NORDIC MEDIA TRENDS 11

The Nordic Media Market

Denmark · Finland · Iceland · Norway · Sweden

Media Companies and Business Activities

2009

Compiled by Eva Harrie

NORDICOM
2009

Nordic Media Trends 11

The Nordic Media Market 2009.
Media companies and Business Activities
Second edition (pdf only)

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Introduction

Eva Harrie

The Nordic Media Market 2009 is the eleventh publication in the Nordic Media Trends series, which documents and describes developments in the media sector. The last publication in the series treated the media landscapes in the Faroes and Greenland; otherwise, the series focuses mainly on the five Nordic countries: Denmark, Finland, Iceland, Norway and Sweden. The series is a twine of two threads: The one offers general media statistics and a broad overview of developments in the media sector. *The Nordic Media Market*, which you have before you, represents the other thread, with a focus on the major media companies in the Nordic arena and on ownership in both regional and national perspectives.

This publication is published in electronic form only. A first edition, including media statistics, was published in December 2008. This second edition (June 2009) also presents complementary analysis of the media market. The volume offers information and analysis on the largest media companies operating on the Nordic region, where they are active, and in what branches of the media sector. So far, *The Nordic Media Market* has been published three times, in 2000, 2003 and now in 2008/2009. Some things remain constant throughout the series to date. The same five media companies that topped the list in 1998 are still the five largest players on the market in 2007; the Nordic public service companies are still among the twenty largest media companies; and as to domicile, the 'top twenty' continue to be evenly distributed among the countries, with 4-5 companies in each. Many of the companies have increased their volume substantially – some more than doubling their volume – over the past decade.

At the same time, some major changes have occurred as technological advances have given rise to new patterns of media use. Media companies have 'gone digital', and several – with Schibsted in the lead – have assumed strong positions on the web. Fusions and acquisitions are another strategy for retaining market dominance. Of the companies listed in 1998, Jyllands-Posten and Politiken are now JP/Politikens Hus, and Bonnier has acquired total ownership of TV4 for example. The foreign presence has also changed. In 1998, Wolters Kluwer (The Netherlands) and SBS Broadcasting (then domiciled in Luxembourg) operated on the Nordic market, at the bottom of the list. Wolters Kluwer subsequently left the Nordic market, whereas SBS Broadcasting established an increasingly strong position in Nordic radio and television before being incorporated into ProSiebenSat1 (Germany) in 2007. Meanwhile, the British Mecom Group entered onto the market in 2006, thereby becoming the first non-Nordic newspaper company in the region.

In order to give a broader picture of the media landscape the companies are operating in, the company data are accompanied by statistics for newspapers, magazines, radio, tv and internet, with respect to structure, penetration/reach and consumption: what media are on the market, who owns them, how many people have access to the respective media, which titles and channels have most readers/listeners/viewers, and which companies are largest in the respective branches. Since an understanding of the Nordic media market requires a broader framework, data on the largest European and international corporations are also included.

The information and data presented here were collected and collated in a joint effort by Statistics Finland, Statistics Iceland, medianorway and Nordicom-Sweden. All the teams produce national statistics on the media, and all are highly knowledgeable concerning media trends and existing documentation of those trends in their own countries. The Media Secretariat in Denmark has provided invaluable help in the collection of Danish data, plus checking data for this publication.

Nordic Media Trends
The Nordicom Network

The information in the Nordic Media Trends series is collected and collated in collaboration with the organizations and individuals below.

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Media Ownership in the Nordic Countries. Current Trends

Staffan Sundin

These first years of the twenty-first century have witnessed major changes in the Nordic media market. In broadcasting, the conversion to digital technologies has reduced costs in both production and distribution, and freed resources to launch a number of new, and in most cases 'niched', television channels. Both use of and advertising on internet have increased sharply, and traditional media have had to work hard to keep their audiences, readers and advertisers. At the corporate level, several major fusions and acquisitions have taken place. While at the Nordic level they have resulted in a greater concentration of ownership, they have in several instances enhanced competition in the respective national markets. The trends we find in the Nordic countries are by no means unique; media companies in both larger European countries and North America face similar challenges.

Media conglomerates strong in the USA

The world's largest media corporations have long been under critical surveillance. After several of these media conglomerates had grown by leaps and bounds through fusions and acquisitions in the 1990s, critics pointed out that power over the media in the western world now lay in the hands of about ten corporate groups. In the succeeding decade, however, growth has subsided; several of the groups have restructured, subsidiaries have been sold off, old constellations have dissolved, and new ones have formed. Still, the companies in question are extremely large, not least by Nordic comparison. The largest, Time Warner, noted a total turnover in 2007 that was eleven times that of the Bonnier group, largest in the Nordic media market.

All but one of the world's eight largest media corporations are based in the USA. The exception, Bertelsmann, is German. All of the American companies focus on the home market; six of them derive 75 per cent or more of their volume from the domestic market. Foreign receipts are not generated to any greater extent by production overseas, but mainly through the export of entertainment products, principally cinema film, television series and music, to other countries.

European companies dominate European media markets almost entirely; all but three of the twenty largest actors are European. The largest media corporation by far is Bertelsmann. With a total turnover of 14.3 billion euros, it is twice as large as its closest competitor, Lagardère in France. Several of the companies are active in a good number of media; Bertelsmann encompasses the entire spectrum with interests in newspapers, magazines, books, radio, television, film and music. Finnish Sanoma and Swedish Bonnier are very strong on their home markets, and both are also active in most media.

Other groups that have holdings in both print and audiovisual media, but are not as widely represented as the above-mentioned are the two French companies, Lagardère and Vivendi, the Spanish Grupo Prisa, and Italian RCS. Despite tendencies toward horizontal integration in the media sector in recent decades, many major European companies are still focused on either print or audiovisual media. Among the latter are the public service broadcasters and their privately owned competitors in the larger European countries.

American media companies do not play any major role in European media markets. Rupert Murdoch's News Corporation is the largest American operator in Europe, with a turnover of 6.6 billion euros, primarily in Great Britain, where the company is a principal player in the daily press. Disney, the second-largest, has a turnover that is only slightly greater than Bonnier's. Available data on Time Warner's European receipts give an incomplete picture, but on the three largest markets the group's receipts amounted to no more than 2.5 billion euros in 2007. With the exception of News Corporation and Bertelsmann, which has some minor holdings in Germany, the largest conglomerates are not active in the newspaper industry.

Like their American counterparts, the larger European media groups are tightly focused on their home markets, which for the twenty largest companies account for more than two-thirds of their total volume. Companies with significant holdings outside the home market are Bertelsmann, Lagardère, Reed Elsevier and Sanoma.

The largest media conglomerates play a proportionately even lesser role in the Nordic region than they do in Europe overall. Time Warner, News Corporation, Disney, NBC Universal, Viacom and Vivendi Universal all have subsidiaries that distribute their respective studio's products in the Nordic countries. Bertelsmann operates a TV production company, Blu, in Denmark and Sweden. Viacom also has a Swedish subsidiary that sells advertising and produces programs for the group's television channels in the region. The media conglomerates are dominant in film distribution, but otherwise, their influence on Nordic media markets is limited. The six conglomerates that were active in Sweden in 2006 had a combined volume of 160 million euros there, which is roughly what the Swedish tabloid, *Expressen* turned over.

Overall, the tendency is that conglomerates are reducing rather than increasing their involvement in Nordic markets. Bertelsmann, for example, has sold its holdings in Sweden, where the company had engaged in book sales, radio broadcasting, and a news bureau. News Corporation has sold its radio channels in the Nordic countries. In 2007, Hachette, now part of Lagardère, sold its Nordic magazine publishing interests to Nordic houses, which continue to publish individual titles, including *Elle,* on license.

More important than the conglomerates on the Nordic markets are a handful of foreign companies that operate in one or two niches, often worldwide. The largest of these are two venture capital corporations: Mecom (UK) and ProSiebenSat.1 (Germany). With the acquisition of Norwegian Orkla Media, Mecom became one of the principal newspaper publishers in both Denmark and Norway, with a combined turnover of more than 800 million euros. In radio and television, ProSiebenSat.1 became a leading player after acquiring SBS Broadcasting in 2007. In 2008 the Italian media group, De Agostino, acquired Zodiak, a highly expansive television production company that is active throughout the Nordic region and in several other countries. Other foreign groups that are active in several of the Nordic countries are the American magazine publishers, IDG and Reader's Digest, and the Canadian corporations, Thomson and Torstar (Harlequin), with holdings in business information and popular fiction, respectively.

Venture capital enters the media market

Since 2000 a new kind of owner, venture capital firms, has established itself on the Nordic media market. The most publicized of these newcomers is British Mecom, which specializes in newspaper acquisitions. In 2006 Mecom took over Orkla's media holdings, thereby becoming one of the biggest players in the Nordic daily press. In 2005, a couple of other venture capital companies, Permira and KKR, acquired SBS Broadcasting, only to incorporate it a couple of years later into the German television company, ProSiebenSat.1, in which they own a majority share.

Venture capital companies were also involved in a couple of transactions in the area of television distribution. The largest of these was Carlyle Group and Providence Equity's acquisition of Com Hem and UPC Sverige, which after fusion occupy an unrivaled position of dominance on the Swedish cable television market. Quadrangle, an American venture capital firm, acquired the Norwegian TV distribution company, Get, in 2007. Yet another example of venture capital involvement is the acquisiton of Liber, Sweden's largest publisher of textbooks by far, by Bridgepoint Capital in 2007.

The essential business idea of venture capital firms is usually described as working to enhance the value of the acquired company by, for example, rationalizing its operations or selling off parts of it, and then selling the revamped company at a profit. This strategy is fundamentally different from the ethos of traditional media companies, which as a rule work doggedly to build up their business over the long term. Several of the largest Nordic media groups – Bonnier, Schibsted, Aller and Sanoma – have been owned and managed by their respective families from their founding in the nineteenth century. Egmont, too, was long family-owned until it was taken over by a foundation.

The rapid expansion of venture capital into an increasing number of media markets has been widely discussed. Some argue that venture capital firms make resources available to companies in need of capital, allowing them to make necessary investments; venture capital firms are also held to have saved companies in crisis by quickly replacing top management and reorganizing and rationalizing operations. Critics, however, point out that venture capitalists' aim of quickly enhancing the value of the companies they invest in may have a number of unfortunate consequences: Mecom, for example, has demanded a high level of profitability of the companies it owns and has not hesitated to reduce staff in order to cut costs. In several cases capital has been transferred from the subsidiaries to the parent company – which has aroused bitter reactions among employees. Despite promises made when Mecom purchased Orkla Media, corporate headquarters were moved from Oslo to London. In journalistic media there is an obvious risk that owners' demands of lower operating costs may impact on the kinds of quality journalism that are relatively costly: e.g., foreign correspondents, literary criticism and reviews, and investigative reporting.

Nordic media companies remarkably vital

Although a number of companies are under foreign (non-Nordic) ownership, it is striking how strong a position Nordic-owned companies maintain on the region's media markets. Five of these companies – Bonnier, Sanoma, Schibsted, Egmont and the Stenbeck sphere (MTG and Metro) – each turned over more than one billion euros in 2007, and all have extensive holdings outside their home markets.

The largest of the Nordic media companies is Bonnier AB in Sweden. Totally owned by the Bonnier family, it noted a volume of 3.2 billion euros in 2007. Bonnier is engaged in most media. The group's largest business area is Broadcasting & Entertainment, where the principal holdings are the television companies, TV4 in Sweden and MTV Media in Finland, and the Swedish film companies, Svensk Filmindustri and SF Bio. Bonnier expanded its broadcasting activity in 2008 with the acquisition of Canal Plus' pay-TV channels in the Nordic countries. Bonnier Magazine Group grew vigorously 2007 by acquisitions of three special interest companies in USA, but the primary emphasis still lies in the Nordic countries. Bonnier's involvement in book publishing goes back to 1837 and is today the group's second-largest division with major holdings in Sweden, Finland, Germany and Norway. Aside from a number of business newspapers in the Baltic states and eastern Europe, Bonnier's holdings in the daily press are all in Sweden.

Sanoma occupies a very strong position in the Finnish media market. The group is market leader in the daily press, and book and magazine publishing; it is also a major player in television. Nearly half of Sanoma's volume in the media sector – 2.5 billion euros in toto – derives from magazine publishing. Sanoma ranks among Europe's leading publishers with about 300 titles in roughly a dozen countries. Although Sanoma is listed on the stock market, the Erkko family continues to be the dominant owner.

Newspaper publishing has been Norwegian Schibsted's prime interest since 1860. Today the group is the largest newspaper publisher in Norway, and second-largest in Sweden. Schibsted has also emerged as a leading player in internet, with classified ad sites in Norway, Sweden and several countries in southern Europe. Schibsted's total turnover in 2007 was 1.7 billion euros. The group is listed on the stock exchange and has a broad, primarily institutional ownership structure; a foundation founded by Tinius Nagell-Erichsen, one of the original owner family, continues to hold a controlling interest.

In Denmark Egmont, founded in 1878 and wholly owned by a foundation, has its base in periodical and book publishing in the Nordic countries. The company noted a volume of 1.5 billion euros in 2007. Egmont is also active in the book publishing and publishes comic magazines and albums for children, including products on license from Disney, in about 25 countries outside the Nordic region.

In contrast to the other major Nordic media groups, the media involvement of the Stenbeck sphere is of relatively recent vintage. Jan Stenbeck, who inherited a major Swedish steel and forest-products group, established a presence in the media sector in 1987 by launching the satellite channel, TV3, in the Scandinavian countries. Today, one of the sphere's two media groups, MTG, is widely engaged in television, primarily in Scandinavia, but in Russia and eastern Europe, as well. Metro International, the other Stenbeck media group, publishes free sheets in over twenty countries around the world. Both groups are listed on the stock exchange, but a controlling interest remains in the hands of Jan Stenbeck's heirs. In 2007 the groups turned over nearly 1.5 billion euros. The principal area of activity, however, lies in the realm of telecommunications; telephone and internet provider Tele2 turned over three times as much as the media companies combined.

Nordic expansion outside the Nordic region

Nordic involvement in the media sectors of neighboring Nordic countries has been a strong trend throughout the 1990s and the first years of the present century. In magazine publishing, for example, Aller and Egmont in Denmark and Bonnier in Sweden have long since established a presence in neighboring markets, but they are now strengthening their positions by introducing new titles and, in some cases, acquiring other publishers. Bonnier, too, became a major player on the book market in other Nordic countries by acquiring several major publishers. In the late 1990s Schibsted became Sweden's second-largest newspaper publisher by purchasing *Aftonbladet* and *Svenska Dagbladet.* In 2000, Orkla Media acquired Berlingske Officin, the largest newspaper group in Denmark. In broadcasting, the Stenbeck sphere and SBS Broadcasting entered onto the three Scandinavian markets more or less simultaneously.

Since the turn of the century, several of the largest Nordic media groups have expanded by making major investments outside the Nordic region. The largest transaction by far was Sanoma's acquisition of VNU, the largest magazine publisher in The Netherlands, thereby becoming the leading magazine publisher, not only in Finland but in The Netherlands, Belgium, Hungary and the Czech Republic, as well. In 2006, Schibsted invested a considerable sum of money to acquire the classified ad company, Classified Media, with operations primarily in France, Spain and Italy.

The American market has become Bonnier's most important market outside the Nordic region through the acquisition in 2007 of three specialized periodical publishers and a book publishing house. Bonnier has also launched a number of business newspapers in eastern Europe and has established itself as a principal actor in book publishing in Germany. Stenbeck's MTG has focused its attention on eastern European television markets, whereas Metro International has launched free sheets in numerous countries around the world. Danish Egmont has long developed and marketed paper-based Disney products in some twenty countries in Europe, Asia and North America. Zodiak Television, a television production company based in Sweden, has been particularly expansive, having in a short span of time established itself in Great Britain, India, Germany, Belgium, The Netherlands and five eastern European countries. As of Summer 2008, Zodiak is Italian-owned.

It should be noted that the major Nordic media groups have chosen quite different strategies for their expansion outside the Nordic region, with respect to both branches and regions. Although they compete at close quarters on the Nordic markets, they seldom risk direct confrontations abroad. Sanoma and Bonnier have both gone in for acquiring and developing periodicals publishing houses, but they have focused on decidedly different market segments: Sanoma has launched mass-appeal consumer magazines on relatively 'downscale' markets in eastern Europe in recent years, whereas Bonnier has focused on highly niched specialty periodicals on the North American market.

Nordic home market still most important

Although the largest Nordic media groups have increasingly made new investments outside the region, the Nordic markets still stand for the greater part of their operations overall. Some companies have continued to expand primarily within the region. One example is the periodicals publisher, Aller, which acquired, among other things, Hachette's periodical titles in Norway and Sweden. Another is the Norwegian telecommunications company, Telenor, which entered onto the Swedish market for television distribution by cable and satellite. Telenor has also established itself as a principal provider of broadband services in both Norway and Sweden. Other instances of Nordic expansion are the acquisition of Swedish magazine publishers by Norwegian Hjemmet Mortensen (now a subsidiary of Egmont) and Finnish Talentum.

Still, the previously strong trend to expand across national frontiers within the Nordic region appears to have subsided. In book publishing Bonnier's position has diminished through the sale of operations in Denmark and a fusion with Egmont in Norway (see below). Schibsted was rather briefly a very expansive co-owner of Alma Media in Finland and TV4 in Sweden, but has now withdrawn from both. Bonnier has sold off its interests in the Finnish newspaper branch, but the retreat is counterbalanced by Bonnier's purchase of MTV Media Oy, the largest privately owned television company in Finland.

Continued concentration of ownership

Nordic media markets have long experienced a successive concentration of ownership, and the process has continued into the present century. Several momentous transactions took place at the turn of the millennium. In Finland a very dominant media group, SanomaWSOY, was created through the fusion of Finland's largest publisher of magazines and dailies, Sanoma, and the largest book publishing house, WSOY. In Denmark two of the three largest newspaper publishers, Jyllands-Posten and Politiken, fused, while the third, Berlingske Officin, was acquired by Orkla Media, a principal actor on the Norwegian market.

Transactions in the years since then have not been of the same dimensions, but several have nonetheless had fundamentally changed the structure of certain branches. In Sweden, Stampen, the family-owned (Hjörne) publisher of *Göteborgs-Posten,* acquired several newspaper chains to increase its share of total newspaper circulation from 7 to 16 per cent in the span of only a few years. Previous acquisitions of this order, such as Bonnier's purchase of *Sydsvenska Dagbladet* and two evening papers in the 1990s, were harshly criticized for resulting in an unacceptable concentration of ownership. Stampen's acquisitions, whereby three independent newspaper publishers disappeared, took place without arousing much comment to speak of.

In Norway, the publishers of the largest nationally distributed morning papers have agreed to transfer their papers to a newly formed company, Media Norge, in which Schibsted has a majority share. The regulator, the Norwegian Media Authority, was unwilling to approve the transaction, arguing that it would given Schibsted too dominant a position in the newspaper industry. In 2008, however, a higher authority gave a green light.

Transactions in Danish and Norwegian book publishing in Summer 2007 imply a substantial concentration of ownership in the two markets. In Denmark, Egmont purchased Bonnier's publishing enterprises. Egmont and Bonnier were Denmark's second- and third-largest publishing houses, respectively, but even after the fusion Egmont is still second in size to Gyldendal. In Norway, Egmont and Bonnier fused their publishing houses to form Cappelen Damm, which has a somewhat smaller volume than the market leader, Gyldendal – which, it should be noted, has no ownership ties to the Danish publisher by the same name.

In radio, ProSieben's SBS Radio has advanced its position through a series of transactions. SBS strengthened its position in Denmark and Norway through the acquisition of nationwide stations, Radio 2 and Radio Norge, respectively. In Sweden SBS took over a couple of networks of local radio stations, one of which from Bonnier.

In Sweden in 2005 Bonnier-owned SF Bio acquired Schibsted's company Sandrew Metronome, a chain of cinemas that had operated at a loss for some years. The Swedish Competition Authority, however blocked the transaction on the grounds that it would give SF Bio a near-monopoly in the cinema branch. Instead, a consortium assumed ownership of Sandrew Metronome, but failed to reverse a downward trend. The chain declared bankruptcy in mid-2007. As a result SF Bio's market share rose to 69 per cent – 80 per cent when a co-owned company is included.

Another branch where concentration of ownership has increased markedly is cable television. In 2006, Com Hem, a dominant operator even beforehand, bought out its prime competitor, UPC Sverige, thereby attaining a market share in Sweden of about 80 per cent.

When considering the preponderant dominance of SF Bio and Com Hem, however, we should bear in mind that there are other, alternative forms of distribution for film and television that are characterized by much keener competition.

The ownership structure of a number of major commercial television companies has also undergone notable concentration in recent years. Bonnier has advanced its position in both Sweden and Finland by buying out co-owners to gain total control over TV4 and MTV in the respective countries. In Norway, Egmont and A-Pressen acquired Schibsted's shares in TV2 and now own half each.

A renewed focus on core activities

Parallel with expansion across national frontiers in the 1990s, many of the largest media groups also ventured into entirely new fields. There was a marked tendency to aspire to a presence in virtually all the different media. Media groups like Bonnier, Sanoma, Schibsted and Egmont, all with a base in print media, went into film and broadcasting when radio and television markets were deregulated in the years around 1990. The Stenbeck sphere supplemented its holdings in broadcasting with investments in free sheets, the business press, magazines and book publishing.

In recent years, however, several media groups have chosen to withdraw from some areas and to concentrate on a few – in most cases their original – core activities. Bonnier has sold off its holdings in radio, television production and business information. In the Nordic markets Bonnier has even made certain retreats in its core area, book publishing, selling off its holdings in Denmark. In radio, competition from other actors, particularly MTG, proved to be too keen, whereas the sale of interests in television production were prompted by a desire, after the takeover of TV4, to leave the production side of the industry.

After the death of Jan Stenbeck in 2002, his groups have successively divested themselves of several companies. After the sale of companies for subtitle production and tv-shopping and a film company, MTG has concentrated on managing a large number of television channels, radio in Sweden and Norway and Strix, a TV production company. In the print media major investments have been undertaken relating to free sheet publishing in Metro International, whereas interests in the business press, magazines and book publishing have been dissolved or sold off.

In 2005 Schibsted announced plans to create a very large Nordic television company, consisting of TV2 in Norway, TV4 in Sweden and MTV in Finland, with the possibility of including TV2 in Denmark at a future date. After Bonnier, with the help of its contacts in Finland, succeeded in thwarting Schibsted's plans to take control of MTV's owner, Alma Media, as well as TV4, Schibsted divested itself of all holdings among program companies. Instead, the group has continued to invest in the daily press and internet.

In Sweden Peter Hjörne, who owns a controlling share in Stampen, which publishes Sweden's second-largest morning paper, *Göteborgs-Posten,* has expanded the company's holdings radically through a series of acquisitions. In contrast to other Nordic media groups that have expanded into other countries, Stampen has chosen to concentrate exclusively on growth in two specific areas in Sweden, viz. the provincial press and newspaper printing companies.

The major Nordic media groups compete fiercely on many markets, but that has not deterred them from doing business with one another on occasion. The deals come about for a variety of reasons. One contributing factor may be that the number of suitable objects for acquisition has declined since the groups have bought up many middle-sized companies; if the groups wish to continue to expand in a given area, they have to do business with each other. Another reason is the above-mentioned return to core areas, which entails selling off fringe activities. A third motive is that the groups' ventures are not always successful, and selling off disappointing ventures is sometimes the best way out. Often, a combination of factors is at play, as when Stenbeck sold the film company, Sonet, and its minority share in TV4 to Bonnier, or when Bonnier sold its Danish book publishing interests to Egmont. Another example of transactions between the major groups is Schibsted's sale of its cinema company and interests in TV4 and Alma Media to Bonnier, which also purchased the Canal Plus' Nordic channels from ProSieben.

The growing importance of internet

Most of the larger media groups in the Nordic countries were quick to establish a presence on the web. Several attempts were made to open portals and new brand-names, but most such ventures failed. Instead, the predominant strategy has been to develop the companies' traditional brand-names – newspaper and magazine titles, radio stations, etc. – on the web. The challenge to the groups has been to develop concepts that turn their access to many sites to good account.

Schibsted has been the most successful of the Nordic media groups. Schibsted subsidiaries have generated considerable traffic between their respective sites. They have even developed some schemes that have been successfully adapted for use in other countries. One example is the collaboration established between Schibsted's two newspapers in Sweden, *Svenska Dagbladet,* a quality daily of Conservative bent, and *Aftonbladet,* a traditionally Social Democratic tabloid. Despite their differences, the two papers have joined forces to produce a business site, *E24.* Svenska Dagladet provides the journalistic content, but much of the traffic to the site is generated via Aftonbladet.se, which is the most popular news site in the country. This scheme has been adopted by the two largest newspapers in Norway, *Aftenposten* and *Verdens Gang*. Dating and slimming are the themes of other sites that Schibsted offers in similar formats in both Norway and Sweden.

Trend toward segmentation

Thanks to new technology media companies in several branches have been able to reduce their costs. Digitization of television production and distribution and the introduction of new production technologies in periodicals publishing, for example, have had this effect. Lower costs imply lower thresholds to entry, which has led to the launching of a growing number of new, usually specialized or 'niched' television channels and periodicals in the Nordic countries since 2000. The business idea behind these niched products is to attract viewers and readers who are willing to pay a premium for the content, which in turn should reasonably render the product attractive to advertisers.

Several branches display a strong trend toward segmentation of what is on offer. Film channels are specialized according to genre; and some sports channels are devoted to individual sports. The trend is even clearer in the case of the specialized press, where titles address readers who are interested in different styles of interior decor or cuisine, for example. A third example are commercial radio stations that are narrowly focused on specific audience segments.

Segmentation of output to reach specific market segments and lower thresholds to entry has made it easier for new and small companies to establish themselves. Nonetheless, it is remarkable how the major media groups in the region have been able to retain their dominance in Nordic markets. In Swedish television, for example, the three major commercial companies, TV4, MTG and SBS (now ProSieben), have managed to increase their combined share of viewing time by four percentage points between 2005 and 2007, despite the fact that their respective flagship channels have lost shares and foreign channels have increased their reach. The principal commercial players have held their ground in the other Nordic markets, as well, thanks to their having successfully launched a number of new niche channels.

The Swedish public service television company, Sveriges Television, too, has started several new channels. Still, the company has not been able to increase its market share, but has instead lost 5 percentage points between 2005 and 2007. No other actors, including the largest media conglomerates, have been able to expand on the Swedish market, either. Of the Nordic media groups, both Schibsted and Bonnier, despite their resources and expertise, have experienced great difficulty with the channels that their newspapers (*Aftonbladet* and *Dagens Industri,* respectively) have launched.

Thus, the established majors in television have been able to retain their positions despite the efforts of very strong competitors, including foreign media conglomerates like Viacom and Disney as well as other Nordic media groups. One explanation may be that the established television companies have succeeded in exploiting economies of scale and have been able to promote their new niche channels on their main channels. By and large, the picture is the same in the magazine branch, as well.

To sum up

Nordic-based media companies largely dominate the Nordic media markets, albeit a couple of the major groups are foreign-owned. Some ten groups expanded considerably in the 1990s, mainly by moving into markets in other Nordic countries and entering new media branches. The companies have continued to expand in the present century, but hardly as aggressively as previously. Several of the groups have changed strategy, choosing to concentrate on core activities or, increasingly, to launch operations outside the Nordic region. These changes notwithstanding, we have every reason to believe that the principal Nordic media groups will continue to play very important roles on the Nordic media market.

Statistics

Explanation of symbols

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

The Nordic Media Market

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1. The top twenty media companies in the Nordic countries 2007: Company revenue, results and margins

	Media company	Domicile	Revenue: Total 2007 (Euro mills)	Revenue: Change 2006/2007 (%)	Results: Operating result (Euro mills)	Results: Pretax result (Euro mills)	Margins: Gross margin[1] (%)	Margins: Net margin[2] (%)
1	Bonnier	Sweden	3 158	44.3	293.0	262.2	9	8
2	Sanoma	Finland	2 926	6.7	342.8	320.4	12	11
3	Schibsted	Norway	1 697	16.8	155.4	128.2	9	8
4	MTG/Metro[3]	Sweden	1 558	9.1	153.1	198.7	10	13
	MTG	Sweden	1 227	12.0	167.2	217.8	14	18
	Metro International	Luxemburg	331	2.6	-14.2	-19.1	-4.3	-5.8
5	Egmont[5]	Denmark	1 514	20.8	68.8	65.1	5	4
6	Telenor Broadcast[4.5]	Norway	872	13.1	129.8	..	15	..
7	*Mecom Group*[6]	*UK*	*847*	*1.2*	*63.5*	..	*8*	..
8	SVT/SR/UR[7]	Sweden	711	-1.6	-0.7	0.5	0	0
	SVT		436	-1.6	4.4	0.3	1	0
	SR		240	-2.2	-4.5	0.2	-2	0
9	A-pressen[5]	Norway	591	39.8	41.3	40.9	7	7
10	Stampen	Sweden	547	67.7	60.8	55.3	11	10
11	Aller[8]	Denmark	546	2.7	35.6	48.7	7	9
12	NRK	Norway	500	3.3	-22.9	-26.4	-5	-5
13	*ProSiebenSat.1 Group*[9]	*Germany*	*500* [9]	*	..	..	..	..
14	JP/Politikens Hus	Denmark	497	4.9	19.7	18.0	4	4
15	DR	Denmark	486	6.2	45.8	-12.4	9	-3
16	YLE	Finland	385	0.4	-9.6	-6.4	-2	-2
17	KF [10]	Sweden	364	15.1	5.1	..	1	..
18	TS Group	Finland	336	-0.9	45.6	47.1	14	14
19	Alma Media	Finland	329	8.9	64.4	68.0	20	21
20	TV 2 Group[5]	Norway	326	13.0	-1.1	-3.2	-0	-1

.. Data not available
1 Gross margin: Operating result, divided by revenue.
2 Net margin: Pretax result, divided by revenue.
3 Includes Modern Times Group MTG AB and Metro International S.A, both controlled by the Stenbeck family.
4 Telenor's broadcasting division. The web portal ABC Startsiden included, revenue amounts to 885 MEuro. Telenor ASA's total volume 2007 was 11 530 MEuro.
5 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.
6 Nordic market only, which represents 59% of Mecom's total revenue in 2007 (1 436 Meuro).
7 The Swedish public service sphere includes 3 separate companies: SR (radio), SVT (television) and UR (educational programmes, turnover 35 MEuro), all owned by the same foundation.
8 Financial year 1 October 2006 – 30 September 2007.
9 ProSieben Sat.1 Group acquired media holdings in the Nordic countries in 2007 by purchasing SBS Broadcasting, consolidated into Pro Sieben Sat.1 as of 1 July 2007. The figure, 500 MEuro is a full-year estimate based on ProSieben's reported Nordic revenue, 251 MEuro for Q3-Q4. Pro Sieben's total revenue in 2007 was 2 703 MEuro.
10 The media holdings of KF, Kooperativa Förbundet (The Swedish Cooperative Union), data include transactions within the group. KF's total revenue 2007 was 2 833 MEuro.

Sources: Company annual reports and websites.

2. The top twenty media companies in the Nordic countries 2007: Company revenue 1997-2007

	Media company	Revenue (Euro millions)											Change (%)[1]
		1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	1997-2007
1	Bonnier[2]	1 481	1 544	1 678	1 987	1 820	1 910	2 050	2 143	2 161	2 189	3 158	129
	TV4 [3]	214	230	248	297	237	248	248	255	280	320	*	*
	MTV Media[3,17]	*	*	*	*	*	*	*	*	195	201	*	*
2	Sanoma[4]	1 204	1 243	1 320	1 448	1 734	2 358	2 396	2 505	2 622	2 742	2 926	143
3	Schibsted	669	785	904	1 020	990	1 048	1 069	1 158	1 227	1 447	1 697	154
4	MTG/Metro[5]	427	516	638	765	833	836	899	1 013	1 178	1 452	1 558 [6]	291 [6]
	MTG	347	437	544	643	692	656	692	745	863	1 096	1 227	280
	Metro	*	*	*	84	98	125	180	243	289	331	331	*
5	Egmont	908	974	1 126	1 066	1 169	1 230	1 126	1 088	1 119	1 254	1 514	67
6	Telenor Broadcast[7]	..	..	..	..	301	448	580	623	689	763	872	..
7	*Mecom Group[8]*	*	*	*	*	*	*	*	*	*	*839*	*847*	*
	Orkla Media[9]	321	373	401	867	926	943	922	989	1 083	*	*	*
8	SVT/SR/UR[10]	640	630	639	654	664	679	694	709	720	723	711	19
	SVT	387	391	397	424	410	411	420	445	450	443	436	21
	SR	217	206	208	195	222	234	240	231	235	245	240	19
9	A-pressen (Norway)	273	269	268	278	286	322	305	319	371	421	591	117
10	Stampen	183	164	170	187	156	160	178	178	192	326	547	220
11	Aller[11]	393	391	404	428	442	469	471	483	511	531	546	39
12	NRK	329	341	365	391	403	456	431	441	461	482	500	52
13	*ProSiebenSat.1 Group[12]*	*	*	*	*	*	*	*	*	*	*	*500 [12]*	*
	SBS Broadcasting[13]	*105*	*138*	*169*	*190*	*183*	*193*	*219*	*241*	..	*481*	*	*
14	JP/Politikens Hus[14]	*	*	*	*	*	*	399	418	451	473	497	*
	Politiken[14]	203	205	208	216	216	215	*	*	*	*	*	*
	Jyllands-Posten[11,14]	156	166	171	159	149	140	*	*	*	*	*	*
15	DR	344	358	373	392	392	402	425	442	458	457	486	41
16	YLE[15]	353	347	346	362	381	375	330	359	375	384	385	9
17	KF[16]	*	114	139	148	164	211	217	244	289	317	364	*
18	TS Group	145	152	207	247	276	293	279	272	309	339	336	132
19	Alma Media[17]	464	470	489	484	478	486	461	465	286	302	329	-29
20	TV 2 Group (Norway)	134	154	162	186	187	208	202	212	243	287	326	144

* Not applicable (company did not exist, or had no activities on the Nordic market)
.. Data not available
1 Percentual changes are calculated on revenue in national currencies in current prices (see table 6).
2 The media part of Bonnierföretagen AB and Tidnings AB Marieberg fused to form Bonnier AB in 1998. Data for 1997 represent the media volume of Bonnierföretagen AB and Tidnings AB Marieberg.
3 Bonnier has had ownership interests in Swedish TV4 and Finnish MTV Oy (later Alma Media, see note 17) since 1997. As of Spring 2007 both TV4 AB and MTV Media Oy are fully owned by Bonnier AB.
4 A fusion of Sanoma, Helsinki Media, and WSOY to form SanomaWSOY took place in 1999; in 2008 name changed to Sanoma Oyj. Total volume for 1997-1998 is pro forma.
5 Includes Modern Times Group MTG AB, Metro International S.A. (included in MTG until 2000, when it was organized as a separate company), plus the media holdings of Tele2 AB (cable TV). All companies are controlled by the Stenbeck family. The sphere's collected media revenue 1997-1999 include some media activities, at the time organized in other Stenbeck-controlled companies.
6 The media holdings of Tele2 AB, i.e. cable TV operations in Sweden, are not differentiated in the company's accounts 2007 and are therefore not included. Revenue 2006 was 24 Meuro.
7 Telenor's broadcasting division. Telenor ASA's total volume 2007 was 11 530 Meuro.
8 Nordic market only, which represents 59% of Mecom's total volume in 2007 (1 436 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).
9 Orkla Media acquired the Danish newspaper company Det Berlingske Officin in late 2000, juridically 1 January 2001. Turnover 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 8). Orkla Media´s holdings in magazine publisher Hjemmet Mortensen was not included in the sale.
10 SR (radio) , SVT (television) and UR (educational programmes) are separate companies, owned by the same foundation from 1998 (previously by separate foundations).
11 1997=1996/1997 etc.
12 ProSieben Sat.1 Group acquired media holdings in the Nordic countries in 2007 by purchasing SBS Broadcasting, consolidated into Pro Sieben Sat.1 as of 1 July 2007. The figure, 500 MEuro is a full-year estimate based on ProSieben's reported Nordic revenue, 251 MEuro for Q3-Q4. Pro Sieben's total revenue in 2007 was 2 703 MEuro.
13 Nordic Market only, which in 2006 represented 48% of SBS Broadcasting's total volume.
14 Politiken and Jyllands-Posten merged 1 Jan 2003 to form JP/Politikens Hus A/S.
15 Data for 2003 and thereafter represent Yleisradio Oy; earlier data represent YLE Group, which included the TV network operator Digita Oy. (Digita Oy is now owned by TDF, TéléDiffusion de France.)
16 The media holdings of KF, Kooperativa Förbundet (the Swedish Cooperative Union). Data 1998-2005: excluding transactions within the group, 2006-2007: including transactions within the group.
17 A fusion of Aamulehti Oy and MTV Oy to form Alma Media took place in 1998. Total volume for 1997 is pro forma. During 2005 Alma Media sold its broadcasting division MTV Oy to Nordic Broadcasting Oy, since 2007 wholly owned by Bonnier AB. Alma Media's focus today is newspaper publishing and electronic market places.

Sources: Company annual reports and websites.

3. The top twenty media companies in the Nordic countries and their geographic diversification 2007

	Media group	Domicile	Denmark	Finland	Iceland	Norway	Sweden	Baltic countries[1]	Other Europe	Other world
1	Bonnier	Sweden	x	x		x	x	x	x	x
2	Sanoma	Finland	x	x		x	x	x	x	
3	Schibsted	Norway	x	x		x	x	x	x	x
4	MTG/Metro[2]	Sweden	x	x		x	x	x	x	x
	of which MTG	Sweden	x	x		x	x	x	x	
	of which Metro International	Luxemburg	x				x	x	x	x
5	Egmont	Denmark	x	x		x	x	x	x	x
6	Telenor Broadcast[3]	Norway	x	x		x	x			
7	*Mecom Group*	*UK*	*x*			*x*			*x*	
8	SVT/SR/UR[4]	Sweden					x			
9	A-pressen	Norway				x			x	
10	Stampen	Sweden					x			
11	Aller	Denmark	x	x		x	x			
12	NRK	Norway				x				
13	*ProSiebenSat.1 Group*	*Germany*	*x*	*x*		*x*	*x*		*x*	
14	JP/Politikens Hus	Denmark	x				x			
15	DR	Denmark	x							
16	YLE	Finland		x						
17	KF[5]	Sweden	x	x		x	x	x		
18	TS Group	Finland		x			x	x		
19	Alma Media	Finland		x			x	x	x	
20	TV 2 Group	Norway				x				

x Majority interest in the region (owning 50% or more of at least one company, or other controlling share).
[1] Estonia, Latvia and Lithuania.
[2] Includes Modern Times Group MTG AB and Metro International S.A. plus the media holdings of Tele 2 AB (cable TV). All companies are controlled by the Stenbeck family.
[3] Telenor Broadcast is also represented in Europe and elsewhere through the leasing out of satellite capacity.
[4] The three public service companies SVT (tv channels and tv production), SR (radio) and UR (educational programmes for radio and tv) are separate companies, owned by the same foundation from 1998 (previously by separate foundations).
[5] The media holdings of KF, Kooperativa Förbundet (the Swedish Cooperative Union).

Sources: Company annual reports, company websites, press releases and branch publications.

4. The top twenty media companies in the Nordic countries and their main media activities 2007

	Media group	Domicile	Newspapers	Magazines & periodicals	Books	Radio	TV/film production	TV channels	TV distribution	Film/video distribution	Music publishing
1	Bonnier	Sweden	x	x	x	x	x	x		x	x
2	Sanoma	Finland	x	x	x	x		x	x	x	
3	Schibsted	Norway	x	x	x	x	x	x		x	
4	MTG/Metro[1]	Sweden	x			x	x	x	x	x	
	of which MTG	Sweden				x	x	x	x	x	
	of which Metro International	Luxembourg	x								
5	Egmont	Denmark		x	x	x	x	x	(x) [5]	x	x
6	Telenor Broadcast[2]	Norway	(x)	(x)		(x)	(x)	(x)	x		
7	*Mecom Group*[3]	*UK*	*x*			*x*					
8	SVT/SR/UR[4]	Sweden				x	x	x			
9	A-pressen	Norway	x	x		x	x	x	(x) [5]		
10	Stampen	Sweden	x			(x)					
11	Aller	Denmark		x	x						
12	NRK	Norway				x	x	x	(x)		
13	*ProSieben Sat.1 Group*[3]	*Germany*				*x*	*x*	*x*			
14	JP/Politikens Hus	Denmark	x		x						
15	DR	Denmark				x	x	x	x		
16	YLE	Finland				x	x	x			
17	KF[6]	Sweden		x	x					x	
18	TS Group	Finland	x			x	x	(x)	x		
19	Alma Media	Finland	x	x					(x)		
20	TV 2 Group	Norway				x	x	x	(x)		

x Majority interest in the sector (owning 50% or more of at least one company, or other controlling share).
(x) Minority interest in the sector (owning less than 50% of one or more companies).
[1] Includes Modern Times Group MTG AB, Metro International S.A., plus the media holdings of Tele 2 AB (cable TV). All companies are controlled by the Stenbeck family.
[2] Telenor's minority ownership in newspapers, magazines, radio and TV by virtue of Telenor Broadcast's ownership in A-pressen (44%) and TV 2 (of which A-pressen owns 50%). Telenor also has direct ownership interest in two TV 2 channels.
[3] Data refer to the companies' activities on the Nordic market, which are also the main activities for the group's total markets.
[4] The three public service companies SVT (tv channels & tv production), SR (radio) and UR (educational programmes for radio and tv) are separate companies, owned by the same foundation from 1998 (previously by separate foundations).
[5] Minority interests in TV-distribution in Norway via ownership in TV2 Norway.
[6] The media holdings of KF, Kooperativa Förbundet (the Swedish Cooperative Union).

Note: The companies' web operations are often integrated with other company operations and are not noted specified here. More information on web involvement is offered in the media articles and company charts (forthcoming).

Sources: Company annual reports, company websites, press releases and branch publications.

5. The top five domestic media companies in each Nordic country 2007: Company revenue in Euro 1997-2007

		Company revenue (Euro millions)											Change (%)[1]
	Media company	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	1997-2007
Danish companies													
1	Egmont	908	974	1 126	1 066	1 169	1 230	1 126	1 088	1 119	1 254	1 514	67
2	Aller[2]	393	391	404	428	442	469	471	483	511	531	546	39
3	JP/Politikens Hus[3]	*	*	*	*	*	*	399	418	451	473	497	*
	Politiken[3]	203	205	208	216	216	215	*	*	*	*	*	*
	Jyllands-Posten[2,3]	156	166	171	159	149	140	*	*	*	*	*	*
4	DR 3	44	358	373	392	392	402	425	442	458	457	486	41
5	TV 2/Danmark	205	208	202	220	216	223	206	213	229	265	305	49
Finnish companies													
1	Sanoma[4]	1 204	1 243	1 320	1 448	1 734	2 358	2 396	2 505	2 622	2 742	2 926	143
2	YLE[5]	353	347	346	362	381	375	330	359	375	384	385	9
3	TS Group	145	152	207	247	276	293	279	272	309	339	336	132
4	Alma Media[6]	464	470	489	484	478	486	461	465	286	302	329	-29
5	Otava-Kuvalehdet[7]	70	185	180	185	209	219	220	230	233	246	234	234
Icelandic companies													
1	365 hf. (former Dagsbrún, Norðurljós)[8]	*	*	*	66	57	64	62	79	194	126	141	*
2	Árvakur hf.	27	33	38	44	34	34	33	40	42	43	47	92
3	Ríkisútvarpið - RÚV	32	31	33	37	32	35	36	39	45	44	47	60
4	Skjárinn ehf. (former Íslenska sjónvarpsfélagið)[9]	*	*	*	*	*	7	10	8	4	..	30	*
5	Birtíngur útgáfufélag ehf.	*	*	*	*	*	*	*	*	*	5	10	*
Norwegian companies													
1	Schibsted	669	785	904	1 020	990	1 048	1 069	1 158	1 227	1 447	1 697	154
2	Telenor Broadcast[10,11]	..	..	..	..	301	448	580	623	689	763	872	..
3	A-pressen[11]	273	269	268	278	286	322	305	319	371	421	591	117
4	NRK	329	341	365	391	403	456	431	441	461	482	500	52
5	TV 2 Group[11]	134	154	162	186	187	208	202	212	243	287	326	144
Swedish companies													
1	Bonnier[12]	1 481	1 544	1 678	1 987	1 820	1 910	2 050	2 143	2 161	2 189	3 158	129
	TV4 [13]	214	230	248	297	237	248	248	255	280	320	*	*
2	MTG/Metro/Tele2 Vision[14]	427	516	638	765	833	836	899	1 013	1 178	1 452	1 558 [15]	291 [15]
	MTG	347	437	544	643	692	656	692	745	863	1 096	1 227	280
	Metro	*	*	*	84	98	125	180	243	289	331	331	*
3	SVT/SR/UR [16]	640	630	639	654	664	679	694	709	720	723	711	19
	SVT	387	391	397	424	410	411	420	445	450	443	436	21
	SR	217	206	208	195	222	234	240	231	235	245	240	19
4	Stampen	183	164	170	187	156	160	178	178	192	326	547	220
5	KF[17]	..	114	139	148	164	211	217	244	289	317	364	..

* Not applicable (company did not exist, or had no activities on the Nordic market)
.. Data not available
1 Percentual changes are calculated on turnover in national currencies in current prices (see table 6).
2 1997=1996/1997 etc.
3 Politiken and Jyllands-Posten merged 1 Jan 2003 to form JP/Politikens Hus A/S.
4 A fusion of Sanoma, Helsinki Media, and WSOY took place in 1999, under the name SanomaWSOY Oyj, in 2008 names changed to Sanoma Oyj. Total volume for 1997-1998 is pro forma.
5 Data for 2003 and thereafter represent Yleisradio Oy; earlier data represent YLE Group, which included the TV network operator Digita Oy. (Digita Oy is now owned by TDF, TéléDiffusion de France.)
6 A fusion of Aamulehti Oy and MTV Oy to form Alma Media took place in 1998. Total volume for 1997 is pro forma. In 2005 Alma Media sold its broadcasting division, MTV Oy, to Nordic Broadcasting Oy, which is wholly owned by Bonnier AB since 2007. Alma Media's focus today is newspaper publishing and electronic market places.
7 In autumn 1998 Otava acquired Yhtyneet Kuvalehdet Oy (magazines) and Suuri Suomalainen Kirjakerho Oy (book clubs). The 1997 turnover figure represents the parent company only.

5. Cont. The top five domestic media companies in each Nordic country 2007: Company revenue in Euro 1997-2007

[8] Data for 2006-2007 represent 365 hf.; earlier data represent Norðurljós hf. (2000-2003) and Dagsbrún hf. (2004-2005).
[9] Data for 2006-2007 represent Skjárinn.; earlier data represent Íslenska sjónvarpsfélagið ehf.
[10] Telenor's broadcasting division. Telenor ASA's total revenue 2007 was 11 530 Meuro.
[11] Telenor ASA owns 44% of A-pressen, which in 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.
[12] The media part of Bonnierföretagen AB and Tidnings AB Marieberg fused to form Bonnier AB in 1998. Data for 1997 represent the media revenue of Bonnierföretagen AB and Tidnings AB Marieberg.
[13] Bonnier has had ownership interests in TV4 since 1997. From Spring 2007 TV4 AB is wholly owned by Bonnier AB.
[14] Includes Modern Times Group MTG AB, Metro International S.A. (included in MTG until 2000, when it was organized as a separate company), and the media holdings of Tele2 AB (cable TV). All companies are controlled by the Stenbeck family. The sphere's total media revenue 1997-1999 includes some media activities that at the time were organized in other Stenbeck-controlled companies.
[15] The media holdings of Tele2 AB, i.e. cable TV operations in Sweden, are not differentiated in the company's accounts 2007 and are therefore not included. Turnover 2006 was 24 Meuro.
[16] SR (radio) , SVT (television) and UR (educational programmes) are separate companies, owned by the same foundation from 1998 (previously by separate foundations).
[17] The media holdings of KF, Kooperativa Förbundet (the Swedish Cooperative Union). Data 1998-2005: excluding transactions within the group, 2006-2007: including transactions within the group.

Note: Media companies with domicile in the Nordic countries and owned by Nordic interests. (The British Mecom Group's Nordic holdings, Berlingske Media in Denmark, revenue 516 MEuro, and Edda Media in Norway, revenue 330 MEuro, are therefore not included.)

Sources: Company annual reports and websites, *Frjáls verslun* 1998–2008 (300 largest).

6. The top five domestic media companies in each Nordic country 2007: Company revenue in national currencies 1997-2007

		Company revenue (national currencies, millions)											Change (%)
	Media company	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	1997-2007
Danish companies (DKK millions)													
1	Egmont	6 771	7 314	8 378	8 639	8 707	9 140	8 363	8 098	8 340	9 352	11 281	67
2	Aller[1]	2 933	2 934	3 007	3 190	3 296	3 484	3 503	3 595	3 807	3 961	4 067	39
3	JP/Politikens Hus[2]	*	*	*	*	*	*	2 963	3 109	3 362	3 526	3 699	*
	Politiken[2]	1 516	1 536	1 547	1 608	1 612	1 596	*	*	*	*	*	*
	Jyllands-Posten[1,2]	1 165	1 247	1 274	1 184	1 109	1 041	*	*	*	*	*	*
4	DR	2 568	2 685	2 773	2 922	2 924	2 990	3 161	3 292	3 413	3 409	3 619	41
5	TV 2/Danmark	1 526	1 564	1 500	1 637	1 608	1 658	1 528	1 586	1 703	1 980	2 272	49
Finnish companies (EUR millions)													
1	Sanoma[3]	1 204	1 243	1 320	1 448	1 734	2 358	2 396	2 505	2 622	2 742	2 926	143
2	YLE[4]	353	347	346	362	381	375	330	359	375	384	385	9
3	TS Group	145	152	207	247	276	293	279	272	309	339	336	132
4	Alma Media[5]	464	470	489	484	478	486	461	465	286	302	329	-29
5	Otava-Kuvalehdet[6]	70	185	180	185	209	219	220	230	233	246	234	234
Icelandic companies (ISK millions)													
1	365 hf. (former Dagsbrún, Norðurljós)[7]	*	*	*	4 781	4 949	5 510	5 415	6 927	15 138	11 096	12 381	*
2	Árvakur hf.	2 170	2 565	2 944	3 198	2 977	2 899	2 848	3 521	3 262	3 736	4 160	92
3	Ríkisútvarpið - RÚV	2 594	2 444	2 575	2 662	2 771	2 976	3 087	3 371	3 555	3 867	4 148	60
4	Skjárinn ehf. (former Íslenska sjónvarpsfélagið)[8]	*	*	*	*	*	476	596	643	824	..	2 647	*
5	Birtíngur útgáfufélag ehf.	*	*	*	*	*	*	*	*	*	448	844	*
Norwegian companies (NOK millions)													
1	Schibsted	5 360	6 633	7 514	8 270	7 972	7 872	8 555	9 690	9 832	11 648	13 610	154
2	Telenor Broadcast[9,10]	..	..	..	..	2 420	3 366	4 641	5 211	5 518	6 145	6 994	..
3	A-pressen[10]	2 188	2 270	2 228	2 258	2 299	2 415	2 441	2 669	2 974	3 391	4 741	117
4	NRK	2 636	2 877	3 035	3 167	3 240	3 421	3 447	3 689	3 693	3 882	4 009	52
5	TV 2 Group[10]	1 070	1 298	1 348	1 512	1 503	1 561	1 618	1 776	1 944	2 314	2 614	144

Cont.

6. Cont. The top five domestic media companies in each Nordic country 2007: Company revenue in national currencies 1997-2007

		Company revenue (national currencies, millions)											Change (%)
	Media company	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	1997-2007
Swedish companies (SEK millions)													
1	Bonnier[11]	12 764	13 791	14 787	16 787	16 839	17 498	18 710	19 564	20 051	20 247	29 207	129
	TV4 [12]	1 846	2 057	2 184	2 509	2 191	2 274	2 261	2 330	2 594	2 962	*	*
2	MTG/Metro/Tele2 Vision[13]	3 682	4 609	5624	6 455	7 708	7 660	8 202	9 253	10 935	13 434	14 413 [14]	291 [14]
	MTG	2 989	3 904	4789	5 431	6 402	6 023	6 311	6 805	8 012	10 137	11 351	280
	Metro	*	*	*	843	1 135	1 388	1 647	2 223	2 687	3 074	3 062	*
3	SVT/SR/UR [15]	5 521	5 628	5 629	5 528	6 144	6 223	6 336	6 475	6 685	6 683	6 575	19
	SVT	3 339	3 494	3 494	3 582	3 789	3 765	3 829	4 062	4 172	4 094	4 029	21
	SR	1 870	1 841	1 830	1 646	2 055	2 145	2 191	2 106	2 185	2 269	2 218	19
4	Stampen	1 581	1 469	1 498	1 576	1 440	1 466	1 620	1 626	1 778	3 016	5 057	220
5	KF[16]	..	1 020	1 227	1 254	1 515	1 935	1 978	2 229	2 678	2 920	2 548	..

* Not applicable (company did not exist, or had no activities on the Nordic market)
.. Data not available
1 1997=1996/1997 etc.
2 Politiken and Jyllands-Posten merged 1 Jan 2003 to form JP/Politikens Hus A/S.
3 A fusion of Sanoma, Helsinki Media, and WSOY took place in 1999, under the name SanomaWSOY Oyj, in 2008 names changed to Sanoma Oyj. Total volume for 1997-1998 is pro forma.
4 Data for 2003 and thereafter represent Yleisradio Oy; earlier data represent YLE Group, which included the TV network operator Digita Oy. (Digita Oy is now owned by TDF, TéléDiffusion de France.)
5 A fusion of Aamulehti Oy and MTV Oy to form Alma Media took place in 1998. Total volume for 1997 is pro forma. In 2005 Alma Media sold its broadcasting division, MTV Oy, to Nordic Broadcasting Oy, which is wholly owned by Bonnier AB since 2007. Alma Media's focus today is newspaper publishing and electronic market places.
6 In autumn 1998 Otava acquired Yhtyneet Kuvalehdet Oy (magazines) and Suuri Suomalainen Kirjakerho Oy (book clubs). The 1997 turnover figure represents the parent company only.
7 Data for 2006-2007 represent 365 hf.; earlier data represent Norðurljós hf. (2000-2003) and Dagsbrún hf. (2004-2005).
8 Data for 2006-2007 represent Skjárinn.; earlier data represent Íslenska sjónvarpsfélagið ehf.
9 Telenor's broadcasting division. Telenor ASA's total volume 2007 was 92 473 MNOK.
10 Telenor ASA owns 44% of A-pressen, which in 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.
11 The media part of Bonnierföretagen AB and Tidnings AB Marieberg fused to form Bonnier AB in 1998. Data for 1997 represent the media revenue of Bonnierföretagen AB and Tidnings AB Marieberg.
12 Bonnier has had ownership interests in TV4 since 1997. From Spring 2007 TV4 AB is wholly owned by Bonnier AB.
13 Includes Modern Times Group MTG AB, Metro International S.A. (included in MTG until 2000, when it was organized as a separate company), and the media holdings of Tele2 AB (cable-TV). All companies are controlled by the Stenbeck family. The sphere's total media revenue 1997-1999 includes some media activities that at the time were organized in other Stenbeck-controlled companies.
14 The media holdings of Tele2 AB, i.e. cable TV operations in Sweden, are not differentiated in the company's accounts 2007 and are therefore not included. Revenue 2006 was 224 MSEK.
15 SR (radio) , SVT (television) and UR (educational programmes) are separate companies, owned by the same foundation from 1998 (previously by separate foundations).
16 The media holdings of KF, Kooperativa Förbundet (the Swedish Cooperative Union). Data 1998-2005: excluding transactions within the group, 2006-2007: including transactions within the group.

Note: Media companies with domicile in the Nordic countries and owned by Nordic interests. (The British Mecom Group's Nordic holdings, Berlingske Media in Denmark, revenue 516 MEuro, and Edda Media in Norway, revenue 330 MEuro, are therefore not included.)

Sources: Company annual reports and websites, *Frjáls verslun* 1998–2008 (300 largest).

7. The twenty largest media companies by revenue on the Nordic media market 2007

	Media company	Domicile	Revenue in the Nordic countries (Euro millions)	Nordic share of total revenue (%)	Total company revenue (Euro millions)
1	Bonnier	Sweden	2 539	80	3 158
2	Sanoma	Finland	1 430	49	2 926
3	Schibsted	Norway	1 359	80	1 697
4	Egmont[3]	Denmark	1 193	79	1 514
5	MTG/Metro[1]	Sweden	987	63	1 558
	MTG, Modern Times Group	Sweden	910	74	1 227
	Metro International	Luxemburg	77	23	331
6	Telenor Broadcast[2,3]	Norway	872 [2]	100 [2]	872
7	Mecom Group[4]	UK	847	59	1 436
8	SVT/SR/UR[5]	Sweden	711	100	711
9	Stampen	Sweden	547	100	547
10	Aller[6]	Denmark	546	100	546
11	A-pressen[3]	Norway	545	92	591
12	NRK	Norway	500	100	500
13	ProSiebenSat.1 Group [7]	Germany	500 [7]	..	2 703
14	JP/Politikens Hus	Denmark	497	100	497
15	DR	Denmark	486	100	486
16	YLE	Finland	385	100	385
17	KF [8]	Sweden	364	100	364
18	TV 2 Group[3]	Norway	326	100	326
19	Alma Media	Finland	320	97	329
20	TV 2 / Danmark	Denmark	305	100	305

1 Includes Modern Times Group MTG AB and Metro International S.A, both controlled by the Stenbeck family. 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. Revenue 2006 was 24 Meuro.
2 Telenor's broadcasting division. Data include some revenue generated outside the Nordic market, for which reason the Nordic share is not fully 100%. Telenor ASA's total volume 2007 was 11 530 Meuro.
3 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.
4 Mecom's Nordic media holdings: Edda Media in Norway and Berlingske Media in Denmark.
5 The Swedish public service sphere includes 3 separate companies: SR (radio), SVT (television) and UR (educational programmes). All are owned by the same foundation.
6 Financial year 1 Oct 2006 – 30 Sept 2007.
7 ProSieben Sat.1 Group acquired media holdings in the Nordic countries in 2007 by purchasing SBS Broadcasting, consolidated into Pro Sieben Sat.1 as of 1 July 2007. The figure, 500 MEuro is a full-year estimate based on Pro Sieben's reported Nordic revenue, 251 MEuro for Q3-Q4.
8 The media holdings of KF, Kooperativa Förbundet (The Swedish Cooperative Union). KF's total volume 2007 was 2 833 MEuro.

Sources: Company annual reports and websites.

8. The ten largest media companies by revenue on the Finnish market 2007 (Euro millions)

	Main company	Domicile	Owner (%)	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 (40%)	1 430	49	2 926	Newspapers (incl. Helsingin Sanomat, Ilta-Sanomat), magazines, books, TV (incl. Nelonen, Jim), radio (incl. Radio Rock) , cable TV, film & video distribution, cinemas
2	YLE, Yleisradio Oy	Finland	The Finnish state	385	100	385	TV & radio channels
3	Bonnier AB	Sweden	Bonnier family	356	11	3 158	TV (incl. MTV3, Sub), radio (Radio Nova), books, magazines, phonograms, video
4	Alma Media Oyj	Finland	Herttaässä (12%), Ilkka-Yhtymä (10%) Varma Mutual Pension Insurance Company (10%)	315	96	329	Newspapers (incl. Aamulehti, Iltalehti, Kauppalehti), customer magazines, electronic marketplaces
5	TS-Yhtymä Oy	Finland	Ketonen family	251	75	336	Newspapers (incl. Turun Sanomat), radio, cable TV, prrinting
6	Otava-Kuvalehdet Oy	Finland	Reenpää family	230	98	234	Books, consumer magazines (incl. Kotiliesi, Seura, Suomen Kuvalehti), customer magazines
7	Keskisuomalainen Oyj	Finland	No major owner	105	100	105	Newspapers (incl. Keskisuomalainen, Savon Sanomat)
8	Edita Oy	Finland	The Finnish state	101	68	148	Books, customer magazines, marketing communications services, printing
9	A-lehdet Oy	Finland	Lyytikäinen family	96	199	96	Consumer magazines (incl. Apu, Eeva, Image), customer magazines (incl. Pirkka)
10	Talentum Oyj	Finland	Alma Media (30%), Herttaässä (10%)	94	76	124	Business magazines (incl. Talouselämä, Affärsvärlden), business books

Sources: Company annual reports and websites, Statistics Finland.

9. The seven largest media companies by revenue on the Icelandic market 2007 (Euro millions)

	Main company	Domicile	Owner (%)	Revenue in Iceland	Icelandic share of total revenue (%)	Total revenue	Main media activities (incl. large media companies or brands) in Iceland
1	365 hf. [1]	Iceland	Baugur Group hf. (27%)	..	..	141	365 miðlar ehf: Free daily newspaper (Fréttablaðið[1]), tv-channels (Stöð 2, Sýn), radio channels (incl Bylgjan); music release & distribution: Sena (Skífan); film and TV production: European Film Group ehf.
2	Árvakur hf. [1]	Iceland	Ólafsfell ehf. + MGM ehf. + Forsíða ehf. (50%)	47	100	47	Newspaper (Morgunblaðið) and free daily (24 stundir[2])
3	Ríkisútvarpið - RÚV	Iceland	Icelandic state (100%)	47	100	47	TV channel (RÚV), radio channels (Rás 1, Rás 2)
4	Skjárinn - miðlar ehf.	Iceland	Skipti hf.	30	100	30	TV channel (Skjár 1), VoD
5	Birtíngur útgáfufélag ehf.	Iceland	Hjálmur ehf. (89%)	10	100	10	Newspaper (DV), consumer magazines
6	Framtíðarsýn ehf.	Iceland	Exista hf. (40%); Bakkabraedur Holding B.V. (59%)	4	100	4	Business newspaper (Viðskiptablaðið; including weekly fishing news Fiskifréttir).
7	Talnakönnun hf.	Iceland	Individually owned	3	100	3	B2B magazines, in-flight magazines, etc.

[1] In October 2008 *Fréttablaðið* was acquired by Árvakur hf. In exchange 365 hf. received 36.5% share in Árvakur hf. The acquisition is contingent on the approval of the Icelandic Competition Authority, whose decision is pending.
[2] The free paper *Blaðið* was retitled *24 stundir* in October 2007. The paper ceased publication in October 2008.

Sources: Broddason and Karlsson, 2008/2009 (forthcoming), company annual reports, company websites, press releases and branch publications, *Frjáls verslun* 8–9/2008.

10. The ten largest media companies by revenue on the Norwegian market 2007 (Euro millions)

	Main company	Domicile	Owner (%)	Revenue in Norway	Norwegian share of total revenue (%)	Total revenue	Main media activities (incl. large media companies or brands) in Norway
1	Schibsted ASA[1]	Norway	Stiftelsen Tinius (26), investments funds	738	43	1 697	Newspapers (incl. VG, Aftenposten, Bergens Tidende, Stavanger Aftenblad), TV/film-production and distribution (incl. Metronome, Sandrew Metronome), online classifieds (Finn.no), books/magazines (Schibsted Forlagene).
2	Egmont [2,4]	Denmark	Egmont Foundation	567	38	1 492	Books & magazines (Cappelen Damm 50%, Hjemmet Mortensen 50%, Egmont Serieforlaget), film/TV production and film distribution (Nordisk Film), TV (TV 2 Gruppen 50%)
3	A-pressen AS[4]	Norway	LO (Labour movement in Norway) (45), Telenor (44), The Freedom of Expression Foundation (10)	545	92	591	50 local newspapers, local TV- and radio stations, TV 2 Group (50%)
4	NRK AS	Norway	Norwegian State	500	100	500	TV (incl. NRK1, NRK2, NRK3), radio (incl. P1, P2, P3), TV distribution (NTV 33%, RiksTV 33%)
5	Telenor Broadcast[3,4]	Norway	Norwegian state (54)	459	53	872	TV and radio distribution via cable, satellite and DTT (incl. Canal Digital, Norkring, NTV 33%, RiksTV 33%), TV channels (TV 2 Zebra 45%, TV 2 Sport 45%)
6	Mecom Group Plc[5]	UK	Ivesco (19), Aviva Plc (15), Landsdowne Partners (10)	335	23	1 436	Edda Media (29 local newspapers, local radio stations and TV-channels)
7	TV 2 Group ASA[4,6]	Norway	A-pressen (50), Egmont (50)	326	100	326	TV (incl. TV 2, TV 2 Nyhetskanalen, TV 2 Filmkanalen, TV 2 Zebra 55%, TV 2 Sport 55%), TV distribution (NTV 33%, RiksTV 33%), radio (Kanal 24)
8	Bonnier AB[7]	Sweden	Bonnier family	239	8	3 158	Books & magazines (Cappelen Damm 50%, Bonnier Publications), record companies (Bonnier Amigo Music, Tuba Records), film distribution (SF Norge), cinemas (SF Kino).
9	Gyldendal ASA[8]	Norway	Erik Must (37), Periscopus (29), Uldal Invest (15)	231	100	231	Books (incl. Gyldendal Norsk Forlag, ARK Bokhandel, Kunnskapsforlaget 50%, Forlagssentralen 50%, De norske Bokklubbene 49%)
10	Modern Times Group MTG AB	Sweden	Stenbeck family (>50 through direct and indirect ownership)	227	19	1 227	TV (TV3, Viasat4, TV 1000, SportN), radio (P4 Radio Hele Norge), TV production (Strix Television), TV distribution (Viasat).

1 Schibsted's largest owner, Tinius Nagell-Erichsen, died in late 2007. Since his death, his share of the company (26%) has been managed by Stiftelsen Tinius [Tinius Foundation]. The turnover noted here represents the Norwegian division, which includes some subsidiaries in Sweden.
2 Egmont's revenue in Norway is medianorway's estimate. Media activities: Cappelen Damm is the result of a fusion of Bonnier's and Egmont's respective book publishing companies, Cappelen and Damm, in November 2007; Hjemmet Mortensen AS was jointly owned by Egmont and Orkla until Summer 2008, when Orkla sold its share to Egmont.
3 Telenor's media revenue in Norway is medianorway's estimate. The web portal ABC Startsiden included, revenue in Norway 2007 amounts to 472 MEuro, and Telenor Broadcast's total (all countries) to 885 MEuro. The Telenor group's total revenue was 11 530 MEuro.
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.
5 The British company Mecom acquired Orkla Media in October 2006 and transferred the Norwegian division of Orkla Media's operations to the company, Edda Media.
6 The TV 2 Group sold 77% of Kanal 24 to SBS/ProSieben in January 2008. The channel has changed names to Radio Norge.
7 Cappelen Damm is the result of a fusion of Bonnier's and Egmont's respective book publishing companies, Cappelen and Damm, in November 2007.
8 Revenue includes Gyldendal's share in De norske Bokklubbene (book clubs).

Sources: Company annual reports, medianorway.

11. The ten largest media companies by revenue on the Swedish market 2007 (Euro millions)

	Main company	Domicile	Owner (%)	Revenue in Sweden	Swedish share of total revenue (%)	Total revenue	Main media activities (incl. large media companies or brands) in Sweden
1	Bonnier AB[1]	Sweden	Bonnier family	1 692	54	3 158	Newspapers (incl Dagens Nyheter, Sydsvenska Dagbladet, Dagens Industri, Expressen/Kvällsposten/GT, City), books (incl Albert Bonniers Förlag, Forum, Wahlström & Widstrand, Bonnier Carlsen, Semic, AdLibris), consumer magazines, TV (TV4), film & video (incl Svensk Filmindustri), cinema (incl SF Bio)
2	SVT/SR/UR	Sweden	Swedish state	711	100	711	
	SVT			436	100	436	TV channels (SVT1, SVT2, SVT24, Kunskapskanalen, Barnkanalen)
	SR			240	100	240	Radio channels (incl P1, P2, P3, P4)
3	Schibsted ASA	Norway	Stiftelsen Tinius (26)[2], investments funds	612	36	1 697	Newspapers (Svenska Dagbladet, Aftonbladet), film & video (incl Metronome), books (Schibsted Förlagen), online (incl Blocket - classified ads, Hitta.se - directory service, E24 - news site)
4	Stampen AB	Sweden	Hjörne family (87)	547	100	547	Regional and local newspapers (incl Göteborgs-Posten, VLT, Nerikes Allehanda, Hallandsposten), printing (V-TAB)
5	MTG/Metro	Sweden	Stenbeck family[3]	480 [4]	31	1 558 [4]	
	MTG AB			404	33	1 227	TV channels (incl TV3, TV6, TV8, ZTV, TV1000, Viasat), TV-production (incl Strix), radio (incl Rix FM)
	Metro International S.A.			77	23	331	Free daily newspaper (Metro)
6	KF[5]	Sweden	The Swedish Cooperative Union	275	76	364	Books (Akademibokhandelsgruppen, Norstedts Förlagsgrupp, Bokus), magazine (Tidningen Vi), games (incl Pan Vision)
7	ProSieben Sat.1 Group [1,6]	Germany	KKR and Permira (88)[7]	243	..	2 703	TV-channels (Kanal 5, Kanal 9, Canal Plus-channels1), radio (incl Mix Megapol)
8	Egmont	Denmark	Egmont Foundation	204	13	1 514	Children books, magazines etc. (Egmont Kärnan), film (Nordisk Film), consumer magazines (Egmont Tidskrifter, Hjemmet Mortensen 50%)
9	Carl Allers Etablissement	Denmark	Aller family	171	31	546	Consumer magazines (incl Allers förlag), B2B-magazines, web community (Spray)
10	Mittmedia Förvaltnings AB	Sweden	Nya Stiftelsen Gefle Dagblad (70) (foundation)	144	100	144	Regional and local newspapers (incl Sundsvalls Tidning, Gefle Dagblad, Arbetarbladet, Östersunds-Posten)

[1] In 2008 Bonnier AB acquired C More Group (the Nordic Canal+ channels) from ProSieben Sat1. C More Group's revenue in Sweden 2007 was 98 MEuro, total revenue was 237 MEuro.
[2] Schibsted's largest owner, Tinius Nagell-Erichsen, died in late 2007. Since his death, his share of the company (26%) has been managed by Stiftelsen Tinius [Tinius Foundation]. The revenue figure is Nordicom's estimate, based on the revenue of Schibsted's subsidiary companies in Sweden.
[3] The Stenbeck family owns >50% via direct and indirect ownership. The Stenbeck sphere's collected revenue 2007, including non-media companies, was approximately 9 000 MEuro in 2007 (including Tele2 AB, revenue 4 694 MEuro; Kinnevik 829 MEuro; Millicom 1 923 MEuro).
[4] 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. Revenue 2006 was 24 MEuro.
[5] The media holdings of KF, Kooperativa Förbundet (the Swedish Cooperative Union). Data include transactions within the group. KF's total revenue 2007 was 2 833 MEuro.
[6] ProSieben Sat.1 Group acquired media holdings in the Nordic countries in 2007 by purchasing SBS Broadcasting, consolidated into Pro Sieben Sat.1 as of 1 July 2007.
[7] KKR (Kohlberg Kravis Roberts & Co.) and Permira control 88% of the votes and 51% of the share capital in the ProSieben Sat1.Group.

Note: Data refer to financial years, at least seven months of which are in calender 2007.

Sources: Company annual reports and websites, Nordicom-Sweden.

12. Media advertising expenditure in the Nordic countries (Euro, local currency and market shares)

12.1 Advertising expenditure in Danish media 1997-2007

	News-papers[1]	*Newspapers, of which:* Paid-for newspapers & free dailies	*Newspapers, of which:* Local free weeklies[2]	Magazines & periodicals	Radio[3]	TV[3]	Internet[4]	Cinema	Outdoor	Total
Euro millions										
1997 [5]	745	*479*	*267*	171	23	250	..	9	36	1 234
1998 [5]	773	*505*	*268*	180	24	268	4	8	36	1 293
1999	735	*448*	*287*	193	25	242	11	6	36	1 250
2000	749	*450*	*299*	196	29	245	42	6	45	1 312
2001	703	*400*	*303*	197	31	234	42	7	46	1 261
2002	645	*363*	*282*	167	30	225	56	9	45	1 179
2003	634	*356*	*277*	157	29	259	65	7	46	1 198
2004	674	*384*	*290*	165	28	286	78	7	50	1 288
2005	733	*421*	*312*	176	38	303	100	8	51	1 408
2006	799	*468*	*331*	193	37	331	240	7	54	1 663
2007	796	*433*	*363*	198	38	338	336	8	63	1 777
DKK millions										
1997 [5]	5 560	*3 570*	*1 990*	1 272	174	1 867	..	66	267	9 206
1998 [5]	5 805	*3 790*	*2 015*	1 351	181	2 010	28	63	273	9 711
1999	5 471	*3 334*	*2 137*	1 436	188	1 801	85	48	271	9 300
2000	5 580	*3 355*	*2 225*	1 462	213	1 823	316	46	338	9 778
2001	5 238	*2 983*	*2 255*	1 471	234	1 747	310	50	343	9 393
2002	4 794	*2 697*	*2 097*	1 244	222	1 675	418	70	336	8 759
2003	4 708	*2 647*	*2 061*	1 163	216	1 927	486	55	345	8 900
2004	5 013	*2 854*	*2 159*	1 229	211	2 125	582	51	375	9 586
2005	5 462	*3 139*	*2 323*	1 309	280	2 254	742	57	383	10 487
2006	5 960	*3 493*	*2 467*	1 441	279	2 471	1 794	55	405	12 405
2007	5 933	*3 229*	*2 704*	1 473	285	2 516	2 502	56	473	13 238
Shares (%)										
1997 [5]	60	*39*	*22*	14	2	20	..	1	3	100
1998 [5]	60	*39*	*21*	14	2	21	0	1	3	100
1999	59	*36*	*23*	15	2	19	1	1	3	100
2000	57	*34*	*23*	15	2	19	3	0	3	100
2001	56	*32*	*24*	16	2	19	3	1	4	100
2002	55	*31*	*24*	14	3	19	5	1	4	100
2003	53	*30*	*23*	13	2	22	5	1	4	100
2004	52	*30*	*23*	13	2	22	6	1	4	100
2005	52	*30*	*22*	12	3	21	7	1	4	100
2006 [4]	48	*28*	*20*	12	2	20	14	0	3	100
2007 [4]	45	*24*	*20*	11	2	19	19	0	4	100

[1] Paid-for newspapers, daily free papers (urban free papers), and local and regional free weeklies.
[2] Local and regional free weeklies (so called "distriktsblade").
[3] Program sponsoring included. TV include text-tv.
[4] Internet data 1998-2005: display advertising, sponsoring and classified ads; data from 2006 and thereafter also include search marketing. Data for the two periods are not comparable. The distribution of market shares 2005 and thereafter is also affected by the change.
[5] Data for 1997-1998 are not totally comparable to the succeeding years due to change of method.

Note: Survey data, net of discounts and agency commission.

Sources: Danish Audit Bureau of Circulations *(The Danish Advertising Expenditure Survey)* and IRM Institute for Advertising and Media Statistics *(Den nordiska reklammarknaden).*

12. Cont. Media advertising expenditure in the Nordic countries (Euro, local currency and market shares)

12.2 Advertising expenditure in Finnish media 1997-2007

	News-papers	*Newspapers, of which: Paid-for*	*Free[1]*	Magazines & periodicals	Radio[2]	TV[2]	Internet[3]	Cinema	Outdoor	Total
Euro millions										
1997	496	*459*	*37*	134	31	185	2	1	29	878
1998	540	*494*	*46*	158	34	204	4	2	31	973
1999	581	*532*	*49*	170	34	205	6	2	32	1 030
2000	637	*583*	*54*	191	38	213	12	2	35	1 128
2001	599	*547*	*52*	184	40	195	15	2	34	1 069
2002	580	*524*	*56*	179	44	201	35	2	32	1 073
2003	596	*535*	*61*	178	47	207	41	2	31	1 102
2004	631	*565*	*66*	185	48	227	49	2	33	1 175
2005	643	*575*	*68*	194	47	231	68	2	36	1 221
2006	661	*592*	*69*	200	47	243	89	1	37	1 278
2007	690	*622*	*68*	210	47	262	110	2	42	1 363
Shares (%)										
1997	57	*52*	*4*	15	4	21	0	0	3	100
1998	55	*51*	*5*	16	4	21	0	0	3	100
1999	56	*52*	*5*	16	3	20	1	0	3	100
2000	56	*52*	*5*	17	3	19	1	0	3	100
2001	56	*51*	*5*	17	4	18	1	0	3	100
2002	54	*49*	*5*	17	4	19	3	0	3	100
2003	54	*49*	*6*	16	4	19	4	0	3	100
2004	54	*48*	*6*	16	4	19	4	0	3	100
2005	53	*47*	*6*	16	4	19	6	0	3	100
2006	52	*46*	*5*	16	4	19	7	0	3	100
2007	51	*46*	*5*	15	3	19	8	0	3	100

[1] Household delivered and pick up papers.
[2] Program sponsoring included. TV include text-tv.
[3] 1997-2001: internet advertising (no differentiation); 2002 and thereafter: data also include online catalogue advertising and search marketing.

Note: Survey data, net of discounts and agency commission.

Source: TNS Gallup Finland.

12. Cont. Media advertising expenditure in the Nordic countries (Euro, local currency and market shares)

12.3 Advertising expenditure in Icelandic media 1997-2007

	News-papers	*Newspapers, of which:* Paid-for	Free[1]	Magazines & periodicals[2]	Radio[3]	TV[3]
Euro millions						
1997	24	23	1	3	8	10
1998	30	29	1	4	9	13
1999	35	34	1	8	11	14
2000	40	38	2	10	12	22
2001	31	28	4	9	10	21
2002	32	25	7	7	9	19
2003	37	..	..	8	10	19
2004	45	..	..	11	9	21
2005	64	..	..	..	12	28
2006	74	..	..	..	12	28
2007	79	..	..	..	..	
ISK millions						
1997	1 952	1 874	78	238	614	829
1998	2 349	2 270	79	330	693	1 012
1999	2 735	2 639	96	603	813	1 117
2000	2 908	2 796	111	697	851	1 576
2001	2 719	2 410	309	784	841	1 796
2002	2 767	2 152	615	609	787	1 655
2003	3 224	..	..	734	896	1 656
2004	3 891	..	..	969	814	1 841
2005	5 028	..	..	..	947	2 166
2006	6 492	..	..	..	1 046	2 422
2007	6 891	..	..	..	..	..

[1] Free newspapers with at least one issue/week. Household delivered and street-distributed papers.
[2] Rate card figures based on sample of consumer and special interest magazines. Includes principal titles.
[3] Program sponsoring included. TV include text-tv.

Note: Survey data, net of discounts and agency commission (except for magazines, see note 2).

Source: Statistics Iceland.

12. Cont. Media advertising expenditure in the Nordic countries (Euro, local currency and market shares)

12.4 Advertising expenditure in Norwegian media 2005-2007

	News-papers	*Newspapers, of which: Paid-for*	*Free*	Magazines & periodicals	Radio[1]	TV[1]	Internet[2]	Cinema	Outdoor	Total
Euro millions										
2005	783	*766*	*17*	142	62	332	117	14	53	1 504
2006	830	*811*	*19*	146	62	364	166	14	53	1 634
2007	918	*896*	*21*	152	69	377	219	16	60	1 810
NOK millions										
2005	6 270	*6 138*	*132*	1 140	500	2 659	941	111	424	12 045
2006	6 678	*6 528*	*150*	1 174	498	2 934	1 333	112	427	13 156
2007	7 360	*7 189*	*171*	1 217	550	3 022	1 759	127	484	14 519
Shares (%)										
2005	52	*51*	*1*	9	4	22	8	1	4	100
2006	51	*50*	*1*	9	4	22	10	1	3	100
2007	51	*50*	*1*	8	4	21	12	1	3	100

[1] Program sponsoring included. TV include text-tv.
[2] Display advertising and classified ads. Search marketing is not included.

Note: Survey data, net of discounts and agency commission. Surveys where data are gathered directly from the market started in 2005, earlier data are estimates and not comparable.

Sources: Norwegian Media Statistics / Norsk Mediestatistikk (IRM), IRM Institute for Advertising and Media Statistics (Sweden), INMA (Internet data).

12. Cont. Media advertising expenditure in the Nordic countries (Euro, local currency and market shares)

12.5 Advertising expenditure in Swedish media 1997-2007

	News-papers	*Newspapers, of which:* Paid-for	*Free*[1]	Magazines & periodicals	Radio[2]	TV[2]	Internet[3]	Cinema	Outdoor	Total
Euro millions										
1997	1 047	*965*	*81*	212	48	341	7	10	70	1 734
1998	1 097	*999*	*97*	241	58	368	23	8	73	1 868
1999	1 114	*994*	*120*	256	61	399	56	8	77	1 970
2000	1 251	*1 105*	*146*	312	70	478	132	9	100	2 352
2001	1 033	*900*	*133*	261	55	387	104	9	80	1 928
2002	978	*844*	*134*	232	52	383	134	9	87	1 875
2003	981	*851*	*130*	229	49	391	127	8	90	1 876
2004	1 029	*860*	*169*	238	54	417	159	6	101	2 005
2005	1 080	*894*	*186*	247	55	452	213	7	108	2 162
2006	1 167	*961*	*206*	262	65	496	325	8	115	2 439
2007	1 198	*986*	*212*	269	69	511	440	10	112	2 610
SEK millions										
1997	9 021	*8 321*	*700*	1 825	415	2 939	62	83	603	14 948
1998	9 792	*8 925*	*867*	2 155	517	3 288	207	74	650	16 683
1999	9 813	*8 755*	*1 058*	2 251	536	3 515	497	70	677	17 359
2000	10 571	*9 338*	*1 233*	2 636	592	4 038	1 113	78	848	19 876
2001	9 556	*8 325*	*1 231*	2 411	508	3 579	963	79	742	17 838
2002	8 956	*7 728*	*1 228*	2 127	480	3 509	1 225	79	797	17 173
2003	8 956	*7 773*	*1 183*	2 094	447	3 571	1 164	70	825	17 127
2004	9 397	*7 851*	*1 546*	2 177	491	3 804	1 455	59	925	18 308
2005	10 023	*8 295*	*1 728*	2 296	515	4 190	1 974	68	1 000	20 066
2006	10 798	*8 888*	*1 910*	2 427	604	4 589	3 004	74	1 068	22 564
2007	11 086	*9 125*	*1 961*	2 491	641	4 723	4 073	91	1 037	24 142
Shares (%)										
1997	60	*56*	*5*	12	3	20	0	1	4	100
1998	59	*53*	*5*	13	3	20	1	0	4	100
1999	57	*50*	*6*	13	3	20	3	0	4	100
2000	53	*47*	*6*	13	3	20	6	0	4	100
2001	54	*47*	*7*	14	3	20	5	0	4	100
2002	52	*45*	*7*	12	3	20	7	0	5	100
2003	52	*45*	*7*	12	3	21	7	0	5	100
2004	51	*43*	*8*	12	3	21	8	0	5	100
2005	50	*41*	*9*	11	3	21	10	0	5	100
2006	48	*39*	*8*	11	3	20	13	0	5	100
2007	46	*38*	*8*	10	3	20	17	0	4	100

[1] Free papers, including titles issued several days a week in major cities and advertisers (free papers with hardly any editorial content).
[2] Program sponsoring included. TV include text-tv.
[3] 1997-1999: internet advertising (no differentiation); 2000-2002: display advertising/sponsorship, plus online catalogue and classified advertisements. Data for 2003 and thereafter include search marketing; direct advertising via e-mail is included starting in 2004.

Note: Survey data, net of discounts and agency commission.

Source: IRM Institute for Advertising and Media Statistics (*Svensk Reklammarknad,* April 2008).

13. Number of enterprises in mass communication industries in the Nordic countries 2000–2005

		Number of enterprises[1]					
Country	Industry, by NACE-classes[2]	2000	2001	2002	2003	2004	2005
Denmark	Publishing	1 286	1 239	1 218	1 216	1 201	1 228
	Radio and television activities	..	..	..	326	..	..
	Motion picture and video activities	..	..	..	792	..	..
	Advertising activities	2 441	2 394	2 400	2 315	2 378	2 537
	All enterprises, total	284 446	284 166	281 653	275 712	282 968	293 885
Finland	Publishing	1 344	1 385	1 356	1 339	1 365	1 398
	Radio and television activities	160	177	194	185	175	174
	Motion picture and video activities	558	563	646	673	682	697
	News agency activities	72	67	70	65	72	72
	Advertising activities	2 601	2 673	2 696	2 703	2 730	2 737
	Mass communication enterprises total	4 735	4 865	4 962	4 965	5 024	5 078
	All enterprises, total	222 817	224 847	226 593	228 422	232 305	236 435
	Share of mass communication enterprises, %	2.1	2.2	2.2	2.2	2.2	2.1
Iceland	Publishing	362	360	381	393	415	427
	Radio and television activities	35	38	44	47	49	51
	Motion picture and video activities	153	170	221	257	278	301
	News agency activities	4	4	5	5	5	4
	Advertising activities	163	177	241	271	302	332
	Mass communication enterprises total	717	749	892	973	1 049	1 115
	All enterprises, total	36 826	38 967	42 468	44 747	47 333	50 316
	Share of mass communication enterprises, %	1.9	1.9	2.1	2.2	2.2	2.2
Sweden	Publishing	4 297	4 493	4 677	4 944	5 355	5 789
	Radio and television activities	488	527	555	584	617	682
	Motion picture and video activities	2 156	2 360	2 525	2 780	3 012	3 233
	News agency activities	173	187	203	787	1 503	2 282
	Advertising activities	11 469	11 998	12 504	12 984	13 116	13 223
	Mass communication enterprises total	18 583	19 565	20 683	22 079	23 603	25 209
	All enterprises, total	526 815	693 711	716 674	756 170	777 842	820 879
	Share of mass communication enterprises, %	3.5	2.8	2.9	2.9	3.0	3.1

1 Number of enterprises according to NACE 2002. An enterprise is a natural person or a legal person; non-profit institutions are not included. The table refers to enterprises that operated more than six months of the statistical year and employed more than half a person or reported a volume that exceeded a fixed minimum (EUR 8 187 in 2004).
2 NACE-classes: Publishing (22.1); Radio and television activities (92.2); Motion picture and video activites (92.1); News agency activities (92.4); Advertising activities (74.4).

Note: More data are available as a paid-for service from Statistics Denmark and Statistics Norway.

Sources: Statistics Denmark, The Media Secretariat (Denmark), Business register of Statistics Finland, Statistics Iceland (www.statice.is), Statistics Sweden.

14. Employment in the mass communication sector in the Nordic countries 2000–2005

Country	Industry, by NACE-classes[2]	2000	2001	2002	2003	2004	2005
		Number of employees[1]					
Denmark	Publishing	18 304	17 693	16 512	15 603	14 015	14 264
	Advertising activities	8 898	9 492	9 501	8 390	9 807	10 103
	All enterprises, total	2 208 469	2 210 667	2 188 397	2 168 346	2 170 653	2 185 207
Finland	Publishing	16 608	16 523	16 082	15 946	16 030	15 393
	Radio and television activities	6 228	6 476	6 205	5 940	5 999	5 813
	Motion picture and video activities	1 935	1 897	2 112	1 831	1 872	1 826
	News agency activities	413	379	370	351	354	392
	Advertising activities	7 365	7 441	6 963	6 597	6 446	6 443
	Mass communication enterprises total	32 549	32 716	31 732	30 665	30 701	29 867
	All enterprises, total	1 301 418	1 318 654	1 315 073	1 308 031	1 312 245	1 328 451
	Share of mass communication enterprises, %	2.5	2.5	2.4	2.3	2.3	2.2
Iceland	Publishing	1 770	1 640	1 870	2 170	2 200	1 320
	Radio and television activities	790	760	690	670	700	750
	Motion picture and video activities	400	420	400	360	360	390
	News agency activities	20	20	20	20	30	20
	Advertising activities	550	570	570	500	570	620
	Mass communication enterprises total	3 530	3 410	3 550	3 720	3 860	3 100
	All enterprises, total	154 120	156 570	156 070	155 690	157 680	164 980
	Share of mass communication enterprises, %	2.3	2.2	2.3	2.4	2.4	1.9
Sweden	Publishing	23 773	22 677	21 576	21 397	20 361	19 872
	Radio and television activities	7 449	7 617	7 601	8 001	7 724	7 864
	Motion picture and video activities	3 831	3 785	3 709	3 669	3 769	4 050
	News agency activities	1 200	1 224	1 161	1 121	1 066	1 269
	Advertising activities	22 204	23 510	21 801	21 397	19 834	19 982
	Mass communication enterprises total	58 457	58 813	55 848	55 585	52 754	53 037
	All enterprises, total	2 256 842	2 307 272	2 296 311	2 260 148	2 225 637	2 273 161
	Share of mass communication enterprises, %	2.6	2.5	2.4	2.5	2.4	2.3

[1] Number of enterprises according to NACE 2002. An enterprise is a natural person or a legal person; non-profit institutions are not included. The table refers to enterprises that operated more than six months of the statistical year and employed more than half a person or reported a volume that exceeded a fixed minimum (EUR 8 187 in 2004).
[2] NACE-classes: Publishing (22.1); Radio and television activities (92.2); Motion picture and video activites (92.1); News agency activities (92.4); Advertising activities (74.4).

Note: More data are available as a paid-for service from Statistics Denmark and Statistics Norway.

Sources: Statistics Denmark, The Media Secretariat (Denmark), Business register of Statistics Finland, Statistics Iceland (www.statice.is), Statistics Sweden.

Newspapers

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1. Number of newspapers 2007

	Denmark	Finland	Iceland	Norway	Sweden
Paid-for newspapers total	32	204	13	228	154
of which dailies[1]	31	53	3	74	78
of which non-dailies[2]	1	151	10	154	76
Free papers total[3]	..	146 [5]	15	26 [5]	..
of which dailies[1]	4 [4]	2	2	0	4 [6]
of which non-dailies[2]	231 [5]	144 [5]	13	26 [5]	59 [7]

1 Published 4-7 days/week.
2 Published 1-3 days/week.
3 A wide variety of papers that fill two minimum criteria: they contain editorial material and appear at least once a week.
4 End of year. Including *MetroXpress, Urban, Nyhedsavisen* and *24timer* (regional editions of *24timer* are not counted as separate titles).
5 Number of non-daily free papers: Denmark 2005, Finland 2004, Norway 2006.
6 *Metro, City, Extra Götaland* and *xtra Helsingborg.* Two (*Metro* and *City*) have several geographical editions, but are counted here as single titles only.
7 Papers with audited circulation only. In 2007, Sweden had an estimated 300-350 free papers.

Sources: Danish Audit Bureau of Circulations, Danish Newspaper Publishers' Association, Finnish Audit Bureau of Circulations, Finnish Newspapers Association, Statistics Finland, Statistics Iceland, Institute of Journalism/Volda University College (Norway), Swedish Press Subsidies Council, Swedish Audit Bureau of Circulations.

2. Total newspaper circulation 2007

	Total circulation/issue (thousands)				
	Denmark[4]	Finland	Iceland	Norway	Sweden
Paid-for newspapers total	1 229	3 156	103	2 844	3 842
of which dailies[1]	1 169	2 202	77	2 222	3 443
of which non-dailies[2]	60	954	27	621	399
Free papers total[3]	..	6 800 [5]	271	916 [5]	..
of which dailies[1]	942	..	211	–	976 [6]
of which non-dailies[2]	9 039	..	59	916 [5]	1 946 [7]

1 Published 4-7 days/week.
2 Published 1-3 days/week.
3 A wide variety of papers that fill two minimum criteria: they contain editorial material and appear at least once a week. Data are based on total print and distribution, instead of circulation.
4 Weekday circulation July-December 2007; non-daily free papers: 2006.
5 Finland 2004, Norway 2006.
6 *Metro, City, Extra Götaland* and *xtra Helsingborg.*
7 Papers with audited circulation only.

Sources: Danish Audit Bureau of Circulations, Danish Newspaper Publishers' Association, Finnish Audit Bureau of Circulations, Finnish Newspapers Statistics Finland, Statistics Iceland, Institute of Journalism/Volda University College (Norway), Swedish Press Subsidies Council, Swedish Audit Bureau of Circulations.

3. Number of paid-for newspapers 1997-2007

		Denmark[3]	Finland	Iceland	Norway	Sweden
Total	1997	39	223	17	221	162
	1998	38	220	16	219	162
	1999	32 [4,5]	216	16	223	163
	2000	32	213	14	218	163
	2001	31	208	13	217	159
	2002	31	205	14	217	154
	2003	31	204	14	222	153
	2004	31	204	14	225	153
	2005	31	205	14	225	156
	2006	31	204	14	228	153
	2007	32	204	13	228	154
Dailies[1]	1997	38	56	3	80	94
	1998	37	56	3	80	92
	1999	31 [4,5]	56	3	81	93
	2000	31	55	3	81	90
	2001	30	54	2	78	87
	2002	30	53	2	76	84
	2003	30	53	2	74	83
	2004	30	53	2	74	84
	2005	30	53	2	74	82
	2006	30	53	1	74	79
	2007	31	53	3	74	78
Non-dailies[2]	1997	1	167	14	140	68
	1998	1	164	13	139	70
	1999	1	160	13	142	70
	2000	1	158	11	137	73
	2001	1	154	11	139	72
	2002	1	152	12	141	70
	2003	1	151	12	148	70
	2004	1	151	12	151	69
	2005	1	152	12	151	74
	2006	1	151	13	154	74
	2007	1	151	10	154	76

1 Published 4-7 days/week.
2 Published 1-3 days/week.
3 Denmark has one for-purchase non-daily newspaper (*Weekendavisen*) and a large number of gratis local or regional non-daily newspapers (free papers).
4 Four papers - *Aalborg Stiftstidende, Vendsyssel Tidende, Fjerritslev Avis* and *Løgstør Avis* - fused 18 September 1999 to form *Nordjyske Stiftstidende.* The number of titles refers to the period after the fusion.
5 De Bergske Blade publishes four local newspapers. Starting in 1999, the four are counted as one title due to closer editorial and technical cooperation among them.

Sources: Danish Audit Bureau of Circulations, Finnish Newspapers Association/Statistics Finland, Finnish Audit Bureau of Circulations, Statistics Iceland, Institute of Journalism/Volda University College (Norway) (processed), Swedish Press Subsidies Council (processed).

4. Paid-for newspapers by frequency of issue 1997-2007

		Issues/week							
		1	2	3	4	5	6	7	Total
Denmark	1997	1	–	–	–	2	26	10	39
	1998	1	–	–	–	2	25	10	38
	1999 [1,2]	1	–	–	–	2	20	9	32
	2000	1	–	–	–	2	20	9	32
	2001	1	–	–	–	2	19	9	31
	2002	1	–	–	–	2	19	9	31
	2003	1	–	–	–	2	19	9	31
	2004	1	–	–	–	2	19	9	31
	2005	1	–	–	–	2	19	9	31
	2006	1	–	–	–	2	19	9	31
	2007	1	–	–	–	2	20	9	32
Finland	1997	75	67	25	5	13	11	27	223
	1998	73	65	26	5	13	11	27	220
	1999	71	67	22	5	13	11	27	216
	2000	68	67	23	4	13	11	27	213
	2001	66	66	22	4	12	10	28	208
	2002	69	62	21	3	12	9	29	205
	2003	70	61	20	4	12	8	29	204
	2004	71	60	20	4	12	6	31	204
	2005	71	61	20	4	11	7	31	205
	2006	73	59	19	4	9	8	32	204
	2007	73	59	19	4	9	8	32	204
Iceland	1997	14	–	–	1	1	2	–	18
	1998	14	–	–	–	1	2	–	17
	1999	12	1	–	–	1	2	–	16
	2000	10	1	–	–	1	2	–	14
	2001	11	–	–	–	–	2	–	13
	2002	12	–	–	–	–	2	–	14
	2003	12	–	–	–	–	1	1	14
	2004	11	1	–	–	–	1	1	14
	2005	11	1	–	–	–	1	1	14
	2006	12	1	–	–	–	–	1	14
	2007	10	–	–	1	1	–	1	13
Norway	1997	61	30	50	3	13	59	5	221
	1998	58	32	49	3	12	56	9	219
	1999	59	33	50	3	12	57	9	223
	2000	57	32	48	4	12	56	9	218
	2001	58	32	49	3	12	54	9	217
	2002	61	30	50	3	12	51	10	217
	2003	64	32	52	2	12	50	10	222
	2004	66	33	52	2	12	50	10	225
	2005	65	34	52	2	11	48	13	225
	2006	69	32	53	2	11	50	11	228
	2007	69	32	53	2	11	50	11	228

Cont.

4. Cont. Paid-for newspapers by frequency of issue 1997-2007

		Issues/week							
		1	2	3	4	5	6	7	Total
Sweden	1997	49	6	13	4	10	63	17	162
	1998	51	6	13	4	10	61	17	162
	1999	51	6	13	5	9	62	17	163
	2000	53	6	14	4	9	62	15	163
	2001	52	6	14	4	8	61	14	159
	2002	50	6	14	4	6	61	13	154
	2003	50	6	14	4	6	60	13	153
	2004	49	6	14	4	7	60	13	154
	2005	52	6	16	4	4	60	14	156
	2006	51	7	16	4	4	57	14	153
	2007	52	9	15	4	4	56	14	154

[1] Four papers – *Aalborg Stiftstidende, Vendsyssel Tidende, Fjerritslev Avis* and *Løgstør Avis* – fused 18 September 1999 to form *Nordjyske Stiftstidende.* The number of titles refer to the period after the fusion.

[2] De Bergske Blade publishes four local newspapers. Starting in 1999, the four are counted as one title due to closer editorial and technical cooperation among them.

Note: The figures indicate the frequencies the papers had during the greater part of the year in question.

Sources: Danish Audit Bureau of Circulations, Danish Newspaper Publishers' Association, Statistics Iceland, Finnish Newspapers Association, The Finnish Audit Bureau of Circulations, Statistics Finland, Institute of Journalism/Volda University College (Norway) (processed), Swedish Press Subsidies Council (processed).

5. Paid-for newspapers: Circulation 1997-2007

		Total circulation/issue (thousands)[1]				
	Year	Denmark[4,5]	Finland	Iceland	Norway	Sweden
Total	1997	1 668	3 362	124	..	4 241
	1998	1 641	3 327	123	..	4 193
	1999	1 590[6]	3 314	119	3 137	4 159
	2000	1 546	3 255	120	3 103	4 112
	2001	1 500	3 246	103	3 094	4 079
	2002	1 486	3 261	99	3 072	4 063
	2003	1 401	3 226	92	3 051	4 055
	2004	1 353	3 228	86	3 010	4 035
	2005	1 335	3 209	86	2 939	4 000
	2006	1 300	3 183	72	2 867	3 928
	2007	1 229	3 156	103	2 844	3 842
	Change (%)					
	1997-2007	-26	-6	-17	-9[7]	-9
Dailies[2]	1997	1 609	2 336	92	2 594	3 871
	1998	1 581	2 343	95	2 592	3 807
	1999	1 527[6]	2 328	91	2 584	3 772
	2000	1 480	2 304	91	2 545	3 715
	2001	1 438	2 307	79	2 507	3 686
	2002	1 423	2 268	76	2 473	3 671
	2003	1 341	2 243	71	2 423	3 665
	2004	1 293	2 255	63	2 379	3 653
	2005	1 275	2 240	64	2 318	3 603
	2006	1 241	2 225	42	2 250	3 527
	2007	1 169	2 202	77	2 222	3 443
	Change (%)					
	1997-2007	-27	-6	-16	-14	-11
Non-dailies[3]	1997	59	1 026	31	..	370
	1998	60	984	29	..	386
	1999	63	986	28	538	387
	2000	66	951	29	558	397
	2001	62	939	24	588	393
	2002	63	993	23	598	392
	2003	60	983	21	629	390
	2004	60	973	24	631	382
	2005	60	969	23	622	397
	2006	59	958	30	617	401
	2007	60	954	27	621	399
	Change (%)					
	1997-2007	2	-7	-16	15[7]	8

1 Finland and Iceland: average circulation the whole week. Denmark, Norway and Sweden: not including Sunday editions.
2 Published 4-7 days/week.
3 Published 1-3 days/week.
4 Circulation July-December each year.
5 Denmark has one for-purchase non-daily newspaper (*Weekendavisen*) and a large number of gratis local or regional non-daily newspapers (free papers).
6 Four papers – *Aalborg Stiftstidende, Vendsyssel Tidende, Fjerritslev Avis* and *Løgstør Avis* – fused 18 September 1999 to form Nordjyske Stiftstidende. Circulation figures for 1999 refer to circulation for *Nordjyske Stiftstidende* from the start, the prefusion titles are not included.
7 Change calculated on the basis of 1999-2007.

Sources: Danish Audit Bureau of Circulations, Finnish Newspapers Association, Finnish Audit Bureau of Circulations/Statistics Finland, Statistics Iceland, Institute of Journalism/Volda University College (Norway) (processed), Swedish Press Subsidies Council (processed).

6. Paid-for newspapers: Circulation[1] per thousand inhabitants 1997-2007

	Year	Denmark[4,5]	Finland	Iceland	Norway	Sweden
Total	1997	315	654	454	..	480
	1998	309	646	447	..	474
	1999	298[6]	642	426	701	470
	2000	289	629	423	689	463
	2001	280	626	360	684	458
	2002	276	627	342	675	455
	2003	259	619	316	667	451
	2004	250	617	293	654	449
	2005	246	612	288	633	443
	2006	239	604	235	613	434
	2007	224	597	329	608	422
	Change (%)					
	1997-2007	-29	-9	-28	-13[7]	-12
Dailies[2]	1997	304	455	339	587	438
	1998	298	455	343	583	430
	1999	286[6]	451	327	577	426
	2000	277	445	321	565	418
	2001	268	445	275	554	414
	2002	264	436	263	543	411
	2003	248	430	244	529	408
	2004	239	431	213	517	406
	2005	235	427	213	500	399
	2006	228	423	137	481	390
	2007	213	416	245	475	379
	Change (%)					
	1997-2007	-30	-9	-28	-19	-14
Non-dailies[3]	1997	11	200	115	..	42
	1998	11	191	104	..	44
	1999	12	191	99	120	44
	2000	12	184	102	124	45
	2001	12	181	85	130	44
	2002	12	191	79	131	44
	2003	11	189	72	137	43
	2004	11	186	80	137	43
	2005	11	185	75	134	44
	2006	11	182	98	132	44
	2007	11	180	85	133	43
	Change (%)					
	1997-2007	0	-10	-27	10[7]	2

1 Finland and Iceland: average circulation the whole week. Denmark, Norway and Sweden: not including Sunday editions.
2 Published 4-7 days/week.
3 Published 1-3 days/week.
4 Circulation July-December each year.
5 Denmark has one for-purchase non-daily newspaper (*Weekendavisen*) and a large number of gratis local or regional non-daily newspapers (free papers).
6 Four papers – *Aalborg Stiftstidende, Vendsyssel Tidende, Fjerritslev Avis* and *Løgstør Avis* – fused 18 September 1999 to form *Nordjyske Stiftstidende.* Circulation figures for 1999 refer to circulation for *Nordjyske Stiftstidende* from the start, the prefusion titles are not included.
7 Change calculated on the basis of 1999-2007.

Sources: Danish Audit Bureau of Circulations, Finnish Newspapers Association, Finnish Audit Bureau of Circulations/Statistics Finland, Statistics Iceland, Institute of Journalism/Volda University College (Norway) (processed), Statistics Norway, Swedish Press Subsidies Council (processed).

7. Paid-for newspapers: Circulation by subscribed and single-copy sales dailies[1,2] 1997-2007 (thousands)

	Denmark[3]		Finland		Iceland[4]		Norway		Sweden	
Year	Single-copy	Subscribed	Single-copy	Subscribed	Single-copy	Subscribed	Single-copy	Subscribed	Single-copy	Subscribed
1997	310	1 299	334	2 002	83 737	8 523	575	2 019	869	3 139
1998	289	1 292	338	2 006	85 459	9 023	571	2 021	823	3 124
1999	275	1 252	338	1 990	81 248	9 929	581	2 003	787	3 089
2000	257	1 223	341	1 963	81 212	9 739	569	1 976	768	3 095
2001	257	1 182	354	1 954	68 782	10 054	581	1 926	735	3 089
2002	235	1 162	331	1 937	65 497	10 267	582	1 891	758	3 055
2003	227	1 115	320	1 923	61 668	9 215	566	1 857	777	3 032
2004	210	1 083	332	1 924	55 299	6 935	548	1 831	786	3 021
2005	205	1 071	326	1 914	54 206	6 926	506	1 812	768	2 995
2006	201	1 040	319	1 905	..	..	462	1 788	743	2 944
2007	188	981	308	1 895	..	..	445	1 777	692	2 914
Change (%)										
1997-2007	-39	-24	-8	-5	-35 [5]	-19 [5]	-23	-11	-12	-6

[1] Newspapers published 4-7 days/week. Finland and Iceland: average circulation the whole week. Denmark, Norway and Sweden: not including Sunday editions.
[2] All countries, except for Iceland: "Subscribed newspapers" are the so called morning newspapers, which are primarily sold by subscriptions (data include single-copy sales of the same titles, which is very little). "Single copy sales newspapers" are in Denmark: *B.T.* and *Ekstra Bladet*; in Finland: *Ilta-Sanomat* and *Iltalehti;* in Norway: *Dagbladet* and *VG;* in Sweden: *Aftonbladet* and *Expressen/GT/Kvällsposten.* In Iceland, all paid-for newspapers are sold both by subscription and single-copy.
[3] Circulation July-December each year.
[4] Based on information from publishers, annual accounts and media surveys.
[5] Change calculated on the basis of 1999-2005.

Sources: Danish Audit Bureau of Circulations, Finnish Newspapers Association, Finnish Audit Bureau of Circulations/Statistics Finland, Statistics Iceland, Institute of Journalism/Volda University College (Norway) (processed), Swedish Audit Bureau of Circulations (Tidningsstatistik AB) (processed).

8. Top ten daily paid-for newspapers by circulation 2007

Newspaper	Circulation[1]	Readership[1,2]	Number of readers/copy	Issues/ week	Media company
Denmark[3]					
Jyllands-Posten	134 632	505 000	3.8	7	JP / Politikens Hus A/S
Berlingske Tidende	116 260	356 000	3.1	7	Berlingske Media (Mecom)[4]
Politiken	110 230	432 000	3.9	7	JP / Politikens Hus A/S
Ekstra Bladet	99 809	425 000	4.3	7	JP / Politikens Hus A/S
B.T.	88 214	401 000	4.5	7	Berlingske Media (Mecom)[4]
JydskeVestkysten	72 323	237 000	3.3	7	Berlingske Media[4] 50%, Den Sydvestjyske Venstrepresse 50%
Børsen	71 419	201 000	2.8	5	Bonnier AB
Nordjyske Stiftstidende	64 186	201 000	3.1	7	Nordjyske Medier A/S
Fyens Stiftstidende	56 036	170 000	3.0	7	Fyens Stiftstidende A/S
Dagbladet/Frederiksborgs Amts Avis	46 090	..	..	6	..
Finland					
Helsingin Sanomat	419 791	995 000	2.4	7	Sanoma News/Sanoma Oyj
Ilta-Sanomat	176 531	767 000	4.3	6	Sanoma News/Sanoma Oyj
Aamulehti	139 165	313 000	2.2	7	Alma Media Oyj
Iltalehti	131 150	675 000	5.1	6	Alma Media Oyj
Turun Sanomat	112 419	258 000	2.3	7	TS-Yhtymä Oy
Kaleva	81 593	201 000	2.5	7	Kaleva Kustannus Oy
Kauppalehti	81 363	182 000	2.2	5	Alma Media Oyj
Keskisuomalainen	74 945	180 000	2.4	7	Keskisuomalainen Oyj
Savon Sanomat	64 789	167 000	2.6	7	Keskisuomalainen Oyj
Etelä-Suomen Sanomat	61 003	135 000	2.2	7	Esan Kirjapaino Oy
Iceland					
Morgunblaðið	51 586	100 000	1.9	7	Árvakur hf.
Dagblaðið Vísir (DV)	16 074	..	..	5	Birtingur útgáfufélag ehf.
Viðskiptablaðið	9 000	..	..	4	Framtíðarsýn ehf.
Norway[5]					
VG - Verdens Gang	309 610	1 191 000	3.8	7	Schibsted ASA
Aftenposten, Morgen	250 179	723 000	2.9	7	Schibsted ASA
Dagbladet	135 611	657 000	4.8	7	Heyerdahl family (42%), Torstein Tvenge (17%), Horn family (9%), Pershing LLC (9%) [6]
Aftenposten, Aften	131 089	387 000	3.0	5	Schibsted ASA
Bergens Tidende	87 668	252 000	2.9	7	Schibsted ASA (53%), Nya Wermlands-Tidningens AB (20%)
Dagens Næringsliv	81 391	292 000	3.6	6	AS Norges Handels & Sjøfartstidende (Bonheur AS/Ganger Rolf AS 33%, Dagbladet 20%, Erik Must 13%)[7]
Adresseavisen	79 789	232 000	2.9	6	Schibsted ASA (34%), Roll Severin AS (22%), Must Invest AS (17%)
Stavanger Aftenblad	68 010	184 000	2.7	6	Schibsted ASA (75%), Bank of New York (20%)
Fædrelandsvennen	41 326	113 000	2.7	6	Schibsted ASA (25%)
Drammens Tidende	40 954	109 000	2.7	7	Edda Media AS[4]

Cont.

8. Cont. Top ten daily paid-for newspapers by circulation 2007

Newspaper	Circulation[1]	Readership[1,2]	Number of readers/copy	Issues/ week	Media company
Sweden					
Aftonbladet	388 500	1 281 000	3.3	7	Schibsted ASA, Labour movement
Dagens Nyheter	339 700	858 000	2.5	7	Bonnier AB
Expressen/GT/Kvällsposten	303 100	1 066 000	3.5	7	Bonnier AB
Göteborgs-Posten	245 000	558 000	2.3	7	Stampen AB
Svenska Dagbladet	195 200	486 000	2.5	7	Schibsted ASA
Sydsvenskan	121 900	299 000	2.5	7	Bonnier AB
Dagens Industri	118 500	391 000	3.3	6	Bonnier AB
Helsingborgs Dagblad	78 800	243 000	3.1	7	Pukslagaren i Helsingborg AB (Sommelius family 50%, Ander family 50%)
Nerikes Allehanda Nerikes-Tidningen	65 300	148 000	2.3	7	Promedia i Mellansverige AB (Stampen AB)
Dalarnas Tidningar	63 900	142 000	2.2	6	Mittmedia AB

1 Finland and Iceland: average circulation and readership the whole week. Denmark, Norway, Sweden: not including Sunday editions.
2 Denmark and Finland: population aged 12+, Iceland: 12-80, Norway: 13+, Sweden: 15-79 years.
3 Circulation and readership data July-December 2007.
4 Owner of Berlingske Media in Denmark and Edda Media in Norway is Mecom Group plc. (Great Britain).
5 Ownership information 31 December 2007.
6 The Heyerdahl family, Torstein Tvenge and the Horn family are closely related. Overall, they may be said to make up a 'Heyerdahl sphere', with a 68-per cent share.
7 Fred Olsen and family have a controlling interest in Bonheur AS and Ganger Rolf AS. Fred Olsen also owns shares in AS Norges Handels & Sjøfartstidende, bringing the Olsen sphere's share to a total of 35%.

Sources: Danish Audit Bureau of Circulations, TNS Gallup Denmark, Finnish Audit Bureau of Circulations/Statistics Finland, Statistics Iceland, Norwegian Media Businesses' Association, TNS Gallup Norway, Swedish Audit Bureau of Circulations, Sifo (Orvesto), Swedish Newspaper Publisher's Association, Nordicom-Sweden, company annual reports.

9. Top ten daily paid-for newspapers by circulation 2007, circulation trends 1997-2007

		Circulation/issue (thousands)[1]											Change (%)
	Newspaper	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	1997-2007
Denmark[2]	Jyllands-Posten	176	178	178	179	179	177	158	150	149	143	135	-24
	Berlingske Tidende	153	154	152	154	148	142	130	124	124	123	116	-24
	Politiken	146	146	148	138	141	136	133	130	126	122	110	-25
	Ekstra Bladet	165	155	144	132	128	118	115	109	108	108	100	-40
	B.T.	145	134	131	125	129	117	112	102	96	93	88	-39
	JydskeVestkysten	95	92	91	90	87	84	81	79	78	77	72	-24
	Børsen	43	43	48	56	58	61	62	66	69	71	71	68
	Nordjyske Stiftstidende[3]	*	*	90	82	82	82	79	73	69	62	64	*
	Fyens Stiftstidende	67	69	68	63	61	62	62	61	60	58	56	-17
	Dagbladet/Fredriksborgs Amts Avis	59	58	56	54	54	54	52	51	52	49	46	-22
Finland	Helsingin Sanomat	471	473	455	447	446	441	440	434	431	426	420	-11
	Ilta-Sanomat	221	219	218	215	218	205	199	201	196	186	177	-20
	Aamulehti	131	133	134	134	135	136	136	137	137	138	139	6
	Iltalehti	113	118	120	126	135	126	121	130	130	133	131	16
	Turun Sanomat	113	113	115	114	115	113	112	111	112	112	112	-1
	Kaleva	79	80	82	83	83	83	82	82	82	82	82	3
	Kauppalehti	84	84	84	85	85	83	81	82	81	81	81	-3
	Keskisuomalainen	76	76	76	77	77	77	76	76	76	75	75	-1
	Savon Sanomat	72	73	73	67	67	66	65	65	65	64	65	-10
	Etelä-Suomen Sanomat	62	62	62	62	62	62	61	61	61	61	61	-2
Iceland[4]	Morgunblaðið	53	54	55	56	56	54	53	52	52	42	52	-2
	Dagblaðið Vísir[5]	32	32	29	28	24	22	18	10	12	* 5	16	-50
	Dagur[6]	8	9	7	7	*	*	*	*	*	*	*	*
	Viðskiptablaðið	*	*	*	*	*	*	*	*	*	*	9	*

Cont.

9. Cont. Top ten daily paid-for newspapers by circulation 2007, circulation trends 1997-2007

		Circulation/issue (thousands)[1]											Change (%)
	Newspaper	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	1997-2007
Norway	VG - Verdens Gang	370	365	374	376	388	391	380	365	344	316	310	-16
	Aftenposten Morgen	286	288	284	276	263	263	257	250	253	249	250	-13
	Dagbladet	205	206	207	193	194	191	186	183	162	147	136	-34
	Aftenposten Aften	191	186	180	176	168	164	155	148	142	137	131	-31
	Bergens Tidende	94	94	95	92	92	91	90	89	88	87	88	-6
	Dagens Næringsliv	60	69	69	71	72	70	69	71	74	77	81	35
	Adresseavisen	94	89	90	89	86	87	87	85	79	79	80	-15
	Stavanger Aftenblad	72	73	73	73	72	71	70	69	68	67	68	-6
	Fædrelandsvennen	47	47	73	46	46	46	45	44	43	43	41	-13
	Drammens Tidende	45	46	73	47	49	47	45	44	43	42	41	-9
Sweden	Aftonbladet	408	397	382	382	402	436	442	444	429	417	389	-5
	Dagens Nyheter	348	353	352	361	361	364	363	363	363	347	340	-2
	Expressen/GT/Kvällsposten[7]	339	316	298	280	334	322	335	342	339	326	303	-11
	Göteborgs-Posten	262	258	260	260	254	249	247	246	246	243	245	-6
	Svenska Dagbladet	194	185	178	176	175	184	185	179	187	194	195	1
	Sydsvenska Dagbladet	123	125	126	128	138	139	136	136	129	123	123	0
	Dagens Industri	102	110	115	127	125	116	115	117	118	118	119	17
	Helsingborgs Dagblad with Nordvästra Skånes Tidningar[8]	*	*	*	*	*	87	87	87	84	82	79	*
	Nerikes Allehanda	68	68	69	69	66	65	63	61	62	65	65	-4
	Dalarnas Tidningar[9]	66	66	66	67	67	66	66	65	65	65	64	-3

1 Finland and Iceland: average circulation the whole week. Denmark, Norway, Sweden: not including Sunday editions.
2 Circulation July-December each year.
3 *Aalborg Stiftstidende* (circ. 67 700 in 1998), *Vendsyssel Tidende* (circ. 26 400 in 1998), *Fjerritslev Avis* (circ. 4 000 in 1998) and *Løgstør Avis* (circ. 2 600 in 1998) fused to form *Nordjyske Stiftstidende* 18 September 1999. Circulation data for *Nordjyske Stiftstidende* in 1999 refer to the period 18/9-31/12.
4 The titles above represent all for-purchase daily newspapers in Iceland.
5 *Dagblaðið Vísir* was a daily until late April 2006, when it changed to a weekly weekend paper. From February 2007 it reverted to daily publication again. Estimated average daily circulation in 2006 was 9 600. During the period as a weekly the average circulation was 7 495 copies/issue.
6 Publication of *Dagur* ended in March 2001.
7 Starting in 2001, "Expressen" includes *GT* (Göteborg) and *Kvällsposten* (Malmö).
8 *Helsingborgs Dagblad, Nordvästra Skånes Tidningar* and *Landskrona Posten* fused in 2001.
9 Group of regional newspapers including *Falu-Kuriren, Borlänge Tidning med Södra Dalarnes Tidning, Nya Ludvika Tidning, Mora Tidning.*

Sources: Danish Audit Bureau of Circulations, Finnish Audit Bureau of Circulations, Statistics Iceland, Norwegian Media Businesses' Association, Swedish Audit Bureau of Circulations.

10. Top ten daily paid-for newspapers in the Nordic countries by circulation 2007

Newspaper	Country	Circulation[1]	Readership[1,2]	Numbers of readers/copy	Issues/ week	Media company
Helsingin Sanomat	Finland	419 791	995 000	2.4	7	Sanoma Oyj
Aftonbladet	Sweden	388 500	1 281 000	3.3	7	Schibsted ASA, Labour movement
Dagens Nyheter	Sweden	339 700	858 000	2.5	7	Bonnier AB
VG - Verdens Gang	Norway	309 610	1 191 000	3.8	7	Schibsted ASA
Expressen/GT/Kvällsposten	Sweden	303 100	1 066 000	3.5	7	Bonnier AB
Aftenposten Morgen	Norway	250 179	723 000	2.9	7	Schibsted ASA
Göteborgs-Posten	Sweden	245 000	558 000	2.3	7	Stampen AB
Svenska Dagbladet	Sweden	195 200	486 000	2.5	7	Schibsted ASA
Ilta-Sanomat	Finland	176 531	767 000	4.3	6	Sanoma Oyj
Aamulehti	Finland	139 165	313 000	2.2	7	Alma Media Oyj

[1] Finland: average circulation and readership the whole week. Norway, Sweden: not including Sunday editions.
[2] Finland: population aged 12+, Norway: 13+, Sweden: 15-79 years.

Sources: Finnish Audit Bureau of Circulations/Statistics Finland, Norwegian Media Businesses' Association, TNS Gallup Norway, medianorway, Swedish Audit Bureau of Circulations, Sifo (Orvesto), Swedish Newspaper Publisher's Association, Nordicom-Sweden.

11. Top ten daily paid-for newspapers in the Nordic countries by circulation 2007, circulation trends 1997-2007

	Circulation/issue (thousands)[1]											Change (%)
Newspaper	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	1997-2007
Helsingin Sanomat	471	473	455	447	446	441	440	434	431	426	420	-11
Aftonbladet	408	397	382	382	402	436	442	444	429	417	389	-5
Dagens Nyheter	348	353	352	361	361	364	363	363	363	347	340	-2
VG - Verdens Gang	370	365	374	376	388	391	380	365	344	316	310	-16
Expressen/GT/Kvällsposten[2]	339	316	298	280	334	322	335	342	339	326	303	-11
Aftenposten Morgen	286	288	284	276	263	263	257	250	253	249	250	-13
Göteborgs-Posten	262	258	260	260	254	249	247	246	246	243	245	-6
Svenska Dagbladet	194	185	178	176	175	184	185	179	187	194	195	1
Ilta-Sanomat	221	219	218	215	218	205	199	201	196	186	177	-20
Aamulehti	131	133	134	134	135	136	136	137	137	138	139	6

[1] Finland: average circulation the whole week. Norway, Sweden: not including Sunday editions.
[2] 1997-2000: Expressen only. Starting in 2001, "Expressen" includes GT (Göteborg) and Kvällsposten (Malmö). Expressen's (the paper) circulation in 2001 was 232 000.

Sources: Finnish Audit Bureau of Circulations, Norwegian Media Businesses' Association, Swedish Audit Bureau of Circulations.

12. Free papers by frequency of issue 1999-2007

		Issues/week							
		1	2	3	4	5	6	7	Total
Finland	1999	..	..	..	..	2	–	–	136
	2000	..	..	..	..	2	–	–	..
	2001	..	..	..	..	2	–	–	..
	2002	..	..	..	..	2	–	–	..
	2003	..	..	..	..	2	–	–	..
	2004	..	..	..	..	2	–	–	146
	2005	..	..	..	..	2	–	–	..
	2006	..	..	..	..	2	–	–	..
	2007	..	..	..	..	3	–	–	..
Iceland	1999	9	–	–	–	–	–	–	9
	2000	8	–	–	–	–	–	–	8
	2001	9	–	–	–	–	1	–	10
	2002	10	–	–	–	–	1	–	11
	2003	13	–	–	–	–	–	1	14
	2004	12	–	–	–	–	–	1	13
	2005	11	–	–	–	1	–	1	13
	2006	11	–	–	–	1	–	1	13
	2007	13	–	–	–	1	–	1	15
Norway	1999	8	3	–	–	–	–	–	11
	2000	11	3	–	–	–	–	–	14
	2001	10	3	–	–	–	–	–	13
	2004	14	1	–	–	–	–	–	15
	2006	25	1	–	–	–	–	–	26
Sweden[1]	2000	19	–	–	–	2	1	–	22
	2001	29	–	–	–	2	1	–	32
	2002	31	–	–	–	2	1	–	34
	2003	35	–	–	–	3	1	–	39
	2004	35	–	–	–	4	1	–	40
	2005	43	–	–	–	4	1	–	48
	2006	54	–	–	–	4	1	–	59
	2007	59	–	–	–	4	1	–	64

[1] Audited free papers only. Local editions of the daily papers are treated as separate titles due to differences in their periodicity (5 or 6 days/week).

Note: The figures indicate the frequencies the papers had during the greater part of the year in question.

Sources: Finnish Newspapers Association, Statistics Finland, Statistics Iceland, Institute of Journalism/Volda University College (Norway) (processed), Swedish Audit Bureau of Circulations.

13. Daily[1] free newspapers 2007/2008

	Title	Company	Distribution area	Issues/ week	Number of copies distributed	Readership	Year established
					2008, Jan-Jun	2008, Jan-Jun	
Denmark	metroXpress	Metro International (51%)[3]	Nationwide[4]	5	227 653	494 000	2001
2008 [2]	24timer	Metro International (51%)[3]	Nationwide[4]	5	245 623	494 000	2006
	Urban	Berlingske Media (Mecom)	Nationwide[4]	5	207 664	430 000	2001
						2007	
Finland	Uutislehti 100	Sanoma [5]	Helsinki capital area	5	..	286 000	1997
2007	Metro	Sanoma [5]	Helsinki capital area, Tampere, Turku & other cities	5	..	310 000	1999
					2007	2008, May-July	
Iceland	Fréttablaðið	365 miðlar ehf (365 hf.).[6]	Nationwide	7	103 000	167 000	2001
2008	24 stundir[7]	Árvakur hf.	Nationwide	5	108 190	130 000	2005
					2007	2007	
Sweden	Metro	Metro International 65%, Schibsted 35% [8]	Stockholm, Göteborg, Skåne (Malmö)	6	484 500 [9]	1 203 000 [9]	1995
2008	Metro Riks	Metro International 65%, Schibsted 35% [8]	Nationwide (outside Stockholm, Göteborg, Malmö)	5	157 500	425 000	2007
	City Helsingborg	Helsingborgs Dagblad AB	Local (Helsingborg)	5	18 900	33 000	2007
	City Malmö/Lund	Sydsvenskan (Bonnier)	Local (Malmö/Lund)	5	39 300	95 000	2006
	Extra Östergötland	AB Östgöta Correspondenten & Norrköpings Tidningars AB	Regional (the county of Östergötland)	5	37 200	..	2004

1 Published 4-7 days/week.
2 November.
3 Other owners are A-pressen in Denmark (24.5%), JP/Politiken (24.5%). JP/Politiken acquired its share in metroXpress in exchange for transferring their own 24timer to the Metro group in mid-2008. 24timer's results will be consolidated into MetroXpress A/S from Q3 2008 onwards.
4 Distribution in Denmark's principal cities.
5 Sanoma acquired *Metro* in Finland from Metro International in August 2006. In September 2008 Sanoma fused *Uutislehti 100* into *Metro.*
6 In October 2008 *Fréttablaðið* was acquired by Árvakur hf., the owner of Iceland's largest paid-for newspaper *Morgunblaðidð.* In exchange 365 hf. received a 36.5% per cent-share in Árvakur hf.
7 The free paper *Blaðið* was retitled *24 stundir* in October 2007. The paper ceased publication in October 2008, when owner Àrvakur acquired *Frettablaðið,* see note 6.
8 Schibsted acquired 35% of Metro International's Swedish subsidiary in mid-2008.
9 Distributed copies and readership data Monday-Friday. Data are the sums of the separate editions in Stockholm, Göteborg and Skåne, respectively.

Note: There are no daily (4-7 issues/week) free papers in Norway.

Sources: Danish Audit Bureau of Circulations, TNS Gallup Denmark, Danish Newspaper Publishers' Association, Statistics Finland, TNS Gallup Finland, Statistics Iceland, Norwegian Institute of Journalism, Swedish Audit Bureau of Circulations, Sifo Research International (Orvesto).

14. The largest newspaper companies 2007 by share of circulation[1]

	Media company	Circulation (thousands)	Share of total circulation (%)	Number of titles	Major owners
Denmark[2]	Det Berlingske Officin A/S[3]	352	30	6	Mecom Group
	JP/Politikens Hus A/S	345	29	3	Foundations
	Total, two largest	696	59	9	
	Total, all daily newspapers (4-7 days)	1 169	100	31	
Finland	Sanoma News/Sanoma Oyj	742	24	11	Erkko family (40%)
	Alma Media Oyj	594	19	23	Herttaässä (12%), Ilkka-Yhtymä (10%), Varma Mutual Pension Insurance Company (10%)
	Keskisuomalainen Oyj	262	8	21	No major owner
	TS-yhtymä Oy	173	6	8	Ketonen family
	Ilkka-Yhtymä Oyj	107	3	7	No major owner
	Total, five largest	1 877	59	70	
	Total, all newspapers	3 156	100	204	
Norway	Schibsted ASA	903	32	13	Stiftelsen Tinius (26%), State Street Bank & Trust Co (10%), JPMorgan Chase Bank (7%)
	A-pressen ASA	485	17	50	LO, Labour movement (45%), Telenor (44%), The Freedom of Expression Foundation (10%)
	Edda Media	356	13	29	Mecom Group
	Total, three largest	1 744	61	92	
	Total, all newspapers	2 844	100	228	
Sweden[4]	Bonnier AB	946	26	9	Bonnier family
	Schibsted ASA:	584	16	2	
	– *Aftonbladet Hierta AB*	389	11	1	Schibsted ASA, Labour movement
	– *Svenska Dagbladet Holding AB*	195	5	1	Schibsted ASA
	Stampen AB	581	16	16	Hjörne family
	MittMedia Förvaltnings AB	290	8	13	Nya Stiftelsen Gefle Dagblad (foundation)
	Norrköpings Tidningar/Östgöta-correspondenten	211	6	8	Erik och Asta Sundins Stiftelse (foundation)
	Total, five largest	2 612	73	50	
	Total, all daily newspapers (3-7 days)	3 599	100	96	
	Paid-for and free paper publishers				
Iceland	365 miðlar ehf.	103	44	1 [5]	365 hf. (Baugur Group ehf. 27%).
	Árvakur hf.	108	46	2 [6]	Björgólfur Guðmundsson (51%)
	Birtíngur útgáfufélag ehf.	16	7	1	Hjálmur ehf. (84% - in ownership of Baugur Group)
	Framtíðarsýn ehf.	9	4	1	Bakkabaedur Holding BV (59%), Exista hf. (44%)
	Total, all daily newspapers (4-7 days)	236	100	5	

1 Paid-for newspapers only, except for Iceland, where both paid-for and free newspapers are included.
2 Weekday circulation July-December 2007. Based on daily newspapers (4-7 days/week), i.e., Denmark's only paid-for non-daily, Berlingske Officin's *Weekendavisen* (circ. 60 123), is not included.
3 Det Berlingske Officin changed names to Berlingske Media in mid-2008.
4 Based on newspapers published 3-7 days/week; weekday circulation.
5 Free daily *Frettablaðið,* which in October 2008 was acquired by Árvakur. In exchange 365 hf received 36.5% share in Àrvakur hf. The acquisition is contingent on the approval of the Icelandic Competition Authority, whose decision is pending.
6 Paid-for daily *Morgunblaðið* and free daily *24 stundir,* the latter which closed in October 2008 when Árvakur acquired *Frettablaðið* from 365 hf.

Note: The figures refer to newspapers in which the media companies own at least 50% of the shares.

Sources: Danish Audit Bureau of Circulations (processed), Finnish Newspapers Association, Finnish Audit Bureau of Circulations/Statistics Finland, Ministry of Education, Statistics Iceland, Volda University College/medianorway, Swedish Audit Bureau of Circulations, Nordicom-Sweden, company annual reports.

15. Newspaper revenues 1997-2007 (millions in local currency and Euro)

Paid-for and free newspapers

Year	Local currency (millions) Denmark[1] (DKK)	Finland (EURO)	Iceland[2] (ISK)	Euro (millions) Denmark[1]	Finland	Iceland[2]
1997	..	986	3.6	..	986	0.04
1998	9 501	1 051	4.0	1 265	1 051	0.05
1999	9 618	1 124	4.5	1 293	1 124	0.06
2000	10 068	1 165	4.6	1 351	1 165	0.06
2001	10 249	1 155	4.5	1 376	1 155	0.05
2002	9 947	1 140	4.5	1 339	1 140	0.05
2003	10 191	1 138	4.7	1 372	1 138	0.05
2004	10 688	1 188	5.4	1 437	1 188	0.06
2005	11 437	1 205	6.6	1 535	1 205	0.08
2006	12 198	1 252	8.3	1 635	1 252	0.09
2007	12 576	1 291	8.4	1 688	1 291	0.10

Paid-for newspapers

Year	Local currency (millions) Finland (EURO)	Norway[3] (NOK)	Sweden (SEK)	Euro (millions) Finland	Norway[3]	Sweden
1997	934	11 232	16 852	934	1 402	1 955
1998	992	11 707	17 606	992	1 385	1 972
1999	1 042	11 538	17 197	1 042	1 388	1 952
2000	1 078	11 909	17 954	1 078	1 468	2 125
2001	1 069	12 187	16 653	1 069	1 514	1 800
2002	1 051	11 592	16 750	1 051	1 544	1 829
2003	1 043	12 433	17 905	1 043	1 554	1 961
2004	1 088	12 807	17 902	1 088	1 530	1 961
2005	1 103	13 470	18 490	1 103	1 682	1 992
2006	1 148	14 150	19 663	1 148	1 758	2 126
2007	1 188	14 908	19 910	1 188	1 859	2 152

[1] Data at group level, i.e., the publishers' free newspapers (dailies and local/regional weeklies) are included, with the exception for free dailies *MetroExpress* and *Nyhedsavisen* (the publishers of which are not members of the Danish Newspaper Publishers' Association) and local/regional weeklies not published by newspaper companies.
[2] Dailies and weeklies (sold and free) included. Revenue refers to newspaper revenue only, not company revenue.
[3] Up to 2002 data are based on the majority of Norwegian newspapers; from 2003 forward all newspapers are included.

Note: Revenue from advertisement and newspaper sales. Denmark, Norway and Sweden also include other operating revenue. Subsidies excluded for all.

Sources: Danish Newspaper Publishers' Association, Finnish Newspapers Association, Statistics Finland, Statistics Iceland, Mass Media Authority (Norway), Swedish Press Subsidies Council (processed).

16. Newspaper revenue: Breakdown by advertising and sales 1997-2007 (per cent)

		1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Paid for and free newspapers												
Denmark[1]	Advertising	54	55	54	56	53	50	50	52	55	56	57
	Subscriptions & single copy sales	46	45	46	44	47	50	50	48	45	44	43
	Total	100	100	100	100	100	100	100	100	100	100	100
	Total, DKK millions	7 922	8 239	8 231	8 461	8 529	8 139	8 179	8 543	9 172	9 629	9 794
Iceland[2]	Advertising	55	59	61	63	61	62	68	72	76	78	82
	Subscriptions & single copy sales	45	41	39	37	39	38	32	28	24	22	18
	Total	100	100	100	100	100	100	100	100	100	100	100
	Total, ISK millions	3.6	4.0	4.5	4.6	4.5	4.5	4.7	5.4	6.6	8.3	8.4
Dailies	Advertising	54	58	61	63	60	61	68	71	76	80	82
	Subscriptions & single copy sales	46	42	39	37	40	39	32	29	24	20	18
	Total	100	100	100	100	100	100	100	100	100	100	100
	Total, ISK millions	3.2	3.7	4.1	4.2	4.1	4.0	4.2	4.8	6.0	7.3	7.8
Non-dailies	Advertising	57	61	65	65	66	74	70	74	72	65	79
	Subscriptions & single copy sales	43	39	35	35	34	26	30	26	28	35	21
	Total	100	100	100	100	100	100	100	100	100	100	100
	Total, ISK millions	0.4	0.4	0.4	0.5	0.4	0.5	0.5	0.6	0.6	1.0	0.6
Paid for newspapers												
Finland												
Dailies	Advertising	53	56	56	58	56	54	53	53	53	55	55
	Subscriptions & single copy sales	47	44	44	42	44	46	47	47	47	45	45
	Total	100	100	100	100	100	100	100	100	100	100	100
	Total, EUR millions	831	886	926	965	956	936	931	970	982	1 027	1 061
Non-dailies	Advertising	63	64	62	59	57	54	53	54	53	53	53
	Subscriptions & single copy sales	37	36	38	41	43	46	47	46	47	47	47
	Total	100	100	100	100	100	100	100	100	100	100	100
	Total, EUR millions	103	108	116	114	113	115	112	118	121	122	127
Norway [3]	Advertising	50	51	50	50	49	47	47	47	50	52	53
	Subscriptions & single copy sales	42	42	44	43	44	45	46	45	43	41	40
	Other revenue	8	7	6	7	8	8	8	8	7	7	7
	Total	100	100	100	100	100	100	100	100	100	100	100
	Total, NOK millions	11 232	11 707	11 538	11 909	12 187	11 592	12 433	12 807	13 470	14 150	14 908
Sweden	Advertising	55	57	57	56	54	52	52	52	53	53	53
	Subscriptions & single copy sales	45	43	43	44	46	48	48	48	47	47	47
	Total	100	100	100	100	100	100	100	100	100	100	100

1 Data at group level, i.e., the publishers' free newspapers (dailies and local/regional weeklies) are included, with the exception for free dailies MetroExpress and Nyhedsavisen (the publishers of which are not members of the Danish Newspaper Publishers' Association) and local/regional weeklies not published by newspaper companies.
2 Dailies and weeklies (sold and free) included. Revenue refers to newspaper revenue only, not company revenue.
3 Up to 2002 data are based on the majority of Norwegian newspapers; from 2003 forward all newspapers are included.

Sources: Danish Newspaper Publishers' Association (processed), Statistics Finland, Finnish Newspapers Association, Statistics Iceland, Mass Media Authority (Norway)/medianorway, Swedish Press Subsidies Council, Swedish Newspaper Publishers' Association.

17. Newspaper advertising expenditure 1997-2007 (in local currency and Euro)

		Local currency (millions)					Euro (millions)				
		Denmark[1]	Finland	Iceland[2]	Norway[3]	Sweden	Denmark[1]	Finland	Iceland[2]	Norway[3]	Sweden
	Year	(DKK)	(EUR)	(ISK)	(NOK)	(SEK)					
Paid-for and free newspapers	1997	5 560	496	1 952	..	9 021	745	496	24	..	1 047
	1998	5 805	540	2 349	..	9 792	773	540	30	..	1 097
	1999	5 471	581	2 735	..	9 813	735	581	35	..	1 114
	2000	5 580	637	2 908	..	10 571	749	637	40	..	1 251
	2001	5 238	599	2 719	..	9 556	703	599	31	..	1 033
	2002	4 794	580	2 767	..	8 956	645	580	32	..	978
	2003	4 708	596	3 224	..	8 956	634	596	37	..	981
	2004	5 013	631	3 891	..	9 397	674	631	45	..	1 029
	2005	5 462	643	5 028	6 270	10 023	733	643	64	783	1 080
	2006	5 960	661	6 492	6 678	10 798	799	661	74	830	1 167
	2007	5 933	690	6 891	7 360	11 086	796	690	79	918	1 198
Paid-for newspapers[4]	1997	3 570	459	1 874	..	8 321	479	459	23	..	965
	1998	3 790	494	2 270	..	8 925	505	494	29	..	999
	1999	3 334	532	2 639	..	8 755	448	532	34	..	994
	2000	3 355	583	2 796	..	9 338	450	583	38	..	1 105
	2001	2 983	547	2 410	..	8 325	400	547	28	..	900
	2002	2 697	524	2 152	..	7 728	363	524	25	..	844
	2003	2 647	535	..	..	7 773	356	535	..	..	851
	2004	2 854	566	..	..	7 851	384	566	..	..	860
	2005	3 139	575	..	6 138	8 295	421	575	..	766	894
	2006	3 493	590	..	6 528	8 888	468	590	..	811	961
	2007	3 229	622	..	7 189	9 125	433		..	896	986
Free newspapers[5]	1997	1 990	37	78	..	700	267	37	1	..	81
	1998	2 015	46	79	..	867	268	46	1	..	97
	1999	2 137	49	96	..	1 058	287	49	1	..	120
	2000	2 225	54	111	..	1 233	299	54	2	..	146
	2001	2 255	52	309	..	1 231	303	52	4	..	133
	2002	2 097	56	615	..	1 228	282	56	7	..	134
	2003	2 061	61	..	..	1 183	277	61	..	..	130
	2004	2 159	66	..	..	1 546	290	66	..	..	169
	2005	2 323	68	..	132	1 728	312	68	..	16	186
	2006	2 467	69	..	150	1 910	331	69	..	19	206
	2007	2 704	68		171	1 961	363	68		21	212

1 Data from 1999 forward are not totally comparable to previous years due to change of method.
2 Data are based on annual accounts and are, therefore, in most cases comparable to survey data according to the EAT standards.
3 Surveys where data are gathered directly from the market started in 2005, earlier data are estimates and not comparable.
4 Denmark includes daily free newspapers.
5 Denmark: free local and regional papers (distriktsblade), Finland: household delivered and pick up papers, Iceland: household delivered and street-distributed papers, (with at least one issue/week), Norway: non-daily free papers (free papers in Norway are few and all are non-dailies), Sweden: including daily free papers plus local free non-dailes.

Note: Survey data, net of discounts and agency commission.

Sources: Danish Audit Bureau of Circulations, TNS Gallup Finland, Statistics Iceland, Norwegian Media Statistics / Norsk Mediestatistikk (IRM), IRM Institute for Advertising and Media Statistics (Sweden).

18. Newspaper advertising expenditure per capita 1997-2007 (in local currency and Euro)

		Local currency					Euro				
		Denmark[1]	Finland	Iceland[2]	Norway[3]	Sweden	Denmark[1]	Finland	Iceland[2]	Norway[3]	Sweden
	Year	(DKK)	(EUR)	(ISK)	(NOK)	(SEK)					
Paid-for and free newspapers	1997	1 050	96	7 166	..	1 020	141	96	89	..	118
	1998	1 092	105	8 520	..	1 106	145	105	108	..	124
	1999	1 026	112	9 801	..	1 107	138	112	127	..	126
	2000	1 043	123	10 263	..	1 190	140	123	141	..	141
	2001	967	115	9 490	..	1 073	131	115	108	..	116
	2002	890	112	9 591	..	1 002	120	112	111	..	109
	2003	872	114	11 094	..	998	117	114	128	..	109
	2004	926	121	13 254	..	1 045	125	121	152	..	114
	2005	1 006	123	16 765	1 351	1 108	135	123	215	169	119
	2006	1 094	125	21 102	1 427	1 185	147	125	241	177	128
	2007	1 083	130	21 988	1 554	1 207	145	130	251	194	131
Paid-for newspapers[4]	1997	674	89	6 879	..	940	90	89	86	..	109
	1998	713	96	8 233	..	1 008	95	96	104	..	113
	1999	626	103	9 456	..	988	84	103	123	..	112
	2000	627	113	9 868	..	1 051	84	113	135	..	124
	2001	556	105	8 410	..	934	75	105	96	..	101
	2002	501	101	7 459	..	864	67	101	87	..	94
	2003	490	103	..	..	866	66	103	..	..	95
	2004	527	108	..	..	873	71	108	..	..	96
	2005	578	110	..	1 323	917	78	110	..	165	99
	2006	641	112	..	1 395	975	86	112	..	173	105
	2007	590	118	..	1 518	994	79	118	..	189	107
Free newspapers[5]	1997	376	7	286	..	79	50	7	4	..	9
	1998	279	9	288	..	98	50	9	4	..	11
	1999	401	9	345	..	119	54	9	4	..	14
	2000	416	10	393	..	139	56	10	5	..	16
	2001	420	10	1 080	..	138	56	10	12	..	15
	2002	389	11	2 132	..	137	52	11	25	..	15
	2003	382	12	..	..	132	51	12	..	..	14
	2004	399	13	..	..	172	54	13	..	..	19
	2005	428	13	..	28	191	57	13	..	4	21
	2006	453	13	..	32	210	61	13	..	4	23
	2007	494	13		36	214	66	13		5	23

1 Data from 1999 forward are not totally comparable to previous years due to change of method.
2 Data are based on annual accounts and are, therefore, in most cases comparable to survey data according to the EAT standards.
3 Surveys where data are gathered directly from the market started in 2005, earlier data are estimates and not comparable.
4 Denmark: including daily free newspapers.
5 Denmark: free local and regional papers (distriktsblade), Finland: household delivered and pick up papers, Iceland: household delivered and street-distributed papers, (with at least one issue/week), Norway: non-daily free papers (free papers in Norway are few and all are non-dailies), Sweden: including daily free papers plus local free non-dailes.

Note: Survey data, net of discounts and agency commission.

Sources: Danish Audit Bureau of Circulations, TNS Gallup Finland, Statistics Iceland, Norwegian Media Statistics / Norsk Mediestatistikk (IRM), IRM Institute for Advertising and Media Statistics (Sweden).

19. Newspaper readership: Daily reach 1997-2007 (per cent)

	Readers of paper version (%)					All readers, paper and/or online (%)	
	Denmark[1,2]	Finland[3]	Iceland	Norway	Sweden[4]	Norway[5]	Sweden[4,6]
Year	Age: 12+	Age: 12+/10+[3]	Age: 12-80	Age: 9-79	Age: 9-79	Age: 9-79	Age: 9-79
1997	78	..	..	84	81	84	81
1998	..	91	..	81	84	81	84
1999	75	..	..	81	82	81	82
2000	75	86	74	77	81	77	85
2001	..	..	..	78	79	79	81
2002	74	87	81	77	76	79	82
2003	75	..	..	77	74	80	81
2004	76	82	..	75	74	79	81
2005	73	81	..	74	73	81	81
2006	74	81	..	74	..	82	81
2007	69	79	..	72	76	81	80

1 Weekdays only. Including free papers (free daily newspapers from 2002). 1997-2004: July-December each year; 2005-2007: January-June each year.
2 Figures from 2005 onwards are not comparable with previous years, due to several changes in method.
3 10+ from 2005. Figures from 2005 onwards are not comparable with previous years.
4 Including free daily newspapers from 1998.
5 Including online newspaper versions from 2001 forward.
6 Including online newspaper versions from 2000 forward.

Sources: TNS Gallup Denmark, TNS Atlas Intermedia / TNS Gallup Finland, ÍM Gallup Iceland, Statistics Norway, Nordicom-Sweden.

20. Newspaper readership: Daily reach by sex and age 2007 (per cent)

Readers of paper version (%)						All readers, paper and/or online (%)			
Finland	Reach	Norway	Reach	Sweden[1]	Reach	Norway	Reach	Sweden[1]	Reach
All	79	All	72	All	76	All	81	All	80
Sex		*Sex*		*Sex*		*Sex*		*Sex*	
Men	78	Men	73	Men	76	Men	83	Men	80
Women	79	Women	72	Women	76	Women	78	Women	80
Age		*Age*		*Age*		*Age*		*Age*	
10-24	59	9-15	40	9-14	34	9-15	42	9-14	36
25-44	78	16-24	53	15-24	64	16-24	73	15-24	71
45-59	87	25-44	71	25-44	75	25-44	82	25-44	81
60+	87	45-66	88	45-64	86	45-66	93	45-64	89
		67-79	90	65-79	90	67-79	90	65-79	90

1 Including free daily newspapers.

Sources: TNS Atlas Intermedia / TNS Gallup Finland, Statistics Norway, Nordicom-Sweden.

Magazines

Structure & Ownership

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1. Consumer magazines[1]: Number of titles and total circulation per issue in millions 1997-2007

		Total		Weeklies		Monthlies/quarterlies[2]	
	Year	Titles	Circulation	Titles	Circulation	Titles	Circulation
Denmark[3]	1997	49	3.1	14	1.9	35	1.2
	1998	53	3.2	14	1.9	39	1.3
	1999	53	2.9	14	1.8	39	1.1
	2000	55	2.9	14	1.8	41	1.1
	2001	51	2.8	14	1.7	37	1,0
	2002	53	2.8	14	1.7	39	1.1
	2003	56	2.8	14	1.6	42	1.1
	2004	62	2.9	15	1.6	47	1.3
	2005	56	2.5	13	1.6	43	0.9
	2006	61	2.5	14	1.5	47	1,0
	2007	68	2.9	16	1.5	52	1.4
Finland	1997	95	6,0	10	1.5	85	4.5
	1998	127	6.2	10	1.5	117	4.7
	1999	137	6.4	10	1.5	127	4.9
	2000	133	6.4	10	1.6	123	4.8
	2001	112	6.4	10	1.6	102	4.8
	2002	109	6.3	11	1.6	98	4.7
	2003	110	6.4	11	1.6	99	4.8
	2004	116	6.8	12	1.9	104	4.9
	2005	123	6.9	11	1.9	112	5,0
	2006	124	6.9	11	1.8	113	5.1
	2007	123	6.7	11	1.7	112	5.1
Iceland	1997	..	..	2	0.03	..	..
	1998	..	..	2	0.02	..	..
	1999	..	..	3	0.04	..	..
	2000	..	..	3	0.04	..	..
	2001	..	..	3	0.04	16	0.18
	2002	..	..	3	0.04	16	0.16
	2003	..	..	3	..	..	..
	2004	..	..	3	..	..	..
	2005	..	..	4	..	..	..
	2006	..	..	4	..	..	..
	2007	..	..	3	..	..	..
Norway[4]	1997	39	2.6	..	..	..	..
	1998	44	2.7	..	..	..	..
	1999	39	2.5	7	1.2	32	1.3
	2000	45	2.6	7	1.2	38	1.4
	2001	48	2.6	8	1.3	40	1.3
	2002	50	2.7	8	1.3	42	1.4
	2003	53	2.6	8	1.2	45	1.5
	2004	54	2.7	8	1.1	46	1.6
	2005	66	2.9	8	1.1	58	1.8
	2006	64	2.7	8	1,0	56	1.8
	2007	66	2.8	8	1,0	58	1.8

Cont.

1. Cont. Consumer magazines[1]: Number of titles and total circulation per issue in millions 1997-2007

		Total		Weeklies		Monthlies/quarterlies[2]	
	Year	Titles	Circulation	Titles	Circulation	Titles	Circulation
Sweden[5]	1997	118	9.6	12	2.3	106	7.2
	1998	116	9.6	12	2.2	104	7.4
	1999	116	9.4	12	2.1	104	7.2
	2000	123	8.1 [6]	11	2.0	112	6.1 [6]
	2001	122	9.3	11	2.0	111	7.3
	2002	118	9.5	11	2.1	109	7.4
	2003	124	9.7	11	2.0	113	7.6
	2004	134	9.8	12	2.0	122	7.8
	2005	143	9.9	11	1.9	132	8,0
	2006	153	9.1	13	2.0	140	7.1
	2007	155	8.7	13	1.9	142	6.7

1 Including family, women's, men's, youth, and special interest magazines, published at least quarterly. Consumer magazines with audited circulations only, with the exception for Iceland and certain Norwegian titles (see note 4).
2 All periodicities other than weekly: from bi-weeklies up to quarterlies.
3 Circulation July-December each year.
4 Members of the Norwegian Magazine Publishers' Association only. Comic magazines not included.
5 In Sweden, a number of organizational magazines are also included in the consumer magazine category (as "special interest magazines"). These organizational titles have more than 85% of circulation as membership copies, whereas the rest are sold as single-copies or by subscriptions.
6 The dip in circulation in 2000 is due to the fact that *Turist,* the magazine of the Swedish Tourist Association, was not included in the circulation audits that year. Circulation in 1999 was 952 000 copies; in 2001, 802 800 copies.

Sources: Danish Audit Bureau of Circulations (processed), Finnish Audit Bureau of Circulations, Statistics Finland, National and University Library of Iceland/Statistics Iceland, Norwegian Magazine Publishers' Association, Swedish Audit Bureau of Circulations.

2. Consumer magazines[1]: Top ten titles by circulation 2007

	Magazine	Type of magazine	Issues/ year	Circulation/ issue	Publishing company	Media group
Denmark[2]	Familie Journalen	General interest/family	52	198 300	Aller Press A/S	Aller
	Billed Bladet	General interest/TV-guide	52	194 900	Aller Press A/S	Aller
	Se og Hør	General interest/TV-guide	52	188 200	Aller Press A/S	Aller
	Ude og Hjemme	General interest/family	52	166 400	Aller Press A/S	Aller
	Hjemmet	General interest/family	52	155 100	Egmont Magasiner A/S	Egmont
	Her og Nu	General interest	52	116 800	Egmont Magasiner A/S	Egmont
	Søndag	General interest	52	94 200	Aller Press A/S	Aller
	Bo bedre	Special interest: Interior design	12	89 200	Bonnier Publications A/S	Bonnier
	Alt for Damerne	Women	52	75 300	Egmont Magasiner A/S	Egmont
	Femina	Women	52	68 900	Aller Press A/S	Aller
Finland	Aku Ankka	Comic magazine	52	324 100	Sanoma Magazines Finland	Sanoma
	ET-lehti	General interest/family	18	259 300	Sanoma Magazines Finland	Sanoma
	7 päivää	General interest/TV-guide	49	246 800	Aller Julkaisut Oy	Aller
	TV-Maailma[3]	TV guide	49	229 900	Yhtyneet Kuvalehdet Oy	Otava-Kuvalehdet
	Valitut Palat	General interest/family	12	223 300	Oy Valitut Palat - Reader's Digest Ab	The Reader´s Digest Association, Inc.
	Apu	General interest/family	49	215 500	A-Lehdet Oy	-
	Seura	General interest/family	49	189 600	Yhtyneet Kuvalehdet Oy	Otava-Kuvalehdet
	Kodin Kuvalehti	General interest/women	23	182 900	Sanoma Magazines Finland	Sanoma
	Kotiliesi	General interest/women	24	152 700	Yhtyneet Kuvalehdet Oy	Otava-Kuvalehdet
	Tekniikan Maailma	Cars, home electronics & ICT	22	150 800	Yhtyneet Kuvalehdet Oy	Otava-Kuvalehdet

Cont.

2. Cont. Consumer magazines[1]: Top ten titles by circulation 2007

	Magazine	Type of magazine	Issues/ year	Circulation/ issue	Publishing company	Media group
Norway[4]	Hjemmet	Family	52	206 543	Hjemmet Mortensen	Egmont/Orkla ASA[6]
	Se og Hør[5]	Celebrity gossip	102	205 606	Se og Hør Forlaget (Norsk Aller AS)	Aller
	Her og Nå	Celebrity gossip	52	179 422	Hjemmet Mortensen	Egmont/Orkla ASA[6]
	Familien	Family	27	129 367	Hjemmet Mortensen	Egmont/Orkla ASA[6]
	Norsk Ukeblad	Family	52	126 591	Hjemmet Mortensen	Egmont/Orkla ASA[6]
	Vi Menn	Men	52	96 827	Hjemmet Mortensen	Egmont/Orkla ASA[6]
	Allers	Family	52	81 549	Aller Familie-Journal (Norsk Aller AS)	Aller
	Illustrert vitenskap	Special interest: Popular science	18	76 113	Bonnier Publications	Bonnier
	Norsk Golf	Special interest: Sport	8	75 626	Se og Hør Forlaget (Norsk Aller AS)	Aller
	Hytteliv	Special interest: Holiday home living	11	61 043	Hjemmet Mortensen	Egmont/Orkla ASA[6]
Sweden	Hemmets Journal	Family	50	228 800	Egmont AB	Egmont
	Allers	Family	50	220 300	Allers Förlag AB	Aller
	Hemmets Veckotidning	Family	50	211 500	Allers Förlag AB	Aller
	ICA-Kuriren	Family	45	184 900	Forma Publishing Group	ICA
	Året Runt	Family	50	172 700	Allers Förlag AB	Aller
	Illustrerad Vetenskap	Special interest: Popular science	18	158 700	Bonnier Publications AS	Bonnier
	Vi bilägare	Special interest: Cars	18	142 200	OK Förlaget AB	OK
	Svensk Damtidning	Celebrity gossip	51	139 000	Allers Förlag AB	Aller
	Se & Hör	Celebrity gossip	50	132 100	Se & Hör Förlaget AB (Aller)	Aller
	Hänt Extra	Youth's	51	128 800	Allers Förlag AB	Aller

				Average readership/ issue (%)[7]		
Iceland[7] 2008 (March)	Séð og heyrt	General interest/TV guide	52	35%	Birtíngur útgáfufélag ehf.	Hjálmur ehf. (89%),[9]
	Gestgjafinn	Special interest: Cooking and recipes	12	23%	Birtíngur útgáfufélag ehf.	Hjálmur ehf. (89%)[9]
	Hús og híbýli	Special interest: Interior design	12	19%	Birtíngur útgáfufélag ehf.	Hjálmur ehf. (89%)[9]
	Nýtt líf	Women	12	19%	Birtíngur útgáfufélag ehf.	Hjálmur ehf. (89%)[9]
	Mannlíf	General interest	12	18%	Birtíngur útgáfufélag ehf.	Hjálmur ehf. (89%)[9]
	Vikan	Women	52	15%	Birtíngur útgáfufélag ehf.	Hjálmur ehf. (89%)[9]
	Sagan öll[8]	Special interest: History	12	15%	Birtíngur útgáfufélag ehf.	Hjálmur ehf. (89%)[9]

1 Consumer magazines with audited circulations only (with the exception for Iceland). Magazines published at least quarterly.
2 Circulation July-December.
3 Some 95 per cent of the title´s circulation is comprised of free copies to subscribers of the publisher´s other consumer magazine titles .
4 Comic magazines not included (if included, *Donald Duck* would rank sixth).
5 Since September 2003, *Se og Hør* appears twice a week (previously once a week). The circulation figure represents average combined circulation for both issues. Average circulation per weekday issue in 2007 was 235 695 (Tuesday issue) and 175 517 (weekend issue).
6 Hjemmet Mortensen AS was jointly owned by Egmont and Orkla until Summer 2008, when Orkla sold its share to Egmont.
7 Top titles ranked according to average readership/issue. Data from March 2008.
8 Published in co-operation with Historiska Media in Sweden.
9 Hjálmur ehf (89%), individuals (11%). Hjálmur ehf. is a subsidiary of Baugur Group hf.

Sources: Danish Audit Bureau of Circulations, Finnish Audit Bureau of Circulations, Capacent/Statistics Iceland, Norwegian Magazine Publishers' Association/medianorway, Swedish Audit Bureau of Circulations.

3. Consumer magazines[1]: Circulation and readership of the three largest titles per magazine category 2007

Country	Magazines	Category	Issues/ year	Circulation/ issue	Readership	Readers/ copy	Media group
	General interest & family magazines						
Denmark	Familie Journalen	General interest/family	52	198 300	562 000	2.8	Aller
	Billed Bladet	General interest/TV-guide	52	194 900	735 000	3.8	Aller
	Se og Hør	General interest/TV-guide	52	188 200	837 000	4.4	Aller
Finland	ET-lehti	Family	18	259 300	795 000	3.1	Sanoma
	7 päivää	Celebrity gossip & TV guide	49	246 800	792 000	3.2	Aller
	TV-Maailma[2]	TV guide	49	229 900	..	..	Otava-Kuvalehdet
Iceland[3]	Séð og heyrt	General interest/TV guide	52	..	88 000	..	Birtíngur útgáfufélag ehf.
	Mannlíf	General interest	12	..	45 000	..	Birtíngur útgáfufélag ehf.
Norway	Hjemmet	Family	52	206 543	774 000	3.7	Egmont/Orkla[5]
	Se og Hør[4]	Celebrity gossip	102	205 606	924 000	4.5	Aller
	Her og Nå	Celebrity gossip	52	179 422	709 000	4.0	Egmont/Orkla[5]
Sweden	Hemmets Journal	Family	50	228 800	524 000	2.3	Egmont
	Allers	Family	50	220 300	539 000	2.4	Aller
	Hemmets Veckotidning	Family	50	211 500	457 000	2.2	Aller
	Special interest						
Denmark	Bo Bedre	Homemaking, decorating	12	89 200	628 000	7.0	Bonnier
	Illustreret Videnskab	Popular science	16	67 800	656 000	9.7	Bonnier
	I Form	Health, fitness	17	54 800	417 000	7.6	Bonnier
Finland	Kodin Kuvalehti	Homemaking, decorating	23	182 900	581 000	3.2	Sanoma
	Kotiliesi	Homemaking, decorating	24	152 700	470 000	3.1	Otava-Kuvalehdet
	Tekniikan Maailma	Cars, home electronics & ICT	22	150 800	637 000	4.2	Otava-Kuvalehdet
Iceland[3]	Gestgjafinn	Cooking and recipes	12	..	58 000	..	Birtíngur útgáfufélag ehf.
	Hús og híbýli	Interior design	12	..	48 000	..	Birtíngur útgáfufélag ehf.
Norway	Illustrert Vitenskap	Popular science	18	76 100	645 000	8.5	Bonnier
	Norsk Golf	Golf	8	75 600	136 000	1.8	Aller
	Hytteliv	Holiday home living	11	61 000	349 000	5.7	Egmont/Orkla[5]
Sweden	Illustrerad Vetenskap	Popular science	18	158 700	739 000	4.7	Bonnier
	Vi bilägare	Cars	18	142 200	404 000	2.8	OK
	Allt om Mat	Cooking and recipes	20	120 600	545 000	4.5	Bonnier
	Women, men & youth						
Denmark	ALT for Damerne	Women's	52	75 300	337 000	4.5	Egmont
	Femina	Women's	52	68 900	319 000	4.6	Aller
	Woman	Women's	12	47 900	230 000	4.8	Forlaget Benjamin A/S
Finland	Me naiset	Women's	48	133 900	390 000	2.9	Sanoma
	Anna	Women's	48	119 600	362 000	3.0	Otava-Kuvalehdet
	Eeva	Women's	12	94 400	380 000	4.0	A-Lehdet
Iceland[3]	Nýtt líf	Women's	12	..	48 000	..	Birtíngur útgáfufélag ehf.
	Vikan	Women's	52	..	38 000	..	Birtíngur útgáfufélag ehf.
Norway	Vi Menn	Men's	50	96 800	593 000	6.1	Egmont/Orkla[5]
	KK	Women's	52	54 800	323 000	5.9	Norsk Aller AS
	FHM	Men's	12	54 100	261 000	4.8	Bonnier
Sweden	Svensk Damtidning	Women's	51	139 000	344 000	2.5	Aller
	Hänt Extra	Youth's	51	128 800	438 000	3.4	Aller
	Amelia	Women's	26	113 800	401 000	3.5	Bonnier

Cont.

3. Cont. Consumer magazines[1]: Circulation and readership of the three largest titles per magazine category 2007

Country	Magazines	Category	Issues/ year	Circulation/ issue	Readership	Readers/ copy	Media group
	Comic magazines[6]	**Title in English**					
Denmark	Anders And & Co	Donald Duck	52	56 600	360 000	..	Egmont
	Basserne	Beetle Bailey	26	12 800	..	..	Egmont
Finland	Aku Ankka	Donald Duck	52	324 100	995 000	3.1	Sanoma
	Roope-setä	Uncle Scrooge	12	77 300	..	..	Sanoma
	Nalle Puh	Winnie the Pooh	12	46 200	..	..	Sanoma
Iceland	Andrés Önd	Donald Duck	52	..	..	..	Edda-útgáfa hf.
Norway	Donald Duck & Co.	Donald Duck	52	111 400	662 000	5.9	Egmont/Orkla[5]
Sweden	Kalle Anka & Co	Donald Duck	48	92 000	354 000	3.8	Egmont
	Fantomen	The Phantom	24	21 200	..	..	Egmont
	Min Häst	*	24	16 600	..	..	Egmont

1 Consumer magazines with audited circulations only (with the exception for Iceland). Magazines published at least quarterly.
2 Some 95 per cent of the title´s circulation is comprised of free copies to subscribers of the publisher´s other consumer magazine titles .
3 Top titles ranked by average readership/issue in March 2008.
4 Since September 2003, *Se og Hør* appears twice a week (previously once a week). The circulation figure represents average combined circulation for the two issues. Average circulation per weekday issue in 2007 was 235 695 (Tuesday issue) and 175 517 (weekend issue).
5 Hjemmet Mortensen AS was jointly owned by Egmont and Orkla until Summer 2008, when Orkla sold its share to Egmont.
6 Two comic titles are audited in Denmark, and three in Norway and Sweden. In Norway, the second and third titles appear to have significantly smaller circulations than other, unaudited magazines. Consequently, only *Donald Duck & Co.* is listed.

Sources: Danish Audit Bureau of Circulations, TNS Gallup Denmark, Finnish Audit Bureau of Circulations, Statistics Iceland, Norwegian Magazine Publishers' Association/media-norway, MMI Norway, Swedish Audit Bureau of Circulations, Sifo (Orvesto).

4. Consumer magazines: Top ten titles by circulation 2007, circulation trends 1997-2007

		Circulation/issue (thousands)											Change (%)
	Magazine	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	1997-2007
Denmark[1]	Familie Journalen	273	263	251	241	239	234	228	223	214	208	198	-27
	Billed Bladet	208	198	190	184	188	189	185	205	200	197	194	-7
	Se og Hør	288	271	243	226	214	196	194	204	200	196	188	-35
	Ude og Hjemme	202	195	183	181	180	176	177	179	176	175	166	-18
	Hjemmet	235	223	209	201	200	198	197	176	172	165	155	-34
	Her og Nu	130	162	163	163	155	139	128	121	122	116	116	-11
	Søndag	126	114	115	109	108	107	97	104	99	97	94	-25
	Bo Bedre	*	*	*	*	*	*	*	88	85	86	89	*
	Alt for Damerne	86	87	89	95	90	89	86	84	84	81	75	-13
	Femina	90	90	90	90	92	91	90	86	78	77	69	-23
Finland	Aku Ankka	272	265	260	273	288	294	295	301	310	321	324	19
	ET-lehti	248	250	252	254	259	261	265	265	267	266	259	5
	7 päivää	204	217	224	235	255	261	262	263	264	265	247	21
	TV-maailma[2]	..	31	47	52	..	..	..	305	281	243	230	..
	Valitut Palat	332	297	241	231	228	226	220	221	226	225	223	-33
	Apu	252	255	248	256	255	252	261	240	231	225	216	-14
	Seura	266	255	267	261	257	248	238	226	212	191	190	-29
	Kodin Kuvalehti	178	172	171	171	175	180	174	180	181	182	183	3
	Kotiliesi	198	190	195	190	179	184	179	161	161	161	153	-23
	Tekniikan Maailma	123	124	129	137	141	143	143	143	169	140	151	23

Cont.

4. Cont. Consumer magazines: Top ten titles by circulation 2007, circulation trends 1997-2007

		Circulation/issue (thousands)											Change (%)
	Magazine	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	1997-2007
Iceland[3]	Séð og heyrt	23	20	21	22	22	22	..	..	..	..	..	..
	Nýtt Líf	14	15	16	16	16	16	..	..	..	..	..	..
	Vikan	*	13	14	15	15	15	..	..	..	..	..	..
	Mannlíf	14	14	15	15	15	15	..	..	..	..	..	..
	Gestgjafinn	12	13	15	15	15	15	..	..	..	..	..	..
	Hús og híbýli	13	14	15	15	15	15	..	..	..	..	..	..
	Bleikt og blátt	11	11	12	12	12	12	..	..	..	..	..	..
	Lifandi vísindi	5	8	9	12	11	10	..	..	..	..	..	..
	Uppeldi	..	..	7	9	9	9	..	..	..	..	..	..
	Frjáls verslun	..	..	5	4	4	4	..	..	..	..	..	..
Norway[4]	Hjemmet	257	260	253	249	240	239	237	228	221	213	207	-20
	Se og Hør[5]	392	389	397	416	425	425	259	232	226	227	206	*
	Her og Nå	*	*	*	*	100	157	193	198	185	177	179	*
	Familien	165	169	169	170	161	151	149	143	139	133	129	-22
	Norsk Ukeblad	204	193	184	178	167	161	154	145	131	126	127	-38
	Vi Menn	120	112	107	105	104	107	108	100	94	92	97	-19
	Allers	124	115	114	113	112	106	116	108	101	97	82	-34
	Illustrert Vitenskap	85	90	83	79	75	78	73	71	75	74	76	-10
	Norsk Golf	*	*	*	52	58	63	70	71	72	75	76	*
	Hytteliv	50	51	52	53	55	58	60	60	61	61	61	23
Sweden	Hemmets Journal	264	255	253	242	233	236	235	236	237	232	229	-13
	Allers	245	243	246	248	248	250	246	240	235	226	220	-10
	Hemmets Veckotidning	212	214	217	216	218	224	228	228	228	219	212	0
	ICA-Kuriren	396	370	364	337	333	315	287	272	272	192	185	-53
	Året Runt	220	206	194	191	187	191	193	192	192	181	173	-21
	Illustrerad Vetenskap	144	152	153	143	140	146	146	148	147	162	159	10
	Vi bilägare	204	205	186	183	179	177	182	164	164	147	142	-30
	Svensk Damtidning	130	130	134	136	139	145	141	144	147	145	139	7
	Se & Hör	123	114	121	115	114	131	140	139	134	134	132	7
	Hänt Extra	117	118	122	130	132	145	139	133	133	127	129	10

1 Circulation July-December each year.
2 Starting in 2004 some 95% of the title´s circulation is comprised of free copies to subscribers of the publisher´s other consumer magazine titles.
3 Information according to publishers.
4 Comic magazines not included.
5 Since September 2003, *Se og Hør* appears twice a week (previously once a week). The circulation figure represents average combined circulation for the two issues. Average circulation per issue in 2007 was 235 695 (Tuesday issue) and 175 517 (weekend issue).

Sources: Danish Audit Bureau of Circulations, Finnish Audit Bureau of Circulations, Statistics Iceland, Norwegian Magazine Publishers' Association/medianorway, Swedish Audit Bureau of Circulations.

5. Consumer magazines: Top ten titles in the Nordic countries 2007

Magazine	Country	Type of magazine	Issues/ year	Circulation/ issue	Publishing company	Media group
ET-lehti	Finland	General interest/family	18	259 300	Sanoma Magazines Finland	Sanoma
7 päivää	Finland	General interest/TV-guide	49	246 800	Aller Julkaisut Oy	Aller
TV-Maailma[1]	Finland	TV guide	49	229 900	Yhtyneet Kuvalehdet Oy	Otava-Kuvalehdet
Hemmets Journal	Sweden	Family	50	228 800	Egmont AB	Egmont
Valitut Palat	Finland	General interest/family	12	223 300	Oy Valitut Palat – Reader's Digest Ab	The Reader´s Digest Association, Inc.
Allers	Sweden	Family	50	220 300	Allers Förlag AB	Aller
Apu	Finland	General interest/family	49	215 500	A-Lehdet Oy	-
Hemmets Veckotidning	Sweden	Family	50	211 500	Allers Förlag AB	Aller
Hjemmet	Norway	Family	52	206 500	Hjemmet Mortensen	Egmont/Orkla[3]
Se og Hør[2]	Norway	Celebrity gossip	102	205 600	Se og Hør Forlaget (Norsk Aller AS)	Aller

[1] Some 95 per cent of the title´s circulation is comprised of free copies to subscribers of the publisher´s other consumer magazine titles .
[2] Since September 2003, *Se og Hør* appears twice a week (previously once a week). The circulation figure represents average combined circulation for the two issues. Average circulation per issue in 2007 was 235 695 (Tuesday issue) and 175 517 (weekend issue).
[3] Hjemmet Mortensen AS was jointly owned by Egmont and Orkla until Summer 2008, when Orkla sold its share to Egmont.

Note: Comic magazines not included. If included, *Aku Ankka* (Donald Duck) in Finland, with a circulation of 324 000, would rank first.

Sources: Finnish Audit Bureau of Circulations, Norwegian Magazine Publishers' Association/medianorway, Swedish Audit Bureau of Circulations.

6. Consumer magazines: Top ten titles in the Nordic countries 2007, circulation trends 1997-2007

		Circulation/issue (thousands)											Change (%)
Magazine	Country	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	1997-2007
ET-lehti	Finland	248	250	252	254	259	261	265	265	267	266	259	5
7 päivää	Finland	204	217	224	235	255	261	262	263	264	265	247	21
TV-maailma[1]	Finland	..	31	47	52	..	..	..	305	281	243	230	..
Hemmets Journal	Sweden	264	255	253	242	233	236	235	236	237	232	229	-13
Valitut Palat	Finland	332	297	241	231	228	226	220	221	226	225	223	-33
Allers	Sweden	245	243	246	248	248	250	246	240	235	226	220	-10
Apu	Finland	252	255	248	256	255	252	261	240	231	225	216	-14
Hemmets Veckotidning	Sweden	212	214	217	216	218	224	228	228	228	219	212	0
Hjemmet	Norway	257	260	253	249	240	239	237	228	221	213	207	-20
Se og Hør [2]	Norway	392	389	397	416	425	425	259	232	226	227	206	*

[1] Some 95 per cent of the title´s circulation is comprised of free copies to subscribers of the publisher´s other consumer magazine titles .
[2] Since September 2003, *Se og Hør* appears twice a week (previously once a week). The circulation figure represents average combined circulation for the two issues. Average circulation per issue in 2007 was 235 695 (Tuesday issue) and 175 517 (weekend issue).

Note: Comic magazines not included. If included, *Aku Ankka* (Donald Duck) in Finland, with a circulation of 324 000, would rank first.

Sources: Finnish Audit Bureau of Circulations, Norwegian Magazine Publishers' Association/medianorway, Swedish Audit Bureau of Circulations.

7. Consumer magazines[1]: The largest magazine publishers by share of annual circulation 2007

	Parent company: *Publishing company*	Annual circulation (thousands)	Share of annual circ. (%)	Number of titles
Denmark[2]	Carl Aller Etablissement A/S: *Aller Press, Aller International*	56 268	59	23
	Egmont Group: *Egmont Magasiner, Egmont Serieforlaget*	25 561	27	12
	Bonnier AB: *Bonnier Publications, Benjamin Publications*	9 631	10	19
	Other	3 667	4	14
	Total	95 127	100	68
Finland[3]	Sanoma Oyj: *Sanoma Magazines Finland*	47 784	30	45
	Otava-Kuvalehdet Oy: *Yhtyneet Kuvalehdet Oy*	35 736	22	33
	A-lehdet Oy	20 433	13	13
	Carl Aller Etablissement A/S: *Aller Julkaisut Oy*	19 421	12	5
	ICA: *Forma Publishing Group*	3 519	2	4
	Other	33 657	21	..
	Total	160 550	100	..
Iceland	Birtíngur útgáfufélag ehf.[4]	..	..	11
(End-of-year)	Edda-útgáfa hf.	..	..	1
	Elísa Guðrún ehf.	..	..	2
Norway	Egmont[5,6] /Orkla ASA: *Hjemmet Mortensen*	42 850	50	25
	Carl Aller Etablissement A/S:	33 367	39	17
	Allers Familie-Journal	9 007	11	8
	Se og Hør Forlaget	24 360	29	9
	Bonnier AB: *Bonnier Publications, Bonnier Tidskrifter*[6]	6 540	8	16
	Other	2 595	3	8
	Total	85 352	100	66
Sweden	Carl Aller Etablissement A/S: *Allers Förlag*	66 382	41	22
	Bonnier AB: *Bonnier Tidskrifter, Bonnier Publications*	29 908	18	29
	Egmont Group: *Egmont Tidskrifter, Egmont Kärnan* [7]	19 245	12	11
	LRF: *LRF Media*	13 296	8	8
	ICA: *Forma Publishing Group*	10 779	7	3
	Other	23 108	14	61
	Total[8]	162 718	100	134

1 Includes family, women's, men's, youth, and special interest magazines, published at least quarterly. Data based on titles with audited circulation only for Denmark, Norway and Sweden. For Finland, see note 3.
2 Circulation July-December.
3 Other and Total: the data are based on postal deliveries by Finland Post and single copy sales by Rautakirja. The annual circulation of the largest publishers is based on audited circulation figures. When a title's circulation is mainly comprised of free copies delivered to subscribers of other titles by the same publisher, the share of overlap has been eliminated from the title's circulation figure.
4 Major owner of Birtíngur útgáfufélag ehf. is Hjálmur (89%), a subsidiary of Baugur Group hf.
5 Egmont purchased Orkla ASA's 50 per cent-share in Hjemmet Mortensen in mid-2008. Egmont also owns a (chiefly) comics publisher, Egmont Serieforlaget, in Norway. Egmont Serieforlaget's three audited titles are included in "Other".
6 Egmont and Bonnier owns 50% each of Cappelen Damm which publishes the magazine Vagabond (annual circ. 77 800). Cappelen Damm is included in "Other".
7 Egmont publishes a large number of comic titles in Sweden, only a handful of which are audited. The non-audited titles (around 50) are not included here.
8 In Sweden, a number of organizational magazines are included in the consumer magazine category (special interest magazines). These titles have more than 85% of circulation as membership copies, whereas the rest are sold as single-copies/subscriptions. These titles (in 2007: 21 titles with a total annual circulation of around 14 328 thousands) are excluded here.

Sources: Danish Audit Bureau of Circulations (processed), Statistics Finland/Media Statistics (based on data from The Finnish Audit Bureau of Circulations, Finland Post Inc., Rautakirja Oy, company annual reports), Statistics Iceland, Norwegian Magazine Publishers' Association/medianorway, Swedish Audit Bureau of Circulations (processed), company annual reports.

8. Magazines and periodicals: Advertising expenditure 1997-2007 (in local currency and Euro)

	Local currency (millions)					Euro (millions)				
	Denmark[1]	Finland	Iceland[2]	Norway[3]	Sweden	Denmark[1]	Finland	Iceland[2]	Norway[3]	Sweden
Year	(DKK)	(EUR)	(ISK)	(NOK)	(SEK)					
1997	1 272	134	238	..	1 825	171	134	3	..	212
1998	1 351	158	330	..	2 155	189	158	4	..	241
1999	1 436	170	603	..	2 251	193	170	8	..	256
2000	1 462	191	697	..	2 636	196	191	10	..	312
2001	1 471	184	784	..	2 411	197	184	9	..	261
2002	1 244	179	609	..	2 127	167	179	7	..	232
2003	1 163	178	734	..	2 094	157	178	8	..	229
2004	1 229	185	969	..	2 177	165	185	11	..	238
2005	1 309	194	..	1 140	2 296	176	194	..	142	247
2006	1 441	200	..	1 174	2 427	193	200	..	146	262
2007	1 473	210	..	1 217	2 491	198	210	..	152	269

[1] Data from 1999 forward are not comparable to previous years due to change of method.
[2] Rate card figures based on sample of consumer and special interest magazines. Includes principal titles.
[3] Surveys where data are gathered directly from the market started in 2005, earlier data are estimates and not comparable.

Note: Survey data, net of discounts and agency commission.

Sources: Danish Audit Bureau of Circulations, TNS Gallup Finland, Capacent/Gallup, Norwegian Media Statistics / Norsk Mediestatistikk (IRM), IRM Institute for Advertising and Media Statistics (Sweden).

9. Magazines and periodicals: Advertising expenditure per capita 1997-2007 (in local currency and Euro)

	Local currency					Euro				
	Denmark[1]	Finland	Iceland[2]	Norway[3]	Sweden	Denmark[1]	Finland	Iceland[2]	Norway[3]	Sweden
Year	(DKK)	(EUR)	(ISK)	(NOK)	(SEK)					
1997	240	26	875	..	206	32	26	11	..	24
1998	254	31	1 199	..	243	34	31	15	..	27
1999	269	33	2 163	..	254	36	33	28	..	29
2000	273	37	2 459	..	297	37	37	34	..	35
2001	274	35	2 737	..	271	37	35	31	..	29
2002	231	34	2 111	..	238	31	34	24	..	26
2003	215	34	2 526	..	233	29	34	29	..	26
2004	227	35	3 301	..	242	31	35	38	..	27
2005	241	37	..	246	254	32	37	..	31	27
2006	265	38	..	251	266	35	38	..	31	29
2007	269	40	..	257	271	36	40	..	32	29

[1] Data from 1999 forward are not comparable to previous years due to change of method.
[2] Rate card figures based on sample of consumer and special interest magazines. Includes principal titles.
[3] Surveys where data are gathered directly from the market started in 2005, earlier data are estimates and not comparable.

Note: Survey data, net of discounts and agency commission.

Sources: Danish Audit Bureau of Circulations, TNS Gallup Finland, Capacent/Gallup, Norwegian Media Statistics / Norsk Mediestatistikk (IRM), IRM Institute for Advertising and Media Statistics (Sweden).

10. Magazines and periodicals readership: Daily reach 1997-2007 (per cent)

	Finland[1] Age: 12+/10+[2]	Sweden Age: 9-79	Norway Age: 9-79		
	Magazines & periodicals	Magazines & periodicals	General interest magazines[3]	Comic magazines	Trade/technical/ professional[4]
1997	..	47	17	9	15
1998	82	50	16	9	14
1999	..	49	15	9	15
2000	80	54	17	9	14
2001	..	47	14	8	13
2002	55	42	16	7	14
2003	..	43	16	7	13
2004	59	39	17	8	12
2005	53	41	16	7	11
2006	51	39	16	7	11
2007	49	40	14	7	11

[1] Figures for 2002 and 2004 are not fully comparable with the figures before 2000. Figures for 2005 and onwards are not comparable with previous years.
[2] 10+ from 2005.
[3] Family, women's, men's and youth magazines.
[4] Includes trade, organizational, scientific, technical and professional press, and special interest titles.

Sources: TNS Atlas Intermedia / TNS Gallup Finland, Nordicom-Sweden, Statistics Norway.

11. Magazines and periodicals readership: Daily reach by sex and age 2007 (per cent)

Finland		**Sweden**		**Norway**			
	Magazines & periodicals		Magazines & periodicals		General interest magazines[3]	Comic magazines	Trade/technical/ professional[4]
All	49	*All*	40	*All*	14	7	11
Sex		*Sex*		*Sex*			
Men	46	Men	35	Men	8	9	12
Women	52	Women	44	Women	20	5	11
Age		*Age*		*Age*			
10-24	47	9-14	31	9-15	10	29	3
25-44	53	15-24	23	16-24	12	10	9
45-59	50	25-44	36	25-44	12	4	12
60+	46	45-64	45	45-66	15	2	14
		65-79	53	67-79	18	0	14

[1] Family, women's, men's and youth magazines.
[2] Includes trade, organizational, scientific, technical and professional press, and special interest titles.

Sources: TNS Atlas Intermedia / TNS Gallup Finland, Nordicom-Sweden, Statistics Norway.

Radio

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1. FM radio channels and stations 2008[1]

	Status	Coverage	Channels/stations[1]	Owner group	Financing[2]	Technical penetration via FM (%)[3]	Year established
Denmark (Fall)	Public	Nationwide	P1	DR (State)	Lic.	100	1925
			P2	DR (state)	Lic.	100	1951/2001 [4]
			P3	DR (state)	Lic.	100	1963
		Regional/nationwide	P4 [5]: 9 regional channels	DR (state)	Lic.		1960-1982
	Private	Nationwide	NOVA FM[6]	SBS Broadcasting (ProSieben) 80%, TV 2 Danmark 20%	Comm.	84	2008 [6]
			Radio 100 FM	Talpa Radio International	Comm.	37 [7]	2003
		Local	Approx. 300 local radio stations (including community radio)	*	Comm. and/or public grants	..	1983 (trial period) 1986 (permanent law)
Finland	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
		Quasi-nationwide	YLE Radio Vega[9]	YLE (state)	Lic.	83	1961/1997
			YLE Radio Extrem[9]	YLE (state)	Lic.	48	1997
		Regional	26 regional windows	YLE (state)	Lic.	..	
			– 20 in Finnish				1975-
			– 5 in Swedish				1973-
			– 1 in Sami				1987
	Private	Nationwide	Radio Nova	Suomen Uutisradio (Bonnier 74%, MTG 22%)	Comm.	98	1997
		Quasi-nationwide[10]	Groove FM	Communicorp Group	Comm.	59	1999
			Suomi POP	Communicorp Group	Comm.	84	2001
			Classic Radio	4Radio	Comm.	64	1992
			Radio Dei	Kristillinen Media	Comm.	74	1997
			Radio NRJ	NRJ	Comm.	84	1995
			Radio Sputnik	Radio Satellite Finland	Comm.	..	1999
			Radio Aalto	Sanoma	Comm.	67	2007
			Radio Rock	Sanoma	Comm.	80	2007
			The Voice	SBS Broadcasting (ProSieben)	Comm.	84	2007
		Other private	Iskelmä-chain, 14 stations[11]	SBS Broadcasting (ProSieben) & others[11]	Comm.	79	2001
			33 other stations	*	Mainly comm.	..	1985-
Iceland (Fall)	Public	Nationwide[12]	Rás 1	RÚV, Ríkisútvarpið ohf. (state)	Lic., Comm., Spon.	< 100	1930
			Rás 2	RÚV, Ríkisútvarpið ohf. (state)	Lic., Comm., Spon.	< 100	1983
		Regional	3 regional programme services[13]	RÚV, Ríkisútvarpið ohf. (state)	Lic., Comm., Spon.	• [13]	1985, 1987, 1989
	Private	Nationwide[12]	Bylgjan	365 miðlar ehf. (365 hf.)	Comm., Spon.	< 100	1986 [14]
			FM 95.7	365 miðlar ehf. (365 hf.)	Comm., Spon.	90	1989 [14]
		Regional/Quasi-national[12]	14 stations:			60–70	from 1986
			– 4 stations	365 miðlar ehf. (365 hf.)	Comm., Spon.	60–70	
			– 5 independent stations	*	Comm., Spon.	15–70	
			– 2 religious stations	*	Don., Comm., Spon.	60–70	
			– 3 service stations	*	Don., Spon.	60–70	
		Local	1 station	*	Comm., Spon.	..	from 1993
			1 community radio station	student/youth organization	Non-profit venture	..	from 1992

1. Cont. FM radio channels and stations 2008[1]

	Status	Coverage	Channels/stations[1]	Owner group	Financing[2]	Technical penetration via FM (%)[3]	Year established
Norway	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[15]	SBS Broadcasting (ProSieben) 77%, TV 2 23%	Comm.	92	2004
		Local	240 [16]	mainly local non-profit organizations	Comm. allowed		from 1982
Sweden	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 Lokal: 25 regional channels	SR (state)	Lic.	100	1987-1989 [18]
			SR Metropol (Stockholm, local)	SR (state)	Lic.	..	2007
			Din gata 100,6 (Malmö, local)	SR (state)	Lic.	..	2006
	Private	Local	89 local stations	*	Comm.	..	allowed from 1993
			about 900 community radio stations[19]	local non-profit organizations[20]	Comm. and 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 table 3.
2 Lic.=licence fees, Comm.=commercials, Spon.=sponsoring, Don.=donations.
3 Share of population having potential access.
4 DR acquired a fourth nationwide radio frequency in 2001. The former P2-channel shared a frequency with P4.
5 Carries both regional and nationwide programming.
6 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.
7 Technical penetration for Denmark's sixth FM-net, for which Radio 100 FM holds the concession. Radio 100, however, reaches a larger share of the population due to networking.
8 A state subsidy programme of 30 milllion DKK for local radio and television is administered by the Radio and Television Board.
9 Full service networks in Swedish.
10 The Council of State has granted licences under the designation "equivalent to national licence". The term "Special broadcasting services" was used prior to year 2007.
11 14 stations, 6 of which are SBS-owned. The rest are cooperating stations.
12 "Nationwide" is defined in Iceland as channels reaching all regions of the country and at least 90% of the population; "Quasi-national" are channels reaching two or more regions of the country and over 50% of the population.
13 All broadcast both as a part of the RÚV nationwide programme and in regional service. Penetration is 100% in the respective regions.
14 Bylgjan: nationwide channel since 1993; FM 95.7: nationwide channel since 2001.
15 Prior to the channel's sale to SBS Radio AS in Spring 2008, Radio Norge was called Kanal 24.
16 Number of concessions by year's end 2007.
17 P1 also carries UR (Utbildningsradion) transmissions. P2 carries transmissions from UR, Sameradio and Sisuradio.
18 The first regional was channel established November 1987, the most recent in October 1989.
19 Närradio, sometimes referred to as 'Neighbourhood radio'. 177 transmitters (normally one per community), used by a total of approx. 1 000 organizations.
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 per cent unknown.

Sources: The Media Secretariat (Denmark), DR, *Radio-TV håndbogen April 2008,* YLE, Association of Finnish Broadcasters, Statistics Iceland, Norwegian Media Authority, Norkring, medianorway, SR, RUAB/Sifo Media, Swedish Radio and TV Authority.

2. Commercial radio channels, chains and networks 2007/2008 [1]

	Radio	No. of stations	Technical penetration (%)	Owner group	Nationality
Denmark 2008 (Fall)	NOVA FM[2]	1	84	SBS Broadcasting (ProSieben) 80%, TV 2 Danmark 20% [2]	Germany/Denmark
	Radio 100 FM	1	37	Talpa Radio International	The Netherlands
	Radio City	2	..	SBS Broadcasting (ProSieben)	Germany
	The Voice	20	..	SBS Broadcasting (ProSieben)	Germany
	Nyhedsradioen 24-7	4	..	Danmarks Erhvervsradio	Denmark
	Midtjyske Medier	3	..	Berlingske Media (Mecom)	United Kingdom
	Skala	4	..	Berlingske Media (Mecom)	United Kingdom
	ANR	5	..	Nordjyske Medier	Denmark
	Sjællandske Medier	5	..	Sjællandske Medier	Denmark
		Transmitters			
Finland[3]	Radio Nova	26	98	Bonnier (74%), MTG (22%)	Sweden
2007	Classic FM[4]	16	64	Communicorp Group[4]	Ireland
	Groove FM	12	59	Communicorp Group	Ireland
	SuomiPOP	25	84	Communicorp Group	Ireland
	Radio NRJ	35	84	NRJ	France
	Radio Aalto	18	67	SanomaWSOY	Finland
	Radio Rock	21	80	SanomaWSOY	Finland
	Iskelmä	40	79	SBS Broadcasting (SBS ProSieben) & al.	Germany
	The Voice	29	84	SBS Broadcasting (ProSieben)	Germany
	Radio Dei	..	74	Kristillinen Media	Finland
	Radio Sputnik	..	..	Radio Satellite Finland	Russia
		No. of stations			
Iceland[5] 2008 (Fall)	365 miðlar ehf.	6 [6]	60–<100	365 hf. (Baugur Group ehf. 27%)	Iceland
		No. of stations			
Norway	P4	1	80	MTG	Sweden
2008	Radio Norge[7]	1	92	SBS Broadcasting (ProSieben) 77%, TV 2 23%	Germany/Norway
	Radio 1	4	..	SBS Broadcasting (ProSieben) 77%, TV 2 23%	Germany/Norway
	The Voice	2	..	SBS Broadcasting (ProSieben) 77%, TV 2 23%	Germany/Norway
	NRJ/Energy	5	..	NRJ Group	France
	Klem FM	2	..	NRJ Group	France
	JærRadioGruppen[8]	23	..	Herman Skretting (50%) / A-pressen (50%)	Norway
	Power	2	..	JærradioGruppen (84%)	Norway

Cont.

2. Cont. Commercial radio channels, chains and networks 2007/2008 [1]

	Radio	No. of stations	Technical penetration (%)	Owner group	Nationality
Sweden	Rix FM	36	..	MTG	Sweden
2008 (Summer)	Lugna Favoriter	13	..	MTG	Sweden
	NRJ	3	..	MTG / NRJ [9]	Sweden/France
	Mix Megapol	23	..	SBS Broadcasting (ProSieben)	Germany
	Mix Megapol Radio City	2	..	SBS Broadcasting (ProSieben)	Germany
	The Voice	3	..	SBS Broadcasting (ProSieben)	Germany
	Other	9	..		

1 Principally analogue channels (via FM-nets); most are also transmitted digitally (online, and in some cases DAB, DVB), and some via cable and satellite.
2 SBS Radio took over TV 2 Danmark's (TV2 Radio) concession in mid-2008 and started NOVA FM.
3 The Council of State has granted licences under the designation "equivalent to national license". The term "Special broadcasting services" was used prior to year 2007.
4 Classic FM was sold to 4Radio in 2008.
5 There are no radio chains or networks proper in Iceland.
6 Including nationwide Bylgjan and FM95.7, plus four music and thematic regional/quasi-nationwide stations.
7 Prior to the channel's sale to SBS Radio AS in Spring 2008, Radio Norge was called Kanal 24.
8 Radio stations owned by JærradioGruppen cooperate with regard to content and advertising, but operate under different names. The number of stations includes some stations, where JærradioGruppen holds minority shares or where A-pressen is the main owner.
9 MTG, Modern Times Group, took over operation of NRJs 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.

Sources: Radio-TV håndbogen April 2008, DR, Media Secretariat (Denmark), Ministry of Transport and Communications (Finland), Statistics Finland (Media Statistics), Digita Oy, Association of Finnish Broadcasters, Statistics Iceland, Norkring, medianorway, RUAB/Sifo Media, Nordicom-Sweden.

3. Digital radio channels in DAB/DVB[1] 2008 (Fall)

	Channels (principally digital)[1]	Profile	Year established	Owner group
Denmark[2]				
Facts	DR Rock	Music	2002	DR (state)
DAB-start: 2000	DR Boogieradio	Music	2002	DR (state)
DAB-net: Technical reach is almost 100%	DR Jazz	Music	2002	DR (state)
	DR Nyheder	News	2002	DR (state)
	DR Politik	Transmissions from the parliament	2002	DR (state)
	DR Oline	Children	2004	DR (state)
	DR Dansktop	Old Danish hits	2005	DR (state)
	DR Klassisk	Music	2006	DR (state)
	DR Hit	Music & talk	2006	DR (state)
	DR Coco	Music	2008	DR (state)
	DR MGP	Music	2008	DR (state)
	Radio Soft	Music	2007	Talpa (private)
Finland				
Facts	Ylen Klassinen	Music	1999	YLE (state)
DVB-start: 2005 [3]	YLE Mondo	News	2005	YLE (state)
Iceland				
Facts	Rondó	Music (classical and jazz)	2004	RÚV (state)
DAB-start: 2004, still experimental				
DAB-net: Technical reach is 60–70%.				
Norway[4]				
Facts	NRK Alltid Nyheter	News	1997	NRK (state)
DAB-start: 1995	NRK Klassisk	Classical music	1995	NRK (state)
DAB-net: Technical reach is approx. 80%.	NRK mP3	Music channel for 10-14 years olds	2000	NRK (state)
	NRK Sami Radio	Transmissions for Samí listeners	2000	NRK (state)
	NRK Super [5]	Children/Folk music	2006/2004	NRK (state)
	NRK Gull	From NRK's archive	2006	NRK (state)
	NRK Sport	Sport	2007	NRK (state)
	NRK Oslofjord[6]	Regional transmissions for youth	2005	NRK (state)
	NRK Båtvær[6]	Weather reports	2007	NRK (state)
	P4 Bandit [7]	Rock music	2006	MTG (private)
Sweden[8]				
Facts	SR P3 Star	Music and entertainment for young people	2002	SR (state)
*DAB-start:*1995				
DAB-net: Technical reach is approx. 35%.[9]	SR P7 Sisuradio	Finnish-speaking	1998	SR (state)
	SR Atlas	World music	2006	SR (state)
	SR Bubbel	Children's programs	2007	SR (state)
	SR Klassiskt	Classical music	2007	SR (state)
	SR Minnen	From SR's archive	2004	SR (state)

1 Principally digital channels; some carry some analogue transmissions. (Digital channels transmitted online only are not included in this table.)
2 In addition to the digital channels listed here, DR P1, DR P3, DR P4 Danmark and the two private radio channels with nationwide concession, NOVA FM and Radio 100 FM, are transmitted via DAB.
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 All analogue NRK channels are also transmitted via DAB.
5 Web channels NRK Folkemusikk and NRK Jazz are broadcast via DAB nights on NRK Super and P2 frequencies, respectively.
6 Regional DAB-channels.
7 A concession for nationwide private DAB radio in Norway was granted in 1999 to Radio 2 Digital (today owned by Norsk Aller). Norsk Aller made several attempts to launch programming via DAB, but terminated its concession agreement with the Ministry of Culture, with effect 1 January 2008. P4 Bandit, however, has been authorized to lease some of Aller's former DAB capacity for a limited time.
8 In addition, SR/P1 is transmitted via DAB.
9 Transmissions in four areas only: Malmö, Göteborg, Stockholm, Älvsbyn/Luleå.

Sources: The Media Secretariat (Denmark), DR, www.radionyt.com, YLE, Statistics Iceland, RÚV, NRK, medianorway, SR, Teracom.

4. Number of radio channels[1] 1997-2008

			1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Denmark	Public	Nationwide	4	4	4	4	4	4	4	4	4	4	4	4
		Regional	9	9	9	9	9	9	9	9	9	9	9	9
		Digital (DAB)	–	–	–	..	3	..	..	14	13	14	14	11
	Private	Nationwide[2]	–	–	–	–	–	–	2	2	2	1	2	2
		Local	..	274	..	..	..	262	..	314	..	312	..	328
		Digital (DAB)	–	–	–	–	–	–	–	–	–	–	1	1
Finland	Public	Nationwide	5	5	5	5	5	5	5	5	5	5	5	6
		Regional[3]	26	26	26	26	26	26	26	26	26	26	26	26
		Digital (DVB)[4]	–	1	3	3	3	3	4	4	6	5	5	3
	Private	Nationwide	1	1	1	1	1	1	1	1	1	1	1	1
		Quasi-nationwide	2	2	6	7	9	9	9	9	9	7	9	9
		Other private	58	58	53	55	57	64	67	67	67	65	47	47
Iceland	Public	Nationwide[5]	2	2	2	2	2	2	2	2	2	2	2	2
		Regional[6]	3	3	3	3	3	3	4	4	4	4	4	3
		Digital (DAB)[7]	–	–	–	–	–	–	–	1	1	1	1	1
	Private	Nationwide[5]	1	1	2	2	2	2	2	2	2	2	2	2
		Regional/Quasi-national/local[5,8]	14	17	16	17	19	21	16	15	15	16	16	15
		Total	15	18	18	19	21	23	18	17	17	18	18	17
Norway	Public	Nationwide	3	3	3	3	3	3	3	3	3	3	3	3
		Regional[9]	18	18	18	18	18	16	16	16	16	16	16	16
		Digital (DAB), nationwide	2	2	3	3	3	3	3	3	4	5	5	8
		Digital (DAB), regional	–	–	–	2	2	2	2	3	4	3	3	2
	Private	Nationwide	1	1	1	1	1	1	1	2	2	2	2	2
		Local[10]	312	297	286	274	259	274	267	259	249	249	240	..
		Digital (DAB)[11]	–	–	–	–	–	–	–	–	1	2	1	1
Sweden	Public	Nationwide (FM)	4	4	4	4	4	4	4	4	4	4	4	4
		Regional	26	26	26	26	26	26	26	26	26	27	27	27
		Digital (DAB)	..	2	..	..	3	3	6	6	6	6	6	6
	Private	Local	85	84	84	83	83	87	86	87	90	89	89	89
		Community radio[10,12]	1 059	1 069	1 158	1 199	1269	1318	1 265	1 167	1 080	1 027	1 030	..

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 The nationwide private channels with concessions from the state are also transmitted via DAB since 2005.
3 Transmitted in windows on Radio Suomi and Radio Vega.
4 Digital transmissions via DAB up to September 2005; thereafter DVB.
5 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.
6 Transmitted in windows on RÚV Rás 1 and Rás 2.
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 Transmitted in windows on NRK/P1.
10 Number of concessions by year's end.
11 A concession for nationwide private DAB radio in Norway was granted in 1999 to Radio 2 Digital (today owned by Norsk Aller). Norsk Aller made several attempts to launch programming via DAB, but terminated its concession agreement with the Ministry of Culture, with effect 1 January 2008. P4 Bandit, however, has been authorized to lease some of Aller's former DAB capacity for a limited time.
12 Närradio, sometimes referred to as 'Neighbourhood radio'. 177 transmitters (normally one per community), used by a total of approx. 1 000 organizations.

Sources: DR, *Radio-TV håndbogen,* The Media Secretariat (Denmark), YLE, Ministry of Transport and Communications (Finland), Statistics Iceland, NRK, Norwegian Media Authority, medianorway, SR, Swedish Radio and TV Authority.

5. Public service broadcasters' revenue, costs and result

5.1 Denmark: DR radio and TV revenue, costs and result 1997-2007 (DKK millions)

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Operating revenue											
Licence fees	2 394	2 470	2 553	2 664	2 675	2 765	2 886	2 985	3 094	3 139	3 326
Other	173	216	221	259	249	226	274	307	319	270	293
Total	2 568	2 685	2 773	2 923	2 924	2 991	3 160	3 292	3 413	3 409	3 619
Operating costs[1]											
Programme acquisitions	161	174	208	214	185						
Other costs	816	943	860	895	963						
Production costs, royalties, etc.						717	747	952	890	854	871
Other external costs						453	453	440	424	576	493
Personnel	1 512	1 534	1 659	1 656	1 590	1 707	1 656	1 745	1 798	1 795	1 913
Write-offs, depreciation	103	115	137	143	100	146	150	207	210	316	352
Total	2 592	2 766	2 864	2 908	2 838	3 023	3 006	3 344	3 322	3 541	3 630
Operating result	-24	-81	-91	15	86	-33	155	-52	91	-132	-11

[1] Accounting procedures changed in 2002.

Source: DR annual reports.

5.2 Finland: YLE radio and TV revenue and result (Euro millions) and distribution of costs by sector (per cent) 1997-2007

	1997	1998	1999 [1]	2000	2001	2002	2003	2004	2005	2006	2007
	Euro millions										
Revenue											
Licence fees	260	263	268	284	299	302	305	333	354	367	376
Channel fees and rents											
- Fees from commercial TV channels	48	42	47	48	44	33	21	21	17	14	5
- Network rents	18	25	*	*	*	*	*	*	*	*	*
Other	27	30	4	1	8	6	4	5	3	4	4
Total	353	360	318	333	351	341	330	359	375	384	385
Result	8	-11	-36	-32	-124	-82	-71	-61	-36	-20	-10
	Shares (%)										
Costs by sector											
TV services	64	63	61	64	51	62	62	64	59	67	..
Radio services	33	32	34	34	28	31	31	30	29	30	..
Joint costs	4	5	6	2	21	7	7	7	12	3	..
Total	100	100	100	100	100	100	100	100	100	100	..

[1] Starting in 1999, the figures refer to Yleisradio Oy only (rather than to the entire YLE Group, as previously). Thus, they do not include YLE´s former subsidiary (until 2003) Digita Oy, which is responsible for the national transmission network.

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

5. Cont. Public service broadcasters' revenue, costs and result

5.3 Iceland: RÚV radio revenue, costs and result 1996-2006 (ISK millions)

	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Operating revenue											
Licence fees	493	524	523	577	592	646	703	708	794	823	872
Advertising	300	312	296	307	350	343	353	347	363	392	471
Sponsoring	7	11	10	13	12	12	16	18	26	30	22
Other	5	7	9	1	8	8	8	46	17	38	35
Total	805	854	837	898	962	1 009	1 080	1 119	1 199	1 283	1 399
Operating costs	860	909	1 052	944	1 000	1 055	1 094	1 048	1 043	..	..
Operating result	-55	-55	-215	-46	-38	-46	-14	72	156	..	..

Note: Data on costs and results for radio and TV separately are not available from 2005 on.
Source: RÚV (Annual Accounts and unpublished information).

5.4 Iceland: RÚV radio and TV revenue, costs and result 2005-2006 (ISK millions)

	2005	2006
Operating revenue		
Licence fees	2 469	2 580
Advertising & Sponsoring	971	1166
Other	116	121
Total	3 555	3 867
Operating costs	3 284	3 671
Operating result	-272	-197

Source: RÚV (Annual Accounts and unpublished information).

5.5 Norway: NRK radio and TV revenue, costs and result 1997-2007 (NOK millions)

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Operating revenue											
Licence fees	2 457	2 650	2 810	2 919	3 074	3 204	3 092	3 309	3 455	3 581	3 739
Other revenue	173	213	200	224	142	180	318	337	192	242	212
Total operating revenue	2 630	2 863	3 009	3 144	3 216	3 384	3 409	3 646	3 647	3 823	3 951
Operating costs	2 823	2 925	3 049	3 330	3 284	3 469	3 424	3 562	3 666	3 844	4 133 [1]
Operating result	-193	-62	-40	-186	-68	-85	-15	84	-19	-21	-182
Total result	-142	-20	58	-130	8	4	25	100	9	2	-159

[1] The apparent rise in costs in 2007 is due in part to changes in accounting rules pertaining to pensions.
Note: Figures refer to NRK AS, not the NRK group.
Source: NRK annual reports.

5.6 Sweden: SR revenue, costs and result 1997-2007 (SEK millions)

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Operating revenue											
Licence fees	1 827	1 785	1 780	1 594	2 002	2 102	2 143	2 048	2 130	2 210	2 151
Other revenue	44	56	50	51	53	43	48	58	55	59	67
Total	1 870	1 841	1 830	1 646	2 055	2 145	2 191	2 106	2 185	2 269	2 218
Operating costs	1 829	1 885	1 873	1 696 [1]	2 045	2 147	2 162	2 137	2 203	2 271	2 260
Operating result	42	-43	-43	-50	10	-2	28	-31	-18	-3	-42

[1] The figure includes a major extraordinary (non-comparable) item: repayment of accumulated excessive pension premiums totalling 330 MSEK.
Source: SR annual reports (processed).

6. Private radio stations and channels: Economy

6.1 Private radio revenue in Finland 1996-2006 (Euro millions)

	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Total	30.3	34.1	37.8	38.0	40.2	42.5	46.6	50.1	50.5	50.1	49.3

Source: Statistics Finland.

6.2 The largest private radio groups in Finland: Market shares in radio advertising 2003 - 2007 (per cent)

Company	Channels	2003	2004	2005	2006	2007
				%		
MTV Media (Bonnier)	Radio Nova, Sävelradio (2005-2006)	29	30	33	32	33
SBS Finland	Iskelmä, The Voice (2007-), Kiss (-2006), Radio 957, Radio Jyväskylä, Radio Sata, Radio Mega, Radio City[1] (-2006)	28	29	28	30	27
NRJ Finland	Radio NRJ	10	11	11	11	8
Sanoma Entertainment	Radio Aalto, Radio Rock	–	–	–	–	7
Communicorp	Classic Radio, Groove FM, SuomiPOP, Metro FM	5	5	5	4	5
Janton & Suomen Lehtiyhtymä	Sävelradio (-2004)	5	4	–	–	–
Other channels		24	22	23	23	22
Total		100	100	100	100	100
Total Euro millions		48	48	47	47	47

[1] Radio City: The concession-holder was Suomen Urheiluradio Oy; advertising sales by SBS.
Source: Statistics Finland.

6.3 Private radio revenue in Iceland 1997-2007 (ISK millions)

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Advertising revenue	252	273	326	305	309	321	531	426	526	553	735
Sponsoring	39	114	165	185	177	97					
Total operating revenue	291	387	491	489	486	418	531	426	526	553	735

Source: Statistics Iceland.

6.4 Nationwide private radio (P4 and Kanal 24) revenue, costs and result in Norway 1997-2007 (NOK millions)

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
P4 Radio Hele Norge											
Operating revenue	205	234	257	273	244	228	216	237	271	258	298
Operating costs	137	168	161	169	187	197	210	194	200	213	239
Operating result	68	66	96	104	57	31	6	43	71	44	59
Kanal 24 Norge[1]											
Operating revenue	*	*	*	*	*	*	*	51	63	68	61
Operating costs	*	*	*	*	*	*	*	165	144	144	190
Operating result	*	*	*	*	*	*	*	-113	-81	-76	-129

[1] Kanal24 started services in January 2004. In Spring 2008 Kanal 24 was sold to SBS Radio and changed names to Radio Norge.
Sources: P4 Radio Hele Norge, Kanal 24.

6. Cont. Private radio stations and channels: Economy

6.5 Local private radio revenue, costs and result in Norway 1997-2007 (NOK millions)

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Operating revenue	207	222	237	253	246	257	282	321	324	327	344
Operating costs	231	240	244	252	274	284	297	334	336	336	339
Operating result	-24	-18	-7	1	-28	-27	-15	-13	-12	-10	5
Operating margin (%)	-12	-8	-3	0	-11	-11	-5	-4	-4	-3	2

Note: Including commercial and non-commercial radio stations.
Source: Norwegian Media Authority.

6.6 Private radio advertising revenue and costs for concessions/frequencies in Sweden 1997-2007 (SEK millions)

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Advertising revenue	415	517	536	592	508	480	447	490	515	604	641
Cost for concessions/frequencies	118	119	116	117	120	122	122	124	125	126	128
Number of radio stations	85	84	84	84	94	91	87	86	90	89	89

Sources: Institute for Advertising and Media Statistics, Swedish Radio and TV Authority.

6.7 The largest private radio groups in Sweden: Revenue 2005-2006 (SEK millions)

			Change 2005-2006	
Radio groups	2005	2006	SEK millions	%
SBS Radio	158	183	25	16
MTG Radio Sverige[1]	287	271	-16	-6

[1] MTGs revenue from radio for Sweden 2006 is estimated on the basis of the division's total revenues, minus P4 Norge (Norway) and an estimate of the revenue from MTGs radio operations in the Baltic states.

Sources: Company annual reports, Institute for Advertising and Media Statistics, Nordicom.

7. Radio advertising expenditure 1997-2007 (in local currency and Euro)

	Local currency (millions)					Euro (millions)				
	Denmark[1]	Finland	Iceland	Norway[2]	Sweden	Denmark[1]	Finland	Iceland	Norway[2]	Sweden
Year	(DKK)	(EUR)	(ISK)	(NOK)	(SEK)					
1997	174	31	614	..	415	23	31	8	..	48
1998	181	34	693	..	517	24	34	9	..	51
1999	188	34	813	..	536	25	34	11	..	61
2000	213	38	851	..	592	29	38	12	..	70
2001	234	40	841	..	508	31	40	10	..	55
2002	222	44	787	..	480	30	44	9	..	52
2003	216	47	896	..	447	29	47	10	..	49
2004	211	48	814	..	491	28	48	9	..	54
2005	280	47	947	500	515	38	47	12	62	55
2006	279	47	1 046	498	604	37	47	12	62	65
2007	285	47	..	550	641	38	47	..	69	69

1 Data from 1999 forward are not totally comparable to previous years due to change of method.
2 Surveys where data are gathered directly from the market started in 2005, earlier data are estimates and not comparable.

Note: Survey data, net of discounts and agency commission. Sponsoring included.

Sources: Danish Audit Bureau of Circulations, TNS Gallup Finland, Statistics Iceland, Norwegian Media Statistics / Norsk Mediestatistikk (IRM), IRM Institute for Advertising and Media Statistics (Sweden).

8. Radio advertising expenditure per capita 1997-2007 (in local currency and Euro)

	Local currency					Euro				
	Denmark[1]	Finland	Iceland	Norway[2]	Sweden	Denmark[1]	Finland	Iceland	Norway[2]	Sweden
Year	(DKK)	(EUR)	(ISK)	(NOK)	(SEK)					
1997	33	6	2 258	..	47	4	6	28	..	5
1998	34	7	2 516	..	58	5	7	32	..	7
1999	35	7	2 918	..	60	5	7	38	..	7
2000	40	7	3 008	..	67	5	7	41	..	8
2001	44	8	2 939	..	57	6	8	34	..	6
2002	41	8	2 732	..	54	6	8	32	..	6
2003	40	9	3 085	..	50	5	9	36	..	5
2004	39	9	2 774	..	55	5	9	32	..	6
2005	52	9	3 060	108	57	7	9	40	13	6
2006	51	9	3 399	106	66	7	9	39	13	7
2007	52	9	..	116	70	7	9	..	14	8

1 Data from 1999 forward are not totally comparable to previous years due to change of method.
2 Surveys where data are gathered directly from the market started in 2005, earlier data are estimates and not comparable.

Note: Survey data, net of discounts and agency commission. Sponsoring included.

Sources: Danish Audit Bureau of Circulations, TNS Gallup Finland, Statistics Iceland, Norwegian Media Statistics / Norsk Mediestatistikk (IRM), IRM Institute for Advertising and Media Statistics (Sweden).

9. Radio listening: Daily channel reach 1997-2007 (share of population, per cent)[1,2]

	Status	Channel	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Denmark	Public	DR/P1	13	11	12	12	11	11	10	10	11	10	10
(Age: 12+)		DR/P2	8	8	..	..	5	5	5	5	5	5	4
		DR/P3	40	42	37	32	29	27	26	24	25	25	23
		DR/P4	37	37	35	38	39	40	40	37	38	37	35
		DR total	73	72	69	68	67	66	66	63	64	64	63
	Private	Radio 100 FM	*	*	*	*	*	*	..	8	10	11	8
		TV2 Radio[3]	*	*	*	*	*	*	*	*	*	*	6
		All commercial radio[4]	34	30	35	36	34	34	32	36	32	29	30
		All radio	86	87	86	86	85	84	83	83	81	80	81
Finland[4]	Public	YLE Radio 1	13	12	12	12	12	11	12	11	11	12	11
(Age: 9+)		YleX	12	11	11	10	9	9	9	10	9	9	8
		YLE Radio Suomi	38	39	36	38	37	34	32	31	31	31	32
		YLE Radio Vega & Radio Extrem[5]	2	2	1	2	1	1	1	1	1	1	1
		YLE total	55	54	52	54	51	48	47	47	45	46	46
	Private	Radio Nova	20	20	18	16	19	20	19	18	16	16	15
		All private radio (incl. Radio Nova)	42	44	43	45	49	53	53	52	52	50	50
		All radio	82	81	79	81	82	83	82	80	79	79	79
Iceland	Public	RÚV/Rás 1	33	29	31	31	30	29	29	29	30	31	29
(Age: 12-80)		RÚV/Rás 2	40	37	39	42	36	29	40	38	37	37	40
	Private	Bylgjan	32	25	30	24	25	24	35	37	35	35	36
		Other stations	25	..	..	..	..	33	..	..	..	..	..
		All radio	83	83	..	..	79	79	88	90	89	83	88
Norway	Public	NRK/P1	35	35	34	35	37	36	37	38	38	38	37
(Age: 9+)		NRK/P2	5	6	5	6	6	7	7	7	7	8	7
		NRK/Petre	11	11	10	9	7	9	9	9	9	9	8
		NRK total	45	46	48	50	50	50	47	48	48	48	47
	Private	P4	23	24	23	23	23	25	25	22	22	22	21
		Kanal 24 [6]	*	*	*	*	*	*	*	7	8	8	7
		Local radio	10	12	11	12	11	14	15	15	14	13	13
		Other radio	0	1	1	1	1	1	1	1	1	1	1
		All radio	65	66	65	66	67	68	69	70	70	69	67
Sweden	Public	SR/P1	12	12	13	11	12	11	11	12	12	12	11
(Age: 9-79)		SR/P2	2	2	2	2	2	2	2	2	2	2	1
		SR/P3	15	14	14	14	13	311	11	11	11	12	10
		SR/P4 [7]	39	39	38	37	37	35	36	34	35	32	30
		SR total	58	57	57	55	54	52	51	50	51	50	46
	Private	Private local radio	32	32	32	32	32	31	31	33	35	35	34
		Community radio	2	2	2	2	3	3	1	2	3	3	2
		All radio	82	81	81	79	79	77	77	78	80	79	74

1 Definition of daily reach, Finland and Iceland: share of listeners who have listened a minimum of 8 and 5 minutes, respectively, during at least one 15-minute interval; Norway: based on at least 2 minutes' listening; Denmark and Sweden: at least 5 minutes. Data include listening to radio irrespective of platform.
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 each year; Finland and Norway, measures throughout the year; Iceland, measures in Oct/Nov (1997-1998, 2003, 2005-2006) or March/April (1999-2002, 2004, 2007); and Sweden, autumn figures.
3 TV2 Radio shut down in mid 2008 to be replaced by NOVA FM.
4 Including the two nationwide radio concessions: Radio 100 FM (start Nov 2003, measured from 2004), Sky Radio (2003-2005) and TV2 Radio (2007).
5 On 1 October 1997 Riksradion was replaced by two channels: Radio Vega and Radio Extrem.
6 In Spring 2008 Kanal24 was sold to SBS Radio and changed names to Radio Norge.
7 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.

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

10. Radio listening: Daily channel reach[1] by sex and age 2006/2007 (per cent)

Denmark 2006	DR/P1	P2/DR Klassisk	DR/P3	DR/P4 total	DR total	Other	*All radio*
All	11	6	24	36	63	32	82
Sex							
Men	10	6	28	37	65	39	83
Women	10	6	19	38	60	38	82
Age							
12-24	2	2	26	8	35	57	75
25-39	4	2	36	16	50	50	79
40-59	10	5	24	50	71	36	85
60+	21	15	8	65	84	17	88

Finland 2007	YLE Radio 1	YleX	YLE Radio Suomi	YLE Radio Vega & Extrem	YLE total	Radio Nova	All private radio	*All radio*
All	11	8	32	1	46	15	50	79
Sex								
Men	9	10	33	1	47	15	51	79
Women	13	6	30	1	44	16	50	79
Age								
9-14	4	8	6	1	17	17	56	63
15-24	2	20	6	1	27	14	55	68
25-34	3	15	9	0	25	19	60	71
35-44	5	7	20	1	29	27	65	78
45-54	9	5	38	1	47	20	58	83
55-64	15	2	57	1	68	10	41	88
65+	30	1	62	1	81	4	26	90

Iceland 2007	RÚV/Rás 1	RÚV/Rás 2	Bylgjan	FM 95.7	Flass	Gull Bylgjan	Létt Bylgjan	Útvarp Saga	X-ið
All	30	42	38	18	1	6	9	7	6
Sex									
Men	29	49	40	13	2	6	5	8	10
Women	30	35	36	22	1	6	13	6	3
Age									
12-19	4	18	28	53	5	4	12	2	16
20-29	11	39	34	28	3	8	13	2	10
30-39	17	33	52	13	0	6	12	3	5
40-49	27	55	49	12	1	8	7	8	4
50-59	48	58	37	3	0	5	6	10	1
60-80	70	50	28	1	0	2	3	19	1

Cont.

10. Cont. Radio listening: Daily channel reach[1] by sex and age 2006/2007 (per cent)

Norway 2007	NRK/P1	NRK/P2	NRK/Petre	NRK total	P4	Kanal 24	Local radio	Other	*All radio*
All	37	7	8	47	21	7	13	1	67
Sex									
Men	39	8	11	50	22	9	13	2	70
Women	35	6	6	44	19	6	13	1	65
Age									
9-19	11	2	11	22	19	10	22	1	50
20-29	12	3	20	32	24	11	20	2	60
30-39	25	6	14	39	31	13	16	2	69
40-49	40	7	6	47	30	9	11	1	71
50-59	55	11	3	61	21	4	8	1	76
60-69	62	12	1	67	10	2	5	1	75
70+	60	10	0	64	3	1	5	1	68

Sweden 2007	SR/P1	SR/P2	SR/P3	SR/P4	SR total	Private local radio	Neighbour-hood radio	*All radio*
All	11	1	10	30	46	34	2	74
Sex								
Men	12	1	13	32	50	32	3	75
Women	11	1	8	28	43	35	2	74
Age								
9-19	2	1	8	6	16	53	2	70
20-34	5	1	20	12	33	41	2	68
35-49	10	1	13	27	44	44	2	76
50-64	17	2	5	52	66	20	3	79
65-79	26	3	2	56	75	4	2	79

[1] Monday-Sunday, except for Iceland: Monday-Friday. Survey periods: Denmark, July-December; Finland and Norway, measures throughout the year; Iceland, measures in March; and 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, *Radio-TV håndbogen August 2007,* Finnpanel, Capacent, NRK/TNS Gallup Norway, RUAB/Sifo Media.

11. Radio channel market shares 1997-2007 (share of listening time the average day, per cent)[1,2]

	Status	Channel	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Denmark	Public	DR/P[1]	7	5	6	7	6	6	6	6	7	6	6
(Age: 12+)		DR/P2 [3]	3	4	5	4	3	3	4	4	4	4	4
		DR/P3	29	27	27	21	21	20	20	19	20	22	21
		DR/P4	31	33	29	34	37	39	40	38	39	39	37
		DR other[4]	..	..	..	..	..	..	..	1	1	1	2
		DR total	71	69	67	66	67	68	70	68	71	72	70
	Private	Radio 100 FM	*	*	*	*	*	*	..	6	7	8	6
		TV2 Radio [5]	*	*	*	*	*	*	*	*	*	*	4
		All commercial radio[6]	27	25	29	31	29	28	27	31	27	26	28
		Other radio[6]	3	5	4	4	4	4	3	3	3	3	3
		Total	100	100	100	100	100	100	100	100	100	100	100
		Total listening time (minutes)	195	196	197	197	194	187	189	190	182	179	179
Finland	Public	YLE Radio 1	8	8	8	8	8	7	8	8	8	9	8
(Age: 9+)		YleX	8	7	8	6	6	6	6	7	6	6	6
		YLE Radio Suomi	42	45	44	44	41	37	35	34	36	36	38
		YLE Radio Vega & Radio Extrem[7]	1	2	1	1	1	1	1	0	1	0	0
		YLE total	60	61	60	60	56	51	50	50	51	52	53
	Private	Radio Nova	16	15	13	11	14	15	14	13	12	12	11
		Other private radio	25	24	26	30	30	34	36	37	37	36	37
		Total	100	100	100	100	100	100	100	100	100	100	100
		Total listening time (minutes)	205	199	190	201	208	217	206	202	197	194	196
Iceland	Public	RÚV/Rás 1	..	..	..	26	24	27	23	21	26	26	24
(Age: 12-80)		RÚV/Rás 2	..	..	..	30	28	28	29	31	27	25	29
		RÚV total	55	48	48	56	52	55	52	52	53	51	54
	Private	Bylgjan	22	14	17	14	17	18	22	24	22	24	24
		Other	23	38	35	30	31	27	26	24	25	25	23
		Total	100	100	100	100	100	100	100	100	100	100	100
		Total listening time (minutes)	169	171	187	204	203	188	236	242	240	237	230
Norway[8]	Public	NRK/P1	45	46	46	47	51	48	48	48	49	51	51
(Age: 9+)		NRK/P2	4	4	4	4	4	4	5	5	5	5	5
		NRK/Petre	11	9	9	8	6	7	6	7	7	6	6
		NRK total	60	59	59	59	62	59	59	60	61	62	62
	Private	P4	29	29	28	28	27	28	27	22	22	22	22
		Kanal 24 [9]	*	*	*	*	*	*	*	5	5	4	5
		Local radio	10	12	12	12	11	13	13	12	11	10	10
		Other radio	1	1	1	1	1	1	1	1	1	1	2
		Total	100	101	100	100	100	100	100	100	100	100	100
		Total listening time (minutes)	144	142	139	135	135	137	145	152	146	137	132

Cont.

11. Cont. Radio channel market shares 1997-2007 (share of listening time the average day, per cent)[1,2]

	Status	Channel	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Sweden	Public	SR/P1	8	8	8	8	8	8	9	..	8	10	10
(Age: 9-79)		SR/P2	1	1	1	1	1	1	1	..	1	1	1
		SR/P3	12	11	11	11	11	9	10	..	10	10	10
		SR/P4 [10]	45	46	45	45	45	46	46	..	43	42	42
		SR total	65	66	66	66	66	64	66	63	63	63	63
	Private	Private local radio	30	30	30	29	29	29	28	30	30	30	30
		Other radio	5	4	5	5	6	7	6	7	7	7	7
		Total	100	100	100	100	100	100	100	100	100	100	100
		Total listening time (minutes)	185	183	183	174	174	163	163	163	168	174	154

1 Average daily listening Monday-Sunday.
2 Survey periods: Denmark, 4th quarter each year; Finland and Norway, measures throughout the year (except Finland 1997, Nov); Iceland, measures in Oct/Nov (1997-1998, 2003, 2005-2006) or March/April (1999-2002, 2004, 2007); and Sweden, autumn figures.
3 Including DR Klassisk from 2001.
4 A selection of digital DR-channels.
5 TV2 Radio shut down in mid 2008 to be replaced by NOVA FM.
6 All commercial radio: Danish radio, including the two nationwide radio concessions: Radio 100 FM (start Nov 2003), Sky Radio (2003-2005) and TV2 Radio (2007). Other radio: Foreign and unidentified radio stations.
7 Previously Riksradion; replaced on 1 Oct. 1997 by two channels: Radio Vega and Radio Extrem.
8 Some totals do not sum up to 100% due to the method used to measure listening (per 5-minute intervals).
9 In Spring 2008 Kanal24 was sold to SBS Radio and changed names to Radio Norge.
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, The Social Science Institute at University of Iceland, Capacent, NRK/ TNS Gallup Norway, SR/RUAB/Sifo Media.

12. Public service radio market shares 1997-2007 (share of listening time the average day, per cent)[1,2]

		1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Denmark	DR	71	69	67	66	67	68	70	68	71	72	70
Finland	YLE	60	61	60	60	56	51	50	50	51	52	53
Iceland	RÚV	55	48	48	56	52	55	52	52	53	51	54
Norway	NRK	60	59	59	59	62	59	59	60	61	62	62
Sweden	SR	65	66	66	66	66	64	66	64	63	63	63

1 Average daily listening Monday-Sunday.
2 Survey periods: Denmark, 4th quarter each year; Finland and Norway, measures throughout the year (except Finland 1997, Nov); Iceland, measures in Oct/Nov (1997-1998, 2003, 2005-2006) or March/April (1999-2002, 2004, 2007); and Sweden, autumn figures.

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, The Social Science Institute at University of Iceland, Capacent, NRK/TNS Gallup Norway, SR/RUAB/Sifo Media.

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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 the two countries with fully digitalized terrestrial tv-distribution: Finland (table 2) and Sweden (table 5, listed separately under the dotted line).

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, table 3)
Don.	Donations

Access mode

Free	Channels accessible without payment or subscription, i.e., all channels available by analogue terrestrial means plus unencrypted channels on DTT- or DTH-platforms.
Pay	Channels available on subscription platforms, mainly through channel packages.
Premium	Channels for which payment in addition to the regular package subscription fee is usually required. Some channels may be in the basic package on one platfom, but are classed as premium on another. In these cases the channel is listed in both categories.

Distribution

T	Analogue terrestrial distribution
DTT	Digital terrestrial television
S	Satellite (digital in all countries)
C	Cable (analogue and/or digital, depending on distributor and/or country)

1. Domestic TV channels in Denmark 2008*

Status	Coverage	Channel	Major owner	Financing	Access mode	Penetration (%)[1] 2007	Distribution	Year established
Public	Nationwide	DR1	State	Lic.	Free	97	DTT/T/C/S	1951
		DR2	State	Lic.	Free	86	DTT/C/S	1996
		DR Update[2]	State	Lic.	Free	..	DTT/C/S	2008
		TV 2	State	Comm.	Free	97	DTT/T/C/S	1988
		TV 2 Zulu	State	Comm.,Sub.	Pay	58	C/S	2000
		TV 2 Charlie	State	Comm.,Sub.	Pay	56	C/S	2004
		TV 2 Film	State	Sub.	Pay	48	C/S	2005
		TV 2 News	State	Comm.,Sub.	Pay	43	C/S	2006
		TV 2 Sport[3]	State/MTG	Comm.,Sub.	Pay	42	C/S	2007
	Regional	TV 2: 8 regional windows[4]	State	Lic.	Free	97	DTT/T/C	1989-1991
Private	Nationwide	TV3	MTG	Comm.,Sub.	Pay	64	C/S	1987
		TV3+	MTG	Comm.,Sub.	Pay	63	C/S	1996
		Kanal 4	SBS Broadcasting (ProSieben)	Comm.,Sub.	Pay	55	C/S	1997
		Kanal 5	SBS Broadcasting (ProSieben)	Comm.,Sub.	Pay	55	C/S	2000
		SBS NET [5]	SBS Broadcasting (ProSieben)	Comm.,Sub.	Pay	..	T/C/S	2007
		The Voice TV	SBS Broadcasting (ProSieben)	Comm.,Sub.	Pay	33	C/S	2004
	Local	172 local tv-stations	Private	*			T/C	1983 (trial period) 1987 (permanent law)

* For definitions and abbreviations, see separate presentation preceeding the TV-tables.
[1] Data are based on sample surveys and describe channel penetration awareness among the population.
[2] DR Update started as a web channel in 2007, but starting in 2008 it is also available via the digital terrestrial network, cable and satellite.
[3] TV 2 Sport is a joint venture between TV 2 Denmark (51%) and MTG (49%). The channel, launched in Spring 2007, replaces MTG's Viasat Sport (launched in 2002).
[4] Eight regional windows in TV 2, based on independent stations (they are financed by TV 2, but are independent legal persons).
[5] The channel's services are based on a network of local stations.

Note: Complementary to this table is table 6, presenting a number of pan-Nordic channels available in all Nordic countries in national language editions.

Sources: TNS Gallup Denmark, *Radio-TV håndbogen April 2008,* The Media Secretariat.

2. Domestic[1] TV channels in Finland 2008 (January)*

Status	Coverage	Channel	Major owner	Financing	Access mode	Technical penetration (%)	Distribution[2]	Year established
Public	Nationwide	YLE TV1	State	Lic.	Free	100	DTT/C/S	1958
		YLE TV2	State	Lic.	Free	100	DTT/C/S	1956/1965
		YLE Teema	State	Lic.	Free	100	DTT/C/S	2001
		FST5	State	Lic.	Free	100	DTT/C/S	2001
		SVT Europa	SVT (Swedish state)	Lic., Sub.	Free	95	DTT/C/S	1988
Private	Nationwide	MTV3	MTV Media/Bonnier	Comm.	Free	100	DTT/C/S	1957
		Sub	MTV Media/Bonnier	Comm.	Free	100	DTT/C/S	2001
		Nelonen	Nelonen Media/Sanoma Entertainment	Comm.	Free	100	DTT/C/S	1997
		Jim	Nelonen Media/Sanoma Entertainment	Comm.	Free	100	DTT/C/S	2001/2007
		Urheilukanava	Nelonen Media/Sanoma Entertainment	Comm.	Free	90	DTT/C	2001
		The Voice	SBS Broadcasting (ProSieben)	Comm.	Free	78	DTT/C	2004
		MTV3 Max	MTV Media/Bonnier	Sub., Comm.	Pay	100	DTT/C/S	2001/2006
		SubJuniori	MTV Media/Bonnier	Sub., Comm.	Pay	100	DTT/C/S	2006
		SubLeffa	MTV Media/Bonnier	Sub., Comm.	Pay	100	DTT/C/S	2006
		MTV3 Fakta	MTV Media/Bonnier	Sub., Comm.	Pay	95	DTT/C/S	2007
		KinoTV	Nelonen Media/Sanoma Entertainment	Sub.	Pay	95	DTT/C/S	2007
		Urheilu+Kanava	Nelonen Media/Sanoma Entertainment	Sub., Comm.	Pay	78	DTT/C	2007
		Discovery	Discovery Communications Europe	Comm., Sub.	Pay	95	DTT/C/S	2007
		Eurosport	Eurosport SA	Comm., Sub.	Pay	95	DTT/C/S	2007
		MTV Finland	MTV Networks Europe (Viacom)	Comm., Sub.	Pay	95	DTT/C/S	2007
		Nickelodeon	Nickelodeon International Ltd	Sub.	Pay	95	DTT/C/S	2007
		Disney Channel	The Walt Disney Company Inc.	Sub.	Pay	78	DTT/C/S	2005
		Digiviihde/Canal 69	Fiamax Oy	Sub., Comm.	Pay	78	DTT	2005
		Canal+ (4 channels)	SBS Broadcasting (ProSieben)[3]	Sub.	Premium	90	DTT/C/S	2004
	Regional/Local	approx. 20 local channels	Private	Mainly comm.	Free	..	DTT/C	1978-

* For definitions and abbreviations, see separate presentation preceeding the TV-tables.
1 Domestic nationwide: all channels having a national licence to broadcast in the DTT network in Finland.
2 Terrestrial TV-distribution in Finland is completely digitalized since 31 August 2007, cable TV distribution since 29 February 2008.
3 In 2008 the Nordic Canal+ channels were acquired by Bonnier.

Note: Complementary to this table is table 6, presenting a number of pan-Nordic channels available in all Nordic countries in national language editions.

Sources: www.digitv.fi, Ministry of Transport and Communications (Finland).

3. Domestic TV channels in Iceland 2008*

Status	Coverage	Channel	Major owner	Financing	Access mode	Technical penetration (%)	Distribution	Year established
Public	Nationwide[1]	RÚV	Ríkisútvarpið ohf. (State)	Lic., Comm., Spon.	Free	100	T/C/DSL	1966
Private	Nationwide[1]	Stöð 2	365 miðlar ehf. (365 hf.)	Sub., Comm., Spon.	Pay	100	T/C/DSL/DTT	1986
		Stöð 2 Sport (including the window Stöð 2 Sport 2)	365 miðlar ehf. (365 hf.)	Sub., Comm., Spon.	Pay	95	T/C/DSL/DTT	1995
		Skjár 1	Skjárinn - miðlar ehf. (Iceland Telecom Ltd.)	Comm., Spon.	Free	90	T/C/DSL/DTT	1998
	Quasi-national[2]	ÍNN	Ingvi Hrafn Jónsson	Comm., Spon.	Free	60–70	DTT/DSL	2007
		Omega	Kristniboðskirkjan	Don., Comm.	Free	60–70	T/C	1995
		Stöð 2 Bíó	365 miðlar ehf. (365 hf.)	Sub., Comm.	Pay	90	T/C/DSL/DTT	1998
		Stöð 2 Extra	365 miðlar ehf. (365 hf.)	Sub., Comm.	Free	90	T/C/DSL/DTT	2005
	Local	Aksjón	N4 ehf.	Comm., Spon.	Free	5–7	T	1997

* For definitions and abbreviations, see separate presentation preceeding the TV-tables.
[1] The channel should reach at least 90% of the population.
[2] Channels reaching two or more regions of the country and over 50% of the population.

Source: Statistics Iceland.

4. TV channels in Norway

4.1 Domestic TV channels in Norway 2007*

Status	Coverage	Channel	Major owner	Financing	Access mode	Penetration (%) [1]	Distribution	Year established
Public	Nationwide	NRK1	State	Lic.	Free	98	T/DTT/C/S	1960
		NRK2	State	Lic.	Free	93	T/DTT/C/S	1996
		NRK3/NRK Super	State	Lic.	Free	81	DTT/C/S	2007
	Regional	10 regional windows of NRK	State	Lic.	Free	..	T/DTT/C/S	
Private	Nationwide	TV 2	Egmont, A-pressen	Comm., Sub.	Free	97	T/DTT/C/S	1992
		TV 2 Film	Egmont, A-pressen	Comm., Sub.	Pay	44	DTT/C/S	2006
		TV 2 Nyhetskanalen	Egmont, A-pressen	Comm., Sub.	Pay	64	DTT/C/S	2007
		TV 2 Zebra	TV 2, Telenor Broadcast	Comm., Sub.	Pay	77	DTT/C/S	2004
		TV 2 Sport	TV 2, Telenor Broadcast	Comm., Sub.	Pay	..	DTT/C/S	2007
		TVNorge[2]	SBS Broadcasting (ProSieben)	Comm., Sub.	Free/pay	92	T/DTT/C/S	1988
		FEM	SBS Broadcasting (ProSieben)	Comm., Sub.	Pay	52	DTT/C/S	2007
		TV3 Norge	MTG	Comm., Sub.	Pay	80	DTT/C/S	1988
		SportN	MTG	Sub.	Pay	..	DTT/C/S	2005
		Viasat4	MTG	Comm., Sub.	Pay	58	DTT/C/S	2007
		MTV Norge	Viacom	Comm., Sub.	Pay	59	C/S	2005
	Local	23 local TV stations[3]	Various	Comm.	Free	63	T/DTT/C/S	From 1982

* For definitions and abbreviations, see separate presentation preceeding the TV-tables.
[1] Data are based on sample surveys and describe channel penetration awareness among population.
[2] TVNorge's signals in the analogue terrestrial net are redistributed by most of the local TV-stations.
[3] 37 companies have been awarded concessions for local television service in the DTT network; 23 of them have distribution agreements with the network operator. In addition, 24 channels have concessions to transmit via the analogue network; they are gradually shut down as the analogue network is phased out.

Note: Complementary to this table is table 6, presenting a number of pan-Nordic channels available in all Nordic countries in national language editions.

Sources: TNS Gallup Norway (processed), NRK, TV2, Norwegian Media Authority, medianorway.

4. Cont. TV channels in Norway

4.2 Digital terrestrial TV channels in Norway 2008*

Multiplex	Coverage	Channel	Major owner	Financing	Access mode	Programming	Analogue terrestrial transmission
1-3	Nationwide	NRK 1	State	Lic.	Free	General public service	X
	(95%)[1]	NRK 2	State	Lic.	Free	General public service	X
		NRK 3/NRK Super	State	Lic.	Free	General public service/children	
		TV 2	Egmont, A-pressen	Comm., Sub.	Free	General public service	X
		TV 2 Zebra	TV 2 (55), Telenor Broadcast (45)	Comm., Sub.	Pay	Entertainment, sports	
		TV 2 Nyhetskanalen	Egmont, A-pressen	Comm., Sub.	Pay	News	
		TV 2 Film	Egmont, A-pressen	Comm., Sub.	Pay	Movies	
		TV 3	MTG	Comm., Sub.	Pay	Entertainment	
		Viasat4	MTG	Comm., Sub.	Pay	Entertainment	
		SportN	MTG	Sub.	Pay	Sports	
		TVNorge	SBS Broadcasting (ProSieben)	Comm., Sub.	Pay	Entertainment, news	X[2]
		FEM	SBS Broadcasting (ProSieben)	Comm., Sub.	Pay	Entertainment	
		The Voice TV	SBS Broadcasting (ProSieben)	Comm., Sub.	Pay	Music	
		Disney Channel	Walt Disney International Ltd	Sub.	Pay	Children	
		Canal+ Sport	SBS Broadcasting (ProSieben)[3]	Sub.	Premium	Sports	
		Canal+ Film	SBS Broadcasting (ProSieben)[3]	Sub.	Premium	Movies	
		Canal+ Film2	SBS Broadcasting (ProSieben)[3]	Sub.	Premium	Movies	
		BBC World	BBC	Comm., Sub.	Pay	News	
		Discovery Channel	Discovery Communications	Comm., Sub.	Pay	Documentary	
		Animal Planet	Discovery Communications	Comm., Sub.	Pay	Documentary	
		National Geographic	National Geographic Television (NGT), FOX Entertainment Group	Comm., Sub.	Pay	Documentary	
	Regional	10 regional windows of NRK	State	Lic.	Free	General public service	
	Local	23 local stations[4]		Comm.	Pay		X

* For definitions and abbreviations, see separate presentation preceeding the TV-tables.
1 Technical reach Fall 2008.
2 TVNorge's signals in the analogue terrestrial net are redistributed by most of the local TV-stations.
3 In 2008 the Nordic Canal+ channels were acquired by Bonnier.
4 37 companies have been awarded concessions for local television service in the DTT network; 23 of them have distribution agreements with the network operator. In addition, 24 channels have concessions to transmit via the analogue network; they are gradually shut down as the analogue network is phased out.

Note: The roll-out of the digital terrestrial network started in September 2007 and is scheduled to be complete by the end of 2008. The analogue network will be shut down by the end of 2009.

Sources: medianorway, Norwegian Media Authority.

5. Domestic TV channels in Sweden 2008*

Status	Coverage	Channel	Major owner	Access mode	Penetration[2]	Distribution	Year established
Public	Nationwide	SVT1	State	Free[1]	100	DTT/C/S	1956
		SVT2	State	Free[1]	100	DTT/C/S	1969
		SVT/Kunskapskanalen	State	Free[1]	78	DTT/C/S	2004
		SVT/Barnkanalen	State	Free[1]	75	DTT/C/S	2002
		SVT24	State	Free[1]	86	DTT/C/S	1999/2002
	Regional	11 regional windows in SVT2	State	Free[1]	..	DTT/C/S	from 1970
Private	Nationwide	TV4	Bonnier	Free[1]	99	DTT/C/S	1990 [3]
		TV6	MTG	Free & Pay[1]	85	DTT/C/S	2006
		TV7	NonStop Television (MMG)	Free & Pay[1]	26	DTT/C/S	2006
		Axess TV	Axess Publishing AB (foundation)	Free & Pay[1]	11	DTT/C/S	2006
		TV Finland[4]	YLE (Finnish state)	Free	5	DTT/C/S	1986
		TV4+	Bonnier	Pay	81	DTT/C/S	2003
		TV400	Bonnier	Pay	36	DTT/C/S	2005
		TV4 Film	Bonnier	Pay	43	DTT/C/S	2004
		TV4 Fakta	Bonnier	Pay	44	DTT/C/S	2005
		TV4 Sport	Bonnier	Pay	39	DTT/C/S	2005
		TV3	MTG	Pay	85	DTT/C/S	1987
		ZTV	MTG	Pay	40	DTT/C/S	1992
		TV8	MTG	Pay	57	DTT/C/S	1997
		Kanal 5	SBS Broadcasting (ProSieben)	Pay	87	DTT/C/S	1989
		Kanal 9	SBS Broadcasting (ProSieben)	Pay	58	DTT/C/S	2007
		Canal+ (7 channels)	SBS Broadcasting (ProSieben)[5]	Premium	13–14	DTT/C/S[6]	1997–2007
		Canal 7	SIMS (foundation)	Pay	..	DTT/C	2005/from 2001
		TV4 Komedi	Bonnier	Pay	12	C/S	2006
		TV4 Guld	Bonnier	Pay	12	C/S	2006
		TV4 SciFi	Bonnier	Pay	6	C/S	2008
		Viasat Sport 1	MTG	Pay	13	C/S	2001
		Viasat (6 channels)	MTG	Pay & Premium	5–12	C/S	1994–2001
		TV1000 (5 channels)	MTG	Premium	9–11	C/S	1991–2004
	Regional	Kanal Lokal Östergötland, Skåne, Stockholm, Göteborg	Lokal-TV-nätverket i Sverige AB	Free & Pay[1]	24	DTT/C	2005
	Local	16 local windows in TV4	See nationwide TV4	Free & Pay[1]	..	DTT/C	from 1992
		About 50 local TV stations	Local cable distributors[7]	* [8]	..	C	from 1984

Cont.

5. Cont. Domestic TV channels in Sweden 2008*

Status	Coverage	Channel	Major owner	Access mode	Penetration[2]	Distribution	Year established
							Established[9]
Private	Other channels with a licence to broadcast in the terrestrial network	CNN	Time Warner	Pay	39	DTT/C/S	2003
		The Disney Channel Scandinavia	Walt Disney International Ltd	Pay	28	DTT/C/S	2004
		Eurosport	TF1	Pay	59	DTT/C/S	2001
		Nickelodeon	Viacom	Pay	34	DTT/C/S	2002
		MTV Nordic	Viacom	Pay	69	DTT/C/S	2001
		VH1	Viacom	Pay	21	DTT/C/S	2000
		Discovery Channel	Liberty Media Corp, Cox Communications	Pay	57	DTT/C/S	2001
		Animal Planet	Liberty Media Corp, Cox Communications	Pay	45	DTT/C/S	2001
		Discovery Travel	Liberty Media Corp, Cox Communications	Pay	13	DTT/C/S	2004
		Star!	NonStop Television (MMG)	Pay	21	DTT/C/S	2001
		Silver	NonStop Television (MMG)	Pay	8	DTT/C/S	2006
		BBC Prime	BBC World Ltd	Pay	23	DTT/C/S	2006
		Turner Classic Movies	Time Warner	Pay	17	DTT/C/S	2005

* For definitions and abbreviations, see separate presentation preceeding the TV-tables.
1 SVT (financed by licence fees) and TV4 (financed by commercials) are free on every platform. The other channels are free (not encrypted) in the digital terrestrial network and are also included in most cable and satellite distributors' basic packages.
2 Penetration 2008, with the exception for Kanal Lokal (2007). Data are based on sample surveys and describe channel penetration awareness among TV-households.
3 Satellite-distributed 1990-1992; satellite and terrestrial distribution from 1992 on.
4 TV Finland, a channel primarily intended for expatriate Finns, offers programs from YLE and MTV3. In Sweden it is distributed via the digital terrestrial network in Central Sweden and via satellite/cable.
5 In 2008 the Nordic Canal+ channels were acquired by TV4 AB (Bonnier).
6 Three Canal+ channels have concessions to broadcast in the terrestrial network.
7 Owners of cable networks 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 programs which strive to offer "the broadest possible freedom of expression and freedom of information".
8 The stations may not carry commercial messages, but sponsoring is allowed.
9 Each channel's start year in the digital terrestrial network in Sweden.

Note: Complementary to this table is table 6, presenting a number of pan-Nordic channels available in all Nordic countries in national language editions.

Sources: MMS, SVT, TV4, Swedish Radio and TV Authority, Teracom, Boxer, company websites, Nordicom-Sweden.

6. Pan-Nordic[1] TV channels 2007

Media company	Channel	Programming	Penetration[2] (%) Denmark	Finland	Norway	Sweden	Year established
MTG/Viasat	TV1000	Entertainment	..	2	10	11	1989 (Finland 1996)
	TV1000 Nordic	Entertainment	..	..	10	9	2004
	TV1000 Classic	Entertainment	..	..	10	9	2004
	TV1000 Action	Entertainment	..	..	10	9	2004
	TV1000 Family	Entertainment	..	..	10	9	2004
	Viasat Nature/Crime	Documentary	..	..	..	14	from 1994
	Viasat Explorer	Documentary	..	..	..	9	2001
	Viasat History	Documentary	..	..	..		2004
	Viasat Sport 2	Sport	..	..	..	11	2004
	Viasat Sport 3	Sport	..	..	..	11	2004
	Viasat Golf	Sport	..	..	..	..	2007
SBS Broadcasting (ProSieben)[3]	Canal+ [4]	Entertainment	..	6			1997/2004[4]
	Canal+ Film 1	Entertainment	..	..	15	15	2004
	Canal+ Film 2	Entertainment	..	..	14	14	2004
	Canal+ Film 3	Entertainment	..	..	..	..	2004
	Canal+ Mix	Entertainment	..	..	..	9	2006
	Canal+ Sport1	Sport	..	..	..	13	from 2004
	Canal+ Sport2	Sport	..	..	..	..	from 2004
	The Voice TV	Music	32	45	32	26	2004/2005

1 Pan-Nordic channels broadcast in Denmark, Finland, Norway and Sweden in national languages (speech and/or subtitles). Some broadcast identical programming in all countries (but in national languages); others have national editions with some of the programming adapted specifically to the national audience. Several of the channels are listed as domestic channels in tables 1-5; they are listed here by virtue of their pan-Nordic concept.

2 Denmark, Finland: yearly averages 2007; Norway: 2006/2007; Sweden: Fall 2007. Data are based on sample surveys and describe channel penetration awareness among the population (Denmark, Norway) and TV households (Finland, Sweden), respectively.

3 In 2008 the Nordic Canal+ channels were acquired by Swedish TV4 AB (Bonnier).

4 The two first Canal+ channels were launched in the Nordic countries in 1997. Since then a number of channels have been launched and relaunched under the Canal+-name. After a relaunch in November 2007, the following channels are offered: Canal+ First, Canal+ Action, Canal+ Drama, Canal+ Hits, Canal+ Comedy, Canal+ Film HD, Canal+ Sport1, Canal+ Sport2, Canal+ SportExtra, Canal+ Sport HD.

Sources: TNS Gallup Denmark, *Radio-TV håndbogen April 2008,* Finnpanel, TNS Gallup Norway, medianorway, MMS, Nordicom-Sweden, company websites and annual reports.

7. Digital terrestrial television (DTT): Time table, coverage and penetration 2008

	Denmark	Finland	Iceland	Norway	Sweden
Pilot transmission	1999/2000[1]	*	*	June 2000	1999, 1st April
Launch	2006, April	2001, August	Late 2005 [3]	2007, Fall	1999, September
Analogue switch-off		2007, 31st August			2007, October
Planned analogue switch-off	2009, 31st October		End of 2010	End of 2009	
The DTT networks					
Number of multiplexes	1 (of 6 planned)[2]	4	2 (of 5 planned)[4]	3 (of 5 planned)	5 (of 6 planned)
Technical coverage of the DTT-networks (per multiplex)	97.7%	Two 99.9%, one 95%, one 78-90% (planned 99.9%)	85%	95% [5]	Four 98-99.8%, one 70%
Households connected to digital terrestrial television					
Share of all households	..	47% [6]	..	12% [7]	approx. 30% [6]

* Information not applicable.
1 1999 in Copenhagen and Zealand; 2000 in North Jutland.
2 MUX 1-2 are for public service TV. MUX 1 was launched in 2006 and includes DR1, DR2 and TV 2; MUX 2 is planned for 2009 and is aimed for DR; MUX 3-6 are for private pay-TV, planned for 2009 (start 1 November) and MUX 6 2010.
3 Launch of DTT transmissions of the channels of 365 ljósvakamiðlar ehf. (formerly Northern Lights Corporation), now 365 miðlar ehf., a subsidiary of 365 hf.
4 The two operating multiplexes are both operated by 365 ljósvakamiðlar. An additional three multiplexes are planned for RÚV (one of which for distribution of HDTV).
5 Technical coverage Fall 2008.
6 Finland: share of all households, Sweden: share of all TV-households. Terrestrial TV-distribution in Finland and Sweden is completely digitalized.
7 Share of all households September 2008.

Sources: Danish Ministry of Culture, Media Secretariat (Denmark), www.digitv.fi, Finnpanel, Statistics Iceland, Post and Telecommunication Administration of Iceland, medianorway, RiksTV, Statistics Norway, Mediavision, MMS, Teracom.

8. The largest TV network operators per country 2007/2008

	Type of distribution (Analogue/Digital)	TV operator	Number of households connected[1]	Major owner (with its main shareholder)
Denmark	Terrestrial (A)	Broadcast Service Danmark A/S	.. [3]	DR/TV 2 Danmark (state)
2007	Terrestrial (D)[2]	Digi-TV I/S[2]	..	DR/TV 2 Danmark (state)
	Cable (A/D)	YouSee A/S	1 092 000	TDC
	Cable (A/D)	Telia Stofa	382 500 [4]	TeliaSonera (Swedish state 37%, Finnish state 14%)
Finland[5]	Terrestrial (D) [6]	Digita	.. [3,6]	TDF, TéléDiffusion de France
2007 (Dec.)	Cable (D)	Welho/Sanoma Entertainment	305 100	Sanoma
	Cable (D)	DNA Palvelut	249 900	DNA
	Cable (D)	Sonera	175 100	TeliaSonera (Swedish state 37%, Finnish state 14%)
	Cable (D)	Elisa	131 200	Several owners
	Cable (D)	Tampereen Tietoverkko	106 800	Elisa (63%), Alma Media (35%)
Iceland[7] 2008 (Fall)	Terrestrial (A/D)	Teymi hf. (Digital Ísland)	100 000 [8]	Teymi hf. [brand name Og Vodafone] (Baugur hf. 24.5%)
	Broadband cable/ xDSL (D)	Skjárinn - miðlar ehf. (Skjár heimur)	96 000 [9]	Síminn ehf. [Iceland Telecom] (Skipti hf. - 44% owned by Exista hf.)
Norway	Terrestrial (A)	Norkring AS	.. [10]	Telenor (state 54%)
2007/2008	Terrestrial (D)	Norges Televisjon/RiksTV	250 000 [11]	NRK, TV 2 and Telenor
	Cable (A/D)	Canal Digital Kabel TV	431 000	Telenor (state 54%)
	Cable (A/D)	Get	372 000	Quadrangle Group LLC, GS Capital Partners[12]
Sweden	Terrestrial (D)[13]	Boxer TV-Access	709 000 [13]	Teracom 70% (state), 3i 30% [14]
2007 (Dec.)	Cable (A/D)	ComHem	1 777 000	Carlyle Group & Providence Equity Partners
	Cable (A/D)	Tele2 Vision	270 000	Tele2 (Stenbeck)
	Cable (A/D)	Canal Digital Kabel-TV	..	Telenor (Norwegian state 54%)
Pan-Nordic[15]				
satellite	Satellite (D)	Canal Digital	935 000	Telenor (Norwegian state 54%)
distributors	Satellite (D)	Viasat	807 000	MTG (Stenbeck)

1 Approximate figures.
2 Digi-TV is operator for the DTT-distribution of public service channels. Boxer (Sweden) will operate the DTT-distribution of private pay-tv, starting in November 2009.
3 The terrestrial networks are nationwide; the technical reach is essentially universal.
4 Data for 2006. Subscribers (households) receiving TV signals directly from Telia Stofa. The figure rises to 600 000 when households that receive the signals via local cable networks (antenna-societies) that have service contracts with Telia Stofa, are included.
5 Data for end-of-year 2007. The five largest cable TV distributors have 74 % of the market.
6 The analogue terrestrial network in Finland was shut down in August 2007.
7 Satellite channels are redistributed via cable but also terrestrially (DTT). Besides Teymi and Skjárinn - miðlar there are a few small terrestrial and cable TV-distributors.
8 Technical penetration, i.e., accessible to households equipped with decoder and subscription.
9 Households passed, though not necessarily connected.
10 The analogue terrestrial network in Norway is operated by Norkring. The network is being phased out, a process to be completed by the end of 2009.
11 The number of subscribers to RiksTV in September 2008.
12 The private equity companies Quadrangle and Goldman Sachs acquired Get from Candover in late 2007.
13 709 000 households subscribe to Boxer's pay-TV package. In addition to Boxer's subscribers, an estimated 400 000 Swedish households receive freely distributed channels via the digital terrestrial network (end of 2007). The analogue terrestrial network was shut down in October 2007.
14 From late 2008 Teracom (Swedish state) owns 100% of Boxer TV-Access.
15 Data refer to DTH-subscriptions i Denmark, Finland, Norway, Sweden. Telenor: 3rd quarter 2007; Viasat: September 2007.

Note: Several operators - some of which are listed in the table - offer IP-TV.

Sources: DR, National IT and Telecom Agency (Denmark), Finnish Cable TV Association, Statistics Finland, Statistics Iceland, RiksTV, Canal Digital, Get, TNS Gallup Norway, medianorway, Swedish Post and Telecom Agency (PTS), Nordicom-Sweden, Comhem, Tele2, Telenor, Teracom.

9. Public service broadcasters' revenue, costs and results

9.1 Denmark: DR TV and radio revenue, costs and result 1997-2007 (DKK millions)

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Operating revenue											
Licence fees	2 394	2 470	2 553	2 664	2 675	2 765	2 886	2 985	3 094	3 139	3 326
Other	173	216	221	259	249	226	274	307	319	270	293
Total	2 568	2 685	2 773	2 923	2 924	2 991	3 160	3 292	3 413	3 409	3 619
Operating costs[1]											
Programme acquisitions	161	174	208	214	185						
Other costs	816	943	860	895	963						
Production costs, royalties, etc.						717	747	952	890	854	871
Other external costs						453	453	440	424	576	493
Personnel	1 512	1 534	1 659	1 656	1 590	1 707	1 656	1 745	1 798	1 795	1 913
Write-offs, depreciation	103	115	137	143	100	146	150	207	210	316	352
Total	2 592	2 766	2 864	2 908	2 838	3 023	3 006	3 344	3 322	3 541	3 630
Operating result	-24	-81	-91	15	86	-33	155	-52	91	-132	-11

1 Accounting procedures changed in 2002.

Source: DR annual reports.

9.2a Denmark: TV 2 / Danmark[1] revenue, costs and result 1997-2007 (DKK millions)

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Operating revenue											
Commercials, net	1 092	1 118	1 014	1 090	1 007	1 028	1 193	1308	1 425	1 586	1 687
Licence fee	328	358	415	449	537	556	151	70	0	0	0
Cable revenue	*	*	*	*	*	*	107	116	192	251	422
Other revenue	105	88	71	98	67	74	69	92	86	143	162
Total	1 526	1 564	1 500	1 637	1 611	1 658	1 519	1 586 [2]	1 703	1 980	2 272
Operating costs											
Transfers to TV 2 regional stations	308	330	347	335	344	346	* [3]	* [3]	* [3]	* [3]	* [3]
Programme costs	611	651	599	685	662	693	680	827	845	941	1 036
Personnel	252	268	286	281	307	316	347	362	422	469	673
Other	180	187	172	197	173	178	200	219	228	342	412
Repayment of excess compensation		*	*	*	*	*	*	1 073	0	0	0
Total	1 352	1 436	1 404	1 498	1 486	1533	1 227	2 481	1 495	1 725	2 121
Operating result	174	128	96	139	125	125	292	-895	208	228	151

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 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.
3 Starting in 2003, the transfers to the regional stations are made directly from the authority that receives licence fee revenue (the licence office). The amounts are given below in table 9.2b.

Sources: TV 2 / Danmark annual reports, Media political agreements 2001-2006 and 2007-2010, The Media Secretariat.

9. Cont. Public service broadcasters' revenue, costs and results

9.2b Denmark: The regional TV 2-stations' revenue 2003-2007 (DKK millions)

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Revenue: Licence fee	*	*	*	*	*	*	370	375	385	390	409

Note: Eight regional TV 2 stations. Before 2003 transfers of licence fee money were made via TV 2 / Danmark, but hence the regional stations receive their part of licence fee revenue directly from the licence office. See also 9.2a above.

Sources: Media political agreements 2001-2006 and 2007-2010, The Media Secretariat.

9.3 Finland: YLE TV and radio revenue and result (Euro millions) and distribution of costs by sector (per cent) 1997-2007

	1997	1998	1999[1]	2000	2001	2002	2003	2004	2005	2006	2007
	Euro millions										
Revenue											
Licence fees	260	263	268	284	299	302	305	333	354	367	376
Channel fees and rents											
- Fees from commercial TV channels[1]	48	42	47	48	44	33	21	21	17	14	5
- Network rents	18	25	*	*	*	*	*	*	*	*	*
Other	27	30	4	1	8	6	4	5	3	4	4
Total	353	360	318	333	351	341	330	359	375	384	385
Result	8	-11	-36	-32	-124	-82	-71	-61	-36	-20	-10
	Shares %										
Costs by sector											
TV services	64	63	61	64	51	62	62	64	59	67	..
Radio services	33	32	34	34	28	31	31	30	29	30	..
Joint costs	4	5	6	2	21	7	7	7	12	3	..
Total	100	100	100	100	100	100	100	100	100	100	..

[1] Starting in 1999, the figures refer to Yleisradio Oy only (rather than to the entire YLE Group, as previously). Thus, they do not include YLE´s former subsidiary (until 2003) Digita Oy, which is responsible for the national transmission network.

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

9.4 Iceland: RÚV TV revenue, costs and result 1996-2006 (ISK millions)

	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Operating revenue											
Licence fees	987	1 049	1045	1154	1 184	1 292	1 405	1 416	1 588	1 646	1 708
Advertising	333	378	436	446	450	392	377	407	431	454	573
Sponsoring	26	31	36	38	53	54	79	79	92	95	101
Lottery	21	21	20	20	12	8	*[1]	*[1]	*[1]	*[1]	*[1]
Other	33	22	22	20	1	7	34	66	60	78	86
Total	1 399	1 499	1 559	1 678	1 700	1 753	1 895	1 968	2 171	2 272	2 468
Operating costs	1 465	1 513	1 762	1 738	1 820	1 932	1 920	1 906	1 937 [2]	..	..
Operating result	-66	-14	-203	-60	-120	-179	-25	62	234	..	..

[1] Included in advertising from 2002 on.
[2] Of which programme costs 1 445; distribution 101; sale and marketing costs 111; and other 280 ISK millions.

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

Source: RÚV (Annual Accounts and unpublished information).

9. Cont. Public service broadcasters' revenue, costs and results

9.5 Iceland: RÚV TV and radio revenue, costs and result 2005-2006 (ISK millions)

	2005	2006
Operating revenue		
Licence fees	2 469	2 580
Advertising & Sponsoring	971	1166
Other	116	121
Total	3 555	3 867
Operating costs	3 284	3 671
Operating result	-272	-197

Source: RÚV (Annual Accounts and unpublished information).

9.6 Norway: NRK TV and radio revenue, costs and result 1997-2007 (NOK millions)

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Operating revenue											
Licence fees	2 457	2 650	2 810	2 919	3 074	3 204	3 092	3 309	3 455	3 581	3 739
Other revenue	173	213	200	224	142	180	318	337	192	242	212
Total	2 630	2 863	3 009	3 144	3 216	3 384	3 409	3 646	3 647	3 823	3 951
Operating costs	2 823	2 925	3 049	3 330	3 284	3 469	3 424	3 562	3 666	3 844	4 133 [1]
Operating result	-193	-62	-40	-186	-68	-85	-15	84	-19	-21	-182
Total result	-142	-20	58	-130	8	4	25	100	9	2	-159

[1] The apparent rise in costs in 2007 is due in part to changes in accounting rules pertaining to pensions.
Note: Figures refer to NRK AS, not the NRK group.
Source: NRK annual reports.

9.7 Sweden: SVT revenue, costs and result 1997-2007 (SEK millions)

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Operating revenue											
Licence fees	3 132	3 239	3 186	3 238	3 488	3 500	3 549	3 748	3 900	3 722	3 748
Other revenue, of which:	207	255	308	344	301	265	280	314	271	372	280
royalties	109	136	139	136	140	118	118	174	118	177	105
technical services	42	48	45	48	44	39	43	25	26	42	30
sponsoring	13	22	20	34	32	43	26	50	31	47	38
miscellaneous	42	49	105	127	85	65	93	66	96	105	107
Total	3 339	3 494	3 494	3 582	3 789	3 765	3 829	4 062	4 172	4 094	4 028
Operating costs	3 487	3 508	3 492	3 415	3 839	3 818	3 873	4 111	4 118	4 103	3 988
Operating result	-148	-14	2	167	-50	-53	-44	-50	54	-9	41

Source: SVT annual reports (processed).

10. Commercial television revenue, costs and result 1997-2007 (millions in local currency)

	Company	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Finland	**Private television revenues**											
(EUR)	Advertising	190	204	205	213	195	201	207	227	231	243	262
	Pay-TV subscriptions (T+C+S)[1]	19	20	..	..	..	..	..	..	60	84	125
	Cable TV basic fees[1,2]	32	36	..	..	..	..	..	..	85	83	85
Iceland	**Private television (incl. distribution of satellite TV channels)**											
(ISK)	Subscriptions	1 569	1 788	2 018	2 171	2 675	2 784	2 698	2 480	2 863	3 661	3 842
	Advertising	360	458	533	912	1 142	1 006	1 170	1 318	1 617	1 748	1 878
	Sponsoring	61	83	100	162	208	194					
	Total revenue	1 990	2 329	2 651	3 245	4 025	3 984	3 868	3 798	4 479	5 409	5 721
Norway	**TV 2**											
(NOK)	Revenue	1 035	1 154	1 233	1 396	1 400	1 454	1 488	1 621	1 735	2 048	2 187
	Costs	820	963	1 071	1 128	1 255	1 220	1 266	1 442	1 498	1 751	1 952
	Result	215	190	162	268	145	233	222	179	236	296	235
	TVNorge											
	Revenue	243	281	491	435	370	381	423	455	547	638	655 [4]
	Costs	363	377	397	414	441	388	375	390	463	460	487
	Result	-120	-96	94	21	-70	-7	47	66	84	178	169
	TV3[3]											
	Revenue	38	40	42	46	41	45	45	51	57	57	62
	Costs	37	40	41	45	40	39	43	48	54	54	60
	Result	1	0	1	1	1	6	2	3	3	3	2
Sweden	**TV4**											
(SEK)	Revenue	1 846	2 057	2 184	2 509	2 191	2 274	2 261	2 330	2 694 [6]	2 962	3 144
	Advertising	..	..	1 922	2 168	1 825	1 912	1 874	1 912	2 076	2 254	2 265
	Sponsoring	..	..	86	122	151	164	168	144	188	250	308
	Misc.	..	..	100	122	214	198	220	274	330	459	570
	Costs	1 618	1 921	1 974	2 206	2 111	2 108	2 151	2 289	2 349	2 580	2 531
	Result[5]	130	116	210	324	226	117	110	41	345	382	613

1 Pay-TV subscriptions and cable TV basic fees are estimates.
2 Not including pay-TV subscriptions.
3 Programming and transmissions originate with the parent company in England. Revenue from services billed the parent company. In 1997 the sales company Air Time was integrated into TV3 AS.
4 Includes revenue from services rendered to sister channel, Fem.
5 Result after depreciation.
6 Additional revenue, 11.8 MSEK, accruing from the sale of Allt om Stockholm (a web entertainment guide) is not included.

Note: Operating revenue and costs.

Sources: TNS Gallup Finland, Ministry of Transport and Communications (1997-1998), Statistics Finland, Statistics Iceland, company annual reports.

11. Television advertising expenditure 1997-2007 (in local currency and Euro)

	Local currency (millions)					Euro (millions)				
	Denmark[1]	Finland	Iceland	Norway[2]	Sweden	Denmark[1]	Finland	Iceland	Norway[2]	Sweden
Year	(DKK)	(FIM/EUR)	(ISK)	(NOK)	(SEK)					
1997	1 867	185	829	..	2 939	250	185	10	..	341
1998	2 010	204	1 012	..	3 288	268	204	13	..	368
1999	1 801	205	1 117	..	3 515	242	205	14	..	399
2000	1 823	213	1 576	..	4 038	245	213	22	..	478
2001	1 747	195	1 796	..	3 579	234	195	21	..	387
2002	1 675	201	1 655	..	3 509	225	201	19	..	383
2003	1 927	207	1 656	..	3 571	259	207	19	..	391
2004	2 125	227	1 841	..	3 804	286	227	21	..	417
2005	2 254	231	2 166	2 659	4 190	303	231	28	332	452
2006	2 471	243	2 422	2 934	4 589	331	243	28	364	496
2007	2 516	262	..	3 022	4 723	338	262	..	377	511

[1] Data from 1999 forward are not totally comparable to previous years due to change of method.
[2] Surveys where data are gathered directly from the market started in 2005; earlier data are estimates and not comparable.

Note: Survey data, net of discounts and agency commission. Sponsoring included. Text-tv included.

Sources: Danish Audit Bureau of Circulations, TNS Gallup Finland, Statistics Iceland, Norwegian Media Statistics / Norsk Mediestatistikk (IRM), IRM Institute for Advertising and Media Statistics (Sweden).

12. Television advertising expenditure per capita 1997-2007 (in local currency and Euro)

	Local currency					Euro				
	Denmark[1]	Finland	Iceland	Norway[2]	Sweden	Denmark[1]	Finland	Iceland	Norway[2]	Sweden
Year	(DKK)	(FIM/EUR)	(ISK)	(NOK)	(SEK)					
1997	353	36	3 049	..	332	47	36	38	..	39
1998	378	40	3 678	..	371	50	40	47	..	42
1999	338	40	4 007	..	397	45	40	52	..	45
2000	341	41	5 571	..	455	46	41	76	..	54
2001	325	38	6 275	..	402	44	38	72	..	43
2002	311	39	5 741	..	392	42	39	67	..	43
2003	357	40	5 695	..	398	48	40	66	..	44
2004	393	43	6 272	..	423	53	43	72	..	46
2005	415	44	7 219	573	463	56	44	92	72	50
2006	454	46	7 872	627	504	61	46	90	78	54
2007	459	50	..	638	514	62	50	..	80	56

[1] Data from 1999 forward are not totally comparable to previous years due to change of method.
[2] Surveys where data are gathered directly from the market started in 2005; earlier data are estimates and not comparable.

Note: Survey data, net of discounts and agency commission. Sponsoring included. Text-tv included.

Sources: Danish Audit Bureau of Circulations, TNS Gallup Finland, Statistics Iceland, Norwegian Media Statistics / Norsk Mediestatistikk (IRM), IRM Institute for Advertising and Media Statistics (Sweden).

13. Access to television: total and number of TV sets 1997-2007 (per cent)

		1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Denmark[1]	TV total	98	98	97	97	97	97	97	97	96	97	97
	2+ TV sets	39	43	44	44	46	46	48	47	47	49	51
	Number of TV sets/household	1.5	1.6	1.6	1.7	1.7	1.7	1.7	1.7	1.7	1.8	1.8
Finland[2]	TV total	95	96	95	95	96	95	93	94	93	93	94
	1 TV set	54	53	54	51	51	51	49	49	47	50	52
	2 TV sets	32	33	31	34	33	32	32	32	32	31	29
	3+ TV sets	10	11	10	10	12	11	12	13	13	12	12
	Number of TV sets/household	1.5	1.5	1.7	1.8	1.7	1.7	1.8	1.8	1.8	1.8	1.7
Iceland[3]	TV total	98	98	..	98	97	97	98	98	98	97	95
	1 TV set	51	50	..	52	53	49	48	45	49	45	..
	2 TV sets	47	48	..	35	31	32	33	32	27	31	..
	3+ TV sets			..	12	14	17	17	21	22	21	..
Norway[4]	TV total	97	98	98	98	98	98	98	98	98	98	98
	1 TV set	56	55	54	51	50	48	48	46	44	45	43
	2 TV sets	41	32	34	34	35	36	36	34	33	34	34
	3+ TV sets		11	10	13	13	14	14	18	21	19	21
	Number of TV sets/household	..	1.5	1.5	1.6	1.6	1.7	1.7	1.7	1.8	1.8	1.9
Sweden[4]	TV total	..	..	98	97	97	97	98	97	98	98	97
	1 TV set	..	..	37	33	34	37	33	32	30	30	32
	2 TV sets	..	..	39	40	39	36	36	38	36	36	36
	3+ TV sets	..	..	20	24	24	24	29	27	32	32	30

1 Share of households. 1997-1998: 2nd half year; 1999-2007: 4th quarter.
2 Share of households. Yearly averages.
3 The figures come from different surveys and are not wholly comparable between years. In a few cases data are based on households, otherwise on population.
4 Share of population aged 9-79 years. Yearly averages.

Sources: TNS Gallup Denmark, Statistics Finland, Finnpanel, Iceland Telecom, Statistics Iceland, Social Science Institute at the University of Iceland, Statistics Norway, Nordicom-Sweden.

14. Access to TV via different modes of distribution: Terrestrial, cable and satellite dish 1997-2007 (per cent)

		Households/population connected (%)										
		1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Denmark[1]	Cable[5]	..	..	..	..	64	66	67	66	..	63	..
	Satellite dish	17	19	16	16	17	16	15	15	15	15	14
Finland[2]	Terrestrial, total	..	..	..	53	53	53	50	45	45	45	47
	-per cent of which digital (DTT)	..	..	..	..	..	..	14	29	52	68	99
	Cable	..	..	..	37	39	38	41	47	46	47	46
	Satellite dish[6]	..	..	..	10	10	10	9	12	11	10	9
Iceland[3]	Cable (households passed) [3,5]	21	28	30	33	34	35	36	36	35	40	40
	Satellite dish	3	..	..	8	6	6	4	..	6	7	11
Norway[4]	Terrestrial, total	52	54	52	60	51	48	55	55	46	35	37
	Cable[5]	44	45	44	44	47	46	46	47	54	51	55
	Satellite dish	19	20	22	25	26	28	30	30	31	32	34
Sweden[4]	Terrestrial, digital (DTT)	*	*	..	..	..	..	..	13	18	23	29
	Cable[5]	33	37	37	38	37	37	35	31	35	36	45
	Satellite dish	23	23	23	23	24	22	20	21	23	23	29

1 Share of households. Data from 3rd or 4th quarter each year.
2 Share of households. Yearly averages, except for DTT, which are end-of-the-year figures.
3 Share of households. Cable penetration: Share of households passed, not necessarily connected
4 Share of population aged 9-79 years. Yearly averages.
5 In Denmark, Iceland, Norway and Sweden cable penetration include small cable networks connected to a satellite dish (SMATV).
6 Direct to home (DTH) and satellite master antenna television (SMATV).

Sources: TNS Gallup Denmark (annual surveys), The Media Secretariat (Denmark), Statistics Finland, Finnpanel, Iceland Telecom, Statistics Iceland, Social Science Institute at the University of Iceland, Statistics Norway, Nordicom-Sweden.

15. The five TV channels with largest daily reach[1] 2007. Reach 1997-2007 (per cent)

	Channel	Status	Share of population (%)										
			1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Denmark	TV 2	Public	58	58	55	54	53	53	53	53	52	50	49
(Age 4+/3+)[2]	DR1	Public	52	54	52	50	50	51	52	52	50	48	46
	DR2	Public	5	7	9	9	10	12	12	13	13	13	12
	TV3	Private	21	21	21	19	18	17	15	14	13	12	12
	3+	Private	5	6	8	9	10	10	10	10	9	9	9
	All TV		73	75	73	71	71	72	71	72	71	72	69
Finland	MTV3	Private	60	60	64	67	68	67	67	63	62	60	57
(Age 10+)	YLE TV1	Public	55	56	58	60	61	61	58	57	56	54	52
	YLE TV2	Public	48	49	53	54	55	56	54	53	51	50	47
	Nelonen	Private	10	27	35	40	42	43	41	41	41	42	39
	Subtv	Private	*	*	*	5	7	9	11	14	19	22	28
	All TV		72	71	75	77	78	78	77	75	76	75	74
Iceland	RÚV	Public	68	66	65	64	68	70	68	62	69	67	66
(Age 12-80)	Stöð2	Private	58	60	59	51	48	51	44	55	51	49	48
	Skjár 1	Private	*	..	6	26	35	33	37	38	34	36	32
	All TV		87	86	87	88	90	91	91	88	71	87	83
Norway[3]	NRK1	Public	60	59	57	60	57	58	59	59	59	55	53
(Age 12+)	TV 2	Private	53	54	53	58	56	57	55	55	54	52	50
	TVNorge	Private	28	32	31	33	33	31	32	32	33	31	30
	NRK2	Public	19	20	22	18	18	19	21	21	22	19	20
	TV3	Private	22	23	25	23	20	20	21	20	19	18	16
	All TV		70	71	69	72	71	71	71	71	71	69	68
Sweden	SVT1	Public	47	48	47	47	49	48	47	47	44	43	40
(Age 3+)	TV4	Private	48	48	48	48	46	44	43	43	40	39	38
	SVT2	Public	46	47	46	46	39	38	36	36	33	33	30
	TV3	Private	20	21	21	21	21	19	20	20	20	20	20
	Kanal 5	Private	16	16	15	15	15	17	18	18	19	19	18
	All TV		75	76	76	76	74	73	73	72	70	71	71

1 Definition of daily reach: Denmark and Sweden: share of viewers who have watched at least 5 consecutive minutes; Finland: based on one minute's viewing; Norway: at least 30 seconds viewing up to 1999, one minute from year 2000; Iceland: share of respondents who tuned into the stations per day on average (surveys in Oct/Nov, except for 2007: June).
2 1997-1999: age 4+; 2000-2007: age 3+.
3 TNS Gallup Norway assumed responsibility for ratings in 2000. The figures are not entirely comparable with previous years due to change of method.

Note: TV-meter rating figures except for Iceland.

Sources: TNS Gallup Denmark, Finnpanel and YLE Audience Research, Social Science Institute University of Iceland, Capacent, MMI Norway (1997-1999), TNS Gallup Norway (2000–), SVT/MMS.

16. Daily channel reach[1] of top five TV channels by sex and age 2007 (per cent)

Finland	YLE TV1	YLE TV2	MTV3	Nelonen	Subtv	*All TV*
All	52	47	57	39	28	74
Sex						
Men	52	47	55	40	29	72
Women	52	47	58	39	26	75
Age						
4-9 [2]	17	35	30	21	12	62
10-14	25	29	42	34	27	64
15-24	23	23	41	33	31	56
25-34	39	38	54	45	39	71
35-44	52	46	57	43	31	75
45-64	63	54	62	41	26	79
65+	77	68	67	35	17	84

Iceland[3]	RÚV-TV	Stöð 2	Skjár 1	Sirkus
All	64	51	36	4
Sex				
Men	66	50	31	3
Women	62	51	41	5
Age				
12-19	41	45	53	8
20-29	51	50	52	5
30-39	51	41	44	2
40-59	70	53	29	3
50-59	77	52	20	2
60-80	93	63	19	2

Norway	NRK1	NRK2	TV 2	TVNorge	TV3	*All TV*
All	53	20	50	30	16	68
Sex						
Men	51	21	48	28	16	66
Women	54	19	52	32	17	69
Age						
3-6 [4]	46	4	23	8	6	61
7-11 [4]	37	7	33	15	7	63
12-19	26	8	35	25	13	51
20-34	41	18	47	32	21	63
35-44	53	21	53	32	17	70
45-54	56	20	50	27	15	67
55-64	67	24	55	29	14	74
65+	74	28	60	34	14	79

Sweden	SVT1	SVT2	TV3	TV4	Kanal 5	*All TV*
All	40	30	20	38	18	71
Sex						
Men	39	29	18	35	17	70
Women	41	31	22	41	19	72
Age						
3-14	29	6	11	19	12	65
15-24	16	10	18	24	20	51
25-39	34	21	27	38	28	72
40-59	43	34	22	43	18	73
60+	62	59	20	51	13	82

1 Definition of daily reach: Finland and Norway: based on one minute's viewing; Sweden: share of viewers who have watched at least 5 consecutive minutes, Iceland: share of respondents who tuned into the stations per day on average.
2 All other data for Finland in the table describe viewing for age groups over 9.
3 Daily reach Monday-Friday June 2007.
4 All other data for Norway in the table describe viewing for age groups over 11.

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

17. The five TV channels with the largest market shares 2007. Shares 1997-2007 (per cent)

			Share of viewing time (%)										
	Channel	Status	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Denmark	TV 2	Public	39	38	36	36	35	35	35	35	36	34	33
(Age 4+/3+)[1]	DR1	Public	28	29	28	29	28	28	30	30	28	28	28
	DR2	Public	1	2	3	3	3	4	4	4	5	5	5
	TV3	Private	11	10	11	9	8	7	7	6	5	5	5
	3+	Private	1	2	3	3	4	4	4	4	4	4	4
	Other channels		20	19	19	20	22	22	20	21	22	24	25
	Total		100	100	100	100	100	100	100	100	100	100	100
	Daily viewing time		155	163	158	149	152	156	157	162	152	150	148
Finland	MTV3	Private	44	42	42	40	39	37	38	35	33	29	26
(Age 10+)	YLE TV1	Public	24	24	23	23	23	24	23	25	25	24	24
	YLE TV2	Public	22	21	20	20	20	22	20	20	19	20	17
	Nelonen	Private	2	7	10	12	12	12	11	12	11	12	10
	Subtv	Private	*	*	*	1	1	1	2	3	4	5	6
	Other channels		5	4	5	6	6	6	6	6	8	8	14
	Total		100	100	100	100	100	100	100	100	100	100	100
	Daily viewing time		149	149	161	168	167	171	173	167	169	169	166
Iceland	RÚV	Public	50	46	43	42	41	41	43	35	44	45	49
(Age: 12-80)	Stöð 2 [2]	Private	39	43	40	36	29	29	29	36	34	27	31
	Skjár 1 [3]	Private	*	..	2	15	19	20	21	22	17	21	18
	Other channels	Private	11	11	15	7	11	9	7	7	5	7	2
	Total		100	100	100	100	100	99	100	100	100	100	100
	Daily viewing time		129	139	139	149	166	191	153	151	147	149	126
Norway[4]	NRK1	Public	41	38	36	38	38	39	40	41	40	40	38
(Age 12+)	TV 2	Private	31	30	31	32	31	32	30	30	29	30	29
	TVNorge	Private	8	9	9	10	10	10	10	10	11	10	9
	TV3	Private	7	7	8	8	7	6	6	6	6	6	5
	NRK2	Public	2	3	3	3	3	3	3	3	4	4	3
	Other channels		11	13	13	10	11	10	10	10	10	10	16
	Total		100	100	100	100	100	100	99	100	100	100	100
	Daily viewing time		144	151	149	163	158	157	164	166	164	156	154
Sweden	TV4	Private	27	27	27	27	28	25	25	25	23	22	22
(Age 3+)	SVT1	Public	22	22	22	20	25	27	25	25	24	22	19
	SVT2	Public	26	26	25	24	17	16	15	15	14	14	13
	TV3	Private	10	10	11	11	11	10	10	10	10	10	9
	Kanal 5	Private	6	6	6	6	7	8	8	9	9	9	8
	Other channels		9	9	9	12	12	14	17	16	20	23	29
	Total		100	100	100	100	100	100	100	100	100	100	100
	Daily viewing time		141	144	143	150	148	147	150	151	146	154	157

1 1997-1999: age 4+; 2000-2006: age 3+. The market shares are based on weekly viewing time.
2 Including viewing shares to Stöð 2+, which broadcasts the transmissions of Stöð 2 one hour later. Stöð 2+ started early 2004.
3 Skjár 1 started services in October 1998.
4 TNS Gallup Norway (Norsk Gallup AS) assumed responsibility for ratings in 2000. The figures are not entirely comparable with previous years due to change of method.

Note: TV-meter rating figures, except for Iceland.

Sources: TNS Gallup Denmark, Finnpanel and YLE Audience Research, Ministry of Transport and Communications (Finland), Social Science Institute at the University of Iceland, Capacent, MMI Norway (1997-1999), TNS Gallup Norway (2000–), MMS/SVT.

18. The TV channel families with the largest market shares 2007. Shares 1997-2007 (per cent)

		Share of viewing time (%)										
	Channel family	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Denmark	TV 2 [2]	39	38	36	36	37	38	37	38	40	40	41
(Age 4+/3+)[1]	*(No. of channels)*	*(1)*	*(1)*	*(1)*	*(2)*	*(2)*	*(2)*	*(2)*	*(3)*	*(4)*	*(5)*	*(5)*
	DR	29	31	31	32	31	32	34	34	33	33	33
	(No. of channels)	*(2)*	*(2)*	*(2)*	*(2)*	*(2)*	*(2)*	*(2)*	*(2)*	*(2)*	*(2)*	*(2)*
	MTG/Viasat [2,3]	12	12	13	12	12	11	11	10	9	9	9
	(No. of channels)	*(2)*	*(2)*	*(2)*	*(2)*	*(2)*	*(3)*	*(3)*	*(3)*	*(3)*	*(3)*	*(2)*
	SBS Broadcasting	6	7	8	7	9	7	7	7	6	6	5
	(No. of channels)	*(1)*	*(1)*	*(1)*	*(2)*	*(2)*	*(2)*	*(2)*	*(2)*	*(2)*	*(3)*	*(4)*
	Other	14	12	12	13	11	12	11	11	12	12	12
	Total	100	100	100	100	100	100	100	100	100	100	100
	Daily viewing time	155	163	158	149	152	156	157	162	152	150	148
Finland	YLE	48	46	43	42	43	45	44	45	44	45	44
(Age 10+)	*(No. of channels)*	*(3)*	*(3)*	*(3)*	*(3)*	*(5)*	*(5)*	*(5)*	*(5)*	*(5)*	*(5)*	*(5)*
	MTV Media	44	42	42	41	40	38	40	38	37	34	33
	(No. of channels)	*(1)*	*(1)*	*(1)*	*(2)*	*(2)*	*(2)*	*(2)*	*(2)*	*(2)*	*(6)*	*(6)*
	Nelonen Media	2	7	10	12	12	12	11	12	11	12	12
	(No. of channels)	*(1)*	*(1)*	*(1)*	*(1)*	*(1)*	*(1)*	*(1)*	*(1)*	*(1)*	*(1)*	*(5)*
	Other	6	5	5	5	5	5	5	5	8	8	11
	Total	100	100	100	100	100	100	100	100	100	100	100
	Daily viewing time	149	149	161	168	167	171	173	167	169	169	166
Norway[4]	NRK	43	41	39	41	41	42	44	44	44	44	42
(Age 12+)	*(No. of channels)*	*(2)*	*(2)*	*(2)*	*(2)*	*(2)*	*(2)*	*(2)*	*(2)*	*(2)*	*(2)*	*(3)*
	TV 2	31	30	31	32	31	32	30	30	30	31	32 [5]
	(No. of channels)	*(1)*	*(1)*	*(1)*	*(1)*	*(1)*	*(1)*	*(1)*	*(2)*	*(2)*	*(3)*	*(5)*
	MTG/Viasat[6]	7	7	8	8	7	6	6	6	6	6	6
	(No. of channels)	*(1)*	*(1)*	*(1)*	*(1)*	*(1)*	*(1)*	*(1)*	*(1)*	*(1)*	*(1)*	*(2)*
	SBS	8	9	9	10	10	10	10	10	11	10	10
	(No. of channels)	*(1)*	*(1)*	*(1)*	*(1)*	*(1)*	*(1)*	*(1)*	*(1)*	*(2)*	*(2)*	*(3)*
	Other	11	13	13	10	11	10	10	10	10	9	10
	Total	100	100	100	100	100	100	100	100	100	100	100
	Daily viewing time	144	151	149	163	158	157	164	166	164	156	154
Sweden	SVT	48	48	47	44	42	43	41	41	40	38	35
(Age 3+)	*(No. of channels)*	*(2)*	*(2)*	*(2)*	*(2)*	*(2)*	*(3)*	*(4)*	*(4)*	*(5)*	*(5)*	*(5)*
	TV4	28	27	27	27	28	25	26	26	26	26	27
	(No. of channels)	*(1)*	*(1)*	*(1)*	*(1)*	*(1)*	*(1)*	*(3)*	*(3)*	*(5)*	*(6)*	*(8)*
	MTG/Viasat	12	11	13	14	14	13	14	13	14	15	16
	(No. of channels)	*(4)*	*(4)*	*(5)*	*(7)*	*(7)*	*(7)*	*(9)*	*(11)*	*(13)*	*(13)*	*(14)*
	SBS Broadcasting	6	6	6	6	7	8	8	9	10	10	10
	(No. of channels)	*(1)*	*(1)*	*(1)*	*(1)*	*(1)*	*(1)*	*(1)*	*(1)*	*(6)*	*(7)*	*(9)*
	Other	6	8	7	9	10	11	11	11	11	11	11
	(No. of channels)	*(17)*	*(17)*	*(17)*	*(21)*	*(24)*	*(26)*	*(33)*	*(34)*	*(29)*	*(28)*	*(34)*
	Total	100	100	100	100	100	100	100	100	100	100	100
	Daily viewing time	141	144	143	150	148	147	150	151	146	154	157

1 1997-1999: age 4+; 2000-2007: age 3+. The market shares are based on weekly viewing time.
2 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.
3 TV3, 3+ and Viasat Sport (2002-2006). 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.
4 TNS Gallup Norway (Norsk Gallup AS) assumed responsibility for ratings in 2000. The figures are not entirely comparable with previous years due to change of method.
5 Pay-tv channel TV 2 Sport (launched in 2007) is not included in the TV2 family market share.
6 TV3 and Viasat 4. Pay-tv channels TV1000 and other Viasat-channels are not included.

Note: TV-meter rating figures, except for Iceland.

Sources: TNS Gallup Denmark, Finnpanel and YLE Audience Research, Ministry of Transport and Communications (Finland), Social Science Institute at the University of Iceland, Capacent, MMI Norway (1997-1999), TNS Gallup Norway (2000–), MMS/SVT.

19. Public service television market shares 1997-2007 (per cent)

	Share of viewing time (%)										
	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
DR	29	31	31	32	31	32	34	34	33	33	33
TV 2 Danmark[1]	39	38	36	36	35	35	35	35	36	34	33
YLE [2]	48	46	43	42	43	45	44	45	44	45	44
RÚV[3]	50	46	43	42	41	41	43	35	44	45	49
NRK[4,5]	43	41	39	41	41	42	44	44	44	44	42
SVT [6]	48	48	47	44	42	43	41	40	39	38	35

[1] TV 2 main channel only.
[2] Data from 2001 forward include five YLE channels (YLE TV1, YLE TV2, YLE Teema, YLE Extra, FST5)
[3] According to surveys in October, and for 2007: June.
[4] TNS Gallup Norway assumed responsibility for ratings in 2000. The figures are not entirely comparable with previous years due to change of method.
[5] Data from 2007 forward include three NRK channels (NRK1, NRK2, NRK3).
[6] Data from 2006 forward include five SVT channels (SVT1, SVT2, Barnkanalen, Kunskapskanalen, SVT24)

Note: TV-meter rating figures, except for Iceland.

Sources: TNS Gallup Denmark, Finnpanel and YLE Audience Research, Social Science Institute at the University of Iceland, Capacent, RÚV, MMI Norway (1997-1999), TNS Gallup Norway (2000–), MMS/SVT.

Internet

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1. The largest internet service providers (ISP): ownership and subscriptions 2007 (end-of-year)

	Company	Market shares (%) All Internet subscriptions[1]	Market shares (%) Broadband subscriptions[1]	Major owner
Denmark	TDC total	61	58	Nordic Telephone Company ApS (NTC) 88%
	TDC	*58*	*54*	
	Dansk Kabel-TV	*3*	*3*	
	Telenor total	15	15	Norwegian state 54%
	Cybercity	*10*	*11*	
	Tele2 Danmark[2]	*4*	*3*	
	Canal Digital	*1*	*1*	
	TeliaSonera total	9	9	Swedish state 37%, Finnish state 14%
	Telia Stofa	*7*	*8*	
	Telia Danmark	*2*	*1*	
	Others	15	18	
	Total	100	100	
	Number of subscriptions	2 101 364 [3]	1 977 365	
Finland (September)	Elisa[4]	..	33	Novator International (Iceland) 10%
	Sonera	..	29	Swedish state 37%, Finnish state 14%
	Finnet Group	..	15	27 local telecom companies
	Others	..	12	
	Total	..	89	
	Number of subscriptions	..	1 574 000	
Iceland	Síminn ehf.	..	52	Skipti hf. (Exista hf. 44%)
	Og fjarskipti ehf. (Vodafone)	..	31	Teymi hf. 51% [5]
	IP fjarskipti ehf. (HIVE)	..	11	Teymi hf. 51% [5]
	SKO	..	3	Teymi hf. 51% [5]
	Others	..	3	
	Total	..	100	
	Number of subscriptions	97 937	94 630	
Norway	Telenor	..	51	Norwegian state 54%
	NextGen Tel	..	12	TeliaSonera (Swedish state 37%, Finnish state 14%)
	Get[6]	..	7	Candover[6]
	Tele2	..	6	Stenbeck family (Sweden)
	Ventelo	..	6	Ventelo (Norway)
	Lyse Tele		2	Municipality of Stavanger (44%)
	Others	..	16	
	Total	..	100	
	Number of subscriptions	1 601 976 [7]	1 436 000 [8]	
Sweden	TeliaSonera	..	40	Swedish state 37%, Finnish state 14%
	Telenor total	..	27	Norwegian state 54%
	B2 Bredband	..	*19*	
	Glocalnet	..	*5*	
	Spray Network	..	*3*	
	Tele2	..	4	Stenbeck family (Sweden)
	Others	..	12	
	Total	..	100	
	Number of subscriptions[9,10]	3 933 000	3 132 000	

1 Includes both residential and business subscriptions.
2 Telenor acquired Tele2 Denmark in mid-2007. Telenor also owns Sonofon in Denmark, which is mainly a mobile operator.
3 Subscriptions that have been active within the past 3 months. 76% (1 596 704)) residential and 24% (504 660) business subscriptions.
4 Including Saunalahti Group.
5 Main single owner of Teymi hf is Baugur Group (24%).
6 Candover sold Get to Quadrangle, an American equity company, in late 2007.
7 The figure is uncertain, as there is no assurance that all dial-up subscriptions are active.
8 90% (1 294 000) residential and 10% (142 000) business subscriptions.
9 Subscribers who have used their access at least once or paid their subscription fee in the past three months.
10 89% (3 485 000) of all Internet subscriptions are residential and 11% (449 000) business; for broadband subscriptions the respective figures are 89% (2 785 000) and 11% (347 000).

Sources: National IT and Telecom Agency (Denmark), Finnish Communications Regulatory Authority (FICORA), The Post and Telecommunication Administration of Iceland, Norwegian Post and Telecommunications Authority, Swedish National Post and Telecom Agency, company websites and annual reports.

2. Internet advertising expenditure 1997-2007 (in local currency and Euro)

	Local currency (millions)				Euro (millions)			
	Denmark[1] (DKK)	Finland[2] (EUR)	Norway[3] (NOK)	Sweden[4] (SEK)	Denmark[1]	Finland[2]	Norway[3]	Sweden[4]
1997	..	2	..	62	..	2	..	7
1998	28	4	70	207	4	4	8	23
1999	85	6	120	497	11	6	14	56
2000	316	12	350	1 113	42	12	43	132
2001	310	15	300	963	42	15	37	104
2002	418	35	340	1 225	56	35	45	134
2003	486	41	458	1 164	65	41	57	127
2004	582	49	647	1 455	78	49	77	159
2005	742	68	941	1 974	100	68	117	213
2006	1 794	89	1 333	3 004	240	89	166	325
2007	2 502	110	1 759	4 073	336	110	219	440

1 1998-2005: display advertising, sponsoring and classified ads; data from 2006 and thereafter also include search marketing. Data for the two periods are not comparable.
2 1997-2001: internet advertising (no differentiation); 2002 and thereafter: data also include online catalogue advertising and search marketing.
3 1998-2001: internet advertising (no differentiation); 2002 and thereafter: display advertising and classified ads. Search marketing is not included. Due to changes of method and the sources used, data for the two periods are not comparable.
4 1998-1999: internet advertising (no differentiation); 2000-2002: display advertising/sponsorship, plus online catalogue and classified advertisements. Data for 2003 and thereafter include search term-initiated advertising; direct advertising via e-mail is included starting in 2004.

Note: Survey data, net of discounts and agency commission.

Sources: Danish Audit Bureau of Circulations, TNS Gallup Finland, MediaCom AS (Norway 1998-2001), INMA (Norway 2002-2004), IRM Institute for Advertising and Media Statistics (Norway 2005-2007, Sweden 1997-2007).

3. Internet advertising expenditure per capita 1997-2007 (in local currency and Euro)

	Local currency				Euro			
	Denmark[1] (DKK)	Finland[2] (EUR)	Norway[3] (NOK)	Sweden[4] (SEK)	Denmark[1]	Finland[2]	Norway[3]	Sweden[4]
1997	..	0	..	7	..	0	..	1
1998	5	1	16	23	1	1	2	3
1999	16	1	27	56	2	1	3	6
2000	59	2	78	125	8	2	10	15
2001	58	3	66	108	8	3	8	12
2002	78	7	75	137	10	7	10	15
2003	90	8	100	130	12	8	13	14
2004	108	9	140	162	14	9	17	18
2005	137	13	203	218	18	13	25	24
2006	329	17	285	330	44	17	35	36
2007	457	21	371	444	61	21	46	48

1 1998-2005: display advertising, sponsoring and classified ads; data from 2006 and thereafter also include search marketing. Data for the two periods are not comparable.
2 1998-2001: internet advertising (no differentiation); 2002 and thereafter: data also include online catalogue advertising and search marketing.
3 1998-2001: internet advertising (no differentiation); 2002 and thereafter: display advertising and classified ads. Search marketing is not included. Due to changes of method and the sources used, data for the two periods are not comparable.
4 1998-1999: internet advertising (no differentiation); 2000-2002: display advertising/sponsorship, plus online catalogue and classified advertisements. Data for 2003 and thereafter include search term-initiated advertising; direct advertising via e-mail is included starting in 2004.

Note: Survey data, net of discounts and agency commission.

Sources: Danish Audit Bureau of Circulations, TNS Gallup Finland, MediaCom AS (Norway 1998-2001), INMA (Norway 2002-2004), IRM Institute for Advertising and Media Statistics (Norway 2005-2007, Sweden 1997-2007).

4. Access to internet at home 1997-2007/2008 (per cent)

Year	Denmark[1] (Population)	Finland[2] (Households)	Iceland[3] (Pop./Households)	Norway[4] (Population)	Sweden[4] (Population)
1997	..	13	11	13	17
1998	..	18	31	22	31
1999	..	26	50	36	47
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	..	88	..	..

[1] Share of population aged 16+. Surveys: 2001-2002: annual averages, 2003: January-April and July-October, 2004-2008: Spring.
[2] Share of households. Data are for November.
[3] 1997-2001 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.

Sources: Statistics Denmark, Statistics Finland, Social Science Research Institute at the University of Iceland, ÍM Gallup, PricewaterhouseCoopers, Statistics Iceland, Statistics Norway, Nordicom-Sweden.

5. Access to internet at home 2007, by sex and age (per cent)

Denmark	Share (%)	Finland	Share (%)	Norway	Share (%)	Sweden	Share (%)
All	83	*All*	70	*All*	83	*All*	83
Sex		*Sex*		*Sex*		*Sex*	
Men	85	Men	73	Men	86	Men	85
Women	80	Women	66	Women	81	Women	80
Age		*Age*		*Age*		*Age*	
16-19	97	15-24	89	9-12	97	9-14	86
20-39	91	25-34	88	13-15	98	15-24	95
40-59	96	35-44	85	16-19	98	25-44	94
60-74	57	45-54	73	20-24	91	45-64	86
		55-64	55	25-44	92	65-79	50
		65-74	29	45-66	82		
				67-79	36		

Note: Denmark: Spring, Finland: November, Norway and Sweden: annual averages.

Sources: Statistics Denmark, Statistics Finland, Statistics Iceland, Statistics Norway, Nordicom-Sweden.

6. Households' access to internet and PC at home 2002-2008 (share of all households, per cent)

Access to	Years	Denmark	Finland	Iceland	Norway	Sweden	EU27
Internet connection	2002	59	44	..	..	..	..
	2003	66	47	..	55	..	..
	2004	70	51	81	60	..	40
	2005	74	54	84	64	73	48
	2006	78	65	83	69	77	49
	2007	78	69	84	78	79	54
	2008	82	72	88	84	..	..
PC	2002	70	55	..	..	..	
	2003	78	57	..	68	..	
	2004	80	57	86	72	..	51
	2005	84	64	89	74	80	58
	2006	85	71	84	75	82	60
	2007	83	..	89	82	..	..
	2008	85	76	92	86	..	..

Note: Spring each year. Data cover all households that have at least one member in the age group 16-74 years.

Sources: Statistics Denmark, Statistics Finland, Statistics Iceland, Statistics Norway, Statistics Sweden, Eurostat, November 2008 (http://epp.eurostat.ec.europa.eu).

7. Broadband connection in households 2003–2007 (share of all households, per cent)

Internet connection via	Years	Denmark	Finland	Iceland	Norway	Sweden	EU27
Broadband, total[1]	2003	25	12	..	22	..	..
	2004	36	21	45	30	..	14
	2005	51	36	63	41	40	23
	2006	63	53	72	57	51	30
	2007	70	60	76	67	67	42
DSL (xDSL, ADSL,	2003	17	8	..	14	..	..
SDSL, etc.)	2004	24	..	28	26	..	..
	2005	28	26	62	37	32	17
	2006	30	45	70	48	39	25
	2007	36	53	75	60	53	32
Other broadband,	2003	0	1	..	7	..	..
e.g. cable modem	2004	12	..	2	4	..	..
	2005	23	10	2	6	8	6
	2006	34	8	2	10	13	7
	2007	37	7	2	15	20	11

[1] Share of households that can connect to an exchange that has been converted to support xDSL-technology, to a cable network upgraded for Internet traffic, or to other broadband technologies.

Note: Spring each year. Data cover all households that have at least one member in the age group 16-74 years.

Source: Eurostat, November 2008 (http://epp.eurostat.ec.europa.eu).

8. Frequency of individuals' use of internet 2003-2007 (share of total population, per cent)

Frequency	Years	Denmark	Finland	Iceland	Norway	Sweden	EU27
Daily/	2003	42	40	63	38	41	..
almost daily	2004	53	46	74	43	52	23
	2005	57	49	76	50	57	29
	2006	65	56	80	59	61	32
	2007	66	62	82	66	58	38
At least	2003	64	58	75	66	69	..
once a week	2004	70	63	77	68	75	36
	2005	73	62	81	74	76	43
	2006	78	71	84	77	80	45
	2007	76	75	86	81	75	51

Note: Spring each year. Population 16-74 years.
Source: Eurostat, November 2008 (http://epp.eurostat.ec.europa.eu), Statistics Iceland.

9. Individuals' use of internet by sex and age 2007 (share of total population, per cent)

	Use Internet at least once a week, on average					
	Denmark	Finland	Iceland	Norway	Sweden	EU27
All	76	75	86	81	75	51
Sex						
Men	79	77	88	83	79	56
Women	74	73	84	78	72	47
Age						
16-24	95	98	99	92	90	78
25-34	89	95	96	91	87	66
35-44	87	87	93	89	84	58
45-54	79	79	82	85	77	49
55-64	66	57	78	65	67	33
65-74	35	25	44	44	36	13

Note: Spring. Population 16-74 years.
Source: Eurostat, November 2008 (http://epp.eurostat.ec.europa.eu).

10. Place of individuals' use of internet 2002-2007 (share of total population, per cent)

Places	Years	Denmark	Finland	Iceland	Norway	Sweden	EU27
At home	2002	49	41	..	..	59	..
	2003	63	45	69	60	65	..
	2004	68	49	65	62	69	32
	2005	72	56	77	67	71	40
	2006	77	65	80	73	77	41
	2007	77	70	84	79	73	47
At work	2002	32	31	..	..	37	..
	2003	35	35	38	40	36	..
	2004	41	37	41	41	37	18
	2005	37	38	47	47	40	21
	2006	46	39	49	47	38	22
	2007	43	39	56	48	42	25
At place	2002	10	12	..	..	12	..
of education	2003	11	16	12	13	13	..
	2004	12	16	13	13	11	7
	2005	11	18	17	12	12	8
	2006	14	18	20	12	12	8
	2007	11	17	27	13	11	8

Note: Spring each year. Population 16-74 years.

Source: Eurostat, November 2008 (http://epp.eurostat.ec.europa.eu).

11. Purpose of individuals' use of internet 2003-2007 (share of total population, per cent)

Purpose	Years	Denmark	Finland	Iceland	Norway	Sweden	EU27
Sending/receiving	2003	61	55	73	64	66	..
e-mails	2004	65	62	73	66	64	37
	2005	69	63	75	68	67	42
	2006	74	67	77	72	74	42
	2007	74	71	80	76	69	48
Playing/downloading	2003	17	25	30	23	27	..
games and music	2004	19	..	34	23	23	16
	2005	21	22	29	26	31	16
	2006	26	33	34	37	34	18
	2007	33	34	36	35	35	22
Reading/downloading	2003	32	32	60	54	30	..
online newspapers/	2004	36	37	61	56	28	16
news magazines	2005	38	41	65	60	39	17
	2006	46	46	67	65	41	18
	2007	47	50	67	68	43	21
Listening to web radio/	2003	12	10	17	17	15	..
watching web television	2004	16	12	21	21	13	7
	2005	19	17	31	24	21	10
	2006	27	20	43	34	28	11
	2007	34	24	48	37	33	15
Other communication	2003	9	15	30	16	18	..
uses (chat sites, etc.)	2004	10	17	34	18	16	13
	2005	12	18	43	29	22	14
	2006	17	22	44	34	25	17
	2007	40	22	49	41	28	21

Note: Spring each year. Population 16-74 years.
Source: Eurostat, November 2008 (http://epp.eurostat.ec.europa.eu).

12. Top ten media web pages, ranked by number of unique visitors 2008, week 22 (mid-May)

	Web page	Unique visitors[1]	User sessions[2]	Sessions/ user	Publisher	Traditional media	Ranking in top list
Denmark[3]	ekstrabladet.dk	1 571 317	5 601 329	3.6	JP/Politikens Hus	Newspaper	1
	tv2.dk	1 274 470	3 716 541	2.9	TV 2 Danmark	Television	3
	dr.dk	1 204 911	3 068 220	2.5	DR	Public television and radio	5
	bt.dk	853 972	2 585 913	3.0	Berlingske Media (Mecom)	Newspaper	10
	politiken.dk	560 724	1 757 465	3.1	JP/Politikens Hus	Newspaper	14
	jp.dk	556 879	1 694 396	3.0	JP/Politikens Hus	Newspaper	15
	epn.dk	341 920	718 456	2.1	JP/Politikens Hus	Online newspaper	20
	berlingske.dk	319 341	803 528	2.5	Berlingske Media (Mecom)	Newspaper	21
	borsen.dk	256 112	872 231	3.4	Dagbladet Børsen (Bonnier)	Newspaper	25
	fpn.dk	201 678	359 659	1.8	JP/Politikens Hus	Online newspaper	30
Finland[3]	Ilta-Sanomat	1 344 559	6 778 020	5.0	Sanoma	Newspaper	1
	Iltalehti	1 334 018	6 763 803	5.1	Alma Media	Newspaper	2
	MTV3	1 182 417	6 006 319	5.1	MTV Media/Bonnier	Television	3
	Helsingin Sanomat	917 599	3 162 679	3.4	Sanoma	Newspaper	6
	YLE	857 399	3 279 546	3.8	Yleisradio	Public television and radio	7
	Kauppalehti.fi	318 012	1 150 533	3.6	Alma Media	Business newspaper	16
	Taloussanomat	279 403	747 272	2.7	Sanoma	Business newspaper	19
	Nelonen.fi	173 333	282 427	1.6	Sanoma	Television	20
	Aamulehti	143 918	316 816	2.2	Alma Media	Newspaper	27
	Kaleva	138 042	523 201	3.8	Kaleva Kustannus	Newspaper	28
Iceland	mbl.is	302 551	2 388 293	7.9	Árvakur hf.	Newspaper	1
	visir.is	221 547	1 356 476	6.1	365 miðlar hf.	Newspaper, radio, television	3
	ruv.is	81 919	235 976	2.9	RUV	Public radio and television	5
	eyjan.is	40 114	135 182	3.4	Invis ehf.	Online news	10
	dv.is	39 285	124 711	3.2	Útgáfufélagið Birtingur ehf.	Newspaper, magazines	11
	icelandreview.com	21 800	30 617	1.4	Heimur hf.	Magazine for foreigners	15
	vf.is	16 929	63 078	3.7	Vikurfréttir ehf.	Regional and local newspapers	22
	textavarp.is	15 109	27 157	1.8	RUV	Teletext TV of RÚV	25
	bb.is	13 767	57 039	4.1	H-prent ehf.	Regional newspaper	27
	vb.is	12 159	44 175	3.6	Framtíðarsýn ehf.	Business daily	31
Norway[3]	VG Nett	2 805 818	17 005 477	6.1	VG (Schibsted)	Newspaper	1
	Dagbladet.no	1 747 969	7 030 521	4.0	Dagbladet (Berner Group)	Newspaper	3
	NRK.no	1 288 816	3 622 395	2.8	NRK	Public radio and television	7
	Nettavisen	1 102 059	3 982 011	3.6	TV 2 (A-pressen/Egmont)	TV channel's news site	8
	Aftenposten.no	924 451	3 032 441	3.3	Aftenposten (Schibsted)	Newspaper	9
	E24.NO	616 442	1 183 560	1.9	VG and Aftenposten (Schibsted)	Online financial news	13
	Kjendis.no	502 103	938 181	1.9	Dagbladet (Berner Group)	Online celebrity gossip	14
	ABC nyheter	478 826	1 138 335	2.4	ABC Startsiden (Telenor)	Online news	16
	Seher.no	457 251	1 113 316	2.4	Se og Hør Forlaget (Aller)	Celebrity gossip magazine	17
	TV2	385 874	759 672	2.0	TV 2 (A-pressen/Egmont)	TV channel's website	19

Cont.

12. Cont. Top ten media web pages, ranked by number of unique visitors 2008, week 22 (mid-May)

	Web page	Unique visitors[1]	User sessions[2]	Sessions/ user	Publisher	Traditional media	Ranking in top list
Sweden[3]	aftonbladet.se	3 911 926	17 892 976	4.6	Aftonbladet (Schibsted / LO)	Newspaper	1
	expressen.se	1 562 672	5 390 001	3.4	Expressen (Bonnier)	Newspaper	5
	dn.se	947 745	2 998 645	3.2	Dagens Nyheter (Bonnier)	Newspaper	9
	TV4 Nya Medier[4]	898 719	1 987 257	2.2	TV4 (Bonnier)	Television	..
	SVT.se	849 856	1 861 272	2.2	SVT	Public television	10
	di.se	774 885	2 940 617	3.8	Dagens industri (Bonnier)	Financial newspaper	12
	e24.se	772 052	1 387 186	1.8	Svenska Dagbladet (Schibsted)	Online business news	13
	svd.se	552 634	1 370 964	2.5	Svenska Dagbladet (Schibsted)	Newspaper	17
	SR.se	532 523	1 177 211	2.2	SR	Public radio	18
	gp.se	331 285	950 127	2.9	Göteborgs-Posten (Stampen)	Newspaper	22

1 Unique visitor (or user) = Unique web browser
2 Sessions = Visits = A series of one or more page impressions, served to one user, which ends when there is a gap of 30 minutes or more between successive page impressions for that user.
3 The measurement system in Denmark is gemius Traffic; in Finland and Norway TNS Metrix, and in Sweden Site Census (Nielsen/Netratings), Insight XE (Sifo Research International), HBX (WebSideStory) and ICS (Instadia).
4 Traffic data for TV4.se specifically are not available; they are reported in the total for the network, TV4 Nya Medier, which includes: tv4.se, tvplaneten.se, tv4vadret.se, tv4nyheterna.se, fotbollskanalen.se, blip.se, fejmtv.se, allears.se, recept.nu. Data for the network are reported in another context than the other sites; consequently, its rank-order is not indicated here.

Note: Web sites of traditional media only.

Sources: Gemius/FDIM Foreningen af Danske Interaktive Medier, TNS Gallup Finland (www.gallupweb.com), Modernus Web Measure (Iceland), TNS Gallup Norway, www.kiaindex.org (KIA Index).

The International Media Market

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1. Top 25 media companies in the world by revenue 2007 and their main media activities

	Company	Domicile	Revenue (USD millions) Total revenue	Media revenue[1]	Media share of total revenue (%)	News-papers	Magazines & periodicals	Books	Radio	TV	Film	Music
1	Time Warner	USA	46 482	46 482	100		x	x		x	x	
2	News Corporation[2]	USA	28 655	28 655	100	x	x	x	x	x	x	
3	Bertelsmann AG	Germany	25 659	25 659	100	x	x	x	x	x	x	x
4	The Walt Disney Company[3,4]	USA	35 510	22 537	63		x	x	x	x	x	x
5	Comcast	USA	30 895	20 586	67					x		
6	The DirecTV Group	USA	17 246	17 246	100					x		
7	NBC Universal[5]	USA	15 416	15 416	100				x	x	x	
8	Viacom Inc.	USA	13 423	13 423	100					x	x	x
9	Vivendi[6]	France	29 625	12 630	43					x		x
10	CBS Corporation[7]	USA	14 073	11 886	84			x	x	x		
11	Lagardère	France	11 739	11 739	100	x	x	x	x	x		
12	Dish Network	USA	11 061	11 061	100					x		
13	Cox Enterprises[8]	USA	13 158	9 839	75	x			x	x		
14	Reed Elsevier	UK	9 204	9 204	100		x	x				
15	BSkyB- British Sky Broadcasting[2]	UK	9 107	9 107	100					x		
16	Liberty Global	USA	9 003	9 003	100					x		
17	BBC- British Broadcasting Corporation[9]	UK	8 834	8 834	100		x		x	x		
18	Sony Corporation[9, 10]	Japan	88 714	8 555	10					x	x	x
19	Pearson	UK	8 328	8 328	100	x	x	x				
20	ARD- Arbeitsgemeinschaft der öffentlich-rechtlichen Rundfunk-anstalten der Bundesrepublik Deutschland[9]	Germany	8 316	8 316	100				x	x		
21	Gannett Co. Inc.	USA	7 439	7 439	100	x	x			x		
22	Advance Publication[11]	USA	7 315	7 315	100	x	x			x		
23	Virgin Media	UK/USA	8 151	6 956	85					x		
24	NHK - Nippon Hoso Kyokai[12]	Japan	5 867	5 867	100				x	x		
25	Mediaset[13]	Italy	5 584	5 584	100					x		

1 Media revenue refers to revenue from advertising, publishing, radio or television transmissions, TV and film production, music publishing, printing, distribution services, subscriptions, government support, etc. Retail sales, theme parks, games etc, are not included.
2 Fiscal year 2006 (07) - 2007 (06).
3 Fiscal year 2006 (10) - 2007 (09).
4 Parks and Resorts, revenue 10 626 USD millions, and Consumer Products, revenue 2 347 USD millions, not included i media revenue.
5 Company created in May 2004 by a combination of NBC and Vivendi Universal Entertainment, owned by General Electrics (80%) and Vivendi Universal (20%). Revenue for Universal Parks & Resorts not available and therefore not excluded from media revenue.
6 Telecom (SFR and Maroc Telecom), revenue 15 696 USD millions, and games, revenue 1 393 USD millions, not included in media revenue.
7 Parks/publishing included in media revenue. Outdoor advertising not included in media revenue.
8 Telecom revenue included in media revenue.
9 Fiscal year 2007 (04) - 2008 (03).
10 Electronics, revenue 59 317 USD millions, Games, 12 190 USD millions, and Financial business, 8 652 USD millions, not included in media revenue.
11 Fiscal year 2006.
12 Fiscal year 2007 (05) - 2008 (04).
13 Revenue for the advertising agency Publitalia 80 unknown and therefore not excluded from media revenue.

Sources: Company annual reports (processed), company websites, Hoover's Online (www.hoovers.com), Institut für Medien- und Kommunikationspolitik (www.mediadb.eu).

2. Top 25 European media companies by revenue 2007 and their main media activities

	Company	Domicile	Revenue (Euro millions) Total revenue	Media revenue[1]	Media share of total revenue (%)	News-papers	Magazines & periodicals	Books	Radio	TV	Film	Music
1	Bertelsmann AG	Germany	18 758	18 758	100	x	x	x	x	x	x	x
2	Vivendi[2]	France	21 657	9 233	43		x	x		x		x
3	Lagardère	France	8 582	8 582	100	x	x	x	x	x		
4	Reed Elsevier	The Netherlands/ UK	6 729	6 729	100		x	x				
5	BBC- British Broadcasting Corporation[3]	UK	6 458	6 458	100		x		x	x		
6	BSkyB- British Sky Broadcasting[4]	UK	6 225	6 225	100					x		
7	ARD- Arbeitsgemeinschaft der öffentlich-rechtlichen Rundfunk-anstalten der Bundesrepublik Deutschland[3]	Germany	6 079	6 079	100				x	x		
8	Pearson	UK	6 088	6 088	100	x	x	x				
9	Virgin Media	UK/USA	5 959	5 085	85					x		
10	Mediaset[5]	Italy	4 082	4 082	100					x		
11	Grupo Prisa	Spain	3 696	3 696	100	x	x		x	x		
12	Wolters Kluwer	The Netherlands	3 413	3 413	100		x	x				
13	Daily Mail & General Trust	UK	3 269	3 269	100	x	x		x			
14	Bonnier	Sweden	3 158	3 158	100	x	x	x	x	x	x	x
15	RAI - Radiotelevisione Italiana[6]	Italy	3 145	3 145	100				x	x		
16	ITV Plc	UK	3 046	3 046	100					x		
17	France Télévision	France	2 928	2 928	100					x		
18	TF1- Société Télévision Française	France	2 764	2 764	100					x		
19	RCS MediaGroup	Italy	2 739	2 739	100	x	x	x	x			
20	ProSiebenSat.1	Germany	2 703	2 703	100					x		
21	EMI Group - Electric and Musical Industries Group[7]	UK	2 652	2 652	100							x
22	Springer Verlag	Germany	2 578	2 578	100	x	x					
23	Sanoma	Finland	2 926	2 541	87	x	x	x	x	x	x	
24	Verlagsgruppe Georg von Holtzbrink[6]	Germany	2 243	2 243	100	x		x				
25	Hubert Burda Media	Germany	2 214	2 214	100		x		x	x		

[1] Media revenue refers to revenue from advertising, publishing, radio or television transmissions, TV and film production, music publishing, printing, distribution services, subscriptions, government support, etc. Retail sales, theme parks, games etc, are not included.
[2] Telecom (SFR and Maroc Telecom), revenue 11 474 Euro millions, and games, revenue 1 018 Euro millions, not included in media revenue.
[3] Fiscal year 2007 (04) - 2008 (03).
[4] Fiscal year 2006 (07) - 2007 (06).
[5] Revenue for the advertising agency Publitalia 80 unknown and therefore not excluded from media revenue.
[6] Fiscal year 2006.
[7] Fiscal year 2006 (04) - 2007 (03).

Sources: Company annual reports (processed), company websites, Hoover's Online (www.hoovers.com), Institut für Medien- und Kommunikationspolitik (www.mediadb.eu).

3. Top media companies by revenue 2007 on the European market

	Company	Domicile	Media revenue[1] in Europe (Euro millions)	European share of total media revenue (%)
1	Bertelsmann AG	Germany	14 345	76
2	Lagardère	France	7 059	82
3	Vivendi[2]	France	6 754	73
4	News Corporation[2]	USA	6 633	32
5	BBC- British Broadcasting Corporation[3]	UK	6 458	100
6	BSkyB- British Sky Broadcasting[4]	UK	6 225	100
7	ARD- Arbeitsgemeinschaft der öffentlich-rechtlichen Rundfunkanstalten der Bundesrepublik Deutschland[3]	Germany	6 079	100
8	Virgin Media	UK/USA	5 085	100
9	Mediaset[5]	Italy	4 082	100
10	The Walt Disney Company[6, 7]	USA	3 420	..
11	ITV Plc	UK	3 046	100
12	Grupo Prisa	Spain	2 957	80
13	France Télèvision	France	2 928	100
14	Bonnier	Sweden	2 913	92
15	RAI - Radiotelevisione Italiana[8]	Italy	2 839	100
16	TF1- Société Télévision Française	France	2 764	100
17	RCS MediaGroup	Italy	2 740	100
18	ProSiebenSat.1	Germany	2 703	100
19	Springer Verlag	Germany	2 578	100
20	Sanoma	Finland	2 541	100
21	Daily Mail & General Trust	UK	2 508	77
22	Time Warner[9]	USA	2 481	7

1 Media revenue refers to revenue from advertising, publishing, radio or television transmissions, TV and film production, music publishing, printing, distribution services, subscriptions, government support, etc. Retail sales, theme parks, games etc, are not included.
2 Telecom (SFR and Maroc Telecom), revenue 11 474 Euro millions, and games, revenue 1 018 Euro millions, not included in media revenue.
3 Fiscal year 2007 (04) - 2008 (03).
4 Fiscal year 2006 (07) - 2007 (06).
5 Revenue for the advertising agency Publitalia 80 unknown and therefore not excluded from media revenue.
6 Fiscal year 2006 (10) - 2007 (09).
7 With the exception of Disneyland Resort Paris, 892 Meuro, revenue in Europe from Parks, Resort and Consumer Products is included in media revenue.
8 Fiscal year 2006.
9 Media revenue includes revenue from the United Kingdom, Germany and France; media revenue from other European countries is not specified in company accounts.

Sources: Company annual reports (processed), company websites, Hoover's Online (www.hoovers.com), Institut für Medien- und Kommunikationspolitik (www.mediadb.eu).

Demographic & Economic Data

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1. Population 1997-2007 (inhabitants in thousands)

Year	Denmark	Finland	Iceland	Norway	Sweden
1997	5 295	5 140	272	4 418	8 848
1998	5 314	5 154	276	4 445	8 854
1999	5 330	5 166	279	4 478	8 861
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	313	4 737	9 183

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 1997-2007 (1 ECU/Euro in local currency)

	Denmark	Finland	Iceland	Norway	Sweden
Year	DKK	FIM	ISK	NOK	SEK
ECU					
1997	7.46	5.86	80.18	8.01	8.62
1998	7.51	5.99	78.89	8.45	8.93
EURO					
1999	7.44	5.95	77.16	8.31	8.81
2000	7.45	5.95	72.83	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

[1] The euro was adopted as the official currency of Finland in 2002.
Sources: Statistics Denmark, Bank of Finland, Statistics Iceland, Norges Bank, Swedish Central Bank.

3. Number of households 1997-2007 (thousands)

Year	Denmark	Finland[1]	Iceland[2]	Norway	Sweden[3]
1997	2 357	2 221	97	..	4 260
1998	2 371	2 247	100	..	4 271
1999	2 434	2 273	101	..	4 282
2000	2 444	2 295	103	..	4 293
2001	2 456	2 329	105	1 962	4 307
2002	2 467	2 354	108	..	4 329
2003	2 481	2 378	109	..	4 351
2004	2 499	2 402	110	2 011	4 380
2005	2 516	2 430	116	2 037	4 404
2006	2 532	2 454	118	2 065	4 436
2007	2 547	2 477	120	2 105	4 470

1 Number of household-dwelling units.
2 Estimates.
3 Number of dwellings.

Note: Mean number of households in Iceland; number of households/dwellings at year's end otherwise.

Sources: Statistics Denmark, Statistics Finland, Statistics Iceland, Statistics Norway, Statistics Sweden.

4. Value Added Tax rates 1997-2007

		Standard VAT rate	Newspapers	Magazines	Books	Radio/TV licence fees	Cinema
Denmark	1997	25	–	25	25	25	25
	1998	25	–	25	25	25	25
	1999	25	–	25	25	25	25
	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
Finland	1997	22	–/22 [1]	–/22 [1]	12	6	12
	1998	22	–/22 [1]	–/22 [1]	8	8	8
	1999	22	–/22 [1]	–/22 [1]	8	8	8
	2000	22	–/22 [1]	–/22 [1]	8	8	8
	2001	22	–/22 [1]	–/22 [1]	8	8	8
	2002	22	–/22 [1]	–/22 [1]	8	8	8
	2003	22	–/22 [1]	–/22 [1]	8	8	8
	2004	22	–/22 [1]	–/22 [1]	8	8	8
	2005	22	–/22 [1]	–/22 [1]	8	8	8
	2006	22	–/22 [1]	–/22 [1]	8	8	8
	2007	22	–/22 [1]	–/22 [1]	8	8	8

Cont.

4. Cont. Value Added Tax rates 1997-2007

		Standard VAT rate	Newspapers	Magazines	Books	Radio/TV licence fees	Cinema
Iceland	1997	24.5	14	14	14/24.5 [2]	14	–/24.5 [3]
	1998	24.5	14	14	14/24.5 [2]	14	–/24.5 [3]
	1999	24.5	14	14	14/24.5 [2]	14	–/24.5 [3]
	2000	24.5	14	14	14/24.5 [2]	14	–/24.5 [3]
	2001	24.5	14	14	14/24.5 [2]	14	–/24.5 [3]
	2002	24.5	14	14	14	14	–/24.5 [3]
	2003	24.5	14	14	14	14	–/24.5 [3]
	2004	24.5	14	14	14	14	–/24.5 [3]
	2005	24.5	14	14	14	14	–/24.5 [3]
	2006	24.5	14	14	14	14	–/24.5 [3]
	2007 [4]	24.5	7	7	7	7	–/24.5 [3]
Norway	1997	23	–	23	–	–	–
	1998	23	–	23	–	–	–
	1999	23	–	23	–	–	–
	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
Sweden	1997	25	6	25	25	–	6
	1998	25	6	25	25	–	6
	1999	25	6	25	25	–	6
	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

– VAT exempt.
[1] Subscriptions of newspapers and magazines are exempt from sales tax. VAT on single copy sales is 22%.
[2] 14% VAT on domestic books, 24.5% on imported books. VAT on imported books was lowered to 14% in Spring 2002.
[3] Screenings of domestic films are exempt from VAT.
[4] 7% from 1. March 2007.

Note: Categories of media not listed here are subject to standard VAT in all countries.

Sources: Statistics Iceland, Statistics Finland, medianorway, Nordicom-Sweden.

Media Market Analyses

A Presentation of the Authors

The analyses of the media market – newspapers, magazines, radio and television – presented on the following pages are the products of a collaboration with organizations and individuals in the Nordicom network. The country descriptions for each market are written by each national expert below. The general introductions – Nordic elements in each national market – are written by the Nordic coordinator (Eva Harrie), but are also the fruit of teamwork among the Nordic partners. All members of the network have read them, commented on them, and, not least, filled them out with facts and updates. The Danish contributions are also written by the Nordic coordinator, with invaluable help from *Erik Nordahl Svendsen*, Chief consultant at the Danish Agency for Libraries and Media (the Media Secretariat), who has commented on the drafts and provided valuable insights regarding the Danish media market.

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The Nordic Media Market

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Newspaper classification

Here, newspapers are classified in terms of two categories: dailies (4-7 issues per week) and non-dailies (1-3 issues per week), respectively. Daily papers may have national, regional or local distribution, whereas most non-daily papers are local. Most Nordic newspapers are morning papers, i.e., general interest papers sold primarily on subscription; a minority (a couple of widely circulated titles in each country) are popular tabloids and are mainly sold on a single copy basis. Naturally, these characterizations do vary somewhat from country to country. In addition, all the Nordic markets have free papers of various kinds. See further under the heading,"The free paper market".

The Newspaper Market

Newspapers, among the oldest of mass media in the Nordic countries, have time and again met challenges from newer media. For nearly a century they have withstood the changes relatively well. Newspaper reading continues to be a widespread activity among the people of the region; many subscribe to a daily paper, and several newspaper companies are profitable enterprises.

This said, the difficulties for the branch are several and severe. The entrance of internet and free papers in the mid 1990's impacted on people's willingness to pay, and the digital age's increasing and fragmented media output pose formidable challenges. Under the competition, newspaper publishers have adopted new strategies such as creating other platforms than conventional papers for the presentation of content and collaboration with, acquisition of, or fusion with other companies.

Nevertheless, in the past few decades both the combined circulation and – in all countries except Norway – the number of titles have declined. A sharp drop in advertising revenues due to the current recession, coming as it does on the heels of structural changes, is yet another challenge that heightens uncertainty regarding the future of the industry.

Paid-for newspapers

Despite there being fewer copies on the market, Nordic newspapers have fared relatively well by international comparison. The number of paid-for titles remains high compared to other countries, as does circulation. The Norwegian daily press has the second-largest (after Japan) average combined circulation per thousand inhabitants (adult population) in the world. It is followed by Finland and Sweden, in that order. Iceland and Denmark occupy thirteenth and fifteenth place in a world ranking. On the other hand, Denmark leads the world when it comes to per capita circulation of free non-dailies.

The Nordic countries have both strong papers of national character and a strong regional/local press. The most palpable declines are to be found among the larger, national and regional papers; local newspapers are firmly rooted among both readers and advertisers, and many continue to turn a good profit (at least until Fall 2008 – what the economic downturn will bring is an open question). Within the region, Finland and Norway have the most paid-for titles in total, having at least twice as many non-daily papers (mainly local titles) as Sweden has. Finland and Norway differ, however, in that the number of non-daily papers and their combined circulation have declined in Finland, whereas they have increased in Norway. Denmark and Iceland have significantly fewer paid-for newspapers than the other countries, but instead a vivid free paper market. Sweden tops the ranking in terms of daily paid-for papers, with 78 titles, compared to 74 in Norway and 53 in Finland.

The Nordic daily press distinguishes itself in the high proportion of subscriptions: roughly 75-90 per cent of total circulation, with the remainder sold as single copies. There are some variations between countries. All in all, many residents find their papers in the mailbox at the start of the day. Looking abroad, we find similar patterns in The Netherlands and Germany (90% and 64% subscriptions, respectively), but the inverse in, for example, Italy and Spain, where fully 90 per cent of circulation is sold on a single-copy basis.

The free paper market

Side by side with paid-for newspapers, various kinds of free papers have long existed in all countries. They are domestically, often locally, owned local papers. Denmark and, to some extent, Iceland have had a lively free paper trade at local and regional levels *(distriktsblade)*. The papers much resemble paid non-daily papers in other countries.

The latter part of the 1990s saw the entry of a new kind of free paper onto Nordic markets, papers distributed five or six days a week in metropolitan areas via the transit system and/or on the street. (The exception is Norway which has no daily free papers.) It all started in Sweden with *Metro* in 1995, which Metro International (at the time a part of MTG) spread to Finland and Denmark in the span of a couple of years. *Metro* was followed by a number of new free daily urban titles, most of them launched by large Nordic newspaper companies: Bonnier and Schibsted in Sweden, Sanoma in Finland, and Berlingske Media in Denmark. Iceland has had its own success story in the door-to-door distributed *Fréttablaðið*, which came on the scene in 2001 and had a strong impact on the domestic newspaper market. The Icelandic firm behind *Fréttablaðið* precipitated a flood of free papers on the Danish market with

Unless otherwise noted, the data refer to 2007. Except in the case of Finland, circulation data do not include Sunday editions. Advertising shares refer to above-the-line advertising (traditional media plus internet).

the launching of *Nyhedsavisen,* a free daily, in 2006. A number of Danish newspaper publishers responded to the challenge by promptly starting free papers of their own. *Nyhedsavisen*, and the other newcomers, were all intended to be distributed door-to-door, which, however, turned out to be expensive and problematic due to lack of personnel to distribute them.

The trend for free dailies has been mixed. Having started out as papers for commuters in Sweden's metropolitan cities, free papers spread to urban centers in the provinces. In some cases city-based titles launched regional papers, either alone or in collaboration with regional partners; in others, local/regional publishers launched their own free papers to prevent new entrants from cutting into their advertising market.

Free papers have generally attracted many readers, but from their owners' point of view they have proved costly and unprofitable ventures. Some years after the initial enthusiasm, free paper markets in Denmark, Finland and Sweden have undergone consolidation: titles have fused, changed hands, melded editorial staff or management with that of other papers in the same group, shifted down to lower periodicity or closed. *Metro,* for example, sold its Finnish operations to Sanoma in 2006. In 2008, *Metro* in Denmark (MetroXpress A/S) took over JP/Politiken's *24timer.* (In return, JP/Politiken acquired 24.5% ownership of the company.) In Sweden, Schibsted acquired 35 per cent of *Metro* in conjunction with the closure of their own free paper, *Punkt se.* In Spring 2008, Danish *Nyhedsavisen* was sold to a venture capital company, and ceased publication a few months later.

Newspaper publishers branch out

Most newspaper publishers in the Nordic countries have domestic owners and have their roots in the newspaper business (and, to some extent, in other print media). They have been in business for many, many years. Several publishers have chosen to meet the challenges of changes on the media market through expansion, either into other media or into new territory, so as to strengthen their market position and revenue base. Media groups like Schibsted in Norway, Bonnier in Sweden, and Sanoma in Finland – all traditionally dominant newspaper publishers in their respective countries – expanded into broadcast media after broadcasting was deregulated around 1990. On regional markets, newspaper publishers have turned into regional 'media houses' with operations on multiple local platforms like radio, television and the web. They have expanded mainly through purchases and fusions with other actors. Danish and Icelandic newspaper companies, which long published newspapers exclusively, waited some years before making moves in similar directions. There, regional and national media houses were formed in the early 2000s. Over the past decade several newspaper houses have also launched free papers in response to competition for readers and advertisers from new actors on the market.

Newspaper companies have responded to the digital challenge by developing existing trademarks on multiple platforms. They have launched web newspapers and distribute news to mobile telephones. They also work constantly to improve their service on the web through web-TV, blogs, communities, and so forth. Many publishers have bought into existing communities and marketplaces on the web these past few years. Among the Nordic companies Schibsted stands out for its extensive investments in web activities. Popular tabloids have suffered the greatest impact of competition from new media, and two of Schibsted's popular tabloids, *Aftonbladet* in Sweden and *VG* in Norway, operate two of the largest websites in the world, offering a wide variety of services. The papers also collaborate with sister papers, *Svenska Dagbladet* in Sweden and *Aftenposten* in Norway, to produce the business news sites, E24.se and E24.no. In addition, Schibsted owns the principal classified ads sites in Norway and Sweden and has established a strong position in classified ads in other European countries and South America through purchases of local companies.

Another response to changes in the media market has been to seek synergy benefits through cooperative projects, alliances and outright fusions. In Sweden, for example, Stampen, a regional newspaper publishing house, has strengthened its position through the acquisition of, and to some extent collaboration with, other regional papers; synergy effects have been achieved through the centralization of all papers' printing to a single printing company. In Norway four major regional newspapers are planned to come under the same roof in Media Norge, in which Schibsted has a majority share.

Newspaper ownership across national frontiers

Newspaper ownership is still largely in domestic hands, but through a few transactions since the mid-1990s some large newspaper companies are now owned by interests outside the country. One example is the Norwegian media company Schibsted, which took control of the Swedish newspapers, *Aftonbladet* and *Svenska Dagbladet* in 1996/1998 to become one of the principal players on the Swedish newspaper market. In 2000, the Norwegian Orkla Media acquired Det Berlingske Officin, a leading newspaper publisher in Denmark. In 2006, Orkla Media itself was purchased by the British Mecom Group, which thereby became the first major non-Nordic newspaper publisher in the Nordic region, and one of the largest newspaper publishers in both Norway (Edda Media) and Denmark (Det Berlingske Officin, renamed Berlingske Media).

A Danish publisher of local free non-daily papers, Politikens Lokalaviser (a subsidiary of one of the leading Danish newspaper publishers, JP/Politikens Hus) has ventured onto the Swedish market by acquiring a number of local free papers in southern Sweden in the span of a couple of years.

Actually, during the 1990s and into the present century, Nordic media groups had a greater presence in their neighboring countries than they do today. For five years in that period Finnish Sanoma owned one-third of A-pressen in Norway, and Swedish Bonnier was the largest co-owner of Finnish Alma Media. In the free paper market, too, transborder ownership was more pronounced than it is today: Metro had a stronger presence in Denmark, as did Icelandic actors. Another example is Søndagsavisen, a large player on the Danish free paper market, which had interests in Norwegian and Swedish free weeklies. All have since divested themselves of these holdings, or sold shares of them; in most cases the buyers were domestic newspaper publishers based on the respective markets.

Of the Nordic media groups, Bonnier, Schibsted and Sanoma publish paid-for newspapers outside the Nordic region. In addition to the business newspaper *Børsen* in Denmark, Bonnier publishes newspapers on the same concept in several European countries, plus a general newspaper in Latvia. Schibsted owns newspapers in Estonia and Lithuania, and Sanoma has some newspaper interests in Russia. On the free paper market, several Nordic publishers are among the roughly ten publishers that have an international market presence, according to the newsletter, *Free Daily Newspapers* (25/2007). The most notable example is Swedish-owned Metro International, whose *Metro* is published in roughly 60 editions in around 20 countries (Fall 2008). Schibsted publishes free dailies in France and Spain (*20 Minutes*), Lithuania and Russia, and Bonnier publishes *5min* in Latvia via its Latvian newspaper company, Diena.

Newspaper revenue

Advertising accounts for more than half, about 55-60 per cent, of Nordic newspapers' sales revenue, with newspaper sales making up the rest. In nominal value the trend for newspaper advertising expenditure was relatively stable and even showed a positive trend (paid-for and free) until 2007. With the economic downturn advertising figures for 2008, fourth quarter, showed a break in the positive trend. The downturn has continued into the first quarter 2009, and where newspapers seem to have been hit harder than other media. Newspapers' share of the advertising market – roughly 50 per cent – has also declined in the last decade, having been displaced to some extent by internet. Most newspaper websites generate high traffic figures and also an increasing – though still small – share of web advertising revenue.

In several countries there are government programs to prevent newspaper deaths and thus preserve local competition where it exists. In the Norwegian and Swedish programs the money goes directly to the publishers in question, whereas in Finland most of the support is now distributed via the political parties. In Sweden, newspaper subsidies make up less than three per cent of total average newspaper revenue; in Finland the corresponding figure is slightly more than one per cent, and in Norway two per cent. In Denmark there is support for distribution plus a smaller sum for new projects, which makes up 3-4 per cent of newspaper revenue. In all countries VAT on newspaper sales is lower than standard rates (Sweden, Iceland), or newspapers are tax-exempt (Denmark, Norway and subscriptions in Finland). (See further the section, Demographic & Economic Data.)

Newspaper reading

Newspaper readership is high in all five Nordic countries, with around 80 per cent of the population reading a newspaper the average day, a level that has remained stable over the past decade. When we consider reading on the respective platforms, however, we find a declining trend in reading of papers in hard copy. In Norway and Sweden, reading of *paper copies* has declined from over 80 per cent ten years ago to about 70 per cent today, while the share who read newspapers *online only* is growing and today rests at about 10 per cent in both countries. (Time series for Danish and Finnish are not fully comparable over the years, but data for reading paper copies indicate the same trend.)

Newspapers, and particularly popular tabloids, have the most online users of all daily media.

DENMARK

The newspaper market

The Danish newspaper market is mainly dominated by two companies: JP/Politikens Hus and Berlingske Media. J/P Politikens Hus is Danish owned (foundations) and is a result of the merger of two newspaper companies: Aktieselskabet Dagbladet Politiken and Jyllands-Posten in 2003. Berlingske Media (formerly Det Berlingske Officin) was owned by domestic interests until 2000, when it was acquired by the Norwegian corporation Orkla Media, becoming the second foreign company on the Danish newspaper scene (the Swedish Bonnier was already present with the business paper *Børsen*). Orkla Media, and thereby Berlingske Media, was sold to the British Mecom Group in 2006.

For many years Danish newspaper publishers tended to concentrate solely on newspaper publishing, but this changed in the early 2000s, when several regional newspaper publishers brought local commercial radio stations into their home markets as a move toward multiple platforms: print media, local radio/television and the internet. Another motive was to compensate for the decline in advertising revenues in their print media titles. Newspaper publishers are also involved in the publishing of free papers, mainly local free weeklies, but also dailies. One reason why Danish newspaper publishers relied on print only so long, compared to their colleagues in other Nordic countries, was that the first alternative to the public service broadcaster in Denmark, TV 2, was state-owned rather than privately owned. Newspaper companies were not able to buy into the channel, and that is still the case today.

Denmark differs from Finland, Norway and Sweden with considerably fewer paid-for newspapers: 31 daily papers and one weekly (*Weekendavisen*). On the other hand, almost all dailies appear six or seven days a week. But to say that Denmark has few newspapers is far from the whole picture. The Danish newspaper market is characterized by the presence of many free local and regional newspapers. These *distriktsblade* are exclusively financed by advertising revenue and serve the same purpose as local newspapers serve in other countries. Most of these papers are weeklies (1 issue pr. week) and are distributed in districts defined according to households' shopping habits, the largest of which is *Søndagsavisen* with 11 regional editions distributed on weekends to 1.4 million households. Three free dailies have national distribution (in principal cities): *MetroXpress* and *24 timer*, both published by MetroXpress A/S, and *Urban,* published by Berlingske Media.

All categories of newspapers have experienced changing conditions, with falling circulations as one result. The paid-for dailies has during the last decade shown a decline in both titles (mainly by fusions where small local papers have become editions of larger ones) and above all in circulation. In 1998, the combined circulation of Danish dailies was more than 1.6 million; in 2008 the figures had fallen to a combined circulation under 1.2 million. In other words the total circulation has declined by more than 40 per cent during the period. Among the free local weeklies, *Søndagsavisen* reduced the number of distributed copies from 2.1 million to 1.4 million copies in January 2009, in response to falling advertising revenue.

Fierce competition on the market for free dailies 2006-2008 created economic difficulties for the players, which led to consolidation or closure. The first free daily newspapers entered the market in 2001 when Metro International introduced *MetroXpress* and Det Berlingske Officin introduced *Urban*, both distributed via the public transit network. In 2006 a number of new free newspapers entered the market: *Dato* (Det Berlingske Officin), *24 timer* (JP/Politikens Hus) and *Nyhedsavisen* (the Icelandic Baugur Group). All were morning papers distributed through the mass transit system plus door-to-door in highly populated areas, thereby introducing a new form of competition into an already crowded market. Other regional newspaper publishers followed suit with their own free dailies. Today, *Dato* has ceased publication (2007), as has *Nyhedsavisen* (2008), while *24timer* was taken over by MetroXpress Danmark (2008) and JP/Politiken received a share of the company in return. In mid-2008 the circulation for free dailies amounted to approximately 1.1 million copies (in 2002: 400 000).

The principal players

• JP/Politikens Hus A/S

JP/Politikens Hus A/S is one of Denmark's two leading newspaper publishers. The company is the result of a merger in early 2003 between Denmark's second and third-ranking newspaper companies, Aktieselskabet Dagbladet Politiken and Jyllands-Posten A/S. The companies were previously owned by separate foundations, which now jointly own a company that publishes all the companies' papers. A prerequisite for the fusion was the promise that all three papers, *Morgenavisen Jyllands-Posten, Politiken*, and *Ekstra Bladet*, would retain their editorial independence. As a consequence, the Editors-in-Chief of each paper are still appointed by the respective previous owner-foundations.

JP/Politiken's three nationally distributed dailies are all leading newspapers in Denmark. *Morgenavisen Jyllands-Posten* is the largest title in the country, followed by *Politiken*, with *Ekstra Bladet* in fourth place. Together they represent some 30 per cent of the total daily newspaper circulation. The papers' combined share has remained stable, but circulation has fallen by 47 per cent, nearly half, between 1998 and 2008, with the popular tabloid *Ekstra Bladet* showing the greatest loss. Since 2003, when the three titles came under the same roof, the fall in circulation is around 20 per cent. JP/Politiken's five websites – three bearing the papers' brand names, and two, epn.dk and fpn.dk, niched (business news and consumer information, respectively) – are among the most visited of the sites related to traditional media.

J/P Politiken's newspaper activities also include free local newspapers in Denmark (and, since 2001-2002, in southern Sweden), published by a subsidiary, Politikens Lokalaviser (70 titles in Denmark and Sweden altogether), plus 24.5 per cent ownership of MetroXpress Danmark A/S, the publisher of the free dailies *MetroXpress* and *24timer*. JP/Politiken is also active in classified advertising sites, book publishing, printing and tv-production.

• Mecom Group: Berlingske Media

Berlingske Media (formerly Det Berlingske Officin), one of Denmark's two leading newspaper publishers, is owned by the British Mecom Group since 2006. Long Denmark's leading newspaper publisher, both in terms of circulation and revenue, since 2003 Det Berlingske Officin faces an equally large competitor, namely JP/Politikens Hus (see above). Det Berlingske Officin, a group company, was formed in the early 1980s, when the newspaper *Berlingske Tidende* (published since 1749) was near economic collapse, and a consortium of leading Danish firms went in to save it. In late 2000, Det Berlingske Officin was acquired by Orkla Media in Norway. In 2006 the company changed hands again, when Orkla Media was purchased by Mecom. The company was renamed Berlingske Media in 2008.

Berlingske Media is a diverse player, publishing both major nationally distributed papers, local newspapers and a great number of websites. The company's three nationally distributed newspaper titles are the two dailies, *Berlingske Tidende* and *B.T.*, and Denmark's sole nationally distributed weekly, *Weekendavisen*. Berlingske's others interests are primarily in Jutland, where the company publishes a number of daily regional papers under the name of Midtjyske Medier – *Århus Stiftstidende*, one of the larger regional newspapers in Denmark, among them. Berlingske also owns 50 per cent of the regional *Jydske Vestkysten*. All told, in 2008 Berlingske's newspapers accounted for just under 30 per cent of total weekday circulation. Berlingske Media is the company that has suffered the greatest losses of circulation among Danish publishers. Combined circulation fell more than 60 per cent between 1998 and 2008. The popular tabloid *B.T.* shows a 64 per cent decrease, and the group's flag ship *Berlingske Tidende,* 49 per cent.

As for free papers, Berlingske Media has interests in some 50 free local weeklies and operates the daily free paper, *Urban*, which was started in 2001 to compete with the Danish Metro-edition, *MetroXpress*. Among the company's websites are online newspaper sites – with bt.dk and berlingske.dk at the top – as well as sites for classified advertising (jobs, vehicles, etc.)

Berlingske Media is, however, in a precarious situation. Not only has the company suffered from the recession's advertising downturn, but its mother company, Mecom Group, faces mounting financial problems. Mecom's value on the stock market, and thereby also the value of Berlingske Media, has fallen sharply. Mecom Group has sold off some media holdings in Germany, The Netherlands and Norway, but still has heavy debts. The savings and restructuring plans from 2008 have been succeeded by new ones in 2009.

FINLAND

The newspaper market

Two media conglomerates, Sanoma and Alma Media, dominate the newspaper market in Finland. Sanoma is the second largest media company in the Nordic region, with holdings in several branches of the media sector. In 2007, Sanoma accounted for 23 per cent of newspaper circulation in Finland, while Alma Media accounted for 19 per cent. The next-largest publisher in terms of circulation was Keskisuomalainen, with 8 per cent. As a result of a series of purchases and mergers since the early 1990s the largest publishers have increased their market shares (share of circulation) rather quickly. For instance, compared to the mid-1990s the market share of the four biggest publishers has increased from some 40 per cent to around 55 per cent; the corresponding figure for the top eight companies is up from 50 per cent to over 65 per cent.

Of the Nordic countries, Finland has the second-largest number of newspapers, and it has the greatest number of true dailies (7 issues/week). In 2007, 204 newspapers, with a combined circulation of 3.2 million, were published in Finland. Fifty-three of these were daily papers, 32 of which with 7 issues/week. Finland also has the largest non-daily press among the Nordic countries, in terms of circulation (just under one million).

Between 1997 and 2007, closures and mergers reduced the number of newspapers markedly, from 56 daily papers to 53, and from 167 non-daily papers to 151. Total circulation, too, has declined, partly due to closures, but partly also due to a general decline in readership. With the onset of the deep recession in the early 1990s, newspaper circulation declined sharply and has never really recovered. During the 1990s combined circulation declined by nearly 20 per cent, but has declined only slightly since then. On balance, Finland remains one of the most newspaper-dense countries in the world.

Online versions of newspapers have proliferated quite rapidly. All dailies and most other newspapers now publish a web version. Sanoma and Alma Media also run extensive portofolios of thematized web services, especially in classified advertising. With regard to online newspapers the year 2007 was significant because of two events. First, *Taloussanomat* (Sanoma), a business newspaper, ceased publishing the printed version and continues as a web-only publication. Second, over fifteen years since its closure in 1991, *Uusi Suomi* (est. 1847), formerly the prime rival of *Helsingin Sanomat*, was resurrected online.

Helsingin Sanomat (Helsinki), with a circulation of 419 800 Monday-Sunday (410 400 weekdays), is the largest newspaper in the entire Nordic region. It is nationally distributed. The largest regional newspapers are *Aamulehti* in Tampere and *Turun Sanomat* in Turku. The largest Swedish-language newspaper is *Hufvudstadsbladet* in Helsinki, with a circulation of 51 300 copies. Two tabloids, *Ilta-Sanomat* and *Iltalehti*, both nationally distributed and sold over the counter, compete for readers throughout Finland. *Ilta-Sanomat*, with a circulation of 176 500, is the second-largest paper in the country, while *Iltalehti* ranks fourth, with 131 200 copies. Both newspapers' circulation increased in the course of the 1990s, but has gradually waned since.

Most Finnish newspapers are sold on subscription. The ratio of subscription to single-copy sales is nearly

9 to 1. The two tabloids account for the lion's share of single-copy sales; they are almost exclusively sold over the counter. Advertising sales revenue has traditionally accounted for approximately 55-60 per cent of newspapers' revenue, and newspaper sales the rest. Newspapers, free papers included, attracted some 50 per cent of all advertising expenditures in 2007. In the wake of the economic turmoil of late 2008, the advertising market took a sharp downward turn. As a result, in early 2009 virtually all media houses started personnel negotiations in connection with diverse reorganization and rationalization plans.

Finland has a great number of free papers, papers that are primarily financed via advertising sales. In order to be considered a newspaper they must contain some editorial material and appear at least twice a month. In 2004, 146 titles were on the market, some twenty of them in the Helsinki region. Together, they had a combined circulation of nearly seven million copies. The free dailies, *Uutislehti 100* and *Metro*, both owned by Sanoma, competed for the same readers in Helsinki. In 2008 *Uutislehti 100* was merged with *Metro*.

The principal players

• Sanoma Corporation

Sanoma is the largest newspaper publisher in Finland, in terms of both newspaper sales revenue and market share (circulation). The company was formed in 1999 through the merger of the newspaper publishing house, Sanoma, the magazine publishing house, Helsinki Media Company, and book publisher, WSOY. In 2001 Sanoma acquired the magazine operations of VNU, a Dutch media company, thereby challenging the position of Bonnier (Sweden) as the largest media company in the Nordic countries. Several other acquisitions have followed. The largest owner is the Erkko family (Finland), who control some 40 per cent of the voting shares. All the other owners have less than 5 per cent each.

Today the company's operations are organized in five divisions: Sanoma News (newspapers), Sanoma Magazines, Sanoma Entertainment (broadcasting, cable and broadband services), Sanoma Learning & Literature, and Rautakirja/Sanoma Trade (press distribution, cinemas, retail). Newspaper publishing now accounts for less than 20 per cent of Sanoma's net sales.

Sanoma publishes six dailies, two of which are the largest newspapers in Finland: *Helsingin Sanomat* and *Ilta-Sanomat*, a tabloid. As of 1999, Sanoma is also sole owner of a major chain of regional and local newspapers in southeastern Finland. With altogether eleven newspapers, the company controlled about one-fourth of total newspaper circulation in Finland in 2007. In addition, Sanoma is the publisher of several free papers, among them Finland's only free dailies: *Uutislehti 100*, launched in 1997 by Janton, and *Metro*, introduced by MTG/Metro in metropolitan Helsinki in 1999. Sanoma acquired the Finnish operations of Metro International in 2006 and, in September 2008, merged *Uutislehti 100* with *Metro*. *Metro* is distributed in metropolitan Helsinki as well as in several other cities in southern Finland.

Abroad, Independent Media, a subsidiary of Sanoma Magazines since 2005, publishes four newspapers in Russia, two in English and two in Russian. One of the latter, the business newspaper *Vedomosti*, is published in collaboration with *Financial Times* and *The Wall Street Journal*. The company also has a comprehensive cooperation agreement, including printing and distribution, with *International Herald Tribune* on Russian territory.

• Alma Media Oyj

Finland's second-largest newspaper publisher is Alma Media. The company was formed in 1997 through the merger of the Tampere-based newspaper publisher, Aamulehti-yhtymä, and the leading commercial television channel, MTV3. The largest owner was Bonnier AB (Sweden). Since the divestment of the company's broadcasting division in 2005 (now owned by Bonnier alone) Alma Media focuses on newspapers, business information (the Kauppalehti group), online media and electronic marketplaces.

Today, Alma Media has no single major owner. Most of the company's larger owners are holding companies, banks and insurance companies. Recently, the rank order of the bigger owners has been fluctuating rather much, due to numerous forward contracts.

Newspapers contribute some 80 per cent of Alma Media's net sales. The largest title is *Aamulehti* (Tampere, 139 200 copies), third-largest in the country and the largest provincial paper. Alma Media also publishes the tabloid, *Iltalehti* (131 200 copies) and the leading business newspaper, *Kauppalehti* (81 400 copies). In addition, the company is the owner of 20 other newspapers, seven of which are dailies. In 2007 Alma Media controlled 19 per cent of the total newspaper circulation in Finland.

• Keskisuomalainen Oyj

Keskisuomalainen is a major regional newspaper publisher in central Finland. In 2001, Keskisuomalainen acquired a majority in Savon Mediat, another major regional player. In 2007 Savon Mediat was merged with Keskisuomalainen. The acquisition made Keskisuomalainen the third-largest newspaper publisher in Finland, with eight per cent of total newspaper circulation and 21 titles, four of which are dailies. The largest papers among Keskisuomalainen's holdings are the regional dailies *Keskisuomalainen* (Jyväskylä, 74 900 copies) and *Savon Sanomat* (Kuopio, 64 800 copies). Both rank among the ten largest papers in the country. *Keskisuomalainen* is the oldest and fifth-largest true daily (7 issues/week) in Finland. The ownership of

Keskisuomalainen is rather scattered, mostly among local owners.

• **TS-Yhtymä Oy (TS Group)**
Based in Turku, TS publishes Finland's fifth-largest paper, *Turun Sanomat*, a regional morning paper with a circulation of 112 400. TS Group's eight newspapers represent five per cent of total circulation. TS-Yhtymä is Finland's third-largest media company. However, the lion's share of the company's revenue derives from printing (magazines). The Ketonen family owns the company.

ICELAND

The newspaper market

Ownership of newspapers in Iceland is entirely in domestic hands and has always been. By and large, daily newspaper ownership is divided among three blocks of owners, all of whom are representatives of broader financial interests and familial constellations. Convergence in ownership of daily newspapers and other media is the rule, and horizontal and vertical integration is quite high, reflecting the efforts of media companies to exploit economies of scale and scope. New distribution technology and introduction of new services have encouraged horizontal and diagonal integration and cross-ownership, both within the more traditional media and between media and telecommunications.

In Nordic and international comparison the Icelandic newspaper market is unique. According to the latest comparative international data, in no other country have free dailies attained as high share of the daily newspaper circulation. Since free daily newspapers were introduced in 2001, they have come to greatly outnumber paid-for dailies, with eight of every ten circulated copies. Total daily circulation (paid-for and free) leaped from 91 000 copies in 2001 to 285 000 copies in 2007. This growth is wholly attributable to introduction of free dailies to the market, whereas the difficulties of the paid-for papers is more long-term: there has been a long downward trend in newspaper sales since the early 1990s. All in all, the growth in total volume of daily circulation, with two free papers having nearly universal household coverage, means that more people read a newspaper daily than ever, and many read more than one paper regularly.

The newspaper market has not been untouched of the economic downturn in 2008, which culminated in a financial crisis for the nation in the fourth quarter. Advertising expenditure is reported to have dropped by 30 per cent in 2008, whereas the price of supplies (paper, printing, distribution costs, etc.) has risen following the devaluation of the Icelandic krona (ISK) of 70 per cent. Publishers have had to refund their operations and cut costs radically to stand a chance of survival on the market. This includes downscaling (layoffs) and downsizing (cuts of volume of pages and in frequency of issue), and by closures of some papers.

Following the economic collapse of late 2008, the number of dailies has dropped from five to three. The first title to surrender was the free daily *24 stundir* (initially *Blaðið*). Then the business daily *Viðskiptablaðið* was reverted to weekly publication, after having been published as a daily since early 2007. Existing dailies have cut down number of pages per issue and frequency of publication. The non-daily regional and local press has also suffered from the fall in advertising revenue of the media and general economic hardships. Several papers have suspended or ceased publication during the year.

At this writing (early in 2009), three daily national newspapers are published in Iceland, two paid-for papers and one free paper distributed door-to-door. All three are published in Reykjavík. *Morgunblaðið* is the most widely circulated of the paid-for dailies. Published continuously since 1913, it is the country's oldest surviving paper and has a circulation of around 48 000, seven days a week. The popular tabloid-like *DV* became a daily again early in 2007 after having been published as a weekly for less than year. The paper is now issued four days a week. It had a circulation of some 16 000 in 2007, according to information from the publisher.

The paid-for papers are sold both on subscription and single-copy sale. Subscriptions predominate, with some eight of every ten copies sold. *Morgunblaðið* is read daily by over 40 per cent of Icelanders (aged 12-80). At mid-year 2007, daily reading of *DV* measured seven per cent. Since its foundation in 2001, the free daily *Fréttablaðið* has become the most widely read newspaper in the country, with a circulation over just over 100 000 copies. At present, the paper has over 60 per cent daily readership an average. Lately *Fréttablaðið* has met increased distribution costs by confining door-to-door distribution to the capital region and the town of Akureyri.

All the dailies have an active presence online, offering readers frequent update of news, extra features and assorted services through their websites (hosting of blogs and videos from readers, etc.). Visits to newspapers' websites are quite common: six of every ten of age 12-80 visit the web of *Morgunblaðið*, mbl.is, each day, and three to four of every ten visit visir.is, the joint website of *Fréttablaðið* and other media in the 365 miðlar ehf. group. Over the years, these websites have been the most highly visited sites according to a harmonized web measure. The editorial boards operate parallel to, and semi-independently of the newsrooms of the print editions. Most weekly papers, too, are active on the web. The newspapers' websites are predominantly financed by the sale of space for advertisements, as users have been reluctant to pay for media content on internet.

Currently there are twenty non-daily papers in Iceland, which all appear once a week. Nine of the papers are paid-for, and eleven are distributed free of charge. All the papers, both paid-for and free, are regional and local papers, except for one paid-for business paper, *Viðskiptablaðið*, which now incorporates the weekly fishing news, *Fiskifréttir*.

Most of the regional and local papers are small, varying in size from 4 to 24 pages, with an average of 10 pages; they are either of tabloid or a smaller format, and the circulation of many is quite limited. The circulation varies considerably, from some 13 000 copies down to 300 copies, around 3 400 copies on average. Most of these papers have an active presence online. Judging by the traffic to some of the sites, the service is widely used by locals and highly appreciated by those who have moved somewhere else but still want to keep up with news and information from their former surroundings.

In economic terms, the newspaper sector is the largest media sector in Iceland. In 2007, the revenue (sales and advertisements) totalled EUR 96.3 million. The distribution of newspaper revenue has been relatively stable between dailies and non-dailies over the years, with dailies accounting for some 85-90 per cent of the total.

Since the launch of free dailies onto the market in 2001 newspapers' advertising revenue has increased appreciably. Advertisers have welcomed the free dailies as new channels for advertisements, offering high display at competitive cost. In 2007 advertisements contributed 82 per cent of newspaper revenue, up from 63 per cent in 2000.

The principal players

• Árvakur hf.

Árvakur is Iceland's second-largest media company by turnover, after the 365 miðlar ehf. In 2007, it noted a total turnover of EUR 47.5 million. The principal occupation of the company is newspaper publication and printing. Árvakur has been the publisher of *Morgunblaðið* since 1919, when the paper was acquired from the founders by a tightly knit group of merchants and business associates. For decades, publishing and printing of *Morgunblaðið* was the sole activity of Árvakur. In 2006, however, the company acquired the free daily, *24 stundir*, which shortly thereafter fused with the parent company. *24 stundir* ceased publication, however, in October 2007, following the collapse of the Icelandic economy.

The ownership of Árvakur has changed hands in recent years as new investors have bought out some of the family foundations endowed by former owners of the paper. In 2006, the entrepreneur Björgólfur Guðmundsson, a leading entrepreneur, banker and industrialist in Iceland, became the single largest shareholder of Árvakur, directly and indirectly through various holdings. He also owned the country's largest book publishing house, Edda hf. After the economic collapse in autumn 2008, new owners took over Árvakur and the publication of *Morgunblaðið* (in February 2009). The new owners, too, have many other holdings outside the media sector.

• 365 miðlar ehf. (365 media)

Fréttablaðið – the free daily – is published by 365 miðlar ehf., which since late 2008 has Jón Ásgeir Jóhannesson as its main shareholder. Until recently 365 miðlar ehf. was a daughter company of 365 hf., the largest media group in Iceland with a noted turnover in 2007 of EUR 141.3 million. The 365 hf. was itself the result of restructuring of the former media and telecommunication group Dagsbrún hf., which after having overextended itself financially was split up late in 2006 into two separate companies: the media branch 365 hf. and a telecommunication and IT branch, both headed under the mother company 365 hf.

The 365 hf. was the only media company in Iceland to be listed on the stock market. The largest single shareholder was the family-owned Baugur Group hf., fronted by father and son Jóhannes Jóhannesson and Jón Ásgeir Jóhannesson, who held up to 30 per cent of shares. Among other shareholders were various investment funds, close business associates and pension funds. Besides newspaper publishing, 365 hf. was active in broadcasting (radio and TV), theatrical film release and exhibition, release and distribution of video, music, video and computer games through various subsidiaries. The company was in a leading position in many of their fields of activity.

Baugur Group was the ninth-largest business entity in Iceland in 2007 with a turnover of EUR 855.6 million. Despite uncertainty of its future due to financial difficulties, the group is market leader in food and fashion retailing in Iceland, holds 24 per cent stakes in telecommunication and IT company Teymi hf. (brand name Vodafone), and has invested extensively in retail, property development, etc., in Scandinavia, UK and US. As for media activities, until lately Baugur Group was also involved in other media in Iceland and was the first Icelandic media company with media operations abroad. In Iceland, until mid-year 2008, Baugur was the owner of the tabloid-like newspaper *DV* (90%), the magazine publishing house Birtingur útgáfufélag ehf. (the largest consumer magazine publisher in Iceland) and owner of a book publishing house. *DV* and Birtingur were sold to business partner and former chair of board of Baugur Group in mid-year 2008 (see below).

Abroad, Baugur Group was the financial backbone behind the free daily *Nyhedsavisen* in Denmark from its start late in year 2006, until the paper was sold to the investor Morten Lund, founder and previous owner of the IP-telephone company Skype. The paper went bankrupt in August 2008. Baugur Group was also the financial backer of the free daily *BostonNow* in Boston, launched in April 2007. The publication ended abruptly in April 2008, with great debts and huge loss.

Late in 2008 in the wake of the economic turbulence, the single largest shareholder, Jón Ásgeir Jóhannesson the chairman of the Baugur Group, acquired the media operations of 365 miðlar through his private venture, Sýn ehf.

• Birtingur útgáfufélag ehf.

Birtingur útgáfufélag ehf. is the largest publisher of consumer and special interest magazines in Iceland. In mid-year 2008 the company was merged with the tabloid-like daily newspaper *DV*. Until they were sold in autumn last year, both Birtingur and *DV* belonged to the Baugur sphere, through direct and indirect ownership. The buyer, Austursel ehf., is a private company owned by a close business associate and former chairman of the board of Baugur Group, who owns a 10-per cent share in the group. In 2007, the turnover of Birtingur was EUR 9.6 million.

• Myllusetur ehf.

A private company Myllusetur ehf. acquired the former business daily, *Viðskiptablaðið* in 2008 after the operation collapsed, and previous owners found themselves in serious financial difficulties in Fall 2008. One of the main new owners is also behind the recently launched web media, pressan.is.

Among the previous owners of the paper was Exista hf., which acquired 40 per cent of the assets in the paper and the weekly fishing news *Fiskifréttir* in 2006. Exista's business interests stretch widely, in finance and business in Iceland and abroad. As main investor in Skipti hf., the established telecommunication operator in Iceland, Exista is also involved in television.

NORWAY

The newspaper market

Stability long characterized the newspaper market in Norway, where three large Norwegian-media groups – Schibsted, A-pressen and Orkla Media – have predominated. In 2006, however, Orkla Media was acquired by Mecom, a British investment company, which collected Orkla's Norwegian holdings in a new company, Edda Media. In the wake of this change, Schibsted increased its share in the country's largest newspapers and plans to group them in a new holding company, Media Norge. This would give Schibsted control over six of Norway's ten largest papers. These events caused media companies throughout Norway to re-examine their positions and strategies in the market.

The current recession is yet another challenge that heightens the uncertainty in the sector.

Nearly all the larger papers in Norway belong to, or are otherwise associated with, Schibsted, A-pressen or Edda Media. Schibsted, which is by far the largest of the three, publishes thirteen papers, which include Norway's largest national and regional papers, accounting for roughly one-third of total newspaper circulation. A-pressen is the second-largest actor, with some 50 local newspapers of varying size; together they amount to 17 per cent of total circulation. Edda Media owns 29 local newspapers and controls 12.5 per cent of circulation. Edda Media's owner,

Mecom, is the only active, foreign owner on the Norwegian newspaper market aside from the Swedish Nya Wermlands-Tidningen AB, which owns a share in *Bergens Tidende*, a regional paper.

One group of newspapers that is not controlled by the 'big three' came about as a response to Schibsted's planned Media Norge merger. Two principal actors in central and northern Norway – the regional Adresseavisen and a local newspaper owner, Harstad Tidende Gruppen – elected to form a new group, Polaris Media. Schibsted's plans made it possible – and also advisable – for the companies to form an alliance to meet heightened competition on the regional market. Schibsted owns 43 per cent of the new group, but, due to Norwegian ownership regulations, must reduce it share before carrying out its plans for Media Norge. Other papers not controlled by the large companies are *Dagbladet*, a popular tabloid; *Dagens Næringsliv*, a business and finance paper; *Vårt Land*, a Christian paper; and several local papers of varying size.

Among the Nordic countries, Norway has the greatest number of newspapers and the highest circulation per thousand inhabitants. In 2007, 228 papers were in operation; they had a combined circulation of 2.8 million copies. Only one-third of the titles are dailies, but these titles account for nearly 90 per cent of total circulation. The number of daily newspapers published has declined over the past decade, but the number of non-dailies (1-3 issues/week) has increased. Most of the new entries are small local papers in communities that formerly had no paper.

The two largest newspapers in Norway are the popular tabloid, *Verdens Gang* or *VG* (309 600 copies in 2007), and *Aftenposten Morgen* (250 200), a subscribed paper. Both are owned by Schibsted. Third-largest is another popular tabloid, *Dagbladet* (135 600), owned by the Berner group. Among the ten largest we also find the regional papers, *Bergens Tidende*, *Stavanger Aftenblad*, *Fædrelandsvennen* (Kristiansand), *Adresseavisen* (Trondheim) and the business daily, *Dagens Næringsliv*.

Despite the strong position that the press enjoys in Norwegian society, total circulation is declining. The decline is greatest among dailies, which have lost 14 per cent of their circulation over the past decade. *Dagbladet* and *VG*, both dependent on over-the-counter sales, have declined most. Papers with lower periodicity, on the other hand, continued to prosper, experiencing no decline until 2005. A group of papers that are definitely experiencing an upward trend are so-called niche papers, like *Dagens Næringsliv* (business/finance) and *Morgenbladet* (culture and current affairs).

The decline in circulation should be considered in the context of developments in web publishing and Norwegian readers' successive gravitation toward the web. When we tally web and hard-copy readers, both *Dagbladet* and *VG* attract more readers today than they did before.

Eight of ten Norwegian newspapers are sold by subscription, with VG and Dagbladet accounting for nearly all single-copy sales. Roughly 40 per cent of newspaper revenue comes from subscriptions, and about half from advertisements. The daily press claims the largest share of total advertising revenues in Norway; nearly 40 per cent (Source: IRM). Until 2008, despite shrinking circulation figures, revenues accruing to the largest newspapers increased as a consequence of a flourishing advertising market. The exception to this rule was *Dagbladet*, which has had to make extensive budget cuts. The decline in the advertising market, which started in 2008, has led several media houses to announce cutbacks in 2009.

An increasing share of newspapers' revenue derives from internet. All three major groups have established classified ad services on the web. Schibsted's Finn.no is a successful enterprise and has generated considerable income, whereas A-pressen's Zett.no and Edda Media's Tinde.no are comparatively small.

There are no free dailies in Norway, a circumstance that may be attributed to the very strong market position of the paid-for press and a highly dispersed population, which makes distribution rather costly. Most free papers are weeklies and are distributed by mail. In 2006 there were 26 free papers in total. Edda Media is the largest actor in this branch, with thirteen titles, all in southern Norway, nine of which in metropolitan Oslo. Schibsted has entered the competition by distributing *Aftenposten Aften* free of charge one day a week in the Oslo area. A-pressen publishes free papers in two small towns.

The principal players

• Schibsted ASA

Schibsted is Norway's largest media group with holdings chiefly in newspaper publishing, film distribution and internet. It is the largest newspaper publisher in Norway measured in circulation, with about one-third of the combined total (2007). The company has a long tradition of publishing, having printed books since 1839 and published *Aftenposten* since 1860.

For many years Schibsted was a family-owned enterprise. Even after the group was listed on the Oslo Stock Exchange in 1992, one family member, Tinius Nagell-Erichsen remained the single largest owner. Since his death in late 2007, his shares are managed by a foundation, Stiftelsen Tinius, whose statutes set out strict guidelines for Schibsted's operations. The other principal owners are investment funds that do not take active part in the operative management of the group.

Schibsted's entry onto the stock market marked the start of a period of expansion, both into other branches of the media sector and across national frontiers. The company invested extensively in film and television in the Nordic and Baltic countries, and in the Swedish newspaper market. Schibsted withdrew from television in Norway and Sweden in 2006, and sold its film and TV production company Metronome Film & Television in 2009. Through its ownership of *Aftonbladet* and *Svenska Dagbladet*, Schibsted is one of Sweden's principal newspaper publishers. The company also owns Eesti Media Group, a newspaper and magazine publishing house in Estonia that publishes one of the largest newspapers in the country. In recent years web-based operations represent a steadily increasing share of Schibsted's revenue, not least thanks to classified ad sites: Finn.no (Norway), Blocket/BytBil (Sweden) and several similar sites in other European countries. The group is developing classified ad sites in South America and Asia, as well.

Schibsted's investments in the classified ad market, made it especially vulnerable to economic recession, and the company faces serious challenges as the international finance crisis is making its impact on the media sector in the Nordic region and the world.

Schibsted's share of total combined circulation in Norway derives from only 13 titles, but several of them are among the largest papers in the country: *VG*, a nationally distributed tabloid; *Aftenposten* (Oslo), the country's largest subscribed paper; and *Aftenposten Aften*, a newspaper serving greater Oslo. In addition to these wholly owned papers, Schibsted has significant holdings (25-80%) in Norway's largest provincial papers. In Fall 2006 a decision was taken to group *Aftenposten* and *Aftenposten Aften* and three regional newspapers in the framework of a new company, Media Norge, in which Schibsted will hold a majority interest (50.1%). The move elicited widespread debate as it clearly reinforces the group's already dominant position on the newspaper market. Initially, Norwegian authorities refused to approve the fusion, but after an appeal Schibsted was given a green light, on the condition that the company divest itself of holdings in several other newspapers. Due to the prevailing uncertainty in the finance market, the final steps of the merger have been postponed.

Schibsted is involved in the free paper market, but chiefly outside Norway. The company published one free paper in metropolitan Oslo for six years but now delivers a free copy of *Aftenposten Aften* to all households in greater Oslo once a week instead. Abroad, the company publishes free papers under the same title, 20 *minutes,* in several cities in France and Spain. It also publishes a free weekly in Russia. Schibsted's free papers are also accessible on the web. In 2008 Schibsted acquired 35 per cent of Metro Sverige AB, which publishes free papers in a number of Swedish towns and cities. At the same time, Schibsted discontinued its *Punkt se*, which was produced by *Aftonbladet*.

• A-pressen ASA

A-pressen is Norway's second-largest newspaper publisher in terms of circulation, with 17 per cent of the combined total. It is the country's principal publisher of local newspapers, with fifty titles in all. The group originally consisted of papers affiliated with the Labour Party, which joined together to get back on their feet after the second world war. Over the years, their party color has faded; on the other hand, collaboration within the group has grown stronger. The group was formalized in 1990, which marked the beginning of an expansive phase. A-pressen purchased several local newspapers and acquired shares in Norway's principal commercial television channel, TV 2. The group also acquired interests abroad. Today, A-pressen operates six printing companies in Russia.

The labor movement is still involved in A-pressen, whose ownership structure is as follows: the Norwegian Confederation of Trade Unions and affiliated unions, 44.5 per cent; Telenor Broadcast, 44.1 per cent; the Freedom of Expression Foundation, 9.9 per cent. The remaining 1.5 per cent is owned by the group's employees.

A-pressen has established common web solutions for the company's online newspapers, integrated with Origo, a web community, and zett.no, a classified ads site. In collaboration with Egmont (co-owner of TV 2), A-pressen is trying to strengthen its position on the web through the company, Mediehuset Nettavisen. In printing, A-pressen collaborates extensively with Edda Media. Should Mecom decide to sell Edda Media, A-pressen would most likely be among the bidders.

As a consequence of the recession, A-pressen has announced budget cuts and the discontinuation of two local papers and a number of local television stations.

• Mecom Group: Edda Media AS

Edda Media consists of the Norwegian operations of the former company, Orkla Media. Until Fall 2006, Orkla Media was one of the largest media groups in the Nordic region, with newspapers in Norway, Sweden, Denmark, Poland, Lithuania and the Ukraine. In 2006, however, after a much-discussed divestment process, Orkla Media was bought by Mecom Group Plc., a British investment company, specializing in the newspaper industry. The new owners reorganized the company's operations into geographical divisions, all managed from London. Orkla Media's Norwegian operations were gathered together in Edda Media, now Norway's third-largest newspaper publisher, with 29 local newspapers and 12.5 per cent of total newspaper circulation.

The largest of Edda's newspapers are *Drammens Tidende* (41 000 copies) and *Haugesunds Avis* (33 000). Edda Media is the principal publisher of free papers in Norway, with nine free papers in the Oslo area and four papers in smaller towns. In addition to its papers' web editions, the group also controls a miscellaneous portfolio of web operations, which include a classified ads site, Tinde.no.

The sale of Orkla Media marked the start of a new epoch in Norwegian media history. Never before had a foreign owner assumed such a presence in the newspaper market. Both authorities and the papers' staff worried about the possible implications of an owner that had no background in Norwegian publishing traditions – and has a reputation for cutting costs and demanding large profits. Shortly after the take-over Mecom introduced comprehensive economizing regimes and slimmed staff, meanwhile collecting sizable profits from the papers. The company sold Orkla's holdings in the Swedish paper, *Norrländska Socialdemokraten* as well as its shares in *Bergens Tidende* (28.5%) and *Adresseavisen* (18.7%) in Norway.

The value of Mecom stock has fallen sharply over the past year, which has put the heavily indebted company in a precarious situation. Edda Media, however, has done well. There are speculations that Mecom may choose to solve its financial difficulties by selling the Norwegian group. In 2009, Mecom sold two of Edda Media's largest newspapers to Polaris Media. Should the whole group be put up for sale, A-pressen has expressed an interest in buying the company. As things stand today, however, Norwegian media ownership regulations stand in the way of such a solution.

SWEDEN

The newspaper market

The Bonnier Group is by far the largest player on the Swedish newspaper market, with one-fourth of total newspaper circulation. Norwegian Schibsted and Göteborg-based Stampen AB share second place with around 16 per cent of newspaper circulation each. Bonnier and Schibsted are both highly diversified in the media sector and active throughout the Nordic region, while Stampen is mainly a newspaper company and active in Sweden only.

One distinctive characteristic of the Swedish press has always been the presence of a relatively large number of strong provincial newspaper groups. Foundation-owned Mittmedia, Norrköpings Tidningar and Gota Media, and family-owned Nya Wermlands-Tidningen (Ander family) and Herenco (Hamrin family) all operate chains of papers that each make up between four and eight per cent of total newspaper circulation. The chains have increased their dominance in their respective regions; in many cases the companies are the sole publishers of daily papers on their home markets.

In 2007, 154 paid-for newspapers – 78 dailies and 76 non-dailies – operated on the market in Sweden. Fourteen titles appeared seven days a week. The number of titles on the Swedish market has been rather stable over the past decades, but a decline in the number of dailies is now apparent. The decline is mainly due to papers having become editions of other papers. Total combined circulation was 3.8 million copies in 2007. Since the 1980s circulation has declined overall.

Nearly all Swedish newspapers are local or regional in character. Only two popular tabloids, *Aftonbladet* and *Expressen*, plus a business daily, *Dagens Industri*, are of truly national stature. Most papers, the so-called morning press, are nearly 100-per cent subscribed and delivered to households in the early morning. Popular tabloids are sold on a single-copy basis and appear on the stands in midmorning. As of 2007, Sweden's largest paper, *Aftonbladet* (388 500 copies), is the second-largest paper in the entire Nordic region, surpassed only by Finland's *Helsingin Sanomat* (419 800 copies weekdays). Meanwhile, *Aftonbladet* online is one of Sweden's, and the whole Nordic region's, most frequently visited news services/sites.

Roughly 80 per cent of Swedish newspaper sales are by subscription, with the two street-sale tabloids accounting for the remaining 20 per cent. Advertising sales account for 50-55 per cent of paid-for newspapers' revenue, with the rest coming from newspaper sales. Paid-for newspapers attract almost 40 per cent of total media advertising expenditures; with free papers included, the figure rises to around 46 per cent.

Metro (Metro International) is today the only free daily with a presence in Sweden's three metropolitan areas, Stockholm, Göteborg and Malmö. The previous competitors in these cities, *City* (Bonnier) and *Punkt se* (Schibsted), have either changed publishing strategy (*City*, see further under Bonnier below) or left the market entirely (*Punkt se*, see Schibsted).

From the start, *Metro*, the pioneer on the market (1995 in Stockholm, 1998 in Malmö, and 1999 in Göteborg), has had an exclusive contract with the metropolitan transit companies in the three cities to distribute the paper at bus stops, train stations, etc. The other two papers have been distributed by hawkers and through owner-maintained news-stalls at commuter traffic nodes.

There are free dailies in other parts of the country, as well. The principal title is a national edition of *Metro*, but a couple of local titles are published by provincial newspaper companies, e.g., *Extra Östergötland* published by NMT (Norrköping/Linköping).

The principal players

• Bonnier AB

Bonnier, owned by the Bonnier family, is Sweden's largest newspaper publisher and the largest media company in Sweden, as well. The Bonnier Group is also the largest media company in the Nordic region. Started as a book publishing house in the early 1800s, the company expanded into periodicals and newspapers in the early years of the twentieth century. Today Bonnier is a major player in nearly all branches of the Swedish media sector, including film production and cinemas (SF) and television (the largest commercial channel, TV4), etc.

Bonnier's three newspaper divisions together account for 26 per cent of the group's total revenue in 2008 (Morning papers 12%; Popular tabloid 6%, Business press 8%). Bonnier publishes seven titles on the Swedish market, which together make up just under one-fourth of total circulation. Principal among them are the leading Swedish morning paper, *Dagens Nyheter* (Stockholm); *Expressen/GT/Kvällsposten*, a nationally distributed street-sale tabloid; *Sydsvenska Dagbladet* (Malmö), a regionally dominant daily paper; and *Dagens Industri*, a business paper.

Bonnier responded to the challenge of free daily newspapers in Sweden's major cities by starting free papers of its own. In 2005 Bonnier launched *Stockholm City*, following up with *City* in Malmö and Göteborg in late 2006. The venture has not been profitable. The Stockholm paper has reduced its frequency from five days a week to two. In Malmö, Bonnier-owned Sydsvenskan publishes *City* five days a week; Sydsvenskan also cooperates with Helsingborgs Dagblad, publisher of *City Helsingborg* in Helsingborg. *City* has ceased publication in Göteborg.

Bonnier and Metro International are the only Swedish media companies to have substantial newspaper interests outside Sweden. In the newspaper branch, Bonnier publishes nine business titles in Europe; in Latvia Bonnier publishes *Diena*, a nationally distributed daily, and a free paper, *5min*.

• Schibsted ASA

Schibsted, Norway's leading newspaper publisher and largest media conglomerate, is the second-largest newspaper owner in Sweden, a ranking shared with Stampen AB (see below). Schibsted entered the Swedish market in 1996 through the purchase of 49.99 per cent of *Aftonbladet*, flagship of the Swedish labor movement. Schibsted assumed the operative management of the paper, which is fully consolidated in the Schibsted group, while the Swedish Trade Union Confederation retained the right to appoint the editors of the opinion-leading departments of the paper. In 1998, Schibsted acquired *Svenska Dagbladet*, the Conservative second paper in Stockholm. These two acquisitions give Schibsted 16 per cent of total daily circulation. (Since June 2009, Schibsted owns 91% of *Aftonbladet*.)

In Fall 2006 Schibsted entered the Swedish free paper market with the simultaneous launching of *Punkt se* in Stockholm, Göteborg and Malmö. In 2008, Schibsted bought a 35-per cent interest in Swedish *Metro* and shut down *Punkt se*. Schibsted has started several online services with the participation of Schibsted-owned newspapers, *Aftonbladet* and/or Svens*ka* *Dagbladet*. Two prime examples are a gourmet and recipe site (tasteline.se) and a business news site (E24.se). Schibsted is also a principal player on the online classified ads market (e.g., blocket.se).

• Stampen AB

Göteborg-based Stampen AB, owned by the Hjörne family, publishes primarily newspapers but is also large in printing. Stampen has grown in the Swedish daily newspaper market, rising from 7 per cent of average daily circulation in 2004 to over 16 per cent in 2008. The company's principal paper is *Göteborgs-Posten*, the leading paper in southwestern Sweden and the fourth-largest newspaper in the country.

Much of this growth took place in 2005, when Stampen took over the greater part of the Center Party's newspaper holdings, and in 2007, when the company undertook a number of consolidations and, through the purchase of minority shares, gained control of a number of titles. These acquisitions rendered Stampen a principal owner of newspapers around Lake Mälaren, an inland sea west of Stockholm. These include *VLT* (Västerås) and *Nerikes Allehanda* (Örebro). Stampen has also strengthened its position on the market in western Swedish through the purchase of several local newspapers; the company also holds shares in additional newspapers in the region.

Although the prime focus still rests on newspaper publishing, these past few years Stampen has expanded into other related areas. Among other things, the company has bought and consolidated several printing companies. Complementary websites, like Bröllopsbestyr (weddings), Familjeliv (homemaking/family), Odla.nu (gardening) and Svenskafans (soccer), were also acquired. Stampen also entered into the free paper market in greater Stockholm through the purchase of a number of free non-dailies in the area (Gisab).

• Mittmedia

Mittmedia is one of the provincial publishers that has grown in recent years. It is owned by two Liberal foundations, Stiftelsen Gefle Dagblad (70%) and Stiftelsen Pressorganisation (30%). In 2001, then under the name of Gefle Dagblads Förvaltnings AB, the group consisted of five papers. Today, after taking over four Center Party papers plus *Dalarnas Tidningar* and *Länstidningen Östersund*, Mittmedia is the dominant newspaper owner in north-central Sweden. Total volume has grown from EUR 77 million in 2001 to EUR 173 million in 2007. Together with Stampen AB, Mittmedia co-owns Mktmedia, a development consultancy serving its co-owners' newspapers.

Magazine classification

Magazines may be classified in a variety of ways. Here, they are considered in two main groups: consumer magazines (popular magazines) and trade/technical journals and organizational magazines, respectively. Consumer magazines titles relate to readers in their everyday lives, whereas trade and organizational magazines relate to readers' working life and organizational affiliations. Consumer magazines, the category in focus here, may be further classified in the subcategories "family", "women's", ”men's", "youth" and "special interest". (The statistical material consists of titles with audited circulation that appear at least quarterly.)

The Magazine Market

A pan-Nordic magazine market

When it comes to consumer magazines, the Nordic region constitutes something of a "common market", with a few pan-Nordic media companies dominating the market in several of the countries. Three Nordic companies – Aller and Egmont (both Denmark) and Bonnier (Sweden) – operate in Denmark, Norway, Sweden and Finland, and, with the exception of Finland, clearly dominate magazine publishing in each country. In Finland the dominant companies are domestic – Sanoma and Otava Kuvalehdet Group – while Aller is contesting A-lehdet's position as the third biggest publisher. In Iceland the magazine market is largely in Icelandic hands, with one dominant company, Birtingur útgáfufélag.

The two Danish companies Aller and Egmont, both established in the 1870's in their home market, have long histories also as pan-Nordic publishers. Aller started publishing magazines (*Allers Familie-Journal*) in Norway and Sweden already in the late nineteenth century. Egmont followed suit with Norwegian (1911) and Swedish (1921) editions of *Hjemmet* and began publishing *Donald Duck* comics in Sweden, Norway and Denmark in the late 1940s on license from Disney. Establishment in Finland came later; Aller entered the Finnish market in 1992, and Egmont in 1997. Swedish Bonnier has had holdings in Danish and Finnish magazine publishing since the 1970s, and starting in the mid-1980s, Bonnier has built up a pan-Nordic magazine publishing organization.

The larger Nordic publishing houses have acquired and assimilated smaller publishers, in their own countries as well as across national frontiers. Mergers and acquisitions generally secure access to titles that have proved successful on the national market, which recommends them for export (the product or concept) to other countries. Some contemporary examples are Bonnier's acquisition of the Danish Forlaget Benjamin, and Norwegian Hjemmet Mortensen's acquisition of the Swedish Medströmsförlagen. An example from the professional publishing branch is the purchase of the Swedish Ekonomi & Teknik Förlag by Finnish Talentum (the largest owner of which was Alma Media).

The pan-Nordic character of the periodicals market has become more pronounced over the past decade. Increasingly many titles have become "concepts" and export items, on the same model as Aller's and Egmont's pioneer family titles. One example is Aller's *Se og Hør* – a general interest/television guide/gossip magazine that appears weekly in local editions in all five countries, where it is among the best-selling titles. Aller publishes all editions, except the Icelandic one. Bonnier Publications publishes local language editions of several special interest titles in Denmark, Finland, Norway and Sweden, for example *Illustrered Videnskap* (popular science), *I Form* (health and fitness), *Digital Foto*, etc. Some titles are also published in Iceland, but by local publishing companies on license from Bonnier.

Nordic neighbors are not the only foreign interests to operate on Nordic magazine markets. There are national editions of several international magazine concepts, as well. These international publishers are represented either through local subsidiaries, through joint ventures with domestic partners, or through licensing agreements with domestic publishing houses. Some examples are IDG International Data Group (USA) which publishes computer magazines in all five countries (*PCWorld*, *ComputerWorld*, etc.) via local subsidiaries or cooperation agreements, and Hearst Corporation's *Cosmopolitan* (USA), which is published in Finland, Norway and Sweden (it closed in Denmark in early 2009), mainly by licensing agreements with large Nordic media groups. The French group Hachette Filipacchi Médias has been present in Sweden and Norway with titles like *Elle* in national editions. The titles are still on the market, but Hachette itself is not. In 2007 the company sold its Norwegian company to Hjemmet Mortensen, and the Swedish to Aller. *Elle* started appearing in Finland in Spring 2008, also with Aller as publisher.

Nordic publishers also have magazine holdings outside the Nordic region. Danish Egmont has long been active on the international market, publishing comics and young people's titles in many countries worldwide. In the past decade both Sanoma (Finland) and Bonnier (Sweden) have undertaken major transactions in Europe and the USA, respectively. Sanoma became one of the largest consumer magazine publishers in Europe, after an acquisition of a Dutch-owned magazine group in 2001, followed by several other acquisitions in Central Europe and Russia. In 2007, Bonnier, which has co-owned a publishing house in Spain for many years, bought several specialty publishers in the USA, acquisitions which substantially increased Bonnier's total volume. (In 2008 and 2009 Bonnier has

Unless otherwise noted, the data refer to 2007. Advertising shares refer to above-the-line advertising (traditional media plus internet).

followed up these acquisitions with purchases of a number of magazine titles in the USA.)

Circulation and revenue

Consumer magazines may be considered in terms of two gross categories: general interest weeklies having broad appeal, and special interest titles that are niched for relatively small groups of readers. The latter are mostly monthlies. The two categories show somewhat different trends.

General interest weeklies focus primarily on homemaking and family or gossip/celebrities (TV guides are included in this category, too). The titles are relatively few, 8-14 per country (two in Iceland), and a good number of them have been on the market for years. Traditionally, they have maintained strong positions on their national markets and have been profitable ventures. Of the 'top ten' consumer titles in each country, a majority belong to this category. In Scandinavia (Denmark, Norway and Sweden) most of these titles are published by Aller or Egmont. In Finland most are published by Sanoma or Otava-Kuvalehdet. In recent years circulation has shown a downward trend in all the Nordic countries except Finland. Most of the largest titles have experienced substantial declines over the past decade, some having lost as much as 40-50 per cent of their circulation.

Special interest titles are a more volatile group. It is a large group and the number of titles is growing. New additions to this group stand for the growth in the number of consumer magazines in the period 1997-2007. New entries are frequent, and the new titles target more and more specifically defined market segments. Many are shortlived, however. Despite a growing number of titles, combined circulation for niche titles has remained more or less constant.

A trait all the Nordic countries have in common is that magazines about cuisine, home furnishings and interior decorating are among those having the largest circulation. Popular science is another widely read category. Bonnier's *Illustrerad Vetenskap* ranks among the top three special interest titles in Denmark, Norway and Sweden.

Magazine advertising revenue increased in the Nordic countries during the period 1997-2007, as well as in Europe. (Data refer to consumer and trade/technical and organizational titles combined.) The data for 2008 show no uniform trend for the Nordic countries. Magazine advertising revenues in Denmark and Finland have declined by 1 and 4 per cent, respectively, whereas revenues still show an increase in Norway and Sweden. What is more, the trends for different categories differ in the latter two countries. In Norway we find a decline in revenues among consumer magazines, but a positive trend among trade/technical/organizational titles. In Sweden, the pattern is largely the inverse. Over the period magazines overall have claimed a more or less stable share of total advertising revenues.

The web challenge

The periodical press was slower than other media to take an active interest in internet. A Swedish study (Hedman et al. 2006) found that at the end of 2005 magazines' web versions were not particularly sophisticated, that is, they lacked many functions and services that the researchers considered to be of use to users. Since 2005, magazine publishers have started websites that are linked to their titles and brand-names. Several big publishing houses have had their various media contribute material to joint web projects. For example, Bonnier's site on children (alltombarn.se) takes in material from the Bonnier group's magazines and newspapers. Other strategies are to take over existing sites and communities with a view to realizing synergy effects between the company's own titles, or to enter into alliances with other web actors around joint web projects and business ventures. One example of the latter is Aller's moves to complement magazine publishing with other distribution platforms through joint ventures with Eniro in Norway (SOL), Sweden (Spray, Passagen) and Finland (Suomi24). (Eniro, listed on the Stockholm Stock Exchange, is a leading search company on the Nordic market, with directories, web services, etc.)

Magazine reading

Magazine reading on the whole has remained stable over the years with only minor fluctuations up or down. Due to differences in the measures, it is difficult to compare readership in the respective countries. The reach figures for Finland are, however, so much higher (49% reads a periodical/magazine the average day, compared to e.g. 40% in Sweden) than the rest of the region that we may assume that Finns read magazines more than people do in the rest of the region. The assumption was supported by the findings of a Eurobarometer survey done in late 2001, where the figures for Finland were the highest by far. Finland also has relatively many titles and high circulation figures, and it is the country that has the highest proportion of subscriptions (for both magazines and newspapers), just under 90 per cent in the case of magazines. Delivery to the subscriber's home may be expected to lead to regular and faithful reading.

Distribution

The ratios between subscriptions and single-copy sales differ among the Nordic countries: suscriptions predominate in Sweden and Finland, but single-copy sales are more common in Norway and Iceland. In Sweden subscriptions account for about two-thirds of total (audited) circulation. In Finland subscriptions are believed to make up a considerably higher share. In Norway, on the other hand, only one-third of total circulation is sold via subscriptions, and two-thirds are sold over the counter. In Iceland consumer magazines are mainly sold through single-copy sale though kiosks, supermarkets, etc. (No corresponding data for Denmark is available.)

The largest distributors of magazines for single-copy sale are owned by the major magazine publishers. In Finland, the dominant distributor, Rautakirja, is a subsidiary of Sanoma. The largest distributor on the Swedish market is Tidsam AB, which is owned jointly by Bonnier, Aller, Egmont and Albinsson & Sjöberg. Both Rautakirja and Tidsam carry other publishers' titles besides their owners'. Bladcentralen in Norway distributes its owners' titles: Aller, Egmont, Bonnier and Schibsted. Similarly, Ugebladsdistributionen in Denmark distributes Aller and Egmont titles. Norwegian-owned Interpress distributes magazines from a large number of domestic publishers and foreign special interest publications in both Norway and Sweden. Interpress' owner, the Reitan group, also owns nationwide chains of newsstands/convenience shops: Narvesen in Norway, Pressbyrån in Sweden, and 7-Eleven in Denmark, Norway and Sweden. Rautakirja in Finland also operates a similar nationwide chain of newsstands. In Iceland the publishers themselves handle the distribution of their titles.

DENMARK

The magazine market

The Danish magazine market is highly concentrated in few hands. Three publishing groups accounted for around 95 per cent of total annual audited circulation in 2007. Two Danish companies – Aller, with almost 60 per cent, and Egmont, with 27 per cent – top the list. In third place comes Swedish-owned Bonnier, with 10 per cent. Aller and Egmont dominate the weekly magazines market, whereas Bonnier is the largest publisher when it comes to special interest monthlies.

The largest magazine titles in Denmark are general interest weeklies that are addressed to families or women. Of the top ten titles by circulation per issue eight are magazines of that kind. Five of them are published by Aller, and three by Egmont. (The remaining titles are two monthly special interest titles, ranking 8 and 9, published by Bonnier.) All in all, the Danish market has 14-15 weekly popular magazines, most of which have been on the market for decades. Aller's *Familie-Journalen* dates back to the 1870's; the newest entry is a television guide launched in 2004. All titles have experienced circulation losses over the past decade, in some cases by as much as 25-35 per cent. The combined circulation of the general interest weeklies has steadily declined, by 26 per cent between 1998 and 2008.

The number of special interest titles (mostly monthlies) has increased substantially, from 39 in 1998 to 52 in 2008. Denmark, however, displays the same pattern as other countries in this category: titles come and go. Only 19 of the current 52 titles have been published the entire period. Among these 'veterans' the picture as to circulation is mixed: some have grown (e.g., Aller's *Vi unge,* up 65%), others have declined (e.g., computer magazines, losses of 60-70% on average). There have been several recent entries in the categories, Health/ Fitness and Cuisine. Total combined circulation for special interest magazines increased through 2006, but that year appears to have been a peak. Data for both 2007 and 2008 show a downward trend.

The principal players

• Aller

Carl Aller Etablissement A/S is a Danish media group, controlled by members of the fourth and fifth generations of the Aller family. Having been started by Carl and Laura Aller in 1873, the company began publishing magazines the following year. At the turn of the century subsidiaries were established in Sweden and Norway; only in 1992 did Aller enter the Finnish market.

Aller is active, and a major player, on all the Nordic markets except Iceland. On its home market, Aller has almost 60 per cent of total audited annual circulation and publishes Denmark's four largest titles: *Billed Bladet* (189 000 copies/week in 2008), followed by *Familie-Journalen* (186 900), *Se og Hør* (183 800), and *Ude og Hjemme* (160 500). All are popular weeklies offering general interest, family features and gossip. All in all, Aller publishes seven weekly titles and 13 special interest titles (audited titles 2nd half year 2008) for the consumer market.

Aller's principal business is still consumer magazine publishing, primarily weeklies, but with declining circulation this past decade the company has started to get involved in other sectors, as well. In 2001 the company expanded its magazine operations – through acquisitions – to include Danish and Swedish professional journals, grouped in the division, Aller Business. Having acquired Where2Go (2005) and a one-third interest in Chili Group (2006), Aller has also started publishing customer magazines and free magazines. In 2008 Aller exercised its option and assumed total ownership of Chili Group, in which Aller has placed all its free (gratis) titles.

Aller has online activities that directly relate to its various titles and brand-names. In addition, the company participates in web portals in several of the Nordic countries. Together with Eniro Aller co-owns the portals SOL in Norway, Suomi 24 in Finland, and Spray and Passagen in Sweden.

• **Egmont**

The group known as Egmont is an outgrowth of Gutenberghus, a printing establishment founded in 1878 by Egmont M Petersen. It has been owned by the Egmont Foundation since the 1920s. (The change of the company's name occurred as late as 1992.) Today, the Egmont group is active in several media – magazines, books, film and television – in many different markets around the world.

At the turn of the nineteenth century, Gutenberghus branched out and began publishing weekly magazines, including *Hjemmet*, Swedish and Norwegian editions of which were also launched. In 1948 the company acquired the Scandinavian rights to Disney's *Donald Duck* and other comics, and in 1963 the company acquired the right to develop new Disney comics on license. Since that time, Egmont has established book and comics publishing houses based on the Disney characters in numerous countries. In 1992, Egmont merged its magazine publishing in Norway with Orkla Media to form the largest magazine publishing house in Norway: Hjemmet Mortensen. Since mid-2008 Egmont owns 100 per cent of the company.

Egmont publishes magazines in all Nordic countries, Iceland excepted, and is a large player in Denmark (second-largest by annual circulation), Norway (largest) and Sweden (third-largest). Egmont Magazines division – family/women's/special interest magazines in the Nordic countries, including online operations connected to the brands – contributes about 18 per cent of Egmont's receipts in 2008 (14 per cent in 2007). The share would be considerably greater if juvenile magazines and comics were included. These products are included in the Kids Media division, which also includes book publishing for young readers, as well as games and activity products in the Nordic countries and throughout the world. Egmont is namely the most international of Nordic magazine publishers, publishing juvenile and comics magazines throughout Europe and in Asia.

In Denmark, Egmont's publishing houses, Egmont Magasiner (weeklies, special interest monthlies) and Egmont Serieforlaget (comics and young people's magazines) together represent just over one-quarter of total annual audited magazine circulation in Denmark (2007). Egmont's weeklies compete in the same market segment as Aller's. Egmont has three of the top ten titles: *Hjemmet* (fifth-largest in Denmark, with 145 700 copies/week in 2008), followed by *Her og Nu* (sixth with 111 800) and *Alt for Damerne* (tenth, 65 600).

Egmont is also active in the audiovisual sector: Nordisk Film, Denmark's leading film production company and active throughout the Nordic region (Iceland excepted) is a part of the company since 1992. In Norway Egmont is co-owner (50%) of the TV 2 Group.

• **Bonnier**

Bonnier AB (Sweden) publishes mainly special interest magazines in Denmark, Norway and Sweden through a wholly owned Danish subsidiary, Bonnier Publications A/S. Most of the Bonnier titles appear monthly, some more frequently. Many of the Nordic titles are national editions of the same title.

Bonnier Publications is the third-largest player on the Danish magazine market with around 10 per cent of the total annual audited circulation in 2007, but dominates the Danish market for special interest titles (approximately half of total annual audited circulation). The five largest special interest magazines in Denmark are all Bonnier-titles: *Bo Bedre* (homemaking, interior decorating), *Illustreret Videnskab* (popular science), *Komputer for Alle* (computers) followed by two titles published by the daughter company Benjamin Media: *Woman* and *M!*. All told, Bonnier publishes 14 of the 20 largest special interest magazines in Denmark. Aller publishes all the rest.

Benjamin Media is a part of Bonnier Publications since 2001, when Bonnier acquired a 50.5 per cent share of the company (at the time: Forlaget Benjamin). The acquisition gave Bonnier the two monthlies for women and men, respectively, *Woman* and *M!*, and two automotive magazines. Since Bonnier bought in, Benjamin has started several new titles in the same fields and also published some international concepts – *Cosmopolitan*, *FHM* and *Arena* – on license. (These titles ceased publication in Spring 2009 as the ventures became too costly.) Benjamin Media was made a wholly owned subsidiary of Bonnier in February 2009.

FINLAND

The magazine market

The two leading magazine publishing houses in Finland are domestic. Sanoma Magazines Finland, is part of Sanoma, Finland's leading media company, and Yhtyneet Kuvalehdet is a subsidiary of Otava-Kuvalehdet, which also is Finland's second-largest book publisher. In terms of consumer magazine output, Sanoma Magazines is biggest, with 30 per cent of total annual audited circulation, compared to Yhtyneet Kuvalehdet's 22 per cent. In Finland Sanoma Magazines contends with Yhtyneet Kuvalehdet for market leadership, but its parent company is one of the biggest magazine publishers in Europe, with over 300 magazine titles in 13 countries. Yhtyneet Kuvalehdet publishes a number of titles in the Baltic republics.

The position as the third-largest magazine publisher is contested between Aller Julkaisut, the Finnish subsidiary of Danish Aller, and A-lehdet, an independent family-owned company which for the time being is not involved in any other mass media sectors.

The four major publishers of magazines and periodicals account for some 80 per cent of the total volume of audited consumer magazines.

Besides Aller, a number of Nordic publishers like Forma Publishing Group and Bonnier (both Swedish) have gained a firm foothold on the Finnish market, but with considerably smaller shares (less than five per cent each). Also, Egmont is present through co-ownership (with Sanoma Magazines) of a publishing house specialized in comics and magazines for young people. The largest houses also publish Finnish editions of international titles.

In terms of economic volume, magazines and periodicals represent the second-largest category in the Finnish mass media sector. Magazines and periodicals are dependent on advertising to a far lesser extent than newspapers. However, in the 1990s the share of magazine advertising started to grow, and in 2007 advertising in magazines and periodicals accounted for 16 per cent of total media advertising.

Finnish readers have a rich assortment of magazine titles to choose from. The total number of consumer magazines, professional/organization/trade magazines, customer magazines and opinion journals published in Finland adds up to more than 3 000 titles. Total annual circulation amounts to some 390 million copies. Consumer titles account for some 40 per cent of total annual circulation, whereas trade and organizational magazines account for nearly 50 per cent.

Finland, like Sweden, is one of the few countries in Europe where the delivery of newspapers and periodicals is based primarily on subscriptions. It is estimated that some 90 per cent of both magazine and newspaper sales are based on subscriptions and are delivered to the consumer's door.

The most widely read title in Finland is *Aku Ankka* (*Donald Duck*), which was printed in over 300 000 copies in 2007. This, by the way, is *Donald Duck*'s largest national circulation (per capita) in the world. Aside from comics, the title having the largest circulation (266 000) is *ET-lehti,* a general interest monthly. The largest titles are general interest magazines that are addressed to families or women. The top ten titles are a mixture of monthlies, bimonthlies and weeklies.

Audit figures indicate that magazine circulations have developed favorably in recent years. Indeed, a number of new magazines have recently been launched, especially in the special-interest magazines sector. One noteworthy trend, particularly among the major magazine publishers, has been to try out various sister or daughter publications under existing magazine titles, or even to create whole "magazine families" under the wings of established titles.

However, many of the largest consumer magazines have lost readers in the period 1997-2007. Besides *Aku Ankka (Donald Duck),* which seems to be growing infinitely, there are some exceptions: *ET-lehti* has increased by 5 per cent and *7 päivää*, the Finnish edition of *Se og Hør* (Denmark), has grown by some 20 per cent during the same period. At its launching in 1992, *7 päivää* had a circulation of 92 000 copies; by 2006, circulation had increased to 265 000, making the title Finland's third-largest, behind *ET-lehti* and *Aku Ankka*.

The principal players

• Sanoma: Sanoma Magazines Finland

Sanoma Magazines is a division of Sanoma, the second largest media company in the Nordic region. Sanoma Corporation is the product of a tripartite merger of three publishing houses: Sanoma (newspapers), Helsinki Media Company (magazines and broadcasting) and WSOY (books) in 1999. Today, the group is organized in five divisions: Sanoma Magazines, Sanoma News (newspapers), Sanoma Entertainment (broadcasting and digital media), Sanoma Learning & Literature and Sanoma Trade/Rautakirja (distribution and retail). The largest owner is the Erkko family, with some 40 per cent of the shares.

The company's magazine publishing hails back to the late 1940s and early 1950's. It first went into magazine publishing by buying *Viikkosanomat* and developing it into a modern weekly news magazine (from 1943 until its discontinuation in 1975). This was followed by the Finnish versions of *Reader's Digest* (*Valitut Palat*; from 1945 until 1969, since when the publisher has been the local subsidiary of Reader's Digest International), and *Donald Duck* (*Aku Ankka*; from 1951 onwards).

Sanoma Magazines began operations in 2001 when the activities of Finland's largest magazine publisher, Helsinki Media, were combined with those of VNU's Consumer Information Group (CIG). With that merger, Sanoma became one of the largest magazine publishers in Europe. This was followed by several other acquisitions, the latest and perhaps the most significant of which was the acquisition of Independent Media Holding and its subsidiaries in 2005. Independent Media Holding consists of several operating companies in Russia and the Ukraine. All told, today Sanoma Magazines publishes some 300 titles in thirteen countries.

Sanoma Magazines Finland's over 40 consumer titles represent 30 per cent of total audited magazine circulation in Finland. They include general interest/family magazines, women's magazines, titles for children and young people, and numerous special interest titles. Sanoma Magazines publishes Finland's two largest titles, *ET-lehti* and *Aku Ankka* (Donald Duck).

Sanoma Magazines Finland also owns 50 per cent of Egmont Kustannus Oy Ab, which publishes magazines for children and young people in Finland. As the company name indicates, the other half is owned by the Egmont Group (Denmark).

• Otava-Kuvalehdet: Yhtyneet Kuvalehdet

Yhtyneet Kuvalehdet (United Magazines) is now a subsidiary of Otava-Kuvalehdet, a family-owned (Reenpää family) company that is also the second-largest publisher of books in Finland. Yhtyneet Kuvalehdet has published magazines since 1934. From that date until 1998, the house was jointly owned by Finland's two largest book publishers, Otava and Werner Söderström Oy (WSOY). When WSOY and Sanoma merged (see above), Otava bought out WSOY.

Yhtyneet Kuvalehdet publishes some 30 consumer titles, representing 22 per cent of total magazine circulation. The company's largest title, *Seura* (190 000 copies), a general interest/family magazine, is the sixth-largest consumer magazine in Finland.

The company's Estonian and Lithuanian subsidiaries, Ühinenud Ajakirjad AS and Jungitiniai Leidiniai UAB, publish localized editions of some of Yhtyneet Kuvalehdet's most successful titles plus, based on licensing arrangements, editions of international titles like *Cosmopolitan* and *Marie Claire*.

• A-lehdet

A family-owned (Lyytikäinen family) company focused entirely on consumer magazines, A-lehdet publishes some 20 consumer titles, representing 13 per cent of total magazine circulation. This puts the company in third place among Finnish publishing houses.

A-lehdet's largest title, *Apu,* is a general interest/family weekly having a circulation of about 216 000. The title, *Apu*, meaning "aid", harks back to the magazine's early history. Founded in 1933 in the wake of world depression, the magazine was sold on the streets by unemployed men and women. The vendor received well over half the cover price of the magazine.

In addition to *Apu,* A-lehdet publishes women's titles and special interest titles in the areas of sports, health and beauty, homemaking and decorating, and gardening.

• Aller

Danish Aller has been the most successful Nordic contender on the Finnish magazine market to date. Acting through its Finnish subsidiary, Aller Julkaisut, Aller publishes *7 päivää*, a Finnish edition of the successful pan-Nordic concept, *Se og Hør.* Launched in 1992, *7 päivää* (247 000 copies) has become one of the most widely read titles in Finland, as well. Among the other titles that Aller has introduced in Finland are Finnish editions of Danish titles, *Koti ja Keittiö* (*Mad og Bolig*) and *Mix*. In 2008 Aller also launched the Finnish edition of *Elle*.

• Other Nordic magazine publishers

Forma Publishing Group, a subsidiary of Swedish **Forma Publishing Group**, publishes four titles. The largest, *Kotivinkki,* is a family/homemaking monthly. *Talo & Koti* is a Finnish edition of the Swedish *Hus & Hem* (homemaking, decorating)*; Trendi* is a fashion magazine. **Bonnier Publications A/S** (Swedish-owned, Denmark-based) publishes nine magazine titles on the Finnish market. Most of them are Finnish translations of Bonnier's pan-Nordic titles, like *Tieteen Kuvalehti* (*Illustrerad Vetenskap*) and *Tee Itse* (*Gör Det Själv*). In addition, in 2007 the publisher developed its position by launching the first local title, a women's magazine *Olivi*a, followed by *Divaani* (homemaking/decorating) in 2008. More local titles are under development. Bonnier also publishes a Finnish-language edition of *National Geographic Magazine.* As noted above, Danish **Egmont Group** is present in Finland through Egmont Kustannus Oy, a joint venture with Sanoma Magazines.

ICELAND

The magazine market

The consumer magazine market in Iceland consists of one dominant publishing house, Birtingur útgáfufélag ehf., an uncontested leader in the field, and several small and independent publishers. Concentration in the magazine industry is to a large extent concealed through the apparent diversity of choice in the market.

Currently, the market for consumer magazines, i. e., general interest magazines and special interest titles, consists of some 15-20 titles issued weekly to quarterly. Some of the titles are imitations of or have their counterparts in the Nordic countries and elsewhere. The most widely read title and highly circulated on the market is a weekly, *Séð og heyrt,* a celebrity/entertainment and television program guide (patterned after Aller's pan-Nordic *Se og Hør*) published today by Birtingur útgáfufélag. Average reading per issue is over 30 per cent (Capacent, October 2008), that is, over 80 000 readers, and an estimated circulation of 20 000-25 000 copies, or up to a total volume of 1.3 million copies. Circulation and reading of other top consumer and special-interest titles is considerably lower.

The magazine market in Iceland has always been in Icelandic hands, although some magazines are published on a license from foreign publishers. For a long time the presence of foreign titles in Icelandic versions was restricted to *Reader's Digest* (*Úrval* in Icelandic) and *Donald Duck & Co* (as *Andrés Önd og félagar*). A number of special-interest magazines published on license from abroad have been introduced to the market lately. Most notable among these today is an Icelandic edition of the popular science magazine, *Illustreret Videnskab* (titled in Icelandic as *Lifandi vísindi*).

A general trend in magazine publishing since in the fourth quarter of the last century is that popular general magazines have suffered, while 'targeted' magazines have prospered (Abrahamson, 1996; Driver and Gillespie, 1993). Similarly, the most notable expansion in the magazine market in Iceland for the last two decades or so has been in the area of titles targeted at specialized and segmented markets (Karlsson, 2003). More focused magazines enable publishers to deliver content more accurately to targeted groups of readers and provide advertisers access to various select audiences, more likely to have an interest in the particular products they have to sell. “The main characteristic of successful magazine publishing” today is perhaps “niche marketing which requires a good sense of the market, high levels of investment capital and flexibility” (Stokes, 1999: 21).

Generally, consumer magazines is the sector of magazine publishing where publishers can expect the highest economic rewards, as well as where most is at stake. Consequently, ‘there are strong commercial pressures towards, and few professional constraints against the creation of a suitable environment for advertising’ (Sinclair, 1989: 75-76). The market is highly stratified. Most of the circulation is divided between few dominant titles in their respective targeted readership, and concentration of ownership is high. There does appear to have been substantial decline in total circulation of the top consumer titles in recent years, indicating that the consumer magazine market has proved itself able to sustain market positions in the face of competition from magazines abroad, which are widely read, and from other media (Karlsson, 2003). Lack of audited circulation suggests caution however. As for reading, surveys confirm that the major titles reach many readers. Most highly circulated magazines are read regularly by between 10 and 30 per cent of the population aged 12-80, and half of the population reads them at least occasionally (Capacent, October 2008).

Many consumer magazines are presented on the web. These websites do not generally offer readers any content online, except in the form of ‘teasers’ for the promotion of the latest issue of the magazine in question. In many respects these websites are little more than showcases for the printed version.

In recent years, a new “breed”of magazines has increasingly made itself felt on the market, namely magazines distributed for free in shops, kiosks, etc. These are the most commercially honed magazines, as they are financed entirely by advertisement revenue. The content of the free magazines is mostly in the form of advertorials. Publication of many of these is usually short-lived, often dependent on the latest fad and fashion.

The principal players

• Birtingur útgáfufélag ehf. (Baugur Group hf.)

Birtingur útgáfufélag ehf is Iceland’s dominant publishing house, in a market that otherwise consists of several small and independent publishers. Birtingur útgáfufélag ehf. acquired the publishing rights of Fróði hf., the countries largest magazine publisher for years, when it went bankrupt in 2007. Presently, Birtingur publishes nine consumer and special-interest magazines, issued quarterly or more frequently. Birtingur also publishes the daily tabloid, *DV*.

Many of its magazines are among the most highly circulated and widely read titles on the market. These range from the general interest weeklies, *Séð og heyrt* and the womens/family *Vikan,* to more special-interest titles like *Gestgjafinn* (cuisine) and *Hús og híbyli* (homemaking). In addition it publishes one in-flight magazine. Among other Birtingur titles is the popular history magazine *Sagan öll*, an Icelandic version of the pan-Nordic *Historie*, published on a license from Bonnier Publications AS in Denmark.

Today Birtingur is owned by a former chairman of the board of Baugur Group hf., but the company was until recently behind the multimedia concern, 365 miðlar ehf. In 2007 Birtingur reported a volume of EUR 9.6 million (*Frjáls verslun*, 2008, no. 8-9).

• Elísa Guðrún ehf.

Since 1997, Elísa Guðrún has published *Lifandi vísindi,* the Icelandic edition of Bonnier’s *Illustreret Videnskab* on license from Bonnier Publications AS in Denmark. The company currently publishes only one title after having tried to make a niche for itself on the consumer magazine market with the publication of other titles, including another Bonnier concept, the health/fitness magazine *Í formi* (*I form*). The turnover of the company is not published. Elísa Guðrún is owned by individuals who have no other holdings in other media.

• Útgáfufélagið Heimur hf.

The company is the principal publisher of trade and technical periodicals in Iceland. In addition to a business magazine, in-flight magazine and business directories, Heimur publishes two titles of a technical nature that are on the magazine market: *Frjáls verslun,* a business monthly, and *Tölvuheimur,* an Icelandic edition of *PC World,* published on license from IDG, International Data Group. Turnover in 2007 was an estimated EUR 3.4 million in 2007 (*Frjáls verslun* 2008, no. 8-9). The company is owned by individuals.

NORWAY

The magazine market

Ownership in the magazine sector in Norway is highly concentrated. Essentially three players control the market: Egmont, Aller and Bonnier in that rank-order. Egmont controls about half of the total annual audited circulation (as audited in 2007) via its publishing house Hjemmet Mortensen. For many years, Egmont co-owned Hjemmet Mortensen with the Norwegian industrial group, Orkla ASA. Egmont became sole owner in mid-2008. Second on the Norwegian market is Danish Aller with about 40 per cent of the market. Third and smallest is Bonnier (Sweden) which chiefly publishes monthlies that represent about 8 per cent of total circulation. Together, the three account for 97 per cent of the total annual circulation. Of the top ten titles, Egmont/Hjemmet Mortensen publishes six, Aller three, and Bonnier one.

There has long been a strong Danish influence in Norwegian magazine publishing. At one point, the literary language in Norway was Danish; as a consequence, Norwegians could read Danish as readily as they read Norwegian. In time, Danish publishers introduced Norwegian editions of Danish titles and subsequently founded Norwegian publishing houses. The Danish publishing houses Aller and Egmont both have a long history in Norway and still dominate the market. Both are also active in other media. Egmont especially has become a major actor in the Norwegian media sector.

As in the other Nordic countries, the largest weekly consumer magazines are those in the categories of celebrity gossip and general interest/family. *Se og hør* (Norsk Aller) has the largest (annual) circulation and for many years was the 'best-seller' in all of the Nordic region in terms of sales. In recent years, however, it has struggled with declining circulation – as have other celebrity gossip and family titles. Several of the top ten titles show declines of 20-40 per cent for the period 1997-2007.

Turning to special interest titles, we find a rise in total circulation for the first five years of the new millennium, and stability thereafter. The rise is partly explained by the introduction of rather many new titles during the period, the total number having doubled since 1999. There are signs, however, that there may be more titles than the market can bear, and several newcomers have failed. Norway displays largely the same pattern as other Nordic countries, with popular science (Bonnier's *Illustreret Vitenskap*) and home furnishings topping the list. But the Norwegian market deviates from the pattern when it comes to magazines that specifically target women and men. In most countries women's magazines tend to have larger circulation than titles addressing men, but in Norway, a men's magazine, *Vi Menn* (Hjemmet Mortensen)*,* is larger than the best-selling women's magazine, *KK* (Aller Familie-Journal).

In Norway, too, the magazine publishers were relatively late in using the web. As recently as February 2005, ten years after the first web newspapers were launched, Hjemmet Mortensen said that they were still undecided as to whether their popular weeklies, *Her og Nå* and *Se og Hør,* would appear in web editions (NTB 26.02.05). Later that year, however, Hjemmet Mortensen found its position seriously challenged when TV 2 launched a gossip and lifestyles site, *Side 2,* that trespassed far into the traditional sphere of popular weeklies. Magazine publishers promptly responded to the challenge by launching a flurry of web editions. Today, most magazines have established a presence on internet. Many sites are relatively extensive, whereas some are no more than pages where visitors can subscribe to the magazine (in hard copy), etc. Generally speaking, the web editions tend to focus on consumer-oriented segments of the magazines' traditional content.

In addition to producing web editions publishing houses have acquired established websites that have a focus that harmonizes with the titles they publish. Among these are barnimagen.com (Hjemmet Mortensen) and dinside.no (Aller). Several houses display several titles on the same portal: Hjemmet Mortensen on klikk.no, Aller on Sol.no (which they co-own and operate with Eniro) and Femina.no.

The principal players

• Egmont: Hjemmet Mortensen

Hjemmet Mortensen, the largest publishing house in Norway, is owned by Danish Egmont. It was established in 1992 through the fusion of two traditional magazine publishers, Hjemmet AS (Egmont) and Ernst G Mortensen AS (Orkla). Orkla and Egmont shared the ownership until mid-2008, when Orkla sold its half to Egmont. Orkla was long a major actor in Norwegian media, with a number of local newspapers in addition to its share in Hjemmet Mortensen. Over the past few years, however, Orkla has divested itself of its media holdings. Hjemmet Mortensen had a volume of EUR 212 million in 2007.

Hjemmet Mortensen publishes both popular weeklies and specialized magazines, including several of Norway's principal family magazines: *Hjemmet* (193 900 copies/issue), *Her og Nå* (147 000), *Familien* (118 800) and *Norsk Ukeblad* (111 500), and the second-largest special interest title, *Bonytt* (homemaking, furnishings). All told, Hjemmet Mortensen titles represent half of the total audited circulation of consumer magazines. Hjemmet Mortensen also publishes trade/technical journals and advertising magazines (classified ads).

In 2001, Hjemmet Mortensen bought Medströmsförlagen, a Swedish publisher of about 15 special interest titles with a volume of almost EUR 24 million that year. The following year, the company took its next step in the Nordic magazine market with the purchase of Finnish Dominova Oy, a publisher of advertising magazines. Since Egmont became sole owner of Hjemmet Mortensen, the Medström titles have been incorporated into the Egmont system. Hjemmet Mortensen has also expanded through acquisitions on the home market. Hachette Filipacchi Norge, a former competitor and publisher of the magazines *Elle* and *Elle Interiør,* became an integral part of the group in April 2007.

Most of Hjemmet Mortensen's titles have web editions, and the publisher has also acquired popular web companies, including Babymedia (which produces several sites for expectant mothers and parents of infants), Art of Taste (recipes), and Nutricom (health/nutrition). In mid-2008, Hjemmet Mortensen collected most of its web operations in the portal, Klikk.no. Six months later the publisher formed an alliance with Mediehuset Nettavisen (owned in equal shares by Egmont and A-pressen), through which participating companies can access and use each other's material.

In addition to Hjemmet Mortensen, Egmont owns Egmont Serieforlaget, Norway's principal publisher of comics (*Donald Duck,* i.a.) and Nordisk Film, a major film and television production company. Egmont co-owns the book publisher, Cappelen Damm (50/50 with Bonnier) and TV 2, Norway's principal commercial television channel (50/50 with A-pressen).

• Aller

Danish-owned Aller, one of the oldest magazine publishing houses in the region, established itself on the Norwegian market in the late nineteenth century. For a long time, Aller operated through a holding company, Norsk Aller AS, which owned two publishing houses: Allers Familie-Journal and Se og Hør Forlaget. Together, the two publishers accounted for 39 per cent of total annual magazine circulation (audited) in 2007. In the Fall 2008, they were fused with the parent company, Norsk Aller, and Aller Spesialmedia (gratis magazines) to form Aller Norge.

Aller's biggest title, *Se og Hør,* a gossip and celebrity magazine, was launched in 1978. It was an immediate success and quickly became the most widely read magazine in Norway – subsequently in the entire Nordic region, with an audited circulation of 424 700 copies in 2002. In 2003, Aller began publishing two issues a week, Tuesdays and Fridays. The readership split fairly evenly between the two issues. As a consequence, total annual circulation for the title increased slightly, while the average per issue plummeted. Aller also publishes several of the most widely read women's magazines: *KK, Henne, Allers* and *Cosmopolitan*. Aller reported a volume of EUR 162 million on the Norwegian market in 2006/2007.

Several of Norsk Aller's titles have web editions. Some of the web editions are produced by the magazines' staff, others are produced by special web publishing organizations, organized as a separate company, Aller Internett. Some of the magazines' content is uploaded to the portals, Femina.no and Sol.no. Aller Internett also operates other websites, including sites that offer entertainment, consumer and computer related-material: e.g., digi.no, dinside.no, itavisen.no, Lommelegen, Dingz, MinRadio, and the dating service, Finnenvenn. The company also operates in mobile and web radio.

In addition to weekly periodicals and internet, Aller is also engaged in book publishing in Norway. Some years ago the company ventured into Norwegian broadcasting, attempting to launch a nationwide commercially financed channel on the DAB network (via the company Radio2Digital) and a user-financed television channel (Moox). Both ventures failed to live up to Aller's expectations, and both have been discontinued. Aller has turned in the concession for DAB transmissions.

• Bonnier

Swedish Bonnier publishes magazines for the Norwegian market chiefly through the Norwegian subsidiary Bonnier Publications International (established in 2003 as a subsidiary of Danish Bonnier Publications). In Norway, as elsewhere, Bonnier concentrates on monthlies and special interest magazines (for example *Illustrert Vitenskap, Bolig Pluss* og *I Form*), most of which are Norwegian editions of pan-Nordic titles, but the publisher has also established new titles in Norway only. In 2007 Bonnier accounted for 8 per cent of total circulation on the Norwegian market, a small share compared to Egmont/Hjemmet Mortensen and Aller. Despite the relatively low circulation, Bonnier Publication International's reported volume is on a par with its larger competitors: 1.2 thousand-million in 2007. One explanation is that Bonnier's Norwegian subsidiary handles distribution of magazines to the other Nordic countries. Because Norway is not a member of the European Union, there is no VAT on distribution to EU-members like Denmark and Sweden.

Bonnier also owns a number of media companies in other branches in Norway. Among the largest of these holdings is the book publisher, Cappelen Damm, in which Bonnier owns half, and Egmont half; SF Norge, a film production and distribution company; and a newly acquired pay-TV channel, Canal+ (2008).

SWEDEN

The magazine market

Nordic publishers have long dominated the Swedish magazine market. Ownership is concentrated in few hands with Aller (Denmark) at the top, followed by domestic Bonnier. Aller, which predominates among popular weeklies, controls more than 40 per cent of total audited annual circulation, and Bonnier, with a focus on special interest titles, stands behind almost 20 per cent of circulation. Other principal players are Egmont (Denmark), LRF Media (a subsidiary of the Federation of Swedish Farmers) and Forma Publishing Group (a subsidiary of a major wholesale/retail food chain).

Since the turn of the millennium a number of new Nordic actors have bought into the Swedish periodicals market. Examples are Hjemmet Mortensen's (then owned by Orkla/Egmont) purchase of the Swedish Medströmsförlagen and, in the professional press, Finnish Talentum's (in which Alma Media owns the greatest share) acquisition of Ekonomi & Teknik förlag, which was renamed Talentum Sweden in 2005.

Several non-European publishers have been active on the Swedish market. Today, the most active of these companies is the American IDG, which has operated in Sweden since 1983 and publishes about fifteen computer science and business titles and a number of online portals. Other companies have made an entry but then retreated; their titles remain, but are now published by Nordic companies on license. One such case is TTG, Telegraaf Tijdschriften Groep (The Netherlands) which made its first foreign purchase in 1999, when it bought the Swedish publisher, Svensk Specialpress. In 2008, TTG sold its Swedish editions of *Residence* and *Cosmopolitan* (plus other titles) to Swedish LRF Media, and left the Swedish market. Hachette Filipacchi Médias (France) entered onto the market in 1988 with *Elle*, today accompanied by *Elle Interiör, Elle à la carte* and *Café*. In late 2007 Hachette, too, retreated from the Swedish market, when Allers förlag took over the titles and started publishing them on license from Hachette.

The Swedish market for consumer magazines has seen the entry of a growing number of new titles and so-called one-shots. The number of audited consumer titles has climbed from 118 in 1997 to 155 in 2007. The growth is also reflected in the number of titles (audited and non-audited) distributed by Tidsam: in the early 1990s the distributor Tidsam had about 160 titles on offer; today between 300 and 400 titles seek a place on Swedish newsstand shelves.

Growth in both titles and audited circulation has mainly taken place among special interest magazines, where titles are increasingly 'niched' with particular target groups in mind. The ten largest consumer magazines on the market in 2007 have, however, all been on the market for many years, an indication that the most popular magazines are well established, have a broad readership and have a stable position on the market.

Not only are there more titles on the market today, but the titles on the market today are published on multiple platforms. The technical press has been particularly active online. IDG's computer magazines (e.g., Computer Sweden and PC för alla) are typical examples. In 2007 also several lifestyle magazines put a greater emphasis on developing their online activities. They are offering increasingly mass-appeal content and opportunities for interactivity. Among them are *Vecko-Revyn*, *Cosmopolitan* and *Elle*. The number of collaborative online projects between newspapers and magazines has also increased.

The largest publishers in terms of circulation are also among the five largest publishing houses in terms of receipts in Sweden. Bonnier (EUR 245 million) and Aller (EUR 165 million) are by far the largest, with more than double the volume of the third- and fourth-largest companies, Egmont (EUR approx 85 million), Forma Publishing Group (EUR 54 million) and LRF Media (EUR 51 million). After these companies there is, with the exception of Albinsson & Sjöberg, a wide gap down to next-largest publishers in terms of receipts. Painted in broad strokes, Bonnier, Aller, Egmont and LRF continue to increase in volume, while Forma Publishing's volume is shrinking. (Volume data are for magazine publishing in Sweden in 2007.)

As of January 1, 2008, periodicals pay the same tax on advertising revenue as newspapers do, 3 per cent – a level the branch has worked hard to achieve.

The principal players

• Aller

Danish Aller entered the Swedish market in the late nineteenth century. Its Swedish subsidiary, Allers Förlag, publishes 22 titles that account for 41 per cent of total annual audited circulation. Aller has chiefly focused on weeklies, both editions of its own titles and, particularly over the past decade or so, through acquisitions of others' titles. Aller publishes six of the top ten magazines in terms of circulation. Most of these are traditional general interest/family titles. Aller's pan-Nordic *Se og hør* is published in Sweden (*Se och hör* – general interest/gossip), but it is not as big a success in Sweden as elsewhere. In addition to popular weeklies, Aller publishes special interest titles in the areas of cuisine, health/fitness, gardening and so forth. Aller has broadened its portfolio with the purchase in 2007 of Hachette Filipacchi's Swedish publishing business, which included the lifestyle-oriented titles, *Café* and *Elle*. Aller also publishes men's magazines (soft porno) via its subsidiary, Baltic Press (none of which titles are audited).

Through acquisitions in 2001 Swedish Aller established a position in technical periodicals. Today the company's technical publishing is organized in Aller Business AB, which publishes three titles.

• Bonnier

In magazine publishing, Bonnier, Sweden's largest media group and second-largest in the Nordic region, concentrates on monthlies and special interest titles. Titles for the Swedish market are published by both Bonnier Tidskrifter AB and by Bonnier's Danish subsidiary, Bonnier Publications A/S. Altogether, Bonnier publishes 29 audited titles for the Swedish market, many of which are pan-Nordic concepts. Together, they account for 18 per cent of total circulation and cover a broad array of interests. Bonnier has only one magazine that ranks among the ten most widely read titles in Sweden, namely, *Illustrerad Vetenskap* (popular science). The major success of Bonnier's women's magazine, *Amelia,* in the 1990s has sparked spin-offs designed to catch readers past the upper limits of *Amelia's* target audience (25-45 years). In 2000 *Tara,* a title for women over 40 was launched, followed in 2006 by *M Magasin,* for women over 50.

Bonnier increased its presence abroad in 2007 through the purchase of three American publishers. At the same time Bonnier launched a title of it own, *Science Illustrated,* in the USA. Bonnier launched *Mama,* a lifestyle magazine, in 2008 in The Netherlands and has published several special interest titles in Spain for a number of years. In 2008-2009 Bonnier has acquired a few more magazine titles in the USA.

Bonnier also publishes eight technical/professional periodicals (audited). Bonnier's share of the Swedish market for technical publications grew in 2006 with the acquisition of Spoon Publishing (custom publishing).

• Egmont

Egmont AB, a Swedish subsidiary of Danish Egmont, publishes the most popular weekly in Sweden, *Hemmets Journal* – a traditional weekly magazine (circulation 228 800 copies). Egmont dominates the comics sector in Sweden. Few titles in the genre have audited circulations, but among the titles Egmont publishes are two of Sweden's most widely read comic magazines, namely, *Kalle Anka (Donald Duck)* and *Fantomen (The Phantom).* Egmont also publishes other comic titles and magazines that appeal to young readers, e.g. *Julia.* In 2005 Egmont took over Vagabond förlag, publisher of *Vagabond*, a travel magazine.

In 2001 Hjemmet Mortensen, the largest magazine publisher in Norway and at the time half-owned by Egmont, bought the Swedish Medströmsförlagen, which became Hjemmet Mortensen AB. In contrast to the Norwegian part of the group, which offers a broad assortment of titles, Hjemmet Mortensen in Sweden offers about fifteen titles with an emphasis on computers and hobbies for men (automotive, computers, boats). Three of the titles are published in Norway and Finland as well as in Sweden *(Motorbörsen, Autobörsen* and *MC-börsen).*

Hjemmet Mortensen is wholly owned by Egmont since mid-2008, and in early 2009 work has commenced to integrate the Swedish Hjemmet Mortensen AB with Egmont Tidskrifter in Sweden. Once integrated, the house will be one of Sweden's largest publishing groups, with a combined annual circulation that corresponds to 14 per cent of the total circulation (based on 2007 data).

• Forma Publishing Group

Forma Publishing Group is a subsidiary of ICA, a nationwide wholesale/retail food group in Sweden. The company publishes three titles that together account for 7 per cent of total audited circulation. *ICA-kuriren* (general interest/family) is the fourth-largest consumer magazine in Sweden with a circulation of 184 900 per issue. Despite its market position, the magazine has successively lost more than half of its circulation over the past decade. *Hus & hem* (homemaking/furnishings) is another best-selling Forma magazine, with a circulation of 112 700 copies per issue. Forma Publishing Group also publishes trade/technical and organizational titles and some magazines for customers. The company is active on the Swedish, Finnish, Estonian and Latvian magazine markets.

• LRF Media

LRF Media is a wholly owned subsidiary of The Federation of Swedish Farmers (LRF), a producers' cooperative and interest organization that organizes the vast majority of Sweden's farmers and forest owners. It publishes a general interest/family weekly; *Land,* one of the most widely read titles in Sweden (229 400 copies) and a number of monthlies that focus on landscaping/gardening and "country living" – e.g., *Lantliv* and *Drömhem & Trädgård.* One of LRF's more unexpected success stories is the monthly, *Härliga hund* (special interest, dogs) which was launched after a couple of titles that focused on hunting dogs and other trained work dogs had ceased publication. In 2007, LRF Media accounted for 8 per cent of the total annual consumer magazine circulation. In 2008 the company grew through the purchase of TTG Sverige – with titles like *Cosmopolitan, Residence* and *Båtnytt* (boats), which boosted the share of circulation an additional one or two percentage points.

LRF Media's primary focus, however, is the publishing of organizational magazines on aspects of agri-/silviculture. Four titles of this latter sort account for 16 per cent of total circulation in the category of trade and organizational magazines.

The Radio Market

The digitization of radio in the Nordic countries is well under way, and radio is available via a variety of digital platforms. That said, the principal form of distribution is still analog, and the step to total digitization is still a very big one. But digital technology has permitted a marked increase in radio output: a larger number of channels and stations, and wider accessibility of the output via multiple platforms.

The structure of ownership in the Nordic radio market is also changing. The privately owned sector has experienced considerable concentration. Above all, the German-owned ProSiebenSat.1 Group/SBS Radio has advanced its position considerably. Among Nordic media groups, MTG, with radio operations in Sweden and Norway, and Bonnier and Sanoma, which both operate in Finland, have the strongest presence on the market.

Public service radio

Radio service in the Nordic countries was long offered by broadcasting organizations that enjoyed government-authorized monopoly status. "Radio" in all five countries was synonymous with nationwide public service broadcasting, for many years on a single channel. All the companies were founded in the interval between 1925 and 1933. DR in Denmark, YLE in Finland, and SR in Sweden introduced second and third channels in the 1950s and 1960s; RÚV in Iceland and NRK in Norway followed suit as recently as the 1980s. All the companies offer both nationwide, regional and digital services.

The end of the monopoly era and the introduction of privately owned radio throughout the 1980's meant a fundamental change in the situation of public service radio in the Nordic countries. Public service channels' market shares have, since then, diminished, but the companies have retained their importance in all five countries.

Privately owned radio

In the 1980's broadcasting legislation was amended to allow for privately owned local stations. Both commercial and non-commercial stations were started (in Sweden, however, commercial radio was introduced first in 1993). Today commercial radio channels operate on local, near-national and national levels, with single concessions or via networks; the structure differing somewhat from country to country. Non-commercial channels outside the public service organizations, however, are always strictly local.

Nationwide commercial radio channels were introduced in Finland, Norway and Iceland in the 1990s, and in Denmark in 2003. Channels that offer services nationwide today are Radio Nova (Bonnier 80% and MTG 20%) in Finland, P4 (MTG) and Radio Norge (ProSieben/SBS) in Norway, Radio 100 FM (Talpa) and Nova FM (ProSieben/SBS) in Denmark, and Bylgjan and FM 95.7 (both 365 miðlar) in Iceland. In Sweden, the last Nordic country to introduce commercial radio, there are as yet no concessions for nationwide radio service. MTG and ProSieben/SBS, however, each operate a network of local channels, which, combined, have near-national coverage; local affiliates of the respective networks carry partly the same content. The other countries, too, have a number of privately owned local radio networks, but with lesser reach than the Swedish ones. All nationwide radio stations and all the major networks are owned by major media groups, among which ProSieben/SBS and, to a somewhat lesser extent, MTG stand out as having a strong presence throughout the region.

Besides a strong presence of Nordic media houses, we also see a handful of foreign-owned companies on the Nordic radio market. Some have been here for long, like NRJ and SBS Broadcasting, while quite a few of the international companies from the early years – viz., Clear Channel Communications, News Corporation, GWR, Metromedia and Saga Communications Inc. – have now left the Nordic market. The one foreign company that operates in all the countries (Iceland excepted) is ProSieben/SBS, which has long had a strong presence (as SBS Broadcasting). NRJ is still widely represented, but in fewer countries. Newer entrants from outside the region are Talpa Radio (The Netherlands), which purchased one of Denmark's two nationwide concessions in 2003; Mecom Group (Great Britain) with local radio holdings in Denmark, via Berlingske Media, and Norway, via Edda Media; and Communicorp Group (Ireland) in Finland.

Interestingly, these five international actors are pursuing five different strategies in the region. SBS Broadcasting (owned by ProSiebenSat.1 since 2007) went in for becoming a principal regional actor in both radio and television from the start. In 2007/2008 the com-

Unless otherwise noted, the data in the text refer to 2007. Advertising shares refer to above-the-line advertising (traditional media plus internet).

pany further strengthened its market position through the purchase of nationwide radio channels in Norway and Denmark. French-owned NRJ, on the other hand, has a European strategy, in which the Nordic market is somewhat peripheral. Talpa Radio is part of Talpa Media Group, which otherwise is active in The Netherlands in both radio and television. Mecom Group is a venture capital firm that specializes in the media sector, particularly newspapers. Mecom entered the Nordic market through its purchase of the Norwegian Orkla Media in 2006. Finally, Communicorp Group has expanded on the European market; it entered the Finnish market through the purchase of Metromedia Radio Group.

The 'domestic' companies that are active on the Nordic radio market all belong to major Nordic media houses. Sanoma operates radio channels on its home market, Finland. Bonnier (Sweden) is also active on the Finnish radio market through nationwide Radio Nova. Swedish MTG dominates the Swedish radio market alongside ProSieben/SBS; MTG has long been a major player in Norway (P4) and also owns a minority share in Radio Nova in Finland. In Iceland, the dominant media group, 365 miðlar, is also the prime radio operator. Two Nordic television companies, TV 2 Gruppen in Norway and TV 2 Denmark, ventured into radio on their respective home markets through nationwide radio concessions, but the ventures were relatively short-lived (TV 2 in Norway 2004-2008, TV 2 Denmark 2007-2008). In 2008 both companies sold majority shares in the radio channels to ProSieben/SBS Broadcasting, which rechristened them and started new services.

Digital platforms

The technology for digital radio distribution has developed in several different directions. The past ten years have seen the development of services such as live and on-demand radio via internet (streamed and podcasting), DAB networks, TV-based technologies like DVB-T and DVB-H, and so forth. Preferences regarding DAB and DVB differ between countries. Norway, Finland and Sweden started DAB transmissions in the latter part of the 1990s. Norway was in fact first in the world with regular digital-only transmissions (NRK's Alltid Klassisk) in 1995. Denmark followed with DAB transmissions (on a regular basis) in 2002, and Iceland in 2004. Since then, however, Finland shut down its DAB network in 2005, focusing instead on DVB-T and DVB-H – i.e., radio via the digital terrestrial television network and mobile telephony. The same year, the Swedish government canceled plans to convert to DAB. In mid-2008, however, a government commission recommended Sweden's new government to choose DAB+. Both the public service broadcaster and the privately owned radio sector support the recommendation, but no political commitment has been made. At present, DAB is strongest in Denmark and Norway. Both countries have extended their DAB networks to serve 80-100 per cent of the population; both plan to shut down the FM networks and rely totally on DAB. In Iceland, DAB radio is still in the experimental phase. RÚV's music channel, Rondó, is the only DAB channel on the air.

The national public service companies have been appointed the motor forces in the DAB/DVB conversion processes. They each distribute digital-only services via DAB/DVB and/or the web, combined with parallel transmissions of what they offer via FM frequencies. (DAB channels have also been distributed on FM frequencies in some relatively confined areas.)

In Denmark and Norway nationwide commercial FM channels, too, use the DAB networks, but on different terms: In Denmark they are required to transmit in DAB, in Norway they have a right to use the network. Norway was also the first Nordic country to award, in 2000, a concession for nationwide distribution to an operator that offers digital-only (DAB) services, Danish Aller's Radio 2 Digital. In late 2007, however, Aller turned in the concession, complaining that DAB expansion in Norway was too slow. In Aller's estimation, to make ends meet in DAB one would need a combined DAB/FM concession. Instead, P4 Bandit, a subsidiary of P4, was allowed to transmit over Radio 2 Digital's network. Unable to turn a profit, P4 Bandit, too, quit at the end of 2008 and will now transmit exclusively over the web. Today, there is only one privately owned radio channel on the Nordic market that transmits primarily in DAB: Talpa's channel, Radio Soft (a sister channel to Radio 100) is distributed nationwide in Denmark in DAB, and on FM frequencies in certain areas.

Sources of revenue

The public service radio channels are free of advertising; they are financed in the main through receiver license fees. The one exception to this rule is Icelandic RÚV, which, although licence fee-financed (in 2009 licence fees were replaced by a tax), has carried advertising from the start (1930). Among privately owned channels, the commercial stations receive most of their revenue from advertising, whereas non-commercial stations get by with the help of volunteer staffing, public grants, membership dues, bingo, sponsoring and some advertising.

On average, commercial radio claimed 2-5 per cent share of total advertising expenditures in 2007, except for Iceland, where all radio attracted 12 per cent, divided between privately owned (58%) and public service channels (42%). It should be noted, however, that the Icelandic shares are calculated on the basis of fewer media than in the other countries. The average for western Europe is about 5-6 per cent. A survey of per capita expenditures in the international advertising market (data from 2006) shows that Ireland is the European country with highest radio advertising expenditure per capita (EUR 31), followed by Belgium, Austria, the Netherlands and Spain. Norway is in sixth place with EUR 13, while Finland, Sweden and Denmark rank much lower, 12th, 15th and 16th (EUR 7-9 per capita). The USA trumped all the European countries, however, with an average radio advertising expenditure of EUR 48 per capita.

Radio listening

The people of the Nordic countries, like people in the whole of northern Europe, are fairly avid radio listeners. Seventy to eighty per cent of the population listen to the radio every day, and people listen an average 2-3 hours a day. International comparisons of listening habits are difficult, as ratings systems differ. Also, current data are difficult to find. According to a Eurobarometer survey (conducted by an office of the Commission of the European Union in Fall 2001), an average 59 per cent of the people of the EU countries (EU15) listened to the radio daily in 2001. Overall, people in southern Europe tend to listen to radio less than average, with the Greek radio noting the fewest daily listeners. More northerly member states were above average, with Ireland noting the highest figure: 77 per cent of the population report daily listening.

With the advent of privately owned radio in the Nordic countries, public service channels' shares of the listening audience shrank. To meet the challenge public service broadcasters introduced new nationwide channels and/or revised the formats of existing channels, particularly with a view to attracting young listeners. Public service radio has managed to remain relatively dominant in Nordic markets, with daily reaches of around 50 per cent and 50-65 per cent shares of listening time. These figures are high by international comparison; in many European countries public service radio notes less than half of listening time, in southern Europe as little as 10-20 per cent.

Listening to digital channels is included in total listening figures and does not seem to boost total radio reach, but digital channels serve instead as alternative and complementary means of radio use. Comparable figures for listening via digital distribution channels for the Nordic countries are few. But some miscellaneous data are available: in 2008 an average 9 per cent of the population in Finland report listening to radio online *on a weekly basis*, the corresponding figure via DVB/TV was 6 per cent and via mobile phone, 7 per cent. In Sweden, 2007 (Fall), an average 14 per cent listened to radio online *on a weekly basis*. As for listening *on a daily basis*, an average 4 per cent of the population in Sweden and Norway listened to online radio in 2007, and in Sweden the corresponding figure for mobile phone listening was 2 per cent. In Iceland a survey from September 2007 showed that 18 per cent of the Icelanders listened to online radio on a regular basis. As for DAB, although it has been technically available to about 35 per cent of the Swedish population, DAB listeners have been few. In Iceland, where DAB is still in the experimental stage, listeners have been almost non-existent. In Denmark, where DAB is available throughout the country, a DR-survey (2008) shows that approximately 25 per cent of the population has DAB-radio (listening data not available).

International media companies with pan-Nordic radio strategies

As noted earlier, some of the private radio channels in the Nordic countries are owned by international companies, two of which may be said to operate with a pan-Nordic strategy. They are described individually here, before we proceed to consider the media markets in the respective countries.

• ProSiebenSat.1 Group / SBS Broadcasting

Since 2007, the German ProSiebenSat.1 Group has become an important player in the Nordic radio and TV markets. Owned by two capital investment companies, the British Permira and the American KKR Kohlberg Kravis Roberts, it is Germany's largest tv-company and one of the largest tv-groups in Europe. On the Nordic radio market the group runs networks via SBS Radio with stations under "The Voice"-brand, plus networks of more local character in all the Nordic countries, except Iceland. In 2008 the company increased its Nordic radio holdings by acquiring two nationwide radio channels: Radio Norge in Norway (previously Kanal 24) and Nova FM in Denmark (previously TV 2 Radio).

ProSiebenSat.1 entered into the Nordic market when SBS Broadcasting was fused into the company in 2007. SBS Broadcasting, a company that was long in American hands, but registered in Europe, first entered the Nordic market around 1990 with the acquisition of television channels. These holdings were then followed up with investments in radio in Denmark, Sweden and Finland in 1993. In mid-2003 SBS Broadcasting increased its Nordic radio holdings considerably by taking a first step into the Norwegian radio market and acquiring the local radio chain Radio 1 Norge AS, plus more local radio stations in Denmark and Sweden. In late 2005 SBS was bought by Permira and KKR Kohlberg Kravis Roberts, and two years later SBS was bought by ProSiebenSat.1, in which Permira and KKR, were principal owners. Hence, SBS and ProSieben, have fused to form ProSiebenSat.1 Group.

ProSiebenSat.1 Group also operates radio in Bulgaria, Greece and Romania. The group's core business is, however, television. The strategy aims to create an all-Europe platform for television transmissions and to develop television channels, online services and content in the thirteen European markets in which the company, after the fusion, operates.

• NRJ S.A.

Having started in France in 1981, NRJ today has radio stations throughout Europe (13 countries, including France). Radio is the group's core business. NRJ's main market is France, with a radio revenue in 2007 of EUR 240 million, compared to the revenue of EUR 32 million for the international radio operations. NRJ first entered onto the Nordic market in Sweden in 1993, i.e., the first year privately owned commercial radio was allowed. The company went on to establish itself in Finland (1995), followed by Norway (1998) and Denmark (2000). NRJ is most strongly represented in Finland (35 stations). In Norway, the company has five stations, and in Sweden three stations, having shrunk from about twenty stations earlier. NRJ has left the Danish market entirely.

DENMARK

The radio market

The dominant actor in Danish radio is the public service broadcaster, DR. The two principal actors in the privately owned radio market are SBS Radio (owned by the German company ProSiebenSat.1 Group) and the Dutch company Talpa Radio International (Talpa Media).

In Denmark six FM radio channels have nearly national coverage. DR, Danmarks Radio, the sole public service broadcaster in Denmark, operates four channels with full national coverage. DR also transmits regional services in windows in one of the nationwide channels. The fifth and the sixth nationwide channels are both commercial, and are able to reach 84 per cent (Nova FM) and 37 per cent (Radio 100 FM) of the population, respectively. About 300 local radio stations, commercial and non-commercial, fill out the radio landscape. Many of them are links in networks, and many networks are owned by local or regional newspaper publishers. The channels within each network collaborate with regard to programming and/or advertising spot sales.

Radio started a process of thoroughgoing structural change in 1983, when pilot transmissions of local radio came on the air. The services were made permanent in 1986. About 350 local stations had started up by 1990, when the number of stations reached its apex. The number declined immediately thereafter and has rested, fairly stable, at about 300 stations for many years now. The stations vary greatly in size, both in terms of programming and ratings, ranging from major commercial stations to neighbourhood radio on the grassroots level. Concessions were previously issued and frequencies assigned by local boards, whose duty it was to see that there was a balanced mix of commercial and non-commercial stations in the community. In 2006 the local boards were abolished and the national regulator took over. Half of the stations (151 of 326 in January 2009) carry advertising. The non-commercial stations are supported by grants from government foundations (the local radio and television funds). Since 2002, legislation allows local radio stations to participate freely in networks.

The two nationwide commercial channels were launched in 2003. They were auctioned off in mid-2003: the fifth channel was awarded to Sky Radio A/S (Murdoch), and the sixth to Talpa Radio International (The Netherlands). Both channels pay a concession fee to the government, and the fifth channel has obligations to produce news and to carry Scandinavian music. In the five years since the start, two concessionaires that operated the fifth channel have gone off the air. The first concession holder, Sky Radio, shut down in late 2005, and TV 2 Danmark (state-owned) 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. TV 2 Radio retains a 20-per cent share in the channel and will continue to pay the concession fee until the term expires. Talpa Radio has operated the same station since 2003, Radio 100 FM (the sixth channel). In 2008, after the licence of the fifth channel, its competitor, was transferred to ProSieben/SBS, Talpa filed a complaint against the Danish government alleging market distortion, inasmuch as the state-owned TV 2 still pays the concession fee.

Regular DAB transmissions began in Denmark in 2002, following experimental periods from the mid-1990's. Public service radio DR was appointed locomotive for the roll-out of DAB radio, but commercial radio, too, was expected to do its part. The two nationwide commercial channels, introduced in 2003, were required to introduce DAB channels in 2005. To simulcast FM and DAB, Furthermore, they have to pay for access to the DAB network, and for their share of the expenses for the further development of DAB. Survey data from DR indicate that about 25 per cent of the population (approx. 1.3 million people) have DAB receivers.

As many as 81 per cent of the Danish people listen to the radio the average day. They listen an average three hours a day, two-thirds of which time is devoted to DR, and the rest to commercial radio. (Data for 4th quarter 2007).

The principal players

• DR, Danmarks Radio

DR (the Danish Broadcasting Corporation) broadcasts both radio and television. A self-governing, non-profit public institution, it is financed primarily via receiver license fees. None of the channels carry advertising. Today, DR transmits four clearly differentiated channels nationwide on FM frequencies: P1, with current affairs and politics; P2 with classical music and the

Arts; P3, which addresses listeners aged 20-40, offering news, music and entertainment; and P4, a network of regional stations offering news, music, service messages and entertainment to a broader sement of the population.

DR was awarded the concession for a fourth nationwide channel in 2001. The company had transmitted a fourth channel even earlier, but two DR channels had had to share the same frequency. The fourth channel came on the air in September 2001 as P2 Musik & Kultur. At the same juncture, the other three channels were given more distinct identities. The concession for P2 ends in March 2009, and it is an open question whether DR will be allowed to keep the channel.

Listening to DR stations has been stable at rather high levels during most of the 1990s; nonetheless, market shares and daily reach have both declined somewhat. Just how much is difficult to determine due to a change in the methodology used in ratings surveys between 1996 and 1997. Declines are noted particularly among young people. DR's response has been to develop a more offensive strategy to increase its market shares and reach younger age groups, primarily through P3, targeting the 13-30 segment, and P4, for listeners 25+.

Part of the strategy is to be available via all platforms: FM, DAB and internet. The number of exclusively digital channels – DAB and online – and their content profiles have varied over the years. In January 2009, DR offers 15 DAB channels, including the four nationwide FM channels. DR offers 24 channels online, ten of which are web-only channels, while the others are also available via FM and/or DAB. The concession also accommodates future service in the DTT network.

• ProSiebenSat.1 Group / SBS Broadcasting

SBS Broadcasting, the largest commercial actor in Danish radio, was acquired by the German ProSiebenSat.1 Group in 2007. SBS Radio A/S operates the nationwide Nova FM, plus the networks The Voice (20 stations throughout the country) and Radio City (2 stations).

SBS Broadcasting has long been the largest player in Danish private radio, with several networks of local stations. In 2003, SBS expanded further by acquiring Radio 2 A/S from Clear Channel Communications (USA), which therewith left the Danish radio market. Radio 2 itself shut down in February 2008. SBS is also the principal owner of Nordisk Radio Reklame A/S, a nationwide advertising booking company that serves all the stations owned by SBS, among others.

In 2008, SBS Radio took over the fifth nationwide radio channel, which had been operated by TV 2 Radio for just over a year. TV 2 Radio was the first venture into radio broadcasting on the part of state-owned TV 2 Danmark. The venture proved to be short-lived due to poor returns on the investment, and SBS Radio took over. TV 2 Danmark continues to own a 20-per cent share in the channel; the concession remains in TV 2 Danmark's name, and the company will continue to pay the concession fee until the concession expires.

ProSieben/SBS is also one of the major players in Danish television, with the channels Kanal 4, Kanal 5, 6'eren and Voice TV.

• Talpa Radio International

Talpa Radio International is a Dutch radio corporation, whose principal owner is John de Mol. Talpa Radio bought one of the two nationwide radio concessions that were auctioned off in 2003 and started Radio 100 FM. Talpa also offers Radio Soft, a sister channel to Radio 100 mainly distributed via DAB and online.

On its home market Talpa operates the station Radio 10 Gold. The parent company, Talpa Media Holding, also owns 26 per cent of RTL Nederland (the Dutch branch of Bertelsmann's RTL).

• Regional newspaper publishers

Starting in 2002 several of Denmark's regional newspaper publishers bought local commercial stations in their home markets as part of their evolution to become "media houses" having multiple platforms: print media, local radio (and television), and the internet. Another motive has been to compensate for drops in advertising revenues in their print media titles. Today four media houses own chains of local radio channels: **Berlingske Media** (owned by the British Mecom Group) with Midtjyske Medier (3 stations) and Skala (4); **Nordjyske Medier** with Radio ANR (4); **Sjællandske Medier** (5); and **Fyns Stiftstidende** (2 stations).

FINLAND

The radio market

The principal player on the Finnish radio market is the public service broadcaster, YLE. Another major player is MTV Media (now part of Bonnier AB, Sweden), which is Finland's largest commercial TV and radio broadcaster. MTV Media owns a majority in Radio Nova, the country's sole fully nationwide commercial channel. A major newcomer to the radio market is Sanoma, which started with two near-national radio channels in January 2007. Otherwise, several international media companies, including ProSieben/SBS Broadcasting, NRJ and Communicorp Group, have significant holdings in the private radio sector.

Six radio channels have national coverage, five of which are YLE channels. In the private sector, some 60 stations of varying geographic coverage – near-national, regional and local – are on the air. Most of these carry advertising. The competition is fiercest in the major cities, where in addition to public-service radio channels there are ten or more commercially financed radio stations.

The first concessions for commercial radio were awarded in the mid-1980s. They were for local stations, and within the span of only a few years, there were local stations throughout the country. Since the mid-1990s, quasi-national channels have also been established. The first nationwide commercial channel was launched in 1997.

Radio accounted for just under 4 per cent of total media advertising, which is significantly less than the Western European average of 5-6 per cent. Major players have increased their market share considerably. The channels owned by the five largest radio companies (MTV Media, SBS, NRJ, Sanoma Entertainment, Communicorp Group) accounted for just under 80 per cent of radio advertising in 2007.

With the growth of commercial radio, YLE has had to concede its position as market leader – a position that previously was taken more or less for granted. The combined reach of public service radio the average day has dropped from 67 per cent in 1995 to 46 per cent in 2007 among the population aged 9 and over. At the same time the combined daily reach of commercial radio channels has risen from 39 to 50 per cent.

Finns listen to the radio more than other Nordic peoples, except Iceland, which is far ahead. Radio listening reached a peak in Finland a few years into the 1990s, following a major restructuring and remodeling of YLE's channels. In 1992-1994, 85 per cent of the population listened to the radio the average day; the figure has hovered around 80 per cent since. The current average listening time is around 3 hours and 15 minutes.

The single variable that best explains radio listening is age. Older age groups listen to the radio far more than younger people. The redistribution of the radio markets is clearly seen in an examination by age groups. In all age groups under 55, commercial channels have higher listening shares than YLE. The figures for commercial channels increase almost consistently towards younger age groups.

The principal players

• YLE, Yleisradio

Finland's public service broadcaster, YLE, has both radio and television channels. YLE is a state-owned limited company; services are financed primarily via TV receiver license fees. No advertising is carried on either medium. YLE has public-service radio broadcasting on five national channels plus extensive regional radio services. YLE now has three national 24-hour Finnish-language channels: YLE Radio 1 (culture, the arts and factual talk), YleX (for young audiences: popular culture, new pop and rock) and Radio Suomi, which is the most popular of the three channels (news, current affairs, service and contact channel, with an emphasis on sport and entertainment).

Swedish, one of Finland's two official languages, is the native language of roughly six per cent of the population. YLE has two channels for its Swedish-speaking audiences. Nationwide Radio Vega offers cultural programs, current affairs, news and regional programs, and Radio X3M serves pop culture programming to young listeners in the coastal regions, home to most of the Swedish-speaking minority.

YLE stations claim roughly half of listening time, a decline from 70 per cent in the mid-1990s. The first marked drop in market share came after Radio Nova, the nationwide commercial station, came on the air in 1997, and commercial stations have continued to make inroads since. Daily reach shows essentially the same pattern: Less than half of the population listen to an YLE station the average day.

Since the Fall of 1998, in addition to conventional broadcasting YLE offers service on digital-only channels (DVB). Today there are four such channels.

• Bonnier: Radio Nova

As the result of a hostile takeover fight in 2005, Nordic Broadcasting, a Swedish-owned holding company, acquired MTV Media, the broadcasting division of Alma Media, then Finland's second largest media group. Today, Nordic Broadcasting is a wholly owned subsidiary of Bonnier AB.

MTV Media owns a 47-per cent share of Radio Nova, Finland's only fully nationwide commercial channel (started in 1997). MTG – it, too, Swedish-owned – has a minority share. Nova's share of daily radio listening has declined somewhat lately. It was 11 per cent in 2007.

• Sanoma: Sanoma Entertainment

Until 2006, Sanoma, the biggest media group in Finland, had only one small local radio station in the metropolitan Helsinki area (Radio Helsinki) in its portfolio. In 2006, however, Sanoma Entertainment – the company's electronic media division with extensive TV, cable, online and mobile services – was awarded near-national ("equivalent to national" in official terminology) concessions to start up two stations (Radio Aalto and Radio Rock). Taken together, the two channels attracted 6 per cent of radio listening in 2007.

• ProSiebenSat.1 Group / SBS Broadcasting

SBS entered the Finnish market in 1993. Since the late 1990s, the company has contended with MTV Media for the position of the market leader. SBS owns the near-nationwide channel The Voice (1995-) and Iskelmä (2001-), a near-nationwide network of SBS-owned and affiliated local radio stations. In addition, SBS operates major local radio stations in four of the biggest cities, with the exception of greater Helsinki. The Voice's and Iskelmä's combined share of daily listening was 11 per cent in 2007.

• NRJ

Starting with one station in metropolitan Helsinki in 1996, NRJ broadened its activities in 2000 to form a quasi-national network. Since 2007, Radio NRJ transmits on the basis of a near-nationwide concession. The channel's share of listening was 3 per cent in 2007.

• Communicorp Group Ltd: Metroradio

In 2004, the Irish-based Communicorp Group acquired the Metromedia radio group. This transaction included Metroradio in Finland. Metroradio has two near-nationwide channels: Groove FM (1999-) and SuomiPOP (2000-). The combined listening share of these channels was 6 per cent in 2007. Metroradio also owns a local radio station, Metro FM, in metropolitan Helsinki. In 2008 Metroradio sold its near-national Classic Radio (1992-) to 4Radio, a Finnish company that operates several web radio channels.

Based in Dublin, Communicorp Group has become a major player in the Irish media and telecommunications market. The Metromedia transaction in 2004 made Communicorp one of the larger radio operators in Europe. Besides Ireland and Finland, Communicorp is today present in six countries in Central and Eastern Europe.

ICELAND

The radio market

In terms of both listening and revenue, the Icelandic radio market is fairly evenly divided between the public broadcaster RÚV and the privately owned 365 miðlar ehf (365 media ehf). Ownership of radio stations is totally in Icelandic hands.

There are currently 22 domestic FM radio stations on the air, plus several student/youth channels (which, however fall outside the scope of this overview). Four of the channels are nationwide. The radio broadcasting market is volatile, with many stations entering the market and many going out of business after a time. Only a few channels have succeeded in establishing a stable position in the market since 1986, when the monopoly broadcasting rights of the public broadcaster, Ríkisútvarpið (The Icelandic National Broadcasting Service, RÚV for short) were abolished and private companies were allowed onto the market.

RÚV broadcasts today on two generalist nationwide channels, Rás 1 and Rás 2. Both transmit between 18 and 24 hours of varied programming daily. Complying with its public service obligations, RÚV also operates three regional radio channels, transmitting a few hours a day during midweek. All channels transmit via FM. The nationwide channels are available in simultaneous transmissions via internet. RÚV also transmits a mixture of Rás 1 and Rás 2 programmes on long-wave frequencies in areas where reception of FM transmissions is difficult.

At present, 16 private FM radio channels are on the air. Bylgjan was the first and is the longest surviving private radio station, established already in 1986, only months after RÚV's monopoly was abolished. The station transmits news, talk programmes, and music nationwide. Apart from Bylgjan and a music station, FM 95.7, also nationwide, most of the other stations are quasi-national and available on FM to some two-thirds of the population. Most stations transmit simultaneously over internet and can thus be listened to everywhere. The content profile of most of the commercial channels consists predominantly of popular music, ranging from middle-of-the-road to contemporary rock, techno, etc. Some other channels air talk and phone-in programmes, confessional programs, etc. Most channels transmit 'round the clock. Six of the channels are owned by 365 miðlar ehf. Other channels are operated by small individual companies or in affiliation with associations and religious groups.

According to the Ministry of Communications 'telecommunications blueprint' for the years 2005-2010, digital radio will be available to the whole population via satellite by 2010. So far, the DAB (Digital Audio Broadcasting) revolution has taken-off slowly. In 2004, RÚV started service in DAB-format on a single channel, Rondó, still in an experimental stage. The station also transmits via FM frequencies. The channel is available in greater Reykjavik and surrounding areas only, or to some two-thirds of Icelandic households. On the air 23 hours a day, the channel offers classical music and jazz non-stop. So far, radio listeners have not been particularly receptive to the idea of digital radio, nor has the private sector shown any interest in the DAB technology.

Since its establishment in 1930, public radio, RÚV, has been financed via license fees and revenue from announcements and commercials. It is also permitted to accept sponsorship of programmes. The license fee was replaced 1st January 2009 by a flat fee levied on all taxpayers. Privately owned radio is regulated by the Broadcasting Rights Committee, which awards broadcasting concessions and generally oversees the private radio sector. Private radio and television stations are allowed to take in revenue from subscriptions, advertising and sponsoring.

In terms of revenue, radio is the smallest among the traditional media (newspapers, television and radio). The radio market accounts for about one-tenth of total media volume. Radio revenue (license fees, advertisements and sponsoring) totalled EUR 24.8 million in 2007. RÚV's share accounted for 66 per cent of the total radio market. In 2007, radio claimed about 12 per cent of total media advertising revenue (i.e., the revenue of all newspapers, radio, television, video and cinemas). Private stations' share of the radio advertising revenue, sponsoring included, was 58 per cent. Two-thirds of RÚV-Radio's revenue came from license fees, and one-third from sale of time for ads, sponsoring included.

For most Icelanders, radio listening is an indispensable part of their daily media intake. On any given day, about nine of every ten Icelanders aged 12-80 tune in to radio. On average, people listen to the radio nearly four hours (early 2009). Radio listening varies, however, with gender and age. Men are more avid listeners than women, and radio listening increases with age. According to a survey in September 2007, 70 per cent of listeners tune in to radio in the car and over conventional radio sets in the home and at work; 20 per cent tune in to radio via internet, and 10 per cent listen via their TV sets.

The market is relatively concentrated in terms of ownership, listening and revenues. Two actors are dominant: the public service company, RÚV and 365 miðlar. The market share of the two national channels of RÚV amounted to 57 per cent, whereas 365 miðlar's channels claimed 43 per cent. Despite a proliferation of channels on offer and fragmentation of audiences since the abolition of the monopoly in 1986, RÚV's market share has been relatively stable since in the late-1990s, at around 55 per cent on average. Rás 2 is the channel that attracts most of the listening, with ratings as high as 38 per cent, followed closely by the private commercial channel Bylgjan, with 33 per cent (week 4, 2009).

The principal players

• RÚV, Ríkisútvarpið

The public service broadcaster RÚV's legal basis was changed in 2007 from an independent state institution to an independent limited liability company, owned by the state. Its legal obligations and perquisites are largely unchanged, but the managerial organisation has been simplified, giving the Director General substantially greater manoeuvrability and power over the running of RÚV.

RÚV radio operations account for about one-third of the company's total volume of business. From the start in 1930 RÚV has been financed by advertising and receiver license fees, but this arrangement is due to be replaced by 1st January 2009 by a flat fee levied on taxpayers. Advertising and sponsoring contribute approximately 37 per cent of the organization's receipts from radio, EUR 16.4 million in 2007.

RÚV's nationwide channels address broad audiences with programs of general interest; of the two, Rás 1 has the broader appeal. Rás 2 emphasizes music, news and cultural affairs. Rás 1 transmits 19-20 hours a day, whereas Rás 2 transmits 'round the clock. RÚV currently operates three regional channels, as well. Since in 2004, RÚV has operated a DAB channel, Rondó, broadcasting non-stop classical music and jazz; transmissions are still in the experimental stage.

• 365 miðlar ehf.

The dominant player in the Icelandic private radio sector is the country's leading media company, 365 miðlar ehf, a former subsidiary of the 365 hf. In late 2008, the company was sold to a holding company controlled by Jón Ásgeir Jóhannesson, the single largest shareholder of the mother company, who has wide interests in other businesses and financial services, including telecommunications and other media operations (pay-TV, newspaper publishing and web media), in Iceland and abroad. 365 miðlar operates six FM radio channels, including Bylgjan, the oldest privately owned station on the island, and by far the most listened-to channel in the private sector. Most of the channels are music radio, offering a broad selection of genres of music, ranging from hip-hop to middle-of-the-road to children's music.

NORWAY

The radio market

More than 20 years after liberalization of the Norwegian radio market, public service broadcaster, NRK, still retains a dominant position. Despite competition from two privately owned nationwide commercial channels, NRK maintains a market share of nearly two-thirds of total listening time. The public service broadcaster offers programming on three nationwide channels, 16 regional services, and a number of DAB and internet channels.

The two nationwide commercial channels, P4 and Radio Norge (formerly Kanal 24), are each owned by a major media group: P4 by Swedish-owned MTG, which also has a presence in Norwegian television via TV3 and Viasat4; and Radio Norge by German-owned ProSiebenSat.1/SBS, which has holdings in local radio and owns the television channels, TVNorge and Fem.

On the local radio market, commercial companies and non-profit organizations held 240 concessions in 2008. In the new concession period, beginning in 2009, the number will climb to 256.

For decades, NRK was the sole actor in the Norwegian radio market; the monopoly was broken as late as 1981, when the government authorized trial transmissions of local radio services on a strictly non-commercial basis. The country experienced a boom in local radio, but most of the stations found it difficult to stay in business, due to regulatory requirements and restrictions. Over the years the concession areas have become fewer, and the requirements have been successively liberalized in order to improve the remaining local radio broadcasters' economy. Today, several large chains, owned by major media companies like ProSieben/SBS, A-pressen and NRJ, have been formed. Still, the majority of local radio stations are operated by amateurs in non-profit organizations.

In 2008, a tumult arose around the award of new concessions for local radio stations, to take effect in

2009. Several of the larger, established broadcasters lost their concessions. They lodged formal complaints, contending that both the criteria and the procedures for judging stations' performance were poorly defined. As a consequence, in several areas awarded concessions have been revoked, pending a new concession apportionment process in 2009.

The first privately owned nationwide radio channel came on the air in 1993. P4, now wholly owned by the Swedish group, MTG, won popularity rather quickly and became a prime competitor to NRK. In the competition for a new concession period in 2002, however, P4 lost its concession to Kanal 24, which was owned by a consortium of regional newspapers. Instead, P4 was given a new nationwide concession with more limited geographical coverage.

The newcomer, Kanal 24, had high ambitions, but proved unable to compete with the already well-established P4. After its start in 2004, Kanal 24 was bought by Norway's largest commercial television company, TV 2 Gruppen. But, even with such a financially robust actor behind it, the channel operated at a loss. In 2008 it was sold to SBS, already in the radio market with a chain of local radio stations, Radio 1. After the sale, Kanal 24 was renamed Radio Norge. The channel has gradually increased its share of the market – largely thanks to its new profile as 'mainstream music radio'. Radio Norge's emphasis on music resulted, however, in a heavy fine imposed by the regulator (the Norwegian Media Authority) for the channel's failure to provide diversity of program output, as stipulated in the concession agreement.

NRK has met the new challenges from both local radio and nationwide commercial channels by establishing new radio channels. In 1981, NRK started a second nationwide channel, P2, and in 1993 it started P3, a channel that addresses younger listeners. NRK has also started a number of channels distributed via DAB and internet.

Norway has chosen DAB as the national standard for digital radio. NRK launched the first DAB-only channel in the world in 1995: NRK Klassisk (classical music). NRK's news channel, Alltid Nyheter, started the following year. Both NRK and P4 have stood by their choice of DAB, despite heated debate and criticism from actors in the IT branch. Both have tried to persuade authorities to shut down the FM distribution network, which would expedite the transition to digital radio. Today, the DAB network has a technical penetration of about 80 per cent. But sales of DAB radio receivers still lag behind sales of FM receivers, and the controversy surrounding DAB continues.

Despite competition from new media, radio listening retains a strong position in Norway. More than two of every three Norwegians listen to the radio the average day. Daily listening time is still over two hours. NRK dominates among listeners and noted a market share of 62 per cent in 2007. The commercial radio channels, P4 and Radio Norge, noted shares of 22 and 5 per cent, respectively. Local radio attracts a combined total of 10 per cent of listening time.

Commercial radio operators have tried to increase radio's share of advertising revenues for a number of years, and has partly succeeded. Although radio's share of the advertising market has been stable, revenue, reckoned in crowns, has increased along with the growth of the total market. New electronic audience measures have helped to make radio advertising more attractive to advertisers.

The principal players

• NRK, Norsk Rikskringkasting

NRK, Norway's public service broadcaster, operates both radio and television channels. It is a publicly owned company, all shares being held by the Ministry of Culture and Church Affairs. The Ministry, which constitutes the shareholders' assembly, appoints a Board of Governors, who appoint the Director-General. Operations are financed by receiver license fees; no commercial advertising is carried.

NRK provides service on three nationwide channels: P1 (general interest), P2 (culture), and Petre, which targets listeners aged 9-30. P2 is on the air 'round the clock, and the other two channels 18 and 20 hours a day. In addition, sixteen NRK regional stations transmit in windows in the P1 schedule.

The dominant channel is P1, with 51 per cent of listening time and a daily reach of 37 per cent of the population. P2 and Petre, by contrast, attract 5 and 6 per cent of listening time, respectively.

NRK has offered DAB transmissions since 1995, when the first DAB-only channel in the world, Alltid Klassisk (classical music), was launched. It was followed by NRK Alltid Nyheter, a 24-hour news channel, in 1996.Today, NRK offers nine different DAB channels as well as a number of internet channels. In addition, NRK distributes the company's analogue transmissions in digital format, while some DAB programming is available on FM frequencies in Norway's principal cities.

• MTG, Modern Times Group: P4

MTG, Modern Times Group (Sweden) is the owner of P4 Radio Hele Norge ASA, which was granted the concession to operate Norway's first nationwide commercial radio channel in 1993. P4 was the first format radio channel in Norway and rather quickly advanced to a 28-30 per cent share of listening time and a daily reach of 23-25 per cent of the population. P4's ratings remained consistently high until the channel lost its concession to the newcomer, Kanal 24 (now Radio Norge), which came on the air in 2004. P4 was given a new concession on new frequencies and more limited geographical coverage than previously. In this new situation, the channel's market share declined to around

22 per cent. For a time, P4 also offered a DAB channel, P4 Bandit, but service via DAB was discontinued in late 2008, as the channel could not generate a return. P4 Bandit continues today as a web music channel.

MTG is also active in the Norwegian television market with the channels TV3 and Viasat4 and owns the satellite distributor, Viasat.

•ProSiebenSat.1 Group / SBS Broadcasting: Radio Norge and Radio 1

After several years' ownership in the Norwegian TV channel TVNorge, SBS (now ProSiebenSat.1 Group) entered the Norwegian radio market through the purchase of a chain of local radio stations, Radio 1, in 2003. Radio 1 had concessions for service in Norway's four largest cities. In the contest for new concessions to take effect in 2009, however, Radio 1 lost out to other actors in Oslo and Stavanger. SBS appealed the judgment and the review procedure. The appeal was sustained, and the process will be repeated in 2009.

In 2008, ProSieben/SBS entered the market for nationwide radio through the purchase of Kanal 24. As part of the transaction the former owner, TV 2 Gruppen, acquired a minority share in SBS Radio Norge. The new owner changed the channel's name to Radio Norge and turned it into a popular music channel. The channel's market share rose, but in late 2008 SBS was fined by the regulator, the Norwegian Media Authority, for a violation of the terms of the concession. The Media Authority claimed that Radio Norge failed to carry independently produced news and programs for cultural minorities.

•A-pressen: Jærradiogruppen

The prime focus of the A-pressen media group is local newspapers, but the group also has holdings in local radio. A-pressen has a 50 per cent share in Jærradiogruppen, a chain of local stations, and it owns several local stations through its newspapers, as well as through direct ownership. Altogether, A-pressen has interests in 29 local radio stations. Several of the stations are in the process of closing down, after having lost their concessions. Appeals filed against the concession review process have led to a repeat of the process in some areas, and the A-pressen stations have been awarded concessions for some of them.

SWEDEN

The radio market

The Swedish radio market has three main players: the public service broadcaster, SR, Sveriges Radio with close to two-thirds of total listening time, and on the private market MTG (Sweden) and ProSieben/SBS (Germany).

SR offers nationwide service on three channels, while a fourth channel carries both nationwide and local service. In addition, SR offers about a dozen channels via the web. All are public service channels and non-commercial. In the private sector, there are altogether 89 local commercial radio stations, nearly all of which are affiliated to one or the other network.

SR enjoyed a monopoly in broadcasting until 1979, when not-for-profit voluntary organizations were given the right to use very local frequencies for so-called neighborhood radio. In 1993, commercial local radio was allowed. Each of the concessions for commercial radio broadcasting was auctioned off to the highest bidder, i.e., the company that was willing to pay the highest annual fee. The result: On paper the new private sector consisted of local stations having different owners; in reality five to six groups of actors gained control of local radio, and networks having nationwide ambitions soon emerged. Since then, ownership of commercial radio in Sweden has been concentrated in ever fewer hands. The six major actors in 1993 are today two: ProSieben/SBS Radio and MTG Radio. Of Sweden's 89 privately owned local stations, only four are operated by companies other than MTG or ProSieben/SBS. Most of the stations operated by these media groups are links in one of three networks: *Rix FM* and *Lugna Favoriter* (MTG) and *Mix Megapol* (ProSieben/SBS). (It should be noted that the number of stations operating within and outside the networks varies from year to year, for which reason the numbers given here are approximate.)

In some of the areas, the auctions resulted in very costly concession fees. High fees are said to be one reason why Swedish commercial radio has not been able to turn much of a profit; another reason is that commercial radio has never been able to attract more than 3-4 per cent of total advertising expenditures – a very modest share by international comparison. In 2001, a new concession arrangement was introduced. The annual fees are fixed, and at a considerably lower level. On the other hand, the terms of the concession are more demanding, specifying larger quotas of original content and local relevance. About ten of the concessions currently held were awarded under the new regime; only one of the previous concessions has changed over to the new terms.

In Fall 2008, a government commission proposed a new procedure and new set of criteria for the awarding of concessions for commercial radio, as well as new means of distribution and, possibly, the possibility of allowing nationwide commercial radio channels. Current concessions are due to expire at the end of 2009. In the wake of the commission's report, politicians are now deciding how the concessions for 2010 and forward are to be awarded.

Neighborhood radio, finally, is very local with transmissions serving areas having a radius of about 10 km/6 mi. Roughly 1000 organizations make use of the 177 neighborhood radio transmitters in 153 communities throughout Sweden (in most cases one per local government unit). Only voluntary organizations having some base in the community are allowed access to the transmitters; there are no fees. Advertising is allowed, but since listeners are so few, neighborhood radio has not attracted very many advertisers. Most of the costs are covered out of the organizations' treasuries, supplemented by some public grants. Advertising and sponsoring contribute little. Religious organizations (30% of the total number) and neighborhood radio/ other broadcaster organizations (16% each of the total number) are the largest categories of users. Since the 1990s commercial actors have begun to show an interest in neighborhood radio – for one thing, because there are no annual concession fees, as there are for local commercial radio. Idea-based and not-for-profit organizations in some communities complain that they have been displaced by organizations that are essentially commercial in character.

DAB transmissions started in the mid-1990s, with SR as the principal motor force behind the project. In 2005 the government decided to discontinue funding of the DAB conversion. Today, DAB transmissions are accessible in Sweden's three metropolitan cities and a portion of northern Sweden; DAB channels are rather few, and sales of DAB receivers have been sluggish. Despite the former government's turn away from DAB in 2005, a government commission in mid-2008 recommended the adoption of 'DAB+'. The recommendation has been welcomed by both public service and commercial broadcasters, but as yet no political commitment has been made.

About 75 per cent of the Swedish people listen to the radio the average day, and they listen nearly 3 hours. SR claims close to two-thirds of total listening time, and commercial radio slightly less than one-third, with neighborhood radio filling out the picture with the remaining few per cent. The distribution of listening time has remained stable over the past ten years. Listening to web radio is increasing slowly. To some extent web listening supplements listening over the air waves and does not contribute to radio's total reach. An average week in Fall 2007, 14 per cent of the population listened to the radio via the web. Eight per cent listened to one or more of the SR channels; 9 per cent to one or more of the private local stations.

The principal players

• SR, Sveriges Radio

Swedish public service broadcasting is organized in three separate companies: SR for radio, SVT for television, while a third company, UR, produces educational programs (for classroom and extramural use) for distribution via SR and SVT channels. All three companies are owned by the same government-owned foundation, the Board of which is appointed by the Government. The Board of the foundation in turn appoints the Boards of governors of the three program companies, while the Government appoints the Chairmen. The companies are financed via receiver license fees; none of the channels carry commercial advertising.

SR, with its four FM channels, is the dominant player in the Swedish radio market. Three of the four are nationwide: P1 (news, cultural affairs and current affairs), P2 (music, primarily classic), and P3 (youth culture). The fourth channel, P4, is essentially a group of 25 regional channels produced out of as many district offices, but also carrying some nationwide programs of news, sports and music intended for listeners in the age group 40+. In addition, SR offers two local channels: SR Metropol in Stockholm and a youth channel, Din Gata, in Malmö. P4 is the most widely listened-to channel, with 42 per cent of total listening and a daily reach of 30 per cent. Together, the SR channels attract 63 per cent of listening time and have a reach of 46 per cent of the population.

Today, SR transmits all its channels simultaneously via the web. In addition to the FM channels SR also offers a number of channels on the web only, e.g., SR Klassiskt, SR Världen, P3 Svea. Broadcast material from several of the channels may be accessed on the web or downloaded to one's computer or portable digital device (podcast) up to 30 days after the initial broadcast. SR reports a strong upswing in the number of downloads to personal equipment, but it is difficult to measure listening once the programs have been downloaded. SR offers seven channels in DAB, all of which are also available via the web. In mid-2007, SR began to distribute programming via the terrestrial digital network; the transmission period extends through 2009. The channels currently available are SR P1, SR Klassiskt and SR P3, but the menu may change.

• MTG, Modern Times Group

The Swedish MTG, Modern Times Group, operates the largest of the networks in terms of the number of stations: RIX FM, with some thirty stations and Lugna Favoriter, with about ten stations. MTG also owns two additional stations outside the networks (Star FM and Bandit Rock). In 2003, MTG began operating the French company, NRJ's 21 concessions in Sweden on renewable leases. The stations in Stockholm, Göteborg and Malmö still bear the NRJ name, whereas the other eighteen have been incorporated into one or the other of the two networks.

The networks strive toward nationwide coverage; all carry a common morning talk show, for example. In terms of ratings, Rix FM is the larger, reaching more than 17 per cent of the population the average day. Lugna Favoriter reaches 4 per cent (2008). Both networks target listeners aged 20-49. All MTG Radio stations are transmitted simultaneously via internet.

• ProSiebenSat.1 Group / SBS Broadcasting

From an initial position of smallest of six major actors in commercial radio in Sweden, ProSieben/SBS Broadcasting has steadily grown through a series of mergers and acquisitions since the turn of the millennium. When the radio market opened up, the SBS presence was essentially confined to Radio City stations in Stockholm, Göteborg and Malmö. In 2003 SBS Radio joined forces with Bonnier, and went on to acquire Bonnier's operations in 2006. Also in 2006, SBS purchased Fria Media's stations (with brand-names Radio Match, Radio Stella, Hit FM and Radio City Karlstad). Most of the stations were rechristened Mix Megapol, and today make up a network of 25 stations throughout Sweden. There are also Mix Megapol Radio City stations in Göteborg and Malmö.

In addition to the Mix Megapol network, SBS Radio also offers its international format, The Voice, in Stockholm, Göteborg and Malmö, and Rockklassiker in nine towns and cities, as well as a couple of niche channels in Stockholm (Vinyl and Radio 107.5).

Mix Megapol attracts 10 per cent of the population the average day (2008). The target audience is listeners aged 25-45. All SBS Radio stations are transmitted simultaneously via internet.

The Television Market

Digital technology and convergence have made new means of distribution and new forms of television use possible. The result is a plethora of new channels, a fragmented and 'niched' assortment of output, and ever keener competition for viewers. Existing distribution platforms have been digitized, and new platforms – such as IPTV via broadband internet – have emerged.

Nordic media companies predominate among program companies operating on the Nordic television market. Some have dominant positions in a single country. The public service companies are prime examples of actors having a specifically national focus; others are Sanoma in Finland and A-Pressen/Egmont in Norway, which each operate a principal commercial channel. Bonnier (Sweden) has a corresponding position in two countries, Sweden and Finland and, since 2008, operates pay-TV channels in all the Nordic countries, except Iceland. Two other groups, Swedish-owned MTG and German-owned ProSiebenSat.1/SBS Broadcasting are following pan-Nordic strategies and operate channels in all the countries, except Iceland. All the above-mentioned companies offer families of channels, either in a single country or throughout the region. Growth in the TV distribution market has also made room for more actors – and room for already existing distributors to expand. Here, too, Nordic companies predominate.

Public service broadcasters meet competition

The national public service broadcasters – DR in Denmark, YLE in Finland, RÚV in Iceland, NRK in Norway and SR (now SVT) in Sweden – introduced their first television services in the 1950s and 1960s. In Finland and Sweden, respectively, YLE and SVT started a second channel after a relatively short period of time (1965 and 1969), whereas NRK and DR operated with a single channel until 1996. In the case of Denmark, however, state-owned TV 2, a channel outside DR, but fulfilling public service requirements, was launched in 1988. Only RÚV in Iceland has not introduced a second channel.

Finland introduced commercial television decades earlier than other Nordic countries. There, MTV started broadcasting in 1957 parallel to YLE's public service channel. MTV ("M" for "Mainos", not to be confused with the global Music TV) was carried in windows in YLE's transmissions and paid YLE for air time out of its advertising revenue. In Iceland, the first commercial channel, Stöð 2, came on the air in 1986. Commercial television was introduced in Denmark, Norway and Sweden in 1987/1988, when MTG's satellite-distributed TV3 started broadcasting from London. Until then, the public service companies had had a monopoly situation on the television market. Now, they found themselves in a process that was already in motion in other parts of Europe, whereby deregulation and new modes of distribution allowed expansion in the advertising-financed sector.

After twenty years in a competitive situation the public service broadcasters are still relatively strong players in their respective markets. The creation of digital terrestrial networks has made it possible for the companies to start several channels to attract more viewers. Finnish YLE and Swedish SVT were first to start new niche channels in the first years of the century. The conversion to digital terrestrial distribution started later in Denmark and Norway. In Norway, NRK started two niche channels that share the same space on the digital terrestrial network in 2007/2008; in Denmark, DR launched a news channel on the web in 2007. The channel was subsequently distributed via cable and the digital terrestrial network. DR plans to launch several new niche channels in late 2009. TV 2 in Denmark, a company whose main channel, TV 2 / Danmark, has public service duties and enjoys must-carry status, has started several purely commercial niche channels that are distributed via cable/satellite.

Commercial channels and their owners

Several commercial channels of a generalist character, offering a broad spectrum of programs, achieved strong market positions during the analog era. This is true of MTV3 (1957) and Nelonen (1997) in Finland, Stöð2 (1986) in Iceland, TV 2 (1992) in Norway, TV4 (1992) in Sweden, and the commercially financed public service channel, TV 2 in Denmark (1988). Access to the terrestrial network gave them the advantage of virtually universal reach and a monopoly on nationwide TV advertising – privileges in return for which they paid concession fees and assumed certain public service obligations in their programming. After the conversion to digital distribution more channels have access to households on an equal footing with

Unless otherwise noted, the data in the text refer to 2007. Advertising shares refer to above-the-line advertising (traditional media plus internet).

the above-mentioned channels, which means more competition for advertising revenues on the terrestrial network. The pioneer channels find themselves in an entirely new situation.

It should be noted that with the closure of the analog terrestrial networks concession fees and special regulations in Finland and Sweden were eliminated.

As for ownership, the above-mentioned channels all belong to the major Nordic media groups: TV 2 in Norway is owned jointly by A-pressen and Danish Egmont, TV4 in Sweden is owned by Bonnier, the largest media group in Sweden, which also owns MTV3 in Finland. The other Finnish channel, Nelonen, is owned by Sanoma, the largest media group in Finland. Iceland's Stöð2 is owned by 365 miðlar hf, the largest media company in Iceland. Like the public service channels, each of these channels has also launched theme or niche channels so that they now represent families of channels.

Another group of commercial channels are those that have achieved widespread distribution mainly via satellite and cable and in some cases via networks of terrestrially distributed local channels. MTG and ProSieben/SBS Broadcasting operate such channels in Denmark, Norway and Sweden. Their 'bouquets' attract 5-15 per cent of total viewing time. Pay-TV in the Nordic countries is predominantly pan-Nordic; the dominant actors are MTG, with channels in the TV1000 and Viasat concepts, and Bonnier, with C More Entertainment, which Bonnier purchased from ProSieben/SBS Broadcasting in 2008. The company offers Canal Plus channels throughout the Nordic region (Iceland excepted). In addition to these major actors there are a few independent actors that operate lesser national channels.

All the commercial channels strive to achieve the widest possible distribution via multiple platforms. Several previously cable/satellite channels have received permits to distribute their programs via digital terrestrial networks. Enlarged network capacity has also meant more room for global television concepts, and a steadily growing number of national language versions of pan-European theme channels. Among these latter are Discovery, Eurosport and MTV, and children's channels like Disney and Nickelodeon. Several actors have also launched, or are in the process of launching, high definition channels.

TV-production

The advent of new, commercially financed channels, starting in the late 1980s, created a new market for independent producers. The new channels outsourced the greater part of their programming, either voluntarily as part of their business strategy, or in order to fulfill the terms of their concessions, as in the case of TV 2 Danmark, which is required to outsource most of its programming. As demand developed, numerous new production companies started up. The largest of the newcomers were promptly bought up by major media companies who were eager to get into the business.

Several of these companies now operate throughout the Nordic region, Iceland excepted. Long a branch dominated by Nordic ownership, since 2008 two large groups have been sold to non-Nordic interests. The first, Zodiak Television, was previously a public company listed on the Stockholm stock exchange and owned by a number of investment companies. In 2008, however, the entire company was purchased by the De Agostini Group (Italy), who formed a new group, Zodiak Entertainment, which coordinates the businesses of three sister companies: Zodiak Television, Magnolia, and Marathon. Zodiak Television produces programs via subsidiaries in Sweden, Norway, Denmark, Finland, Poland, Russia and Great Britain. Zodiak companies that are active in the Nordic region are Mastiff and Jarowskij.

The second transaction took place in Spring 2009, when Schibsted in Norway sold Metronome Film & Television to the British Shine Group. Metronome Film & Television is the largest television production group in the region, consisting of several film and television production companies: Metronome Productions in Denmark, Metronome Film & Television in Finland, Metronome Spartacus and Rubicon in Norway, and Meter Film & Television and Friday TV, i.a., in Sweden.

MTG (Sweden), a pioneer with its involvement in the entire process, from production through distribution, owns Strix, a producer of television programs for a number of countries, including Denmark and Norway. Another principal actor having a pan-Nordic focus is Egmont (Denmark), which via a subsidiary, Nordisk Film, has production facilities throughout the region.

Even channels that previously produced programs in-house are tending more and more toward outsourcing. In Finland, for example, the trend started with Nelonen's entry onto the market (1997). With the exception of news, Nelonen buys all of its programming from independent producers. Thus, we see a trend toward streamlined program companies that increasingly rely on independent production companies, even for programs for the home market.

The public service broadcasters, too, outsource more of their programming today than previously. In part this has to do with the "Television Without Frontiers" directive of the European Commission, which includes the requirement of at least 10 per cent independent European production for drama genres. In many cases, the public service broadcasters' agreements with their national governments require an even greater share of independent production. Interestingly, the Nordic public service broadcasters' contracts specify that they shall promote a sense of Nordic identity. They achieve this primarily through collaboration within the framework of Nordvision, the core functions of which are co-production of programs and web projects, exchanges of programs, and the sharing of professional expertise and experience in joint advisory groups.

Sources of finance

Most publicly owned public service companies carry no advertising and get most of their funding from receiver license fee revenue. In Iceland, however, RÚV is allowed to carry commercial advertising, which contributes about one-fourth of the company's revenue, while the greater share of revenue comes from receiver license fees. The Icelandic license fee system was abolished at the end of 2008 and replaced by a flat fee levied on all taxpayers. Denmark's private public service program company, TV 2 / Danmark has also been financed by a mixture of advertising and license fees (roughly 17% of total license fee revenue). Since 2005, however, TV 2 / Danmark no longer receives license revenue to cover costs for nationwide services, which is now funneled directly to the eight independently operated local stations that are aired in regional windows on TV 2. The regional stations carry no advertising. TV 2 / Danmark does receive the revenue generated by advertising in the eight regional windows.

As for sponsoring, there are different rules for public service in the different countries. In Finland YLE is forbidden to have sponsoring at all, in Iceland RÚV is permitted to accept sponsorship of programmes. For Swedish SVT sponsored programs are allowed, but only in conjunction with Eurovision transmissions and major sports events. Sponsoring corresponds to about 1 per cent of the company's total revenue. NRK, too, is allowed to accept sponsorship of programs, but, again, only in connection with major sports events or other events of major cultural or social interest. In Denmark sponsoring is permitted on all channels, public service channels included, but DR has chosen not to rely on sponsorship in view of the fact that viewers find it difficult to see the difference between sponsorship identification and advertising.

Television attracts about 20 per cent of total advertising revenues in all Nordic countries, which is about ten percentage points below the European average. In nominal value television advertising revenue has increased. Over the last decade, revenue in current prices shows an increase of almost 200 per cent for Iceland, 60 for Sweden, 42 for Finland and 36 per cent for Denmark (1997-2007). The figures for 2008 show continued growth, but the prognosis for 2009 is gloomy.

Meanwhile, many television channels, particularly the smaller ones, are striving to reduce their reliance on advertising revenue and to increase their revenue from distribution. Channels' moves to launch several pay-TV channels of narrow appeal alongside their principal channel may be seen as one way to go about supplementing revenue from an increasingly splintered and competitive advertising market with subscription fees and distribution revenue. Consider, for example, MTG's distribution of revenue from the company's advertising-financed free-to-air channels and its pay-TV channels on the Nordic market. In 2005 the ratio was 53 to 47 per cent in favor of advertising revenue; in 2007 the ratio had reversed: 47 per cent from advertising, and 53 per cent from pay-TV. Another example is the Swedish TV4, which in recent years has launched several niched pay-TV channels. In 2004, the channel received 94 per cent of its revenue from advertising, and 6 per cent from distribution/subscriptions. In 2007, the ratio was 87:13 per cent. Similar trends are noted for TV 2 in Norway and the TV 2 group in Denmark, among others.

Distribution

Since the turn of the century digitization has been the watchword as regards distribution. Finland and Sweden converted to digital terrestrial distribution for all television in 2007. In the case of Finland, all television distribution is now digital. Denmark and Norway will have completed the conversion to digital by the end of 2009, and Iceland in 2010. Cable and satellite television services have been digitized, as well, although some cable operators transmit analog signals, too (not in Finland). IPTV has opened up an entirely new means of digital distribution for television.

In Sweden the digital terrestrial network is owned and operated by state-owned Teracom, with a subsidiary, Boxer TV Access, operating pay-TV. In Finland the terrestrial distribution companies are Digita (TDF in France) which operates the network, and Digi TV Plus Oy (owned by Swedish Boxer TV Access since June 2009), which functions as the pay-TV operator. In both countries licenses to broadcast in the terrestrial network are granted by regulatory authorities.

In Denmark the terrestrial distribution network is owned by a subsidiary of the state-owned DR and TV 2 Danmark Broadcast Service Danmark (BSD). In January 2009, politicians agreed to allow the two companies to sell BSD. Another subsidiary, Digi-TV, distributes public service programming on the digital network. The gatekeeping function for pay-TV has been entrusted to Boxer TV A/S, a subsidiary of Swedish state-owned Boxer TV Access AB. In Norway, NTV owns the network and RiksTV is the pay-TV operator. Both companies are subsidiaries of Telenor and the public service broadcaster, NRK (owned by the Norwegian government) and Norwegian TV 2 (A-pressen/Egmont). The Norwegian Media Authority (Medietilsynet) grants concessions to use the digital terrestrial network, but a concession does not automatically entitle its holder to transmit programming. Concessionaires must also enter into a distribution agreement with RiksTV. In Iceland digital terrestrial distribution is dominated by two domestic companies: the network operator, Teymi hf. and the pay-TV operator, 365 hf. Both companies belong to the same owner sphere.

Figure 1. Actors in the digital terrestrial network

	Own the networks	Issue permits to transmit on the networks	Operate pay-TV
Denmark	Broadcast Service Danmark A/S (DR, TV 2)	Boxer TV A/S[1] (Boxer TV Access AB)	Boxer TV A/S[1] (Boxer TV Access AB)
Finland	Digita Oy (TDF)	Council of State	Digi TV Plus Oy (Boxer TV Access AB)[2]
Iceland	Teymi hf. (Bonus Group)		Teymi hf. and 365 hf.
Norway	NTV (Telenor, NRK, TV 2)	The Norwegian Media Authority[3]	RiksTV[3] (Telenor, NRK, TV 2)
Sweden	Teracom AB (Swedish state)	The Swedish Radio & TV Authority	Boxer TV Access AB (Teracom AB)

1 The Radio and Television Board (Radio- og tv-nævnet) awarded Boxer TV A/S the role of gatekeeper after a 'beauty contest'. Boxer has the sole authority to decide which channels shall be included in the pay-TV packets or bouquets of channels in the new transmission network. Overall, the channels shall fulfil certain criteria concerning diversity of content as specified in Boxer's approval. The public service programming in MUX 1-2 is distributed by I/S Digi-TV, a company that is jointly owned by DR and TV 2 (both state-owned).

2 Digi TV Plus Oy was owned by investment companies until June 2009, when the majority of shares was acquired by the Swedish Boxer TV Access AB.

3 The Norwegian Media Authority (Medietilsynet) grants concessions to use the digital terrestrial network, but a concession does not automatically entitle its holder to transmit programming. Concessionaires must also enter into a distribution agreement with RiksTV.

Several actors in the Nordic market for cable and satellite distribution, not least telecom companies, operate in more than one country in the region. The state-owned Norwegian telecom company, Telenor, is the largest of all actors on the Nordic distribution market, with holdings in all means of television distribution in all the Nordic countries except Iceland. As noted above, Telenor is one of the owners of Norway's terrestrial networks, but it also controls major cable operators in Norway and Sweden. Furthermore, Telenor owns Canal Digital, one of two principal pan-Nordic satellite distributors (alongside MTG's Viasat). Other telecom companies have dominant positions as cable TV operators. One is the Danish TDC, which owns the dominant Danish cable-TV operator, YouSee; another is the Swedish-Finnish TeliaSonera, which is the second-largest cable operator in both Denmark (Stofa) and Finland.

Among media companies, MTG is a large pan-Nordic TV-distributor via Viasat satellite operations, and MTG's sibling in the Stenbeck sphere, the telecom company Tele2 AB, operates on the Swedish cable-TV market. The only other media company among cable and satellite operators is Sanoma Corporation, which owns the largest cable distributor in Finland.

Today, broadband-based IPTV has established itself on the market and affords a new mode of distribution for television. The telecommunications network reaches households in the cable, terrestrial *and* satellite universes. In addition, it offers the possibility of integrating television into networks that have been created for other purposes, in this case telephony and broadband web communcation. Clearly, it changes the competitive situation for most actors. Most of the telecom companies mentioned above now offer IPTV, as do a good number of smaller telecom and web operators that previously had no relation to the media market.

Relative newcomers to television distribution are a number of private equity firms. Several major acquisitions in cable television in recent years – e.g., ComHem and UPC Sverige and UPC Norge/Get have been instigated by such interests. TDC in Denmark is also owned by private equity companies, and two terrestrial distributors in Finland: the French TDF (parent company of Digita) and DigiTV Plus Oy.

Television viewing

Roughly seven residents of the Nordic region in ten watch television the average day – a medium level, but slightly below average by international comparison. Viewers in the Nordic countries spend significantly less time watching television than viewers in many other countries, however. Daily viewing time in 2008 was an average 160-175 minutes. Looking abroad, the longest average viewing time is noted in the USA: 295 minutes per day, and many European countries note viewing times longer than 200 minutes per day.

Total daily viewing, in terms of both daily reach and viewing time, have remained fairly stable over the years. But convergence and the fragmentation of the television landscape nonetheless have had an impact on viewing. One change is that viewers are beginning to access television by new and different means. Particularly youth and adults up to 45 have begun to use other platforms, primarily internet, to view programs and clips at their convenience. Overall, this trend does not appear to have affected total viewing time, but it does mean a more fragmented picture in terms of the means of access and when viewing takes place.

Fragmentation of the television market – new means of distribution, a plethora of channels and broader access to more channels – have led to other changes in viewing patterns overall. Viewing has become more splintered in the sense that the large generalist channels have lost market shares to a number of narrower niche channels. In Sweden, where the trend is most apparent, the five largest channels' share of total viewing time has declined from about 90 per cent to 70 per cent over the past decade. The pattern is similar in all the other Nordic countries. But, by establishing several channels – in most cases pay-TV niche channels – the companies behind the five 'majors' have retained their market shares, overall.

Two pan-Nordic TV-players

Two major media companies may be said to follow a pan-Nordic strategy in the sense that they maintain a strong presence in several Nordic countries. Both Modern Times Group, MTG (Sweden) and ProSiebenSat.1/SBS Broadcasting (Germany) offer families of channels in Sweden, Norway and Denmark. They are also active in Finland, but with fewer channels. The two companies, their history and media activities are described in general terms below; the details of their activities in the respective countries are described in the country reports that follow.

• MTG, Modern Times Group

MTG, Modern Times Group, is a Swedish media company that focuses on broadcasting. The company has its origins in Kinnevik, which was the first company to enter onto the Swedish commercial television market. Participation in a consortium to launch the "Astra" satellite in the mid-1980s marked the forestry and steel conglomerate's first step into the media sector, and over the following decade the group built up extensive holdings in a number of media, mainly relating to broadcasting.The company entered several Nordic broadcasting markets simultaneously. The pan-Scandinavian satellite channel, TV3 was launched in Sweden and Denmark in 1987, and in Norway the following year, albeit the signals were broadcast from Great Britain. TV3 was followed by several other channels in all three countries. In 1994, Kinnevik's media holdings were organized in a subsidiary company, Modern Times Group, or MTG. Shares in the new company were distributed to shareholders in Kinnevik in 1997, when the company was listed on the Stockholm stock exchange.

Today, MTG has television channels (e.g., TV3-channels, Viasat-channels) and television distribution facilities (Viasat) in Sweden, Denmark, Norway, Finland as well as the Baltic republics, Russia, and a number of countries in central and eastern Europe. Viasat Broadcasting is a name shared by both the division in which MTG's television operations are located and MTG's distribution company. MTG also has holdings in television production, particularly in Sweden, through the production company Strix, which also produces programs (mainly reality TV) for the Danish and Norwegian markets. Moreover, MTG is an important player on the Nordic radio market and is active in online business such as internet retailing, a social community (Playahead) and betting (Bet24).

MTG is part of what is generally referred to as "the Stenbeck sphere" and is controlled by the estate of Jan Stenbeck. Other media related companies in the group are Metro International S.A. (free papers worldwide) and Tele2 AB (telecom in Europe).

• ProSiebenSat.1 Group / SBS Broadcasting

The German **ProSiebenSat.1 Group** became an important player in the Nordic TV/radio market through the acquisition and subsequent merger of SBS Broadcasting with ProSieben in 2007. The group's core business is television, with channels in twelve European countries, but it also operates a number of radio stations and networks, plus related print media businesses. On the Nordic television market, the ProSiebenSat.1 Group operates a number of channels, so-called 'channel families', in Denmark, Norway and Sweden. In Finland ProSieben/SBS operates the music channel, The Voice TV, which is also broadcast in Denmark and Norway. ProSiebenSat.1 Group is also the largest actor on the Nordic commercial radio market.

SBS Broadcasting, a company that was long in American hands, but registered in Europe, first entered the Nordic market around 1990 with the acquisition of television channels in Denmark, Sweden and Norway, followed by investments in radio in Denmark, Sweden and Finland in 1993, and in Norway in 2003. SBS Broadcasting increased its Nordic media holdings over the years in both television and radio. In the interval 2005 to late 2008, C More Group AB (the Nordic Canal+ pay-tv-channels) was in SBS Broadcasting's hands, but it was then sold to the Swedish Bonnier group.

ProSiebenSat.1 Media AG was formed in 2000 by the merger of German TV broadcasters ProSieben Media AG and Sat.1 SatellitenFernsehen GmbH, to become Germany's largest television company – with channels like Sat.1, ProSieben and kabel eins – and one of the largest TV groups in Europe.

In late 2005, SBS Broadcasting was bought by two capital investment companies – the British Permira and the American KKR Kohlberg Kravis Roberts – which one year later also acquired ProSiebenSat.1. In 2007 the two companies became ProSiebenSat.1 Group.

DENMARK

The television market

From the start in 1951 until well into the 1980s, public service television Danmarks Radio (DR) was alone on the air waves. Only in 1988 was DR's monopoly on nationwide television service broken when state-owned TV 2 came on the air as a second public service channel in the terrestrial network, with financing through a mixture of advertising and license fees. Through the 1980s and 1990's satellite and cable distribution was successively introduced, and a commercial TV market including a number of channels of the largest commercial TV-players, SBS Broadcasting (today owned by the German company ProSiebenSat1.) and the Swedish MTG/Viasat, emerged.

On 31 October 2009, the analog terrestrial network will be shut down. Currently, it carries the public service channels, DR1 and DR2 (including regional services), plus one of the ProSieben/SBS channels, 6'eren, which is required to carry local news and a window for 'grassroots TV'. The analog network will be replaced by digital transmissions in six multiplexes. Multiplex 1 has transmitted the public service channels DR1, DR2 and TV 2's main channel, including regional services, parallel with analog transmissions since 2006. In 2008 the news channel, DR Update, was added; prior to that time DR Update was a web-only channel. (Starting 1 November 2009, TV 2's 'grassroots TV' service will be carried on the multiplex, as well.) Transmissions are not encrypted. In late 2009 a second public service multiplex will come on line with three new DR channels and a channel of direct transmissions from the Danish parliament (Folketinget). None of these channels will be encrypted, either.

The other four multiplexes will be operated by Boxer (owned by the Swedish state via Teracom), which the Danish government has entrusted with a gatekeeper function for pay-TV channels in the digital network. Multiplexes 3- 5 will accommodate 29 channels. The sixth multiplex will, during the first year of operations, be reserved for the use of the National IT and Telecom Agency, which will supervise experimentation with new kinds of television services. From November 2010, it will be transferred to Boxer, which plans to launch mobile TV in DVB-H. DR will be allotted 15 per cent of the mobile TV capacity.

As in the rest of the Nordic region, the television market in Denmark is undergoing a process of fragmentation and 'nichification'. The larger generalist channels are losing market shares to narrower niche channels; as a consequence, the major players have started niche channels of their own. It is a strategy to defend one's market share, and advertising revenue; it is also a means to supplement traditional advertising revenue with subscription and pay-TV revenue. Four major actors each offer families of television channels: DR has three channels, TV 2 / Danmark has six channels (including TV 2 Sport, which is co-owned with MTG), ProSieben/SBS has four channels, and MTG/Viasat has two large channels and a number of smaller ones. Both of the two dominant players, DR and TV 2 / Danmark, both state-owned, also operate frequently visited websites. DR's dr.dk is the most-visited site overall, and tv2.dk is the second-most frequently visited media site (in third place overall), according to data from late 2008.

Eighty-five per cent of license fee revenue is used to finance DR's radio and television services; the rest goes to the regional TV 2 stations and to local radio and television. Currently, on a trial basis, 10.3 million euros (MDKK 75) out of the license fee fund has been set aside in a pool from which commercially financed channels having more than 50-per cent penetration can apply for financial support to drama and documentary productions.

Over the past few years DR has reported sizeable deficits; above all, the budget has carried heavy investments in a new concert hall. The company has had to cut expenditures, including major cutbacks in staff. Still, DR has been able to strengthen its position in the media market, particularly the digital market. In Spring of 2007, DR received considerably more space in the digital terrestrial network than was initially planned. Then, in 2007 DR launched the web news channel, DR Update. Since 2008, it is also distributed via cable, satellite and the digital terrestrial network. Now, the company has received permission to launch three new digital channels to be distributed in the terrestrial network starting in late 2009, and it has received additional funding for a HD channel on the second digital multiplex. To some extent, observers interpret these latter developments as a kind of compensation to DR on the part of politicians after they had approved an emergency package to help TV 2 overcome the company's acute financial difficulties.

TV 2 / Danmark, Denmark's second public service broadcaster, received a share of license fee revenue from the start in 1988. In 2003, however, a political agreement to privatize TV 2 was reached. As part of the preparations for the sale, the previously self-owned company was transformed into a state-owned corporation and was thus no longer eligible to receive payments from the license fee fund. Instead, payments are made directly to the eight independent regional organizations that TV 2 hosts. TV 2's main channel still has public service obligations nearly on a par with DR, and the channel has must-carry status, but now, it is exclusively advertising-financed. TV 2's niche channels, which do not have public service status, may be financed wholly or in part by user subscriptions. These past two years TV 2 Danmark A/S has experienced severe financial difficulties, which has forced slimming of staff and other cuts in expenditures. Inasmuch as digitization of the terrestrial network will mean that the main TV 2 channel loses its position as Denmark's sole terrestrially distributed commercial channel, i.e., a virtual monopoly on nationwide TV advertising, TV 2's revenues are expected to shrink. Therefore, in early 2009, the parliament approved an emergency assistance plan for the company. Among other things, TV 2's main channel will convert to user financing starting in 2012. (For more, see "TV 2" below.)

Viewing habits have been rather stable over the past decade. Approximately 65 per cent of the Danish people watch television the average day; average viewing time per day is 166 minutes (2008). Denmark's broad-appeal, generalist channels, TV 2 and DR1, attract the largest numbers of viewers and most viewing time. TV 2 has 31 per cent of total viewing time, and DR1 25 per cent, and they have a fairly substantial lead over lesser channels: TV 3 has 5 per cent, and DR 2 and 3+ each have 4 per cent of total viewing time (2008). But Denmark, too, is caught up in the trend toward fragmentation of viewing, and the leading, broad-appeal channels have lost market shares, measured in viewing time, to narrower niche channels. Both TV 2 and DR have started niche channels and formed families of channels, which has helped the companies maintain, and even increase, their shares of viewing time. TV 2's channels attracted 40 per cent, and DR's channels 29 per cent in 2008.

The principal players

• DR, Danmarks Radio

DR, the fourth-largest Danish media company by volume, broadcasts both television and radio. A public service broadcaster, DR is organized as a self-governing non-profit public institution. The prime source of revenue is media license fees levied on ownership of radio, TV and other hardware that can be used to receive DR's programs; transmissions carry no advertising.

DR offers television service on three channels nationwide. DR1, on the air since 1951, is transmitted via the terrestrial networks and reaches virtually every Dane; DR2, which started in 1996, is transmitted via cable, satellite and from 2006 in the digital terrestrial network. Finally, the news channel DR Update was launched as an internet channel in 2007, but since 2008 it is available via cable, satellite and the digital terrestrial network. In late 2009, DR plans to start three new digital channels: a children's channel (DR Ramasjang), a history channel (DR K) and a high-definition channel (DR HD) on the second multiplex, for which purposes the company has received extra funding.

47 per cent of the population tune in to DR1 the average day in 2008, a drop from 54 per cent in 1998. DR1, however, is still the second-largest channel, after TV 2's main channel. DR1's sister channel, DR2, is watched by 13 per cent of the population the average day and ranks third in terms of reach. DR channels noted a slight decline in their market shares in the 1990s, as MTG's and SBS Broadcasting's channels claimed a larger share of the audience. By starting a second channel in 1996, DR succeeded in stabilizing the company's combined market share, which it has managed to keep (29%).

In 2001, DR and TV 2 / Danmark took over their distribution networks from TDC (formerly TeleDanmark) and formed a jointly owned company, Broadcast Service Danmark A/S. The companies also co-own Digi-T I/S, the company that operates the digital terrestrial distribution in the existing public service multiplex (Multiplex 1) and will manage the second multiplex that will come on line in late 2009. In early 2009, an economic rescue plan for TV 2 Danmark was presented. One of the conditions in the plan is that TV 2 – and thus also DR – sell the terrestrial network, viz. Broadcast Service Danmark A/S, in order to improve their financial situation.

DR also operates Denmark's largest and most frequently visited website (as of January 2009) and has a dominant position in the Danish radio market.

• TV 2 / Danmark

TV 2 / Danmark A/S is owned by the Danish government. It is one of two organizations that have public service status and obligations. The company offers television service on six channels. Its main channel, TV 2, was launched in 1988 as Denmark's first commercially financed terrestrial television channel. It also includes independent regional tv-services in eight regional windows. Since 2000, the TV 2 family has grown: TV 2 Zulu (start 2000), TV 2 Charlie (2004), TV 2 Film (2005), TV 2 News (2006) and TV 2 Sport (a joint venture with MTG, launched in 2007). All are distributed via cable and satellite only. TV 2 also operates TV 2 Sputnik (2004), an on-demand web-only pay channel. Only the main TV 2 channel is a public service channel; the others are independent subsidiaries within the TV 2 / Danmark organization.

TV 2, which reaches nearly 100 per cent of the population, is Denmark's largest channel in terms of both daily reach (50%) and share of total viewing time (31%) in 2008. Like DR1, TV 2's market share and daily reach dipped slightly in the 1990s, but the advent of a second channel, TV 2 Zulu, in 2000 seemed to compensate for the loss and stabilized the trend. With the launching of its new channels in recent years the company's total share of viewing time has even increased. TV 2's combined share in 2008 was 39 per cent (five channels, excluding TV 2 Sport).

TV 2 / Danmark was established in 1988 as a self-governing public institution, but following a political decision to privatize the organization, TV 2 was reorganized as a state-owned limited company in 2003. The divestment process started in 2005, but was broken off due to a number of suits filed with the EU Commission by competitors on the Danish market, who alleged, among other things, that TV 2 received market-distorting state support. In October 2008, the European Court overturned the European Commission's determination that TV 2 had been overly compensated with licence fee revenue. The Court has yet to consider complaints relating to the Commission's approval of the government's recapitalization of TV 2. As a consequence, just when the sale can be effectuated remains to be seen.

The channel TV 2 has from the start derived most of its revenue from advertising, but until 2004 it also received a small share of receiver license fee revenues. License-fee financing was discontinued, as the government planned to sell off the company; since then, only the regional stations, which are independently produced, but are distributed in regional windows on the main channel, receive license revenue. Over the years, TV 2 has sought to develop other sources of financing besides traditional advertising. In early 2003, TV 2 Zulu was converted into a partly user-financed channel, i.e., services being financed through a combination of advertising revenue and subscriptions. TV 2 Zulu was also restructured as a share company, in which TV 2 holds all the shares. The TV 2 channels launched since then have all been user-financed, in whole or in part.

These past few years TV 2 Danmark / A/S' recurrent economic problems have become acute – in part because of TV 2 Radio (see below). The company has undertaken a stringent savings program, including staff cuts. The company has also received a major loan from the Danish government. The coming digitization of the terrestrial network is expected to weaken TV 2's economic situation even more, as it will mean the end of a de facto monopoly on nationwide TV advertising. The current downturn in advertising spending only darkens the outlook. As a consequence, in early 2009, politicians agreed on an economic rescue plan for TV 2. The terms of the plan allow for user financing of even the main, public service channel starting in 2012. The channel will continue, however, to be available unencrypted and free of charge to viewers who do not subscribe to any other pay or subscribed channels. That provision makes it possible for the channel to retain its public service status. The plan also allows the terrestrial network, jointly owned by TV 2 and DR through Broadcast Service Danmark A/S, to be sold, and the revenue from the sale to be used to pay off TV 2's debts. The plan has been submitted to the European Commission for approval; a decision is expected during 2009.

In addition to television channels, TV 2 operates one of Denmark's most frequently visited websites. The company also has a small publishing operation, TV 2 Forlag, established in 2006. For a brief period, TV 2 was active in radio with a nationwide radio channel, TV 2 Radio, which came on the air in February 2007. The channel failed to attract listeners, however, and operated at a loss. In Spring 2008 TV 2 sold the channel to ProSiebenSat.1/SBS Radio, retaining a 20-per cent share in the company. By the terms of the sale agreement, TV 2 will continue to pay the concession fee for the channel – 3.1 million euros (MDKK 23) per annum – until the concession ends in November 2014.

• MTG: TV3 and Viasat

MTG is one of the two large commercial television broadcasters in Denmark, alongside ProSiebenSat.1/SBS. MTG is a Swedish media company. Its prime focus rests on broadcasting, but the company is also active in a wide range of media. MTG entered several Nordic broadcasting markets simultaneously in the late 1980's. In Denmark the pan-Nordic cable/satellite channel, TV3, was launched in 1987, the same year as in Sweden; in Norway it was launched in 1988. ZTV and TV6 followed in Sweden in the early 1990s, and in Denmark and Norway in 1995. In the latter two countries, the channels were combined the following year to form 3+. The Norwegian 3+ has since shut down, while Danish 3+ is still on the air.

Today, MTG's principal service to Danish viewers consists of TV3 and 3+. The channels, distributed via satellite and cable from Great Britain, are financed via advertising, cable operators' fees and subscriptions (DTH). In March 2009, a third channel of the same construction, TV3 PULS, was launched. In addition, Danish cable and satellite households can subscribe to Viasat's entire assortment of premium film channels, TV1000 and TV1000 Cinema, and various Viasat niche channels. Between 2002 and 2007, MTG broadcast Viasat Sport, a channel which in early 2007 was replaced by TV 2 Sport, a joint venture between MTG (49%) and TV 2 (51%). Viasat is also a leading distributor of satellite TV.

Technically speaking, both TV3 and 3+ have a penetration of approximately 65 per cent of the Danish people. About 12 per cent of the Danes tune into TV3 the average day, and 10 per cent watch 3+. The channels' shares of total viewing time are 5 and 4 per cent, respectively (2008).

MTG is also active in the Danish TV production market through a Danish subsidiary of Strix AB. MTG is part of the so-called Stenbeck sphere and, as such, is a sibling of Metro International, which has a strong position on the Danish free paper market, with *MetroXpress* and *24timer* (more under Newspapers).

• ProSiebenSat.1 Group / SBS Broadcasting: Kanal 5 (inter alia)

ProSiebenSat.1/SBS TV is one of two major commercial actors in Danish television with the channels Kanal 5, Kanal 4, 6'eren and The Voice. Over the years the channels have been redesigned, changed mode of distribution and changed name several times. Together they attract 6 per cent of total viewing time (2008).

SBS Brodcasting, which at the time was an American-owned company headquartered in Luxemburg, entered the Danish television market in 1990 with the purchase of Kanal Danmark, a network of collaborating local television stations. The network formed the base for nationwide channel TvDanmark, launched in 1997, which distributed its signals both via the local terrestrial stations and via satellite/cable. In 2000, TvDanmark split into two channels: TvDanmark 1, transmitted from Great Britain via satellite and cable, and TvDanmark 2, which distributed its signals in Denmark via the network of local stations. The motive for the split, and for the partial 'flagging out', was to be able to exploit the more liberal British rules pertaining to commercial messages (number and length of commercial breaks allowed, advertising of alcoholic beverages, etc.). The channels were relaunched in 2004 as Kanal 5 (beamed from Great Britain) and TvDanmark (via local sations on the terrestrial network in Denmark). In 2006, the latter channel was once again relaunched as Kanal 4. The next year it followed Kanal 5's example and converted to cable/satellite distribution from Great Britain. In its place SBS launched SBS Net in 2007, which was distributed over the network of local stations until January 2009, when it was redesigned as a men's channel and rechristened 6'eren. The Voice TV, a music channel, came on the air in 2006. Kanal 4 is a women's channel, and Kanal 5 offers entertainment.

ProSieben/SBS has a dominant position in the Danish commercial radio market, with nationwide Nova FM (in which TV 2 Danmark A/S retains a 20%-share) and the The Voice network. Outside Denmark, ProSieben/SBS has a strong presence in radio and television throughout the Nordic region and is a major television company in Europe today.

FINLAND

The television market

Profound changes began to sweep through the Finnish television market as early as the 1980s and 1990s. In 1993, the long-standing symbiotic model of public service and commercial television was buried as the public service broadcaster YLE and commercial broadcasting parted ways and MTV3 was granted an independent operating licence. In the traditional model MTV Oy, the country's only commercially financed television company, had rented air time on YLE's two nationwide channels. MTV3 received commercial competition in 1996 with the launch of Nelonen, which went on the air the following year.

Cable networks began to spread very rapidly in the 1980s, and their expansion has continued ever since, albeit at a slower pace. Nevertheless cable and satellite channels have played a much less significant role in Finland than in the other Nordic countries, mainly on account of the relative scarcity of programming specifically targeted at Finnish viewers. Unlike its Nordic neighbours, Finland has not had any full-service satellite channels designed to cater for Finnish-speaking viewers. During the years of analog television, cable networks largely served as distribution channels for rather limited local programming and for pan-European channels like MTV Europe, Eurosport and TV5.

Today, around half of all television households in Finland are connected to cable. Only less than 10 per cent of TV households have access to satellite. It seems that the increased supply of terrestrial network channels with digitalization has actually had the effect of slightly reducing the overall number of satellite households.

Terrestrially distributed digital television was introduced in 2001, and the switchover to digital television was completed in August 2007, when the analog terrestrial networks were closed down. In February 2008, the cable networks also switched over to fully digital distribution. This was not an altogether painless process. Consumers complained of persistent problems with the installation and set-up of their new hardware, and there was much heated debate about what was considered a process of "forced digitalization". On the other hand, the digitalization of terrestrial networks increased the supply of television channels. Analog terrestrial networks had carried just four channels, i.e. YLE TV1, YLE TV2, MTV3 and Nelonen. With digitalization, households had access in 2008 to an average 13 channels: terrestrial households to 11 and cable/satellite households to 15. The figures describe channel penetration awareness among households.

Around four in five Finnish households have purchased a set-top box with a card slot for the reception of pay TV channels. Indeed the proliferation of set-top boxes opened up significant potential for growth in what had used to be a very sluggish subscription television market. Up to the early 2000s pay television households accounted for no more than some five per cent of that market. With digitalization, that figure jumped fivefold. In 2008, one-quarter of all households in Finland subscribed to pay channels. Cable and satellite operators in Finland offer a wide range of channel packages. The terrestrial operator PlusTV offers packages with contents that are freely customizable, and subscription fees are determined according to the number of channels included in the package.

Digitalization has given a boost most particularly to commercial television broadcasting. The commercial television market is dominated by the market leader MTV Oy/MTV Media and Nelonen Media. MTV Media is nowadays part of Bonnier Ab, which is Sweden's largest media company. Nelonen Media, then, is part of Finland's biggest media corporation, Sanoma. These two companies own the country's leading commercial channels as well as a greater part of the themed and target group channels.

MTV Media (Bonnier) has nine television channels, seven of which are pay channels. Some of these pay channels are only available via cable or satellite. In addition, the Canal+ pay channel package has been taken over by Bonnier. Nelonen Media (Sanoma) has four freeview television channels and two pay channels. The activities of the pan-Nordic players ProSieben/SBS and MTG in Finland are rather limited. ProSieben/SBS has only one TV channel (The Voice), while MTG offers its Viasat package only via cable and satellite.

Despite the growth and expansion of commercial television, the biggest player on the Finnish television market, both in terms of economic volume and viewer shares, is the public service broadcaster YLE (Finnish Broadcasting Company). YLE has four nationwide television channels and several radio channels. In addition to three Finnish-language channels, YLE operates a nationwide full-service channel that broadcasts in the Swedish language.

All in all a total of some 30 channels are distributed terrestrially, ten or so of which are free-on-air. Cable networks obviously carry a significantly larger number of channels.

In Finland, as in the other Nordic countries, television accounts for around one-fifth of media advertising. This share has remained unchanged throughout the 2000s. In 2007 advertising revenue in Finland came to a total of around 260 million euros. The growth of pay television has generated increasing revenue in commercial television broadcasting. The value of household subscriptions to pay TV in 2007 amounted to an estimated 130 million euros.

The structure of television programme production began to change considerably in the late 1990s. The main instigator in this process was Nelonen (1997-), which purchases all its programming (with the exception of newscasts) from independent producers. With the stiffening competition and under mounting pressures of rationalization, MTV3 also outsourced its programme production, again with the exception of news and current affairs programmes.

These changes have resulted in strong growth in the role and significance of independent production companies. Among the biggest are FremantleMedia (Bertelsmann Group; Germany), Zodiak Television (Italy), Metronome Film & TV (until Spring 2009 owned by Schibsted in Norway but then sold to the British Shine Group), and a number of domestic firms.

The public service broadcaster YLE has effectively moved in the same direction in reorganizing its programme production under what the company calls "competence centres", which work independently of the company's television channels.

The domestic content of national television programming is very high on all channels. Some 60 per cent of YLE's programming and around half of MTV3's programmes are of domestic origin, and even for Nelonen the figure is around 30 per cent. One-fifth of MTV's programming is purchased from independent domestic producers, while the corresponding figure for YLE is just over 10 per cent.

Overall there is good diversity in Finnish television programming, and the new digital channels have further complemented that diversity.

The digitalization of television and the increasing number of channels have served to fragment the television audience. The four main channels (YLE TV1, YLE TV2, MTV3 and Nelonen) have seen their viewer shares decline with digitalization. Before digitalization in 2001 they had a combined viewer share of 95 per cent. By 2007, that figure had dropped to 77 per cent.

The reach of television has fallen slightly during the 2000s. In 2007, 74 per cent of Finnish people watched television on an average day, down from 78 per cent in 2001. However the reach statistics for the most popular channels have fallen much more clearly. For example, the daily reach of MTV3 has declined from 68 per cent in 2001 to 57 per cent in 2007, while the figures for YLE TV1 have dropped from 61 per cent to 52 per cent, respectively. The reason for this lies in the increased number of channels and the growth of competition with digitalization.

Meanwhile, the average daily viewing time has remained more or less unchanged. In 2007, the figure stood at 166 minutes. In 2007, YLE's channels claimed 44 per cent of total viewing time, MTV Media channels 33 per cent (of which MTV3 accounted for 26 percentage points), and Nelonen Media channels for 12 per cent (with Nelonen accounting for 10 percentage points). Other channels accounted for the rest, or some 10 per cent.

Children and youths in the age bracket from 3 to 24 years watch the television far less than average. After childhood and youth, viewing increases linearly with advancing age.

The principal players

• YLE, Yleisradio

Measured in terms of turnover, the Finnish Broadcasting Company YLE is currently Finland's second biggest media company. YLE is a state-owned limited company whose operations are governed by law (Act on Yleisradio Oy of 1993), which means that it is not required to apply for an operating license or concession for transmissions. The highest decision-making body in the company is the Administrative Council, whose members are appointed by Parliament. Its principal source of funding is the receiver licence fee. YLE channels are not allowed to carry any advertising. During the era of analog transmissions, another important source of revenue for YLE was the operating licence fee paid by commercial television channels. As late as the mid-1990s, these fees still accounted for up to 15 per cent of YLE's revenues. The operating licence fee then lost much of its significance, especially as a result of the halving of the fee in 2002. The fee was discontinued altogether with the closedown of analog television broadcasts in 2007.

The digitalization of television and dwindling revenues from operating licence fees have placed a heavy drain on YLE's finances in recent years. Indeed the company recorded a string of losses from 2000 to 2007. During the digitalization process in 2001-2005, YLE sold it subsidiary Digita, which used to own YLE's terrestrial distribution networks, to TDF, Télédiffusion de France.

YLE TV1 and YLE TV2 are both nationwide channels with a broad range of programming choices. TV1 programming consists primarily of news, current affairs and factual output as well as foreign fiction. TV2 focuses on current affairs, factual output and children's programmes, and on the other hand on sports, entertainment and foreign fiction.

Swedish is the native language of six per cent of the Finnish population. For that reason, YLE has a separate digital channel FST5 that broadcasts in the Swedish language. YLE Teema is a niche channel, mainly offering cultural and educational fare.

On an average day in 2007, YLE's channels reached some two-thirds (62%) of the Finnish population aged 10 or over (TV1 52%, TV2 47%). YLE's share of viewers is highest among children aged under 10 (33%) and age groups over 45 (50-60 per cent). In the age groups 10-34, commercial channels have the highest share of viewers, while YLE accounts for less than one-quarter of total viewing.

• Bonnier: MTV Media

MTV Media is one of Europe's oldest commercial television companies. MTV3's predecessor, MTV was the first commercial television channel in Finland and the whole Nordic region. The channel has been on the air since 1957, first in windows allocated on YLE's service, and later, since 1993, as MTV3, a terrestrially distributed channel in its own right.

MTV Media ownership structure has changed significantly over the past few years. The company is currently owned by Sweden's largest media company Bonnier. Ownership of MTV Media has changed hands on two occasions over the past ten years. The company was in private ownership for some 40 years. In 1998 the merger of MTV Oy and the newspaper group Aamulehti transferred ownership to Alma Media. In 2005 competition broke out over the ownership of Alma Media. Following the thwarted takeover bid by a rivalling company (Schibstedt from Norway), Alma Media sold its TV and radio operations, i.e. MTV Media, to the Swedish-owned holding company Nordic Broadcasting, half-owned by Bonnier and the investment company Proventus Industrier. The outcome of this competition was no doubt influenced by Bonnier's status as Alma Media's biggest owner with a holding of 33 per cent. In connection with the rearrangement Bonnier agreed to surrender its ownership in Alma Media altogether. Finally, in 2007, Bonnier took full ownership of Nordic Broadcasting by purchasing Proventus' 50 per cent interest.

The channels operated by MTV Media are MTV3, the advertising-financed Subtv and the seven pay TV channels launched since the end of 2006 (MTV3 MAX, MTV3 Fakta, Sub Leffa and Sub Juniori, MTV3 Ava, MTV3 Scifi and MTV3 Sarja), the radio station Radio Nova and a variety of electronic consumer services that are mainly available online. Several of the company's pay TV channels are slightly localized versions of their Swedish counterparts, transmitted there by Bonnier's TV4.

In 2008 Bonnier acquired the Nordic Canal+ pay channel packages from ProSieben/SBS, securing the Swedish company's position of dominance in the Finnish pay TV market.

MTV3 is Finland's biggest commercial channel. In the 1990s the share of the population who tuned in to MTV3 on an average day increased to almost 70 per cent, reflecting the general increase in television viewing in Finland. In the 2000s, however, the reach of MTV3 has dropped with the acceleration of competition. In 2007, some 57 per cent of the population watched MTV3 on an average day. MTV3's share of viewing time has also dropped during this period, from 39 per cent in 2001 to 26 per cent in 2007. Subtv, which started as a cable channel in 2000 but which is now in nationwide terrestrial distribution, is aimed primarily at younger audiences. In 2007 the channel had a viewing share of 6 per cent.

• Sanoma: Nelonen Media

Sanoma is the largest media group in Finland. It was formed in 1999 through the merger of some of the Finnish media industry's leading companies: the newspaper publishing company Sanoma, the magazine publisher and cable TV operator Helsinki Media, and the book publisher WSOY. In the early 2000s the setup was joined by Rautakirja, a company active in press distribution, bookstores, kiosks and movie theatres. In terms of business volume, the company's centre of gravity rests in magazine publishing or Sanoma Magazines, which contributes 37 per cent of receipts. The contribution of Sanoma Entertainment, which includes television, is 11 per cent. The principal owner is the Erkko family, which holds some 40 per cent of the voting shares.

In 1996, the Finnish government solicited bids for a second terrestrially distributed, nationwide commercial television channel. The concession was awarded to a subsidiary of Helsinki Media, one of the parties in the merger described above. Now, Nelonen Media is controlled by Sanoma Entertainment, or Sanoma's division in charge of the group's TV and radio operations. Originally, Egmont from Denmark had a 25 per cent interest in Nelonen, but it sold out to Sanoma in 2000.

Nelonen came on the air in 1997. Nowadays Nelonen Media additionally operates the free-to-air TV channels JIM, Liv and Urheilukanava (sports channel) and the pay TV channels Kino TV (movies and series) and Urheilu+kanava (sports). Nelonen Media's radio operations include two commercial radio channels.

Some 40 per cent of the Finnish population tune in to Nelonen on an average day. In 2007 Nelonen's share of total viewing time was 10 per cent.

Sanoma Entertainment also owns Welho, the largest cable television company and a major provider of broadband internet in Finland. Welho serves 320 000 cable television households in the Helsinki capital area.

ICELAND

The television market

Iceland was one of the last states in Europe to launch a national television service. Television was inaugurated in 1966 under the auspices of the public service radio broadcasting service, Ríkisútvarpið (RÚV). State-owned RÚV was the sole provider of television in Iceland until in 1986, when the public service broadcasting monopoly was abolished. Today, the television market is divided up between three main players, the public service company RÚV, the privately owned 365 miðlar ehf. (365 media ehf.) and Skjárinn miðlar ehf. The television market is totally in Icelandic hands.

Today there are nine domestic television channels on offer, plus a plethora of foreign satellite channels relayed via broadband cable or terrestrially, with a subscription base of some one-third of the country's households. Penetration of TV sets is as good as universal, and more than half of households are multi-TV households. Eleven per cent of households have their own parabol antenna that provides direct access to satellite TV.

RÚV-TV is an open-for-all television that is obliged to offer a varied menu of programming. The station transmits some fourteen hours of varied programming daily, roughly 40 per cent of which is domestically produced. Part of the daily schedule of RÚV-TV is also available on the web, either as simultaneous transmissions or via streaming. Recently, RÚV started transmissions via satellite intended to serve the fishing fleet in deep sea waters. RÚV is an independent limited company wholly owned by the State. Relations between the company and its owner are regulated by a special agreement, the public service broadcasting contract, according to which certain obligations will have to be fulfilled, one of the most important being that the share of domestic programmes on RÚV-TV prime-time must increase from 40 per cent in 2005 to 65 per cent by end of the contract period in 2012.

On the market for private television, there are currently eight domestic television stations available to the local population; nationwide, quasi-nationwide and local. Four of the stations are provided by a subsidiary of 365 miðlar ehf., the generalist Stöð 2 and the niche channels Sýn (sport, with an extra offer on several channels in digital format), Stöð 2-Sirkus (entertainment, fiction, music) and Stöð 2-bíó (movies). All are pay-TV channels, accessible nationwide or nearly. Stöð 2 has a subscription base of 45 000-50 000 subscribers. Up to 20 000 households subscribe to the sports channels, Sýn. Considerably fewer subscribe to other channels.

Skjárinn miðlar ehf. operates the nationwide generalist free-to-air Skjár 1. The station is the main contender to RÚV-TV and Stöð *2.*The remaining private channels are a fundamentalist Christian TV, talk TV, and two local channels.

From the outset public RÚV-TV has been financed with license fees and revenue from announcements and commercials. RÚV is also permitted to accept sponsorship of programmes. The license fee system was replaced in 2008 by a flat fee on all taxpayers. Private television is regulated by the Broadcasting Rights Committee, which awards broadcasting concessions and generally oversees the private television sector. Private television and radio stations are allowed to take in revenue from subscriptions, advertising and sponsoring.

Selection of non-domestic channels, relayed via broadband or terrestrially, are also on offer with a subscription base of up to one-third of the country's households. Moreover, about one household in ten has its own parabol antenna with direct access to satellite TV. 365 miðlar and the telecommunication company, Skipti ehf. (formerly Síminn) are by far the largest players on the pay-TV distribution market, in terms of number of subscribers and distributed channels.

Households' transition to digital television reception has proceeded at a rapid pace since digital transmissions of television started late in 2005. Early in 2008, 57 per cent of Icelandic households had a digital receiver. The government plans to shut down the analog system no later than 2010. Two television operators have so far been granted concessions for digital transmissions, namely, 365 miðlar ehf. and RÚV. 365 miðlar commenced a simulcast of its analog full service and some additional digital-only services on the platform *Digital Ísland,* on two multiplexes of DVB-T standard, accessible to over 90 per cent of households, terrestrially, and via broadband (ADSL). RÚV has not so far announced when it will commence digital transmissions. Most of the television channels are also available to households almost nationwide over broadband (ADSL).

Skipti ehf., the incumbent telecom company, and some other minor players relay foreign channels to subscribers in a digital format over broadband (ADSL), with a technical availability up to some 90 per cent of households. Skipti also offers its customers video on demand (VoD) over broadband.

Icelanders watch television roughly two and a half hours on the average day, which is more or less on a par with other Nordic countries and Western Europe in general. Viewing habits have remained relatively consistent since in the 1990s, despite a substantial increase in transmission time and the number of channels on offer. Television viewing varies seasonally, however. Noticeably fewer watch television each day in summer months than in winter.

Despite the proliferation of channels on offer, which might be expected to result in a fragmentation of the audience, television viewing is still relatively concentrated to only a few channels. RÚV-TV attracts the most viewers. The average day, about seven of every ten watch the station, a level that has remained quite stable for some years. In early 2009, viewing time was distributed thus: RÚV-TV 49 per cent, Stöð 2 28 per cent, and Skjár 1 14 per cent, leaving only nine per cent for other channels.

Television revenue (license fees, advertisements/ sponsoring) in 2007 totalled EUR 94.7 million, which makes television the second-largest media sector among traditional media (newspapers, television and radio), retaining 44 cent of the total volume. License fees and subscriptions made up nearly 70 per cent of the revenue stream. Private channels' share of the television market amounted to 69 per cent. In 2007, television claimed about 24 per cent of total advertising expenditures (calculated on the basis of combined revenue for newspapers, radio, television, video and cinemas); private channels attracted over 70 per cent of the total television advertising revenue.

The principal players

• RÚV, Ríkisútvarpið ohf.

The public broadcaster RÚV offers both television, on one channel, and radio service on several channels. RÚV's television channel came on the air in 1966. It is the principal channel on the island, attracting seven in ten Icelanders the average day – a figure that has remained unchanged over the past decade. RÚV-TV offers about 14 hours of general interest programming per day; less than half of the programming is of Icelandic origin.

RÚV is the third-largest media company in Iceland, having a volume in 2007 of EUR 47.3 million. Television revenue represents about two-thirds of the company's volume. RÚV is an independent state-owned limited liability company since 1 April 2007. Starting in 2009, RÚV is financed by a flat fee on all taxpayers, plus advertising and sponsoring. Advertising (sponsoring included) contributes to about one-fourth of the organization's receipts. The company is managed on a day-to-day basis by the Director-General, appointed by the Minister for Cultural Affairs, and the managers of radio and television services.

• 365 miðlar ehf.

365 miðlar ehf. is the country's largest television company, operating today four commercial television channels, among them Stöð 2, the flagship of private television. 365 miðlar also offers a selection of simultaneous relays of satellite channels on a subscription basis. The company is also active in radio and newspaper publishing, operating the country's most popular commercial radio channel, Bylgjan, and publishing the free daily *Fréttablaðið*, which has the highest daily circulation in the country. Following the economic collapse in autumn 2008, the media activities of the company were sold to an investment company under ownership of Jón Ásgeir Jóhannesson, who is the main owner of Baugur Group hf, one of the largest family-owned enterprisies in the country. (For more information on ownership behind 365 miðlar, see Newspapers.)

• Skjárinn miðlar ehf.

Since its entry onto the market in 1998 the free-to-air television channel Skjár 1 (Screen One) has established itself as a prime contender to the nationwide generalist television channels, the public RÚV-TV and the private Stöð 2. The channel is entirely financed with revenue from commercials and sponsoring. Today, Skjár 1 is operated by Skjárinn miðlar ehf., a subsidiary of the telecom operator Skipti hf., whose main owner group Exista hf. was until recently the principal owner of the business daily, *Viðskiptablaðið*. In 2007, the total turnover of Skjárinn miðlar was EUR 30.2 million.

NORWAY

Norway established a terrestrial network for television distribution somewhat later than other Nordic countries. When television transmissions started in 1960, the state-owned public service broadcaster, Norsk Rikskringkasting, NRK, had a monopoly – a situation that was to prevail for twenty years. NRK retained its dominance in the television market even after local television service and satellite-distributed commercial channels were introduced in the course of the 1980s. Only with the launching of the first nationwide commercial channel, TV 2, in 1992 did NRK face serious competition for the viewing audience.

NRK and TV 2 dominated the television sector until the digital terrestrial network was established in 2007. The two largest satellite channels, TVNorge and TV3, never achieved nationwide distribution and never posed a serious threat with regard to ratings or advertising revenue. Several new entrants have been launched, but none has been particularly successful. Not even NRK2, launched in 1996, was able to attract any greater share of the audience.

The digital terrestrial network accommodates many more channels with nationwide distribution, and as in other Nordic countries, the conversion has revived interest in launching new channels. To avoid losing viewers to new competitors, the established channels have started niche channels of their own. NRK has launched NRK3/Super, which targets children and youth, and TV 2 has launched channels dedicated to news, sports and film, respectively. TV3 and TVNorge also launched new channels which are transmitted from Great Britain so as to circumvent Norwegian restrictions on advertising.

Half the population has long had access to a number of television channels via cable and satellite, but only since 2007 has the whole country been able to choose from a broad spectrum of channels. The menu has expanded from three nationwide channels (NRK1, NRK2 and TV 2) in the analog terrestrial network to 25 channels in the digital network, about half of which are Norwegian. In addition, there are regional transmissions offered in windows on NRK1. The roughly 20 local TV channels that had concessions to transmit over the analog network have to negotiate with the operator of the digital network for space. The NRK channels and local television will be carried unencrypted (free-to-air), whereas TV 2 will not be freely available after 2009.

The concession for the construction and maintenance of the digital network was awarded to Norges Televisjon (NTV), which is owned by the two principal Norwegian broadcasters, NRK and TV 2, and the telecom company, Telenor. The same trio owns RiksTV, the pay-TV company that decides what channels the new network will carry. The digital network is being extended (and the analog network shut down) successively, county by county. The conversion is expected to be complete by the end of 2009.

Telenor is the largest television distributor in Norway. Besides co-ownership of the digital terrestrial network, the company has operated the analog network and owns Canal Digital, the largest supplier of cable and satellite channels. The second-largest satellite distributor is MTG-owned Viasat, whereas Telenor's principal competitor in cable is Get, which is owned by an American investment company. In addition to Telenor and Get, a number of local power companies have expanded into cable-TV and broadband services. To date, IPTV does not play any major role in television distribution, but it is expected to grow with the expansion of optic fiber-cable. IPTV is primarily offered by small companies.

Apart from NRK, which is state-owned, major Norwegian and foreign media groups dominate the Norwegian television sector. TV 2 is now co-owned 50/50 by the Norwegian A-pressen group and Danish Egmont, following Schibsted's withdrawal in 2006. TVNorge, The Voice and the new channel, Fem, are owned by ProSiebenSat.1 (via the acquisition of SBS). Swedish MTG owns TV3, SportN and the new Viasat4. In addition MTG offers a number of subscribed Viasat and TV1000 channels through its satellite operator. Several international channels – e.g., Disney Channel, Discovery and BBC News – are available via satellite and cable as well as the digital network.

Television viewing has increased slowly, but steadily for many years now, but in 2006 there were signs of stagnation. The indications were confirmed in 2007. As in many other countries, we see indications that new viewing habits are emerging, as internet use steals time from traditional media. In 2007, the average Norwegian watched television about 2.5 hours a day and used internet about one hour. Nonetheless, the greater selection of channels available in the digital network seems to have led to in an increase in television viewing in 2008.

NRK still claims the largest market share, closely followed by TV 2. The roll-out of the digital terrestrial network, however, will most likely lead to increases in viewing of niche channels, at the expense of both NRK's and TV 2's principal channels. The record to date in other countries suggests that this trend may be expected to accelerate. In that case NRK and TV 2 will have to fight even harder to retain their market leadership, despite the niche channels they have launched with a view to preserving their market shares.

Sports play an increasingly important role in channels' competition for viewers, and prices have risen sharply. The battle for transmission rights to important sports events has led to numerous alliances. TV 2 and Telenor (which holds a large share in A-pressen, co-owner of TV 2) previously collaborated in bidding for soccer rights; the two companies co-own TV 2 Zebra and TV 2 Sport. NRK has joined together with MTG in the bidding; the two also cooperate around the channel, SportN. In 2008, Lyse, a power company, managed to win the rights to key Norwegian soccer matches. Lyse provides IPTV service and collaborates with other local power companies that are involved in IPTV.

Up to the present, TV 2 has claimed the lion's share of advertising expenditures in the Norwegian television market. But the advent of a digital terrestrial network also has consequences with respect to the volume of television advertising. More nationwide television channels means more commercial spots. Data for 2008 indicate that niche channels are laying claim to their share of the increase. This may mean that TV 2 will be facing tougher competition for advertising revenue in coming years. The channel has expressed a desire to base more of its budget on user payments when the present concession runs out in 2010.

Film and television producers in Norway experienced a boom when TV 2 was launched inasmuch as the channel is largely based on externally produced programs. Like the rest of the television sector, production, too, is dominated by major media groups like Egmont and MTG.

The principal players

• NRK, Norsk Rikskringkasting

Public service broadcaster NRK is the fourth-largest media company in Norway; it broadcasts both radio and television and has must-carry status in the terrestrial network. NRK is a government-owned company, having been a publicly owned foundation until 1996. The broadcaster offers three nationwide channels: NRK1, on the air since 1960; NRK2, launched in 1996; and NRK3/Super, established in 2007 as a purely digital channel for children and adolescents. In addition, NRK offers nine regional services carried in windows in NRK1.

The company's prime source of revenue is receiver license fees; but the license-fee model has been debated more or less constantly in recent years. Another bone of contention is the fact that NRK is allowed to sell advertising space on its web pages. NRK television channels carry no advertising, but the rules pertaining to sponsoring and the participation of commercial interests have been liberalized in recent years. NRK has also gone in for merchandising, reaping revenue from spin-off products linked to the company's in-house productions.

NRK1 and TV 2 have about the same reach on a day-to-day basis, but NRK1 claims a larger share of total viewing time. For many years NRK1's daily reach was relatively stable at about 60 per cent, but with the overall decline in viewing and keener competition from niche channels on the digital network the channel's reach dropped to 53 per cent in 2007. NRK2's reach was 20 per cent. In terms of viewing time, NRK saw its combined share fall from 64 per cent in 1992 to 42 per cent in 2007, yet the company has fared well compared to many other public television companies in Europe. NRK1 continues to be the channel that attracts the greatest share of viewing time; both NRK2 and NRK3 have only small shares.

NRK collaborates with TV 2 and Telenor concerning the establishment of the digital terrestrial network in Norway and owns one-third of Norges Televisjon (NTV), which constructs and maintains the network, and RiksTV, which operates it. NRK also cooperates with the Swedish media group, MTV, in running the sports channel, SportN.

• A-pressen and Egmont: TV 2 Gruppen

TV 2 came on the air in 1992 after its founders had been awarded the sole concession to distribute commercial television nationwide over the analogue terrestrial network. The company was founded by co-owners Schibsted (Norway) and Egmont (Denmark). A-pressen entered the picture in 1995. In 2006 Schibsted withdrew from the venture entirely after A-pressen and Egmont had formed an alliance that reduced Schibsted's influence. As of 2008, A-pressen and Egmont share ownership of the company equally.

The initial concession period was for ten years. It was renewed in 2003 and will end in 2009. The terms of the concession require programming to observe the principles of public service broadcasting, which means, for example, that programs shall be accessible to the entire population and offer a variety of content to suit different tastes and interests. In the most recent period, TV 2 has been required to pay a concession fee to the government. The terms of the initial concession agreement limited ownership of the channel to a maximum of one-third; this ceiling has been lifted. TV 2 has signalled that it is not interested in renewing the concession agreement, inasmuch as the concession has lost its rationale. The requirements of the concession were fulfilled in return for access to nationwide distribution in the terrestrial network. With the conversion to digital transmission many more channels can be accommodated and will have nationwide distribution. Thus, the singular status that the concession conferred is no more.

TV 2 is the largest commercial channel in Norway and has a daily reach that is only slightly lower than that of NRK, at 50 per cent. The same parity is also noted in terms of viewing time; for years TV 2's share has rested at about 30 per cent (29 per cent in 2007).

In 1997, the TV 2 group acquired a 49-per cent share of its closest competitor, TVNorge. The acquisition entailed heavy commitments, however, and in 2004 TV 2 sold out. In 2002, the group acquired an internet newspaper, Nettavisen AS, which passed into the respective owners' (A-pressen and Egmont) hands in 2008. In 2003 it bought into a newly launched nationwide commercial radio channel, Kanal 24 AS, of which the group subsequently took control. The radio channel operated at a considerable loss, and in 2008 the group sold it to SBS Broadcasting (now ProSiebenSat.1). TV 2 retains a 23-per cent share in the channel's owner company, SBS Radio Norge AS.

• ProsiebenSat.1 Group / SBS Broadcasting: TVNorge and Fem

When the owners of SBS Broadcasting, the investment companies Permira and KKR, purchased the German satellite TV company, ProSiebenSat.1, they let it take over SBS. SBS had holdings in both radio and television in several of the Nordic countries, whereas ProSiebenSat.1 was Germany's largest TV-company and was also active on the Austrian and Swiss television markets. With the take-over, ProSiebenSat.1 became a pan-European media group with holdings in thirteen European countries, including 26 free TV stations, 24 pay-TV channels, and 22 radio networks. In Norway, the takeover meant that the country's next-largest commercial channel, TVNorge, got a new ownership structure.

Founded by four Norwegian companies in 1988, TVNorge was subsequently acquired by SBS Broadcasting. In 1997, TV 2 bought 49 per cent of the shares in the channel, but sold its share back to SBS in 2004. TVNorge's main form of distribution has been via satellite/cable, but it is has also been distributed terrestrially through close collaboration with several local television channels. The new digital terrestrial network means that the channel now has nationwide distribution.

To date, TVNorge has never had more than 10 per cent of the market. Nonetheless, it has shown an upward trend in recent years, compared to the 1990s. For many years the channel targeted mature audiences and found it difficult to attract advertising revenue. After a change in the top management in 2002, the channel went in for original productions and younger audiences. The result has been a marked increase in revenues.

Another of ProSieben Sat.1's Norwegian holdings is the music channel, The Voice, which is present in other Nordic countries, as well. In conjunction with the roll-out of the new digital terrestrial network in 2007, ProSieben launched a new channel, Fem, which targets women. Like MTG's channels, TV3 and Viasat4, Fem is transmitted from London in order to circumvent the Norwegian rules pertaining to advertising, which are much more restrictive than those in Great Britain.

In addition to television, SBS has since the turn of the millennium gone in for radio and today owns both a nationwide channel and a chain of local radio stations (Radio 1) in Norway. (For further details, see Radio.)

• MTG: TV3 and Viasat

Swedish-owned Modern Times Group, MTG, operates television channels and television distribution companies in all the Nordic countries except Iceland and has holdings in the Baltic states and Russia. Most of the company's channels in the Nordic region and Europe are transmitted from Great Britain so as to take advantage of that country's liberal rules pertaining to advertising. MTG has been active in Norway since 1988 with the Norwegian 'edition' of TV3, different versions of which exist in all the Scandinavian countries. In conjunction with the establishment of the Norwegian digital terrestrial network in 2007 MTG launched an entirely new channel, Viasat4. MTG also owns Viasat, one of the country's two principal satellite distributors, which carries a rich selection of pay-TV channels under the brand names, Viasat and TV1000.

Transmitted from Great Britain from the start, TV3 has been able to carry more advertising spots than its competitors. Before the terrestrial network was digitized, TV3 was only available via cable and satellite. Now, both TV3 and the newcomer, Viasat4, have nationwide coverage. TV3's market share has rested at around 6 per cent; in recent years the channel's reach has fallen to under 20 per cent. Since 2002, when TVNorge turned to younger audiences, TV3 has faced stronger competition. Viasat4 replaces ZTV, which had operated in Norway since 2002. ZTV never managed to attract more than minuscule shares of either the audience or viewing time. Viasat4 appears to be able to perform better on both counts. MTG also launched an auxiliary channel to TV3 in the 1990s, but without much success.

On the distribution market Viasat has for many years run second to Telenor's Canal Digital. For some years Canal Digital had contracted sole rights to Norway's largest commercial channel, TV 2, which naturally secured the company a leading position. MTG's response was to give Viasat sole rights to TV3. In 2008, however, the companies reached an agreement whereby both will be able to offer the five largest channels, which makes for more even competiton.

MTG also owns Norway's principal nationwide commercial radio channel, P4 (see further Radio).

• Telenor: Canal Digital

Telenor is the largest distributor by far on the the Norwegian television market; it has holdings in both satellite and cable and both the analog and digital terrestrial network. Originally the national telecom utility, Telenor today is a worldwide telecom operator and had a volume of EUR 11.5 thousand-million in 2007. The Norwegian government continues to hold a controlling share in the company (54%).

The greater part of Telenor's media ventures are grouped in the subsidiary, Telenor Broadcast, which in turn owns Canal Digital (54%), which distributes television channels via satellite and cable in Norway and other Nordic countries. It also owns Norkring, the company in charge of the analog terrestrial network. In addition, Telenor has a one-third share in the two companies that are constructing and managing the digital terrestrial network: Norges Televisjon (NTV) and RiksTV, respectively. Telenor is also the largest operator in broadband and plans to launch an IPTV service in 2009.

Telenor is otherwise involved in the media sector, as well. Telenor has a 44-per cent share in the A-pressen media group, which in turn owns half of TV 2. Telenor also has a direct ownership (minority shares) in the niche channels TV 2 Zebra and TV 2 Sport and have collaborated with TV 2 in acquiring television transmission rights to sports events.

Telenor's prominence on the media market has been much debated in recent years, and there are plans to appoint a commission to investigate ownership structures in the Norwegian media sector with special attention to vertical integration, i.e., control of several links in the production process.

SWEDEN

The television market

The television market has changed radically in the space of the past fifteen to twenty years. Two public service channels were alone on the air well into the 1980s, when new channels became available to Swedish audiences via satellite. Satellite television transmissions were first allowed in 1986, and the first Swedish-language satellite channel, TV3, which transmitted from Great Britain was launched in 1987. Roughly one year later, Nordic Channel (later Kanal 5) came on the air. In 1992, the terrestrial network began to distribute TV4, a commercially financed channel and the first such channel to have nationwide distribution. There were a number of conditions concerning program content attached to the concession for terrestrial distribution; TV4 also paid a concession fee to the Swedish government. Digital television distribution became an option in the mid-1990s; in 1999 the terrestrial network started the conversion to digital, and in October 2007 the process was completed and analog transmissions ceased. From having access to three channels in the terrestrial network in 1998, Swedish households today have access to more than thirty channels via the digital terrestrial network.

Although the proliferation of channels has meant an entirely new competitive situation for the public service company, Sveriges Television (SVT) continues to be the principal actor on the Swedish market. Three companies dominate commercial television: Bonnier, which owns TV4 and Canal+; MTG (owned by the Stenbeck family) with TV3, TV6 and a number of Viasat channels, the premium channels TV1000, distributors via satellite dish, cable and broadband, and ProSieben-Sat.1/SBS, with Kanal 5 and Kanal 9.

Regional services are carried in 19 windows on the SVT channels, and local services appear in 15 windows on TV4. In addition, there are a handful of privately owned local channels, and some 50 local channels (often operated by organizations and voluntary organizations) that are distributed via cable only.

The market for independent productions mushroomed in the early 1990s as a consequence of the expansion of commercial television in Scandinavia. Today, three major groups – Zodiak Television, Strix and Metronome – account for the greater part of the market. Zodiak is an amalgamation of three groups having somewhat diverging focus. Between 2002 and 2005 MTV Produktion, Mastiff and Jarowskij were brought together to form Zodiak, which produces television in Sweden, Norway, Denmark, Finland, Poland and Russia and sells transmission rights to television companies in nearly sixty countries. Until 2008, Zodiak was registered in Sweden and owned by a number of investment firms, but in mid-2008 the company was acquired by the Italian De Agostini Group. Strix, a veteran in the branch, is owned by MTG, and the greater part of Strix' production is sold to MTG channels throughout the Nordic region. Metronome, until Spring 2009 owned by Schibsted but then sold to the British Shine Group, also operates region-wide. As for public television, SVT has always had an extensive in-house production capacity. SVT's contractual agreement with the state stipulates that the company shall purchase programs and commission productions from independent producers. No quotas are specified.

Today 40-50 per cent of the population receive television via cable, about 30 per cent receive signals from the terrestrial network via antennas, and 25-30 per cent via household parabol antennas. Some few per cent also receive television via broadband. The technologies overlap to some extent.

The digitization of the terrestrial network was completed in October 2007, at which point analog transmitters were shut down. Ten channels are available free of charge; five are public service channels, five are commercial. In addition, the terrestrial network carries some twenty subscribed channels, most of them from one of the principal actors, TV4, MTG or ProSieben/SBS. The two oldest satellite channels, TV3 (MTG) and Kanal 5 (ProSieben/SBS) are now also available on the terrestrial network, whereby they have extended their household penetration to 80-85 per cent. The terrestrial network also carries foreign channels, such as Discovery, Eurosport, MTV and Disney.

Digital television service is also available via satellite and cable. Viewers having access to these two means of distribution can choose among 100-200 channels. Full digitization of distribution to parabol and cable customers as well as those who receive signals via the terrestrial network means that the pay-TV operators, Viasat (MTG), Canal Digital (Telenor, Norway) and Boxer (Teracom, Sweden) have poorer prospects of expanding their customer base. Receipts per customer have, on the other hand, increased, which indicates that the companies have gone in for enticing their customers to buy bigger, more expensive or more 'niched' bouquets of channels.

The number of Swedes who watch television the average day has declined somewhat over the past decade, from 75-76 per cent to about 70 per cent. Viewing time, however, has increased, from 144 minutes in 1998 to 160 minutes in 2008. Five channels regularly attract sizeable audiences: SVT1, SVT2 and the main TV4 channel, together with TV3 and Kanal 5 form Sweden's "Big Five". Together, they account for 67 per cent of viewing time (2008). After the Big Five there is a gap in terms of both reach and viewing time. Be that as it may, as a group the smaller channels have increased their share of viewing time from 9 per cent 1998 to 33 per cent in 2008. The number of smaller channels, and especially their accessibility, has increased greatly over the past decade, much as a consequence of digitization of the terrestrial network.

Today, other means to distribute moving images compete with traditional television, where signals are received via terrestrial antennas, household parabol antennas and cable. Young people in particular are developing new patterns of use. In 1998, about 65 per cent of those aged 15-24 watched television each day; in 2008 the figure had dropped to under 50 per cent. At the same time, young people's viewing time, too, is declining, albeit the trend is less clear. To some extent the changes have to do with an increasing use of other receivers than traditional TV sets. Young people partake of television-related content via internet and video/DVD recordings more than other age groups.

The fragmentation of the media – spread over a variety of platforms as well as a growing number of channels and titles – means keener competition for advertising revenue. Total television receipts in 2007 were over MSEK 4.6 (in 2008: just under MSEK 5.0, approximately MEUR 0.5). Advertising expenditures made a quantum leap when TV4 was admitted onto the terrestrial network, and they have grown steadily year by year, with the exception of a couple of years around the start of the millennium. Television's share of total advertising expenditures has rested consistently at around 20 per cent since the mid-1990's, and is second only to newspaper advertising.

What we see today is that the major players on the Swedish television market are protecting their market positions by starting new channels as complements to their main channels, thus forming families around their brand names. Revenues from distribution have become increasingly important to the program companies. Although the principal channels still attract sizeable audiences, by offering several niched channels the companies are trying to maximize their shares of the audience and reach a variety of target audiences with tailored content. TV4 today offers nine TV4 channels and the premium Canal+ channels; MTG has more than a dozen Viasat and TV1000 channels; ProSieben/SBS has three. Public service SVT offers five channels.

The principal players

• SVT, Sveriges Television

The Swedish division of public television and radio services into three mutually independent companies is unique among the Nordic countries. For nearly forty years, all Swedish public service broadcasting was organized in a single company. In 1993, however, the group company was dissolved, and radio and television were split into separate companies, SVT for television, and SR for radio. Together with a third company, UR, which produces educational programming carried in windows in SVT and SR channels, the companies are owned by a public foundation, whose Board is appointed by the Government. The Board of the foundation appoints the Governors of the three program companies, whereas the Government appoints the Chairs in each Board. The companies are financed out of receiver license fee revenues; none of the channels carries commercial advertising.

Although SVT faces keener competition today than ever before, both from the principal commercial channels and from a steadily growing number of niche channels, the company maintains a strong position. At the start of the digitization process SVT complemented its two main channels with SVT24 in 1999 and Barnkanalen [Children's channel] in 2002. Together with UR, SVT also offers Kunskapskanalen [Knowledge channel], launched in 2004, which focuses on non-fiction, the Arts, documentaries and continuing education. Launched as a news channel, SVT24 today is mainly a repeat channel that also carries sports events and direct transmissions of public addresses and sessions of Parliament. Barnkanalen and Kunskapskanalen share the same channel, the former on the air until 8 PM, the latter thereafter.

SVT1 has the greatest reach, with 38 per cent of the population in 2008. SVT2 is third-largest with a reach of 26 per cent. Both channels have seen their audiences shrink. In 1998, SVT1 had a reach of 48 per cent, and SVT2 47 per cent. All in all, SVT still has the biggest market share of all the television companies on the Swedish market. As for viewing time, SVT's channels together claim 35 per cent (five channels 2008), down from 48 per cent in 1998 (two channels). SVT1 attracted 19 per cent of total viewing time in 2008, and SVT2, 10 per cent. (Reshuffling of the channels and shifting specializations complicate comparisons back in time.)

SVT receives approximately MEUR 430 of license fee revenues each year. An additional MEUR 30 accrues from sales of rights and leasing of production equipment and facilities. Sponsoring has brought in between MEUR 2.5 and 5.5 (MSEK 25-50) each of the past five years, which is about one per cent of SVT's total revenues.

'A greying audience' has been an issue for SVT these past few years. SVT is most popular among older age groups and children, but has lost both reach and viewing time among those aged 15-40. One strategy that SVT has followed to appeal to younger viewers is to develop new platforms. In 2008 SVT launched SVT Play, an online service that allows viewers to view material aired within the past thirty days. Many genres are represented, but the service is limited to programming to which SVT owns the rights. SVT has also launched a web news channel (playrapport.se). In addition SVT has created a number of interactive program-related activities that especially address young viewers that may be accessed via the SVT website. Svt.se is, for that matter, the most frequently visited of all the program company websites in Sweden.

• Bonnier: TV4

TV4, owned by Bonnier AB, Sweden's largest media company, is the principal commercial channel in Sweden. TV4 started regular commercially financed satellite transmissions in 1990 and was awarded a concession to start terrestrial transmissions in 1992, thereby acquiring full access to Swedish households. Today, TV4 faces competition from other commercial channels on the digital terrestrial network, which puts the channel in an entirely new situation. Launched as a single channel, TV4 is today a family of channels.

When TV4 came on the air as the first and only commercial channel carried on the terrestrial network, it had a broad spectrum of owners that included a number of non-governmental oranizations and companies within the Kinnevik (Stenbeck) and Wallenberg groups. Bonnier bought into the channel in 1997.

Over the years ownership became more concentrated as Bonnier bought out various co-owners (among them the Norwegian group, Schibsted). In 2005, Bonnier was sole owner, and in 2007 TV4 became a consolidated subsidiary in the Bonnier group.

Before the terrestrial network was digitized, TV4 paid an annual concession fee (consisting of a flat rate, plus a sum that was proportional to the channel's advertising revenue). The concessionary agreement stipulated that TV4 would provide local services, news, a certain amount of programming for children, and cultural programs. During the conversion period, when analog and digital networks were operating parallel, competing commercial channels gained access to the terrestrial network. The concession fee was successively reduced and the rules concerning advertising spots were liberalized to allow commercial breaks within programs, not just between. Furthermore, the amount of advertising allowed per 24-hour period was increased. Today, after the conversion has been completed, TV4 no longer has a concessionary agreement with the government, other than the rules the channel itself proposed in conjunction with its application for permission to transmit. The channel no longer pays a concession fee.

Within a few years of its start TV4 attained a daily reach of around 45 per cent; today (2008) its reach is 35 per cent. In terms of viewing time, TV4 surpassed each of the SVT channels in 1995 and continues to note shares equal to or greater than theirs. With a view to attracting more viewers, the company launched a broad-appeal subscription channel, TV4+. This was followed by a number of niche channels: TV4 Film, TV400 (targeting young audiences), TV4 Fakta, TV4 Komedi, TV4 Guld ('classics'), TV4 Sport and TV4 Sci-Fi. The parent channel, TV4, attracts 20 per cent of total viewing time (down from 27 per cent in 1998), whereas the TV4 family as a whole attracts 29 per cent. These data do not include the premium channels, Canal+, which TV4 acquired in 2008. The Canal+ channels contribute only 1-2 per cent of viewing time, but the revenue the subscriptions generate will most probably be increasingly important.

Aside from sports and news, TV4 has not established any in-house production capacity, but instead commissions programming from independent production companies. The commitment to local/regional service, previously a condition in TV4's concessionary agreement, is rather limited. TV4 expanded its news production in Spring of 2008 with the launching of a dedicated online news channel (nyhetskanalen.se).

• MTG: TV3 (among others)

MTG/Viasat is one of the larger actors on the Swedish television market with more than a dozen different channels, some of which are advertising-financed (e.g., TV3, TV6), pay-TV (a selection of Viasat channels), and premium channels (TV1000 channels). The principal owner is the Stenbeck family. MTG/Viasat has its origins in Stenbeck's Kinnevik, a forest and steel conglomerate that was the first company to enter onto the Swedish commercial television market. Participation in a consortium to launch the "Astra" satellite in the mid-1980s marked Kinnevik's first step into the media sector. In 1987, Kinnevik started TV3, which was followed in quick succession by ZTV, TV6 and TV1000, one of the first Swedish premium channels. Over the following decade, the group built up extensive holdings in a number of media, mainly relating to broadcasting. The group also acquired a major share in TV4 – which, however, it no longer has.

In 1994, Kinnevik's media holdings were organized in a subsidiary company, MTG. After restructuring in 1997, shares in MTG were distributed among shareholders in Kinnevik, and the company was listed on the Stockholm stock exchange. MTG of today has holdings in television production, particularly in Sweden, through the production company, Strix. MTG subsidiary Viasat is a DTH-operator that is active throughout the Nordic region, and MTG's sibling, the telecom operator, Tele2, is a minor player on the Swedish cable-TV market. In addition to TV3, TV6, TV8 och TV1000, MTG offers several satellite/cable channels (ZTV, Viasat History, Viasat Explorer and so forth).

The great number of television channels is what makes MTG/Viasat a major player. The fifteen channels reported in 2008 together attracted 16 per cent of total viewing time. The largest channel is TV3 with nearly 10 per cent of viewing time. TV3 particularly attracts younger women, whereas TV6 targets men (with sitcoms, feature films and sports). ZTV.se addresses a more youthful audience and consists primarily of music. The smaller TV8 (0.6 per cent of viewing time) has a focus on politics, current affairs and quality programming.

Other Stenbeck media holdings in Sweden include MTG's radio operations and Metro International's free paper, *Metro* (See Radio and Newspapers).

• ProSiebenSat.1 Group / SBS Broadcasting: Kanal 5 and Kanal 9

German-owned ProSiebenSat.1/SBS Broadcasting has holdings in both television and radio in several of the Nordic countries. In Sweden, ProSieben/SBS owns Kanal 5 and Kanal 9, transmitted via satellite from Great Britain. Kanal 5 was included in the digital terrestrial network in 2000, and today both Kanal 5 and Kanal 9 are distributed in the terrestrial network as well as via cable and parabol antenna. From 2005 to 2008, C More Entertainment, with the Nordic Canal+ channels (premium channels), was part of the group. In 2008 the company was sold to Bonnier.

Kanal 5 started in 1989 as Nordic Channel, first changed its name to Femman, then changed it again to Kanal 5. SBS Broadcasting, at the time an American-owned company headquartered in Luxemburg, acquired a majority in the company in 1991 and assumed full control in 1995. Offering a mix of series/serials, feature films and "docu-soaps", the channel has no other ambition than to provide entertainment. Since its inclusion on the digital terrestrial network the channel's penetration has increased markedly: in 2002, 61 per cent of the population had access to it, in 2008 the channel reaches 85 per cent. Kanal 9, launched in

2007, is intended to complement Kanal 5 and appeal to more mature viewers (through British drama series and serials, more quality feature films, etc.), whereas Kanal 5 targets younger viewers.

All in all, ProSieben/SBS' nine channels, the Canal+ channels included, had a market share of 10 per cent of viewing time in 2008. Kanal 5 accounted for the greater part, 8 per cent. The sale of Canal+ has not had any significant impact on the group's market share.

ProSieben/SBS is also a major player on the Swedish radio market, operating, for example, the Mix Megapol network (see Radio).

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