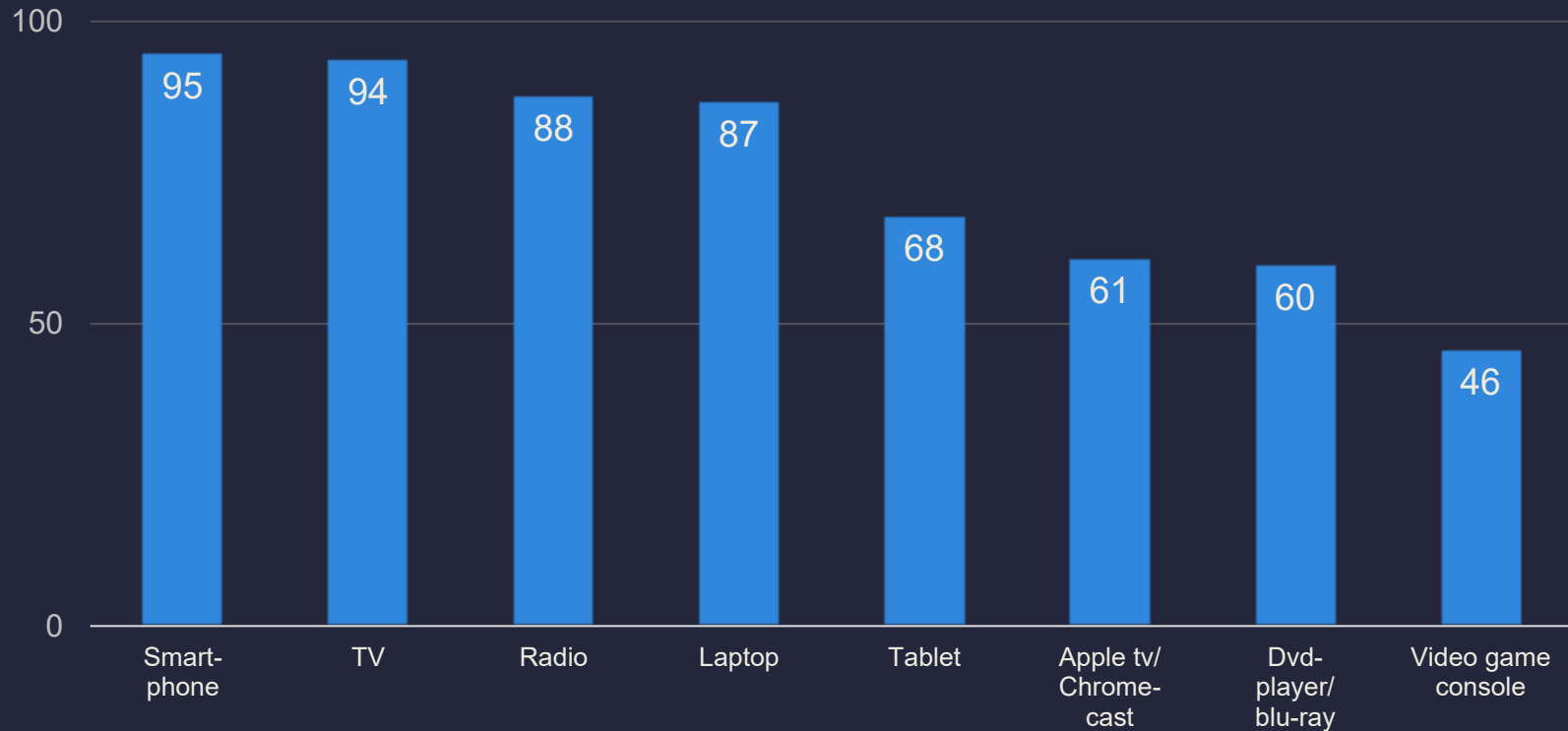


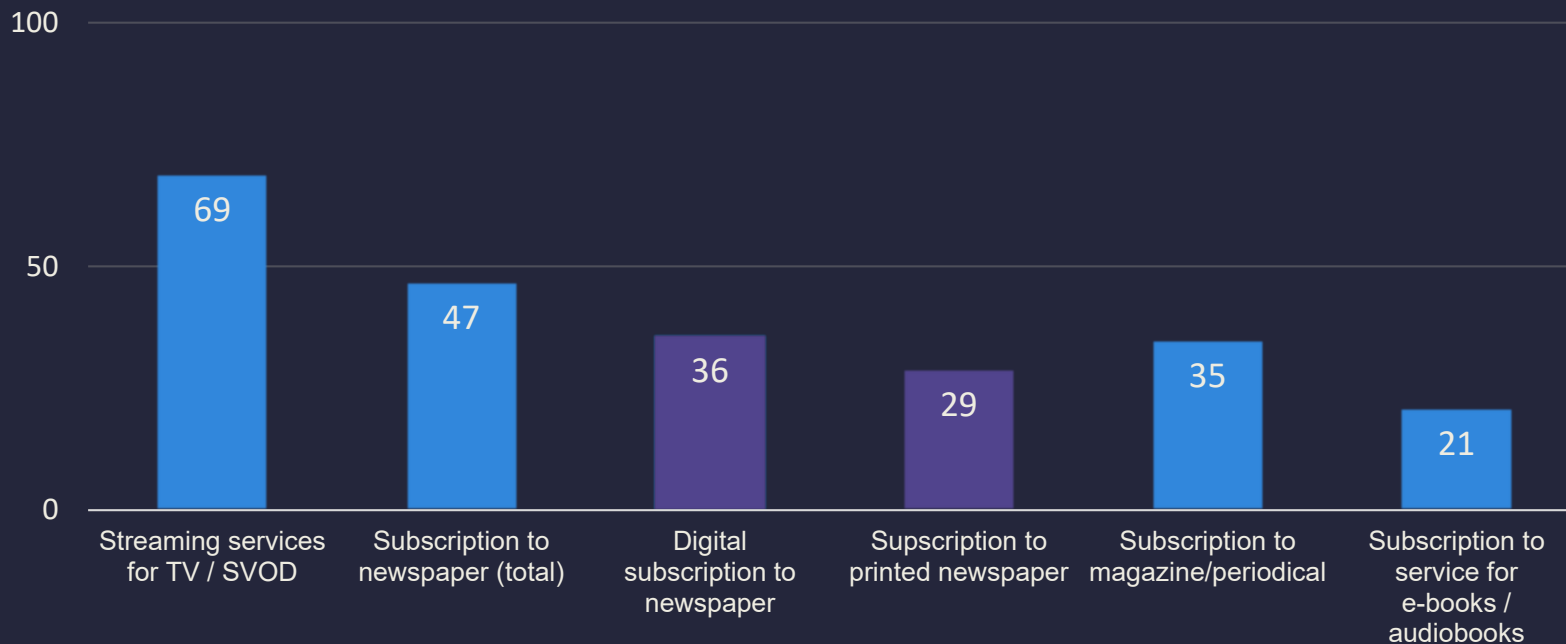
The Media Barometer 2020

Basic tables

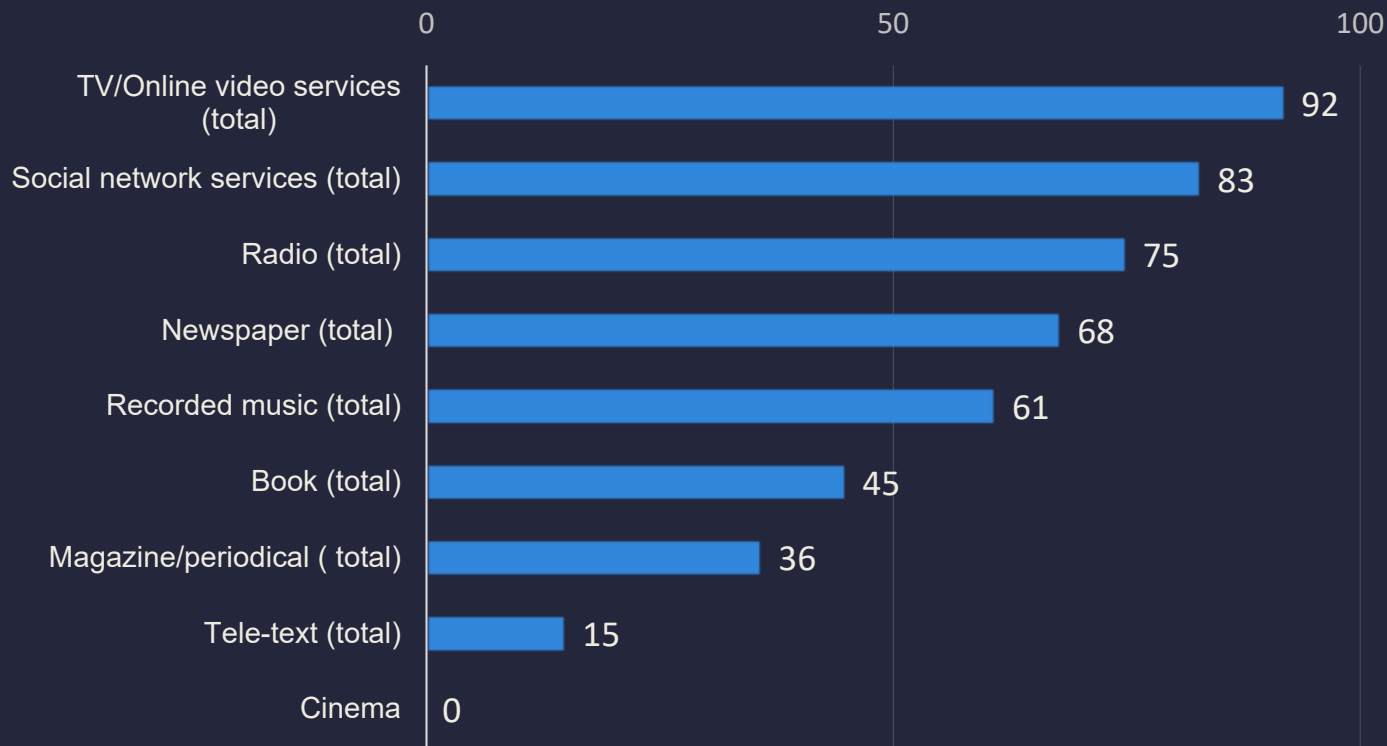
ACCESS: Media Equipment in Households, 9-85 years, 2020 (percent)



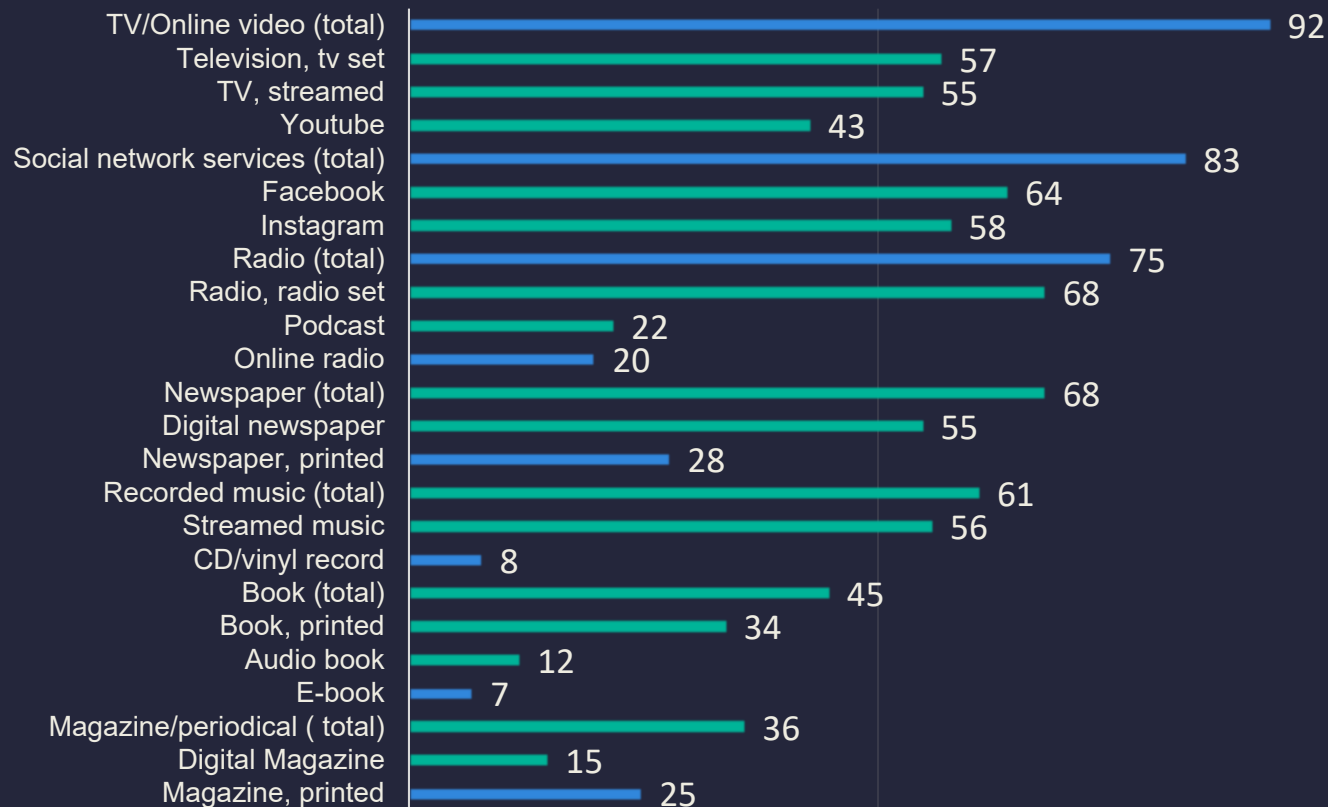
ACCESS: Subscriptions, 9-85 years, 2020 (percent)



MEDIA DAY: Daily reach, 9-85 years, 2020 (percent)



MEDIA DAY: Daily reach, 9-85 years, 2020 (percent)



MEDIA DAY: The time allocated to different media, 9-85 years, 2020 (percent)

Total time allocated: 418 minutes

