radio station (Radio24syv, which was launched on FM4 in November 2011) and a public service fund where commercial TV operators can apply for money to produce public service programmes (Danish documentaries, drama and children's programmes). Private radio can also apply. Extra appropriations outside the media agreement's scope can be distributed for various purposes from excess licence fee money (surplus).

² The public service fund received licence fee money also under the 2007-2010 agreement period, but then as an extra approval of excess licence fee money.

³ In December 2011 the Finnish Parliament took a decision to change the public service funding system and replace the licence fee with a special tax in 2013.

⁴ In Iceland, the licence fee system was abolished at the beginning of 2009 and replaced with a tax, paid by all individuals aged 16-70 years.

Sources: Danish Media political agreements 2007-2010 and 2011-2014 (www.kum.dk), DR, FICORA/Statistics Finland, RÚV/Statistics Iceland, NRK, Radiojätjänst i Kiruna AB.

2. Distribution of licence fee to different organisations, projects or departments (per cent)

2.1 Denmark: Distribution of licence fee between DR, TV 2 Danmark regional TV and other organisations 2009-2011

Organisation/Project	Shares (%)		
	2009	2010	2011
DR	87.1	87.7	83.3
TV 2/Danmark regional TV stations	10.8	10.8	11.1
Local radio and TV (non-commercial)	1.3	1.3	1.1
Public service fund ¹	–	–	0.9
Operating grants to FM4 (Radio24syv) - upper frame ²	–	–	2.4
Public value tests of DR new media services	–	–	0.2
Other ³	0.8	0.3	0.9
Total	100	100	100

¹ The public service fund received license fee money even before 2011, but then as an extra approval of excess license fee money.

² Private public service radio channel, which started in November 2011.

³ The Danish Agency for Libraries and Media, Media Statistics Project, The Danish Film Institute, etc.

Note: Distribution as agreed on in the political media agreements. Extra appropriation of excess licence fee money can be made during the period.

Sources: Media political agreements 2007-2010 and 2011-2014.

2.2 Iceland: Distribution of media tax revenue between RÚV radio and RÚV TV operations 2010

Organisation	Shares (%)
RÚV TV	67
RÚV Radio	33
Total	100

Source: RÚV/Statistics Iceland.

2.3 Sweden: Distribution of licence fee between the public service companies SVT, SR and UR 2010

Organisation	Shares (%)
SVT (television)	58
SR (radio)	37
UR (radio and TV programmes)	5
Total	100

Note: Distribution of licence fee according to the government's allocation decision.

Source: Radiotjänst i Kiruna AB.

3. Total licence fee revenue by organization 2000-2010 (millions in Euro and national currencies)

Million Euro								
	Denmark ¹			Finland	Iceland ⁴		Norway	Sweden
	DR ²	TV 2/ Danmark ³	TV 2- regions ³	YLE	RÚV		NRK	SVT, SR and UR ⁵ Gross Net
2000	358	63		284	24	•	360	698 652
2001	359	73		299	22	•	382	650 608
2002	372	76		302	24	•	427	689 646
2003	388	20	50	305	24	•	387	702 659
2004	401	9	50	333	27	•	395	708 663
2005	415	–	52	354	32	•	431	713 669
2006	421	–	52	364	29	•	445	716 669
2007	446	–	55	376	31	•	466	730 678
2008	448	–	56	376	23	Special fee	496	692 644
2009	455	–	57	388	21		494	637 593
2010	469	–	57	398	20		570	730 684

Million, in national currencies								
	Denmark ¹ (DKK)			Finland (EUR)	Iceland ⁴ (ISK)		Norway (NOK)	Sweden (SEK)
	DR ²	TV 2/ Danmark ³	TV 2- regions ³	YLE	RÚV		NRK	SVT, SR and UR ⁵ Gross Net
2000	2 664	470		284	1 777	•	2 919	5 894 5 511
2001	2 675	547		299	1 938	•	3 074	6 012 5 621
2002	2 765	565		302	2 108	•	3 204	6 315 5 916
2003	2 886	150	370	305	2 123	•	3 092	6 408 6 015
2004	2 985	70	375	333	2 382	•	3 309	6 460 6 052
2005	3 094	–	385	354	2 469	•	3 455	6 613 6 208
2006	3 139	–	390	364	2 580	•	3 581	6 622 6 191
2007	3 326	–	409	376	2 740	•	3 739	6 754 6 269
2008	3 343	–	415	376	2 975	Special fee	4 078	6 650 6 184
2009	3 392	–	422	388	3 575		4 325	6 773 6 307
2010	3 493	–	428	398	3 218		4 573	6 978 6 535

¹ Part of the collected licence fee sum in Denmark goes to other media-related purposes than DR and TV 2; see previous table for examples.

² The total amount that DR receives from licence fees, as stated in the media political agreements plus related supplementary agreements.

³ Before 2003, transfers of licence fee money to the regional TV 2 stations were made via TV 2 / Danmark, but since then the regional stations receive their part of licence fee revenue directly from the licence office.

⁴ The licence fee system was abolished in Iceland at the end/beginning of 2008/2009 and replaced by a tax.

⁵ Gross licence fee revenue: A share of the licence fee granted to SVT, SR and UR is transferred to the two daughter companies they own together: Radiotjänst i Kiruna AB, which is responsible for collecting the licence fees, and SRF, which is responsible for common service and support functions of the three programme companies, and is also the property owner. The net revenue is the sum of the licence fee after the transfers, i.e. the net for the three programme companies SVT, SR and UR.

Note: There are differences in practice between how the licence fee collection is organised in the Nordic countries – in-house or outside the programme company – which affects the comparison between the revenues in this table. In **Denmark and Norway**, DR and NRK, respectively, are responsible for collecting the fees, and consequently the revenue above is to cover costs and administration for these in-house operations.

In **Sweden** licence fees are collected by Radiotjänst i Kiruna AB, a daughter company of SVT, SR and UR. A share of the licence fee granted to SVT, SR and UR is transferred to Radiotjänst i Kiruna AB for its operations; revenue for before and after the transfer is presented above (gross and net).

In **Finland** the Finnish Communication Regulatory Authority collects licence fees; YLE's revenue above is therefore net revenue, intended for the programme company only (in 2009 the share of collecting costs was 2.4% of gross revenue.)

Note: VAT not included.

Sources: DR annual reports, Danish Media political agreements, Danish Agency for Culture (Centre for Libraries and Media), Finnish Communications Regulatory Authority FICORA, RÚV/Statistics Iceland, NRK, Radiotjänst i Kiruna AB.

4. TV and radio annual licence fee 2000-2011 (in Euro and national currencies)

Year	Euro				National currencies					
	Denmark ¹	Finland ²	Iceland ³	Norway ⁴	Sweden	Denmark ¹ (DKK)	Finland ² (EUR)	Iceland ³ (ISK)	Norway ⁴ (NOK)	Sweden (SEK)
2000	254	157	347	*	195	1 894	157	25 200	*	1 644
2001	266	165	309	*	180	1 978	165	27 000	*	1 668
2002	277	165	313	*	190	2 058	165	27 000	*	1 740
2003	280	165	333	*	198	2 080	165	28 896	*	1 812
2004	284	187	372	*	205	2 110	187	32 460	*	1 872
2005	274	194	415	*	207	2 040	194	32 460	*	1 920
2006	280	201	400	*	213	2 090	201	35 052	*	1 968
2007	289	208	376	*	216	2 150	208	32 904	*	1 996
2008	294	215	282	Special fee	211	2 190	215	35 940	Special fee	2 032
2009	298	224	*	100	195	2 220	224	*	17 200	2 076
2010	303	231	*	106	217	2 260	231	*	17 200	2 076
2011	309	245	*	111	230	2 300	245	*	17 900	2 076

¹ Fee for colour TV until 2006. From 2007: media licence fee, which covers all devices in a position to receive picture programmes and services, including computers and certain cell phones. The 'radio only' fee is 320 DKK/year (43 Euro) since 2004. VAT included (25%).

² VAT included: 2000-2008 8%, from 2010 9%.

³ Licence fee for colour TV until 2008, paid per household. VAT included: 14%, from March 2007-2008 7%. The licence fee system was abolished in Iceland at the beginning of 2009 and replaced by a tax, paid by all individuals aged 16-70 years.

⁴ VAT included from 2003 on (from 12 to 8%). TV licence fee was previously VAT-exempt in Norway.

Note: Yearly fee. VAT included, except for Sweden where the fee is VAT-exempt. For details, see country notes. Fee is paid for all devices in a position to receive TV broadcasts.

Sources: DR, FICORA/Statistics Finland, RÚV/Statistics Iceland, NRK, Radiotjänst | Kiruna AB.

5. Nordic public service broadcasters' revenue, costs and results 2000-2010 in Euro

5.1 Danish public service broadcasters' revenue, costs and results 2000-2010 (EUR millions)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
DR TV and radio											
<i>Operating revenue</i>											
Licence fees ¹	358	359	372	388	401	415	421	446	448	455	469
Other	35	33	30	37	41	43	36	39	44	49	49
Total	392	392	403	425	442	458	457	486	492	505	518
<i>Operating costs²</i>											
Programme acquisitions	29	25									
Other costs	120	129									
Production costs, royalties, etc.			97	101	128	119	114	117	124	129	123
Other external costs			61	61	59	57	77	66	82	74	77
Personnel	222	213	230	223	235	241	241	257	240	246	247
Write-offs, depreciation	19	13	20	20	28	28	42	47	50	52	53
Total	390	381	407	405	449	446	475	487	496	500	500
Operating result	2	12	-4	21	-7	12	-18	-1	-4	5	18
TV 2/Danmark³											
<i>Operating revenue</i>											
Advertising, net	146	135	138	161	176	191	213	226	214	164	177
Licence fee	60	72	75	20	9	0	0	0	0	0	0
Cable revenue ⁴	*	*	*	14	16	26	34	57	62	83	86
Other revenue	13	9	10	9	12	12	19	22	20	26	25
Total	220	216	223	204	213 ⁵	229	265	305	296	272	288
<i>Operating costs</i>											
Transfers to TV 2 regional stations ⁶	45	46	47	*	*	*	*	*	*	*	*
Programme costs	92	89	93	92	111	113	126	139	137	139	148
Personnel	38	41	43	47	49	57	63	90	78	79	83
Other	26	23	24	27	29	31	46	55	46	38	33
Repayment of excess compensation	*	*	*	*	144	0	0	0	0	0	0
Total	201	199	206	165	333	201	231	285	261	256	265
Operating result	19	17	17	39	-120	28	31	20	35	16	23
The regional TV 2 stations⁷											
Revenue: Licence fee ⁶	*	*	*	50	50	52	52	55	56	57	58

¹ The total amount that DR receives from licence fees, as stated in the media political agreements plus related supplementary agreements.

² Accounting procedures changed in 2002.

³ Data through 2002 refer to the self-governing institution TV 2/Danmark; data from 2003 on refer to the state-owned limited company TV 2/Danmark A/S. Only TV 2/Danmark's main channel, TV 2, is public service, but economic data above refer to the whole company.

⁴ Revenue from TV 2's pay-TV channels TV 2/NEWS, TV 2/ZULU, TV 2/CHARLIE, TV 2/SPORT and TV 2/FILM.

⁵ The revenue figures from 2004 are not entirely comparable to earlier data due to a change in accounting procedures. The adjusted (comparable) figure for 2003 is 205.7 million Euro.

⁶ Before 2003 transfers of licence fee money were made via TV 2/Danmark, but since then the regional stations receive their part of licence fee revenue directly via the licence office.

⁷ Eight regional TV 2 stations, which are independent legal persons.

Sources: DR annual reports, TV 2/Danmark annual reports, Media political agreements 2001-2006 and 2007-2010, Danish Agency for Culture (Centre for Libraries and Media).

5. Cont. Nordic public service broadcasters' revenue, costs and results 2000-2010 in Euro

5.2 The Finnish public service broadcaster's revenue, costs and result 2000-2010 (EUR millions)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
YLE TV and radio											
<i>Operating revenue</i>											
Licence fees	284	299	302	305	333	354	367	376	376	388	398
Fees from commercial TV channels ¹	48	44	33	21	21	17	14	5	-	-	-
Other revenue	14	22	16	15	14	44	16	28	21	23	22
Total	345	365	351	341	368	415	396	409	397	411	420
<i>Operating costs</i>	378	489	432	412	429	452	417	419	401	414	447
<i>Operating result</i>	-33	-124	-82	-71	-61	-36	-20	-10	-4	-3	-27

¹ Operating licence fees paid by commercial television channels. The fees were discontinued altogether with the closedown of analogue television broadcasts in 2007.

Sources: YLE annual reports, Finnish Communications Regulatory Authority FICORA.

5.3 The Icelandic public service broadcaster's revenue, costs and result 2000-2010 (EUR millions)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
RÚV TV and radio											
<i>Operating revenue</i>											
Licence fees	24	22	24	24	27	32	29	31	23	20	20
Advertising & Sponsoring	12	9	10	10	10	12	13	15	11	7	9
Other	0	0	0	1	1	1	1	..	1	1	1
Total	37	32	35	36	39	45	44	46	35	28	31
<i>Operating costs</i>	38	34	35	34	34	42	42	..	33	24	28
<i>Operating result</i>	-2	-2	0	-1	4	3	2	..	1	4	3

RÚV TV

<i>Operating revenue</i>											
Licence fees	16	15	16	16	18	21	19	21	16	14	13
Advertising	6	4	4	5	5	6	7	9	6	4	6
Sponsoring	1	1	1	1	1	1	1	..	..	1	..
Lottery	0	0	*2	*2	*2	*2	*2	..	..	..	..
Other	0	0	0	1	1	1	1	..	..	1	..
Total	23	20	22	23	25	29	28	29	22	19	19
<i>Operating costs¹</i>	25	22	22	22	22 ³	..	..	..	..	..	..
<i>Operating result¹</i>	-1	-2	0	1	3	..	..	..	..	..	..

RÚV radio

<i>Operating revenue</i>											
Licence fees	8	7	8	8	9	11	10	10	8	7	7
Advertising	5	4	4	4	4	5	5	6	5	3	4
Sponsoring	0	0	0	0	0	0	0	..	..	0	..
Other	0	0	0	1	0	0	0	..	..	0	..
Total	13	12	13	13	14	16	16	16	12	10	10
<i>Operating costs¹</i>	13	12	11	12	12	..	..	..	..	..	..
<i>Operating result¹</i>	0	-1	1	1	2	..	..	..	..	..	..

¹ Data on costs and results for radio and TV separately are not available from 2005 on.

² Included in advertising from 2002 on.

³ Of which programme costs 16.6; distribution 1.2; sale and marketing costs 1.3; and other 3.2 million Euro.

Note: Broken financial years for 2008-2010; i.e. 2008 financial year is 1 Sep 2007 – 31 Aug 2008, etc.

Source: RÚV (Annual Accounts).

5. Cont. Nordic public service broadcasters' revenue, costs and results 2000-2010 in Euro

5.4 The Norwegian public service broadcaster's revenue, costs and result 2000-2010 (EUR millions)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
NRK TV and radio											
<i>Operating revenue</i>											
Licence fees	360	382	427	387	395	431	445	466	496	494	570
Other revenue	31	21	29	44	46	30	38	34	33	28	36
Total	391	402	456	431	441	461	482	500	529	522	606
<i>Operating costs</i>	413	411	466	432	430	463	485	523 ¹	541	524	600
<i>Operating result</i>	-23	-9	-11	-1	11	-2	-2	-23	-11	-2	6

¹ The apparent rise in costs in 2007 is due in part to changes in accounting rules pertaining to pensions.

Note: Figures refer to the NRK group, which means that NRK's subsidiary NRK Aktivum is included. NRK Aktivum handles all commercial activities within NRK, e.g. royalties and sale of production resources, sales of archive material and programmes, etc.

Source: NRK annual reports.

5.5 Swedish public service broadcasters' revenue, costs and results 2000-2010 (EUR millions)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
SVT											
<i>Operating revenue</i>											
Licence fees	383	377	382	389	411	420	402	405	380	332	405
Other revenue, of which:	41	33	29	31	34	29	40	30	31	26	30
royalties	16	15	13	13	19	13	19	11	10	13	12
technical services	6	5	4	5	3	3	5	3	4	2	4
sponsoring	4	3	5	3	5	3	5	4	4	2	4
miscellaneous	15	9	7	10	7	10	11	12	14	9	10
Total	424	410	411	419	445	450	443	435	411	358	435
<i>Operating costs</i>	404	415	417	424	450	444	444	431	409	357	430
<i>Operating result</i>	20	-5	-6	-5	-5	6	-1	4	2	1	4
SR											
<i>Operating revenue</i>											
Licence fees	189	216	229	235	224	230	239	233	221	208	246
Other revenue	6	6	5	5	6	6	6	7	7	6	6
Total	195	222	234	240	231	235	245	240	228	214	252
<i>Operating costs</i>	201 ¹	221	234	237	234	237	246	244	230	225	239
<i>Operating result</i>	-6	1	0	3	-3	-2	0	-5	-2	-11	14
UR											
<i>Operating revenue</i>											
Licence fees	30	28	30	32	31	33	32	33	30	28	35
Other revenue	6	4	4	3	2	2	2	2	2	2	2
Total	36	32	34	35	34	35	35	36	33	30	37
<i>Operating costs</i>	35	33	34	34	34	35	35	36	33	30	35
<i>Operating result</i>	0	0	0	0	0	0	0	-1	-1	0	3

¹ The figure includes a major extraordinary (non-comparable) item: repayment of accumulated excessive pension premiums totalling 39 million Euro.

Note: UR produces radio and TV programmes to be transmitted in SR (radio) and SVT (television).

Sources: SVT, SR and UR annual reports (processed).

6. Nordic public service broadcasters' revenue, costs and results 2000-2010 in national currencies

6.1 Danish public service broadcasters' revenue, costs and results 2000-2010 (DKK millions)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
DR TV and radio											
<i>Operating revenue</i>											
Licence fees ¹	2 664	2 675	2 765	2 886	2 985	3 094	3 139	3 326	3 343	3 392	3 493
Other	259	249	226	274	307	319	270	293	330	368	368
Total	2 923	2 924	2 991	3 160	3 292	3 413	3 409	3 619	3 674	3 760	3 861
<i>Operating costs²</i>											
Programme acquisitions	214	185									
Other costs	895	963									
Production costs, royalties, etc.			717	747	952	890	854	871	922	960	913
Other external costs			453	453	440	424	576	493	615	548	574
Personnel	1 656	1 590	1 707	1 656	1 745	1 798	1 795	1 913	1 793	1 831	1 841
Write-offs, depreciation	143	100	146	150	207	210	316	352	370	389	397
Total	2 908	2 838	3 023	3 006	3 344	3 322	3 541	3 630	3 700	3 727	3 725
Operating result	15	86	-33	155	-52	91	-132	-11	-26	34	134
TV 2/Danmark³											
<i>Operating revenue</i>											
Advertising, net	1 090	1 007	1 028	1 193	1 308	1 425	1 586	1 687	1 597	1 219	1 318
Licence fee	449	537	556	151	70	0	0	0	0	0	0
Cable revenue ⁴	*	*	*	107	116	192	251	422	462	618	643
Other revenue	98	67	74	69	92	86	143	162	147	192	186
Total	1 637	1 611	1 658	1 519	1 586 ⁵	1 703	1 980	2 272	2 206	2 029	2 147
<i>Operating costs</i>											
Transfers to TV 2 regional stations ⁶	335	344	346	*	*	*	*	*	*	*	*
Programme costs	685	662	693	680	827	845	941	1 036	1 023	1 038	1 105
Personnel	281	307	316	347	362	422	469	673	581	591	620
Other	197	173	178	200	219	228	342	412	341	281	249
Repayment of excess compensation	*	*	*	*	1 073	0	0	0	0	0	0
Total	1 498	1 486	1 533	1 227	2 481	1 495	1 725	2 121	1 945	1 910	1 974
Operating result	139	125	125	292	-895	208	228	151	261	119	173
The regional TV 2 stations⁷											
Revenue: Licence fee ⁶	*	*	*	370	375	385	390	409	415	422	428

¹ The total amount that DR receives from licence fees, as stated in the media political agreements plus related supplementary agreements.

² Accounting procedures changed in 2002.

³ Data through 2002 refer to the self-governing institution TV 2/Danmark; data from 2003 on refer to the state-owned limited company TV 2/Danmark A/S. Only TV 2/Danmark's main channel, TV 2, is public service, but economic data above refer to the whole company.

⁴ Revenue from TV 2's pay-TV channels TV 2/NEWS, TV 2/ZULU, TV 2/CHARLIE, TV 2/SPORT and TV 2/FILM.

⁵ The revenue figures from 2004 are not entirely comparable to earlier data due to a change in accounting procedures. The adjusted (comparable) figure for 2003 is MDKK 1 528.

⁶ Before 2003 transfers of licence fee money were made via TV 2/Danmark, but since then the regional stations receive their part of licence fee revenue directly via the licence office.

⁷ Eight regional TV 2 stations, which are independent legal persons.

Sources: DR annual reports, TV 2/Danmark annual reports, Media political agreements 2001-2006 and 2007-2010, Danish Agency for Culture (Centre for Libraries and Media).

6. Cont. Nordic public service broadcasters' revenue, costs and results 2000-2010 in national currencies

6.2 The Finnish public service broadcaster's revenue, costs and result 2000-2010 (EUR millions)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
YLE TV and radio											
<i>Operating revenue</i>											
Licence fees	284	299	302	305	333	354	367	376	376	388	398
Fees from commercial TV channels ¹	48	44	33	21	21	17	14	5	-	-	-
Other revenue	14	22	16	15	14	44	16	28	21	23	22
Total	345	365	351	341	368	415	396	409	397	411	420
<i>Operating costs</i>	378	489	432	412	429	452	417	419	401	414	447
<i>Operating result</i>	-33	-124	-82	-71	-61	-36	-20	-10	-4	-3	-27

¹ Operating licence fees paid by commercial television channels. The fees were discontinued altogether with the closedown of analogue television broadcasts in 2007.

Sources: YLE annual reports, Finnish Communications Regulatory Authority FICORA.

6.3 The Icelandic public service broadcaster's revenue, costs and result 2000-2010 (ISK millions)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
RÚV TV and radio											
<i>Operating revenue</i>											
Licence fees	1 777	1 938	2 108	2 123	2 382	2 469	2 580	2 740	2 874	3 407	3 249
Advertising & Sponsoring	864	801	825	852	912	971	1 166	1 271	1 364	1 246	1 504
Other	22	32	42	117	77	116	121	..	160	176	216
Total	2 662	2 771	2 976	3 087	3 371	3 555	3 867	4 011	4 399	4 829	4 970
<i>Operating costs</i>	2 784	2 944	3 014	2 954	2 980	3 284	3 671	..	4 215	4 201	4 482
<i>Operating result</i>	-122	-173	-38	-107	391	271	196	..	184	628	488
RÚV TV											
<i>Operating revenue</i>											
Licence fees	1 184	1 292	1 405	1 416	1 588	1 646	1 708	1 830	1 984	2 383	2 145
Advertising	450	392	377	407	431	454	572	746	818	711	1 004
Sponsoring	53	54	79	79	92	95	101	..	..	..	..
Lottery	12	8	*2	*2	*2	*2	*2	..	..	135	..
Other	1	7	34	66	60	78	86	..	..	..	..
Total	1 700	1 753	1 895	1 968	2 171	2 272	2 468	2 576	2 802	3 229	3 149
<i>Operating costs¹</i>	1 787	1 932	1 920	1 906	1 937 ³	..	..	..	..	..	..
<i>Operating result¹</i>	-87	-179	-25	62	234	..	..	..	..	..	..
RÚV radio											
<i>Operating revenue</i>											
Licence fees	592	646	703	708	794	823	872	910	991	1 192	1 073
Advertising	349	343	353	347	363	392	471	525	588	556	624
Sponsoring	12	12	16	18	26	30	22	..	..	..	..
Other	8	8	8	46	16	38	35	..	..	67	..
Total	962	1 009	1 080	1 119	1 199	1 283	1 399	1 435	1 579	1 815	1 697
<i>Operating costs¹</i>	983	1 055	989	1 048	1 043	..	..	..	..	..	..
<i>Operating result¹</i>	-21	-46	91	72	156	..	..	..	..	..	..

¹ Data on costs and results for radio and TV separately are not available from 2005 on.

² Included in advertising from 2002 on.

³ Of which programme costs 1 445; distribution 101; sale and marketing costs 111; and other 280 ISK millions.

Note: Broken financial years for 2008-2010; i.e. 2008 financial year is 1 Sep 2007 – 31 Aug 2008, etc.

Source: RÚV (Annual Accounts).

6. Cont. Nordic public service broadcasters' revenue, costs and results 2000-2010 in national currencies

6.4 The Norwegian public service broadcaster's revenue, costs and result 2000-2010 (NOK millions)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
NRK TV and radio											
<i>Operating revenue</i>											
Licence fees	2 919	3 074	3 204	3 092	3 309	3 455	3 581	3 739	4 078	4 325	4 573
Other revenue	248	167	218	355	381	239	302	270	273	243	289
Total	3 167	3 240	3 421	3 447	3 689	3 693	3 882	4 009	4 351	4 568	4 862
<i>Operating costs</i>	3 352	3 312	3 503	3 453	3 602	3 710	3 901	4 193 ¹	4 444	4 586	4 816
<i>Operating result</i>	-184	-71	-82	-6	88	-17	-18	-184	-93	-18	46

¹ The apparent rise in costs in 2007 is due in part to changes in accounting rules pertaining to pensions.

Note: Figures refer to the NRK group, which means that NRK's subsidiary NRK Aktivum is included. NRK Aktivum handles all commercial activities within NRK, e.g. royalties and sale of production resources, sales of archive material and programmes, etc.

Source: NRK annual reports.

6.5 Swedish public service broadcasters' revenue, costs and results 2000-2010 (SEK millions)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
SVT											
<i>Operating revenue</i>											
Licence fees	3 238	3 488	3 500	3 549	3 748	3 900	3 722	3 748	3 654	3 526	3 872
Other revenue, of which:	344	301	265	280	314	271	372	280	298	278	284
royalties	136	140	118	118	174	118	177	105	97	137	111
technical services	48	44	39	43	25	26	42	30	35	25	38
sponsoring	34	32	43	26	50	31	47	38	35	16	38
miscellaneous	127	85	65	93	66	96	105	107	131	99	97
Total	3 582	3 789	3 765	3 829	4 062	4 172	4 094	4 028	3 952	3 804	4 156
<i>Operating costs</i>	3 415	3 839	3 818	3 873	4 111	4 118	4 103	3 988	3 929	3 795	4 115
<i>Operating result</i>	167	-50	-53	-44	-50	54	-9	41	23	9	41
SR											
<i>Operating revenue</i>											
Licence fees	1 594	2 002	2 102	2 143	2 048	2 130	2 210	2 151	2 127	2 208	2 353
Other revenue	51	53	43	48	58	55	59	67	63	67	60
Total	1 646	2 055	2 145	2 191	2 106	2 185	2 269	2 218	2 191	2 275	2 413
<i>Operating costs</i>	1 696 ¹	2 045	2 147	2 162	2 137	2 203	2 271	2 260	2 212	2 394	2 283
<i>Operating result</i>	-50	10	-2	28	-31	-18	-3	-42	-21	-119	130
UR											
<i>Operating revenue</i>											
Licence fees	251	263	279	289	286	307	298	309	291	300	339
Other revenue	49	37	34	27	21	22	23	19	23	20	18
Total	300	300	313	316	307	329	321	328	314	320	357
<i>Operating costs</i>	299	304	311	313	309	329	325	333	321	323	331
<i>Operating result</i>	1	-4	2	3	-2	0	-4	-5	-7	-3	26

¹ The figure includes a major extraordinary (non-comparable) item: repayment of accumulated excessive pension premiums totalling 330 MSEK.

Note: UR produces radio and TV programmes to be transmitted in SR (radio) and SVT (television).

Sources: SVT, SR and UR annual reports (processed).

7. Public service broadcasters' operating revenue by source of revenue 2000-2010 (shares, per cent)

Sources of revenue		Share of total operating revenue (%)										
		2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Denmark												
DR	Licence fees	91	91	92	91	91	91	92	92	91	90	90
	Other	9	9	8	9	9	9	8	8	9	10	10
	Total	100	100	100	100	100	100	100	100	100	100	100
TV 2/Danmark ¹	Commercials, net	67	63	62	79	82	84	80	74	72	60	61
	Licence fee ²	27	33	34	10	4	0	0	0	0	0	0
	Cable revenue ³	*	*	*	7	7	11	13	19	21	30	30
	Other revenue	6	4	4	5	6	5	7	7	7	9	9
	Total	100	100	100	100	100	100	100	100	100	100	100
Finland												
YLE	Licence fees	82	82	86	89	90	85	92	92	95	94	95
	Fees from commercial TV channels ⁴	14	12	9	6	6	4	3	1	-	-	-
	Other revenue	4	6	5	4	4	11	4	7	5	6	5
	Total	100	100	100	100	100	100	100	100	100	100	100
Iceland												
RÚV TV & radio	Licence fees	67	70	71	69	71	69	67	68	65	71	65
	Advertising & Sponsoring	32	29	28	28	27	27	30	32	31	26	30
	Other	1	1	1	4	2	3	3	..	4	4	4
	Total	100	100	100	100	100	100	100	100	100	100	100
RÚV TV	Licence fees	70	74	74	72	73	72	69	71	71	74	68
	Advertising & Sponsoring	30	25	24	25	24	24	27	29	29	22	32
	Other	1	1	2	3	3	3	3	..	..	4	..
	Total	100	100	100	100	100	100	100	100	100	100	100
RÚV radio	Licence fees	62	64	65	63	66	64	62	63	63	66	63
	Advertising & Sponsoring	38	35	34	33	32	33	35	37	37	31	37
	Other	1	1	1	4	1	3	2	0	0	4	0
	Total	100	100	100	100	100	100	100	100	100	100	100
Norway												
NRK Group ⁵	Licence fees	92	95	94	90	90	94	92	93	94	95	94
	Other revenue	8	5	6	10	10	6	8	7	6	5	6
	Total	100	100	100	100	100	100	100	100	100	100	100

Cont.

7. Cont. Public service broadcasters' operating revenue by source of revenue 2000-2010 (shares, per cent)

		Share of total operating revenue (%)										
Sources of revenue		2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Sweden												
SVT	Licence fees	90	92	93	93	92	93	91	93	92	93	93
	Other revenue, of which:	10	8	7	7	8	6	9	7	8	7	7
	royalties	4	4	3	3	4	3	4	3	2	4	3
	technical services	1	1	1	1	1	1	1	1	1	1	1
	sponsoring	1	1	1	1	1	1	1	1	1	0	1
	miscellaneous	4	2	2	2	2	2	3	3	3	3	2
	Total	100	100	100	100	100	100	100	100	100	100	100
SR	Licence fees	97	97	98	98	97	97	97	97	97	97	97
	Other revenue	3	3	2	2	3	3	3	3	3	3	3
	Total	100	100	100	100	100	100	100	100	100	100	100
UR ⁶	Licence fees	84	88	89	91	93	93	93	94	93	94	95
	Other revenue	16	12	11	9	7	7	7	6	7	6	5
	Total	100	100	100	100	100	100	100	100	100	100	100

¹ Data through 2002 refer to the self-governing institution TV 2/Danmark; data from 2003 on refer to the state-owned limited company, TV 2/Danmark A/S.

² Before 2003 transfers of licence fee money were made via TV 2/Danmark to eight regional TV 2 stations, but hence the regional stations receive their part of licence fee revenue directly from the licence office.

³ Revenue from TV 2's pay-TV-channels TV 2/NEWS, TV 2/ZULU, TV 2/CHARLIE, TV 2/SPORT and TV 2/FILM.

⁴ Operating licence fees paid by commercial television channels. The fees were discontinued altogether with the closedown of analogue television broadcasts in 2007.

⁵ Figures refer to the NRK Group, which means that NRK's subsidiary NRK Aktivum is included. NRK Aktivum handles all commercial activities within NRK, e.g. royalties and sale of production resources, sales of archive material and programmes, etc.

⁶ UR produces radio and TV programmes for transmissions in SR and SVT.

Sources: DR annual reports, TV 2/Danmark annual reports, Media political agreements 2001-2006 and 2007-2010, Danish Agency for Culture (Centre for Libraries and Media), YLE annual reports, Finnish Communications Regulatory Authority FICORA, RUV (Annual Accounts and unpublished information), NRK annual reports, SVT, SR and UR annual reports (processed).

8. Media advertising revenue in the Nordic countries 2000-2010 (Euro, national currency and market shares)

8.1 Media advertising revenue in Denmark 2000-2010

	TV	Radio	Internet	News- papers	Magazines & periodicals	Cinema	Outdoor	Printed directories ¹	Direct mail	Total
EUR millions										
2000	245	29	42	749	242	6	45	183	334	1 875
2001	234	31	42	703	242	7	46	177	307	1 789
2002	225	30	56	645	207	9	45	176	331	1 725
2003	259	29	65	634	193	7	46	159	345	1 738
2004	286	28	78	674	202	7	50	158	372	1 855
2005	303	38	100	733	217	8	51	127	390	1 965
2006	331	37	240	799	242	7	54	122	403	2 236
2007	338	38	336	796	251	8	63	117	349	2 297
2008	326	34	392	709	248	8	69	111	399	2 295
2009	276	29	407	565	179	7	66	84	367	1 980
2010	303	31	468	534	174	8	67	80	361	2 026
DKK millions										
2000	1 823	213	316	5 580	1 801	46	338	1 361	2 490	13 968
2001	1 747	234	310	5 238	1 800	50	343	1 321	2 285	13 328
2002	1 675	222	418	4 794	1 537	70	336	1 305	2 462	12 819
2003	1 927	216	486	4 708	1 434	55	345	1 181	2 562	12 914
2004	2 125	211	582	5 013	1 505	51	375	1 176	2 765	13 803
2005	2 254	280	742	5 462	1 616	57	383	945	2 902	14 641
2006	2 471	279	1 794	5 960	1 804	55	405	911	3 003	16 682
2007	2 516	285	2 502	5 933	1 871	56	473	873	2 600	17 109
2008	2 431	250	2 926	5 289	1 849	56	516	829	2 977	17 123
2009	2 059	217	3 030	4 208	1 336	53	491	624	2 735	14 753
2010	2 256	232	3 484	3 979	1 298	59	499	597	2 686	15 090
Shares (%)										
2000	13	2	2	40	13	0	2	10	18	100
2001	13	2	2	39	14	0	3	10	17	100
2002	13	2	3	37	12	1	3	10	19	100
2003	15	2	4	36	11	0	3	9	20	100
2004	15	2	4	36	11	0	3	9	20	100
2005	15	2	5	37	11	0	3	6	20	100
2006	15	2	11	36	11	0	2	5	18	100
2007	15	2	15	35	11	0	3	5	15	100
2008	14	1	17	31	11	0	3	5	17	100
2009	14	1	21	29	9	0	3	4	19	100
2010	15	2	23	26	9	0	3	4	18	100

¹ Yearbooks.

Note 1: The public service broadcaster DR does not carry advertising, while TV 2 Danmark's main channel TV 2, which is public service, is mainly financed by advertising (and from 2012 also by pay-TV revenue).

Note 2: Information based on IRM's Nordic advertising report, which in turn is based on various national sources (in Denmark's case, the Danish Audit Bureau of Circulations). Although the reported media categories in the Nordic countries are generally the same, the statistics vary to a degree as regards definitions and divisions. IRM has therefore grouped the media into main media categories, to enable comparison between countries to the highest degree possible. For an overview of which national categories belong to the respective main media above, see the appendix.

Source: Den nordiska reklammarknaden. Juni 2011 [The Nordic Advertising Market. June 2011] by IRM Institute for Advertising and Media Statistics.

8. Cont. Media advertising revenue in the Nordic countries 2000-2010 (Euro, national currency and market shares)

8.2 Media advertising revenue in Finland 2000-2010

	TV	Radio	Internet	News- papers	Magazines & periodicals	Cinema	Outdoor	Printed directories	Direct mail	Total
EUR millions										
2000	213	38	12	637	192	2	35	104	175	1 408
2001	195	40	15	599	184	2	34	114	176	1 359
2002	201	44	35	580	179	2	32	130	179	1 382
2003	207	47	41	596	178	2	31	122	184	1 408
2004	227	48	51	632	185	2	33	121	187	1 486
2005	231	47	68	643	194	2	36	123	217	1 561
2006	243	47	90	661	200	1	37	115	222	1 616
2007	262	47	113	708	210	2	42	91	205	1 680
2008	268	51	149	688	203	3	44	94	204	1 704
2009	237	50	185	542	157	2	36	81	194	1 484
2010	266	52	216	559	154	3	39	69	202	1 560
Shares (%)										
2000	15	3	1	45	14	0	2	7	12	100
2001	14	3	1	44	14	0	3	8	13	100
2002	15	3	3	42	13	0	2	9	13	100
2003	15	3	3	42	13	0	2	9	13	100
2004	15	3	3	43	12	0	2	8	13	100
2005	15	3	4	41	12	0	2	8	14	100
2006	15	3	6	41	12	0	2	7	14	100
2007	16	3	7	42	13	0	3	5	12	100
2008	16	3	9	40	12	0	3	6	12	100
2009	16	3	12	37	11	0	2	5	13	100
2010	17	3	14	36	10	0	3	4	13	100

Note 1: The public service broadcaster YLE does not carry advertising.

Note 2: Although the reported media categories in the Nordic countries are generally the same, the statistics vary to a degree as regards definitions and divisions. IRM has therefore (in a Nordic report) grouped the media into main media categories, to enable comparison between countries to the highest degree possible. TNS Gallup Finland's data above are grouped accordingly. For an overview of which national categories belong to the respective main media above, see the appendix.

Source: Finnish Advertising Council/TNS Gallup Finland: Advertising spend in Finland (yearly reports).

8. Cont. Media advertising revenue in the Nordic countries 2000-2010 (Euro, national currency and market shares)

8.3 Media advertising revenue in Iceland 2000-2010

	TV	Radio	News- papers	Cinema	Video	Total
EUR millions						
2000	22	12	40	1	0	75
2001	21	10	31	1	0	62
2002	19	9	32	1	0	61
2003	19	10	37	1	0	68
2004	21	9	45	1	0	76
2005	28	12	64	1	0	106
2006	28	12	70	1	0	111
2007	30	14	72	2	0	118
2008	20	11	45	1	0	77
2009	12	7	21	1		41
2010	14	9	25	1		49
ISK millions						
2000	1 576	851	2 908	73	10	5 417
2001	1 796	841	2 719	80	2	5 439
2002	1 655	787	2 767	88	2	5 299
2003	1 656	896	3 224	76	3	5 855
2004	1 841	814	3 891	92	3	6 642
2005	2 166	947	5 028	98	18	8 256
2006	2 422	1 046	6 121	125	5	9 718
2007	2 625	1 260	6 318	150	4	10 357
2008	2 572	1 393	5 725	148	9	9 846
2009	2 052	1 274	3 673	147		7 146
2010	2 220	1 469	4 077	141		7 907

Note: The public service broadcaster RÚV is financed via both media fees (licence fees until 2009) and advertising.

Source: Statistics Iceland.

8. Cont. Media advertising revenue in the Nordic countries 2000-2010 (Euro, national currency and market shares)
8.4 Media advertising revenue in Norway 2005-2010

	TV	Radio	Internet	News- papers	Magazines & periodicals	Cinema	Outdoor	Printed directories	Direct mail	Total
EUR millions										
2005	331	62	191	831	142	14	53	155	341	2 121
2006	362	62	273	882	146	14	53	140	325	2 257
2007	380	68	388	976	152	16	62	109	327	2 476
2008	385	71	426	918	150	17	65	87	313	2 432
2009	319	58	402	714	120	13	55	65	262	2 008
2010	382	70	500	808	138	17	63	42	283	2 303
NOK millions										
2005	2 648	500	1 532	6 658	1 140	111	424	1 238	2 735	16 986
2006	2 912	498	2 200	7 101	1 174	112	427	1 127	2 620	18 171
2007	3 049	547	3 109	7 825	1 217	127	494	871	2 619	19 858
2008	3 162	581	3 500	7 549	1 235	143	532	716	2 572	19 990
2009	2 793	504	3 518	6 250	1 047	115	481	571	2 293	17 572
2010	3 061	563	4 014	6 479	1 103	139	506	338	2 271	18 474
Shares (%)										
2005	16	3	9	39	7	1	2	7	16	100
2006	16	3	12	39	6	1	2	6	14	100
2007	15	3	16	39	6	1	2	4	13	100
2008	16	3	18	38	6	1	3	4	13	100
2009	16	3	20	36	6	1	3	3	13	100
2010	17	3	22	35	6	1	3	2	12	100

Note 1: The public service broadcaster NRK does not carry advertising.

Note 2: Information based on IRM's Nordic advertising report, which in turn is based on various national sources (in Norway's case, IRM Norway, INMA and MBL/Nettforum). Although the reported media categories in the Nordic countries are generally the same, the statistics vary to a degree as regards definitions and divisions. IRM has therefore grouped the media into main media categories, to enable comparison between countries to the highest degree possible. For an overview of which national categories belong to the respective main media above, see the appendix.

Source: Den nordiska reklammarknaden. Juni 2011 [The Nordic Advertising Market. June 2011] by IRM Institute for Advertising and Media Statistics.

8. Cont. Media advertising revenue in the Nordic countries 2000-2010 (Euro, national currency and market shares)

8.5 Media advertising revenue in Sweden 2000-2010

	TV	Radio	Internet	News- papers	Magazines & periodicals	Cinema	Outdoor	Printed directories	Direct mail	Total
EUR millions										
2000	478	70	132	..	..	9	106	310	366	..
2001	387	55	104	..	..	9	86	300	367	..
2002	383	52	134	1 017	295	9	92	264	372	2 618
2003	391	49	127	1 022	294	8	96	249	393	2 629
2004	417	54	159	1 073	303	6	107	234	438	2 791
2005	452	55	213	1 124	311	7	113	221	463	2 960
2006	496	70	325	1 213	330	8	121	220	483	3 267
2007	511	76	441	1 251	340	10	119	225	478	3 450
2008	520	76	509	1 165	330	11	118	197	447	3 372
2009	415	59	475	875	219	10	96	147	371	2 667
2010	545	72	609	1 075	258	12	122	117	415	3 225
SEK millions										
2000	4 038	592	1 113	..	..	78	898	2 622	3 096	..
2001	3 579	508	963	..	..	79	792	2 774	3 395	..
2002	3 509	480	1 225	9 313	2 706	79	845	2 414	3 407	23 978
2003	3 571	447	1 164	9 332	2 688	70	873	2 272	3 587	24 004
2004	3 804	491	1 455	9 795	2 769	59	977	2 135	3 998	25 483
2005	4 190	515	1 974	10 432	2 883	68	1049	2 055	4 299	27 465
2006	4 589	643	3 009	11 221	3 056	74	1122	2 036	4 471	30 221
2007	4 726	701	4 075	11 572	3 143	91	1102	2 081	4 417	31 908
2008	4 996	728	4 888	11 200	3 169	104	1134	1 890	4 293	32 402
2009	4 414	628	5 048	9 298	2 326	103	1024	1 564	3 940	28 345
2010	5 213	688	5 821	10 275	2 465	119	1165	1 116	3 970	30 832
Shares (%)										
2000	..	..	..	..	..	..	..	..	..	..
2001	..	..	..	..	..	..	..	..	..	..
2002	15	2	5	39	11	0	4	10	14	100
2003	15	2	5	39	11	0	4	9	15	100
2004	15	2	6	38	11	0	4	8	16	100
2005	15	2	7	38	10	0	4	7	16	100
2006	15	2	10	37	10	0	4	7	15	100
2007	15	2	13	36	10	0	3	7	14	100
2008	15	2	15	35	10	0	3	6	13	100
2009	16	2	18	33	8	0	4	6	14	100
2010	17	2	19	33	8	0	4	4	13	100

Note 1: The public service broadcasters SVT, SR and UR do not carry advertising.

Note 2: Information based on IRM's Nordic advertising report, which in turn is based on various national sources (in Sweden's case, IRM). Although the reported media categories in the Nordic countries are generally the same, the statistics vary to a degree as regards definitions and divisions. IRM has therefore grouped the media into main media categories, to enable comparison between countries to the highest degree possible. For an overview of which national categories belong to the respective main media above, see the appendix.

Source: Den nordiska reklammarknaden. Juni 2011 [The Nordic Advertising Market. June 2011] by IRM Institute for Advertising and Media Statistics.

9. Trends in TV and radio revenue in the Nordic countries 2005-2010 (EUR millions)

		Revenue from public sources ¹	Advertising revenue ²		Pay TV revenues ³	
			TV	Radio		
Denmark					Pay TV ⁴	
	2005	467	303	38	571	
	2006	473	331	37	634	
	2007	501	338	38	722	
	2008	504	326	34	790	
	2009	512	276	29	843	
	2010	526	303	31	..	
Finland					Pay TV ⁵	Cable basic fees ⁵
	2005	354	231	47	66	85
	2006	364	243	47	93	83
	2007	376	262	47	142	85
	2008	376	268	51	212	88
	2009	388	237	50	226	86
	2010	398	266	52	227	92
Iceland						
	2005	32	28	12	..	..
	2006	29	28	12	..	..
	2007	31	30	14	..	..
	2008	23	20	11	..	..
	2009	21	12	7	..	..
	2010	20	14	9	..	..
Norway					TV services ⁶	
	2005	431	331	62	..	
	2006	445	362	62	..	
	2007	466	380	68	495	
	2008	496	385	71	594	
	2009	494	319	58	674	
	2010	570	382	70	825	
Sweden					TV services ⁶	
	2005	669	452	55	..	
	2006	669	496	70	567	
	2007	678	511	76	789	
	2008	644	520	76	864	
	2009	593	415	59	747	
	2010	684	545	72	916	

¹ Public service broadcasters' net licence fee revenues, except for Iceland 2009-2010, which is the public broadcaster's income from a special fee. (The licence fee system in Iceland was abolished in 2009 and replaced by a tax.) Broadcasters concerned are DR and the TV 2 regions in Denmark, YLE in Finland, RÚV in Iceland, NRK in Norway and SVT, SR and UR in Sweden.

² Net advertising revenue according to the report *Den nordiska reklammarknaden juni 2011* [The Nordic Advertising Market June 2011] by IRM, except for Iceland, with data from Statistics Iceland, and Finland, with data from Finnish Advertising Council / TNS Gallup Finland (*Advertising spend in Finland*, yearly reports). Nordic public service broadcasters do not carry advertising, except for TV 2 in Denmark and RÚV in Iceland.

³ Different methods in collecting pay TV revenue data have been used, which impairs comparability between countries.

⁴ Satellite, cable TV, DTT and IPTV consumers' spending, according to *EAO Statistical Yearbook 2010 (Volume 1)*.

⁵ Pay TV figures are estimates, based on data from FiCom, Ficora, Finnpanel, TNS Gallup and company reports. VAT included.

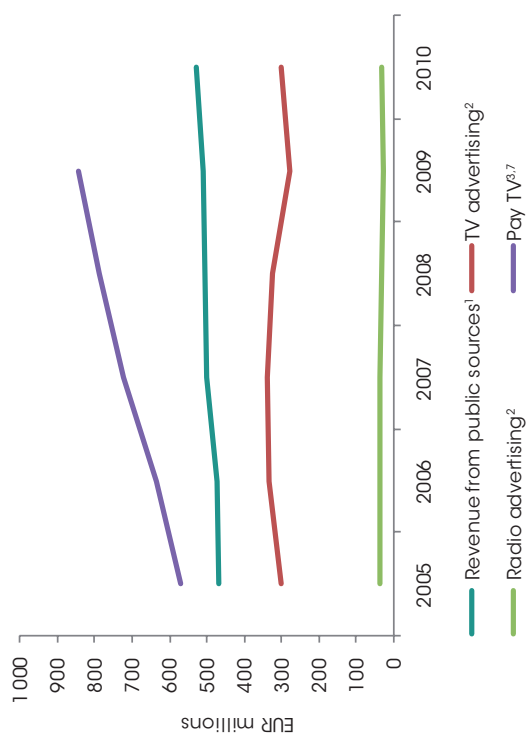
⁶ Distributors' revenue from basic and premium TV packages and related services (excl. VAT). Data from the national Post and Telecom agencies.

Note: Data should be taken as indicators of the trend of revenue streams in the TV and radio sector. They should not be interpreted as total TV/radio market revenue.

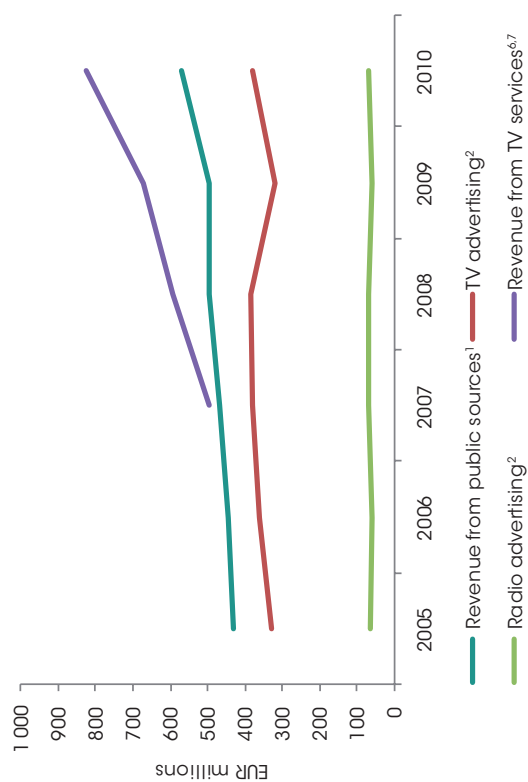
Sources: DR annual reports, Danish Media political agreements, Danish Agency for Culture (Centre for Libraries and Media), *EAO Statistical Yearbook 2010 (Volume 1)*, YLE, Finnish Advertising Council / TNS Gallup Finland, Statistics Finland/Media Statistics, RÚV, Statistics Iceland, NRK, Norwegian Post and Telecommunication Authority, SVT, SR and UR, Swedish Post and Telecom Authority PTS, IRM Institute for Advertising and Media Statistics.

10. Trends in TV and radio revenue in the Nordic countries 2005-2010 (EUR millions)

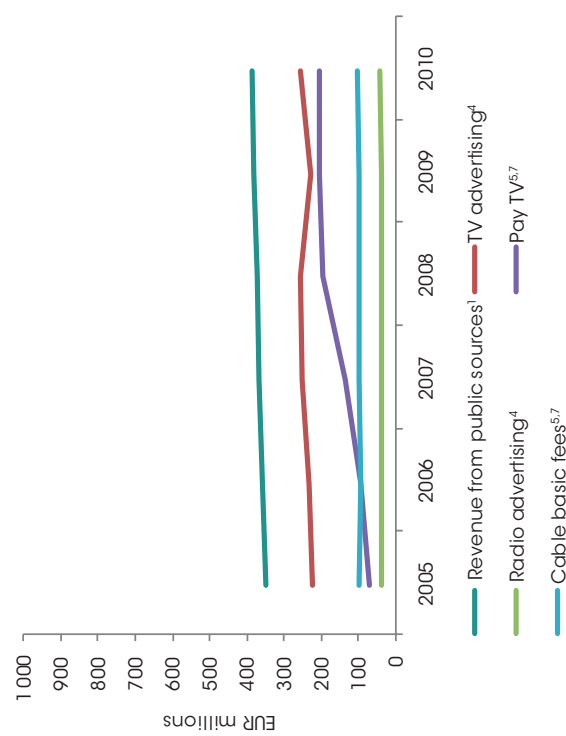
Denmark



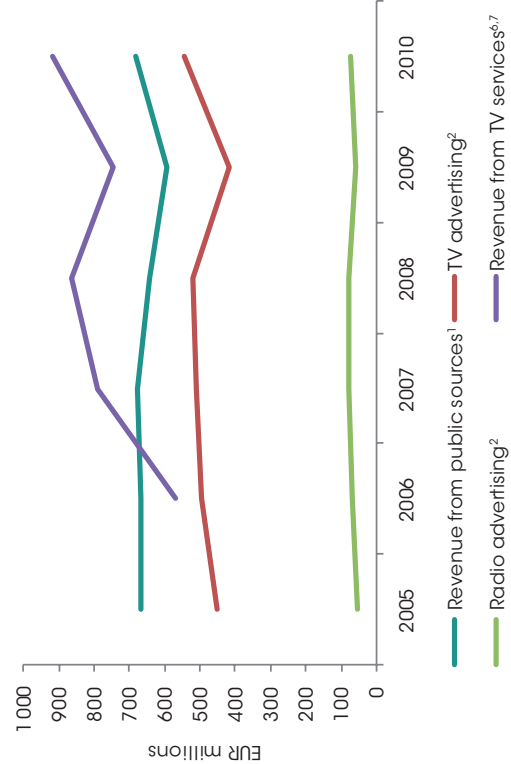
Norway



Finland

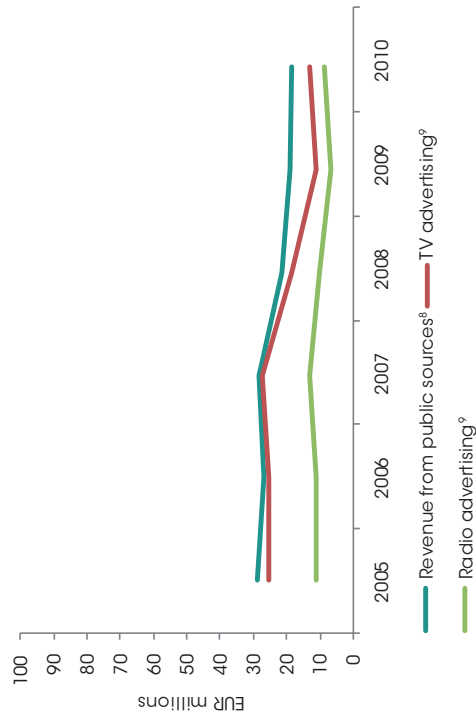


Sweden



10. Cont. Trends in TV and radio revenue in the Nordic countries 2005-2010 (EUR millions)

Iceland*



* Note: Icelandic data are based on a different scale than the other countries.

1 Public service broadcasters' net licence fee revenues. Broadcasters concerned are DR and the TV 2 regions in Denmark, YLE in Finland, RÚV in Iceland, NRK in Norway and SVT, SR and UR in Sweden.
2 Net advertising revenue according to the report *Den nordiska reklammarknaden juni 2011* [*The Nordic Advertising Market June 2011*] by IRM
3 Net advertising revenue according to Finnish Advertising Council / TNS Gallup Finland (Advertising spend in Finland, yearly reports).
4 Satellite, cable TV, DTT and IPTV consumers' spending, according to EAO Statistical Yearbook 2010 (Volume 1).
5 Pay TV figures are estimates, based on data from Ficom, Ficora, Fimpanel, TNS Gallup and company reports, VAT included.
6 Distributors' revenue from basic and premium TV packages and related services (excl. VAT). Data from the national Post and Telecom agencies.
7 Different methods in collecting pay TV revenue data have been used, which impairs comparability between countries.
8 Public service broadcaster RÚV's net licence fee revenues, except for 2009-2010, which is RÚV's income from a special fee. (The licence fee system in Iceland was abolished in 2009 and replaced by a tax.)
9 Net advertising revenue. Data from Statistics Iceland.

Note: Data should be taken as indicators of the trend of revenue streams in the TV and radio sector. They should not be interpreted as total TV/ radio market revenue. Data include effects by currency rates.

Sources: DR annual reports, Danish Media political agreements, Danish Agency for Culture (Centre for Libraries and Media), EAO Statistical Yearbook 2010 (Volume 1), YLE, Finnish Advertising Council / TNS Gallup Finland, Statistics Finland/Media Statistics, RÚV, Statistics Iceland, NRK, Norwegian Post and Telecommunication Authority, SVT, SR and UR, Swedish Post and Telecom Authority PTS, IRM Institute for Advertising and Media Statistics.

Television

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TELEVISION

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1. Number of TV channels in terrestrial networks 2000-2011

		2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Finland¹													
Public	Nationwide	2	5	5	5	5	5	5	6	5	5	5	4
	- of which free-to-air	2	5	5	5	5	5	5	5	4	4	4	4
Private	Nationwide	2	5	5	5	8	13	14	22	22	23	23	27
	- of which free-to-air	2	4	4	4	4	5	5	6	6	9	9	8
	Regional/local	..	..	..	..	..	..	..	..	..	..	..	..
	- of which free-to-air	~20	~20	~20	~20	~20	~20	~20	~20	~20	~20	~20	~20
Iceland²													
Public	Nationwide	1	1	1	1	1	1	1	1	1	1	1	1
	- of which free-to-air	1	1	1	1	1	1	1	1	1	1	1	1
Private	Nationwide	3	3	3	3	3	3	3	3	3	3	3	3
	- of which free-to-air	1	1	1	1	1	1	1	1	1	1	-	-
	Regional/local	5	5	5	7	7	8	5	5	5	5	5	5
	- of which free-to-air	4	4	4	4	4	5	3	2	2	2	2	2
Norway³													
Public	Nationwide	2	2	2	2	2	2	2	3	3	3	3	3
	- of which free-to-air	2	2	2	2	2	2	2	3	3	3	3	3
	Regional windows	9	9	10	10	10	10	10	10	10	12	12	12
	Nationwide, foreign ⁴	-	-	-	-	-	-	-	1	1	1	3	3
Private	Nationwide	1	1	1	1	1	1	1	18	18	19	25	27
	- of which free-to-air	1	1	1	1	1	1	1	1	1	2	1	3
	Local ⁵	59	60	56	53	37	37	34	24	21	13	12	14
	- of which free-to-air	59	60	56	53	37	37	34	24	21	13	12	14
Sweden⁶													
Public	Nationwide	3	3	4	5	4	5	5	5	5	5	5	5
	- of which free-to-air	3	3	4	5	4	5	5	5	5	5	5	5
	Regional windows	11	11	11	11	11	11	11	11	11	11	11	11
Private	Nationwide	12	16	12	16	25	27	33	32	32	28	35	40
	- of which free-to-air	1	1	1	1	4	1	5	5	3	2	2	1
	Local	2	2	2	2	2	2	6	4	4	5	5	7
	- of which free-to-air ⁷	2	2	2	2	2	2	6	4	4	5	5	7

¹ Channels in terrestrial networks by the end of each year. DTT broadcasts started in Finland in August 2001, and analogue broadcasting was discontinued by the end of August 2007.

² End-of-year data. Terrestrial analogue only until 2005, when DTT broadcasts started late 2005. The analogue distribution system is operating until end-of-year 2012.

³ Channels in terrestrial networks by September 2011. DTT broadcasts started in Norway Fall 2007 and analogue broadcasting was discontinued by the end of 2009.

⁴ Swedish SVT1 and SVT2 plus BBC World Service.

⁵ Number of operating local TV stations registered as members of the Norwegian Media Businesses' Association.

⁶ Channels in terrestrial networks in Spring (March-May) each year. DTT broadcasts started in Sweden Fall 1999 and the analogue switch-off took place in December 2007.

⁷ The local channels do not have the option for encrypted transmissions.

Note 1: Excluding simulcast HD channels.

Note 2: Time series for Denmark not available. DTT broadcasts started in Denmark in April 2006 and analogue broadcasting was switched off November 1 2009.

Sources: Statistics Finland, Ministry of Transport and Communications (Finland), Statistics Iceland, www.medienorge.uib.no, Swedish Broadcasting Authority, Nordicom.

2. Must-carry channels in cable TV networks 2011

	Channel/Service	Status	Organisation/Company	Financing ¹
Denmark	DR1	Public service	DR	Lic.
	DR2	Public service	DR	Lic.
	DR Ramasjang	Public service	DR	Lic.
	DR K	Public service	DR	Lic.
	Folketingskanalen	Public service	DR	Tax
	TV 2 (incl. the regional stations in TV 2 windows) ²	Public service	TV 2 Danmark	Comm. (Lic)
	The regional TV 2 stations broadcasting via MUX1 ³	Public service	Independent legal persons	Lic.
	News in sign language from DR and TV 2 ³	Public service	DR / TV 2 Danmark	
Finland ⁴	YLE TV1	Public service	YLE	Lic.
	YLE TV2	Public service	YLE	Lic.
	YLE Teema	Public service	YLE	Lic.
	YLE FST5	Public service	YLE	Lic.
	All YLE radio channels	Public service	YLE	Lic.
	MTV3	Private	MTV Media (Bonnier)	Comm.
	Nelonen	Private	Nelonen Media (Sanoma)	Comm.
	SuomiTV	Private	Family Channel/Ontario Inc.	Comm.
Iceland ⁵	RÚV-TV	Public service	RÚV	Tax, Comm., Spon.
	Nova TV	Private	365 miðlar ehf.	Comm
	ÍNN TV	Private	ÍNN - Íslands nýjasta nýtt ehf.	Comm., Spon.
	Omega	Private	Kristniboðskirkjan	Don., Comm.
	N4	Private	Extra.is ehf.	Comm., Spon.
Norway	NRK1	Public service	NRK	Lic.
	NRK2	Public service	NRK	Lic.
	NRK3/Super	Public service	NRK	Lic.
	TV 2	Private	TV 2	Comm.
	Frikanalen	Community	Non-commercial organisations	State subsidies / Membership fees
Sweden	SVT1	Public service	SVT	Lic.
	SVT2	Public service	SVT	Lic.
	Kunskapskanalen	Public service	SVT/UR	Lic.
	SVTB / SVT24 ⁶	Public service	SVT	Lic.
	Local cable TV channels	Private	Organisations/companies ⁷	*7
Must-carry for cable TV operators in 2012				
Denmark ⁸	DR1	Public service	DR	Lic.
	DR2	Public service	DR	Lic.
	DR Ramasjang	Public service	DR	Lic.
	DR K	Public service	DR	Lic.
	Folketingskanalen	Public service	DR	Tax
	TV 2 regional stations (own channel in MUX1) ⁸	Public service	Independent legal persons	Lic.
	News in sign language from DR and TV 2 ⁸	Public service	DR / TV 2 Danmark	

¹ Lic. = licence fees, Comm. = commercials, Spon. = sponsoring.

² TV2 becomes a pay TV channel on 1 January 2012. In this connection TV 2, including the regional TV 2 stations broadcasting on windows in its programme schedule, loses its must-carry status.

³ In the terrestrial network, MUX 1 includes - besides DR1, DR2, TV 2 - a fourth channel including nationwide transmissions for sign language for the deaf and hearing-impaired (17h00-20h00); regional transmissions from the eight TV 2 regions (20h00-21h00).

⁴ These regulations have been in force since 1 July 2011.

⁵ Must carry in return of reasonable requital to the cable operator.

⁶ SVTB (Barnkanalen) and SVT24 share the same frequency.

⁷ The stations may not carry commercial messages, but sponsoring is allowed. The cable-TV stations shall produce local programmes which strive to offer "the broadest possible freedom of expression and freedom of information".

⁸ Changes in must-carry rules from January 11, 2012: The TV 2 regions have got their own channel on MUX1 (replacing TV 2, now a pay TV channel) with must-carry status. The TV 2 regions' programme hour on the fourth channel has been replaced with transmissions for sign language for the deaf and hearing-impaired, also must-carry.

Note: Only Finland has must-carry obligations for radio programme services.

Sources: Danish Agency for Culture (Centre for Libraries and Media), Communications Market Act 732/2010 (Finland), Statistics Iceland, Media Laws 38/2011 (Iceland), Broadcasting Regulations 3 des 2010 nr. 1551 (Norway), Swedish Broadcasting Authority, Radio and Television Act (2010:696).

3. The largest TV companies and their channels

3.1 The largest TV companies in Denmark and their channels 2010

Company (Owner)	Channels	Financing ¹	Free-to-air	Penetration (%) ²	Distribution ³	Year established	Company audience share (%)
Public service							
DR	DR1	Lic.	x	99	T/C/S	1951	28
(State)	DR2	Lic.	x	99	T/C/S	1996	
	DR Update ⁴	Lic.	x	59	T/C/S	2008	
	DR Ramasjang	Lic.	x	78	T/C/S	2009	
	DR K	Lic.	x	76	T/C/S	2009	
	DR HD	Lic.	x	38	T/C/S	2009	
TV 2 / Danmark	TV 2 ⁵	Comm., Sub.	x	99	T/C/S	1988	38⁵
(State)	TV 2: 8 regional stations ^{5,6}	Lic.	x	..	T/C	1989-1991 (2009) ⁶	
Publicly owned – not public service							
TV 2 / Danmark	TV 2 Zulu	Comm., Sub.		73	T/C/S	2000	38⁵
(State)	TV 2 Charlie	Comm., Sub.		72	T/C/S	2004	
	TV 2 Film	Sub.		59	T/C/S	2005	
	TV 2 News	Comm., Sub.		63	T/C/S	2006	
	TV 2 Sport ⁷	Comm., Sub.		50	T/C/S	2007	
	TV 2 Sport HD ⁷	Comm., Sub.		9	T/C/S	2008	
The largest private TV groups							
MTG^{7,8,9}	TV3	Comm., Sub.		70	C/S	1987	10
	TV3+	Comm., Sub.		63	C/S	1996	
	TV 3+ HD	Comm., Sub.		10	C/S	2010	
	TV3 PULS	Comm., Sub.		48	C/S	2009	
SBS TV⁹	Kanal 4	Comm., Sub.		66	T/C/S	1997	7
(ProSiebenSat.1 Media)	Kanal 5	Comm., Sub.		62	T/C/S	2000	
	Kanal 5 HD	Comm., Sub.		9	C/S	2009	
	6’eren	Comm., Sub.		55	T/C/S	2009	
	The Voice TV	Comm., Sub.		36	T/C/S	2004	
C More Entertainment							
(Bonnier/Telenor) ¹⁰	Canal 9	Comm., Sub.		..	T/C/S	2009	..

¹ Lic. = licence fees, Comm. = commercials, Sub. = subscription fees.

² Data are based on sample surveys and describe channel penetration awareness among the population for weeks 13-25 2010 (April-June).

³ T = terrestrial, C = cable, S = satellite.

⁴ DR Update started as a web channel in 2007, but since 2008 it has also been available via the digital terrestrial network, cable and satellite.

⁵ Only TV 2's main channel and the TV 2 regions are public service; the other channels have no public service obligations. The audience share of 38% includes all TV 2 channels.

⁶ The TV 2 regions are eight independent stations (independent legal persons), transmitting in regional windows in the TV 2 main channel, and since 2009 also on the 4th channel in MUX1 (20h00-21h00). From 2012 the eight regional TV stations will have their own channel in MUX 1.

⁷ TV 2 Sport is a joint venture between TV 2/Danmark (51%) and MTG (49%).

⁸ MTG's channels of more pan-Nordic character (pay-TV channels TV1000 and other Viasat channels) are not included here.

⁹ All these channels are registered in London/Ofcom, and are thus under UK jurisdiction.

¹⁰ C More Entertainment is owned by Bonnier's subsidiary TV4 AB (65%) and Telenor (35%).

Sources: Danish Agency for Culture (Centre for Libraries and Media), www.boxertv.dk, TNS Gallup Denmark.

3. Cont. The largest TV companies and their channels

3.2 The three largest TV companies in Finland and their channels 2011 (Spring)

The three largest TV companies in Finland and their channels 2011 (spring)							Company audience share 2010 (%)
Company (Owner)	Channels	Financing ¹	Free-to-air	Penetration (%) ²	Distribution ³	Year established	
Public service							
YLE	YLE TV1	Lic.	x	100	T/C/S	1958	45
(State)	YLE TV2	Lic.	x	100	T/C/S	1956/1965	
	YLE Teema	Lic.	x	100	T/C/S	2001	
	FST5	Lic.	x	100	T/C/S	2001	
The largest private TV groups							
MTV Media	MTV3	Comm.	x	100	T/C/S	1957	30
(Bonnier)	Sub	Comm.	x	100	T/C/S	2001	
	AVA	Comm.	x	–	C	2008	
	MTV3 Max	Sub. & Comm.		100	T/C/S	2001/2006	
	MTV3 Juniori	Sub. & Comm.		100	T/C/S	2006	
	MTV3 Leffa	Sub. & Comm.		100	T/C/S	2006	
	MTV3 Fakta	Sub. & Comm.		95	T/C/S	2007	
	MTV3 Komedia	Sub. & Comm.		–	C	2011	
	MTV3 Sarja	Sub. & Comm.		–	C	2008	
	MTV3 Scifi	Sub. & Comm.		–	C	2008	
	Canal+ (4 –12 channels) ⁴	Sub.		90	T/C/S	2004	
Nelonen Media	Nelonen	Comm.	x	100	T/C/S	1997	15
(Sanoma)	JIM	Comm.	x	100	T/C/S	2001/2007	
	Liv	Comm.	x	95	T/C/S	2009	
	KinoTV	Sub.		95	T/C/S	2007	
	Nelonen Pro1	Sub. & Comm.		90	T/C/S	2001	
	Nelonen Pro2	Sub. & Comm.		78	T/C/S	2007	
	Nelonen Perhe	Sub. & Comm.		95	T/C	2011	
	Nelonen Maailma	Sub. & Comm.		95	T/C	2011	

¹ Lic. = licence fees, Comm. = commercials, Sub. = subscription fees.

² Technical penetration in terrestrial networks.

³ T = terrestrial, C = cable, S = satellite.

⁴ The Canal+ channels are operated by C More Entertainment AB, which is owned by Bonnier's subsidiary TV4 AB (65%) and Telenor (35%).

Sources: www.digitv.fi, company websites, Ministry of Transport and Communications, *Finnish Mass Media 2009* (Statistics Finland, 2010).

3. Cont. The largest TV companies and their channels

3.3 The largest TV companies in Iceland and their channels 2010 (end-of-year)

Company (Owner)	Channels	Coverage ¹	Financing ²	Free-to-air	Penetration (%) ³	Distribution ³	Year established	Company audience share (%) ⁴
Public service								
RÚV (State)	RÚV	Nationwide	Tax, Comm., Spon.	x	100	T/C/DSL	1966	48
The largest private TV groups								
365 miðlar ehf.	Stöð 2	Nationwide	Sub., Comm., Spon.		<100	T/C/DSL/DTT	1986	42
	Stöð 2 Sport (including the windows Stöð 2 Sport 2, 3, 4, 5, 6)	Nationwide	Sub., Comm., Spon.		95>	DSL/DTT	1995	
	Stöð 2 Bíó	Nationwide	Sub., Comm.		90>	DSL/DTT	1998	
	Stöð 2 Extra	Nationwide	Sub., Comm.		90>	DSL/DTT	2005	
	Nova TV	Nationwide	Comm.	x	90>	DSL/DTT	2008	
Skjárin ehf. (Skipti ehf.)	Skjár 1 ⁵	Nationwide	Sub., Comm., Spon.		90>	T/C/DSL/DTT	1998	10
	Skjár Golf	Nationwide	Sub., Comm., Spon.		90>	DSL/DTT	2010	

¹ A 'nationwide channel' should reach at least 90% of the population.

² Tax = a special fee imposed on all individuals and legal persons, Comm. = commercials, Sub. = subscription fees, Spon. = sponsoring.

³ T = analogue terrestrial, DTT = digital terrestrial, C = cable, DSL = digital subscriber line.

⁴ Audience share for week 42, October 2010.

⁵ Skjár 1 is a pay channel since 17th November 2009 (previously free-to-air).

Source: Statistics Iceland.

3. Cont. The largest TV companies and their channels

3.4 The largest TV companies in Norway and their channels in 2011 (Summer)

Company (Owner)	Channels	Financing ¹	Free-to-air	Penetration (%) ²	Distribution ³	Year established	Company audience share 2010 (%)
Public service							
NRK (State)	NRK1	Lic.	x	98	T/C/S	1960	41
	NRK2	Lic.	x	98	T/C/S	1996	
	NRK3/Super	Lic.	x	96	T/C/S	2007	
	12 regional NRK-windows	Lic.	x	..	T/C/S	From 1985	
The largest private TV groups							
TV 2 Group (Egmont/A-pressen) ⁴	TV 2	Comm.		96	T/C/S	1992	27
	TV 2 Zebra ⁵	Comm.		84	T/C/S	2004	
	TV 2 Filmkanalen	Sub.		54	T/C/S	2006	
	TV 2 Nyhetskanalen	Sub.		82	T/C/S	2007	
	TV 2 Sport5	Sub.		..	T/C/S	2007	
	TV 2 Bliss	Comm.		54	T/C/S	2010	
	TV 2 Barclay Premier League	Sub.		..	T/C/S	2010	
SBS Broadcasting (ProSiebenSat.1 Media)	TVNorge	Comm.		93	T/C/S	1988	10
	Fem	Comm.		69	T/C/S	2007	
	Max	Comm.		53	T/C/S	2010	
MTG⁶	TV3	Comm.		90	T/C/S	1988	10
	Viasat4	Comm.		73	T/C/S	2007	
	Viasat Sport	Sub.		..	C/S	2008	
	Viasat Fotball	Sub.		..	C/S	2009	

¹ Lic. = licence fees, Comm. = commercials, Sub. = subscription fees.

² Data describe channel penetration awareness among the population, August 2011.

³ T = terrestrial, C = cable, S = satellite.

⁴ The TV 2 Group is wholly owned by Egmont (including 100% of TV 2 Zebra and TV 2 Sport) since January 2012.

⁵ Co-owned with Telenor Broadcast (Norwegian state) until early 2012, when Telenor sold its shares to the TV 2 Group.

⁶ MTG's channels of more pan-Nordic character (pay-TV channels TV1000 and other Viasat channels) are not included here.

Note: Norwegian channels only.

Sources: NRK, TV 2, TNS Gallup (processed), medianorway.

3. Cont. The largest TV companies and their channels

3.5 The largest TV companies in Sweden and their channels in 2011 (Spring)

							Company audience share 2010 (%)
Company (Owner)	Channels	Main financing ¹	Free-to-air ²	Penetration (%) ³	Distribution ⁴	Year established	
Public service							
SVT (Foundation)	SVT1	Lic.	x	99	T/C/S	1957	35
	SVT2	Lic.	x	99	T/C/S	1969	
	Kunskapskanalen (SVT/UR)	Lic.	x	85	T/C/S	2004	
	SVTB	Lic.	x	78	T/C/S	2002	
	24 [SVT]	Lic.	x	84	T/C/S	1999/2002	
	SVT1 HD, SVT2 HD	Lic.		..	T/C/S	2006/2011 ⁵	
	11 regional windows in SVT2	Lic.	x	100	T/C/S	from 1970	
The largest private TV groups							
TV 4 AB (Bonnier AB)	TV4	Comm.	x	99	T/C/S	1990	29
	7 Sjuan (prev. TV4+)	Comm.		78	T/C/S	2003	
	TV11	Comm.		54	T/C/S	2011	
	TV4 Film	Comm.		36	T/C/S	2004	
	TV4 Fakta	Comm.		47	T/C/S	2005	
	TV4 Sport	Comm.		51	T/C/S	2005	
	TV4 Komedi	Comm.		18	C/S	2006	
	TV4 Guld	Comm.		17	C/S	2006	
	TV 4 Science Fiction	Comm.		12	C/S	2008	
	TV4 HD	Comm.		..	T/C/S	2007	
	Canal+ (11 channels + 2 HD) ⁶	Sub.		11–12	T/C/S	From 1997	
	SF-kanalen	Sub.		10	T/C/S	2009	
	MTG	TV3 ⁷	Comm.		87	T/C/S	
TV6 ⁷		Comm.	x	88	T/C/S	2006	
TV8 ⁷		Comm.		66	T/C/S	1997	
TV10 ⁷		Comm.		40	T/C/S	2010	
Viasat Nature/Crime		Sub.		11	C/S	1994/2001	
Viasat Explorer ⁷		Sub.		10	C/S	2001	
Viasat History ⁷		Sub.		12	C/S	2004	
Viasat Sport ⁷		Sub.		14	C/S	2007	
Viasat Fotboll ⁷		Sub.		12	C/S	2007	
Viasat Hockey ⁷		Sub.		10	C/S	2009	
Viasat Motor ⁷		Sub.		11	C/S	2007	
Viasat Golf ⁷		Sub.		6	C/S	2007	
Viasat Hockey ⁷		Sub.		10	C/S	2009	
TV1000 (7 channels)		Sub.		11–13	C/S	From 1991	
SBS Broadcasting (ProSiebenSat.1 Media)	Kanal 5 ⁷	Comm.		86	T/C/S	1989	9
	Kanal 9 ⁷	Comm.		65	T/C/S	2007	

¹ Lic. = licence fees, Comm. = commercials, Sub. = subscription fees.

² SVT's channels and TV4's main channel are free (not encrypted) on every platform. TV6 is free in the digital terrestrial network and is also included in most cable and satellite distributors' basic packages.

³ Data are based on sample surveys and describe channel penetration awareness among the population aged 9-99 years in 2010 (Fall).

⁴ T = terrestrial, C = cable, S = satellite.

⁵ Two HD channels since 2011.

⁶ The Canal+ channels are operated by C More Entertainment AB, which is owned by TV4 AB (65%) and Telenor (35%).

⁷ Transmissions from Great Britain.

Sources: Nordicom-Sweden, MMS, Swedish Broadcasting Authority, Teracom, TV companies, Comhem, Canal Digital, Ofcom.

4. TV channels in each country

4.1 Danish TV channels 2010

Status	Coverage	Channel	Major owner	Financing ¹	Free-to-air	Penetration (%) ²	Distribution ³	Year established
Public service	Nationwide	DR1	State	Lic.	x	99	T/C/S	1951
		DR2	State	Lic.	x	99	T/C/S	1996
		DR Update ⁴	State	Lic.	x	59	T/C/S	2008
		DR Ramasjang	State	Lic.	x	78	T/C/S	2009 (Nov.)
		DR K	State	Lic.	x	76	T/C/S	2009 (Nov.)
		DR HD	State	Lic.	x	38	T/C/S	2009 (Nov.)
		Folketingskanalen	State	Tax	x	..	T/C	2009 (Nov.)
		TV 2 ⁵	State	Comm.	x	99	T/C/S	1988
		MUX 1, the 4th channel; ⁶ From 17h00-20h00: Sign language for deaf and hearing-impaired	State	Lic.	x	..	T/C	2009 (Nov.)
		From 20h00-21h00: TV 2 regions (see below)						
Publicly owned, not public service	Regional ⁴	From 21h00-17h00: Non-commercial regional or national TV stations						
		TV 2: 8 regional stations ⁷	State	Lic.	x	..	T/C	1989-1991
		TV 2 Zulu	State	Comm., Sub.		73	T/C/S	2000
		TV 2 Charlie	State	Comm., Sub.		72	T/C/S	2004
		TV 2 Film	State	Sub.		59	T/C/S	2005
		TV 2 News	State	Comm., Sub.		63	T/C/S	2006
		TV 2 Sport ⁸	State/MTG	Comm., Sub.		50	T/C/S	2007
		TV 2 Sport HD ⁸	State/MTG	Comm., Sub.		9	T/C/S	2008
		TV3 ⁹	MTG	Comm., Sub.		70	C/S	1987
		TV3+ ⁹	MTG	Comm., Sub.		63	C/S	1996
Private, comm.	Nationwide	TV 3+ HD ⁹	MTG	Comm., Sub.		10	C/S	2010
		TV3 PULS ⁹	MTG	Comm., Sub.		48	C/S	2009
		Kanal 4 ⁹	SBS TV (ProSieben)	Comm., Sub.		66	T/C/S	1997
		Kanal 5 ⁹	SBS TV (ProSieben)	Comm., Sub.		62	T/C/S	2000
		Kanal 5 HD ⁹	SBS TV (ProSieben)	Comm., Sub.		9	C/S	2009
		6'eren ⁹	SBS TV (ProSieben)	Comm., Sub.		55	T/C/S	2009
		The Voice TV ⁹	SBS TV (ProSieben)	Comm., Sub.		36	C/S	2004
		Canal 9 ¹⁰	C More Entertainment (Bonnier/TV4 AB 65%, Telenor 35%)	Comm., Sub.		..	T/C/S	2009

Cont.

4.1 Cont. Danish TV channels 2010

Status	Coverage	Channel	Major owner	Financing ¹	Free-to-air	Penetration (%) ²	Distribution ³	Year established
Private,	Nationwide	44 stations ⁶	Private, non-commercial	Subsidies/grants from the state		..	T/C	
non-comm.	Regional	171 stations ⁶	Private, non-commercial	Subsidies/grants from the state		..	T/C	
	Regional/local	126 stations	Private, non-commercial	Subsidies/grants from the state		..	C	1983 (trial period)
								1987 (permanent law)

¹ Lic. = licence fees, Comm. = commercials, Sub. = subscription fees.

² Data are based on sample surveys and describe channel penetration awareness among the population.

³ T = terrestrial, C = cable, S = satellite.

⁴ DR Update was launched as a web channel in 2007, but since 2008 it has also been available via the digital terrestrial network, cable and satellite.

⁵ Only TV 2's main channel is public service; the others have no public service obligations.

⁶ In the terrestrial network, MUX 1 and 2 are for public service television. MUX 1 includes DR1, DR2, TV 2, plus a fourth channel including nationwide transmissions for sign language for the deaf and hearing-impaired (17h00-20h00); regional transmissions from the eight TV 2 regions (20h00-21h00); and private non-commercial nationwide and regional TV (21h00-17h00). Nationwide non-commercial TV broadcasts total three hours in this time frame, and the remaining hours are regional non-commercial television.

⁷ Eight regional windows in TV 2, based on independent stations (independent legal persons). They carry commercials, from which TV 2 receives the revenue. The eight regions have also been granted an additional hour in MUX1 (20h00-21h00), and beginning in 2012 they will have their own channel in MUX 1.

⁸ TV 2 Sport is a joint venture between TV 2 Denmark (51%) and MTG (49%).

⁹ All these channels are registered in London/O'com, and are thus under UK jurisdiction.

¹⁰ Registered in Sweden (The Swedish Broadcasting Authority).

Sources: Danish Agency for Culture (Centre for Libraries and Media), www.boxerlvak, TNS Gallup Denmark.

4.2 TV channels in Finland 2011 (Spring)

Status	Channel	Owner	Financing ¹	Penetration (%) ²	Distribution ³	Year established
Free-TV						
Public service	YLE TV1	State	Lic.	100	T/C/S	1958
	YLE TV2	State	Lic.	100	T/C/S	1956/1965
	YLE Teema	State	Lic.	100	T/C/S	2001
	FST5	State	Lic.	100	T/C/S	2001
Private	MTV3	MTV Media (Bonnier)	Comm.	100	T/C/S	1957
	Sub	MTV Media (Bonnier)	Comm.	100	T/C/S	2001
	AVA	MTV Media (Bonnier)	Comm.	-	C	2008
	Nelonen	Nelonen Media (Sanoma)	Comm.	100	T/C/S	1997
	JIM	Nelonen Media (Sanoma)	Comm.	100	T/C/S	2001/2007
	Liv	Nelonen Media (Sanoma)	Comm.	95	T/C/S	2009
	The Voice	SBS Broadcasting (ProSiebenSat.1 Media)	Comm.	95	T/C	2004/2011
	TV Viisi	SBS Broadcasting (ProSiebenSat.1 Media)	Comm.	90	T/C	2008/2011
	SuomiTV	Family Channel/Ontario Inc.	Comm.	100	T/C	2009
Pay-TV						
Public service	SVT World	SVT (Swedish state)	Lic. & Sub.	100	T/C/S	1988
Private	MTV3 Max	MTV Media (Bonnier)	Sub. & Comm.	100	T/C/S	2001/2006
	MTV3 Juniori	MTV Media (Bonnier)	Sub. & Comm.	100	T/C/S	2006
	MTV3 Leffa	MTV Media (Bonnier)	Sub. & Comm.	100	T/C/S	2006
	MTV3 Fakta	MTV Media (Bonnier)	Sub. & Comm.	95	T/C/S	2007
	MTV3 Komedio	MTV Media (Bonnier)	Sub. & Comm.	-	C	2011
	MTV3 Sarja	MTV Media (Bonnier)	Sub. & Comm.	-	C	2008
	MTV3 SciFi	MTV Media (Bonnier)	Sub. & Comm.	-	C	2008
	Candl+ (4 - 12 channels)	C More Entertainment (Bonnier/TV4 65%, Telenor 35%)	Sub.	90	T/C/S	2004
	KinoTV	Nelonen Media (Sanoma)	Sub.	95	T/C/S	2007
	Nelonen Pro1	Nelonen Media (Sanoma)	Sub. & Comm.	90	T/C/S	2001
	Nelonen Pro2	Nelonen Media (Sanoma)	Sub. & Comm.	90	T/C/S	2007
	Nelonen Perhe	Nelonen Media (Sanoma)	Sub. & Comm.	95	T/C	2011
	Nelonen Maailma	Nelonen Media (Sanoma)	Sub. & Comm.	95	T/C	2011
	Discovery	Discovery Communications Europe	Comm. & Sub.	95	T/C/S	2007

Cont.

4.2 Cont. TV channels in Finland 2011 (Spring)

Status	Channel	Owner	Financing ¹	Penetration (%) ²	Distribution ³	Year established
Private cont.	Eurosport	Eurosport SA/TF1 Group	Comm. & Sub.	95	T/C/S	2007
	MTV Nordic (Finland)	MTV Networks Europe/Viacom	Comm. & Sub.	95	T/C/S	2007
	Nickelodeon	Nickelodeon International Ltd/Viacom	Sub.	95	T/C/S	2007
	Disney Channel	The Walt Disney Company	Sub.	90	T/C/S	2005
	UPHOTOV	Parsifal International	Sub. & Comm.	100	T/C/S	2009
	Digiviihde	Fimax	Sub. & Comm.	90	T	2005
	AdultTV	ATV-tuotanto/Unichoice	Sub. & Comm.	100	T	..
	Circa 20 local TV stations	Various	Comm.	..	T/C	..

¹ Lic. = licence fees, Comm. = commercials, Sub. = subscription fees.

² Technical penetration in terrestrial networks.

³ T = terrestrial, C = cable, S = satellite.

Sources: www.digiti.fi; Ministry of Transport and Communications; Statistics Finland, company web pages.

4.3 Icelandic TV channels 2010 (end-of-year)

Status	Coverage	Channel	Major owner	Financing ¹	Technical penetration (%)	Distribution ²	Free-to-air	Year established
Public service	Nationwide ³	RÚV	Ríkisúthvarpið ehf. (The State)	Tax, Comm., Spon.	100	T/C/DSL/DTT	x	1966
Private	Nationwide ³	Stöð 2	365 miðlar ehf.	Sub., Comm., Spon.	<100	T/C/DSL/DTT		1986
		Stöð 2 Sport (including the windows Stöð 2 Sport 2, 3, 4, 5, 6)		Sub., Comm., Spon.	95>	DSL/DTT		1995
		Stöð 2 Bíó	365 miðlar ehf.	Sub., Comm.	90>	DSL/DTT		1998
	Stöð 2 Extra	Stöð 2 Bíó	365 miðlar ehf.	Sub., Comm.	90>	DSL/DTT		2005
		Nova TV	365 miðlar ehf.	Comm.	90>	DSL/DTT	x	2008
		Skjárl 1 ⁴	Skjárlinn ehf. (Skipti ehf.)	Sub., Comm., Spon.	90>	T/CDSL/DTT		1998
	INN	Skjárl Golf	Skjárlinn ehf. (Skipti ehf.)	Sub., Comm., Spon.	90>	DSL/DTT		2010
		INN	INN - Íslands nýjasta nýtt ehf.	Comm., Spon.	90>	DTT/DSL	x	2007
		Omega	Kristniðóðskirkjan	Don., Comm.	90>	T/C/DSL/DTT	x	1995
	N4 ⁵	Omega	Kristniðóðskirkjan	Don., Comm.	90>	T/C/DSL/DTT	x	1995
		N4 ⁵	Extra.is ehf.	Comm., Spon.	90>	T/C/DSL/DTT	x	1997

¹ Tax = a special fee imposed on all individuals and legal persons, Comm. = commercials, Sub. = subscription fees, Spon. = sponsoring.

² T = terrestrial, DTT = digital terrestrial, C = cable, DSL = digital subscriber line.

³ The channel should reach at least 90% of the population.

⁴ Skjárl 1 is a pay channel since 17th November 2009 (previously free-to-air).

⁵ Previously Aksjón.

Source: Statistics Iceland.

4.4 Norwegian TV channels 2011 (Summer)

Status	Coverage	Channel	Major owner	Financing ¹	Free-to-air	Penetration (%) ²	Distribution ³	Year established
Public service	Nationwide	NRK1	State	Lic.	x	98	T/C/S	1960
		NRK2	State	Lic.	x	98	T/C/S	1996
		NRK3/Super	State	Lic.	x	96	T/C/S	2007
	Regional	12 regional NRK-windows	State	Lic.	x	..	T/C/S	from 1985
Private	Nationwide	TV 2	Egmont/A-pressen ⁵	Comm.		96	T/C/S	1992
		TV 2 Zebra ⁴	Egmont/A-pressen & Telenor ⁵	Comm.		84	T/C/S	2004
		TV 2 Filmkanalen	Egmont/A-pressen ⁵	Sub.		54	T/C/S	2006
		TV 2 Nyhetskanalen	Egmont/A-pressen ⁵	Sub.		82	T/C/S	2007
		TV 2 Sport ⁴	Egmont/A-pressen & Telenor ⁵	Sub.		..	T/C/S	2007
		TV 2 Bliss	Egmont/A-pressen ⁵	Comm.		54	T/C/S	2010
		TV 2 Barclays Premier League	Egmont/A-pressen ⁵	Sub.		..	T/C/S	2010
		TV Norge	SBS Broadcasting (ProSiebenSat. 1)	Comm.		93	T/C/S	1988
		Fem	SBS Broadcasting (ProSiebenSat. 1)	Comm.		69	T/C/S	2007
		Max	SBS Broadcasting (ProSiebenSat. 1)	Comm.		53	T/C/S	2010
	Local	TV3	MTG	Comm.		90	T/C/S	1988
		Viasat4	MTG	Comm.		73	T/C/S	2007
		Viasat Sport	MTG	Sub.		..	C/S	2008
		Viasat Fotball	MTG	Sub.		..	C/S	2009
		Frikanden	Non-commercial organisations	State subsidies / Membership fees	x	..	T	2009
		14 local TV stations ⁶	Various	Comm.	x	45	T/C	from 1982

¹ Lic. = licence fees, Comm. = commercials, Sub. = subscription fees.

² Data describe channel penetration awareness among the population, August 2011.

³ T = terrestrial, C = cable, S = satellite.

⁴ The TV 2 Group (Egmont/A-pressen) co-owned TV 2 Zebra and TV 2 Sport with Telenor Broadcast (Norwegian state), until early 2012 (see note 5).

⁵ Egmont is full owner of the TV 2 Group (including 100% of TV 2 Zebra and TV 2 Sport) since January 2012.

⁶ Number of operating local TV stations registered as members of the Norwegian Media Businesses Association.

Sources: NRK, TV 2, TNS Gallup (processed), Norwegian Media Businesses Association, Statistics Norway, www.medienorge.uib.no.

4. Cont. TV channels in each country

4.5 Swedish TV channels 2011 (Spring)

Status	Coverage	Channel	Major owner	Main Financing ¹	Free-to-air ²	Penetration (%) ³	Distribution ⁴	Year established
Public service	Nationwide	SVT1	Foundation (state)	Lic.	x	99	T/C/S	1957
		SVT2	Foundation (state)	Lic.	x	99	T/C/S	1969
		Kunskapskanalen	Foundation (state)	Lic.	x	85	T/C/S	2004
		SVTB	Foundation (state)	Lic.	x	78	T/C/S	2002
		24 [SVT]	Foundation (state)	Lic.	x	84	T/C/S	1999/2002
		SVT HD	Foundation (state)	Lic.		..	C/S	2006
		11 regional windows	Foundation (state)	Lic.	x	100	T/C/S	from 1970
	Regional							
Private	Nationwide	TV4 ⁵	Bonnier AB	Comm.	x	99	T/C/S	1990 ⁶
		7 Sjuan (prev. TV4+)	Bonnier AB	Comm.		78	T/C/S	2003
		TV11	Bonnier AB	Comm.		..	T/C/S	2011
		TV4 Film	Bonnier AB	Comm.		36	T/C/S	2004
		TV4 Fakta	Bonnier AB	Comm.		47	T/C/S	2005
		TV4 Komedi	Bonnier AB	Comm.		18	C/S	2006
		TV4 Guld	Bonnier AB	Comm.		17	C/S	2006
		TV4 Sport	Bonnier AB	Comm.		51	T/C/S	2005
		Candla+ - First, Hits, Action, Drama, Comedy, SF-kanalen, Sport 1, Sport 2, Sport Extra, Sport HD, Film HD						
		Kanal 5	Bonnier AB 65%, Telenor 35%	Sub.		11-12	T/C/S ⁷	from 1997
		Kanal 9	SBS Broadcasting (ProSiebenSat. 1)	Comm.		86	T/C/S	1989
		TV3	SBS Broadcasting (ProSiebenSat. 1)	Comm.		65	T/C/S	2007
		TV6	MTG	Comm.		87	T/C/S	1987
		TV8	MTG	Comm.	x	88	T/C/S	2006
		TV10	MTG	Comm.		66	T/C/S	1997
		Viasat Nature/Crime	MTG	Comm.		40	T/C/S	2010
		Viasat Explorer	MTG	Sub.		11	C/S	1994/2001
		Viasat History	MTG	Sub.		10	C/S	2001
		Viasat Sport	MTG	Sub.		12	C/S	..
		Viasat Fotboll	MTG	Sub.		14	C/S	2007
		Viasat Hockey	MTG	Sub.		12	C/S	2007
		Viasat Motor	MTG	Sub.		10	C/S	2009
						11	C/S	2007

Cont.

4.5 Cont. Swedish TV channels 2011 (Spring)

Status	Coverage	Channel	Major owner	Main Financing ¹	Free-to-air ²	Penetration (%) ³	Distribution ⁴	Year established
Private	Nationwide	Viasat Golf	MTG	Sub.		6	C/S	2007
		Viasat Hockey	MTG	Sub.		10	C/S	2009
		TV1000 - TV1000, Nordic, Action, Family, Classic, Drama, HD	MTG	Sub.		11-13	C/S	from 1991
		Axess TV	Axess Publishing AB	Comm.	x	13	T/C/S	2006
		Canal 7	SIMS	Comm., Don.		15	T/C/S	2005
	Local	Kanal 10	Kristen TV i Sverige AB	Don.	x	..	S	2006
		Lifestyle TV	Three Angels Lifestyle Television	Don.	x	..	S	..
		24Norrbotten, 24Corren, 24nt	Norrköpings Tidningar AB	Comm.	x	..	T/C	2009
		24 UNT	AB Upsala Nya Tidning	Comm., Spon.	x	..	T/C	2010
		Kanal 12	Kanal 12 i Karlstad AB		x	..	T/C	2009 ⁸
		TV Finland	Sverigefinska Riksförbundet		x	..	T/C	2009 ⁸
		25 local TV stations ⁹		*10		..	C	from 1984

¹ Lic. = licence fees, Comm. = commercials, Sub. = subscription fees, Don. = donations, Spon. = sponsoring.

² SVT's channels and TV4's main channel are free on every platform. TV6 is free (not encrypted) in the digital terrestrial network and is also included in most cable and satellite distributors' basic packages.

³ Data are based on sample surveys and describe channel penetration awareness among the population aged 9-99 years in 2010 (Autumn).

⁴ T = terrestrial, C = cable, S = satellite.

⁵ TV4 also broadcasts local news in local windows.

⁶ Satellite-distributed 1990-1992; satellite and terrestrial distribution from 1992 on.

⁷ Five Canal+ channels have concessions to broadcast in the terrestrial network.

⁸ Although introduced in the terrestrial network in 2009, the channel has broadcast in local cable-TV nets for many years.

⁹ Owners of cable networks and IPTV operators comprising more than 100 households are required to carry the local cable programming of companies authorized by the Swedish Radio and TV Authority. Cable-TV stations shall produce local programmes which strive to offer 'the broadest possible freedom of expression and freedom of information'.

¹⁰ The stations may not carry commercial messages, but sponsoring is allowed.

Note: A number of channels of more pan-Nordic or global character (MTG's Viasat-channels) are included due to Swedish ownership.

Sources: Nordicom-Sweden, MMS, Swedish Broadcasting Authority, Teracom, TV companies, Comhem, Canal Digital, SES-Sirius, Telenor Satellite Broadcasting.

5. Public service television programming by content 2000-2010

5.1 Public service television programming in Denmark by content 2000-2010 (share of programming time, per cent)¹

Channel	Content	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
DR1	News ²	8	11	16	16	12	13	12	7	7	7	6
	Current affairs and debate	15	14	13	13	15	14	13	13	12	14	14
	Information and culture	26	29	23	25	27	27	24	25	23	22	23
	Music and entertainment	10	8	13	14	13	12	10	11	9	12	12
	Drama and fiction	26	28	25	26	25	30	32	39	41	41	39
	Sports	11	6	6	3	7	3	5	2	5	2	3
	Education	4	4	3	3	2	3	3	3	2	2	2
	Total	100	100	100	100	100	100	100	100	100	100	100
	Total programming hours	5 314	5 439	6 049	6 406	6 273	6 176	6 312	6 421	6 657	6 655	6 824
DR2	News ²	7	7	6	6	6	7	7	7	10	11	11
	Current affairs and debate	11	11	11	11	15	19	19	15	19	19	8
	Information and culture	38	36	38	38	38	38	37	39	35	37	38
	Music and entertainment	10	10	11	5	3	2	4	1	2	3	3
	Drama and fiction	23	24	25	31	29	28	27	30	27	25	29
	Sports	4	5	4	4	6	2	2	3	3	1	2
	Education	7	7	5	5	3	4	4	5	4	4	10
	Total	100	100	100	100	100	100	100	100	100	100	100
	Total programming hours	2 980	3 048	3 364	3 504	3 927	3 979	4 315	4 232	4 496	4 298	4 150
TV 2	News ²	9	10	9	10	10	10	10	10	10	11	11
	Current affairs and debate	14	13	15	14	13	13	13	14	13	16	16
	Information and culture	9	11	6	6	7	10	7	7	7	6	6
	Music and entertainment	9	8	5	5	6	6	5	4	6	7	9
	Drama and fiction	41	45	47	48	46	46	48	52	48	47	42
	Sports	14	9	13	9	11	7	9	6	10	6	10
	Regional transmissions	4	4	3	7	8	8	7	7	7	7	7
	Total	100	100	100	100	100	100	100	100	100	100	100
	Total programming hours	5 496	5 510	5 895	6 070	6 532	6 652	7 130	7 136	7 335	7 547	7 477

¹ Categorized programme hours only. For total programme hours, see Table 6.1.² Includes Sports news.

Source: TNS Gallup Denmark.

5. Cont. Public service television programming by content 2000-2010

5.2 Public service television programming in Finland by content 2000-2010 (share of programming time, per cent)

Channel	Content	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
YLE TV1	News	9	9	9	9	9	9	8	9	8	7	7
	Current affairs	22	22	21	22	22	21	21	23	21	21	21
	Non-fiction/information	11	12	14	15	17	19	19	20	27	29	34
	Culture	4	7	6	6	4	4	6	6	..	..	..
	Hobby and personal interest	2	3	3	3	4	3	3	5	..	..	..
	Education	12	10	13	13	13	9	7	2	3	4	-
	Domestic fiction	3	2	2	2	2	2	2	2	2	2	4
	Imported fiction	12	14	13	13	14	19	16	24	31	30	27
	Feature film	6	7	6	7	5	5	6	3	4	3	3
	Entertainment	4	3	2	3	3	4	3	2	4	3	3
	Sports	7	4	7	3	3	3	5	1	1	1	1
	Children	9	6	6	5	3	3	3	2	0	-	-
	Other	0	1	0	0	0	2	2	2	..	..	..
	Total	100	100	100	100	100	100	100	100	100	100	100
YLE TV2	News	3	4	5	5	5	6	4	9	8	8	8
	Current affairs	13	12	10	10	11	10	7	5	3	4	3
	Non-fiction/information	14	15	16	16	12	13	10	12	16	17	20
	Culture	7	3	2	3	3	3	3	6	..	..	..
	Hobby and personal interest	5	7	7	9	7	6	3	7	..	..	..
	Education	0	1	1	2	0	1	-	-	0	0	-
	Domestic fiction	2	2	1	2	2	2	1	2	2	4	6
	Imported fiction	16	16	14	10	11	10	12	14	15	20	22
	Feature film	13	6	7	9	9	6	3	9	7	7	7
	Entertainment	7	5	6	8	8	10	6	9	13	9	5
	Sports	13	19	20	15	14	17	37	12	16	13	12
	Children	6	10	9	11	15	16	12	14	19	19	17
	Other	1	0	2	2	2	1	-	1	..	..	..
	Total	100	100	100	100	100	100	100	100	100	100	100
YLE FST5 ¹	News	*	..	11	10	10	10	9	9	8	7	7
	Current affairs	*	..	6	5	7	5	3	7	6	5	18
	Non-fiction/information	*	..	16	17	17	17	23	22	31	39	35
	Culture	*	..	10	10	10	10	9	7	..	..	..
	Hobby and personal interest	*	..	9	8	7	6	6	4	..	..	..
	Education	*	..	5	6	6	2	3	7	7	6	1
	Domestic fiction	*	..	2	2	2	2	-	-	1	1	1
	Imported fiction	*	..	15	12	10	14	12	11	10	12	15
	Feature film	*	..	6	6	9	8	7	4	3	4	5
	Entertainment	*	..	6	6	8	11	9	5	6	5	5
	Sports	*	..	3	5	5	3	5	7	13	8	6
	Children	*	..	10	12	11	12	14	16	15	13	8
	Other	*	..	1	1	1	1	1	2	..	..	..
	Total	*	..	100	100	100	100	100	100	100	100	100

Cont.

5.2 Cont. Public service television programming in Finland by content 2000-2010 (share of programming time, per cent)

Channel	Content	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
YLE Teema ¹	News	*	..	-	-	-	-	-	-	-	-	-
	Current affairs	*	..	-	-	-	-	-	-	-	-	-
	Non-fiction/information	*	..	33	26	30	27	31	28	40	41	53
	Culture	*	..	21	21	21	23	22	19	..	..	..
	Hobby and personal interest	*	..	3	1	1	0	-	1	..	..	..
	Education	*	..	23	37	33	26	27	22	23	22	12
	Domestic fiction	*	..	4	0	1	1	2	2	1	3	2
	Imported fiction	*	..	6	5	5	6	7	12	14	18	17
	Feature film	*	..	9	9	8	15	1	11	13	13	15
	Entertainment	*	..	1	1	1	2	-	5	9	3	2
	Sports	*	..	-	-	-	-	-	-	-	0	-
	Children	*	..	-	-	-	0	-	1	1	1	-
	Other	*	..	-	-	0	0	1	0	..	..	..
	Total	*	..	100	100	100	100	100	100	100	100	100

¹ YLE FST5 and YLE Teema were launched in 2001.

Note: Data based on 4 to 7 sample weeks for each year.

Sources: YLE, Finnpanel, Ministry of Transport and Communications.

5.3 Public service television programming in Iceland by content 2000-2010 (share of transmission time, per cent)

Channel	Content	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
RÚV TV	News	10	17	17	15	14	13	7	7	7	8	8
	Non-fiction ¹	9	7	11	12	10	11	14	15	16	18	16
	Fiction	31	34	30	30	28	30	35	38	38	39	34
	Entertainment	2	5	4	5	4	3	3	3	5	4	4
	Music	3	1	1	1	1	2	2	2	1	2	2
	Sports	22	13	14	14	21	16	18	12	13	9	15
	Children and youth	13	14	13	12	11	15	11	11	11	11	11
	Other ²	10	8	10	10	10	10	10	11	9	9	10
	Total	100	100	100	100	100	100	100	100	100	100	100
	Total transmission hours	3 691	3 461	3 850	4 080	4 264	4 187	5 020	4 885	5 130	5 002	4 981

¹ Documentaries and informative, religious, arts and culture programmes.

² Advertising, tele-shopping, and unspecified.

Source: Statistics Iceland.

5. Cont. Public service television programming by content 2000-2010

5.4 Public service television programming in Norway by content 2000-2010 (share of transmission time¹, per cent)

Channel	Content	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
NRK1	News	13	21	18	18	19	21	19	15	17	23	22
	Information	18	8	11	12	10	11	9	9	7	11	11
	Drama	14	13	16	19	14	14	16	16	20	22	21
	Entertainment	9	11	9	11	15	12	12	13	12	8	15
	Sports	13	9	12	11	12	11	14	14	14	12	15
	Children and youth	13	12	13	12	13	15	16	16	15	11	2
	Religion	2	2	2	1	1	1	1	1	1	1	1
	Culture	3	4	5	4	4	4	4	3	2	3	2
	Nature and science	3	3	4	4	4	3	3	4	3	5	4
	Music	3	3	3	3	4	4	3	5	3	2	2
	Education	2	2	2	1	-	-	-	-	-	-	-
	Other	6	12	5	3	3	4	4	4	6	4	6
	Total	100	100	100	100	100	100	100	100	100	100	100
	Total transmission hours	5 456	5 078	5 074	5 569	6 239	6 228	6 437	6 545	6 875	6 714	6 926
NRK2	News	5	9	4	3	3	3	3	28	52	49	43
	Information	20	12	15	11	6	9	12	12	10	14	13
	Drama	33	38	32	20	24	28	25	19	5	6	8
	Entertainment	7	8	9	22	23	20	21	9	1	5	6
	Sports	2	4	7	10	12	13	17	13	14	9	9
	Children and youth	3	1	2	4	0	1	0	1	0	-	-
	Religion	0	0	1	1	0	0	1	1	1	1	1
	Culture	8	8	9	5	5	6	6	5	5	5	4
	Nature and science	5	5	5	2	2	3	4	4	5	7	8
	Music	7	6	6	20	23	14	8	6	3	3	3
	Education	3	0	1	0	0	0	0	-	-	-	-
	Other	8	9	10	3	2	3	3	3	4	3	6
	Total	100	100	100	100	100	100	100	100	100	100	100
	Total transmission hours	2 323	2 270	2 503	3 467	3 288	3 006	3 237	4 062	5 923	6 321	6 599
NRK3 ²	News	*	*	*	*	*	*	*	..	-	-	-
	Information	*	*	*	*	*	*	*	..	8	12	19
	Drama	*	*	*	*	*	*	*	..	65	60	46
	Entertainment	*	*	*	*	*	*	*	..	13	20	27
	Sports	*	*	*	*	*	*	*	..	1	1	0
	Religion	*	*	*	*	*	*	*	..	0	-	-
	Culture	*	*	*	*	*	*	*	..	1	1	1
	Nature and science	*	*	*	*	*	*	*	..	2	1	1
	Music	*	*	*	*	*	*	*	..	5	2	2
	Other	*	*	*	*	*	*	*	..	5	4	4
	Total	*	*	*	*	*	*	*	..	100	100	100
	Total transmission hours	*	*	*	*	*	*	*	..	1 879	1 936	2 180

Cont.

5.4 Cont. Public service television programming in Norway by content 2000-2010 (share of transmission time¹, per cent)

Channel	Content	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
NRK Super ²	Music	*	*	*	*	*	*	*	..	1	0	0
	Animated drama ³	*	*	*	*	*	*	*	..	48	48	-
	Drama	*	*	*	*	*	*	*	..	22	22	76
	Entertainment	*	*	*	*	*	*	*	..	15	18	14
	Magasin	*	*	*	*	*	*	*	..	6	3	1
	Documentary	*	*	*	*	*	*	*	..	3	2	3
	Education	*	*	*	*	*	*	*	..	1	2	1
	News	*	*	*	*	*	*	*	..	-	-	0
	Other	*	*	*	*	*	*	*	..	4	4	5
	Total	*	*	*	*	*	*	*	..	100	100	100
	Total transmission hours	*	*	*	*	*	*	*	..	4 452	4 631	4 753

¹ Programme information and promotion (trailers, etc.) are included.

² NRK3 and NRK Super were launched in 2007. All content on NRK Super are children's programmes.

³ Animated drama included in Drama in 2010.

Note: The categories are not totally comparable between the channels.

Sources: NRK (processed).

5.5 Public service television programming in Sweden by content 2000-2010: SVT1 and SVT2 (share of transmission time¹, per cent)

Channel	Content	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
SVT1 ²	News	5	9	13	14	14	13	14	14	15	14	11
	Current affairs	8	10	8	10	8	9	10	8	9	7	11
	Culture	10	6	4	3	5	4	3	3	2	3	3
	Non-Fiction	16	19	18	17	15	17	19	20	15	26	31
	Entertainment	7	7	8	9	10	7	9	9	11	14	12
	Fiction	7	11	11	9	8	10	8	11	9	12	13
	Feature films	13	13	10	11	12	12	12	11	11	10	9
	Sports	12	8	10	9	9	10	7	7	14	10	9
	Children and youth	19	16	17	16	16	17	16	16	12	2	1
	Other	3	2	2	2	2	1	1	0	0	0	0
	Total	100	100	100	100	100	100	100	100	100	100	100
	Hours per week	89	96	105	108	104	106	106	104	114	118	157
SVT2 ²	News	14	15	13	14	12	13	13	13	10	8	8
	Current affairs	11	13	12	11	11	9	10	10	13	13	15
	Culture	5	12	13	16	14	13	15	11	11	11	8
	Non-Fiction	27	20	17	17	17	15	15	16	13	17	22
	Entertainment	10	8	6	10	12	13	11	9	13	12	18
	Fiction	12	8	9	6	7	7	7	7	10	11	7
	Feature films	3	4	7	7	9	7	7	7	7	6	7
	Sports	9	8	12	13	10	10	10	13	8	8	7
	Children and youth	2	4	3	1	2	0	2	1	2	3	3
	Other	6	8	9	7	7	12	11	12	12	12	7
	Total	100	100	100	100	100	100	100	100	100	100	100
	Hours per week	80	68	72	74	75	83	81	81	85	81	79

¹ Transmission time (including announcers and self-promotion). Data based on 17 sample weeks for each year.

² Educational programmes (UR) excluded.

Sources: SVT, Swedish Broadcasting Commission/Swedish Broadcasting Authority.

5. Cont. Public service television programming by content 2000-2010

5.6 Public service television programming in Sweden by content 2009-2010: SVT24, SVTB, Kunskapskanalen and UR
(share of transmission time¹, per cent)

Channel	Content	2009	2010	Channel	Content	2009	2010
SVT24	News	32	45	UR ¹	Current affairs	24	28
	Current affairs	6	8		Culture/handicraft	4	5
	Culture	4	3		Language	22	19
	Non-fiction	15	12		History	9	7
	Entertainment	8	15		Religion/philosophy	0	2
	Fiction	7	9		School/education	9	6
	Feature films	1	0		Human relations	8	7
	Sports	7	8		Housing	0	0
	Children and youth	0	0		Economics	1	2
	Other	19	0		Health/medication	8	8
	Total	100	100		Nature/environment	4	3
	Hours per week	115	55		ICT	0	0
SVTB	Cartoons/animations	71	62		Science/engineering	9	7
	Children's programmes, other	21	30		Other	2	7
	Minority children's programmes	2	1		Total	100	100
	News and current affairs/non-fiction	7	7		Hours per week	13	13
	Total	100	100				
	Hours per week	82	92				
Kunskaps- kanalen	Current affairs	30	27				
	Culture	16	25				
	Non-fiction	52	33				
	Other	-	15				
	Total	100	100				
	Hours per week	35	63				

¹ UR (Utbildningsradion) transmits educational programmes in SVT1, SVT2 and Kunskapskanalen.

Note: SVT24 was launched in 1999/2002, SVTB (Barnkanalen) in 2002, and Kunskapskanalen in 2004. SVTB (Barnkanalen) shared channels with Kunskapskanalen until 2010, while SVT24 had its own channel. From 2010 SVTB instead shares channel with SVT24, while Kunskapskanalen broadcasts on its own channel.

Sources: SVT, Swedish Broadcasting Commission/Swedish Broadcasting Authority.

6. Public service television programming: Content by channel 2010

6.1 Public service television programming in Denmark: Content by channel 2010 (share of programming time, per cent)

Content	DR1	DR2	DR Update	DR K	DR Ramasjang	DR HD	TV 2 ¹
News including Sports news	6	11	100	0	0	0	11
Current affairs and debate	13	8	0	2	0	7	16
Information and culture	23	37	0	47	18	54	6
Domestic fiction	5	2	0	6	12	2	3
Imported fiction	32	26	0	26	60	27	38
Music	8	2	0	8	1	0	0
Entertainment	3	0	0	9	4	0	9
Sports	3	2	0	0	0	7	10
Education	2	9	0	0	0	0	0
Other ²	4	3	0	3	4	3	7
Total	100	100	100	100	100	100	100
Total programming hours	7 126	4 276	8 760	3 902	5 369	3 029	7 477

¹ Categorized programmes in TV 2 main channel. The regional TV 2 programmes, broadcast in windows in TV 2, is included in 'Other'.

² Total programming hours minus sum of categorized programme hours.

Sources: Yearly Public Service Accounts from DR and TV 2.

6.2 Public service television programming in Finland: Content by channel 2010 (share of programming time, per cent)

Content	YLE TV1	YLE TV2	YLE FST5	YLE Teema
News	7	8	7	-
Current affairs	21	3	18	-
Non-fiction/information	34	20	35	53
Culture	..	..	..	..
Hobby and personal interest	..	..	..	..
Education	-	-	1	12
Domestic fiction	4	6	1	2
Imported fiction	27	22	15	17
Feature film	3	7	5	15
Entertainment	3	5	5	2
Sports	1	12	6	-
Children	-	17	8	-
Other	..	..	..	..
Total	100	100	100	100

Note: Data based on 4 to 7 sample weeks for each year.

Sources: YLE, Finnpanel.

6. Cont. Public service television programming: Content by channel 2010

6.3 Public service television programming in Iceland: Content by channel 2010 (share of transmission time, per cent)

Content	RÚV TV
News	8
Non-fiction/information ¹	16
Films (feature and TV films)	12
Series and serials	22
Entertainment	4
Music	2
Sports	15
Children and youth	11
Advertising	3
Other ²	7
Total	100
Total transmission hours	4 981

¹ Documentaries and informative, religious, arts and culture programmes.

² Inserts, slots, programme announcements and unspecified.

Source: Statistics Iceland.

6.4 Public service television programming in Norway: Content by channel 2010 (share of transmission time, per cent)

Content	NRK1	NRK2	NRK3	NRK Super ¹
News	22	43	-	-
Information	11	13	19	-
Drama	21	8	46	-
Entertainment	15	6	27	-
Sports	15	9	0	-
Children and youth	2	-	-	100
Religion	1	1	-	-
Culture	2	4	1	-
Nature and science	4	8	1	-
Music	2	3	2	-
Education	-	-	-	-
Other	6	6	4	-
Total	100	100	100	100
Total hours	6 926	6 599	2 180	4 753

¹ NRK's children channel.

Note: Programme information and promotion (trailers, etc.) are included. The categories are not totally comparable between the channels.

Source: NRK.

6. Cont. Public service television programming: Content by channel 2010

6.5 Public service television programming in Sweden: Content by channel 2010 (share of transmission time, per cent)

Content	SVT1 ¹	SVT2 ¹	Kunskaps- kanalen	SVTB ²	SVT24
News	11	8	-	7	45
Current affairs	11	15	27	-	8
Culture	3	8	25	-	3
Non-Fiction	31	22	33	-	12
Entertainment	12	18	-	-	15
Fiction	13	7	-	-	9
Feature films	9	7	-	62	0
Sports	9	7	-	-	8
Children and youth	1	3	-	30	0
Other	0	7	18	1	0
Total	100	100	100	100	100
Hours per week	157	79	63	92	55

¹ Educational programmes (UR, Utbildningsradion) excluded.

² SVT's children channel. 'News' refers to news and current affairs/non-fiction, 'Fiction' refers to cartoons/animations, 'Children and youth' refers to 'Children's programmes, other' and category 'Other' consists of minority children's programmes.

Note: Transmission time (including announcers and self-promotion). Data based on 17 sample weeks for each year.

Source: Swedish Broadcasting Authority.

7. Public service television programming by origin 2000-2010

7.1 DR TV and TV 2 programming in Denmark by origin 2000-2010 (share of transmission time, per cent)

Channel	Origin	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
DR and TV 2	Domestic	59	50	49	46	43	41	36	41	40	42	46
	Other Nordic	3	4	4	4	4	3	2	2	2	2	2
	Other Europe	13	15	14	16	20	18	16	14	14	15	15
	USA	20	27	28	30	30	34	43	32	32	31	25
	Asia	0	1	1	1	1	1	1	1	1	1	1
	Other	5	5	5	4	2	3	3	11	11	10	11
	Total	100	100	100	100	100	100	100	100	100	100	100

Note: Data include television programming on all DR and TV 2 channels.

Sources: DR and TV 2/Denmark.

7.2 YLE television programming in Finland by origin 2000-2010 (share of transmission time, per cent)

Channel	Origin	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
YLE TV1	Domestic	62	62	67	64	67	65	67	60	59	55	54
	Other Nordic	4	3	3	4	4	3	3	2	2	3	3
	Other Europe	21	20	23	21	20	23	23	29	34	36	36
	North America	10	9	6	8	10	8	6	8	5	7	6
	Other	3	5	1	2	1	1	1	1	-	0	2
	Total	100	100	100	100	100	100	100	100	100	100	100
YLE TV2	Domestic											
	Other Nordic	53	64	66	69	63	68	78	59	62	51	53
	Other Europe	7	4	4	4	5	3	2	1	2	5	4
	North America	18	15	12	14	17	14	10	21	18	24	23
	Other	20	13	18	9	12	11	8	16	13	16	16
	Total	2	3	0	4	4	4	2	3	5	3	4
		100	100	100	100	100	100	100	100	100	100	100
YLE FST5	Domestic	*	..	54	60	56	52	59	62	66	46	82
	Other Nordic	*	..	17	17	16	17	14	21	21	34	12
	Other Europe	*	..	22	14	17	24	19	13	8	13	2
	North America	*	..	5	8	7	5	6	3	4	5	3
	Other	*	..	2	1	4	2	2	2	1	2	1
	Total	*	..	100	100	100	100	100	100	100	100	100
YLE Teema	Domestic	*	..	52	51	48	37	42	44	37	25	27
	Other Nordic	*	..	3	3	2	4	4	2	3	7	9
	Other Europe	*	..	24	33	34	42	38	42	42	50	42
	North America	*	..	8	9	9	11	10	8	13	12	11
	Other	*	..	13	4	7	5	7	4	7	7	10
	Total	*	..	100	100	100	100	100	100	100	100	100

Note: Data based on 4 to 7 sample weeks for each year. YLE FST5 and YLE Teema were launched in 2001.

Sources: YLE, Finnpanel.

7. Cont. Public service television programming by origin 2000-2010

7.3 RÚV television programming in Iceland by origin 2000-2010 (share of programming time, per cent)

Channel	Origin	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
RÚV TV	Domestic	33	33	41	48	50	41	49	43	46	45	52
	Other Nordic	3	2	2	4	5	5	4	5	6	7	8
	Other Europe	12	13	15	15	15	17	15	18	17	17	14
	North America	28	33	27	33	28	35	29	31	29	30	25
	Other	2	1	3	1	1	2	2	2	1	1	1
	Multinational and unspecified ¹	22	17	11	-	0	-	1	0	0	0	0
	Total	100	100	100	100	100	100	100	100	100	100	100
	Total programming hours	3 362	3 177	3 460	3 654	3 838	3 765	3 974	3 922	4 116	4 015	3 913

¹ Mainly multinational co-productions.

Note: Programming time (transmission time less advertising).

Source: Statistics Iceland.

7.4 NRK television programming in Norway by origin 2000-2010 (share of transmission time, per cent)

Channel	Origin	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
NRK	Domestic	..	..	..	68	64	58	57	..	..	..	52
	Other Nordic	..	..	..	4	3	3	3	..	..	..	3
	Other Europe	..	..	..	13	15	18	23	..	..	..	25
	North America	..	..	..	12	15	16	15	..	..	..	17
	Other	..	..	..	3	3	6	3	..	..	..	3
	Total	..	..	..	100	100	100	100	..	..	..	100

Note: All channels, i.e. 2003-2006: NRK1 and NRK2, 2010: NRK1, NRK2 and NRK3/Super. Due to changes in registration procedures no data available for 2000-2002. Data are not publicly available for 2007-2009.

Source: NRK (processed).

7.5 SVT programming in Sweden by origin 2000-2010 (share of transmission time, per cent)

Channel	Origin	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
SVT1 and SVT2	Domestic	75	76	73	75	68	70	68	68	67	66	70
	Other Nordic	4	3	3	4	5	5	6	6	5	8	7
	Great Britain	4	5	6	5	7	7	7	6	6	7	8
	USA	8	11	10	9	12	10	11	10	11	10	10
	Other	7	5	8	7	8	8	8	9	11	8	5
	Information missing/unknown	1	0	0	0	0	0	0	1	0	1	0
	Total	100	100	100	100	100	100	100	100	100	100	100
	Total transmission hours	8 812	8 604	9 229	9 490	9 359	9 855	9 750	9 646	10 353	10 376	12 306

Note: Data based on 17 sample weeks for each year. Repeats included.

Source: Swedish Broadcasting Commission/Swedish Broadcasting Authority (processed).

8. Public service television programming: In-house and acquired production 2005-2010
 (share of programming time, per cent)

Country	Channel	Type of production ¹	2005	2006	2007	2008	2009	2010
Denmark	DR ²	Initial broadcasts						
		In-house	..	..	..	59	63	66
		Co-prod./commissioned: domestic	..	..	..	6	7	5
		Co-prod./commissioned: foreign	..	..	..	1	0	0
		Acquired: domestic	..	..	..	1	1	1
		Acquired: foreign	..	..	..	33	30	27
		Total	..	..	..	100	100	100
		Total hours	..	..	..	4 960	5 273	4 795
		Total programming						
		In-house	..	..	..	49	49	49
		Co-prod./commissioned: domestic	..	..	..	8	8	8
		Co-prod./commissioned: foreign	..	..	..	1	1	1
		Acquired: domestic	..	..	..	2	1	1
		Acquired: foreign	..	..	..	40	41	41
		Total	..	..	..	100	100	100
		Total hours	..	..	..	11 028	11 632	11 427
Finland	YLE TV1	Total programming						
		In-house	49	47	43	39	40	41
		Acquired: domestic	11	12	13	12	13	12
		Acquired: foreign	39	41	44	49	48	47
		Total	100	100	100	100	100	100
	YLE TV2	In-house	49	49	39	37	34	37
		Acquired: domestic	13	11	15	14	13	13
		Acquired: foreign	38	40	46	49	53	50
		Total	100	100	100	100	100	100
	YLE Teema	In-house	..	22	21	22	18	17
		Acquired: domestic	..	13	12	9	7	7
		Acquired: foreign	..	65	67	70	75	75
		Total	..	100	100	100	100	100
	YLE FST5	In-house	..	46	46	37	37	33
		Acquired: domestic	..	5	6	6	7	17
		Acquired: foreign	..	49	48	56	56	50
		Total	..	100	100	100	100	100
Norway	NRK ³	Total broadcasts						
		In-house	51	49	52	49	48	45
		Acquired	49	51	46	52	52	55
		Total	100	100	100	100	100	100

Cont.

8. Cont. Public service television programming: In-house and acquired production 2005-2010
(share of programming time, per cent)

Country	Channel	Type of production ¹	2005	2006	2007	2008	2009	2010
Initial broadcasts								
Sweden	SVT ⁴	In-house	..	..	65	64	63	59
		Commissioned productions	..	..	1	2	2	2
		Co-productions: domestic	..	..	2	3	3	3
		Co-productions: foreign	..	..	2	1	1	1
		<i>Total production</i>	..	..	70	69	69	64
		Acquired: domestic	..	..	2	1	2	2
		Acquired: foreign	..	..	28	30	29	34
		<i>Acquired: total</i>	..	..	30	31	31	36
		Total	..	..	100	100	100	100
		Total hours	..	..	8 342	8 652	7 408	8 262

¹ Initial broadcasts only - repeats excluded; total programming or transmission time - repeats included.

² DR1 and DR2.

³ 2005-2006: NRK1 and NRK2. 2007-2010: NRK1, NRK2 and NRK3/Super.

⁴ Including all SVT channels. Nationwide programming only.

Sources: DR annual reports, YLE, NRK, SVT database on public service.

9. Public service television broadcasting in minority languages 2000-2010 (hours/year)

9.1 YLE television broadcasting in Swedish and Sámi 2000-2010

Broadcasting in	Hours/year										
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Swedish	1 830	1 981	3 024	2 925	3 105	3 233	3 238	2 873	3 285	3 058	3 420
Sámi	..	..	..	..	..	..	..	..	..	130	122

Source: YLE.

9.2 NRK television broadcasting in Sámi 2000-2010

Broadcasting in	Hours/year										
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Sámi	58	61	..	112	..	120	..	127	127	248	223

Source: NRK Sápmi.

9.3 SVT television broadcasting in minority and sign languages 2001-2010

Broadcasting in	Hours/year									
	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
<i>Minority languages</i>										
Finnish	117	105	109	115	139	131	137	156	183	239
Tornedal-Finnish/meänkieli	4	4	7	5	6	10	7	25	12	11
Samí	40	52	66	65	67	59	73	109	106	90
Romani chib	0	0	3	0	3	0	2	1	6	8
Total	161	161	185	185	215	202	220	291	307	348
<i>Sign language</i>										
	77	86	78	105	91	110	122	137	111	128

Note: The "minority languages" are officially recognized as indigenous to Sweden. (Yiddish is also accorded status, but there are no radio services in Yiddish.) The SVT charter incites SVT to observe the needs of linguistic and ethnic minorities and calls for an increase in the extent of service to all minority groups, the above-mentioned in particular.

Sources: SVT public service reports, SVT database on public service.

10. Nordvision's programme cooperation 2007-2010 among the Nordic public service broadcasters

Nordvision is a cooperation between public service broadcasters in the Nordic countries (established in 1959). The collaboration between the partners, DR in Denmark, YLE in Finland, RÚV in Iceland, NRK in Norway and SVT in Sweden, stands on three legs: co-production, programme exchanges and sharing knowledge and experience. Associated members of the partnership are UR (Sweden), KNR (Greenland) and KVF (Faroe Islands).

10.1 Number of TV programmes and hours generated by co-production 2007-2010

	2007	2008	2009	2010
Number of TV programmes	2 472	1 690	1 340	1 210
Number of programme hours	1 020	872	570	497

Note: In total among Nordvision broadcasters: DR, YLE, RÚV, NRK, SVT and UR.

Sources: Nordvision annual reports 2007-2010.

10.2 TV programme hours generated by co-production, by genre 2007-2010

Genre	Hours			
	2007	2008	2009	2010
Drama	440	393	162	246
Children	147	219	123	115
Education	111	89	115	44
Factual programmes	198	74	77	64
Investigative journalism ¹	-	14	40	28
Music ^{2,3}	-	15	18	..
Youth ^{2,3}	9	21	22	..
Culture ³	46	28	2	..
Entertainment ³	69	19	11	..
Total programme hours	1 020	872	570	497

¹ Investigative journalism category as of 2008.

² Music and Youth categories first set up in August 2007.

³ Categories omitted in 2010, some programmes of which are now classified as Factual programmes.

Note: In total among Nordvision broadcasters DR, YLE, RÚV, NRK, SVT and UR.

Sources: Nordvision annual reports 2007-2010.

10.3 Number of TV programmes and hours generated by programme exchange 2007-2010

	2007	2008	2009	2010
Number of TV programmes	1 759	2 362	2 049	2 781
Number of programme hours	..	..	1 059	1 306

Note: In total among Nordvision broadcasters DR, YLE, RÚV, NRK, SVT and UR. A new method for calculating number of hours generated by programme exchange was introduced in 2009. Comparable data for previous years are not available.

Sources: Nordvision annual reports 2007-2010.

10. Cont. Nordvision's programme cooperation 2007-2010 among the Nordic public service broadcasters

10.4 Number of TV programmes generated by programme exchange, by genre 2009-2010

Genre	2009	2010
Factual programmes screening	1 697	2 207
Children	96	338
Educational programmes	161	111
Other ¹	95	125
Total number of programmes	2 049	2 781

¹ Includes Science, Music, Archive and Factual programmes between screenings.

Sources: Nordvision annual reports 2009-2010.

11. Private television programming by content 2000-2010

11.1 Private television programming in Denmark by content 2000-2010 (share of programming time, per cent)

Channel	Content	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
TV3	News ¹	1	1	..	..	..	..	..	..	..	..	..
	Current affairs and debate	1	1	..	1	..	..	..	..	..	..	..
	Information and culture	3	1	2	3	2	4	7	7	6	9	18
	Music and entertainment	11	16	18	18	21	21	28	23	27	31	26
	Drama and fiction	83	80	76	76	75	75	64	70	66	60	56
	Sports	1	2	4	2	1	0	1	0	0	0	0
	Total	100	100	100	100	100	100	100	100	100	100	100
	Total programming hours	7 091	7 588	7 626	7 975	8 047	7 771	7 867	7 987	7 642	7 806	8 150
Kanal 4 ²	News ¹	4	4	4	3	3	3	3	..	..	..	..
	Current affairs and debate	..	1	1	..	..	..	..	..	1	2	1
	Information and culture	5	7	9	4	4	..	1	15	19	17	20
	Music and entertainment	33	35	20	29	29	34	44	38	35	35	25
	Drama and fiction	58	53	66	64	64	64	52	47	45	46	54
	Sports	..	..	..	..	..	..	..	..	..	..	..
	Total	100	100	100	100	100	100	100	100	100	100	100
	Total programming hours	..	7 299	7 208	7 241	7 241	7 051	6 843	8 332	7 640	7 783	8 619
Kanal 5 ³	Current affairs and debate	1	2	..	..	..	..	..	..	..	0	2
	Information and culture	..	2	..	1	2	..	..	1	3	6	7
	Music and entertainment	27	21	15	12	17	19	26	29	30	25	22
	Drama and fiction	67	71	78	79	74	76	70	66	64	66	67
	Sports	6	4	7	8	6	5	5	4	3	2	1
	Total	100	100	100	100	100	100	100	100	100	100	100
	Total programming hours	5 005	6 554	7 011	7 124	7 674	..	..	..	..	..	8 653
6eren	News ¹	*	*	*	*	*	*	*	*	*	2	..
	Current affairs and debate	*	*	*	*	*	*	*	*	*	4	1
	Information and culture	*	*	*	*	*	*	*	*	*	13	9
	Music and entertainment	*	*	*	*	*	*	*	*	*	30	23
	Drama and fiction	*	*	*	*	*	*	*	*	*	47	60
	Sports	*	*	*	*	*	*	*	*	*	5	7
	Total	*	*	*	*	*	*	*	*	*	100	100
	Total programming hours	*	*	*	*	*	*	*	*	*	7 546	7 852

¹ Includes Sports news.

² Data 2000- 2004: TvDanmark 2, which from Spring 2004 was called TvDanmark. In Spring 2006 TvDanmark was closed down and replaced by Kanal 4.

³ The channel was established as TvDanmark 1 in 2000. In Spring 2004 the channel changed its name to Kanal 5.

Source: TNS Gallup Denmark.

11. Cont. Private television programming by content 2000-2010

11.2 Private television programming in Finland by content 2000-2010 (share of programming time, per cent)

Channel	Content	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
MTV3	News	5	6	7	6	7	7	7	7	8	7	7
	Current affairs	19	16	16	17	15	16	16	13	13	15	12
	Non-fiction/information	2	2	3	3	2	1	3	4	8	10	18
	Culture	1	2	0	0	0	1	-	0	..	..	..
	Hobby and personal interest	4	6	4	3	5	6	7	9	..	..	..
	Education	1	0	0	-	-	-	-	-	-	-	-
	Domestic fiction	4	4	5	5	6	6	5	6	7	6	5
	Imported fiction	23	27	30	30	27	27	28	28	29	31	27
	Feature film	8	9	9	8	10	12	14	11	12	8	9
	Entertainment	16	17	13	14	16	11	8	7	10	12	12
	Sports	8	9	8	8	10	9	8	10	9	7	6
	Children	2	3	5	4	4	6	6	5	5	4	4
	Other	6	1	0	0	0	0	-	1	..	..	..
	Total	100	100	100	100	100	100	100	100	100	100	100
Nelonen	News	4	4	5	4	4	4	4	5	4	3	3
	Current affairs	2	2	1	1	0	0	-	1	-	-	0
	Non-fiction/information	5	5	4	7	9	10	9	5	23	24	31
	Culture	1	0	0	0	0	0	1	0	..	..	..
	Hobby and personal interest	1	5	4	4	5	10	9	11	..	..	..
	Education	3	2	0	-	-	-	-	-	-	-	-
	Domestic fiction	1	1	1	1	1	1	2	-	1	1	1
	Imported fiction	42	43	44	37	33	25	31	38	31	27	25
	Feature film	9	9	15	15	15	16	15	13	13	15	13
	Entertainment	14	10	11	15	14	18	14	13	17	21	22
	Sports	11	14	12	11	11	9	6	8	7	5	0
	Children	5	3	4	6	7	8	10	6	4	4	4
	Other	2	0	0	0	0	0	-	0	..	..	..
	Total	100	100	100	100	100	100	100	100	100	100	100
Sub	News	*	..	-	-	0	-	-	-	2	1	1
	Current affairs	*	..	-	-	4	-	-	-	-	-	-
	Non-fiction/information	*	..	14	21	16	15	15	12	8	7	21
	Culture	*	..	0	3	2	2	2	0	..	..	..
	Hobby and personal interest	*	..	7	2	2	4	4	5	..	..	..
	Education	*	..	-	-	-	-	-	-	-	-	-
	Domestic fiction	*	..	-	-	1	0	-	-	-	-	0
	Imported fiction	*	..	48	41	37	45	45	42	54	46	48
	Feature film	*	..	7	4	4	3	3	3	4	4	4
	Entertainment	*	..	23	28	33	31	31	33	27	37	20
	Sports	*	..	1	2	1	-	-	-	-	-	-
	Children	*	..	-	-	-	-	1	5	5	4	6
	Other	*	..	0	0	0	0	-	0	..	..	..
	Total	*	..	100	100	100	100	100	100	100	100	100

Note: Data based on 4 to 7 sample weeks for each year.

Sources: MTV3, Channel Four (Nelonen), Finnpanel, Ministry of Transport and Communications.

11. Cont. Private television programming by content 2000-2010

11.3 Private television programming in Iceland by content 2000-2010 (share of transmission time, per cent)

Channel	Content	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Stöð 2	News	12	11	16	15	16	15	17	11	9	7	7
	Non-fiction ¹	4	4	3	2	2	4	5	4	3	3	3
	Fiction	50	52	54	57	56	56	53	55	58	61	61
	Entertainment	4	3	3	2	2	4	6	5	4	4	4
	Music	2	1	1	2	2	2	2	3	3	3	3
	Sports	4	4	4	3	2	1	0	0	1	1	1
	Children and youth	14	13	11	10	11	12	11	14	15	15	15
	Other ²	10	12	8	8	8	7	6	7	7	7	7
	Total	100	100	100	100	100	100	100	100	100	100	100
	Total transmission hours	7 069	7 063	7 304	7 411	8 068	8 282	8 585	8 589	8 621	8 619	8 601
Skjárl 1	News	5	1	-	0	0	0	0	-	-	3	..
	Non-fiction ¹	9	-	1	8	1	2	3	2	2	0	..
	Fiction	22	29	22	13	22	21	25	20	21	24	..
	Entertainment			15	5	3	3	0	1	1	3	..
	Music	59	54	56	57	67	68	65	57	63	66	..
	Sports	-	-	-	0	3	3	2	1	0	0	..
	Children and youth	1	-	-	0	-	-	-	-	-	0	..
	Other ²	4	16	6	17	3	3	4	19	12	4	..
	Total	100	100	100	100	100	100	100	100	100	100	..
	Total transmission hours	8 770	8 760	8 744	8 760	8 784	8 495	8 455	8 720	8 784	7 753	..

¹ Documentaries and informative, religious, arts and culture programmes.² Advertising, tele-shopping, and unspecified.

Source: Statistics Iceland.

11.4 Private television programming in Norway by content 2000-2010 (share of transmission time, per cent)

Channel	Content	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
TV 2	News	11	13	10	9	10	10	10	9	8	6	7
	Information	11	11	11	13	14	16	16	17	16	13	12
	Drama	50	46	47	43	42	40	40	41	43	47	46
	Entertainment	5	6	8	12	11	12	12	13	13	14	16
	Sports	9	9	10	9	9	9	10	8	9	7	9
	Children and youth	7	7	6	6	8	8	8	9	9	9	9
	Religion	1	1	1	1	1	1	1	1	0	1	0
	Nature and documentary	5	4	4	3	3	3	3	2	2	2	2
	Music/culture	2	3	3	3	3	2	1	1	0	1	0
	Education	-	-	-	-	-	-	-	-	-	-	-
	Other	0	0	0	1	0	0	0	-	-	-	0
	Total	100	100	100	100	100	100	100	100	100	100	100
	Total hours	5 543	5 655	5 823	5 950	6 045	5 948	5 722	6 020	6 341	6 144	6 140

Note: Programming time, i.e., programme information, promotion (trailers, etc.) are not included. Data for other channels not available.

Source: TV 2 (processed).

11. Cont. Private television programming by content 2000-2010

11.5 Private television programming in Sweden by content 2000-2010 (share of transmission time, per cent)

Channel	Content	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
TV3	News	2	2	2	1	1	1	0	1	0	0	0
	Current affairs	1	1	0	1	1	1	2	0	0	0	0
	Culture	0	0	1	0	0	0	1	0	0	0	0
	Non-fiction	1	1	1	1	1	0	0	2	5	1	0
	Entertainment	17	16	16	15	17	21	28	26	31	40	39
	Fiction	49	47	43	48	49	48	42	46	40	41	42
	Feature films	14	19	19	16	13	17	17	17	21	16	17
	Sports	4	2	6	2	3	0	1	1	0	0	0
	Children and youth	12	11	13	12	8	8	8	4	1	0	2
	Other	0	0	0	4	6	2	2	2	2	0	0
	Total	100	100	100	100	100	100	100	100	100	100	100
	Hours per week	147	151	151	154	152	155	157	158	157	151	163
TV4	News	12	13	12	13	10	10	10	11	12	12	11
	Current affairs	3	3	3	3	3	3	3	2	5	2	3
	Culture	1	1	1	1	1	0	0	0	1	0	0
	Non-fiction	13	14	12	12	14	21	19	20	17	18	19
	Entertainment	15	14	10	17	19	16	16	11	10	20	25
	Fiction	36	36	36	27	29	28	20	27	28	26	21
	Feature films	6	8	11	8	10	9	11	9	12	11	10
	Sports	7	7	10	9	7	7	7	8	8	6	7
	Children and youth	5	5	4	6	4	3	5	5	4	4	4
	Other	1	1	1	4	4	3	10	7	3	1	0
	Total	100	100	100	100	100	100	100	100	100	100	100
	Hours per week	136	137	135	134	148	160	161	161	159	161	163
Kanal 5	News	0	0	0	0	0	0	0	0	0	0	0
	Current affairs	0	0	0	0	0	0	0	0	2	0	0
	Culture	0	2	0	2	3	3	2	2	0	1	2
	Non-fiction	3	6	5	7	5	5	5	3	9	4	9
	Entertainment	25	27	22	23	25	23	27	28	31	37	37
	Fiction	45	36	46	42	40	44	40	43	41	43	40
	Feature films	13	17	19	16	14	13	13	9	8	7	10
	Sports	1	1	0	0	2	3	1	2	0	0	1
	Children and youth	13	10	6	7	7	7	10	6	2	3	3
	Other	0	1	0	3	4	2	2	6	7	5	0
	Total	100	100	100	100	100	100	100	100	100	100	100
	Hours per week	136	141	150	152	150	158	162	162	162	163	160

Note: Transmission time (including announcers, self-promotion and advertising). Data based on 17 sample weeks for each year.

Sources: Swedish Broadcasting Commission/Swedish Broadcasting Authority.

12. Private television programming by origin 2000-2010

12.1 Private television programming in Finland by origin 2000-2010 (share of transmission time, per cent)

Channel	Origin	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
MTV3	Finland	66	60	50	53	57	52	52	51	53	48	49
	Other Nordic	0	3	1	1	1	1	0	1	1	0	1
	Other Europe	5	7	8	7	6	7	7	11	8	11	14
	North America	28	30	38	39	37	39	40	37	37	40	35
	Other	1	2	3	1	1	1	1	1	1	1	1
	Total	100	100	100	100	100	100	100	100	100	100	100
Nelonen	Finland	38	40	30	32	32	32	27	29	22	17	19
	Other Nordic	1	0	1	2	4	1	1	-	1	2	1
	Other Europe	21	20	22	17	15	13	5	11	13	12	6
	North America	39	37	48	47	48	53	65	59	62	66	69
	Other	2	3	0	2	2	1	2	1	4	3	5
	Total	100	100	100	100	100	100	100	100	100	100	100
Sub	Finland	*	..	..	..	..	7	10	14	15	25	16
	Other Nordic	*	..	..	..	..	3	0	1	-	0	-
	Other Europe	*	..	..	..	..	7	6	9	24	23	21
	North America	*	..	..	..	..	80	76	68	55	49	62
	Other	*	..	..	..	..	3	8	9	5	3	1
	Total	*	..	..	..	..	100	100	100	100	100	100

Note: Data based on 4 to 7 sample weeks for each year.

Sources: MTV3, Channel Four (Nelonen), Finnpanel, Ministry of Transport and Communications.

12.2 Private television programming in Iceland by origin 2000-2010 (share of programming time, per cent)

Channel	Origin	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Stöð 2	Iceland	24	21	25	20	20	22	29	20	17	14	14
	Other Nordic	1	1	1	..	..	1	0	1	0	0	0
	Other Europe	15	15	14	..	..	11	11	12	9	11	10
	North America	51	51	52	51	46	47	50	57	63	65	67
	Other	5	4	4	..	..	6	8	9	9	8	8
	Multinational and unspecified ²	4	8	5	29	34	13	2	1	2	1	2
	Total	100	100	100	100	100	100	100	100	100	100	100
	Total programming hours	6 350	6 219	6 735	6 785	7 422	7 866	8 210	8 068	8 104	8 035	7 954
Skjár 1 ¹	Iceland	46	30	24	25	14	18	20	15	12	15	..
	Other Nordic	-	-	-	-	0	-	-	-	-	0	..
	Other Europe	-	-	3	-	9	10	10	10	12	11	..
	North America	54	70	73	75	77	71	70	75	76	73	..
	Other	-	-	-	-	-	0	-	1	1	0	..
	Multinational and unspecified ²	-	-	-	-	-	-	-	-	-	-	..
	Total	100	100	100	100	100	100	100	100	100	100	..
	Total programming hours	3 272	2 615	3 319	2 343	2 919	3 515	4 000	2 020	2 140	2 195	..

¹ Music excluded (at night and before beginning of daily programme schedule in the afternoon).

² Mainly multinational co-productions.

Note: Programming time (transmission time less advertising and teleshopping). General interest channels only.

Source: Statistics Iceland.

12. Cont. Private television programming by origin 2000-2010

12.3 Private television programming in Norway by origin 2000-2010 (share of transmission time, per cent)

Channel	Origin	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
TV 2	Norway	52	56	56	60	61	64	65	63	60	57	56
	Other Nordic	3	5	5	1	1	1	2	2	3	3	2
	Other Europe	8	5	5	5	3	2	2	2	4	3	2
	North America	31	28	30	27	31	29	28	30	28	34	36
	Other	5	7	6	7	4	3	4	3	4	4	4
	Total	100	100	100	100	100	100	100	100	100	100	100

Source: TV 2 (processed).

12.4 Private television programming in Sweden by origin 2000-2010 (share of transmission time, per cent)

Channel	Origin	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
TV3	Sweden	16	16	17	15	19	16	13	13	12	7	11
	Other Nordic	0	0	0	0	0	0	0	0	0	0	1
	Great Britain	3	2	4	3	1	1	3	3	2	5	3
	USA	75	78	73	77	76	80	80	81	83	86	84
	Other	5	4	6	5	2	3	3	3	4	2	1
	Information missing/unknown	1	0	0	0	2	0	0	0	0	0	0
	Total	100	100	100	100	100	100	100	100	100	100	100
TV4	Sweden	47	46	48	54	52	59	59	56	48	46	53
	Other Nordic	1	0	1	1	1	2	1	1	2	2	1
	Great Britain	10	9	7	7	8	6	7	7	11	11	11
	USA	37	32	37	31	34	29	29	31	33	38	32
	Other	5	12	8	7	6	3	4	4	6	4	4
	Information missing/unknown	0	0	0	0	0	0	0	0	0	0	0
	Total	100	100	100	100	100	100	100	100	100	100	100
Kanal 5	Sweden	12	13	10	14	12	13	10	16	19	16	18
	Other Nordic	0	0	0	0	0	0	0	0	1	1	2
	Great Britain	3	5	5	8	9	7	9	6	6	10	9
	USA	81	77	80	68	70	73	73	72	71	70	70
	Other	4	5	5	9	9	7	8	5	3	2	1
	Information missing/unknown	0	0	0	0	0	0	0	1	0	0	0
	Total	100	100	100	100	100	100	100	100	100	100	100

Note: Transmission time (including announcers, self-promotion and advertising). Data based on 17 sample weeks for each year.

Source: Swedish Broadcasting Commission/Swedish Broadcasting Authority (processed).

13. Television daily reach 2000-2011 (per cent)

Year	Share of population (%)				
	Denmark (Age 3+)	Finland (Age 10+)	Iceland (Age 12-80)	Norway (Age 12+)	Sweden (Age 3+)
2000	71	77	88	72	76
2001	71	78	90	71	74
2002	72	78	91	71	73
2003	71	77	91	71	73
2004	72	75	88	71	72
2005	71	76	71	71	70
2006	70	75	87	69	71
2007	69	74	83	68	71
2008	72	73	..	71	69
2009	74	73	..	71	70
2010	75	74	..	71	71
2011	75	74	..	69	71

Note: Definition of daily reach in Denmark and Sweden: share of viewers who have watched at least five consecutive minutes; in Finland and Norway: based on one minute's viewing; in Iceland: share of respondents who tuned in to the stations per day on average. TV-meter rating figures and yearly averages, except for Iceland with data according to diary surveys Oct/Nov (except for 2007: June). Time shift within 7 days included in Finland and Norway from 2008 on, in Sweden in 2010.

Sources: TNS Gallup Denmark, Finnpanel and YLE Audience Research, Social Science Institute at the University of Iceland, Capacent, TNS Gallup Norway, MMS.

14. Public service television daily reach 2000-2010 (per cent)

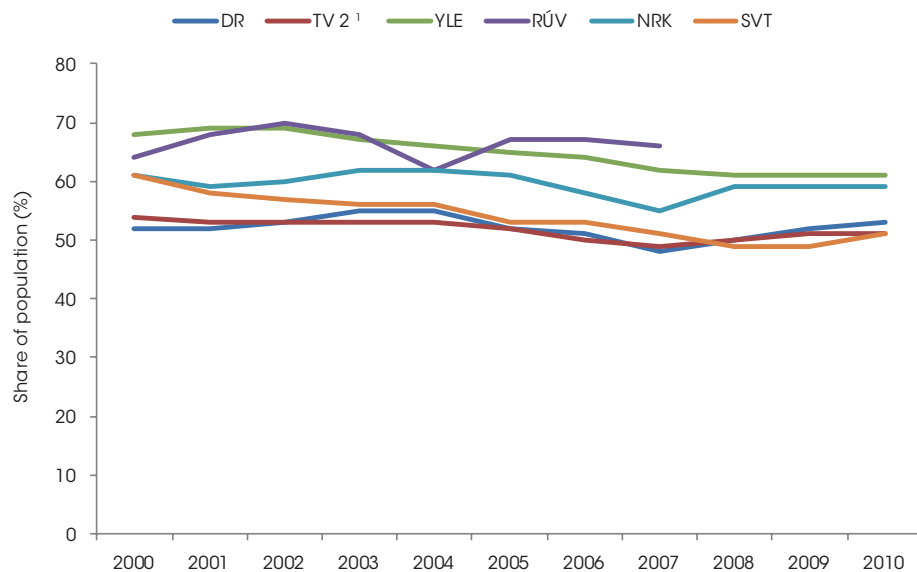
Year	Share of population (%)					
	Denmark (Age 3+)		Finland (Age 10+)	Iceland (Age 12-80)	Norway (Age 12+)	Sweden (Age 3+)
	DR	TV 2 ¹	YLE	RÚV	NRK	SVT
2000	52	54	68	64	61	61
2001	52	53	69	68	59	58
2002	53	53	69	70	60	57
2003	55	53	67	68	62	56
2004	55	53	66	62	62	56
2005	52	52	65	67	61	53
2006	51	50	64	67	58	53
2007	48	49	62	66	55	51
2008	50	50	61	..	59	49
2009	52	51	61	..	59	49
2010	53	51	61	..	59	51

¹ TV 2 Denmark's main channel only (the other TV 2 channels have no public service obligations).

Note: Definition of daily reach in Denmark and Sweden: share of viewers who have watched at least five consecutive minutes; in Finland and Norway: based on one minute's viewing; in Iceland: share of respondents who tuned in to the stations per day on average. TV-meter rating figures and yearly averages, except for Iceland with data according to diary surveys Oct/Nov (except for 2007: June). Time shift within 7 days included in Finland and Norway from 2008 on, in Sweden in 2010.

Sources: TNS Gallup Denmark, Finnpanel and YLE Audience Research, Social Science Institute at the University of Iceland, Capacent, TNS Gallup Norway, SVT database on public service.

15. Public service television daily reach 2000-2010 (per cent)



¹ TV 2 Denmark's main channel only (the other TV 2 channels have no public service obligations).

Note: Definition of daily reach in Denmark and Sweden: share of viewers who have watched at least five consecutive minutes; in Finland and Norway: based on one minute's viewing; in Iceland: share of respondents who tuned in to the stations per day on average. TV-meter rating figures and yearly averages, except for Iceland with data according to diary surveys Oct/Nov (except for 2007: June). Time shift within 7 days included in Finland and Norway from 2008 on, in Sweden in 2010.

Sources: TNS Gallup Denmark, Finnpanel and YLE Audience Research, Social Science Institute at the University of Iceland, Capacent, TNS Gallup Norway, SVT database on public service.

16. Public service television daily reach by age 2000-2010 (per cent)

			Share of population (%)										
			2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Denmark	DR	All	52	52	53	55	55	52	51	48	50	52	53
		Age											
		3-11	44	41	42	43	44	42	41	38	40	42	46
		12-20	33	32	34	31	31	28	26	24	26	26	29
		21-34	47	46	49	50	50	46	45	42	42	43	43
		35-54	54	53	54	56	55	53	51	49	53	54	55
		55+	67	67	68	70	70	69	68	66	66	68	69
	TV 2 ¹	All	54	53	53	53	53	52	50	49	50	51	51
		Age											
		3-11	33	29	27	25	29	28	26	24	22	21	23
		12-20	41	38	37	34	35	32	31	30	32	32	31
		21-34	52	52	55	54	54	52	52	51	49	51	50
		35-54	56	55	55	55	55	53	51	50	52	54	55
		55+	67	67	68	68	68	68	67	65	66	67	67
Finland	YLE	All	68	69	69	67	66	65	64	62	61	61	61
		Age											
		4-9 ²	51	53	52	53	50	47	47	42	43	44	44
		10-14	54	56	52	48	44	41	42	40	39	38	36
		15-24	51	50	50	46	44	42	40	35	32	31	31
		25-34	63	65	64	63	61	57	55	53	50	51	50
		35-44	69	70	71	69	66	64	63	63	62	62	63
		45-64	73	74	75	73	73	73	72	71	71	71	72
		65+	82	83	83	84	83	85	83	81	81	82	82
Norway	NRK	All	61	59	60	62	62	61	58	55	59	59	59
		Age											
		2-6 ^{3,4}	53	52	51	54	51	49	47	47	53	57	54
		7-11 ⁴	45	45	44	45	45	43	41	39	42	43	43
		12-19	39	37	41	41	39	39	32	29	33	34	34
		20-34	51	48	51	53	54	52	50	45	48	48	46
		35-44	62	58	60	61	62	62	58	57	59	61	61
		45-54	65	63	63	65	63	64	61	58	64	64	65
		55-64	73	71	71	72	72	70	67	68	72	72	72
		65+	79	79	78	79	80	80	76	75	77	79	78
Sweden ⁵	SVT	All	61	57	55	55	51	50	50	47	45	43	47
		Age											
		9-14	39	45	42	42	40	27	29	29	26	29	24
		15-24	38	33	30	31	22	25	23	17	14	14	17
		25-44	50	45	47	44	43	41	40	39	35	35	38
		45-64	71	67	62	65	59	59	59	53	54	50	56
		65-79	83	85	79	78	76	79	79	76	77	72	77

¹ TV 2 Denmark's main channel only (the other TV 2 channels have no public service obligations).

² All other data for Finland in the table describe viewing for age groups over 9.

³ 2000-2007: 3-6 years.

⁴ All other data for Norway in the table describe viewing for age groups over 11.

⁵ Data not comparable to other tables due to different methods and sources. Data above are based on *Nordicom-Sweden's Media Barometer*, an annual survey based on telephone interviews. Other tables present data based on TV-meter rating data (MMS).

Note: TV-meter rating figures, except for Sweden (see note 5). Time shift within 7 days included in Finland and Norway from 2008 on.

Sources: TNS Gallup Denmark, Finnpanel and YLE Audience Research, TNS Gallup Norway, Nordicom-Sweden.

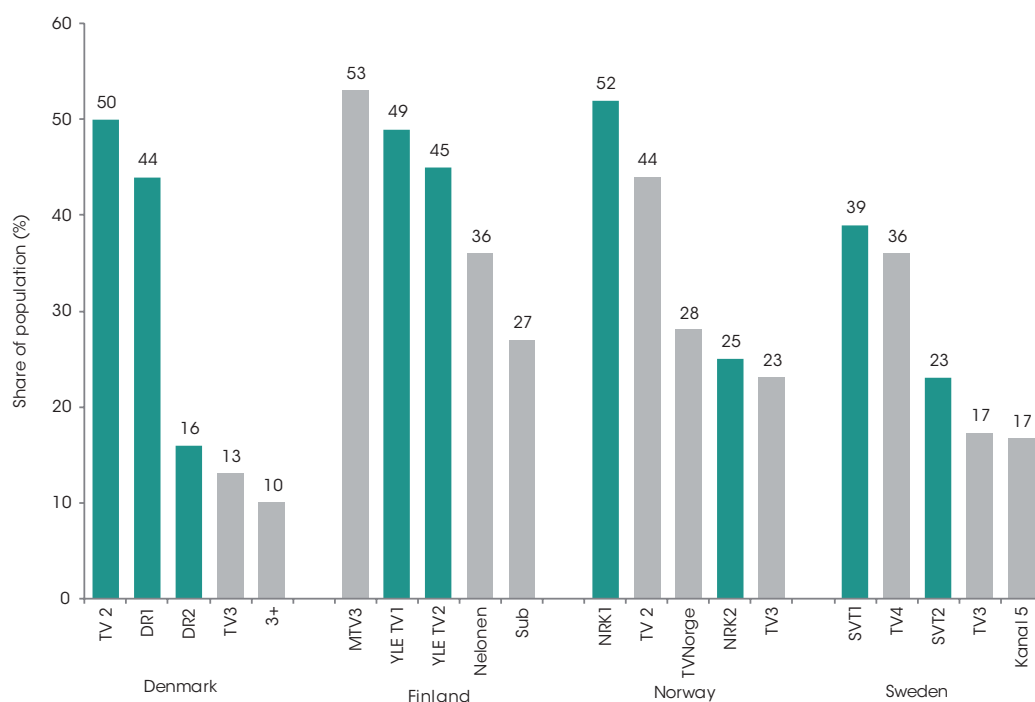
17. The five TV channels with largest daily reach 2011. Reach 2000-2011 (per cent)

			Share of population (%)											
	Channel	Status	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Denmark (Age 3+)	TV 2	Public	54	53	53	53	53	52	50	49	50	51	51	50
	DR1	Public	50	50	51	52	52	50	48	46	47	47	45	44
	DR2	Public	9	10	12	12	13	13	13	12	13	15	16	16
	TV3	Private	19	18	17	15	14	13	12	12	12	13	14	13
	3+	Private	9	10	10	10	10	9	9	9	10	10	10	10
	All TV		71	71	72	71	72	71	72	69	72	74	75	75
Finland (Age 10+)	MTV3	Private	67	68	67	67	63	62	60	57	54	54	53	53
	YLE TV1	Public	60	61	61	58	57	56	54	52	51	50	49	49
	YLE TV2	Public	54	55	56	54	53	51	50	47	46	46	47	45
	Nelonen	Private	40	42	43	41	41	41	42	39	37	37	36	36
	Sub	Private	5	7	9	11	14	19	22	28	28	29	28	27
	All TV		77	78	78	77	75	76	75	74	73	73	74	74
Iceland (Age 12-80)	RÚV	Public	64	68	70	68	62	69	67	66	..	..	..	..
	Stöð2	Private	51	48	51	44	55	51	49	48	..	..	..	..
	Skjár 1	Private	26	35	33	37	38	34	36	32	..	..	..	..
	All TV		88	90	91	91	88	71	87	83	..	..	..	..
Norway (Age 12+)	NRK1	Public	60	57	59	59	59	59	55	53	55	55	54	52
	TV 2	Private	58	56	57	55	55	54	52	50	52	50	46	44
	TVNorge	Private	33	33	31	32	32	33	31	30	33	30	28	28
	NRK2	Public	18	18	19	21	21	22	19	20	25	26	27	25
	TV3	Private	23	20	20	21	20	19	18	16	24	25	24	23
	All TV		72	71	71	71	71	71	69	68	71	71	71	69
Sweden (Age 3+)	SVT1	Public	47	49	48	47	47	44	43	40	38	38	40	39
	TV4	Private	48	46	44	43	43	40	39	38	36	37	37	36
	SVT2	Public	46	39	38	36	36	33	33	30	26	24	24	23
	TV3	Private	21	21	19	20	20	20	20	20	20	20	20	17
	Kanal 5	Private	15	15	17	18	18	19	19	18	18	19	18	17
	All TV		76	74	73	73	72	70	71	71	69	70	71	71

Note: Definition of daily reach in Denmark and Sweden: share of viewers who have watched at least five consecutive minutes; in Finland and Norway: based on one minute's viewing; in Iceland: share of respondents who tuned in to the stations per day on average. TV-meter rating figures and yearly averages, except for Iceland with data according to diary surveys Oct/Nov (except for 2007: June). Time shift within 7 days included in Finland and Norway from 2008 on, in Sweden in 2010.

Sources: TNS Gallup Denmark, Finnpanel and YLE Audience Research, Social Science Institute University of Iceland, Capacent, TNS Gallup Norway, MMS.

18. The five TV channels with largest daily reach per country 2011



Note: Definition of daily reach in Denmark and Sweden: share of viewers who have watched at least five consecutive minutes; in Finland and Norway: based on one minute's viewing. TV-meter rating figures and yearly averages; time shift within 7 days included in Finland, Norway and Sweden. Public service TV shown in colour.

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

19. The five TV channels with largest daily reach 2010/2011. Reach by sex and age (per cent)

Denmark 2011	Share of population (%)					All TV
	TV 2	DR1	DR2	TV3	TV3+	
Status	Public service	Public service	Public service	Private	Private	
All	50	44	16	13	10	75
Sex						
Men	48	42	16	11	12	74
Women	52	45	15	15	7	75
Age						
3-11	21	31	3	4	3	65
12-20	31	21	5	12	10	59
21-34	48	31	11	22	17	74
35-54	54	46	16	15	11	77
55+	65	61	26	9	6	82

19. Cont. The five TV channels with largest daily reach 2010/2011. Reach by sex and age (per cent)

Finland 2010	Share of population (%)					All TV
	MTV3	YLE TV1	YLE TV2	Nelonen	Subtv	
Status	Private	Public service	Public service	Private	Private	
All	53	49	47	36	28	74
Sex						
Men	51	49	47	35	29	72
Women	55	49	46	37	28	75
Age						
4-9 ¹	25	14	40	19	13	61
10-14	34	17	27	28	27	60
15-24	33	17	22	28	26	51
25-34	50	32	36	40	35	70
35-44	55	48	45	42	34	76
45-64	60	62	56	40	28	80
65+	63	76	67	32	22	85

Norway 2011	Share of population (%)					All TV
	NRK1	TV 2	TVNorge	NRK2	TV3	
Status	Public service	Private	Private	Public service	Private	
All	52	44	28	25	23	69
Sex						
Men	51	42	27	26	21	68
Women	52	46	30	23	24	71
Age						
2-6 ²	17	17	7	4	5	60
7-11 ²	24	22	13	6	9	62
12-19	25	26	21	8	16	51
20-34	33	37	30	15	27	62
35-44	51	48	32	21	27	72
45-54		50	31	27	24	73
55-64	68	52	27	35	20	76
65+	75	51	24	44	18	80

Sweden 2011	Share of population (%)					All TV
	SVT1	TV4	SVT2	TV3	Kanal 5	
Status	Public service	Private	Public service	Private	Private	
All	39	36	23	17	17	71
Sex						
Men	38	33	23	15	15	69
Women	40	40	22	20	19	73
Age						
3-14	14	18	6	8	8	68
15-24	14	19	7	14	16	47
25-39	30	34	15	22	24	71
40-59	43	41	25	20	19	73
60+	69	52	43	17	14	83

¹ All other data for Finland in the table describe viewing for age groups over 9.

² All other data for Norway in the table describe viewing for age groups over 11.

Note: Definition of daily reach in Denmark and Sweden: share of viewers who have watched at least five consecutive minutes; in Finland and Norway: based on one minute's viewing. TV-meter rating figures and yearly averages. Time shift included in Finland, Norway and Sweden.

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

20. Total daily TV viewing time 2000-2011 (minutes)

Year	Denmark (Age 3+)	Finland (Age 10+)	Iceland ¹ (Age 12-80)	Norway (Age 12+)	Sweden (Age 3+)
2000	149	168	149	163	150
2001	152	167	166	158	148
2002	156	171	191	157	147
2003	157	173	153	164	150
2004	162	167	161	166	151
2005	152	169	147	164	146
2006	150	169	149	156	154
2007	148	166	126	154	157
2008	167	177	183	174	160
2009	189	176	158	184	166
2010	201	178	141	183	166
2011	198	178	136	178	162

¹ Shift of method in 2008 when electronic measurement (ppm) replaced the previous diary surveys. With the introduction of peoplemeter measuring, catch-up-channel viewing was included.

Note: Time shift within 7 days included in Finland and Norway from 2008 on, in Sweden in 2010. Peoplemeter data and yearly averages, except for Iceland with diary surveys Oct/Nov 2000-2003, 2005-2006, March 2004, June 2007, and PPM data from week 42 (October) 2008-2010.

Sources: TNS Gallup Denmark, Finnpanel and YLE Audience Research, Social Science Institute at the University of Iceland, Capacent, TNS Gallup Norway, MMS.

21. Public service TV audience shares 2000-2011 (per cent)

Public service broadcaster	Country	Share of daily viewing time (%)											
		2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
DR	Denmark	32	31	32	34	34	33	33	33	29	27	28	28
TV 2 ¹	Denmark	36	35	35	35	35	36	34	33	31	29	28	27
YLE	Finland	42	43	45	44	45	44	45	44	45	44	45	44
RÚV ²	Iceland	42	41	41	43	42	44	45	49	50	49	48	49
NRK	Norway	41	41	42	44	44	44	44	42	38	39	41	41
SVT	Sweden	44	42	43	41	41	40	38	35	34	33	35	35

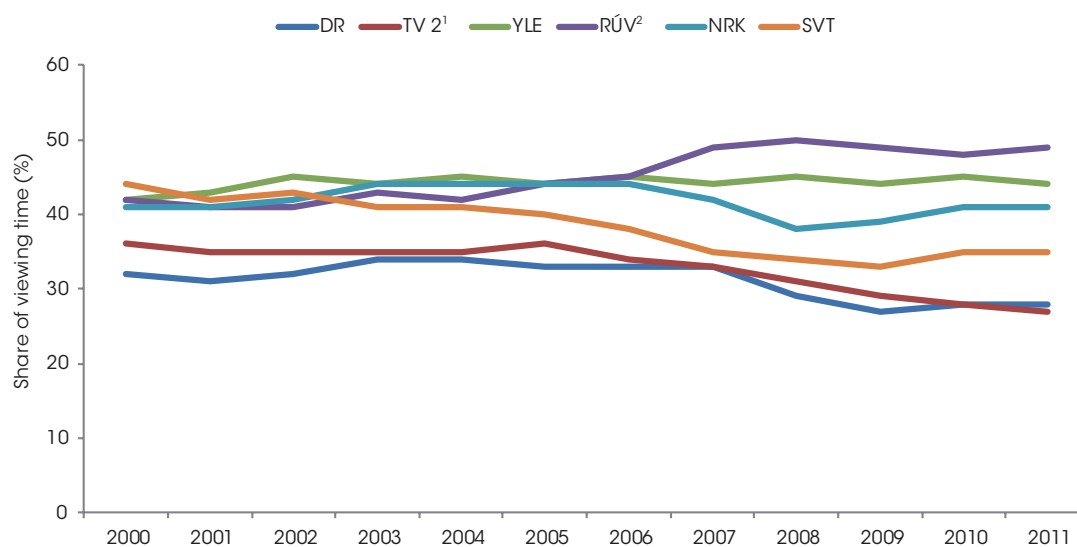
¹ TV 2/Danmark's main channel only (the other TV 2 channels have no public service obligations).

² Diary data 2000-2003, 2005-2006 according to surveys in October; 2004 survey in March; 2007 in June. Electronic measurement (ppm) 2008-2010 with data for week 42 each year.

Note: Electronic measurement (peoplemeter) except for Iceland 2000-2007 (see note 2). Timeshift within 7 days included in Finland and Norway in 2008, and in Sweden 2010. For Iceland, with the introduction of electronic measurement (ppm) in 2008, catch-up-channel viewing was included.

Sources: TNS Gallup Denmark, Finnpanel and YLE Audience Research, Capacent, RÚV, TNS Gallup Norway, MMS.

22. Public service TV audience shares 2000-2011 (per cent)



¹ TV 2/Danmark's main channel only (the other TV 2 channels have no public service obligations).

² Diary data 2000-2003, 2005-2006 according to surveys in October; 2004 survey in March; 2007 in June. Electronic measurement (ppm) 2008-2010 with data for week 42 each year.

Note: Electronic measurement (peoplemeter) except for Iceland 2000-2007 (see note 2). Timeshift within 7 days included in Finland and Norway in 2008, and in Sweden 2010. For Iceland, with the introduction of electronic measurement (ppm) in 2008, catch-up-channel viewing was included.

Sources: TNS Gallup Denmark, Finnpanel and YLE Audience Research, Capacent, RÚV, TNS Gallup Norway, MMS.

23. Public service TV audience shares by age 2000-2011 (per cent)

			Share of daily viewing time (%)											
			2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Denmark	DR	All	32	31	32	34	34	33	33	31	29	27	28	28
		Age												
		3-11	38	38	39	42	39	39	37	36	33	32	35	39
		12-20	21	20	23	24	23	22	21	18	18	16	17	18
		21-34	26	23	25	26	25	23	22	21	19	18	19	17
		35-54	33	32	33	34	35	34	34	31	29	27	26	26
		55+	36	36	37	38	40	38	39	38	36	34	35	35
	TV 2 ¹	All	36	35	35	35	35	36	34	33	31	29	28	27
		Age												
		3-11	27	25	22	19	23	23	20	19	15	13	13	13
		12-20	33	38	29	32	31	32	28	28	26	24	22	21
		21-34	33	31	33	33	33	32	32	32	29	28	25	25
		35-54	39	38	37	36	37	38	36	35	32	30	29	28
		55+	39	38	39	39	38	39	38	37	36	34	33	31
Finland	YLE	All	42	43	45	44	45	44	45	44	45	44	45	..
		Age												
		4-9 ²	47	47	48	45	48	45	41	33	38	42	41	..
		10-14	27	30	29	25	27	24	23	20	19	21	21	..
		15-24	27	25	25	21	23	20	19	17	19	18	19	..
		25-34	34	34	33	29	23	24	25	24	25	24	25	..
		35-44	42	42	43	41	41	39	39	36	37	34	35	..
		45-64	48	49	52	51	51	50	51	48	48	48	49	..
		65+	48	49	54	54	56	58	61	62	62	61	62	..
Norway	NRK	All	41	41	42	44	44	44	44	42	38	39	41	41
		Age												
		2-6 ^{3,4}	45	47	53	54	52	48	46	46	45	52	55	57
		7-11 ⁴	31	34	39	43	42	38	37	31	26	31	32	35
		12-19	21	20	24	25	26	24	23	20	19	21	23	23
		20-34	27	26	29	29	28	28	29	26	22	21	24	23
		35-44	38	39	40	40	40	39	38	35	32	33	34	33
		45-54	44	46	46	49	49	47	46	46	42	43	44	43
		55-64	52	53	52	53	52	53	53	52	47	49	50	52
		65+	54	56	57	61	62	63	60	57	54	59	62	60
Sweden	SVT	All	44	42	43	41	40	40	36	32	33	31	35	35
		Age												
		3-14	32	40	37	37	36	34	26	22	31	28	33	38
		15-24	24	20	23	20	20	16	17	14	13	12	15	15
		25-39	35	34	35	31	31	29	25	20	21	20	24	23
		40-59	42	41	44	41	41	39	35	30	29	27	31	30
		60+	57	54	54	53	52	55	51	47	45	47	49	47

¹ TV 2/Danmark's main channel only (the other TV 2 channels have no public service obligations).

² All other data for Finland in the table describe viewing for age groups over 9.

³ 2000-2007: 3-6 years.

⁴ All other data for Norway in the table describe viewing for age groups over 11.

Note: Peoplemeter data and yearly averages. Time shift within 7 days included in Finland and Norway from 2008 on, in Sweden in 2010.

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

24. The TV channel families with the largest audience shares 2011. Shares 2000-2011 (per cent)

		Share of daily viewing time (%)											
	Channel family	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Denmark (Age 3+)	TV 2 ¹	36	37	38	37	38	40	40	40	39	39	38	38
	(No. of channels)	(2)	(2)	(2)	(2)	(3)	(4)	(5)	(5)	(5)	(5)	(5)	(5)
	DR	32	31	32	34	34	33	33	31	29	27	28	28
	(No. of channels)	(2)	(2)	(2)	(2)	(2)	(2)	(2)	(2)	(3)	(6)	(6)	(6)
	MTG/Viasat ^{1,2}	12	12	11	11	10	9	9	9	9	9	10	10
	(No. of channels)	(2)	(2)	(3)	(3)	(3)	(3)	(3)	(2)	(2)	(3)	(3)	(3)
	SBS (ProSiebenSat.1)	7	9	7	7	7	6	6	5	6	6	7	7
	(No. of channels)	(2)	(2)	(2)	(2)	(2)	(2)	(3)	(4)	(4)	(4)	(4)	(4)
	Other	13	11	12	11	11	12	12	15	17	19	17	15
	Total	100	100	100	100	100	100	100	100	100	100	100	100
	Daily viewing time (minutes)	149	152	156	157	162	152	150	148	167	189	201	198
Finland (Age 10+)	YLE	42	43	45	44	45	44	45	44	45	44	45	44
	(No. of channels)	(2)	(5)	(5)	(5)	(5)	(5)	(5)	(5)	(4)	(4)	(4)	(4)
	MTV Media	41	40	38	40	38	37	34	33	31	32	30	30
	(No. of channels)	(2)	(2)	(2)	(2)	(2)	(2)	(6)	(6)	(9)	(9)	(10)	(10)
	Nelonen Media	12	12	12	11	12	11	12	12	14	15	15	15
	(No. of channels)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(5)	(5)	(6)	(6)	(8)
	Other	5	5	5	5	5	8	8	11	10	9	11	10
	Total	100	100	100	100	100	100	100	100	100	100	100	100
	Daily viewing time (minutes)	168	167	171	173	167	169	169	166	177	176	178	178
Iceland ³ (Age 12-80)	RÚV-TV	42	41	41	43	42	44	45	49	50	49	48	49
	(No. of channels)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)
	365 ehf.	43	40	38	36	41	39	34	32	33	36	42	43
	(No. of channels)	(2)	(3)	(3)	(3)	(3)	(3)	(2)	(2)	(5)	(5)	(5)	(5)
	Other	15	19	21	21	17	17	21	19	17	15	10	9
	Total	100	100	100	100	100	100	100	100	100	100	100	100
	Daily viewing time (minutes)	149	166	191	153	161	147	149	126	183	158	141	136
Norway (Age 12+)	NRK	41	41	42	44	44	44	44	42	38	39	41	41
	(No. of channels)	(2)	(2)	(2)	(2)	(2)	(2)	(2)	(3)	(3)	(3)	(3)	(3)
	TV 2 ⁴	32	31	32	30	30	30	32	32	30	28	27	26
	(No. of channels)	(1)	(1)	(1)	(1)	(2)	(2)	(3)	(4)	(4)	(4)	(5)	(5)
	SBS (ProSiebenSat.1) ⁵	10	10	10	10	10	11	10	10	10	10	10	12
	(No. of channels)	(1)	(1)	(1)	(1)	(1)	(2)	(2)	(3)	(2)	(2)	(3)	(3)
	MTG/Viasat ⁶	8	7	6	6	6	6	7	6	9	10	10	8
	(No. of channels)	(1)	(1)	(1)	(1)	(1)	(1)	(2)	(2)	(2)	(2)	(2)	(2)
	Other	9	11	10	10	10	9	7	10	14	14	13	13
	Total	100	100	100	100	100	100	100	100	100	100	100	100
	Daily viewing time (minutes)	163	158	157	164	166	164	156	154	174	184	183	178

Cont.

24. Cont. The TV channel families with the largest audience shares 2011. Shares 2000-2011 (per cent)

		Share of daily viewing time (%)											
	Channel family	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Sweden (Age 3+)	SVT	44	42	43	41	41	40	38	35	34	33	35	35
	(No. of channels) ⁷	(2)	(2)	(3)	(4)	(5)	(5)	(5)	(5)	(5)	(5)	(6)	(5)
	TV4	27	28	25	26	26	26	26	27	29	29	29	30
	(No. of channels)	(1)	(1)	(1)	(3)	(3)	(5)	(6)	(8)	(16)	(16)	(18)	(20)
	MTG/Viasat	14	14	13	14	13	14	15	16	16	17	17	18
	(No. of channels)	(7)	(7)	(7)	(9)	(11)	(13)	(13)	(14)	(15)	(15)	(19)	(18)
	SBS (ProSiebenSat.1)	6	7	8	8	9	10	10	10	10	9	9	9
	(No. of channels)	(1)	(1)	(1)	(1)	(1)	(6)	(7)	(9)	(3)	(2)	(2)	(2)
	Other	9	10	11	11	11	11	11	11	10	12	10	9
	Total	100	100	100	100	100	100	100	100	100	100	100	100
	Daily viewing time (minutes)	150	148	147	150	151	146	154	157	160	166	166	162

¹ TV 2 Sport, a joint venture between TV 2 Denmark and MTG, is not included. The channel started in Spring 2007 replacing MTG's Viasat Sport. Its share for 2010 was 1%.

² 2000-2001: TV3, 3+; 2002-2006: TV3, 3+ and Viasat Sport; 2007-2008: TV3, 3+; 2009-2010: TV3, 3+, TV3 PULS. The Gallup TV-meter survey presents viewing time also for some TV1000 & Viasat channels which are not included here. The MTG market share would, however, be at approximately the same level if included, since their weekly viewing time is quite low.

³ Diary data 2000-2003, 2005-2006 according to surveys in October; 2004 survey in March; 2007 in June. Electronic measurement (ppm) 2008-2010 with data for week 42 each year.

⁴ Excluding TV2 Sport (launched in 2007) and TV2 Barclay Premier League (launched in 2010).

⁵ 2000-2004: TVNorge; 2005-2006: TVNorge, The Voice; 2007: TVNorge, The Voice, Fem; 2008-2009: TVNorge, Fem; 2010: TVNorge, Fem, Max.

⁶ 2000-2005: TV3; 2006: TV3, ZTV; 2007: TV3, ZTV/Viasat 4; 2008-2010: TV3, Viasat4. MTG's sport channel SportN (2005-2009), MTG's pay-TV channels TV1000 and other Viasat channels are not included.

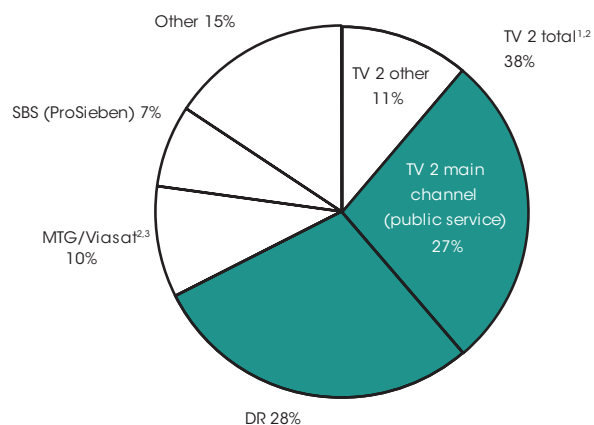
⁷ 2010: including SVT HD, which was established in 2006, but presented in TV measures first time in 2010 (with a share of 0.3%). SVT HD is not included in 2011.

Note: Electronic measurement (peoplemeter) except for Iceland 2000-2007 (see note 3). Timeshift within 7 days included in Finland and Norway in 2008, and in Sweden 2010. For Iceland, with the introduction of electronic measurement (ppm) in 2008, catch-up-channel viewing was included. If not specified in notes, all channels per family are included.

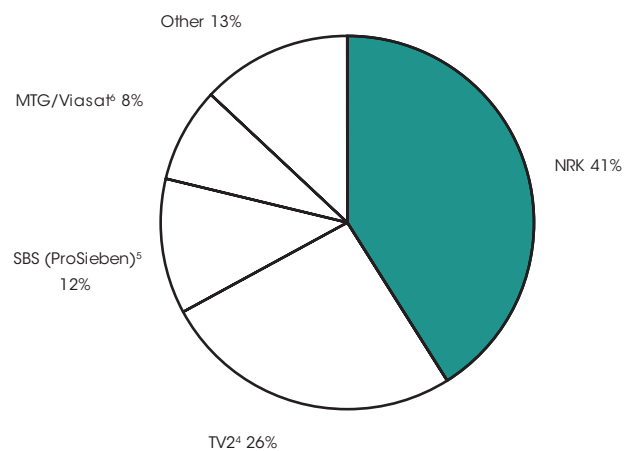
Sources: TNS Gallup Denmark, Danish Agency for Culture (Centre for Libraries and Media), Finnpanel and YLE Audience Research, Ministry of Transport and Communications (Finland), Capacent (Iceland), TNS Gallup Norway, medianorway, MMS, Nordicom-Sweden.

25. The TV channel families with the largest audience shares 2011

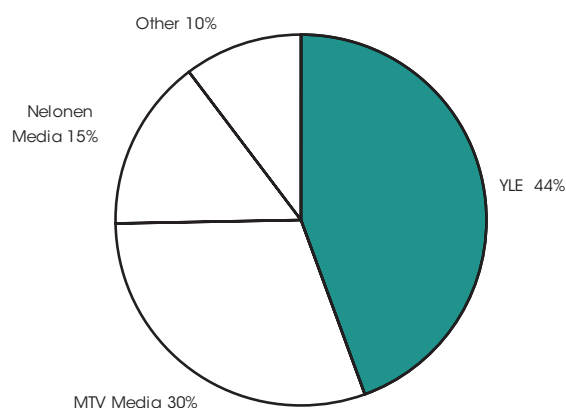
Denmark



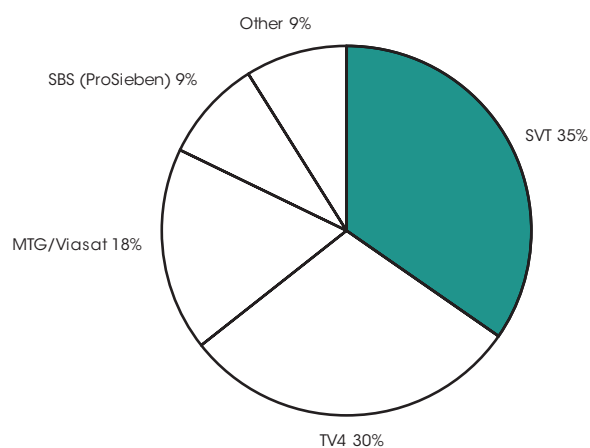
Norway



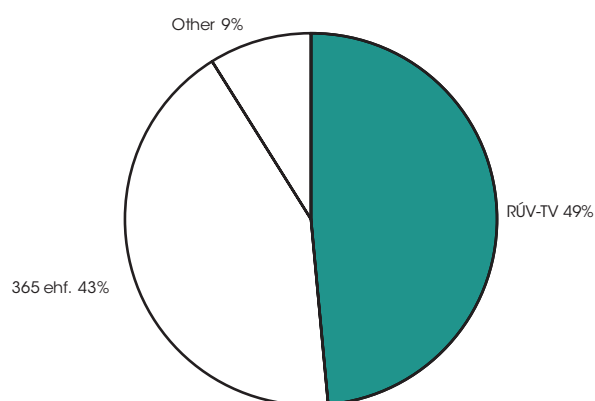
Finland



Sweden



Iceland



¹ Only TV 2 Denmark's main channel TV 2 has public service obligations.

² TV 2 Sport, a joint venture between TV 2/Danmark and MTG, is not included.

³ Included are TV3, 3+, TV3 PULS. MTG's pay-TV channels TV1000 and other Viasat channels are not included.

⁴ Included are TV2, TV2 Zebra, TV2 Nyheter, TV2 Film and TV2 Bliss.

⁵ Including TVNorge, Fem, Max.

⁶ MTG's pay-TV channels TV1000 and other Viasat channels are not included.

Note: Electronic measurement, timeshift within 7 days included in Finland, Norway and Sweden. For Iceland, catch-up-channel viewing is included. Public service TV shown in colour.

Sources: TNS Gallup Denmark, Danish Agency for Culture (Centre for Libraries and Media), Finnpanel and YLE Audience Research, Ministry of Transport and Communications (Finland), Capacent (Iceland), TNS Gallup Norway, medianorway, MMS, Nordicom-Sweden.

26. The five TV channels with the largest audience shares 2011. Shares 2000-2011 (per cent)

		Share of daily viewing time (%)											
Channel	Status	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Denmark (Age 3+)	TV 2	36	35	35	35	35	36	34	33	31	29	28	27
	DR1	29	28	28	30	30	28	28	27	25	22	19	19
	TV3	9	8	7	7	6	5	5	5	5	5	5	5
	DR2	3	3	4	4	4	5	5	5	4	5	5	4
	TV 2 Charlie	*	*	*	*	0	1	2	3	2	3	3	4
	Public ¹												
	Other channels	23	26	26	24	25	25	26	27	33	36	40	41
Total		100	100	100	100	100	100	100	100	100	100	100	100
Daily viewing time (minutes)		149	152	156	157	162	152	150	148	167	189	201	198
Finland (Age 10+)	YLE TV1	23	23	24	23	25	25	24	24	24	22	22	23
	MTV3	40	39	37	38	35	33	29	26	23	23	22	22
	YLE TV2	20	20	22	20	20	19	20	17	17	18	19	17
	Nelonen	12	12	12	11	12	11	12	10	10	10	9	9
	Sub	1	1	1	2	3	4	5	6	6	7	7	6
	Other channels	4	5	4	6	5	8	9	17	20	20	21	23
	Total	100	100	100	100	100	100	100	100	100	100	100	100
Daily viewing time (minutes)		168	167	171	173	167	169	169	166	177	176	178	178
Iceland ² (Age 12-80)	RÚV	42	41	41	43	42	44	45	49	50	49	48	49
	Stöð 2 ³	36	29	29	29	31	34	27	31	27	29	33	35
	Skjár 1	15	19	20	21	17	17	21	18	17	15	10	8
	Other channels	7	11	9	7	10	5	7	2	6	7	9	8
	Total	100	100	100	100	100	100	100	100	100	100	100	100
	Daily viewing time (minutes)		149	166	191	153	161	147	149	126	183	158	141
Norway (Age 12+)	NRK1	38	38	39	40	41	40	40	38	32	32	33	32
	TV 2	32	31	32	30	30	29	30	29	25	22	21	19
	TVNorge	10	10	10	10	10	11	10	9	8	8	7	8
	NRK2 ⁴	3	3	3	3	3	4	4	3	3	4	5	5
	TV3 ⁴	8	7	6	6	6	6	6	5	6	7	6	5
	Other channels	10	11	10	10	10	10	10	15	24	28	29	30
	Total	100	100	100	99	100	100	100	100	100	100	100	100
Daily viewing time (minutes)		163	158	157	164	166	164	156	154	174	184	183	178

Cont.

26. Cont. The five TV channels with the largest audience shares 2011. Shares 2000-2011 (per cent)

		Share of daily viewing time (%)											
Channel	Status	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Sweden (Age 3+)	SVT1	20	25	27	25	25	24	22	19	19	21	23	23
	TV4	27	28	25	25	25	23	22	22	20	19	19	20
	TV3	11	11	10	10	10	10	10	9	9	8	8	7
	SVT2	24	17	16	15	15	14	14	13	10	8	7	7
	Kanal 5	6	7	8	8	9	9	9	8	8	7	7	7
	Other channels	12	12	14	17	16	20	23	29	33	37	37	37
	Total	100	100	100	100	100	100	100	100	100	100	100	100
Daily viewing time (minutes)		150	148	147	150	151	146	154	157	160	166	166	162

¹ TV 2 Charlie is part of TV 2/Danmark, which is state-owned. The channel has, however, no public service obligations.

² Diary data 2000-2003, 2005-2006 according to surveys in October, 2004 survey in March; 2007 in June. Electronic measurement (ppm), 2008-2010 with data for week 42 each year.

³ Including viewing shares to Stöb 2+, which broadcasts the transmissions of Stöb 2 one hour later. Stöb 2+ started early 2004.

⁴ NRK2 and TV3 both have a 5.3% audience share in 2011. Ranking here is due to NRK2 having higher daily reach (25%) in 2011 than TV3 (23%).

Note: Electronic measurement (peoplemeter) except for Iceland 2000-2007 (see note 2). Timeshift within 7 days included in Finland and Norway in 2008, and in Sweden 2010. For Iceland, with the introduction of electronic measurements (ppm) in 2008, catch-up-channel viewing was included.

Sources: TNS Gallup Denmark, Finnpanel and YLE Audience Research, Ministry of Transport and Communications (Finland), Social Science Institute at the University of Iceland, Capacent, TNS Gallup Norway, MMS.

27. The five TV channels with the largest audience shares 2010/2011. Shares by sex and age (per cent)

Denmark 2011	TV 2	DR1	TV3	DR2	TV 2 Charlie	Other	Total	Daily viewing time
Status	Public service	Public service	Private	Public	Public ¹			Minutes
All	27	19	5	4	4	41	100	198
Sex								
Men	25	18	4	4	3	46	100	196
Women	30	20	6	4	5	35	100	201
Age								
3-11	13	19	2	1	1	64	100	112
12-20	21	11	7	2	1	58	100	137
21-34	25	11	9	3	1	51	100	200
35-54	28	18	5	4	3	42	100	206
55+	31	25	2	6	7	29	100	245

Finland 2010	YLE TV1	MTV3	YLE TV2	Nelonen	Subtv	Other	Total	Daily viewing time
Status	Public service	Private	Public service	Private	Private			Minutes
All	22	22	19	9	7	22	100	178
Sex								
Men	22	18	21	8	6	25	100	172
Women	22	24	17	10	7	19	100	184
Age								
4-9 ²	5	16	34	9	5	31	100	78
10-14	5	22	15	14	14	30	100	80
15-24	5	21	11	16	14	33	100	95
25-34	9	22	13	15	12	29	100	137
35-44	16	23	15	13	9	24	100	156
45-64	25	22	20	8	5	20	100	212
65+	34	21	23	5	3	14	100	264

Norway 2011	NRK1	TV 2	TVNorge	NRK2 ⁴	TV3 ⁴	Other TV	Total	Daily viewing time
Status	Public service	Private	Private	Public service	Private			Minutes
All	32	19	8	5	5	30	100	178
Sex								
Men	32	17	7	6	4	34	100	174
Women	32	21	9	5	6	27	100	182
Age								
2-6 ³	10	9	3	1	2	76	100	94
7-11 ³	12	11	4	1	2	69	100	102
12-19	15	17	11	2	8	47	100	102
20-34	15	19	12	3	9	43	100	159
35-44	23	22	10	3	6	36	100	170
45-54	35	21	8	5	5	27	100	184
55-64	43	20	5	7	3	22	100	208
65+	49	18	4	9	2	18	100	240

Cont.

27. Cont. The five TV channels with the largest audience shares 2010/2011. Shares by sex and age (per cent)

Sweden 2011	SVT1	TV4	TV3	SVT2	Kanal 5	Other TV	Total	Daily viewing time
Status	Public service	Private	Private	Public service	Private			Minutes
All	23	20	7	7	7	37	100	162
Sex								
Men	23	18	6	7	5	41	100	152
Women	23	22	9	6	8	32	100	172
Age								
3-14	8	11	4	2	4	71	100	101
15-24	9	16	11	3	13	48	100	88
25-39	14	19	10	4	11	42	100	144
40-59	21	21	8	6	7	37	100	174
60+	35	22	5	10	3	25	100	235

¹ TV 2 Charlie is part of TV 2/Danmark, which is state-owned. The channel has, however, no public service obligations.

² All other data for Finland in the table describe viewing for age groups over 9.

³ All other data for Norway in the table describe viewing for age groups over 11.

Note: Electronic measurements (peoplemeter), yearly averages. Timeshift within 7 days included in Finland, Norway and Sweden.

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

Definitions & Abbreviations

Domestic channel

A channel whose content is *linguistically accessible* to the population, i.e., the channel's principal language should be the principal national language/s/. Secondly, the content should follow a *country unique programme schedule*. (The presence of national versions of pan-Nordic, pan-European or global channels is, however, making it increasingly difficult to define domestic channels according to these criteria.)

Thirdly, it could also be argued that domestic channels are all channels *with a domestic licence to broadcast in the terrestrial network*, including channels of a more global or pan-European character. Channels of the latter kind are therefore also included as domestic for Finland and Sweden.

Financing

Lic.	Licence fees
Comm.	Commercials
Sub.	Subscription fees (for channel package and premium channels)
Spon.	Sponsoring (exists in all countries; detailed information is accessible for Iceland)
Don.	Donations

Distribution

T	Terrestrial distribution. Digital distribution for all countries, except for Iceland: T=Analogue terrestrial and DTT=Digital terrestrial television.
S	Satellite distribution
C	Cable distribution

Radio

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1. Number of radio channels 2000-2011¹

		2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Denmark													
													(Nov.)
Public	Nationwide	4	4	4	4	4	4	4	4	4	4	4	4
	Regional ²	9	9	9	9	9	9	9	9	9	9	11	11
	Digital (DAB)	..	3	..	..	14	13	14	14	11	12	10	6
Private	Nationwide ³	-	-	-	2	2	2	2	2	2	2	2	3
	Local	..	..	262	..	314	..	312	..	328	341	315	..
	Digital (DAB) only	-	-	-	-	-	-	-	-	-	-	-	-
	Digital (DAB) - FM, simulcast in DAB ⁴	-	-	-	-	-	2	2	3	3	3	3	4
Finland													
Public	Nationwide	5	5	5	5	5	5	5	5	6	6	6	6
	Regional ²	26	26	26	26	26	26	26	26	26	26	26	26
	Digital (DVB) ⁵	3	3	3	4	4	6	5	5	2	2	2	2
Private	Nationwide	8	10	10	10	10	10	8	10	10	10	10	10
	Regional & local	55	57	64	67	67	67	65	47	47	47	47	47
Iceland													
Public	Nationwide ⁶	2	2	2	2	2	2	2	2	2	2	2	2
	Regional ²	3	3	3	4	4	4	4	4	3	3	-	-
	Digital (DAB) ⁷	-	-	-	-	1	1	1	1	1	1	1	1
Private	Nationwide ⁶	2	2	2	2	2	2	2	2	2	2	2	2
	Regional/Quasi-national/local ^{6,8}	17	19	21	16	15	15	16	16	15	15	16	16
	Total	19	21	23	18	17	17	18	18	17	17	19	18
Norway													
Public	Nationwide	3	3	3	3	3	3	3	3	3	3	3	3
	Regional ²	18	18	16	16	16	16	16	16	16	16	16	16
	Digital (DAB) Nationwide	3	3	3	3	3	3	3	7	8	8	8	8
	Digital (DAB) Regional	2	2	2	2	3	4	3	2	2	1	1	1
Private	Nationwide	1	1	1	1	2	2	2	2	2	2	2	2
	Local ⁹	274	259	274	267	259	249	249	242	241	237	250	227
	Digital (DAB)	-	-	-	-	-	1	2	1	1	-	-	-
Sweden													
Public	Nationwide (FM)	4	4	4	4	4	4	4	4	4	4	4	4
	Regional ²	26	26	26	26	26	26	27	27	27	27	27	27
	Digital (DAB)	..	3	3	6	6	6	6	7	7	7	7	7
Private	Local ¹⁰	83	83	87	86	87	90	89	89	89	89	89	103
	Community radio - transmitters ¹¹	173	173	173	172	..	177	177	177	150	149	146	..
	Community radio - organizations ¹¹	1 199	1269	1318	1 265	1 167	1 080	1 027	1 030	952	< 900	< 900	< 900

¹ Most channels are transmitted via several platforms. Channels not stated as 'digital' are principally FM channels, most of which are also transmitted on digital platforms. The table's 'Digital' includes principally digital channels (DAB/DVB); even though some also offer limited analogue transmissions. Channels/stations transmitted exclusively via web, cable or satellite are not included in this table.

² Transmitted in windows: in Denmark on DR P4, in Finland on YLE Radio Suomi and Radio Vega, in Iceland on RÚV Rás 1 and Rás 2, in Norway on NRK P1 and in Sweden on SR P4.

³ 2011 includes Radio 24Sv, a privately owned radio station with public service status (launched in November 2011).

⁴ The nationwide private channels with concessions from the state are transmitted via DAB since 2005.

⁵ Digital transmissions via DAB up to September 2005; thereafter DVB.

⁶ Nationwide in Iceland is defined as: Channels reaching all regions of the country and at least 90% of the population; and Quasi-national: Channels reaching two or more regions of the country and over 50% of the population.

⁷ Still in the experimental stage.

⁸ Number of stations holding a long-term licence and operating on a regular basis during the year. Student and youth radio excluded.

⁹ Number of concessions by year's end. (Data for 2011 is preliminary.)

¹⁰ The Swedish Broadcasting Authority has issued 14 new licenses to broadcast analogue commercial radio. They apply from 1 Feb 2011; total number of concessions is thereby 103.

¹¹ Närradio, sometimes referred to as 'Neighbourhood radio'. By the end of 2010: 146 transmitters (normally one per community), used by a total of approx. 900 organizations (870 in March 2011).

Sources: DR, *Radio-TV håndbogen [The Radio and TV Handbook]*, Danish Agency for Culture (Centre for Libraries and Media), YLE, Ministry of Transport and Communications (Finland), Statistics Iceland, NRK, Norwegian Media Authority, medianorway, SR, Swedish Broadcasting Authority.

2. FM radio channels and stations 2011

Status	Coverage	Channels/stations ¹	Owner group	Financing ²	Technical penetration via FM (%) ³	Year established
Denmark 2011 (Fall)						
Public	Nationwide	P1 ⁴	DR (state)	Lic.	100	1925
		P2 ⁴	DR (state)	Lic.	100	1951/2001 ⁵
		P3	DR (state)	Lic.	100	1963
	Regional/nationwide	P4 ⁶ ; 11 regional channels	DR (state)	Lic.		1960-1982
Private	Nationwide	Radio24syv ^{4,7}	Berlingske People A/S (Berlingske Media A/S 70%, People Group A/S 30%)	Lic.	100	2011 (November)
		NOVA FM ⁸	SBS Broadcasting (ProSieben) 80%, TV 2 Danmark 20% (state)	Comm.	84	2008 ⁸
		POP FM ⁹	Berlingske Media 60%, SBS Broadcasting (ProSieben) 40%	Comm.	37	2010 ⁹
	Near-nationwide	Radio100 FM ¹⁰	New Radio Aps	Comm.	..	2009 ¹⁰
		Radio Soft	New Radio Aps	Comm.	..	2006
		The Voice	SBS Radio A/S (ProSieben)	Comm.	..	1984
Local		Approx. 300 local radio stations (including community radio)	*	Comm. and/or public grants ¹¹	..	1983 (trial period), 1986 (permanent law)
Finland 2011 (Spring)						
Public	Nationwide	YLE Radio 1	YLE (state)	Lic.	100	1926/1990
		YleX	YLE (state)	Lic.	100	1990
		YLE Radio Suomi	YLE (state)	Lic.	100	1965/1990
		YLE Puhe	YLE (state)	Lic.	90	1988/2009
		YLE Radio Vega ¹²	YLE (state)	Lic.	83	1961/1997
		YLE Radio X3M ¹²	YLE (state)	Lic.	48	1997
Regional		26 regional windows (in Radio Suomi)	YLE (state)	Lic.	..	
		- 20 in Finnish				1975-
		- 5 in Swedish				1973-
		- 1 in Sami				1987

Cont.

2. Cont. FM radio channels and stations 2011

Status	Coverage	Channels/stations ¹	Owner group	Financing ²	Technical penetration via FM (%) ³	Year established
Cont. Finland 2011 (Spring)						
Private	Nationwide	Radio Nova	Suomen Utisradio (Bonnier 74% and MTG 22%)	Comm.	98	1997
		Groove FM	Communicorp Group	Comm.	62	1999
		Radio Aalto	Sanoma	Comm.	73	2007
		Radio Dei	Kristillinen Media	Comm.	78	1997
		Radio NRJ	NRJ	Comm.	87	1995
		Radio Rock	Sanoma	Comm.	85	1995
		Radio Sputnik	Radio Satellite Finland	Comm.	..	1999
		Rondo FM	Classicus	Comm.	68	2010
		Suomi POP	Communicorp Group	Comm.	87	2007
		The Voice	SBS Broadcasting (ProSieben)	Comm.	99	2007
Other private		Iskelmä-chain, 16 stations ¹³	SBS Broadcasting (ProSieben) & others ¹³	Comm.	92	2001
		28 other stations	*	Mainly comm.	..	1985-
Iceland 2011 (Fall)						
Public	Nationwide ¹⁴	Rás 1	Ríkisúthvarpið ehf. (state)	Grants, Comm., Spon.	100	1930
		Rás 2	Ríkisúthvarpið ehf. (state)	Grants, Comm., Spon.	100	1983
Private	Nationwide ¹⁴	Bylgjan	365 miðlar ehf.	Comm., Spon.	99	1986 ¹⁵
		FM 95.7	365 miðlar ehf.	Comm., Spon.	95	1989 ¹⁵
	Regional/Quasi-national ¹⁴	15 stations			60-70	from 1986
		- 6 stations	365 miðlar ehf.	Comm., Spon.	65-70	
		- 4 independent stations	*	Comm., Spon.	15-70	
		- 2 religious stations	*	Don., Comm., Spon.	60-70	
		- 2 service stations	*	Don., Spon.	60-70	
Local		1 station	*	Comm., Spon.	..	from 1993
Norway 2011 (Summer)						
Public	Nationwide	P1	NRK (state)	Lic.	100	1933
		P2	NRK (state)	Lic.	99	1984
		P3	NRK (state)	Lic.	96	1993
	Regional	16 regional windows (in P1)	NRK (state)	Lic.		from 1957
Private	Nationwide	P4	MTG	Comm.	80	1993
		Radio Norge	SBS Broadcasting (ProSieben)	Comm.	93	2004
Local		248 ¹⁶	Private companies & community radios	Comm. allowed		from 1982

Cont.

2. Cont. FM radio channels and stations 2011

Status	Coverage	Channels/stations ¹	Owner group	Financing ²	Technical penetration via FM (%) ³	Year established
Sweden 2011 (Spring)						
Public	Nationwide	P1 ¹⁷	SR (state)	Lic.	100	1925
		P2 ¹⁷	SR (state)	Lic.	100	1955
		P3	SR (state)	Lic.	100	1964
		P4 Riks	SR (state)	Lic.	100	1993
	Regional	P4 Lokalt: 25 regional channels	SR (state)	Lic.	100	1987-1989 ¹⁸
Private	Local	SR Metropol (Stockholm, local)	SR (state)	Lic.	..	2007
		Din gata 100.6 (Malmö, local)	SR (state)	Lic.	..	2006
		103 local stations	*	Comm.	..	allowed from 1993
		about 146 community radio stations ¹⁹	local non-profit organizations ²⁰	Comm. & spon. allowed	..	allowed from 1986

¹ Principally analogue channels (via FM nets); most are also transmitted digitally (online, DAB, DVB), and some via cable and satellite. For an overview of the DAB/DVB channels only, see separate table.

² Lic.=licence fees; Comm.=commercials; Spon.=sponsoring; Don.=donations.

³ Share of population having potential access. (Finland: Share of population 9+ having potential access.)

⁴ In November 2011 a new nationwide radio channel, Radio24syv, started airing on the fourth FM network (FM4), which was previously used by DR P2. DR's solution to the loss of an FM frequency has been to let P1 and P2 share the frequency (FM1) previously used by P1. P1 broadcasts mornings and during the day, and P2 evenings and nights. Both P1 and P2 are full channels, i.e. with broadcasts 24/7, on DAB and Internet.

⁵ DR acquired a fourth nationwide radio frequency, FM4, in 2001 (the former P2-channel shared a frequency with P4). From 1 Nov 2011 P2 shares FM-frequency with P1 (note 4).

⁶ Carries both regional and nationwide programming.

⁷ FM4: A new nationwide radio channel, Radio24syv, started airing, 1st November 2011, on FM4 (until then used by DR P2, see note 4). Radio24syv has public service status and licence fee financing.

⁸ FM5: The concession was issued in 2003, with Sky Radio as the first concession holder. Sky Radio shut down in late 2005; TV 2/Danmark was awarded the concession in 2006. TV 2 Radio started in early 2007, but shut down in mid 2008, when SBS Radio took over and launched NOVA FM.

⁹ FM6: The concession was issued in 2003, with Radio 100 FM (Talpa Radio International) as the first concession holder. Radio 100 FM held the concession until its bankruptcy in October 2009. The new concession holder is POP FM (Berlingske Media/SBS Broadcasting). Talpa's brand, Radio 100 FM, now transmits via local frequencies.

¹⁰ Talpa Radio's Radio 100 FM held the concession for Denmark's sixth FM net, FM6, until its bankruptcy in October 2009. The brand, Radio 100 FM, was sold to the station's management, which since 2009 has transmitted the station via local frequencies.

¹¹ A state subsidy programme of 30 million DKK for local radio and television is administered by the Radio and Television Board.

¹² Full service networks in Swedish.

¹³ 16 stations, 6 of which are SBS-owned. The rest are cooperating stations.

¹⁴ "Nationwide" in Iceland is defined as channels reaching all regions of the country and at least 90% of the population; "Quasi-national" refers to channels reaching two or more regions of the country and over 50% of the population.

¹⁵ Bygjan: nationwide channel since 1993; FM 95.7: nationwide channel since 2001.

¹⁶ Number of concessions in May 2011.

¹⁷ P1 also carries UR (Utbildningsradion) transmissions. P2 carries transmissions from UR, Samradio and Sisuradio.

¹⁸ The first regional channel was established in November 1987, the most recent in October 1989.

¹⁹ Nörradio, sometimes referred to as 'Neighbourhood radio': 146 transmitters (normally one per community), used by a total of approx. 900 organizations (870 in April 2011).

²⁰ Of the organizations authorized to transmit over neighbourhood radio frequencies in 2007, 29% were confessional organizations, 16% radio associations, 16% local umbrella organizations, 7% political parties, 9% ethnic and cultural organizations, 18% 'other' and 6% unknown.

Sources: Danish Agency for Culture (Centre for Libraries and Media); DR, YLE, Association of Finnish Broadcasters, Statistics Iceland, Norwegian Media Authority, Norking, medianorway, SR, TNS Sifo, Swedish Broadcasting Authority.

3. Digital radio channels in DAB or DVB 2010/2011

	Channels ¹	Profile	Year established	Owner group
Denmark 2011 (Nov.) <i>DAB start: 2000</i> <i>DAB net: Technical reach is almost 100%</i>	DR P1 * ²	Talk radio		DR (state)
	DR P2 * ²	Classical		DR (state)
	DR P3 *	Music, news, satire (age 20-40)		DR (state)
	DR P5	Culture, music and history (age 60+)	2011	DR (state)
	DR P6 Beat	Music	2011	DR (state)
	DR P7 Mix	Music	2011	DR (state)
	DR P8 Jazz	Jazz	2011	DR (state)
	DR Ramasjang	Children	2011	DR (state)
	DR Mama	Youth	2011	DR (state)
	NOVA FM*	Music	2008	SBS Radio A/S
	POP FM*	Music	2010	FM6 A/S (Berlingske Media 60% / SBS Radio 40%)
	The Voice*	Music	2011	SBS Radio A/S
Finland 2010 (end-of-year) <i>DVB start: 2005³</i>	YLE Klassinen	Music	1999	YLE (state)
	YLE Mondo	News	2005	YLE (state)
Iceland 2010 (end-of-year) <i>DAB start: 2004, still experimental</i> <i>DAB net: Technical reach is 60–70%.</i>	Rondó	Music (classical and jazz)	2004	RÚV (state)
Norway 2010 (end-of-year)⁴ <i>DAB start: 1995</i> <i>DAB net: Technical reach is approx. 80%</i>	NRK Klassisk	Classical music	1995	NRK (state)
	NRK Alltid Nyheter	News	1997	NRK (state)
	NRK Sami Radio	Transmissions for Sami listeners	1999	NRK (state)
	NRK mP3	Music channel for 10-14-year-olds	2000	NRK (state)
	NRK Gull	From NRK's archive	2007	NRK (state)
	NRK Super	Children ⁴	2007	NRK (state)
	NRK Sport	Sport	2007	NRK (state)
	NRK Båtvær ⁵	Weather reports	2007	NRK (state)
	NRK Jazz	Music	2008	NRK (state)
Sweden 2010 (end-of-year)⁶ <i>DAB start: 1995</i> <i>DAB net: Technical reach is approx. 35%⁷</i>	SR P3 Star	Music & entertainment for young people	2002	SR (state)
	SR Sisuradio	Finnish-speaking	1998	SR (state)
	SR Atlas	World music	2006	SR (state)
	SR Radioapans			
	Knattekanal	Children's programmes	2009	SR (state)
	SR Klassiskt	Classical music	2007	SR (state)
	SR Minnen	From SR's archive	2004	SR (state)

¹ Denmark: all DAB channels, including both analogue channels simulcast in DAB and digital-only channels (* = analogue channels simulcast in DAB). Other countries: principally DAB (or DVB in Finland) channels, i.e. not including simulcast. Digital channels transmitted online only are not included in this table.

² DR P1 and DR P2 share FM-frequency since November 2011, but are full channels, i.e. with broadcasts 24/7, on DAB and Internet.

³ In Finland the DAB net was shut down in September 2005. YLE broadcasted using DAB from 1998-2005 (September), and then changed to DVB.

⁴ In addition a number of analogue channels are also transmitted via DAB: All analogue NRK channels, the two private radio channels with nationwide concession (P4 and Radio Norge), plus the local channels/chains P5, NRJ and The Voice.

⁵ Regional DAB channel.

⁶ In addition to the principally digital channels, SR P1 is also transmitted via DAB.

⁷ Transmissions in four areas only: Malmö, Göteborg, Stockholm, Älvsbyn/Luleå.

Sources: Danish Agency for Culture (Centre for Libraries and Media), DR, YLE, Statistics Iceland, RÚV, NRK, medianorway's database, SR, Teracom.

4. The largest radio companies and their channels

4.1 The largest radio companies in Denmark and their channels in 2011 (Fall)¹

Company (Owner)	Channel (Ownership %)	Financing ²	Coverage	Penetration (%) ³	No. of FM stations	Year established	Company audience share 2010 (%)
Public service							
DR	FM channels:						80
(State)	P1	Lic.	Nationwide	100	1	1925	
	P2	Lic.	Nationwide	100	1	1951/2001	
	P3	Lic.	Nationwide	100	1	1963	
	P4 ⁴ : 11 regional channels	Lic.	Regional		11	1960-1982	
	DAB channels (see separate overview)						
	Web channels						
The largest private radio groups							
SBS Broadcasting	NOVA FM (80) ⁵	Comm.	Nationwide	84	1	2008	7
(ProSiebenSat.1 Media)	The Voice	Comm.	Local	..	20	..	
	Radio Silkeborg (40) ⁵	Comm.	Local	..	2	..	
New Radio	Radio 100 FM	Comm.	Near-nationwide	..	1	2003	4
	Radio Soft	Comm.	Near-nationwide	..	1	2006	
Berlingske Media	POP FM (60) ⁶	Comm.	Nationwide	37	1	2010	*
(Mecom)	Midtjyske Medier ⁷	Comm	Local	..	3	..	
	Skala FM (50) ⁸	Comm	Local	..	4	..	
	Radio 24syv (70) ⁹	Lic.	Nationwide		1	2011, 1 Nov.	

¹ Principally analogue channels (via FM nets); most are also transmitted digitally (online, DAB, DVB), and some via cable and satellite. For an overview of the DAB/DVB channels only, see separate table.

² Lic.=licence fees, Comm.=commercial.

³ Share of population having potential access.

⁴ Carries both regional and nationwide programming.

⁵ NOVA FM: owned by SBS Broadcasting (80%) and TV 2 Danmark (20%). Radio Silkeborg: SBS Broadcasting is the largest shareholder with 40%.

⁶ The concession for POP FM is held by FM6 A/S, which is owned by Berlingske Media A/S (60%) and SBS Broadcast Denmark (40%).

⁷ Holstebro Favorit FM and Radio Viborg.

⁸ Owned by Syddanske Medier (100%), in its turn owned by Berlingske Media (50%) and Den sydvestjyske venstrepressen A/S (50%).

⁹ The concession for Radio24syv is held by Berlingske People A/S, which is owned by Berlingske Media A/S (70%) and People Group A/S (30%).

Sources: Danish Agency for Culture (Centre for Libraries and Media), DR.

4. Cont. The largest radio companies and their channels

4.2 The largest radio companies in Finland and their channels in 2010¹

Company (Owner)	Channel	Financing ²	Coverage	Penetration (%) ³	No. of FM stations	Year established	Company audience share (%)
Public service							
YLE	<i>FM stations:</i>						53
(state)	YLE Radio ¹	Lic.	Nationwide	100	1	1926/1990	
	YleX	Lic.	Nationwide	100	1	1990	
	YLE Radio Suomi	Lic.	Nationwide	100	1	1965/1990	
	with 26 regional windows						
	– in Finnish	Lic.	Regional	..	20	1975-	
	– 5 in Swedish	Lic.	Regional	..	5	1973-	
	– 1 in Sami	Lic.	Regional	..	1	1987	
	YLE Puhe	Lic.	Nationwide	90	1	1998/2009	
	YLE Radio Vega ⁴	Lic.	Nationwide	83	1	1961/1997	
	YLE Radio X3M ⁴	Lic.	Regional	48	1	1997	
	<i>DVB stations:</i>						
	Ylen Klassinen	Lic.	Nationwide	100	1	1999	
	YLE Mondo	Lic.	Nationwide	100	1	2005	
				..			
The largest private radio groups							
SBS Broadcasting	The Voice	Comm.	Nationwide	99	1	2007	11
(ProSiebenSat.1 Media)	Iskelmä ⁵	Comm.	Local	92	16	2001	
	Radio 957	Comm.	Local	..	1	1985	
	Radio Jyväskylä	Comm.	Local	..	1	2001	
	Radio Mega	Comm.	Local	..	1	1988	
	Radio Sata	Comm.	Local	..	1	1989	
Suomen Uutisradio	Radio Nova	Comm.	Nationwide	99	1	1997	11
(MTV3/Bonnier 74%, MTG 22%)							
Nelonen Media	Radio Aalto	Comm.	Nationwide	73	1	2007	6
(Sanoma)	Radio Rock	Comm.	Nationwide	85	1	2007	
	Radio Helsinki	Comm.	Local	..	1	2000	
Metroradio Finland	Groove FM	Comm.	Nationwide	62	1	1999	6
(Communicorp Group)	Suomi POP	Comm.	Nationwide	87	1	2001	
NRJ Finland (NRJ)	Radio NRJ	Comm.	Nationwide	87	1	1995	4

¹ Analogue (via FM nets) and DVB channels; most are also transmitted digitally online, and some via cable. For an overview of the DAB/DVB channels only, see separate table.

² Lic.=licence fees, Comm.=commercial.

³ Share of population (aged 9 and over) having potential access.

⁴ Full-service stations in Swedish.

⁵ 16 stations, 6 of which are SBS-owned. The rest are cooperating stations.

Sources: YLE, Association of Finnish Broadcasters.

4. Cont. The largest radio companies and their channels

4.3 The largest radio companies in Iceland and their channels 2010 (end-of-year)¹

Company (Owner)	Channel	Financing ²	Coverage ³	Penetration (%) ⁴	Year established
Public service					
RÚV Ríkisútvarpið ehf. (state)	Rás 1	Tax, Comm., Spon.	Nationwide	100	1930
	Rás 2	Tax, Comm., Spon.	Nationwide	100	1983
	Rondó (DAB)	Tax, Comm., Spon.	Quasi-national	65–70	2004
The largest private radio group					
365 miðlar ehf.	Bylgjan	Comm., Spon.	Nationwide	99	1986 ⁵
	FM 95.7	Comm., Spon.	Nationwide	95	1989 ⁵
	– 4 stations	Comm., Spon.	Regional/Quasi-national	65–70	

¹ Principally analogue channels (via FM nets); most are also transmitted digitally (online, DAB, DVB), and some via cable and satellite. For an overview of the DAB/DVB channels only, see separate table.

² Tax – a special fee imposed on all individuals and legal persons, Comm.=commercial, Spon.=sponsoring, Don.=donations.

³ "Nationwide" is defined here as channels reaching all regions of the country and at least 90% of the population; "Quasi-national" refers to channels reaching two or more regions of the country and over 50% of the population.

⁴ Share of population having potential access.

⁵ Bylgjan: nationwide channel since 1993; FM 95.7: nationwide channel since 2001.

Note: Largest radio companies by turnover.

Source: Statistics Iceland.

4. Cont. The largest radio companies and their channels

4.4 The largest radio companies in Norway and their channels in 2011¹

Company (Owner)	Channel	Financing ²	Coverage	Penetration (%) ³	No. of FM stations	Year established	Company audience share 2010 (%)
Public service							
NRK (State)	P1	Lic.	Nationwide	100	1	1933	66
	P2	Lic.	Nationwide	99	1	1984	
	P3	Lic.	Nationwide	96	1	1993	
	16 regional windows (in P1)	Lic.	Regional			from 1957	
The largest private radio groups							
MTG	P4	Comm.	Nationwide	80	1	1993	..
	P5	Comm.	Local	..	4		
SBS Broadcasting (ProSiebenSat.1 Media)	Radio Norge	Comm.	Nationwide	93	1	2004	..
	Radio 1	Comm.	Local	..	2	1984	
	The Voice	Comm.	Local	..	3	1998	
NRJ Group/MTG	NRJ/Energy	Comm.	Local	..	8	1998	..
NRJ Group/Mediepress	Klem FM	Comm.	Local	..	3	2002	..
21st Venture AS	Radio Metro	Comm.	Local	..	6	2009	..
	The Beat	Comm.	Local	..	1	2010	
Herman Skretting AS	JærRadioGruppen	Comm.	Local	..	12	1999	..
Master Times AB	Radio Prime	Comm.	Local	..	4	2005	..

¹ Principally analogue channels (via FM nets); most are also transmitted digitally (online, DAB, DVB), and some via cable and satellite. For an overview of the DAB/DVB channels only, see separate table.

² Lic.=licence fees, Comm.=commercials.

³ Share of population having potential access.

Sources: Norwegian Media Authority, Norkring, www.medienorge.uib.no.

4. Cont. The largest radio companies and their channels

4.5 The largest radio companies in Sweden and their channels 2011 (Spring)¹

Company (Owner)	Channel	Financing ²	Coverage	Penetration (%) ³	No. of FM stations	Year established	Company daily reach (%) ⁴
Public service							
SR (state)	P1	Lic.	Nationwide	100	1	1925	48 ⁴
	P2	Lic.	Nationwide	100	1	1955	
	P3	Lic.	Nationwide	100	1	1964	
	P4 Riks	Lic.	Nationwide	100	1	1993	
	P4 Lokal	Lic.	Regional	100	25 regional channels	1987-1989 ⁵	
	SR Metropol (Stockholm)	Lic.	Local	..	1	2007	
	Din gata 100,6 (Malmö)	Lic.	Local	..	1	2006	
The largest private radio groups							
MTG	Rix FM	Comm.	..	..	31		18
	Bandit Rock	Comm.	..	..	11		
	Radio 1 (Stockholm)	Comm.	Local	..	1		
	Lugna Favoriter (Stockholm)	Comm.	Local	..	1		
	MTG / NRJ ⁶	Comm.	..	..	3		
SBS Broadcasting (ProSiebenSat.1 Media)	Mix Megapol	Comm.	..	..	35		15
	Rockklassiker	Comm.	..	..	16		
	Vinyl (Stockholm)	Comm.	Local		1		
	Radio 107,5 (Stockholm)	Comm.	Local	..	1		
	The Voice (Stockholm)	Comm.	Local	..	1		

¹ Principally analogue channels (via FM nets); most are also transmitted digitally (online, DAB, DVB), and some via cable and satellite. For an overview of the DAB/DVB channels only, see separate table.

² Lic.=licence fees, Comm.=commercial.

³ Share of population having potential access.

⁴ Companies ranked by daily reach (Jan-Mar 2011) since audience shares for private radio groups are not available. Audience share for SR was, however, 69%.

⁵ The first regional was channel established in November 1987, the most recent in October 1989.

⁶ MTG, Modern Times Group, took over operation of NRJ's 20 radio stations in Sweden in July 2004. Only the NRJ stations in Stockholm, Göteborg and Malmö retain the NRJ name and format: the others were given standard MTG formats (either RIX FM or Lugna Favoriter). NRJ still holds the concessions for the 20 stations. (In January 2013 NRJ will instead cooperate with SBS Broadcasting, and consequently the stations with MTG formats will broadcast with SBS formats.)

Sources: SR, TNS Sifo, Swedish Broadcasting Authority.

5. Public service radio programming by content 2000-2010 (share of transmission time, per cent)

Type of content	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Denmark ¹											
DR radio analogue transmissions											
News ²	8	15	14	15	8	9	..	9	9	9	9
Current affairs & debate	29	28	29	26	38	38	..	40	42	43	44
Information & culture	7	9	9	7	9	12	..	10	8	8	7
Drama/Fiction	2	1	1	1	1	1	..	1	0	0	0
Music	30	27	25	25	20	23	..	23	25	27	29
Entertainment	12	16	15	21	18	12	..	13	13	10	8
Sport	4	2	2	1	1	1	..	1	2	1	2
Education	-	-	-	-	-	-	..	0	0	0	0
Chorus & Orchestra	-	-	-	-	-	-	..	1	0	0	0
Service (announcers, promotion)	7	3	4	5	4	4	..	3	2	2	2
Other	-	-	-	-	-	-	..	0	0	0	0
Total	100	100	100	100	100	100	..	100	100	100	100
Total transmission hours	59 098	56 634	55 912	58 768	54 463	54 245	53 653	54 404	53 969	.. ³	.. ³
DR radio digital transmissions (DAB and online)											
News	..	1	9	12	10	7	..	6	5	5	5
Current affairs & debate	..	2	9	1	1	2	..	11	1	1	1
Information & culture	..	0	2	3	5	4	..	1	0	1	1
Drama/Fiction	..	0	-	5	9	6	..	1	5	1	0
Music	..	96	74	78	67	66	..	77	86	90	90
Entertainment	..	0	6	-	2	9	..	4	3	3	4
Sport	..	-	0	-	5	6	..	0	0	0	0
Education	..	-	-	-	-	-	..	-	0	0	0
Chorus & Orchestra	..	-	-	-	-	-	..	0	0	0	0
Service (announcers, promotion)	..	0	0	0	0	0	..	0	0	0	0
Other	..	-	-	-	-	-	..	0	0	0	0
Total	..	100	100	100	100	100	..	100	100	100	100
Total transmission hours	..	28 825	57 792	72 744	93 448	161 539	208 199	202 147	212 363	.. ³	.. ³
Iceland											
RÚV radio (FM transmissions)											
News and weather	17	18	17	19	18	18	..	18	16	17	16
Sport	1	1	1	0	1	1	..	1	1	1	1
Children & youth	1	1	1	1	2	2	..	..	..	..	..
Music	48	46	45	51	52	53	..	53	55	55	55
Current affairs	16	18	20	13	12	12	..	12	10	10	8
Arts, literature, theatre, science	7	8	7	7	6	6	..	7	10	11	12
Religion	1	1	1	1	1	0	..	0	1	1	1
Entertainment	6	5	6	6	5	5	..	6	4	3	3
Advertising	4	3	2	2	3	3	..	3	3	4	4
Other	1	0	0	0	0	1	..	0	1	..	..
Total	100	100	100	100	100	100	..	100	100	100	100
Total transmission hours	15 612	15 357	15 140	15 208	15 271	15 202	15 180	17 568	17 520	17 520	17 520

Cont.

5. Cont. Public service radio programming by content 2000-2010 (share of transmission time, per cent)

Type of content	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Norway											
NRK radio (P1 and P2)⁴											
News	14	14	14	14	14	13	12	12	12	10	9
Current affairs	8	8	9	10	9	8	9	10	10	10	11
Home/leisure/lifestyle	2	2	1	1	1	1	1	1	1	1	0
Drama	2	2	2	2	2	2	2	2	2	2	2
Entertainment	8	8	10	12	10	13	13	14	12	12	12
Sport	2	2	2	1	1	2	2	2	2	1	2
Children/Youth	2	2	2	2	1	1	1	1	1	1	1
Religion	2	2	1	2	1	2	1	2	2	2	2
Culture	6	6	7	7	5	8	8	8	9	10	10
Nature & Science	1	1	2	3	3	3	3	3	3	3	4
Music	45	45	42	41	39	39	41	39	38	40	39
Education	1	1	-	-	-	-	-	-	-	-	-
Regional transmissions ⁵	..	..	..	..	8	8	7	8	8	8	8
Other	7	7	8	5	5	1	0	0	0	0	1
Total	100	100	100	100	100	100	100	100	100	100	100
Total transmission hours ⁵	16 194	16 194	16 226	16 221	17 520	17 520	17 518	17 490	17 563	17 520	17 520
Sweden⁶											
SR analogue transmissions^{7,8}											
News	15	15	15	15	15	15	14	14	14	13	14
Current affairs	20	21	20	20	20	19	19	14	16	16	14
Lifestyle	*	*	*	*	*	*	*	4	3	4	3
Culture	6	6	6	6	6	6	6	7	7	7	6
Sport	4	4	4	4	4	3	4	3	3	3	3
Entertainment	6	6	6	6	6	6	6	4	5	5	5
Music	45	46	45	47	46	47	48	51	49	50	51
Service (announcers, promotion)	3	3	3	3	3	2	2	3	2	2	3
Total	100	100	100	100	100	100	100	100	100	100	100
Total transmission hours ⁹	120 665	121 231	122 326	121 552	119 565	117 280	125 385	125 580	129 531	131 123	124 562
SR digital transmissions (DAB and online)											
News	..	..	..	..	..	..	..	2	2	2	2
Current affairs	..	..	..	..	..	..	..	8	8	8	6
Lifestyle	..	..	..	..	..	..	..	1	1	1	0
Culture	..	..	..	..	..	..	..	10	10	10	8
Sport	..	..	..	..	..	..	..	0	2	2	4
Entertainment	..	..	..	..	..	..	..	4	10	8	7
Music	..	..	..	..	..	..	..	68	66	68	73
Service (announcers, promotion)	..	..	..	..	..	..	..	0	0	0	0
Total	..	..	..	..	..	..	..	100	100	100	100
Total transmission hours ⁹	..	..	..	..	..	..	..	145 957	156 486	155 800	95 536

Cont.

5. Cont. Public service radio programming by content 2000-2010 (share of transmission time, per cent)

Type of content	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
SR all transmissions⁸: analogue + digital											
News	15	15	15	15	15	15	14	8	8	7	9
Current affairs	20	21	20	20	20	19	19	11	12	12	11
Lifestyle								2	2	2	2
Culture	6	6	6	6	6	6	6	9	9	9	7
Sport	4	4	4	4	4	3	4	2	2	3	4
Entertainment	6	6	6	6	6	6	6	8	8	6	6
Music	45	46	45	47	46	47	48	60	59	60	61
Service (announcers, promotion)	3	3	3	3	3	2	2	1	1	1	1
Total	100	100	100	100	100	100	100	100	100	100	100
Total transmission hours ⁹	120 665	121 231	122 326	121 552	119 565	117 280	125 385	271 537	286 016	286 923	220 098

¹ Only the original broadcast on each platform is reported; regardless of how many parallel platforms the supply is made available on.

² The decrease in number of broadcast analogue news hours is due to DR's shutting down shortwave transmissions by the end of 2004.

³ Only total transmission hours (analogue + digital) available: 2009: 275 718 hours, 2010: 238 313 hours. The decrease is due to DR's shutting down a number of DAB and web channels during 2010.

⁴ FM transmissions. Including NRK P1 and P2 only; the youth channel NRK P3 is not included.

⁵ Regional transmissions (in windows) are included from 2004 on.

⁶ Beginning in 2007 the content has a different categorization and is therefore not comparable to previous years.

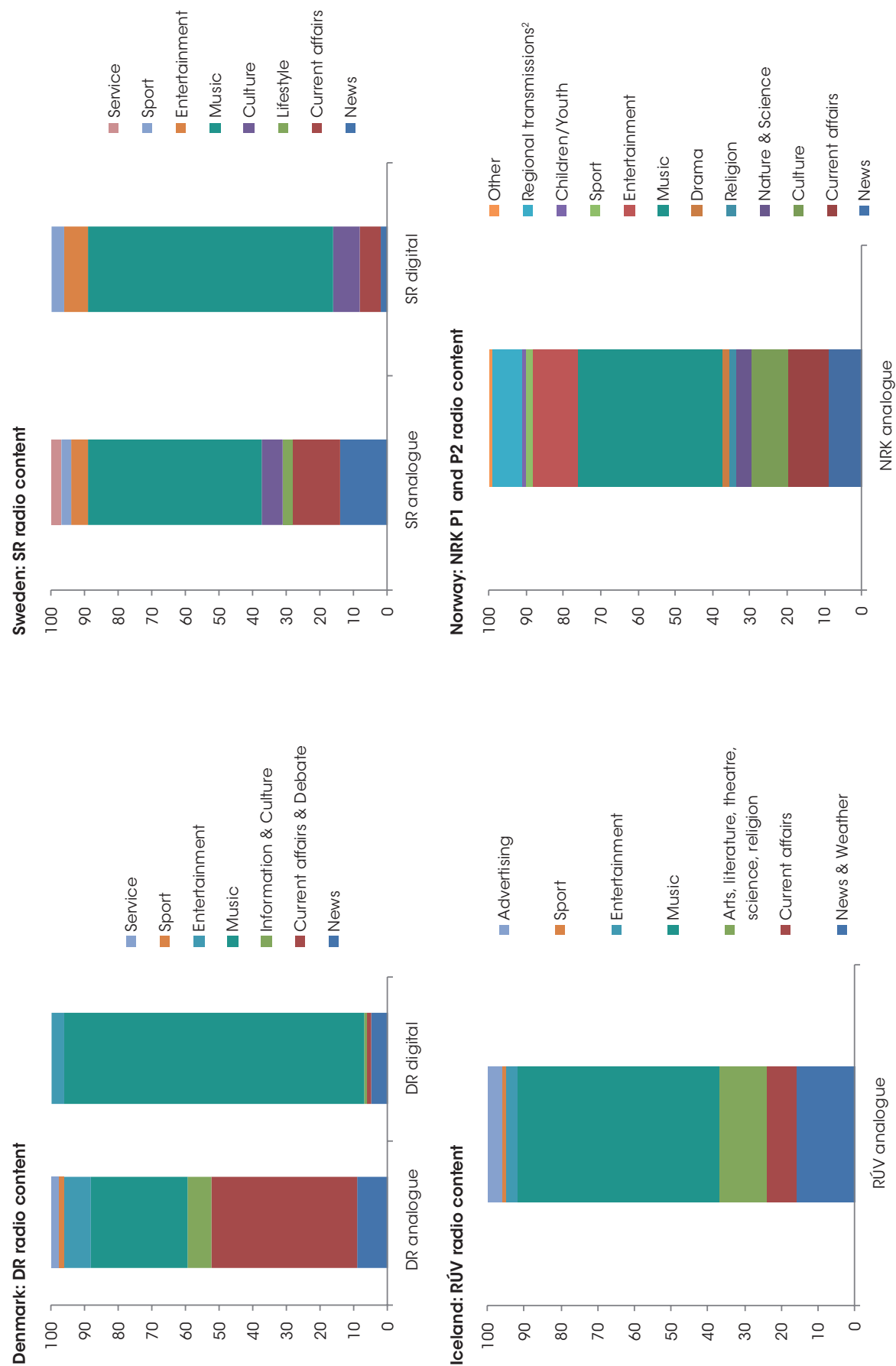
⁷ For 2000-2006 the digital channel Sisuradion P7 is included in the figures for analogue transmissions.

⁸ Shortwave and midwave transmissions included until October 2010, when they were closed down.

⁹ The principle for reporting broadcast hours was changed in 2010. 2000-2009 included all the analogue supply (though excluding parallel broadcast hours) plus unique web channels. Scheduled repeats and parallel transmissions between DAB and web were also included in the transmission time. Beginning in 2010 only the original broadcast on each platform is reported; i.e., transmission time is reported only once regardless of how many parallel platforms the supply is made available on, and repeats are not included.

Sources: DR, RÚV annual reports and unpublished information/Statistics Iceland, NRK (processed), SR public service reports (processed).

6. Public service radio programming by content 2010 (share of transmission time, per cent)



¹ FM transmissions. Including NRK P1 and P2 only; the youth channel NRK P3 is not included.
² Regional transmissions in windows.
³ Shortwave and midwave transmissions included until October 2010, when they were closed down.
Note: Only the original broadcast on each platform is reported; regardless of how many parallel platforms the supply is made available on.
Sources: DR, RÚV annual reports and unpublished information/Statistics Iceland, NRK (processed), SR public service reports (processed).

7. Public service radio content by channel

7.1 DR radio content by channel 2007-2010 (share of programming time, per cent)

Programming	2007	2008	2009	2010
P1				
News	8	8	8	9
Current affairs	25	28	28	25
Specialist magazine programmes	39	34	37	32
Debate and dialogue	19	17	14	20
Documentary/Feature	9	13	13	14
Total	100	100	100	100
P2				
Classical music	62	63	63	63
Culture programmes	20	20	20	20
News/current affairs/debate	9	9	9	9
Jazz music	5	5	5	5
Other music	4	4	4	4
Total	100	100	100	101
P3				
Music programmes	40	40	46	46
News	5	5	5	5
Magazine programmes	47	46	41	41
Sport	8	9	8	8
Total	100	100	100	100
P4				
News	..	11	11	10
News/current affairs/service magazines	..	30	30	30
Music magazine programmes	..	30	29	30
Entertainment	..	30	30	30
Total	..	100	100	100

Source: DR annual reports.

7. Cont. Public service radio content by channel

7.2 YLE radio content by channel 2002-2010 (share of programming time, per cent)

Programming	2002	2003	2004	2005	2006	2007	2008	2009	2010
YLE Radio1									
Classical music	65	58	56	55	56	54	56	56	58
Culture	6	8	9	10	9	11	11	10	10
Features	8	6	7	7	8	7	7	9	7
Newscasts	6	6	6	6	6	7	7	6	6
Current affairs	2	9	9	7	7	6	5	5	6
Science & education	5	4	4	5	5	3	4	3	2
Religious	3	3	3	3	3	4	3	3	3
Drama	2	2	2	2	2	2	2	3	3
Features & documentaries	2	2	1	1	1	2	2	2	2
Children's	1		1	1	1	2	1	1	1
Popular culture					1	2	2	2	2
Music entertainment		2	2	3	1				
Total	100	100	100	100	100	100	100	100	100
Share of music	60	56	55	53	53	54	54	53	55
YleX									
Popular culture	42	31	36	33	33	32	34	33	33
Music entertainment	44	41	33	34	34	33	32	34	34
Other entertainment	6	17	19	21	21	22	23	20	21
Current affairs	5	5	5	5	5	5	4	5	5
Newscasts	2	3	4	4	4	4	4	4	3
Features		4	3	3	3	3	2	3	3
Culture						1	1	1	1
Jazz music	1								
Total	100	100	100	100	100	100	100	100	100
Share of music	73	63	64	63	62	60	60	58	56
YLE Radio Suomi¹									
Music entertainment	38	41	33	31	31	17	17	29	29
Other entertainment	1	12	19	19	20	19	19	19	19
Popular culture	15	8	8	7	7	12	12	13	13
Current affairs	18	15	14	16	15	7	6	14	14
Newscasts	12	11	12	11	11	10	10	13	13
Regional programming						23	22		
Sports	10	7	9	8	9	7	9	7	7
Features	4	4	4	6	5	4	4	4	3
Culture			1	1	1	1	1	1	2
Science & education		1		1	1				
Drama	1								
Children's	1								
Total	100	100	100	100	100	100	100	100	100
Share of music	43	48	48	43	43	45	45	45	43

Cont.

RADIO

7.2 Cont. YLE radio content by channel 2002-2010 (share of programming time, per cent)

Programming	2002	2003	2004	2005	2006	2007	2008	2009	2010
YLE Puhe (2007-2008 YLE Radio Peili)									
Current affairs	..	..	..	..	..	26	26	33	34
Features	..	..	..	..	..	26	35	29	25
Culture	..	..	..	..	..	23	19	15	18
Newscasts	..	..	..	..	..	14	11	12	12
Science & education	..	..	..	..	..	8	6	7	7
Drama	..	..	..	..	..			2	2
Popular culture	..	..	..	..	..	1	1	1	1
Sports	..	..	..	..	..	2	2	1	1
Total	..	..	..	..	..	100	100	100	100
Share of music	..	..	..	..	..	0	0	0	0
YLE Radio Vega (in Swedish)									
Popular culture	10	6	14	8	8	26	26	21	23
Current affairs	13	12	10	12	12	14	19	11	10
Newscasts	12	14	12	11	13	15	15	11	11
Features	8	9	10	13	12	13	13	11	11
Music entertainment	33	20	11	18	20				
Other entertainment		15	14	15	15	14	8	5	5
Classical music	12	12	15	8	7	6	7	32	30
Culture	6	7	7	6	7	6	6	5	5
Religious	3	3	2	3	2	3	2	2	2
Sports	1	1	1	1	1	1	2	1	2
Science & education	1	1	1	2	2	1	1	1	1
Children's			1	2	1	1	1	1	1
Drama	1	1							
Total	100	100	100	100	100	100	100	100	100
Share of music	52	41	40	40	41	41	43	43	43
YLE X3M (in Swedish)									
Popular culture	24	23	18	18	14	53	26	41	42
Entertainment						13	36	23	18
Music entertainment	33	38	52	54	58				
Other entertainment		6	8	7	3				
Current affairs	18	9	8	10	11	17	26	26	38
Features	3	4	2	1	4	8	8	8	
Newscasts	3	3	3	2	2	2	2	2	2
Classical music		1					2		
Sports	10	4	5	5	8	7	2		
Children's	6	11	3	2					
Culture	3	2	1	1					
Total	100	100	100	100	100	100	100	100	100
Share of music	68	61	60	61	59	62	61	59	58

¹ YLE Radio Suomi: In 2009-2010 regional programming was included in newscasts, current affairs and music entertainment.

Note: Categories differ from year to year.

Source: YLE annual reports.

7. Cont. Public service radio content by channel

7.3 RÚV radio content by channel 2010 (share of transmission time, per cent)

Type of content	Rás 1	Rás 2
News & weather	13	20
Sports	–	1
Children & youth	..	–
Advertising	3	6
Music	48	62
Current affairs	11	9
Arts, literature, theatre	21	0
Religion	1	–
Entertainment	3	3
Total	100	100
Total transmission hours	8 760	8 760

Sources: RÚV annual reports and unpublished information/Statistics Iceland.

7.4 NRK radio content by channel 2010 (share of transmission time, per cent)

Type of content	P1	P2 ¹	P3
News	10	8	3
Current affairs	9	14	5
Home/leisure	1	–	–
Nature and Science	1	7	–
Culture	3	16	3
Religion	2	1	–
Children's programmes	2	–	–
Sports	3	0	2
Drama	1	2	–
Entertainment	24	1	23
Music	29	50	60
Regional transmissions ²	16	–	–
Other	0	1	6
Total	100	100	100
Total transmission hours	8 760	8 760	8 760

¹ Includes P2's all-night classical music programming.

² Transmitted in windows in P1.

Source: NRK (processed).

8. Public service radio broadcasting in minority languages 2000-2010 (hours/year)

8.1 YLE radio broadcasting in Swedish and Sámi 2000-2010

Broadcasting in	Hours/year										
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Swedish	16 608	16 608	14 528	14 528	14 528	14 528	14 428	14 430	14 404	14 442	14 442
Sámi	..	..	..	..	..	..	..	..	..	1 664	1 664

Note: FM broadcasting hours.

Source: YLE.

8.2 NRK radio broadcasting in Sámi 2000-2010

Broadcasting in	Hours/year										
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Sámi - FM	1 683	1 620	..	1 728	..	1 696	..	1 702	1 721	1 785	1 635
Sámi - DAB	2 105	1 850	..	4 750	..	3 222	..	3 357	3 383	3 383	6 528

Note: Nationwide and regional transmissions. Regional transmissions include Nord for Salten and Oslo (Østland area).

Source: NRK Sápmi.

8.3 SR radio broadcasting in minority and immigrant languages 2001-2010

	Hours/year ¹									
Broadcasting in	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
<i>Minority languages</i>										
Finnish ²	5 226	7 260	7 317	7 318	7 227	7 225	11 681	13 012	13 408	8 111
Tornedal-Finnish/meänkieli ²	549	711	737	815	827	834	2 343	1 053	1 048	642
Sámi ³	466	467	464	465	467	666	9 338	9 364	9 582	9 651
Romani chib		35	57	130	120	156	218	307	575	365
Total	6 241	8 473	8 574	8 729	8 641	8 882	23 580	23 736	24 613	18 769
<i>Immigrant languages</i>										
	806	866	919	806	897	1 224	1 530	1 374	1 773	1 370

¹ The principle for reporting broadcast hours was changed in 2010. 2000-2009 included all the analogue supply (though excluding parallel broadcast hours) plus unique web channels. Scheduled repeats and parallel transmissions between DAB and web were also included in the transmission time. Beginning in 2010 only the original broadcast on each platform is reported; i.e., transmission time is reported only once regardless of how many parallel platforms the supply is made available on, and repeats are not included.

² Finnish content is produced by a special unit, SR Sisuradiation.

³ The Sámi radio editorial staffs of Swedish SR, Norwegian NRK and Finnish YLE collaborate extensively and part of the programming in Sami is simulcast in the three countries.

Note: The "minority languages" are officially recognized as indigenous to Sweden. (Yiddish is also accorded status, but there are no radio services in Yiddish.) The charter incites SR to observe the needs of linguistic and ethnic minorities and calls for an increase in the extent of service to all minority groups, the above-mentioned in particular.

Source: SR public service reports.

9.1 Private radio in Finland: Content 2009 (share of transmission time, per cent)

Type of content	Radio Nova (Bonnier)		Groove FM (Metromedia)		Suomi Pop (Metromedia)		Radio NRJ (NRJ)		Radio Aalto (Sanoma)		Radio Rock (Sanoma)		SBS Iskelmä/ Helsinki (SBS)		The Voice (SBS)		Bassoradio		Classic Radio		Radio Dei		Radio Sputnik	
Music	45		74		60		54		71		66		56		56		74		81		56		42	
Talk	17		17		30		8		12		16		19		0		0		11		28		5	
Talk & music	15		1		2		14		4		6		1		28		17		0		6		35	
Channel IDs & promos	8		3		2		3		4		3		4		3		1		1		4		9	
Advertising	15		4		5		21		9		9		20		14		7		5		6		9	
Other	0		0		0		0		0		0		0		0		1		2		0		0	
Total	100		100		100		100		100		100		100		100		100		100		100		100	

Source: Ministry of Transport and Communications.

9.2 Bylgjan in Iceland: Content 2009-2010 (share of programming time, per cent)

Type of content	2009	2010
News and weather	5	5
Current affairs	5	5
Entertainment	5	5
Music	75	75
Sports	1	1
Culture	2	2
Children/youth	0	0
Religion	-	0
Advertising	7	7
Total	100	100

Sources: Statistics Iceland, information from broadcaster.

9.3 P4 in Norway: Content 2010 (share of transmission time, per cent)

Type of content	Share (%)
News	6
Current affairs	5
Information ¹	21
Entertainment	13
Sports	5
Culture	19
Minorities	1
Children/youth	10
Religion	1
Nature/Science	1
Elderly/seniors	2
Other ²	6
Commercials	9
Total	100

¹ Commuter radio including talk, music and traffic information.

² P4 specifies the content of about 85% of total transmission time. The programmes transmitted in the remaining hours, excluding commercials, make up the category "Other".

Source: P4 (processed).

9.4 Radio Norge in Norway: Content 2010 (share of transmission time, per cent)

Type of content	Share (%)
News ¹	10
Current affairs	-
Information	1
Entertainment	-
Sports	4
Culture	11
Minorities	2
Children/youth	7
Religion	1
Nature/Science	1
Elderly/seniors	1
Other ²	53
Commercials	10
Total	100

¹ Includes current affairs as well as news.

² Radio Norge specifies the content of less than half of total transmission time. The programmes transmitted in the remaining hours make up the category "Other".

Source: Norwegian Media Authority (processed).

10. Radio listening: Daily reach 2000-2010 (per cent)^{1,2}

Year	Share of population (%)				
	Denmark ³ (Age: 12+)	Finland ⁴ (Age: 9+)	Iceland (Age 12-80)	Norway ^{3,5} (Age: 9+/12+)	Sweden (Age: 9-79)
2000	86	81	..	66	79
2001	85	82	79	65	79
2002	84	83	79	68	77
2003	83	82	88	69	77
2004	83	80	90	70	78
2005	81	79	89	70	80
2006	80	79	83	69	79
2007	81	79	88	67	74
2008	80	78	..	78	75
2009	78	78	..	75	75
2010	77	78	..	75	73

¹ Daily reach in Denmark and Sweden: share of population who have listened at least 5 consecutive minutes; Finland and Iceland: a minimum of 8 and 5 minutes, respectively, during at least one 15-minute interval; Norway: 2000-2007 based on at least 2 minutes' listening, 2008-2010 minimum 1 minute's listening.

² Based on Monday-Sunday, except for Iceland: 6-7 days/week except for 2000, Monday-Friday. Survey periods: Denmark, 4th quarter 2000-2007, full year 2008-2010; Finland and Norway, measures throughout the year; Iceland, measures in March/April (2000-2002, 2004, 2007) or Oct/Nov (2003, 2005-2006); and Sweden, Autumn figures.

³ New method from 2008 forward: electronic measurement (ppm). Data are not comparable to previous years.

⁴ From 2009 onwards the base population is the Finnish- and Swedish-speaking population (excluding the Åland islands). Until 2008 Finnish-speaking population only.

⁵ 2000-2007: age 9+, 2008-2010: age 12+.

Note: Different methods have been used, which impairs comparability between countries and years. Data should be taken as indicators of the trend and level of listening. Data include listening to radio, irrespective of platform.

Sources: TNS Gallup Denmark, Finnpanel, Social Science Institute at the University of Iceland, RÚV, Capacent, NRK/TNS Gallup Norway, TNS Sifo (previously RUAB/Sifo Media).

11. Public service radio daily reach 2000-2010 (per cent)^{1,2}

Year	Share of population (%)			
	Denmark (Age 12+)	Finland (Age: 9+)	Norway (Age: 9+/12+)	Sweden (Age: 9-79)
	DR	YLE	NRK	SR
2000	68	54	50	55
2001	67	51	48	54
2002	66	48	50	52
2003	66	47	47	51
2004	63	47	48	50
2005	64	45	48	51
2006	64	46	48	50
2007	63	46	47	46
2008	66	44	56	48
2009	64	43	50	49
2010	64	44	52	48

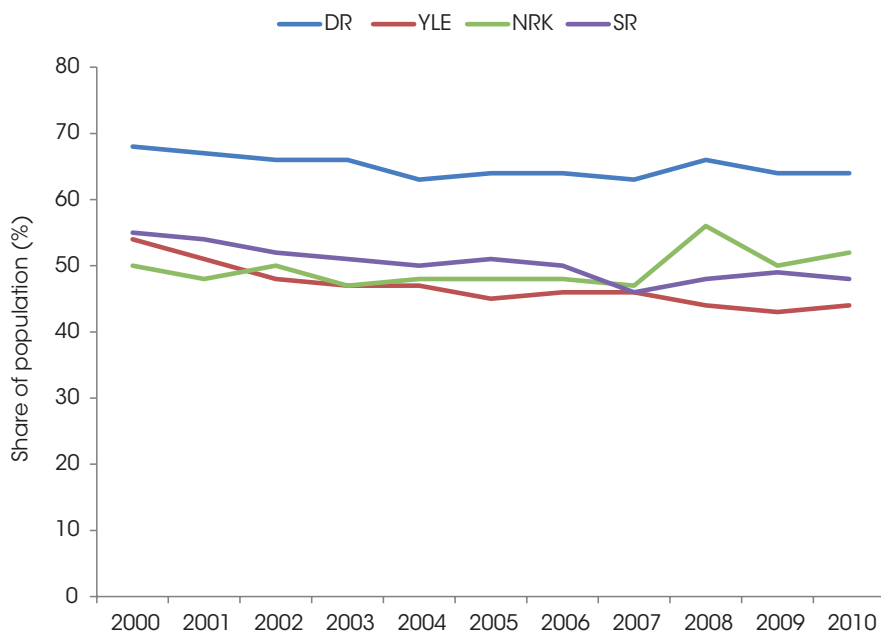
¹ Daily reach in Denmark and Sweden: share of population who have listened at least 5 consecutive minutes; Finland: a minimum of 8 minutes during at least one 15-minute interval; Norway: 2000-2007 based on at least 2 minutes' listening, 2008-2010 minimum 1 minute's listening.

² No data on total public service reach available for RÚV, Iceland. See separate table on channel reach with data for RÚV Rás 1 and Rás 2 separately.

Note: Different methods have been used, which impairs comparability between countries and years. Data should be taken as indicators of the trend and level of listening. Data include listening to radio, irrespective of platform.

Sources: TNS Gallup Denmark, Finnpanel, NRK/TNS Gallup Norway, TNS Sifo (previously RUAB/Sifo Media).

12. Public service radio daily reach 2000-2010 (per cent)^{1,2}



¹ Daily reach in Denmark and Sweden: share of population who have listened at least 5 consecutive minutes; Finland: a minimum of 8 minutes during at least one 15-minute interval; Norway: 2000-2007 based on at least 2 minutes' listening, 2008-2010 minimum 1 minute's listening.

² No data on total public service reach available for RÚV, Iceland. See separate table on channel reach with data for RÚV Rás 1 and Rás 2 separately.

Note: Different methods have been used, which impairs comparability between countries and years. Data should be taken as indicators of the trend and level of listening. Data include listening to radio, irrespective of platform.

Sources: TNS Gallup Denmark, Finnpanel, NRK/TNS Gallup Norway, TNS Sifo (previously RUAB/Sifo Media).

13. Public service radio: Daily reach by age 2000-2010 (per cent)^{1,2}

		Share of population (%)											
		2000	2001	2002	2003	2004	2005	2006	2007		2008	2009	2010
Denmark ³													
DR	All	70	67	66	66	63	64	64	63		66	64	64
	Age												
	12-24	41	..	..	..	..	..	..	..		47	46	45
	25-39	65	..	..	..	..	..	..	..		56	54	57
	40-59	81	..	..	..	..	..	..	..		69	67	65
	60+	85	..	..	..	..	..	..	..		82	81	82
Finland ⁴													
YLE	All	54	51	48	47	47	45	46	46		44	43	44
	Age												
	9-14	23	21	18	17	21	20	18	17		16	15	16
	15-24	32	29	29	32	33	31	29	27		24	21	19
	25-34	32	30	27	25	28	26	28	25		25	26	25
	35-44	44	39	34	31	31	30	31	29		28	28	26
	45-54	65	61	54	52	49	47	49	47		45	43	44
	55-64	81	77	75	73	67	67	68	68		67	65	66
	65+	86	85	85	82	80	78	80	81		80	78	79
Norway ³													
NRK	All	50	48	50	47	48	48	48	47		56	50	52
	Age									Age			
	9-19	35	30	29	24	24	22	22	22	12-19	39	32	35
	20-29	41	39	43	34	35	34	33	32	20-34	42	37	40
	30-39	42	41	45	39	40	40	40	39	35-44	49	45	45
	40-49	51	50	52	49	50	51	49	47	45-54	62	54	54
	50-59	62	62	63	63	65	65	63	61	55-64	70	64	66
	60-69	67	66	67	68	70	71	69	67	65+	78	75	76
	70+	62	61	62	64	66	67	66	64				
Sweden													
SR	All	55	54	52	51	50	51	50	46		48	49	48
	Age												
	9-19	20	19	17	18	17	18	17	16		17	17	16
	20-34	43	41	38	37	37	38	38	33		34	35	35
	35-49	57	56	54	53	51	50	48	44		44	48	47
	50-64	77	77	75	73	71	73	69	66		68	68	66
	65-79	77	79	77	77	77	80	79	75		78	79	77

¹ Daily reach in Denmark and Sweden: share of population who have listened at least 5 consecutive minutes; Finland: a minimum of 8 minutes during at least one 15-minute interval; Norway: 2000-2007 based on at least 2 minutes' listening, 2008-2010 minimum 1 minute's listening.

² Average daily listening Monday-Sunday. Survey periods: Denmark, 4th quarter 2000-2007, throughout the year 2008-2009; Finland and Norway, measures throughout the year; and Sweden, Autumn figures.

³ New method in Denmark and Norway from 2008 forward: electronic measurement (ppm). Data are not comparable with previous years.

⁴ From 2009 onwards the base population is the Finnish- and Swedish-speaking population (excluding the Åland islands). Until 2008 Finnish-speaking population only.

Note: Different methods have been used, which impairs comparability between countries and years. Data should be taken as indicators of the trend and level of listening. Data include listening to radio, irrespective of platform.

Sources: TNS Gallup Denmark, Finnpanel, NRK/TNS Gallup Norway, TNS Sifo (previously RUAB/Sifo Media).

14. Radio listening: Daily channel reach 2000-2010 (per cent)^{1,2}

		Share of population (%)										
Status	Channel	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Denmark ³ (Age: 12+)	Public											
	DR/P1	12	11	11	10	10	11	10	10	8	8	8
	DR/P2	..	5	5	5	5	5	5	4	5	4	5
	DR/P3	32	29	27	26	24	25	25	23	26	23	23
	DR/P4	38	39	40	40	37	38	37	35	41	40	39
	DR total	68	67	66	66	63	64	64	63	66	64	64
	Private											
	TV2 Radio / NOVA FM ⁵	*	*	*	*	*	*	*	6	3	10	10
Finland ⁴ (Age: 9+)	POP FM ⁶	*	*	*	*	*	*	*	*	*	*	1
	Radio 100 FM	*	*	*	..	8	10	11	8	10	11	6
	Radio Soft	*	*	*	*	*	*	*	*	4	3	2
	The Voice, total	*	*	*	*	*	*	*	*	5	5	5
	All private radio ⁷	36	34	34	32	36	32	29	30	37	35	30
	All radio	86	85	84	83	83	81	80	81	80	78	77
	Public											
	YLE Radio 1	12	12	11	12	11	11	12	11	10	9	9
Iceland (Age: 12-80)	YleX	10	9	9	9	10	9	9	8	7	6	6
	YLE Radio Suomi	38	37	34	32	31	31	31	32	31	29	29
	Yle Puhe	*	*	*	*	*	*	*	*	*	2	2
	YLE Radio Vega & Radio X3M	2	1	1	1	1	1	1	1	1	3	3
	YLE total	54	51	48	47	47	45	46	46	44	43	44
	All private radio	45	49	53	53	52	52	50	50	50	50	50
	All radio	81	82	83	82	80	79	79	79	78	78	78
	Private											
Iceland (Age: 12-80)	Public											
	RÚV/Rás 1	31	30	29	29	29	30	31	29	..	..	..
	RÚV/Rás 2	42	36	29	40	38	37	37	40	..	..	..
	Bylgjan	24	25	24	35	37	35	35	36	..	..	..
	All radio	..	79	79	88	90	89	83	88	..	..	..

Cont.

14. Cont. Radio listening: Daily channel reach 2000-2010 (per cent)^{1,2}

		Share of population (%)										
Status	Channel	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Norway ³ (Age: 9+, from 2008 on: 12+)	Public											
	NRK/P1	35	34	36	37	38	38	38	37	48	43	44
	NRK/P2	6	6	7	7	7	7	8	7	8	8	8
	NRK/P3	9	8	9	9	9	9	9	8	11	10	11
	NRK total	50	48	50	47	48	48	48	47	56	50	52
	P4	23	23	25	25	22	22	22	21	28	29	27
	Private											
	Radio Norge ⁸	*	*	*	*	7	8	8	7	14	16	17
	Local radio	12	12	14	15	15	14	13	13	..	..	8
	Other radio	1	1	1	1	1	1	1	1	..	..	..
	All radio	66	65	68	69	70	70	69	67	78	75	75
Sweden (Age: 9-79)	Public											
	SR/P1	11	12	11	11	12	12	12	11	12	13	12
	SR/P2	2	2	2	2	2	2	2	1	2	2	2
	SR/P3	14	13	31	11	11	11	12	10	10	11	11
	SR/P4 ⁹	37	37	35	36	34	35	32	30	31	32	31
	SR total	55	54	52	51	50	51	50	46	48	49	48
	Private											
	Private local radio	32	32	31	31	33	35	35	34	33	31	30
	Community radio	2	3	3	1	2	3	3	2	3	3	2
		All radio	79	79	77	77	78	80	79	74	75	75

¹ Daily reach in Denmark and Sweden: share of population who have listened at least 5 consecutive minutes; Finland and Iceland: a minimum of 8 and 5 minutes, respectively, during at least one 15-minute interval; Norway, 2000-2007 based on at least 2 minutes' listening, 2008-2010 minimum 1 minute's listening.

² Denmark, Finland, Norway and Sweden. Average daily listening Monday-Sunday, Iceland: 6-7 days/week except for 2000, Monday-Friday. Survey periods: Denmark, 4th quarter 2000-2007, throughout the year 2008-2010; Finland and Norway, measures throughout the year; Iceland, measures in March/April (2000-2002, 2004, 2007) or Oct/Nov (2003, 2005-2006); and Sweden, Autumn figures.

³ New method in Denmark and Norway from 2008 forward: electronic measurement (ppm). Data are not comparable with previous years.

⁴ From 2009 onwards the base population is the Finnish- and Swedish-speaking population (excluding the Åland islands). Until 2008 Finnish-speaking population only.

⁵ The fifth FM net (FM5): TV2 Radio shut down in mid 2008 to be replaced by NOVA FM. Reach 2008 shows an average of the two.

⁶ The sixth FM net (FM6): POP FM started services in September 2010, and replaced Radio 100 FM as concession holder.

⁷ Including the two nationwide radio concessions FM5 and FM6, issued in 2003. Concession holders FM5: Sky Radio (2003-2005), TV2 Radio (2007-mid-2008) and NOVA FM (from mid-2008); FM6: Radio 100 FM from 2003, replaced by POP FM in 2010.

⁸ Prior to the channel's sale to SBS Radio AS in Spring 2008, Radio Norge was called Kanal 24.

⁹ Data include both the national (P4 Riks) and regional (P4 Lokal) transmissions.

Note: Different methods have been used, which impairs comparability between countries and years. Data should be taken as indicators of the trend and level of listening. Data include listening to radio, irrespective of platform.

Sources: TNS Gallup Denmark, Finnpanel, RUV, Capacent, NRK/TNS Gallup Norway, TNS Sifo (previously RUAB/Sifo Media).

15. Radio listening: Daily channel reach by sex and age in 2010 (per cent)^{1,2}

Denmark	Share of population (%)						All private radio	All radio
	DR/P1	DR/P2	DR/P3	DR/P4 total	DR total			
All	8	4	23	40	64		34	77
Sex								
Men	8	4	27	40	66		33	64
Women	8	5	20	41	62		34	77
Age								
12-24	3	0	22	25	46		42	64
25-39	4	1	39	18	54		43	75
40-59	10	2	25	45	67		37	78
60+	13	13	7	65	81		15	85

Finland	YLE Radio 1	YleX	YLE Radio Suomi	YLE Puhe	YLE Radio Vega & Extrem	YLE total	All private radio	All radio
All	9	6	29	2	3	44	50	78
Sex								
Men	8	7	30	2	3	44	50	78
Women	11	5	28	2	3	43	49	79
Age								
9-14	3	4	6	1	2	16	50	59
15-24	2	11	5	1	2	19	57	67
25-34	2	14	8	1	2	25	60	72
35-44	4	6	16	2	2	26	65	77
45-54	8	4	34	2	2	44	59	83
55-64	13	2	52	3	4	66	41	87
65+	25	2	58	5	5	79	24	88

Norway	NRK/P1	NRK/P2	NRK/P3	NRK total	P4	Radio Norge	Local radio	All radio
All	44	8	11	52	27	17	8	75
Sex								
Men	44	8	12	..	28	19	8	77
Women	44	8	9	..	26	15	8	74
Age								
12-19	30	2	8	35	25	15	10	62
20-34	22	5	22	40	31	23	11	71
35-44	36	6	13	45	34	18	8	74
45-54	50	7	7	54	33	21	8	80
55-64	62	12	5	66	23	12	5	81
65+	70	16	3	76	13	8	4	83

Cont.

15. Cont. Radio listening: Daily channel reach by sex and age in 2010 (per cent)^{1,2}

Sweden	SR/P1	SR/P2	SR/P3	SR/P4	SR total	Private local radio	Neighbourhood radio	All radio
All	12	2	11	31	48	30	2	73
Sex								
Men	12	2	13	32	51	29	3	73
Women	12	1	9	30	46	31	2	72
Age								
9-19	2	0	7	7	16	48	1	65
20-34	5	1	21	12	35	37	2	65
35-49	12	1	15	28	47	40	3	75
50-64	17	3	6	51	66	18	3	79
65-79	24	4	2	58	77	3	2	80

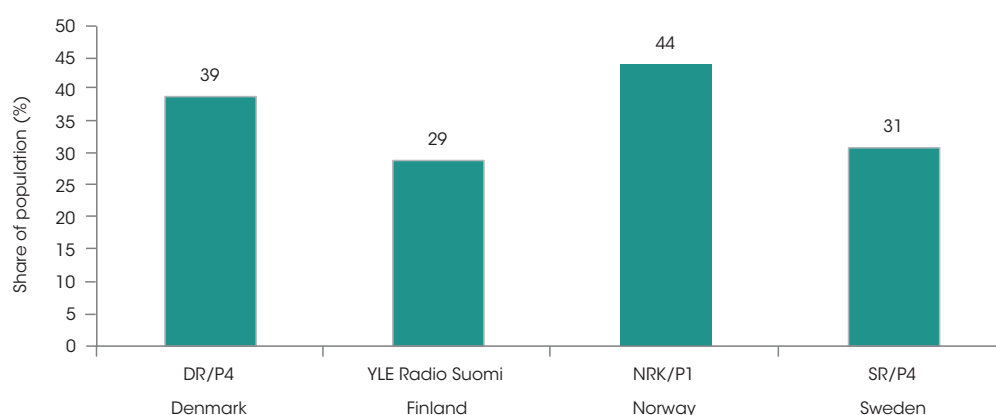
¹ Daily reach in Denmark and Sweden: share of population who have listened at least 5 consecutive minutes; Finland: a minimum of 8 minutes during at least one 15-minute interval; Norway: minimum 1 minute's listening.

² Monday-Sunday. Denmark, Finland and Norway: measures throughout the year; Sweden: Autumn figures.

Note: Different methods have been used, which impairs comparability between countries. Data should be taken as indicators of the trend and level of listening. Data include listening to radio, irrespective of platform.

Sources: TNS Gallup Denmark, Finnpanel, TNS Gallup Norway (via www.medienorge.uib.no), TNS Sifo.

16. Radio listening: The largest radio channel per country by daily reach 2010 (per cent)



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

Sources: TNS Gallup Denmark, Finnpanel, NRK/TNS Gallup Norway, TNS Sifo.

17. Total daily radio listening time 2000-2011 (minutes)^{1,2}

Year	Denmark ³ (Age: 12+)	Finland ⁴ (Age: 9+)	Iceland (Age 12-80)	Norway ^{3,5} (Age: 9+/12+)	Sweden (Age: 9-79)
2000	197	201	204	135	174
2001	194	208	203	128	174
2002	187	217	188	137	163
2003	189	206	236	145	163
2004	190	202	242	152	163
2005	182	197	240	146	168
2006	179	194	237	137	174
2007	179	196	230	132	154
2008	131	195	112	97	153
2009	127	191 ⁵	117	98	151
2010	123	190	111	100	140
2011	121	188	115	99	136

¹ Average daily listening Monday-Sunday (Iceland 6-7 days/week).

² Survey periods: Denmark, 4th quarter each year 2000-2007, full year 2008-2010; Finland and Norway, measures throughout the year; Iceland, measures in March/April (2000-2002, 2004, 2007) or Oct/Nov (2003, 2005-2006, 2008-2010); and Sweden, Autumn figures.

³ Denmark, Iceland and Norway: new method from 2008 forward (electronic measurement, ppm). Data are not comparable to previous years.

⁴ From 2009 onwards the base population is the Finnish- and Swedish-speaking population (excluding the Åland islands). Until 2008 Finnish-speaking population only.

⁵ 2000-2007: age 9+, 2008-2010: age 12+.

Note: Different methods have been used, which impairs comparability between countries and years. Data should be taken as indicators of the trend and level of listening. Data include listening to radio, irrespective of platform.

Sources: TNS Gallup Denmark, Finnpanel, Social Science Institute at University of Iceland, Capacent, NRK/ TNS Gallup Norway (www.medienorge.uib.no), TNS Sifo (previously RUAB/Sifo Media).

18. Public service radio audience shares 2000-2011 (per cent)

	Share of daily listening time (%)											
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
DR ¹	66	67	68	70	68	71	72	70	75	76	80	78
YLE ²	60	56	51	50	50	51	52	53	52	52	53	54
RÚV ¹	56	52	55	52	52	53	51	54	54	55	47	55
NRK ¹	59	60	59	59	60	61	62	62	68	63	66	63
SR	66	66	64	66	63	63	63	63	64	66	69	69

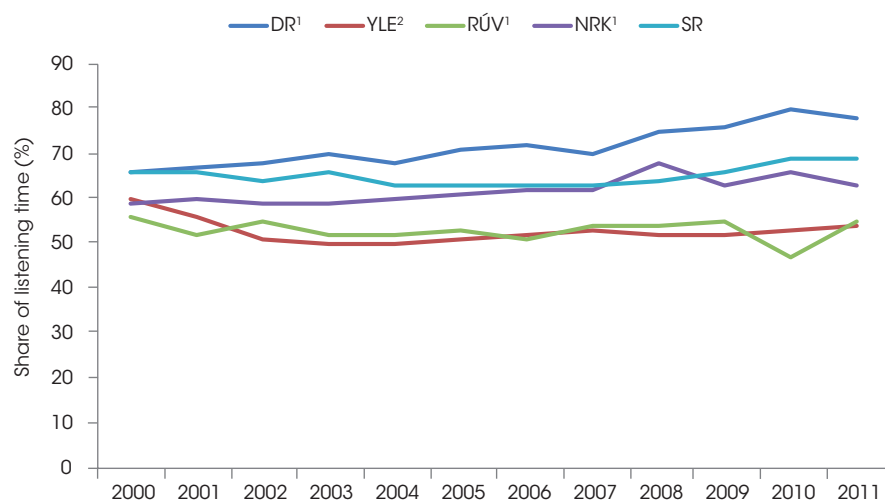
¹ Denmark, Iceland and Norway: new method from 2008 forward (electronic measurement, ppm). Data are not comparable to previous years.

² From 2009 onwards the base population is the Finnish- and Swedish-speaking population (excluding the Åland islands). Until 2008 Finnish-speaking population only.

Note: Different methods have been used, which impairs comparability between countries and years. Data should be taken as indicators of the trend and level of listening. Data include listening to radio, irrespective of platform.

Sources: DR, TNS Gallup Denmark, Finnpanel, Capacent, NRK/TNS Gallup Norway, TNS Sifo (previously RUAB/Sifo Media).

19. Public service radio audience shares 2000-2011 (per cent)



¹ Denmark, Iceland and Norway: new method from 2008 forward (electronic measurement, ppm). Data are not comparable to previous years.

² From 2009 onwards the base population is the Finnish- and Swedish-speaking population (excluding the Åland islands). Until 2008 Finnish-speaking population only.

Note: Different methods have been used, which impairs comparability between countries and years. Data should be taken as indicators of the trend and level of listening. Data include listening to radio, irrespective of platform.

Sources: DR, TNS Gallup Denmark, Finnpanel, Capacent, NRK/ TNS Gallup Norway, TNS Sifo (previously RUAB/Sifo Media).

20. Public service radio audience shares by age 2000-2010 (per cent)¹

		Share of daily listening time (%)											
		2000	2001	2002	2003	2004	2005	2006	2007		2008	2009	2010
Denmark ²													
DR	All	65	67	68	70	66	71	72	70		75	76	80
	Age									Age			
	12-24	32	..	..	..	35	..	..	..	12-24	55	57	61
	25-39	52	..	..	..	49	..	..	..	25-39	59	58	65
	40-59	71	..	..	..	70	..	..	..	40-59	74	75	79
	60+	86	..	..	..	90	..	..	..	60+	91	94	95
Finland ³													
YLE	All	60	56	51	50	50	51	53	53		52	52	53
	Age												
	9-14	23	20	16	17	21	19	19	17		19	18	19
	15-24	29	26	26	31	33	32	35	30		26	23	22
	25-34	31	28	24	25	28	27	28	26		26	27	26
	35-44	41	36	29	28	29	28	29	29		27	26	27
	45-54	63	58	49	47	46	45	47	46		43	43	44
	55-64	81	74	73	71	66	67	68	68		69	67	68
	65+	89	88	86	83	81	81	83	84		84	84	85
Norway ²													
NRK	All	59	60	59	59	60	61	62	62		68	63	66
	Age									Age			
	9-19	38	32	29	33	29	29	27	28	12-19	47	40	44
	20-29	35	35	33	34	36	38	37	29	20-34	50	44	47
	30-39	39	40	37	38	40	41	41	34	35-44	47	44	49
	40-49	55	55	52	53	53	53	52	34	45-54	64	57	57
	50-59	73	74	72	70	72	73	73	20	55-64	77	74	76
	60-69	87	86	87	86	86	86	87	9	65+	91	90	89
	70+	94	93	93	92	92	91	92	2				
Sweden													
SR	All	55	54	52	51	50	51	50	46		48	49	48
	Age												
	9-19	20	19	17	18	17	18	17	16		17	17	16
	20-34	43	41	38	37	37	38	38	33		34	35	35
	35-49	57	56	54	53	51	50	48	44		44	48	47
	50-64	77	77	75	73	71	73	69	66		68	68	66
	65-79	77	79	77	77	77	80	79	75		78	79	77

¹ Average daily listening Monday-Sunday. Survey periods: Denmark, 4th quarter 2000-2007, throughout the year 2008-2010; Finland and Norway, measures throughout the year; and Sweden, Autumn figures.

² New method in Denmark and Norway from 2008 forward: electronic measurement (ppm). Data are not comparable with previous years.

³ From 2009 onwards the base population is the Finnish- and Swedish-speaking population (excluding the Åland islands). Until 2008 Finnish-speaking population only.

Note: Different methods have been used, which impairs comparability between countries and years. Data should be taken as indicators of the trend and level of listening.

Sources: TNS Gallup Denmark, Finnpanel, NRK/TNS Gallup Norway, TNS Sifo (previously RUAB/Sifo Media).

21. Radio channel audience shares 2000-2010 (per cent)^{1,2}

		Share of daily listening time (%)										
Status	Channel	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Denmark ³ (Age: 12+)	Public											
	DR/P1	7	6	6	6	6	7	6	6	5	6	7
	DR/P2	4	3	3	4	4	4	4	4	4	4	4
	DR/P3	21	21	20	20	19	20	22	21	20	20	20
	DR/P4	34	37	39	40	38	39	39	37	42	43	44
	DR other ⁴	..	..	..	..	1	1	1	2	4	3	5
	DR total	66	67	68	70	68	71	72	70	75	76	80
	Private											
	TV2 Radio / NOVA FM ⁵	*	*	*	*	*	*	*	4	1	5	5
	POP FM ⁶	*	*	*	*	*	*	*	*	*	*	1
	Radio 100 FM	*	*	*	..	6	7	8	6	7	7	5
Finland ⁸ (Age: 9+)	Radio Soft	*	*	*	*	*	*	*	*	2	1	1
	The Voice, total	*	*	*	*	*	*	*	*	2	2	2
	All commercial radio	31	29	28	27	31	27	26	28	26	23	20
	Other radio ⁷	4	4	4	3	3	3	3	3	..	..	..
	Total	100	100	100	100	100	100	100	100	100	100	100
	Total listening time (minutes)	197	194	187	189	190	182	179	179	131	127	123
	Public											
	YLE Radio 1	8	8	7	8	8	8	9	8	8	7	7
	YleX	6	6	6	6	7	6	6	6	5	5	4
	YLE Radio Suomi	44	41	37	35	34	36	36	38	38	36	37
	YLE Puhe	*	*	*	*	*	*	*	*	*	1	2
Iceland ³ (Age: 12-80)	YLE Radio Vega & Radio X3M	1	1	1	1	0	1	0	0	0	3	3
	YLE total	60	56	51	50	50	51	52	53	52	52	53
	All private radio	41	44	49	50	50	49	48	47	48	48	46
	Total	100	100	100	100	100	100	100	100	100	100	100
	Total listening time (minutes)	201	208	217	206	202	197	194	196	195	191	190
	Public											
	RÚV/Rós 1	26	24	27	23	21	26	26	24	18	20	16
	RÚV/Rós 2	30	28	28	29	31	27	25	29	35	36	32
	RÚV total	56	52	55	52	52	53	51	54	54	55	47
	Bylgjan	14	17	18	22	24	22	24	24	33	30	35
	Other	30	31	27	26	24	25	25	23	13	15	18
Total	Total	100	100	100	100	100	100	100	100	100	100	100
	Total listening time (minutes)	204	203	188	236	242	240	237	230	112	117	111

Cont.

21. Cont. Radio channel audience shares 2000-2010 (per cent)^{1,2}

		Share of daily listening time (%)										
Status	Channel	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Norway ³ (Age: 9+, from 2008 on: 12+)	Public											
	NRK/P1	47	48	48	48	48	49	51	51	58	53	54
	NRK/P2	4	4	4	5	5	5	5	5	4	5	6
	NRK/P3	8	7	7	6	7	7	6	6	6	5	6
	NRK total	59	60	59	59	60	61	62	62	68	63	66
	P4	28	28	28	27	22	22	22	22	21	22	21
	Radio Norge ⁹	*	*	*	*	5	5	4	5	8	9	10
	Local radio	12	12	13	13	12	11	10	10	2	4	4
Sweden (Age: 9-79)	Other radio	1	1	1	1	1	1	1	2	1	1	-
	Total	100	100	100	100	100	100	100	100	100	100	100
	Total listening time (minutes)	135	128	137	145	152	146	137	132	97	98	100
	Public											
	SR/P1	8	8	8	9	..	8	10	10	9	10	11
	SR/P2	1	1	1	1	..	1	1	1	1	1	1
	SR/P3	11	11	9	10	..	10	10	10	10	9	10
	SR/P4 ¹⁰	45	45	46	46	..	43	42	42	42	45	46
Private	SR total	66	66	64	66	63	63	63	63	64	66	68
	Private local radio	29	29	29	28	30	30	30	30	29	27	26
	Other radio	5	6	7	6	7	7	7	7	7	7	6
	Total	100	100	100	100	100	100	100	100	100	100	100
	Total listening time (minutes)	174	174	163	163	163	168	174	154	153	151	140

¹ Average daily listening Monday-Sunday.

² Survey periods: Denmark, 4th quarter 2000-2007 and throughout the year 2008-2010; Finland and Norway, measures throughout the year; Iceland, measures in March/April (2000-2002, 2004, 2007) or Oct/Nov (2003, 2005-2006, 2008-2010); and Sweden, Autumn figures.

³ Denmark, Iceland and Norway: new method from 2008 forward (electronic measurement, ppm). Data are not comparable to previous years.

⁴ A selection of digital DR channels.

⁵ The fifth FM net (FM5): TV2 Radio shut down in mid-2008 to be replaced by NOVA FM.

⁶ The sixth FM net (FM6): POP FM started services in September 2010, and replaced Radio 100 FM as concession holder.

⁷ Other radio: Foreign and unidentified radio stations. Not included after 2007.

⁸ From 2009 onwards the base population is the Finnish- and Swedish-speaking population (excluding the Åland islands). Until 2008 Finnish-speaking population only.

⁹ Prior to the channel's sale to SBS Radio AS in Spring 2008, Radio Norge was called Kanal 24.

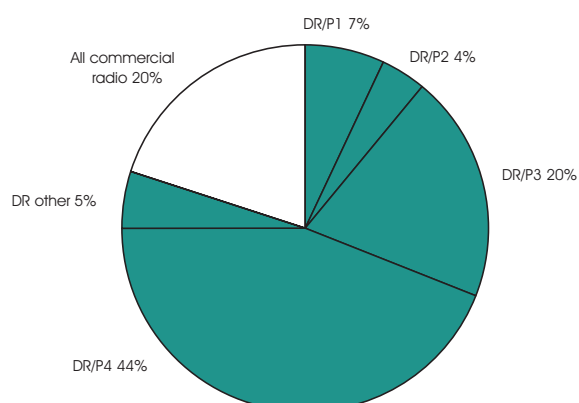
¹⁰ Data include both national (P4 Riks) and regional (P4 Lokal) transmissions.

Note: Different methods have been used, which impairs comparability between countries and years. Data should be taken as indicators of the trend and level of listening. Data include listening to radio, irrespective of platform.

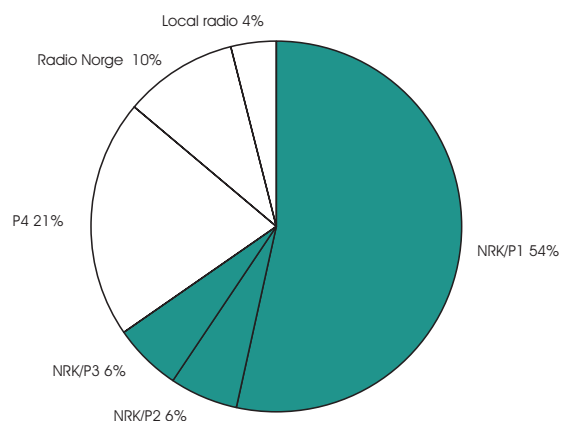
Sources: TNS Gallup Denmark, Finnpanel, Capacent; NRK/ TNS Gallup Norway, SR and TNS Sifo (previously RUAB/Sifo Media).

22. Radio channel audience shares 2010 (per cent)

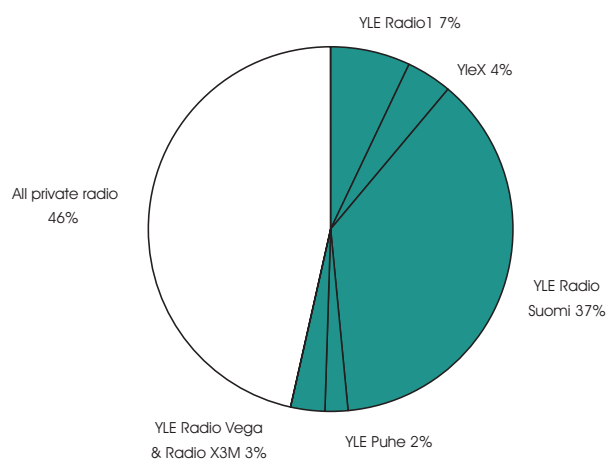
Denmark



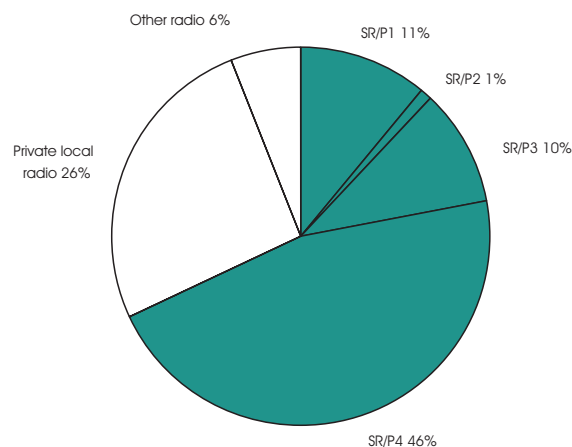
Norway



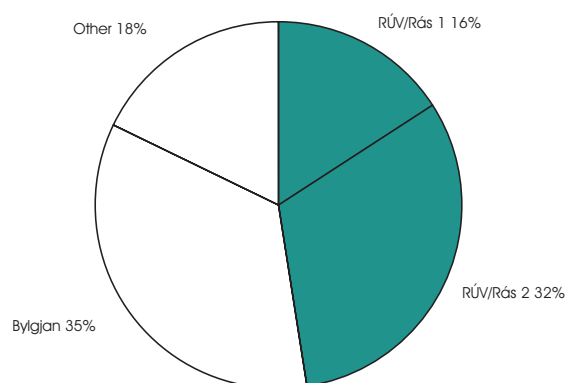
Finland



Sweden



Iceland



Note: Average daily listening Monday-Sunday. Data include listening to radio, irrespective of platform. Public service radio marked with colour.

Sources: TNS Gallup Denmark, Finnpanel, Capacent, NRK/TNS Gallup Norway, SR and TNS Sifo.

23. Radio audience shares by sex and age in 2010 (per cent)

Denmark	DR P1	DR P2	DR P3	DR P4 total	DR total	Commercial radio total	Total	All radio (minutes)
All	7	4	20	44	80	20	100	123
Sex								
Men	9	4	25	39	81	19	100	131
Women	6	5	15	49	79	21	100	116
Age								
12-24	1	0	27	30	61	39	100	76
25-39	2	1	43	15	65	35	100	106
40-59	5	1	22	47	79	22	100	126
60+	14	11	2	62	95	5	100	166

Finland	Yle Radio 1	YleX	YLE Radio Suomi	YLE Radio Vega & X3M	YLE total	Private radio total	Total	All radio (minutes)
All	7	4	37	3	53	47	100	190
Sex								
Men	5	6	36	3	52	48	100	192
Women	10	3	38	4	55	45	100	188
Age								
9-14	3	5	8	3	19	81	100	58
15-24	1	13	5	3	22	78	100	122
25-34	2	14	7	2	26	74	100	153
35-44	2	6	16	2	27	73	100	175
45-54	5	2	35	2	44	56	100	208
55-64	8	1	54	3	68	32	100	252
65+	16	1	60	5	85	15	100	262

Norway	NRK/P1	NRK/P2	NRK/Petre	NRK total	P4	Radio Norge	Local radio	Total	All radio (minutes)
All	54	6	6	66	21	10	4	100	100
Sex									
Men	52	5	7	64	21	12	3	100	103
Women	56	7	5	68	21	8	4	100	98
Age									
12-19	32	1	11	44	34	15	8	100	51
20-34	25	3	19	47	30	17	7	100	73
35-44	37	4	9	49	34	13	4	100	77
45-54	52	3	3	57	23	15	4	100	108
55-64	65	10	1	76	18	5	2	100	134
65+	79	9	1	89	7	3	1	100	166

Cont.

23. Cont. Radio audience shares by sex and age in 2010 (per cent)

Sweden	SR/P1	SR/P2	SR/P3	SR/P4	SR total	Private local radio	Other radio	Total	All radio (minutes)
All	11	1	10	46	68	26	6	100	140
Sex									
Men	10	1	13	44	67	27	6	100	147
Women	12	1	7	49	70	27	4	100	132
Age									
9-19	2	0	8	8	19	69	12	100	52
20-34	4	1	25	15	46	46	8	100	114
35-49	8	0	13	32	54	38	8	100	144
50-64	11	2	4	63	80	15	6	100	179
65-79	20	2	1	72	96	1	3	100	209

Note: Average daily listening Monday-Sunday. Survey periods: Denmark, Finland, Norway: measures throughout whole years; Sweden: Autumn figures.

Sources: TNS Gallup Denmark, Finnpanel and YLE Audience Research, NRK/TNS Gallup Norway, SR, TNS Sifo.

Internet

Internet content, access and use

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1. Public service companies on the web: Services and content 2011 (Spring)

	Denmark		Finland	Iceland	Norway	Sweden		
Public service company	DR	TV 2 ¹	YLE	RÚV	NRK	SR	SVT	UR
Radio and/or TV services	Radio/TV	TV	Radio/TV	Radio/TV	Radio/TV	Radio	TV	Radio/TV ²
Website established	1996	1998	1995	1996	1995	1995	1995	1995
Access								
Web radio (real time)	x	–	x	x	x	x	–	–
Web TV (real time)	x	x	x	x	x	–	x	(x) ³
Mobile content/apps	x	x	x	x	x	x	x	–
Web archive (play function, pod casting)	x	x	x	x	x	x	x	x
Programme output								
Regional/local programming	x	x	x	x	x	x	x	–
Children/youth	x	x	x	x	x	x	x	x
In sign language	x	x	x	–	x	*	x	x
In official minority languages	*	*	x	*	x	x	x	x
In other languages	x	–	x	x	– ⁴	x	–	x
Web-only radio channels	x	–	–	–	x	x	–	–
Web-only TV channels	x	–	–	–	–	–	–	–
Sales/advertising								
Webshop	x	x	x	x	x	x	x	x
Advertising on the web	–	x	–	–	–	–	–	–
Other channels/social media								
RSS	x	x	x	x	x	x	x	x
Youtube channel	–	–	x	–	x	x	x	x
Twitter	x	x	x	x	x	x	x	–
Facebook	x	x	x	–	x	x	x	–
Blogs	x	x	x	–	x	x	x	–

* Not applicable

– No occurrence

¹ TV 2 Denmark's main channel TV 2 is public service. There are no public service obligations for other platforms. Hence, the website tv2.dk is not part of TV 2's compliance with the public service license.² UR produces educational radio and TV programmes for transmissions in SR and SVT.³ UR streams programmes on networks for folk colleges and adult education associations.⁴ NRK's teletext service online offers English news from BBC.

Sources: Company websites.

2. Top ten web sites, ranked by number of unique visitors per week 2011, week 11 (March)

Web site	Unique visitors	User sessions	Sessions/user	Publisher	Operations	Ranking
Denmark						
windowslive.dk	1 217 484	9 543 253	7.8	Microsoft Danmark ApS	Portal	1
ekstrabladet.dk	1 106 000	8 804 326	8.0	JP/Politikens Hus	Newspaper	2
dr.dk	1 095 062	5 332 738	4.9	DR	Public service TV and radio	3
tv2.dk	1 026 908	6 071 745	5.9	TV 2 NET	Television (public service) ¹	4
krak.dk	963 783	3 696 594	3.8	Eniro Danmark A/S	Directory	5
msn.dk	952 577	7 717 090	8.1	Microsoft Danmark ApS	Portal	6
bt.dk	755 834	5 382 425	7.1	Berlingske Media	Newspaper	7
dmi.dk	624 526	3 279 812	5.3	Danmarks Meteorologiske Institut	Weather forecasts	8
dba.dk	617 039	2 450 902	4.0	Ebay Classifieds	Classified ads	9
politiken.dk	504 304	3 213 420	6.4	JP/Politikens Hus	Newspaper	10
Finland						
Iltaalehti	2 446 946	17 181 813	5.5	Alma Media	Newspaper	1
Ilta-Sanomat	2 173 637	12 871 564	4.8	Sanoma	Newspaper	2
MTV3	1 902 803	9 582 910	4.3	MTV Media/Bonnier	Television	3
YLE	1 692 764	8 020 045	3.8	Yleisradio	Public service TV and radio	4
Helsingin Sanomat	1 475 058	7 945 355	4.1	Sanoma	Newspaper	5
MSN.fi	1 326 613	5 495 103	3.5	Microsoft	Portal	6
Windows Live	1 237 546	5 119 578	3.4	Microsoft	Community	7
Suomi24.fi	1 189 233	4 074 046	3.0	Aller Media	Portal	8
Kauppalehti.fi	645 422	2 677 328	3.3	Alma Media	Business newspaper	9
NettiX	604 222	2 755 937	3.3	Otava	Classified ads	10
Iceland						
mbl.is/...	388 989	2 524 597	6.5	Árvakur hf.	Newspaper	1
visir.is/...	299 987	1 662 080	5.5	365 miðlar ehf.	Newspaper, radio, television	2
pressan.is	180 497	775 405	4.3	Vefpressan ehf	Online news, social media	3
dv.is	179 561	921 985	5.1	DV ehf.	Newspaper, magazines	4
ja.is / simaskra.is	178 708	452 439	2.5	Skipti ehf.	Telephone addresses	5
bleikt.is	115 421	351 048	3.0	Vefpressan ehf	Women interests: fashion, sex, entertainment	6
ruv.is	113 657	369 654	3.3	RÚV ohf.	Public service TV and radio	7
vedur.is	101 701	315 148	3.1	Veðurstofa Íslands	Weather forecasts	8
blog.is	78 012	167 512	2.1	Árvakur hf.	Social media, blog	9
eyjan.is	73 907	309 630	4.2	Eyjan Media ehf.	Online news	10
Norway						
VG Nett	3 825 008	18 116 507	4.7	VG (Schibsted)	Newspaper	1
Finn.no	2 603 489	8 578 532	3.3	Schibsted	Classified ads	2
Dagbladet.no	2 446 786	10 527 534	4.3	Dagbladet (Berner Group)	Newspaper	3
NRK.no	2 435 379	8 227 284	3.4	NRK	Public service TV and radio	4
MSN	2 381 164	9 872 208	4.1	Microsoft	Portal	5
Startsiden	2 278 026	11 706 727	5.1	Telenor	Portal	6
SOL	1 483 012	5 178 820	3.5	Eniro (50.1%), Aller Media (49.9%)	Portal	7
Gule Sider	1 393 527	2 690 639	1.9	Eniro	Directory	8
Aftenposten.no	1 309 363	4 382 128	3.3	Aftenposten (Schibsted)	Newspaper	9
Nettavisen	1 249 390	4 384 576	3.5	Mediehuset Nettavisen (A-pressen/Egmont)	News site/Online (only) newspaper	10

Cont.

2. Cont. Top ten web sites, ranked by number of unique visitors per week 2011, week 11 (March)

Web site	Unique visitors	User sessions	Sessions/ user	Publisher	Operations	Ranking
Sweden²						
Aftonbladet	6 123 658	30 451 349	5.0	Aftonbladet (Schibsted / LO)	Newspaper	1
MSN.se	5 642 968	19 986 228	3.5	Microsoft	Portal	2
Hotmail	5 208 461	19 527 042	3.7	Microsoft	E-mail	3
blocket.se	4 660 418	12 353 197	2.7	Schibsted	Classified ads	4
hitta.se	3 764 604	6 781 859	1.8	Schibsted	Directory	5
Eniro.se	2 729 882	4 698 910	1.7	Eniro	Directory	6
Expressen	2 716 919	10 061 404	3.7	Expressen (Bonnier)	Newspaper	7
Messenger	2 467 762	12 216 797	5.0	Microsoft	Chat	8
Aftonbladet WebbTV	1 861 077	3 466 773	1.9	Aftonbladet (Schibsted / LO)	Web TV	9
Dagens Nyheter	1 855 239	5 471 457	2.9	Dagens Nyheter (Bonnier)	Newspaper	10

¹ TV 2 Danmark's main channel TV 2 is public service. There are no public service obligations for other platforms. Hence, the website tv2.dk is not part of TV 2's compliance with the public service license.

² Networks not included.

Note: Different methods have been used, which impairs comparability between countries. Public service shown in grey.

Sources: FDIM Foreningen av Danske Interaktive Medier, TNS Gallup Finland, Modernus Web Measure (Iceland), TNS Gallup Norway, KIA Index (Sweden).

3. Top ten media web sites, ranked by number of unique visitors per week 2011, week 11 (March)

Web site	Unique visitors	User sessions	Sessions/user	Publisher	Operations	Ranking in top list
Denmark						
ekstrabladet.dk	1 106 000	8 804 326	8.0	JP/Politikens Hus	Newspaper	2
dr.dk	1 095 062	5 332 738	4.9	DR	Public service TV and radio	3
tv2.dk	1 026 908	6 071 745	5.9	TV2 NET	Television (public service) ¹	4
bt.dk	755 834	5 382 425	7.1	Berlingske Media	Newspaper	7
politiken.dk	504 304	3 213 420	6.4	JP/Politikens Hus	Newspaper	10
jp.dk	473 803	3 144 134	6.6	JP/Politikens Hus	Newspaper	12
berlingske.dk	296 595	1 453 801	4.9	Berlingske Media	Newspaper	16
epn.dk	288 295	1 097 437	3.8	JP/Politikens Hus	Online business news	17
borsen.dk	201 653	1 413 715	7.0	Dagbladet Børsen A/S	Business newspaper	26
business.dk	179 553	458 741	2.6	Berlingske Media	Business news	30
Finland						
Iltaalehti	2 446 946	17 181 813	5.5	Alma Media	Newspaper	1
Ilta-Sanomat	2 173 637	12 871 564	4.8	Sanoma	Newspaper	2
MTV3	1 902 803	9 582 910	4.3	MTV Media/Bonnier	Television	3
YLE	1 692 764	8 020 045	3.8	Yleisradio	Public service TV and radio	4
Helsingin Sanomat	1 475 058	7 945 355	4.1	Sanoma	Newspaper	5
Taloussanomat	648 213	1 923 245	2.4	Sanoma	Online-only business newspaper	10
Kauppalehti.fi	645 422	2 677 328	3.3	Alma Media	Business newspaper	11
Nelonen	397 105	912 370	2.1	Sanoma	Television	21
Uusi Suomi	339 525	1 041 425	2.5	Kustannusosakeyhtiö Uusi Suomi	Online-only newspaper	22
Stara.fi	..	784 627	2.2	Stara Media	Online-only magazine	23
Iceland						
mbl.is/...	388 989	2 524 597	6.5	Árvakur hf.	Newspaper	1
visir.is/...	299 987	1 662 080	5.5	365 miðlar ehf.	Newspaper, radio, television	2
pressan.is	180 497	775 405	4.3	Vefpressan ehf	Online news, social media	3
dv.is	179 561	921 985	5.1	DV ehf.	Newspaper, magazines	4
ruv.is	113 657	369 654	3.3	RÚV ehf.	Public service TV and radio	7
eyjan.is	73 907	309 630	4.2	Eyjan Media ehf.	Online news	10
vb.is	18 893	48 461	2.6	Myllusetur ehf.	Business newspaper	22
vf.is/...	17 685	58 141	3.3	Víkurféttir ehf.	Regional newspaper	23
bb.is	14 881	59 371	4.0	Guttó ehf.	Regional newspaper	27
Norway						
VG Nett	3 825 008	18 116 507	4.7	VG (Schibsted)	Newspaper	1
dagbladet.no	2 446 786	10 527 534	4.3	Dagbladet (Berner Group)	Newspaper	3
nrk.no	2 435 379	8 227 284	3.4	NRK	Public service TV and radio	4
aftenposten.no	1 309 363	4 382 128	3.3	Aftenposten (Schibsted)	Newspaper	9
tv2.no	1 207 609	3 492 382	2.9	TV 2 (A-pressen/Egmont)	Television	11
kjendis.no	846 369	1 716 617	2.0	Dagbladet (Berner Group)	Newspaper	15
klikk.no	737 234	1 407 634	1.9	Egmont Hjemmet Mortensen	Magazines	16
bt.no	472 607	1 593 649	3.4	Bergens Tidende (Schibsted)	Regional newspaper	21
seher.no	455 162	1 341 923	2.9	Se og Hør (Aller Media)	Celebrity Gossip magazine	22
adressa.no	424 798	1 511 094	3.6	Adresseavisen (Polaris Media)	Regional newspaper	23

Cont.

3. Cont. Top ten media web sites, ranked by number of unique visitors per week 2011, week 11 (March)

Web site	Unique visitors	User sessions	Sessions/ user	Publisher	Operations	Ranking in top list
Sweden²						
Aftonbladet	6 123 658	30 451 349	5.0	Aftonbladet (Schibsted / LO)	Newspaper	1
Expressen	2 716 919	10 061 404	3.7	Expressen (Bonnier)	Newspaper	7
Aftonbladet WebbTV	1 861 077	3 466 773	1.9	Aftonbladet (Schibsted / LO)	Web TV	9
Dagens Nyheter	1 855 239	5 471 457	2.9	Dagens Nyheter (Bonnier)	Newspaper	10
svt.se	1 680 724	4 372 799	2.6	SVT	Public service TV	11
svd.se	1 310 972	2 843 282	2.2	Svenska Dagbladet (Schibsted)	Newspaper	13
svtplay.se	1 304 956	3 278 766	2.5	SVT	Public service TV (Web TV)	14
di.se	1 047 516	3 931 291	3.8	Dagens industri (Bonnier)	Business newspaper	16
SR.se	978 486	2 097 347	2.1	SR	Public service radio	19
Tv4.se	805 343	1 488 539	1.8	TV4 (Bonnier)	Television	21

¹ TV 2 Danmark's main channel TV 2 is public service. There are no public service obligations for other platforms. Hence, the website tv2.dk is not part of TV 2's compliance with the public service license.

² Networks not included.

Note: Web sites of traditional media only. Different methods have been used, which impairs comparability between countries. Public service shown in grey.

Sources: FDIM Foreningen av Danske Interaktive Medier, TNS Gallup Finland, Modernus Web Measure (Iceland), TNS Gallup Norway, KIA Index (Sweden).

4. Top ten mobile web sites, ranked by number of unique visitors per week 2011, week 42 (mid October)

Web site	Unique visitors	User sessions	Sessions/ user	Publisher	Operations
Danmark^{1,2}					
mobil.eb.dk	109 670	633 120	5,8	JP/Politikens Hus	Newspaper
mobil.bt.dk	102 494	381 737	3,7	Berlingske Media	Newspaper
mobil.pol.dk	62 777	212 580	3,4	JP/Politikens Hus	Newspaper
mobil.jp.dk	38 093	190 253	5,0	JP/Politikens Hus	Newspaper
wap.tv2.dk	52 086	185 304	3,6	TV 2 NET	Television (news) ³
m.tdc.dk	50 046	110 438	2,2	TDC A/S	Services for TDC's mobile subscribers
mobil.berlingske.dk	41 891	105 986	2,5	Berlingske Media	Newspaper
mobil.sporten.dk	28 433	79 488	2,8	Berlingske Media	Sport news
m.dba.dk	35 275	66 412	1,9	Ebay Classifieds	Classified ads
wap.bold.dk	10 289	61 910	6,0	Bold.dk	Sport news
Finland					
Ilta-Sanomat Mobiili	317 289	1 097 527	3,5	Sanoma	Newspaper
Helsingin Sanomat Mobiili	307 453	964 496	3,1	Sanoma	Newspaper
Ilta-lehti Mobiili	258 638	1 048 558	4,1	Alma Media	Newspaper
MTV3 Mobiili	189 849	582 780	3,1	MTV Media/Bonnier	Television
Taloussanomat Mobiili	142 790	314 214	2,2	Sanoma	Online-only business newspaper
SurfPort Mobiili	67 093	230 076	3,4	TeliaSonera Finland	Mobile portal
Elisa Mobiili	39 443	129 256	3,3	Elisa	Mobile portal
Big Brother Mobiili	16 607	73 917	4,5	MTV Media/Bonnier	Television (reality show)
TeleFinland Mobiili	15 610	63 016	4,0	TeliaSonera Finland	Mobile portal
Aamulehti Mobiili	13 291	40 723	3,1	Alma Media	Newspaper
Norway					
VG Mobil	370 585	721 249	1,9	VG (Schibsted)	Newspaper
Dagbladet Mobil	154 389	274 991	1,8	Dagbladet (Berner Group)	Newspaper
NRK Mobil	118 600	164 388	1,4	NRK	Public service radio and TV
TV2 Mobil	80 517	124 503	1,5	TV 2 (A-pressen/Egmont)	Television
Aftenposten Mobil	70 681	107 342	1,5	Aftenposten (Schibsted)	Newspaper
Finn Mobil	69 654	95 581	1,4	Schibsted	Classified ads
Nettavisen Mobil	54 434	87 298	1,6	Mediehuset Nettavisen (A-pressen/Egmont)	Online (only) newspaper
E24 Mobil	39 664	51 719	1,3	VG (Schibsted)	Online (only) business newspaper
Bt Mobil	22 315	36 069	1,6	Bergens Tidende (Schibsted)	Regional newspaper
Seher Mobil	16 637	26 117	1,6	Aller Media	Online celebrity news
Sweden⁴					
mobil.aftonbladet.se	1 289 534	7 464 690	5,8	Aftonbladet (Schibsted / LO)	Newspaper
mobil.blocket.se	187 049	504 150	2,7	Schibsted	Classified ads
mobil.dn.se	138 851	462 650	3,3	Dagens Nyheter (Bonnier)	Newspaper
mobil.eniro.se	125 788	180 426	1,4	Eniro	Directory
mobil.sverigesradio.se ⁵	105 431	186 307	1,8	Sveriges Radio	Public service radio
mobil.svd.se	87 614	322 683	3,7	Svenska Dagbladet (Schibsted)	Newspaper
mobil.e24.se	18 046	37 836	2,1	Schibsted	Online business news
mobil.mini.sverigesradio.se ⁵	4 494	7 698	1,7	Sveriges Radio	Public service radio
mobil.sydsvenskan.se	4 238	16 282	3,8	Sydsvenskan (Bonnier)	Newspaper
mobil.leta.se	3 405	8 398	2,5	Eniro	Directory

¹ The number of unique visitors is based on a calculation of number of mobile devices and is associated with an uncertainty of up to 20%. Therefore, the Danish list is sorted by number of visits, which is accurate.

² Public broadcaster DR's mobil.dr.dk is ranked 11.

³ TV 2 Danmark's main channel TV 2 is public service. There are no public service obligations for other platforms. Hence, the website tv2.dk is not part of TV 2's compliance with the public service license.

⁴ Networks not included.

⁵ SR has two mobile web services, one for smartphones (sverigesradio.se) and one for other mobile phones (mini.sverigesradio.se).

Note: Different methods have been used, which impairs comparability between countries. Public service companies shown in grey.

Sources: FDIM Foreningen av Danske Interaktive Medier, TNS Gallup Finland, TNS Gallup Norway, KIA Index (Sweden).

5. Access to Internet at home 2000-2010 (per cent)

Year	Denmark ¹ (Population)	Finland ² (Households)	Iceland ³ (Pop./Households)	Norway ⁴ (Population)	Sweden ⁴ (Population)
2000	..	32	65	52	52
2001	60	37	69	60	60
2002	64	41	72	63	66
2003	71	47	78	64	71
2004	74	49	81	66	71
2005	..	58	84	74	74
2006	83	65	83	79	80
2007	83	70	84	83	83
2008	85	76	88	85	84
2009	86	73 ⁵	90	91	90
2010	89	76	92	93	88

¹ Share of population aged 16-74. Surveys: 2001-2002: annual averages, 2003: January-April and July-October, from 2004 on: Spring.

² Share of households. Data are for November.

³ 2000-2001 share of population; from 2002 on, share of households. Figures are not strictly comparable between years due to different survey methods and wording of questions.

⁴ Share of population 9-79 years. Annual averages.

⁵ Broadband access only.

Sources: Statistics Denmark, Statistics Finland, ÍM Gallup, Pricewaterhouse Coopers, Statistics Iceland, Statistics Norway, Nordicom-Sweden.

6. Internet use: Individuals using Internet daily/almost daily 2003-2011 (per cent)

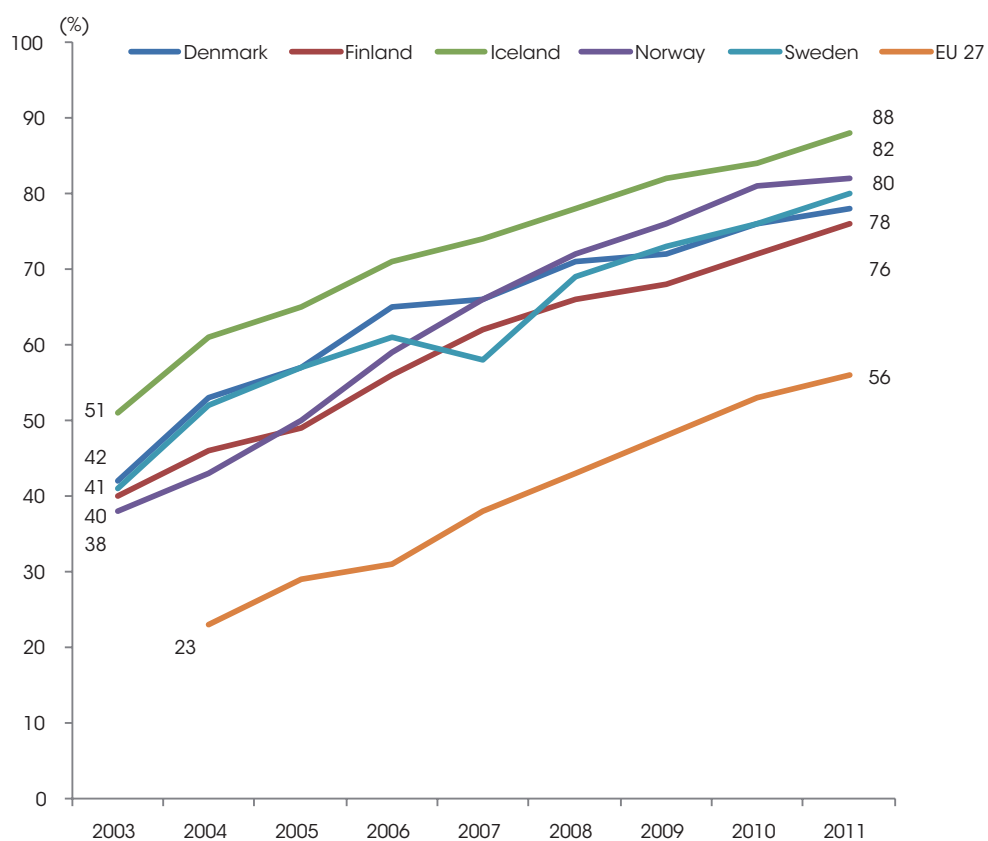
	Share of population 16-74 years (%)					EU 27
	Denmark	Finland	Iceland	Norway	Sweden	
2003	42	40	51	38	41	
2004	53	46	61	43	52	23
2005	57	49	65	50	57	29
2006	65	56	71	59	61	31
2007	66	62	74	66	58	38
2008	71	66	78	72	69	43
2009	72	68	82	76	73	48
2010	76	72	84	81	76	53
2011	78	76	88	82	80	56

Note: Spring each year (three months).

Source: Eurostat database, January 2012.

http://epp.eurostat.ec.europa.eu/portal/page/portal/information_society/data/main_tables

7. Internet use: Individuals using Internet daily/almost daily 2003-2011 (per cent)



Note: Spring each year (three months). Population 16-74 years.

Source: Eurostat database, January 2012.

8. Internet use: Individuals using Internet daily/almost daily by sex and age 2003-2010 (per cent)

	Share of population 16-74 years (%)							
	2003	2004	2005	2006	2007	2008	2009	2010
Denmark								
All	42	53	57	65	66	71	72	76
Sex								
Men	49	60	62	69	69	75	74	78
Women	36	46	52	61	63	67	70	75
Age								
16-24	45	61	70	77	87	89	88	91
25-34	52	65	68	80	80	88	86	89
35-44	51	62	71	74	75	80	81	87
45-54	48	57	59	70	70	73	74	77
55-64	31	40	44	52	54	58	58	65
65-74	13	15	16	28	25	33	38	40
Finland								
All	40	46	49	56	62	66	68	72
Sex								
Men	44	48	53	59	63	68	69	75
Women	36	44	45	54	60	65	66	70
Age								
16-24	58	63	64	79	88	87	87	90
25-34	53	67	67	80	85	86	90	93
35-44	52	54	59	64	73	79	80	83
45-54	37	45	50	56	61	66	72	74
55-64	24	33	35	37	42	49	48	57
65-74	3	4	7	9	15	20	22	30
Iceland								
All	51	61	65	71	74	78	82	85
Sex								
Men	53	63	68	73	78	79	84	88
Women	49	59	62	68	70	77	80	81
Age								
16-24	58	75	77	85	86	92	94	97
25-34	66	71	80	83	87	90	94	95
35-44	57	66	72	76	80	85	89	90
45-54	53	60	60	68	68	76	81	84
55-64	32	42	49	59	61	62	68	73
65-74	14	15	25	25	36	35	39	45

Cont.

8. Cont. Internet use: Individuals using Internet daily/almost daily by sex and age 2003-2010 (per cent)

	Share of population 16-74 years (%)							
	2003	2004	2005	2006	2007	2008	2009	2010
Norway								
All	38	43	50	59	66	72	76	81
Sex								
Men	48	50	58	66	71	77	83	85
Women	28	37	43	51	60	67	70	77
Age								
16-24	43	47	60	75	75	91	89	94
25-34	48	55	60	72	80	91	93	97
35-44	46	50	64	65	76	79	85	87
45-54	43	52	51	57	65	68	73	83
55-64	24	29	37	48	47	59	61	67
65-74	10	7	10	19	37	25	39	44
Sweden								
All	41	52	57	61	58	69	73	76
Sex								
Men	47	57	63	67	64	72	75	78
Women	36	46	50	55	53	65	71	75
Age								
16-24	58	64	73	77	75	86	87	88
25-34	55	64	69	74	72	82	91	91
35-44	45	57	66	68	67	77	85	85
45-54	39	52	57	64	59	69	74	81
55-64	33	42	47	45	47	60	60	65
65-74	9	22	13	28	19	27	31	40
EU 27								
All	..	23	29	32	38	43	48	53
Sex								
Men	..	27	34	36	42	47	52	57
Women	..	18	24	27	34	39	44	49
Age								
16-24	..	34	43	48	59	66	73	78
25-34	..	33	40	44	51	57	64	70
35-44	..	26	34	37	42	49	53	60
45-54	..	20	27	30	35	39	44	50
55-64	..	12	17	18	23	28	31	36
65-74	..	4	5	6	8	11	14	17

Note: Spring each year (three months).

Source: Eurostat database, May 2011.

http://epp.eurostat.ec.europa.eu/portal/page/portal/information_society/data/database

Appendix

Demographic & Economic data

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Methods & Definitions

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1. Population 2000-2011 (inhabitants in thousands)

Year	Denmark	Finland	Iceland	Norway	Sweden
2000	5 349	5 176	283	4 503	8 883
2001	5 368	5 188	287	4 525	8 909
2002	5 384	5 200	288	4 552	8 941
2003	5 398	5 213	291	4 577	8 976
2004	5 411	5 228	293	4 606	8 992
2005	5 427	5 242	300	4 640	9 048
2006	5 447	5 267	308	4 681	9 113
2007	5 476	5 289	315	4 737	9 183
2008	5 511	5 313	319	4 799	9 256
2009	5 535	5 339	318	4 858	9 341
2010	5 561	5 363	318	4 920	9 416
2011	5 581	5 388 ¹	318	4 986	9 483

¹ Based on preliminary 2011 data.

Note: Mean population in Finland; population at year's end otherwise.

Sources: Statistics Denmark, Statistics Finland, Statistics Iceland, Statistics Norway, Statistics Sweden.

2. Average exchange rates 2000-2011 (1 Euro in national currency)

Year	Denmark DKK	Finland FIM	Iceland ISK	Norway NOK	Sweden SEK
2000	7.45	5.95	72.61	8.11	8.45
2001	7.45	5.95	87.49	8.05	9.25
2002	7.43	* ¹	86.20	7.51	9.16
2003	7.43	*	86.72	8.00	9.13
2004	7.44	*	87.15	8.37	9.13
2005	7.45	*	78.14	8.01	9.28
2006	7.46	*	87.72	8.05	9.25
2007	7.45	*	87.60	8.02	9.25
2008	7.46	*	127.46	8.22	9.61
2009	7.45	*	172.67	8.75	10.63
2010	7.45	*	161.89	8.01	9.56
2011	7.45	*	161.42	7.79	9.03

¹ The euro was adopted as the official currency of Finland in 2002.

Sources: Danmarks Nationalbank, Bank of Finland, Statistics Iceland, Norges Bank, Sveriges Riksbank, www.oanda.com

3. Value Added Tax rates 2000-2012

		Standard VAT rate	Newspapers	Magazines	Books ¹ (paper & audio)	Radio/TV licence fees	Cinema
Denmark	2000	25	–	25	25	25	25
	2001	25	–	25	25	25	25
	2002	25	–	25	25	25	25
	2003	25	–	25	25	25	25
	2004	25	–	25	25	25	25
	2005	25	–	25	25	25	25
	2006	25	–	25	25	25	25
	2007	25	–	25	25	25	25
	2008	25	–	25	25	25	25
	2009	25	–	25	25	25	25
	2010	25	–	25	25	25	25
	2011	25	–	25	25	25	25
	2012	25	–	25	25	25	25
Finland	2000	22	–/22 ²	–/22 ²	8	8	8
	2001	22	–/22 ²	–/22 ²	8	8	8
	2002	22	–/22 ²	–/22 ²	8	8	8
	2003	22	–/22 ²	–/22 ²	8	8	8
	2004	22	–/22 ²	–/22 ²	8	8	8
	2005	22	–/22 ²	–/22 ²	8	8	8
	2006	22	–/22 ²	–/22 ²	8	8	8
	2007	22	–/22 ²	–/22 ²	8	8	8
	2008	22	–/22 ²	–/22 ²	8	8	8
	2009	22	–/22 ²	–/22 ²	8	8	8
	2010	23	–/23 ²	–/23 ²	9	9	9
	2011	23	–/23 ²	–/23 ²	9	9	9
	2012	23	9/23 ²	9/23 ²	9	9	9
Iceland	2000	24.5	14	14	14/24.5 ³	14	–/24.5 ⁴
	2001	24.5	14	14	14/24.5 ³	14	–/24.5 ⁴
	2002	24.5	14	14	14	14	–/24.5 ⁴
	2003	24.5	14	14	14	14	–/24.5 ⁴
	2004	24.5	14	14	14	14	–/24.5 ⁴
	2005	24.5	14	14	14	14	–/24.5 ⁴
	2006	24.5	14	14	14	14	–/24.5 ⁴
	2007 ⁵	24.5	7	7	7	7	–/24.5 ⁴
	2008	24.5	7	7	7	7	–/24.5 ⁴
	2009	24.5	7	7	7	* ⁶	–/24.5 ⁴
	2010	25.5	7	7	7	*	–/25.5 ⁴
	2011	25.5	7	7	7	*	–/25.5 ⁴
	2012	25.5	7	7	7	*	–/25.5 ⁴

Cont.

3. Cont. Value Added Tax rates 2000-2012

		Standard VAT rate	Newspapers	Magazines	Books ¹ (paper & audio)	Radio/TV licence fees	Cinema
Norway	2000	23	–	23	–	–	–
	2001	24	–	24	–	–	–
	2002	24	–	24	–	–	–
	2003	24	–	24	–	12	–
	2004	24	–	24	–	6	–
	2005	25	–	25	–	7	7
	2006	25	–	25	–	8	8
	2007	25	–	25	–	8	8
	2008	25	–	25	–	8	8
	2009	25	–	25	–	8	8
	2010	25	–	25	–	8	8
	2011	25	–	25	–	8	8
	2012	25	–	25	–	8	8
Sweden	2000	25	6	25	25	–	6
	2001	25	6	25	25	–	6
	2002	25	6	6	6	–	6
	2003	25	6	6	6	–	6
	2004	25	6	6	6	–	6
	2005	25	6	6	6	–	6
	2006	25	6	6	6	–	6
	2007	25	6	6	6	–	6
	2008	25	6	6	6	–	6
	2009	25	6	6	6	–	6
	2010	25	6	6	6	–	6
	2011	25	6	6	6	–	6
	2012	25	6	6	6	–	6

– VAT exempt.

¹ E-books are subject to standard VAT rate (also valid for digital versions of magazines and papers).

² Subscriptions of newspapers and magazines were exempt from sales tax until January 2012, when 9% VAT was introduced. VAT on single copy sales is standard VAT rate.

³ 14% VAT on domestic books, 24.5% on imported books. VAT on imported books was lowered to 14% in Spring 2002.

⁴ Screenings of domestic films are exempt from VAT.

⁵ 7% from 1. March 2007.

⁶ The licence fee system for TV and radio was abolished in Iceland in beginning of 2009 and replaced by a tax.

Note: Categories of media not listed here are subject to standard VAT in all countries.

Sources: Danish Agency for Culture / Centre for Libraries and Media, Statistics Iceland, Statistics Finland, medianorway, Nordicom.

4. National media categories included in the advertising tables

	Denmark	Finland	Norway	Sweden
TV	TV Teletext	TV Teletext	TV ¹	TV Teletext
Radio	Radio	Radio	Radio	Radio
Internet	Internet	Banner, classified, directories, SEM, e-mail, mobile	Internet	Internet Mobile
Newspapers	Newspapers Local weeklies	Daily newspaper Non-daily newspaper Urban and pick-up papers	Newspapers Free papers Newspaper supplements	Newspapers Free papers Newspaper supplements ²
Magazines & Periodicals	Paid magazines Other magazines Trade journals and periodicals	General interest, women, professional, business and customer magazines	Consumer magazines Trade, technical and business press	Consumer magazines Trade, technical and business press Free magazines Magazine supplements ²
Cinema	Cinema	Cinema	Cinema	Cinema
Outdoor	Outdoor	Outdoor	Outdoor	Outdoor In-store advertising
Printed directories	Yearbooks	Printed directories	Printed directories	Printed directories
Direct mail ³	Direct mail Door-to-door	Addressed direct mail Unaddressed direct mail	Addressed direct mail Unaddressed direct mail	Addressed direct mail Unaddressed direct mail

¹ Teletext included in the TV category.

² Newspaper supplements and Magazine supplements are separate categories since 2002 only. Previously they were one category.

³ Distribution only. Production excluded.

Note: Although the reported media categories in the Nordic countries are generally the same, the statistics vary to a degree as regards definitions and divisions. The categories used in the advertising tables are based on IRM's Nordic advertising report, where IRM has grouped the media into main media categories, to enable comparison between countries to the highest degree possible. The overview above shows which national categories belong to the respective main media.

Source: Den nordiska reklammarknaden, Juni 2011 [The Nordic Advertising Market, June 2011] by IRM Institute for Advertising and Media Statistics.

5. Television audience data 2000-2011. Definitions

TV audience data in this publication emanate from national measurements, mainly electronic peplemeter systems. Electronic measurement was introduced in Finland in 1987, Denmark and Norway in 1992, Sweden in 1993 and Iceland in 2008. Below follow some country specifics about the survey methods used in the statistics in this publication.

Denmark

Method	Electronic measurement, peplemeter (started in 1992)
Survey periods	Measures throughout the year
Weekdays	Average daily viewing Monday-Sunday
Population	TV population, age 3 years+
Daily reach	Share of TV population who have watched at least 5 consecutive minutes
Timeshift	Not included. Timeshift is measured for days 2-7 from 2008 on, but official TV viewing data in Denmark are Live + VOS-DAL (Viewed on same day as live), which is valid for data presented in this publication.
Survey institute	TNS Gallup Denmark

Finland

Method	Electronic measurement, peplemeter (started in 1987)
Survey periods	Measures throughout the year
Weekdays	Average daily viewing Monday-Sunday
Population	TV population, age 10 years+
Daily reach	Share of TV population who have watched at least 1 minute
Timeshift	Timeshift within 7 days is included from 2008 on
Survey institute	Finnpanel

Iceland

Method 2000-2007	Diary surveys
Method from 2008 on	Electronic measurement, PPM (portable peplemeter)
Survey periods	Data presented in this publication are for 2000-2006 Oct/Nov, 2007 June, and 2008-2010 week 42 (October)
Weekdays	Average daily viewing Monday-Sunday
Population	Age 12-80 years. (TV population only from 2008 on)
Daily reach	2000-2007: share of respondents who tuned in to the stations per day on average. From 2008 on no public reach data available.
Time shift	With the introduction of TV-meter measuring, catch-up-channel viewing was included.
Survey institute	Capacent (previously ÍM Gallup)

Norway

Method	Electronic measurement, peplemeter (started in 1992)
Survey periods	Measures throughout the year
Weekdays	Average daily viewing Monday-Sunday.
Population	TV population, age 12 years+
Daily reach	Share of TV population who have watched at least 1 minute
Timeshift	Timeshift within 7 days is included from 2008 on
Survey institute	TNS Gallup Norway

Sweden

Method	Electronic measurement, peplemeter (started in 1993)
Survey periods	Measures throughout the year
Weekdays	Average daily viewing Monday-Sunday
Population	TV population, age 3 years+
Daily reach	Share of TV population who have watched at least 5 consecutive minutes
Timeshift	Timeshift within 7 days included in 2010
Survey institute	MMS - Mediamätning i Skandinavien

6. Radio audience data 2000-2011. Definitions

Radio audience data in this publication emanate from national surveys, where different methods have been used.

Electronic measures PPM (portable peplemeter) were introduced in Denmark, Iceland and Norway in 2008.

Data include listening to radio, irrespective of platform.

Below follow some country specifics about the survey methods used in the statistics in this publication.

Denmark

Method 2000-2007	Diary surveys
Method from 2008 on	Electronic measurement, PPM
Survey periods	2000-2007: 4th quarter each year, 2008-2010: measures throughout the year
Weekdays	Average daily listening Monday-Sunday
Population	Age 12 years+
Daily reach	Share of population who have listened at least 5 consecutive minutes
Survey institute	TNS Gallup Denmark

Finland

Method	Diary surveys
Survey periods	Measures throughout the year
Weekdays	Average daily listening Monday-Sunday
Population	Age 9 years+. From 2009 onwards the base population is the Finnish- and Swedish-speaking population (excluding the Åland islands). Until 2008 Finnish-speaking population only.
Daily reach	Share of listeners who have listened a minimum of 8 minutes, during at least one 15-minute interval
Survey institute	Finnpanel

Iceland

Method 2000-2007	Diary surveys
Method from 2008 on	Electronic measurement, PPM (portable peplemeter)
Survey period	Data are from measures in March/April (2000-2002, 2004, 2007) or Oct/Nov (2003, 2005-2006, 2008-2010)
Weekdays	Average daily listening 6-7 days/week except for 2000, Monday-Friday
Population	Age 12-80 years
Daily reach	2000-2007: share of respondents who have listened a minimum of 5 minutes, during at least one 15-minute interval. From 2008 on no public reach data available.
Survey institute	Capacent (previously ÍM Gallup)

Norway

Method 2000-2007	Telephone surveys, CATI (computer assisted telephone interviewing)
Method from 2008 on	Electronic measurement, PPM
Survey periods	Measures throughout the year
Weekdays	Average daily listening Monday-Sunday
Population	2000-2007: age 9 years+, 2008-2010: age 12 years+
Daily reach	2000-2007: based on at least 2 minutes' listening during one 5-minute interval, 2008-2010: minimum 1 minute listening
Survey institute	TNS Gallup Norway

Sweden

Method	Telephone surveys, CATI (computer assisted telephone interviewing)
Survey periods	Each quarter. Data presented here are Autumn figures.
Weekdays	Average daily listening Monday-Sunday
Population	Age 9-79 years
Daily reach	Share of population who have listened at least 5 consecutive minutes
Survey institute	TNS Sifo (previously RUAB/Sifo Media)

Nordic Media Facts and Figures

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More Publications from Nordicom

Listed below are a number of current publications from Nordicom covering public service media issues in the Nordic countries, Europe and the global arena.



Exporting the Public Value Test. The Regulation of Public Broadcasters' New Media Services Across Europe

Karen Donders & Hallvard Moe (eds) Nordicom, 2011, 188 p.
ISBN 978-91-86523-26-8.

Public service broadcasters across Europe are venturing into the digital world, launching niche TV channels, building extensive websites, developing commercial services, entering into partnerships with external actors, and exploring new ways to reach users, whether its through smart phone apps or screens in public spaces. Such endeavours intensify fundamental discussions about what we need public service media institutions for. These are complex discussions, building on history, encompassing new technology, and involving a range of strong stakeholders. Recently, the so-called public value test has emerged as the focal point for these discussions. As a detailed regulatory scheme to measure the public worth and possible market impact of planned publicly funded media services, the public value test is causing controversy across Europe. This collection of short essays from academics, regulators, public broadcasters and private media representatives, provides thought-provoking perspectives on the state of play of public value tests in a range of European states. In so doing, the book is a topical intervention in the ongoing debate about the future of our media systems.

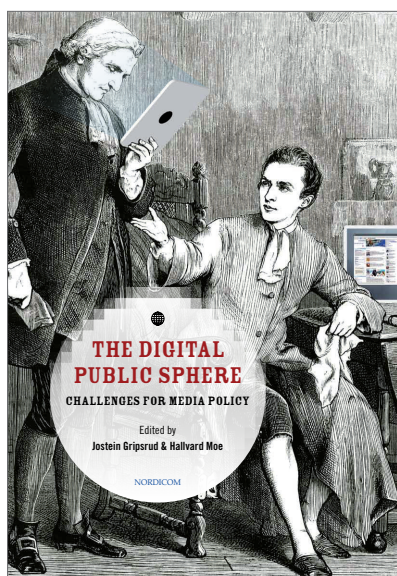


Small Among Giants. Television Broadcasting in Smaller Countries

Gregory Ferrell Lowe & Christian S. Nissen (eds) Nordicom, 2011,
231 p., ISBN 978-91-86523-16-9.

Big countries and major markets are often proposed as models for TV broadcasting everywhere. This is evident in the development of European media policies and strategic renewal. It is taken for granted that such offer suitable and desirable models for smaller countries. This book questions that assumption on the basis of empirical research. Does a media market in a country with a few million people and far less GDP have the same opportunities as countries with many times the population or wealth? Does the same logic apply in all cases? The need for clarification is urgent given contemporary trends in ex ante regulation, and aggressive media lobbying that rests on an untested belief that one-size-fits-all.

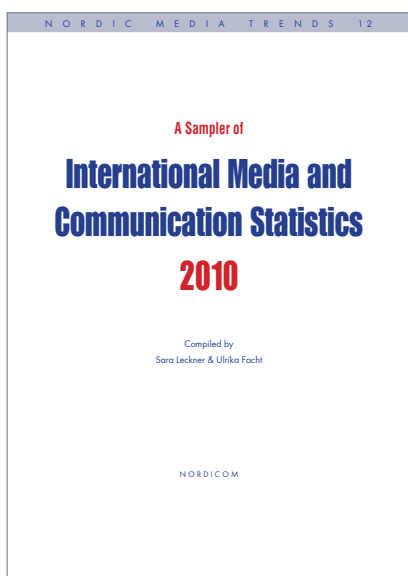
The research and analyses presented in this book confronts the presumption, concluding that in crucial respects one-size policies do not fit all countries anymore than one-size strategies fit all companies. There are important differences in size-related factors that establish limits in how TV broadcasting can be organised and operated. The book will reward close attention by policymakers and strategic managers alike, and makes a timely contribution to scholarship on the topic.



The Digital Public Sphere. Challenges for Media Policy
Jostein Gripsrud & Hallvard Moe (eds) Nordicom, 2010, 167 p., ISBN 978-91-86523-02-2.

Until recently, media policy was thought of as national, media-specific, and as part of the cultural domain. All is changing in a digital public sphere: first, by the processes of globalization in a broad sense; second, by a blurring of borders between media, which can be summed up as convergence; and third, by a more far-reaching commercialisation of the media. The transformation triggered by these developments are ongoing and have been so for quite a few years. Thus, it is time to take stock. The different contributions in this book set out to do that.

With basis in the idea that media policy is fundamentally about regulating the public sphere in accordance with central democratic ideals, the book covers a wide range of issues: Transnational online television distribution; the trouble with building and opening digital audiovisual archives; the impact of recent EU regulations on global conglomerates as well as national public service broadcasters; the debate on net neutrality; the idea of the participating public in policy-making; the regulation of freedom of speech on the internet; as well as the impact of legal globalization on media policy itself.



A Sampler of International Media and Communication Statistics 2010
Sara Leckner & Ulrika Facht, Nordicom, 2011, 236 p. (Nordic Media Trends; 12), available in PDF-format, free of charge, <http://www.nordicom.gu.se>

The contemporary media culture raises more complex issues than ever before. Digital technologies, and advances of media such as the Internet, have driven the development. In this changing media landscape, traditional media, such as television, radio and newspapers, remain powerful, but their preconditions are affected.

‘A Sampler of International Media and Communication Statistics 2010’ is a collection and compilation of statistics from a large number of sources. The aim of the publication is to provide a comprehensive overview of international media and communication statistics, primarily concerning television and the Internet, but also, to a lesser extent, newspapers and radio. The emphasis of this publication is on the Internet and television. These two sections are divided into two parts, respectively ‘The world’ for comparisons between different parts of the world, and in ‘Regions’ for comparisons within different parts of the globe.

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