

Newspapers in the Nordic Media Landscape

Denmark • Finland • Iceland • Norway • Sweden

2017

Eva Harrie (ed.)

NORDICOM

NORDICOM's activities are based on broad and extensive network of contacts and collaboration with members of the research community, media companies, politicians, regulators, teachers, librarians, and so forth, around the world. The activities at Nordicom are characterized by three main working areas.

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Nordicom publishes a Nordic journal, *Nordicom Information*, and an English language journal, *Nordicom Review* (refereed), as well as anthologies and other reports in both Nordic and English languages. Nordicom has the character of a hub of Nordic cooperation in media research. Making Nordic research in the field of mass communication and media studies known to colleagues and others outside the region, and weaving and supporting networks of collaboration between the Nordic research communities and colleagues abroad are two prime facets of the Nordicom work.

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At the request of UNESCO, Nordicom started the International Clearinghouse on Children, Youth and Media in 1997. The work of the Clearinghouse aims at increasing our knowledge of children, youth and media and, thereby, at providing the basis for relevant decision-making, at contributing to constructive public debate and at promoting children's and young people's media literacy. It is also hoped that the work of the Clearinghouse will stimulate additional research on children, youth and media. The Clearinghouse's activities have as their basis a global network of 900 or so participants in more than 100 countries, representing not only the academia, but also, e.g., the media industries, politics and a broad spectrum of voluntary organizations.

Through publications and the website the Clearinghouse has an ambition to broaden and contextualize knowledge about children, young people and media literacy. The Clearinghouse seeks to bring together and make available insights concerning children's and young people's relations with mass media from a variety of perspectives.

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Nordic Media Trends 14

NEWSPAPERS IN THE NORDIC MEDIA LANDSCAPE

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Foreword

Newspapers in the Nordic Media Landscape is the 14th publication in the Nordic Media Trends series, which documents, describes and analyses developments in the media sector from a Nordic perspective. Previous publications in the series have presented both general media statistics and overviews of major media companies on the Nordic media markets. The present publication addresses the Nordic newspaper markets. The Nordic region has traditionally been characterized as a “newspaper region”, with high circulation and extensive readership. But contemporary trends of globalization and digitization have put the strong position of the Nordic newspaper markets under pressure. The efforts to transform print audiences and advertisers to digital ones arguably entail the toughest challenge ever faced by the newspaper industry, both in the Nordics and elsewhere.

The present report has been compiled by *Ulrika Facht, Eva Harrie, Karin Hellingwerf, Jonas Ohlsson* and *Ingela Wadbring*, with *Eva Harrie* as the coordinating editor. The presented analyses build on a wide variety of data, much of which is presented and available for download on the Nordicom database for media statistics (www.nordicom.gu.se). In the process of compiling the data, we have had the advantage of assistance of colleagues from different parts of the Nordic region. We would like to acknowledge their help here. *Kasper Dalby* and *Lykke Nordblom* at the Danish Agency for Culture and Palaces, *Kaisa Saarenmaa* and *Tuomo Sauri* at Statistics Finland, *Ragnar Karlsson* at Statistics Iceland, and *Nina Bjørnstad* at medianorway have been very helpful in providing us with the data needed to carry out this comparative study.

Nordicom’s ongoing monitoring of media trends in the Nordic countries is financed by the Nordic Council of Ministers. We are very grateful for this support.

Gothenburg, February 2018

Jonas Ohlsson
Acting Director, Nordicom

Introduction

Eva Harrie

In the past two decades, digitalisation has profoundly changed the media landscape and the way we use media. The newspaper industry, especially, has been affected by the new digital competition. With this publication, *Newspapers in the Nordic Media Landscape*, we have made an attempt to map the long-term development of the Nordic newspaper industries, looking at the trends from the year 2000 and forward.

The publication is divided into two sections: the first presenting the Nordic media and newspaper landscape in commentaries and illustrative graphs, and the second providing detailed newspaper statistics.

The first section, in turn, is divided into five chapters. In order to place the newspaper industry in context, the first chapter depicts some characteristics of the Nordic media landscapes in relation to the digital development. Chapters 2, 3 and 4 focus on the structure of the Nordic newspaper landscape (number of newspapers, circulation, etc.); the economy of the newspaper markets (advertising and audience revenues, indirect and direct state support, etc.); and reading trends (print and digital). The fifth chapter provides basic facts on and characteristics of the five Nordic countries.

The statistical section includes the tables on which the graphs in the first section are based, as well as complementary statistics, longer time series and explanatory notes.

This publication is the result of a Nordic teamwork, coordinated by Nordicom. A great deal of the information and data presented here was collected and collated in a joint effort by the Danish Agency for Culture and Palaces, Statistics Finland, Statistics Iceland, medianorway, and Nordicom-Sweden. All these teams produce and compile national statistics on the media, and are highly knowledgeable concerning media trends and the existing documentation on these trends in their own countries. We are grateful for having been able to benefit from their expertise, as well as their thorough media documentation and statistical databases online. The final responsibility for the data processing and presentation in this publication, however, lies with the Nordic coordinator and editor.

Data Collections, Sources and Methods

Nordicom monitors developments in the media sectors of Denmark, Finland, Iceland, Norway and Sweden from a comparative perspective, with the purpose of documenting trends and changes on the Nordic media landscape. We collect, compile and publish statistics for the five Nordic countries, also providing commentaries and analyses, most of which are available on our website as open access.

Data Collection and Sources

This publication is based on data collected both as a part of our ongoing documentation of the Nordic media landscape, of which updates are published on a regular basis in a table database online, and as a part of the work to develop our Nordic comparative statistics. Some examples of the data collected and collated for the first time on the Nordic level are newspaper subscription prices, newspapers' digital pay models, and newspaper revenue breakdown by print and digital sales.

Data are collected from a variety of sources, either via our national statistical partners in the Nordic countries or directly from primary sources. The collection consists of statistics mainly from industry bodies, public statistics from authorities and ministries, research reports from universities and independent institutions, etc., mainly at the national or Nordic level (but European or global sources have also been used). The sources and surveys used in this book are presented at the end of the publication.

Ideally, tables and figures present the situation in all five countries, but for some features it has been necessary to illustrate them using examples from only one or a few countries.

Surveys, Methods and Time Series in the Digital Era

As the digitalization process is changing the media landscape and peoples' media habits at a rapid pace, the traditional standards of media survey methods, definitions and criteria are becoming more obsolete. And new media classifications and measurements are under development to better catch the new media landscape and the changing media habits. As this publication takes its starting point in the year 2000, the reader should be aware that this breaking point of media measurements affects comparability both over time and between countries.

One example to watch out for is how the main traditional measures for print media – circulation and readership – have developed to cover digital editions. In recent years, statistics have normally begun to refer to both print newspapers and their digital equivalents, but with variation regarding what kind of digital editions are included, and from which year. Another example is that several media houses in recent years have opted out of, e.g., circulation audits and web traffic surveys, leading to incomplete data. Whether or not the newspaper advertising statistics include digital ads is yet another example to look out for.

Against this background, our ambition to achieve comparability between the Nordic countries and over time is becoming more difficult. Our aim, however, is to make clear any and all such differences; therefore, the tables are complemented with extensive notes. There is also a list explaining a number of methodological differences and newspaper classifications at the end of this publication.

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1. The Nordic Context

This report provides a comparative overview of the newspaper industries of Denmark, Finland, Iceland, Norway, and Sweden. The aim of this first section, however, is to place the newspaper development within a broader context, pointing at some of the media trends in the Nordic countries, with similarities and differences among them.

A Nordic Media System

In 2004, Daniel C. Hallin and Paolo Mancini launched their well-known book *Comparing Media Systems*, in which they compared the media landscape in different countries from four different aspects:

- The strength of the newspaper press
- The level of political parallelism in the media landscape
- The degree of professionalisation in journalism
- The role of the state regarding the relationship between public service media and the private market

The Nordic countries, together with a few other western European countries (including Germany and the Benelux countries), appeared in their categorisation as the democratic corporatist model, characterised by a strong mass press, a high degree of political parallelism, professional journalism, and strong public service.

However, the media market has changed dramatically since 2004, not least regarding digitalisation and globalisation, in all parts of the world. The Nordic countries have become more similar to the rest of Europe (Ohlsson 2015), which is characterised as the liberal model, using Hallin and Mancini's (2004) terms. The liberal model is characterised by a somewhat weaker press and a weak political parallelism as well as role of the state, but, in the same way as the democratic corporatist model, strong journalistic professionalism.

The Nordic Media Landscapes Today

Even though the Nordic countries are more similar to the rest of Europe today than ever before, there are still some aspects that can be characterised as specific to them. In general, the Nordic countries have a similar development regarding digitalisation, in the sense that they all have high Internet penetration among their inhabitants, and use online news – and other digital services – to a rather high extent.

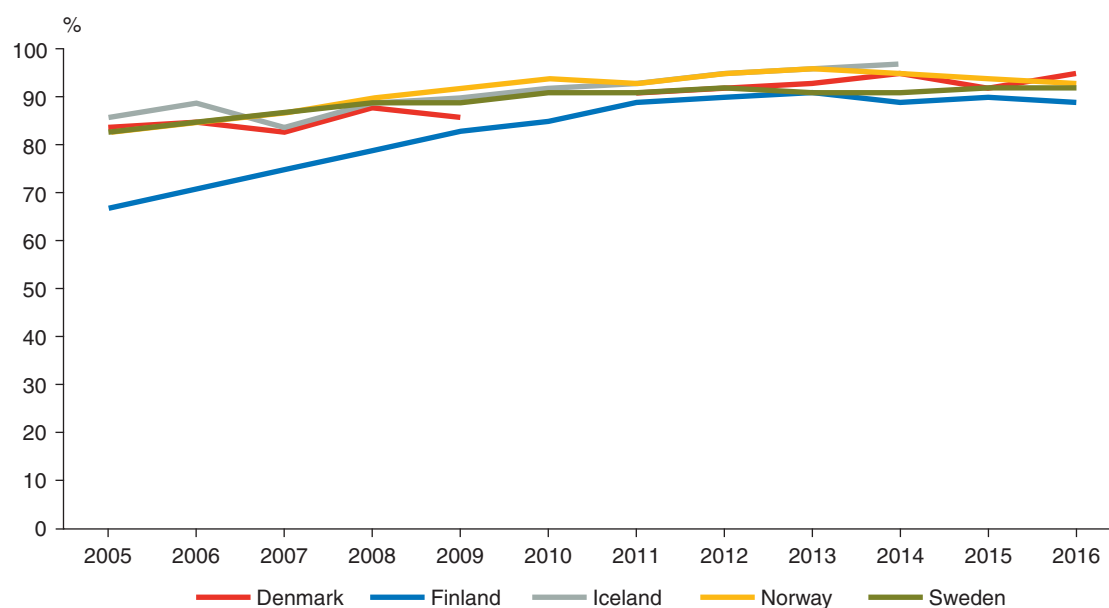
For consuming digital news, the computer and smartphone are the most commonly used devices. However, traditional media are still important formats for news, public service is strong, and the inhabitants of all the countries place high trust in legacy media compared to other countries in Europe. Concerning trust in the Internet and social media, northerners are more sceptical than the average European.

Even if the similarities among the Nordic countries predominate, differences can also be found. These can be explained at least to some extent by different media structures in the different countries. Denmark shows some continental features, with television news

dominating in another way than in Finland, Norway and Sweden. On the other hand, newspapers are read to a lower extent in Denmark than elsewhere in the Nordic region. Concerning newspapers, Norway exhibits the most digital features.

All media, except public service radio and TV, have two sources of revenue: the audience and the advertisers. Payment for online news in general is the most common in Norway, and particularly for online newspapers. The advertising investments are moving from legacy media to online, and online investments are migrating abroad, mainly to Google and Facebook. The whole advertising market is transforming, since not even ten years back. The most affected is the newspaper sector, the development of which this publication aims to discover.

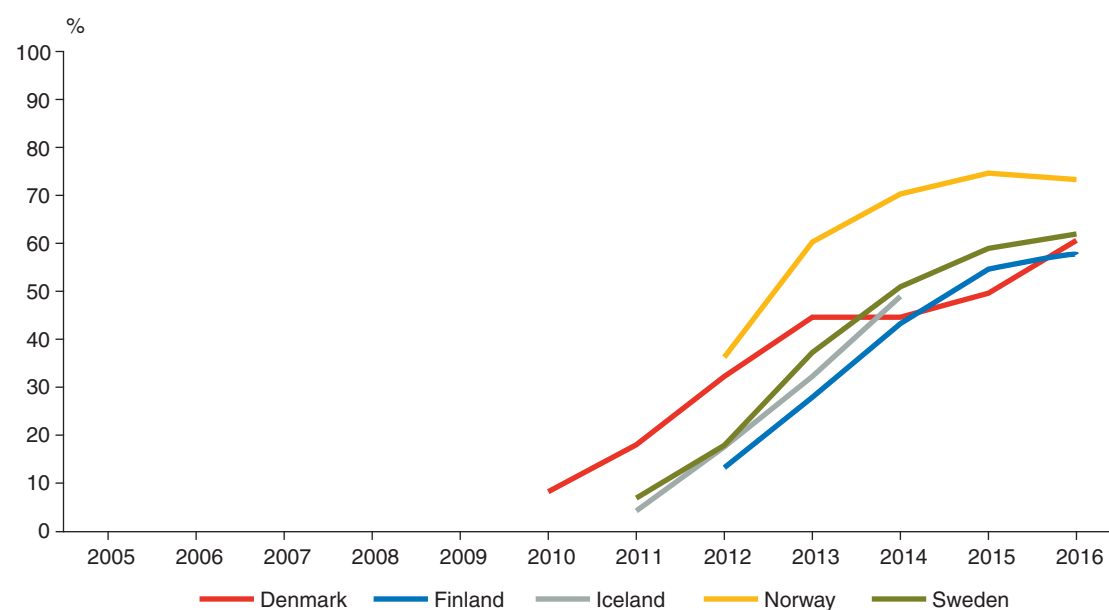
Figure 1.1 Access to personal computer in the Nordic countries 2005–2016 (per cent)



Note: There are small differences among the countries in the time point of data collection and the age of the population.

Sources: Statistics Denmark, Statistics Finland, Statistics Iceland, Statistics Norway (Norwegian Media Barometer), medianorway's database, Nordicom (Nordicom-Sweden's Media Barometer).

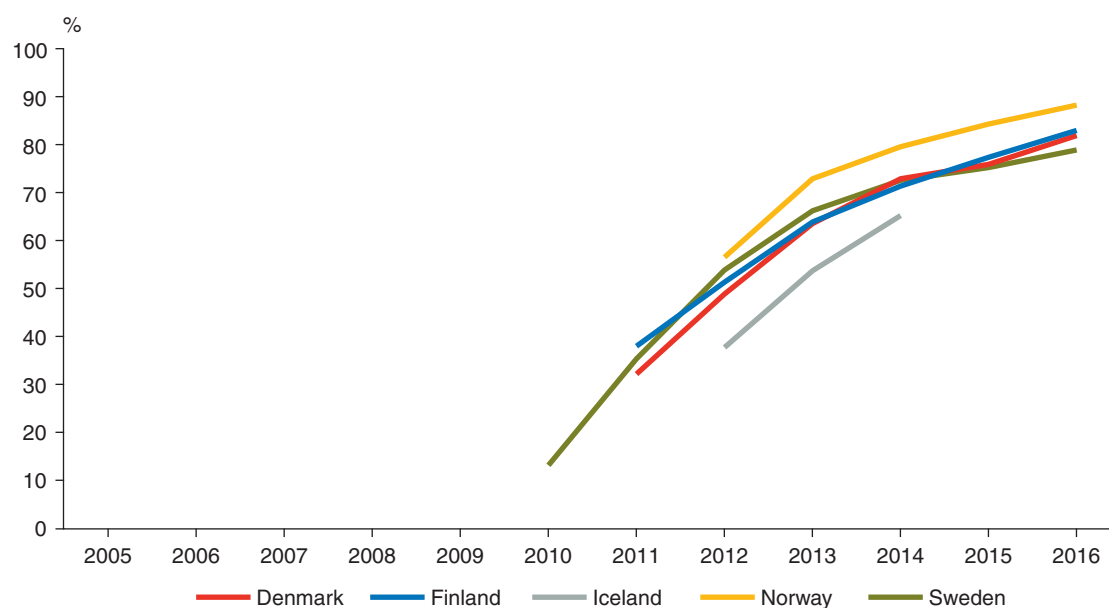
Figure 1.2 Access to tablet in the Nordic countries 2010–2016 (per cent)



Note: There are small differences among the countries in the time point of data collection and the age of the population.

Sources: Statistics Denmark, Statistics Finland, Statistics Iceland, Statistics Norway (Norwegian Media Barometer), medianorway's database, Nordicom (Nordicom-Sweden's Media Barometer).

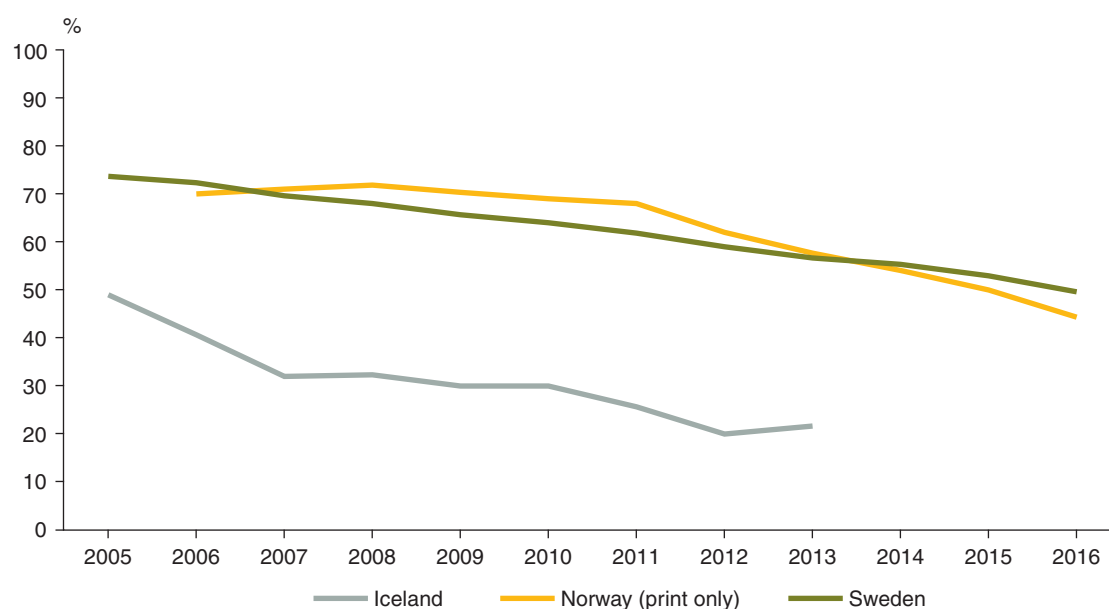
Figure 1.3 Access to smartphone in the Nordic countries 2010–2016 (per cent)



Note: There are small differences among the countries in the time point of data collection and the age of the population.

Sources: Statistics Denmark, Statistics Finland, Statistics Iceland, Statistics Norway (Norwegian Media Barometer), medianorway's database, Nordicom (Nordicom-Sweden's Media Barometer).

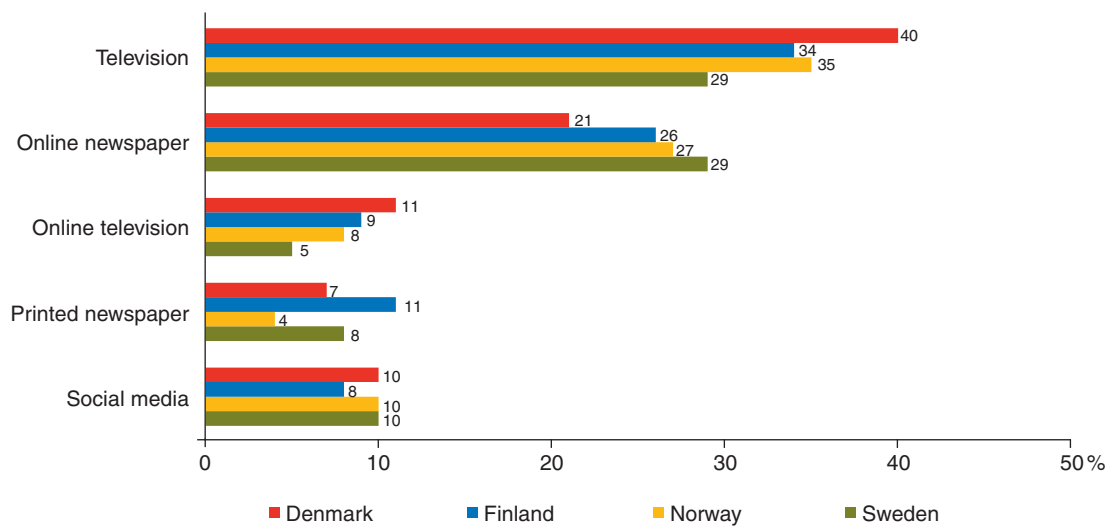
Figure 1.4 Access to newspaper subscription in the Nordic countries 2005–2016 (per cent)



Note: There are small differences among the countries in the time point of data collection and the age of the population.

Sources: Statistics Iceland, Statistics Norway (Norwegian Media Barometer), medianorway's database, Nordicom (Nordicom-Sweden's Media Barometer).

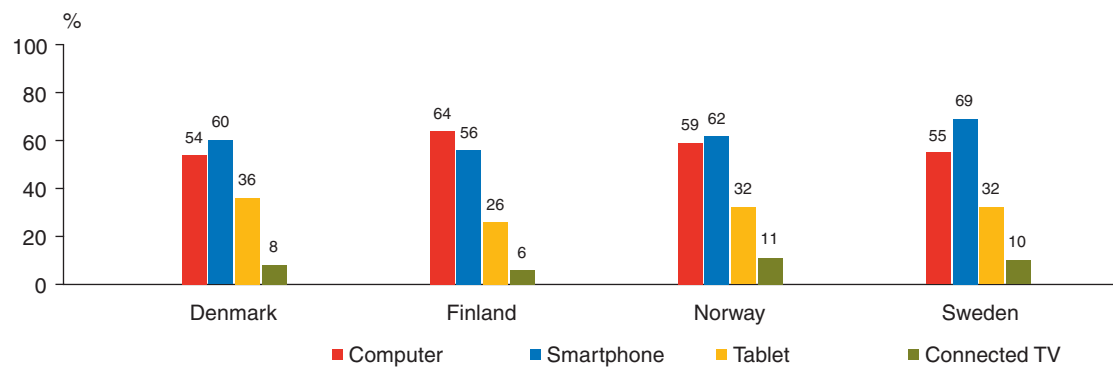
Figure 1.5 Main news channels in the Nordic countries 2017 (per cent)



Note: The survey was conducted online, and therefore only encompasses people who use the internet. Question posed was: "You say you've used these sources of news in the _last week_, which would you say is your main source of news?" (Radio is not included).

Source: Schröder, Kim, Blach-Ørsten, Mark & Burkal, Rasmus (2017).

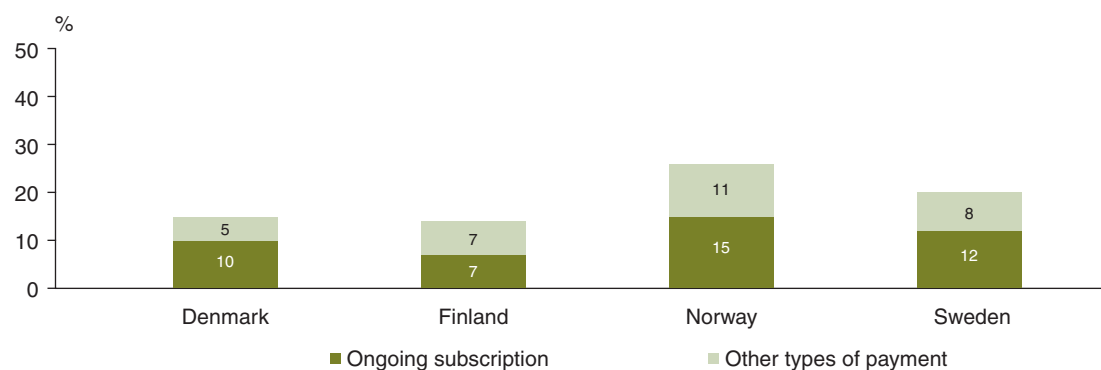
Figure 1.6 Top devices for online news use in the Nordic countries 2017 (per cent)



Note: The survey was conducted online, and therefore only encompasses people who use the internet. Question posed was: "Which, if any, of the following devices have you used to access news in the last week?"

Source: Reuters Institute Digital News Report 2017.

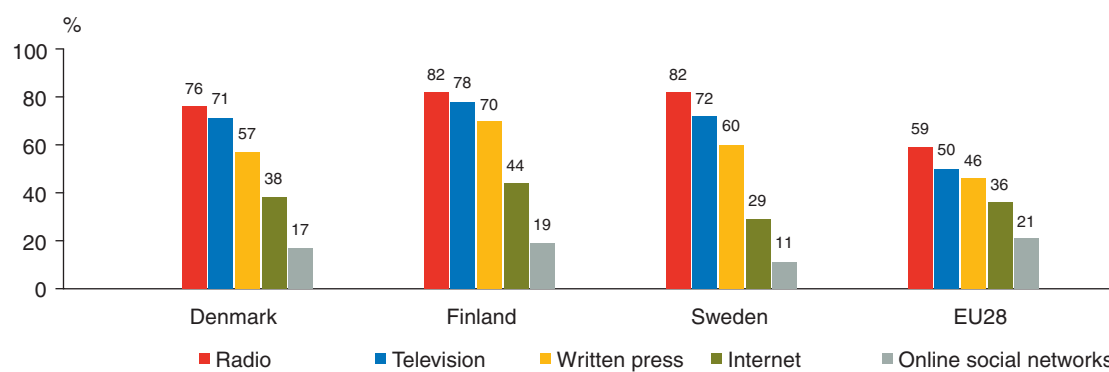
Figure 1.7 Payment for digital news on a yearly basis in the Nordic countries 2017 (per cent)



Note: The survey was conducted online, and therefore only encompasses people who use the internet and have used news the last week. Question posed was: "Have you paid for online news content, or accessed a paid for online news service the last year?".

Source: Reuters Institute Digital News Report 2017.

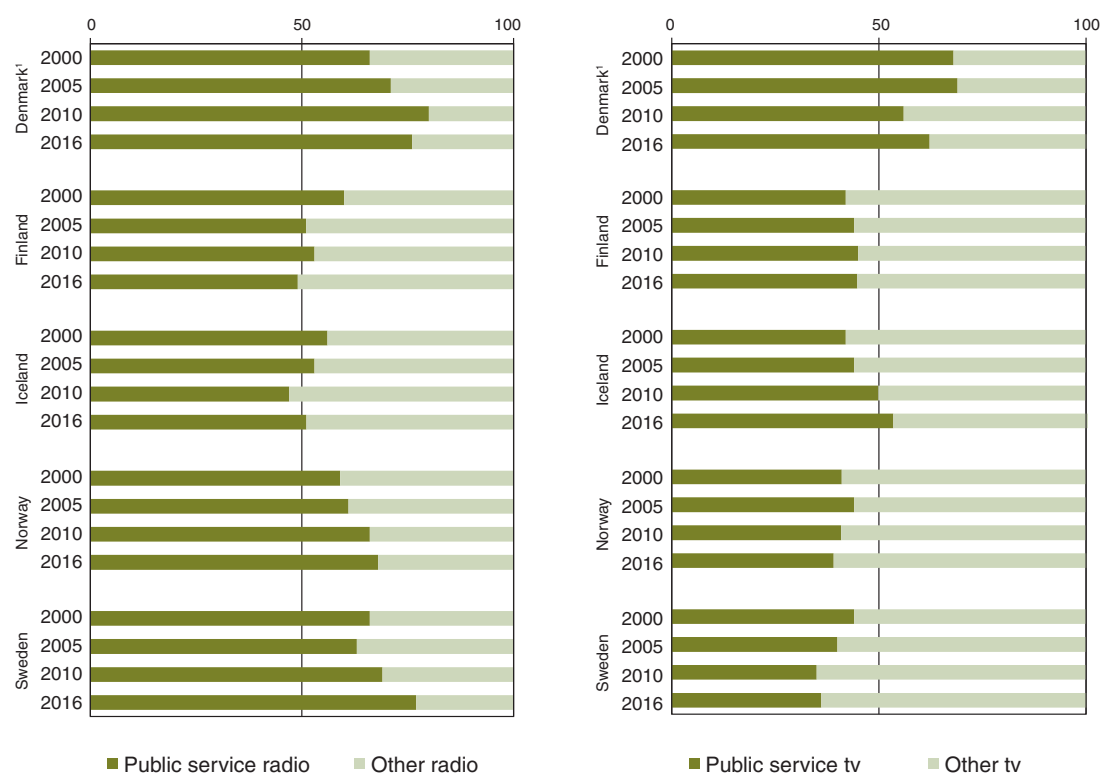
Figure 1.8 Trust in the media in the Nordic countries 2016 (per cent)



Note: Share of population aged 15+.

Source: Standard Eurobarometer 86, Annex (2016).

Figure 1.9 Public service radio and television market shares 2000–2016 (per cent)



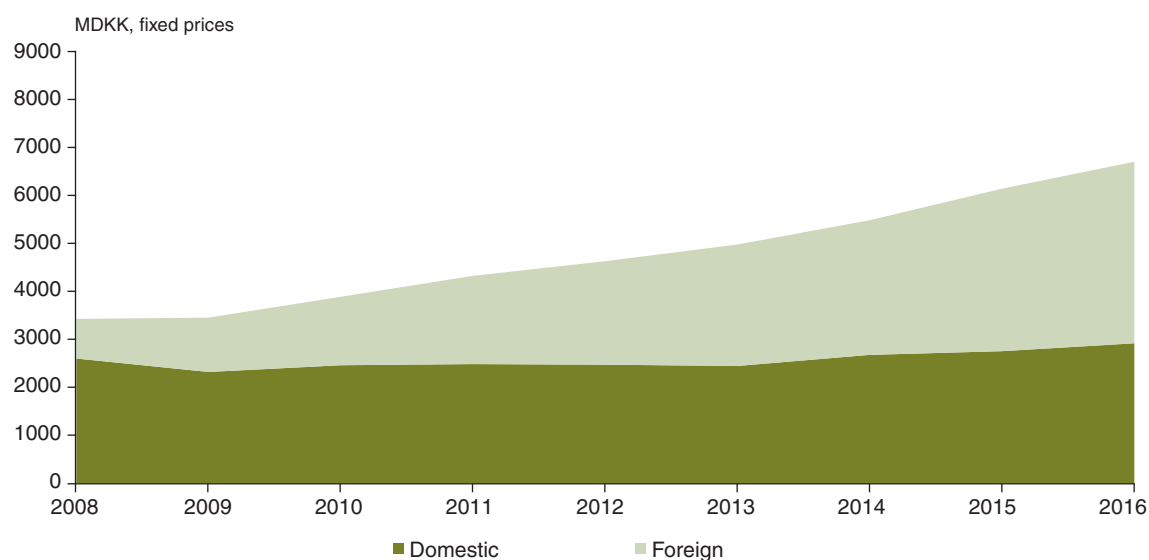
¹ Public service radio refers to DR and Radio24Syv. Public service television refers to DR and TV 2/Danmark's main channel (the other TV 2 channels have no public service obligations).

Note: Market share = share of listening time and share of viewing time.

Sources: *Radio*: Kantar Gallup Denmark, Finnpanel, Capacent/IM Gallup (Iceland: 2000, 2005, 2010), Gallup Iceland (2016), NRK/ Kantar TNS Norway, Kantar Sifo. *Television*: Kantar Gallup Denmark, Danish Agency for Culture and Palaces, Finnpanel and YLE Audience Research, RÚV, Capacent (Iceland 2000, 2005), Gallup Iceland (2010, 2016), Statistics Iceland, Kantar TNS Norway, medianorway's database, MMS.

Figures 1.10 Advertising investments on the internet in the Nordic countries

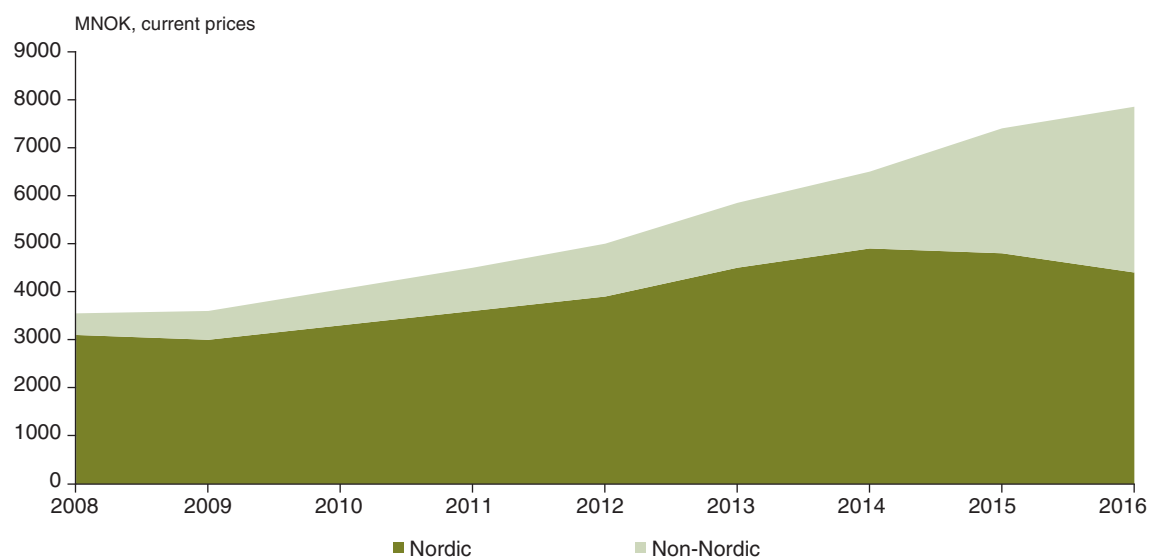
Figure 1.10.1 Advertising investments on the internet in Denmark 2008–2016 (MDKK, fixed prices)



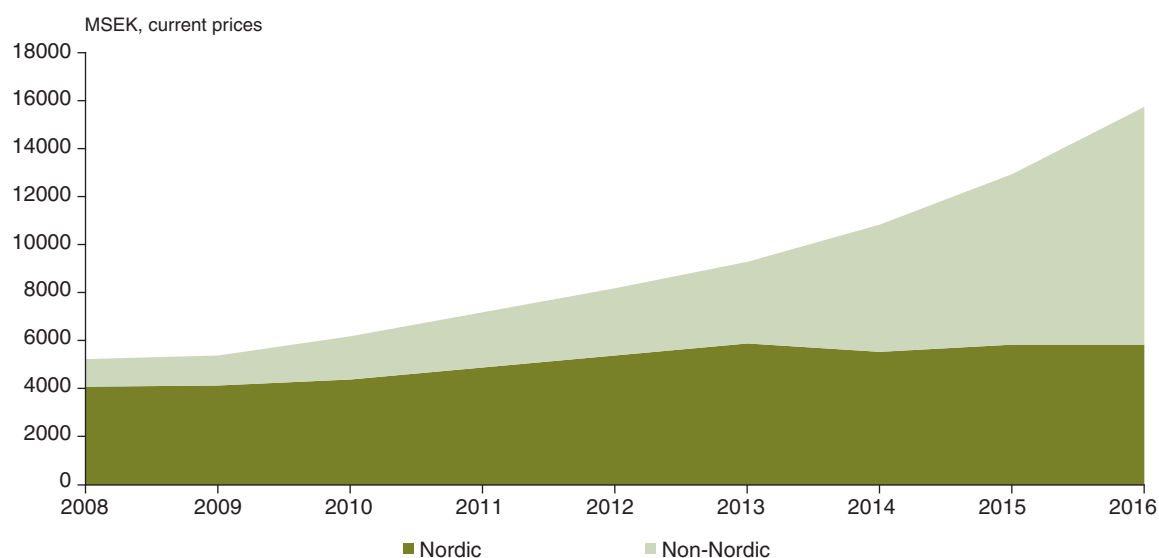
Note: Please note that the calculations for Denmark are in fixed prices and are not performed by the same source as for Norway and Sweden. Primary source is Danske Medier Research.

Source: Danish Agency for Culture and Palaces (2017) (Branche: Annonceomsætning i Danmark og til udlandet).

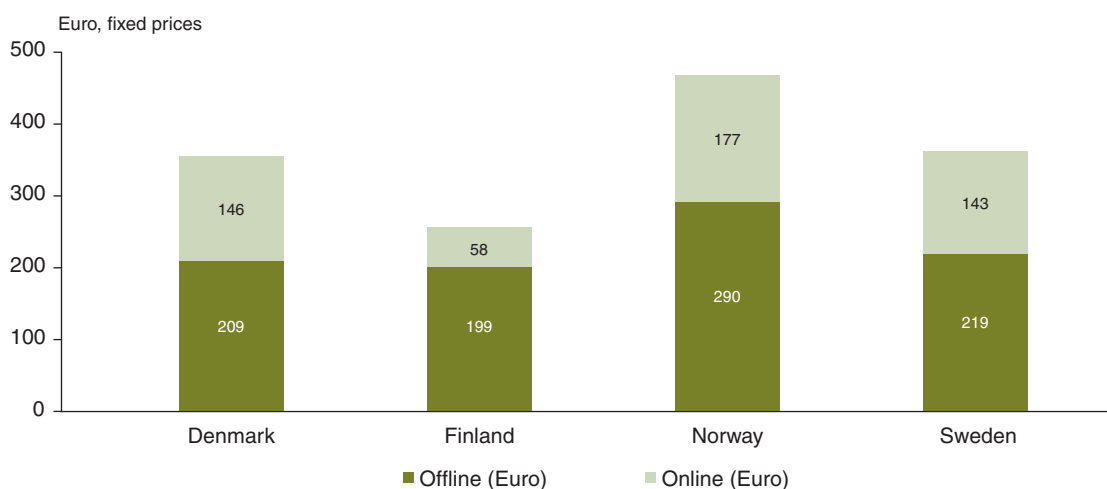
Figure 1.10.2 Advertising investments on the internet in Norway 2008–2016 (MNOK, current prices)



Source: Ohlsson, Jonas & Facht, Ulrika (2017).

Figure 1.10.3 Advertising investments on the internet in Sweden 2008–2016 (MSEK, current prices)

Source: Ohlsson, Jonas & Facht, Ulrika (2017).

Figure 1.10.4 Advertising investments per capita offline and online 2015 (Euro, fixed prices)

Note: Fixed prices in 2008 value. The graph is based on IRM data as presented in *Ad Wars* by Ohlsson, Jonas & Facht, Ulrika (2017). Data are processed by the Danish Agency for Culture and Palaces.

Source: Danish Agency for Culture and Palaces (2017) (Branche: Annonceomsætning i Danmark og til udlandet).

2. The Newspaper Landscape

The Nordic newspaper markets have traditionally been very strong, which has been reflected in both a comparatively large number of newspaper titles and high circulation levels. This section offers an overview of the structural development of the newspaper market in the Nordic countries in the 21st century, addressing the development in number of newspaper titles in different categories as well as their geographical distribution and frequency of issue. It also pictures the development concerning the size of the newspaper industry, expressed in circulation numbers and online reach.

The data used here come from both comparative user surveys and the industry's official standard measurements for audited circulation figures, readership and web traffic surveys in the five countries. In some cases, these differ somewhat from one country to the next. In recent years, there has also been a tendency of individual newspaper companies pulling out of the collective industry statistics. For these reasons, it has become increasingly difficult – and in some cases impossible – to provide a comprehensive and independent overview of the structure of the contemporary Nordic newspaper market.

Stable Number of Paid-for Newspapers

The total number of paid-for newspapers published in the Nordic region has remained surprisingly stable since the turn of the millennium. In 2016 there were 608 individual newspaper titles published in the five Nordic countries, compared to 643 titles in 2000. This decline is explained by a decreasing number of daily newspapers. The number of non-daily newspapers actually increased during the period. In 2016, roughly a third of the total number of newspapers in the region had a daily circulation. One in four was a local weekly.

Looking at the long-term development of the structure of the Nordic newspaper markets, there has been only a limited number of proper discontinuations. The decline in the number of dailies is thus mainly due to newspapers limiting the number of issues per week (going from dailies to non-dailies). The decline is also explained by newspapers merging. Of the five Nordic countries, Finland has experienced the highest number of newspapers either closing or merging in the period since 2000. The fate of being discontinued has primarily hit local newspapers with an unfavorable market position. As a result, the Nordic region has seen a gradual decline in the number of cities with two competing daily paid-for newspapers.

On the systemic level, the Nordic newspaper market has traditionally been characterized by a few newspapers of national character, a strong provincial or regional daily press, and numerous (small) local papers. This said, the relative strength of the national press (in relation to the regional and local press) differs among the five countries, as does the ratio between dailies and non-dailies.

Different Kinds of Free Papers

As for free papers, all countries except Norway have free daily newspapers of metropolitan/regional or nationwide character. In the past decade, this particular category of newspaper has experienced a significant decline in terms of both titles and circulation. In Sweden, there were five such titles in 2016, while Denmark, Finland and Iceland had one each.

Moreover, various kinds of free non-daily newspapers have long existed in all countries. The majority of these newspapers have a weekly circulation and a very clear local focus. Of the five Nordic countries, Denmark, and to some extent Iceland, stand out by means of a comparatively strong free non-daily market segment. These newspapers much resemble paid-for non-daily papers in other countries.

Paid-for Newspapers on Different Markets

There are some important differences with regard to the number and character of paid-for newspapers in the five countries. With 227 titles in 2016, Norway reported the highest number of paid-for titles in the region. Finland, in second place, had 174 titles; whereas Sweden, in third place, had 164. Denmark and Iceland had significantly fewer paid-for newspapers than the other countries, with 32 and 11 titles, respectively.

Looking instead at the number of daily newspapers, Sweden tops the list with 76 titles, followed by Norway with 71 and Finland with 39. This means that the Swedish market is characterized by a comparatively high proportion of daily newspapers, whereas the opposite is true for Finland. More than half of Finland's paid-for newspapers are local weeklies.

Norway, the country with the highest number of newspapers per capita in the region, ranks high in terms of both dailies and non-dailies. Needless to say, the vast majority of the Norwegian newspapers are exceedingly small in terms of circulation.

Denmark differs from Finland, Norway and Sweden with considerably fewer paid-for newspapers per capita. On the other hand, almost all dailies appear six or seven days a week. Eight of the 31 daily titles are defined as national. The other Danish dailies are classified as "provincial dailies", of which four are regional and the others of more local character.

On the much smaller Icelandic market, there are eleven paid-for newspapers. One of these – *Morgunblaðið* – is a daily. Among the non-dailies, the popular tabloid-like *DV* is issued twice a week, and the other non-dailies once a week. *Morgunblaðið* and *DV* are circulated nationally. The majority of the rest have either a regional or a local focus.

Trends in Circulation Numbers of the Paid-for Press

The structural changes described above are a reflection of the changing market position of the printed newspaper in the contemporary media landscape. Nordic media consumers are not buying as many newspapers as they used to. Consolidation efforts, in terms of discontinuations and mergers, as well as newspapers decreasing their number of issues per week, are often motivated by cost-saving arguments.

Analyses of circulation trends for the daily newspapers are directly affected by the fact that a number major newspapers have opted out of the industry's recognized audit controls – a development seen in several countries. Thus, it is no longer possible to give a complete account of how many newspapers copies are sold in the Nordic region today. Methodologically, the circulation figures are also affected by the increasing sales (and corresponding measurement techniques) of purely digital newspaper subscriptions.

This said, some overriding trends concerning the circulation development since 2000 can be noted:

- Despite the rather stable number of newspapers noted above, there have been significant drops in circulation in all countries and in all categories of newspapers.
- Daily newspapers have been hit harder by circulation drops than have non-dailies. The largest decreases in circulation are by and large found among the larger, national and regional newspapers, whereas the smaller local newspapers have experienced somewhat smaller drops.
- Among the dailies, the largest circulation drop is found among the single copy-sold tabloids in each country. On average, these newspapers have lost more than half of their circulation since 2000. The circulation drop in subscribed daily titles typically ranges between 20 and 40 per cent in that same period. In Denmark, however, several of the large subscribed dailies have also lost circulation in the same range as the single copy-sold tabloids.
- Digital-only sales have increased significantly in recent years, but from very modest levels. Thus far, the increase in digital-only subscriptions does not compensate for the decline in the subscription of printed newspapers. As of 2016, the Norwegian press appears to have been somewhat more successful than its Nordic counterparts in converting print sales to digital sales.

Trends in Circulation of Freely Distributed Newspapers

Freely distributed newspapers form a group of their own, since their circulation is calculated on distributed rather than sold copies. The means of distribution differ between the different categories of free newspapers. Whereas daily free newspapers (which occurred in the Nordic region in the mid-1990s) are generally distributed via the transit system and/or on the street of metropolitan areas, the non-daily segment is primarily based on home delivery (once or twice a week). Iceland has had its own success story in the door-to-door distributed daily *Fréttablaðið*, which came on the scene in 2001 and has had a strong impact on the domestic newspaper market.

A transformative moment for the Nordic markets for freely distributed newspapers occurred in 2006, with a number of the traditional newspaper companies launching their own free dailies in several cities. This “market war” also saw the entrance of completely new actors. This new hyper-competitive situation soon created economic difficulties for the companies involved, which within a couple of years led to consolidation or closures. Since 2006, the combined circulation of free dailies in the five Nordic countries has dropped from 3.8 million to 1.1 million (in 2016).

Apart from the daily segment, there are also a great number of free local papers published around the Nordic region. There are different definitions in different countries, but this category of publications forms a highly heterogeneous group: some have a standard similar to that of a proper newspaper, while others are better characterized as ad sheets.

As mentioned, the market for free local newspapers has its strongest position in Denmark. Most of these papers are weeklies (1 issue/week) and are distributed in districts defined according to the households’ shopping habits. The Danish situation is contrasted against the one in Norway, a country where the presence of a freely distributed local press remains limited. In both countries, the relative strength of the freely distributed press is reflected in the relative strength of the paid-for press (discussed above).

Online Reach of Nordic Newspapers

The Nordic region is among the most digitally mature regions in the world. This is reflected in the tendency to use the Internet for news and information, a tendency which is higher in the Nordic countries than in most other regions. This said, there are some important

differences regarding the relative strength of the newspaper industry in relation to other categories of online news providers. In many respects, the online reach of both the press as a whole and of individual newspaper categories is a reflection of the situation in the (offline) market for printed newspapers.

Building on the comparative studies of digital news consumption from 2016 provided by the Reuters Institute for the Study of Journalism, the following observations deserve mention:

- Newspapers hold the positions of the Number 1 and 2 domestic online news outlets in all the Nordic countries except Denmark. In Denmark, these top two positions are occupied by the two public service broadcasters DR and TV 2.
- In Finland, Norway, and Sweden, the most successful domestic online news outlets are the two national single copy-sold tabloids (or evening papers) of each market. Also in Denmark, the most popular online newspaper in terms of reach belongs to this category. The biggest national (or metropolitan) subscription-based newspapers have been comparatively less successful in attracting online audiences.
- In Iceland (which is not included in the Reuters Institute survey), domestic statistics reveal that the market for online news is completely dominated by the companies publishing the two most popular printed newspapers: *Morgunblaðið* (mbl.is) and *Fréttablaðið* (365.is).
- The local press as a whole holds a comparatively weak online position in terms of total reach, when compared to the biggest national news outlets. This is true for all five Nordic countries.
- The Nordic lists of the most popular domestic online news outlets include only a limited number of digital-only “newspapers”. The most successful online-only brand in terms of national reach is Norwegian *Nettavisen*, which according to the Reuters Institute survey held the sixth position on the list of the largest domestic online news providers in Norway in 2016.

Stronghold under Pressure

Contemporary meta processes of globalization and digitization are challenging the historically dominant market position of the Nordic newspaper industries. Subscriptions and single-copy sales are plummeting as the Nordic media audiences migrate online. That said, the Nordic newspaper markets are still comparatively strong in an international context. Rumours of a “newspaper death” have so far proven false. There is, however, a clear trend of consolidation on the Nordic newspaper landscape, with newspapers merging and/or decreasing their frequency of publication. Looking at the online development, there is a broad tendency that it is the national single-copy newspapers, or evening tabloids, that have been the most successful in converting their audiences into digital readers. The local press, which has traditionally been the cornerstone of the Nordic newspaper landscapes, appears to be losing ground in the battle for the online news audiences.

Figure 2.1 Number of newspapers 2016



Sources: Danish Media Audit of Circulations, Danish Agency for Culture and Palaces, MediaAuditFinland, Finnish Newspapers Association, Statistics Finland, Statistics Iceland, *Avisåret 2016* (Sigurd Høst, Volda University College, Norway), Swedish Audit Bureau of Circulations and Swedish Press and Broadcasting Authority, Nordicom-Sweden.

Figure 2.2 Number of newspapers 2000–2016

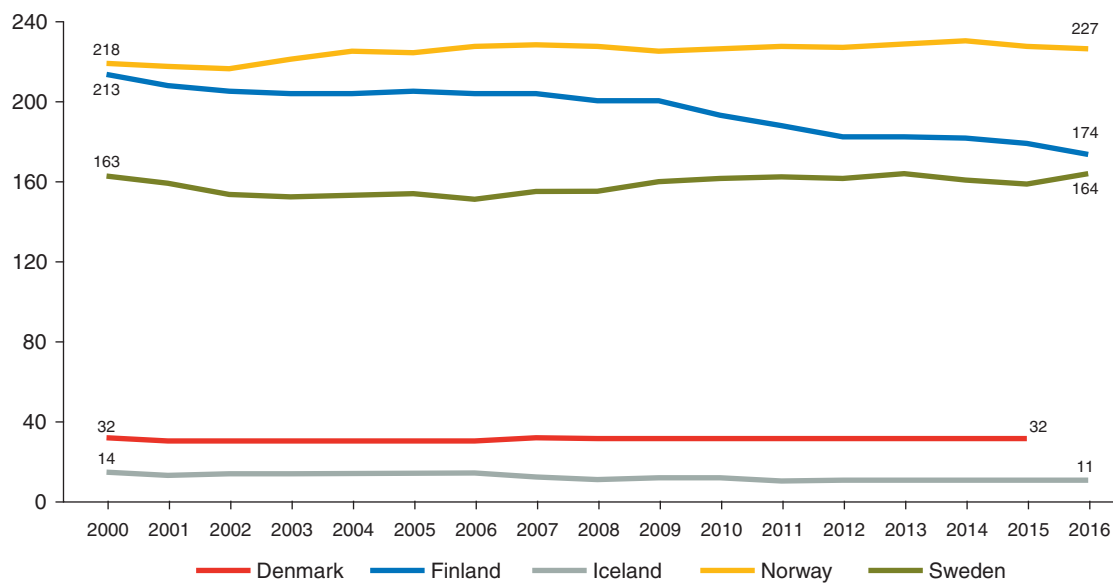


Figure 2.3 Number of daily newspapers 2000–2016

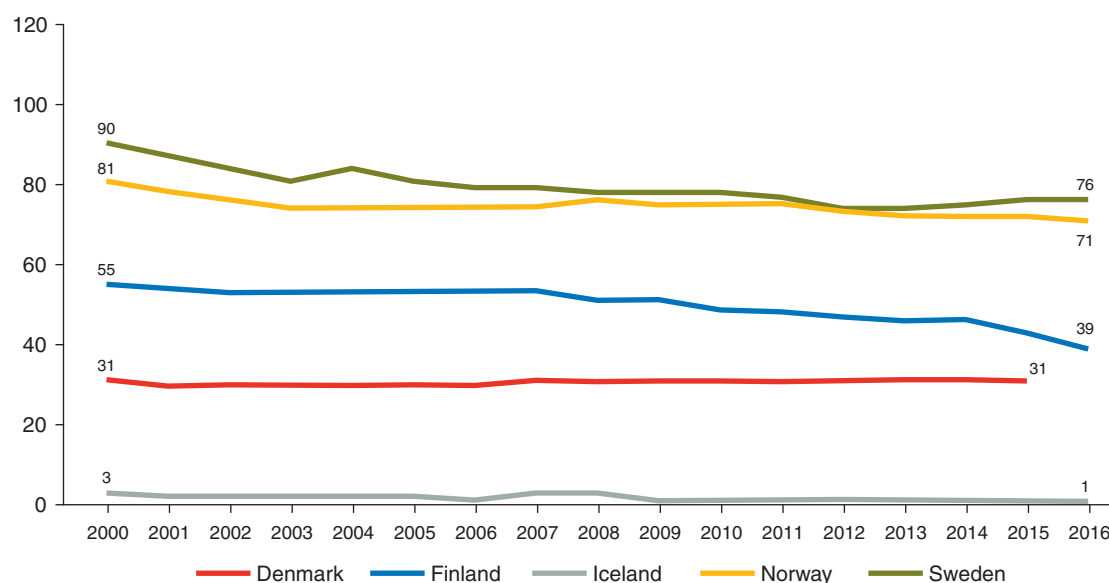
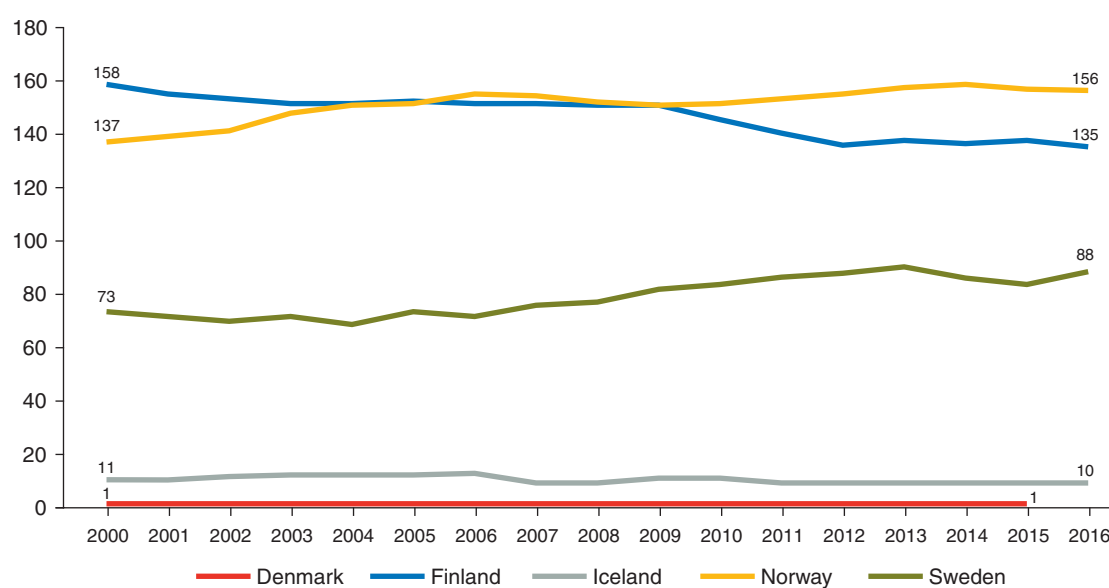
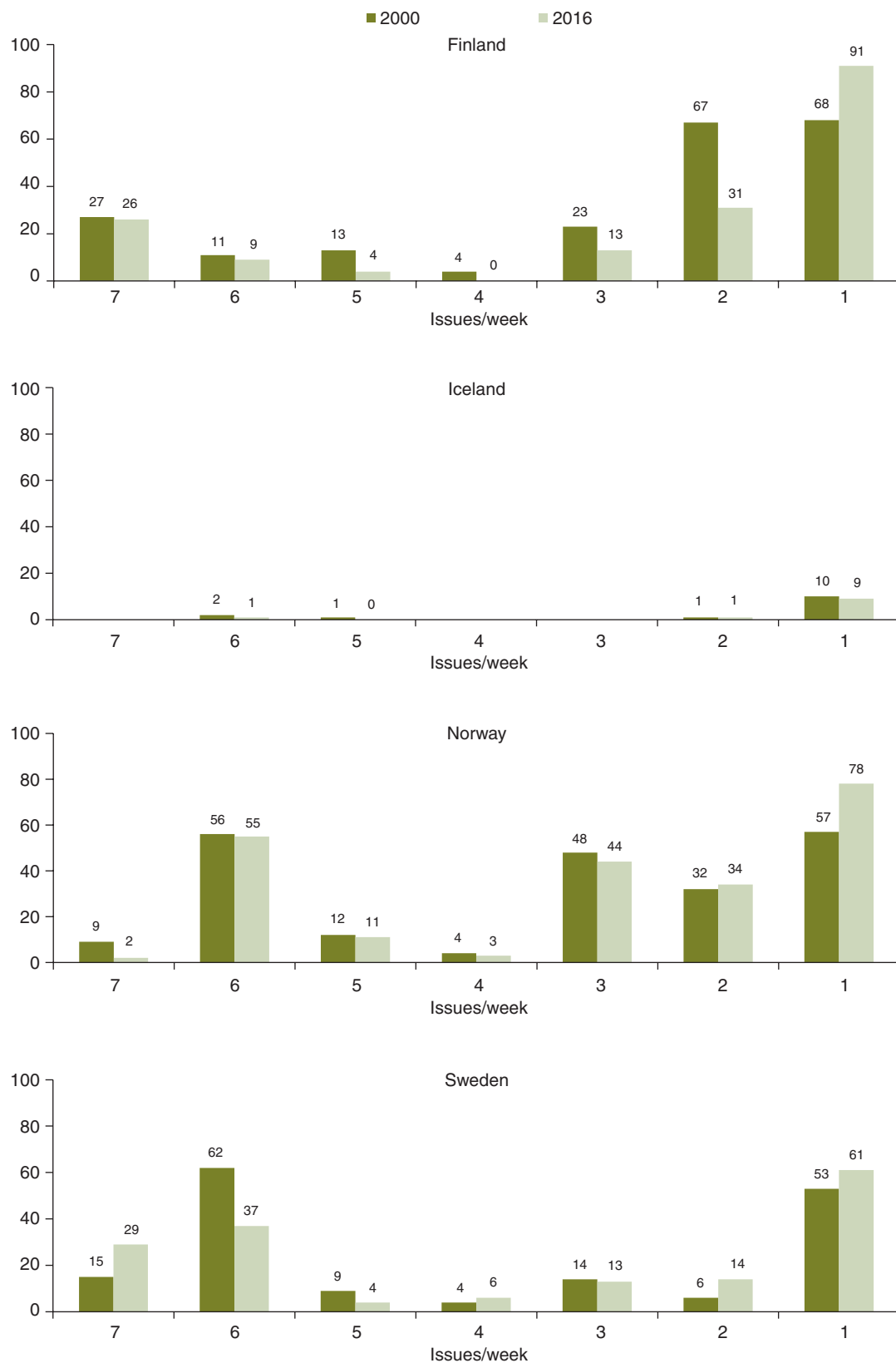


Figure 2.4 Number of non-daily newspapers 2000–2016



Sources figure 2.2 – 2.4: Danish Media Audit of Circulations, Danish Agency for Culture and Palaces, MediaAuditFinland, Finnish Newspapers Association, Statistics Finland, Statistics Iceland, Avisåret (annual publication series by Høst, Volda University College, Norway), Swedish Audit Bureau of Circulations, Swedish Press Subsidies Council, Nordicom-Sweden.

Figure 2.5 Newspapers by frequency of issue 2000 and 2016



Sources: MediaAuditFinland, Finnish Newspapers Association, Statistics Finland, Statistics Iceland, Avisåret (annual publication series by Høst, Volda University College, Norway), Swedish Audit Bureau of Circulations, Swedish Press Subsidies Council, Nordicom-Sweden.

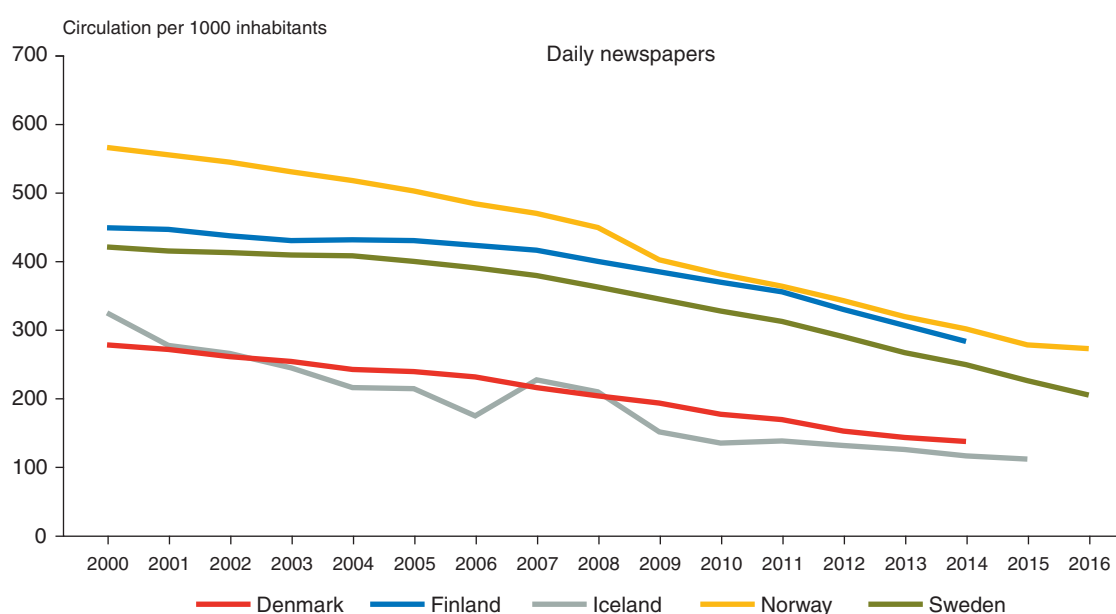
Table 2.1 Places of publications with daily newspapers 1993–2015

		Places of publication, number ¹								
	No. of dailies published/place	1993	1998	2003	2010	2011	2012	2013	2014	2015
Finland	2 or more dailies	8	7	7	6	6	5	5	5	5
	1 daily	37	34	34	35	33	33	32	32	30
	Places with daily newspaper/s/	44	41	41	41	39	38	37	37	35
Iceland (paid for & free)	2 or more dailies	1	1	1	1	1	1	1	1	1
	1 daily	1	0	0	0	0	0	0	0	0
	Places with daily newspaper/s/	2	1	1	1	1	1	1	1	1
Norway	2 or more dailies	14	10	5	5	5	5	5	4	5
	1 daily	48	52	55	57	57	55	54	56	54
	Places with daily newspaper/s/	62	62	60	62	62	60	59	59	59
Sweden	2 or more dailies (3–7 issues/week)	..	24	..	18	16	14	14	13	12
	1 daily (3–7 issues/week)	..	64	..	63	59	59	59	60	61
	Places with daily newspaper/s/	..	88	..	81	75	73	73	73	73

¹ A place of publication is the city, town or municipality where the newspaper has its main editorial office.

Sources: Finnish Newspapers Association, Statistics Finland, Statistics Iceland, Avisåret (annual publication by Høst, Volda University College, Norway), *MedieSverige 2014. Statistik och analys* (Nordicom-Sweden), Swedish Press and Broadcasting Authority.

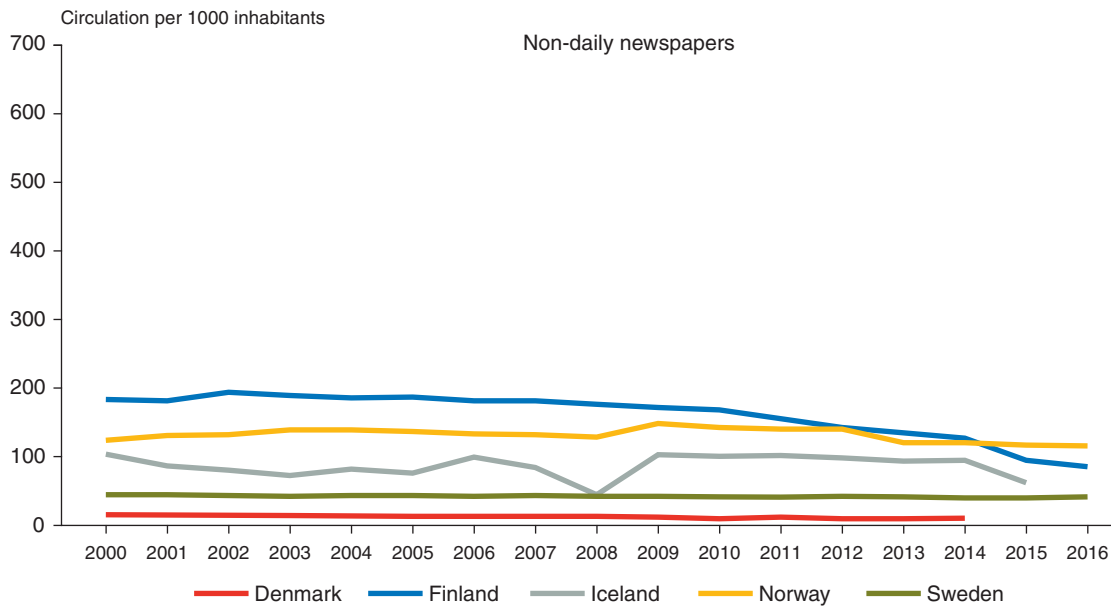
Figure 2.6 Daily newspaper circulation per thousand inhabitants 2000–2016 (including estimates)



Note: Norway: new method in 2014 (see table 5, page 72). Data for Sweden 2011–2016 include Nordicom's estimates for newspapers for which there are no audited circulations.

Sources: Danish Audit Bureau of Circulations, Danish Agency for Culture and Palaces, Finnish Newspapers Association, MediaAuditFinland, Statistics Finland, Statistics Iceland, Avisåret (annual publications by Høst, Institute of Journalism/Volda University College, processed), Swedish Audit Bureau of Circulations, Nordicom-Sweden.

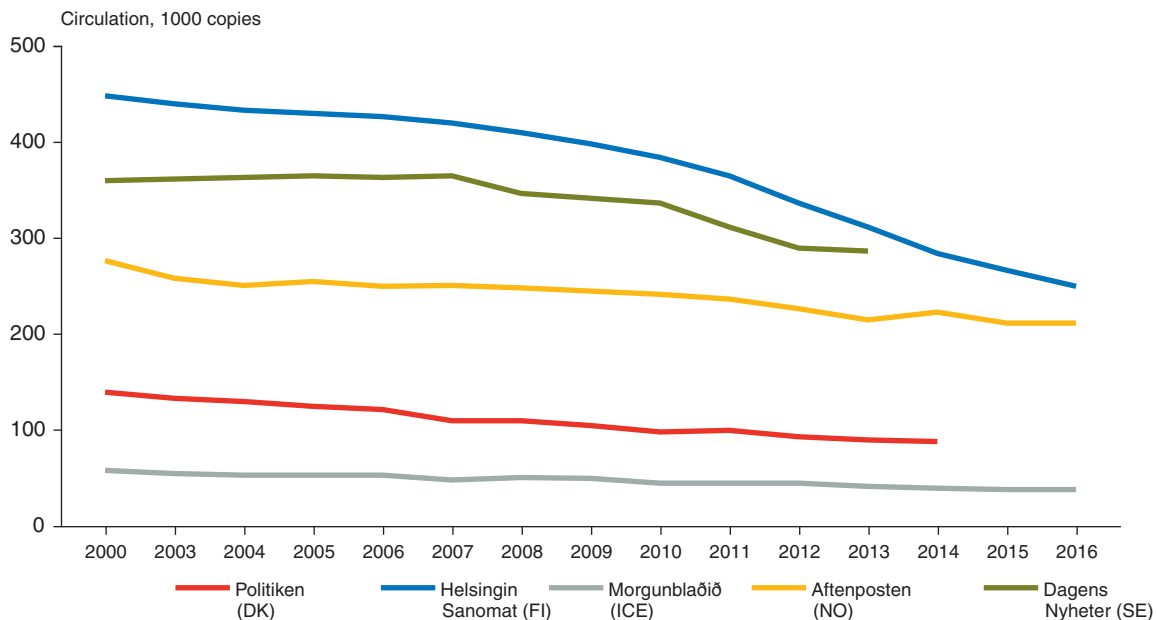
Figure 2.7 Non-daily newspaper circulation per thousand inhabitants 2000–2016



Note: In 2014, a new method was introduced in Norway, see table 5, page 72.

Sources: Danish Audit Bureau of Circulations, Danish Agency for Culture and Palaces, Finnish Newspapers Association, MediaAuditFinland, Statistics Finland, Statistics Iceland, Avisåret (annual publications by Høst, Institute of Journalism/Volda University College, processed), Swedish Audit Bureau of Circulations, Nordicom-Sweden.

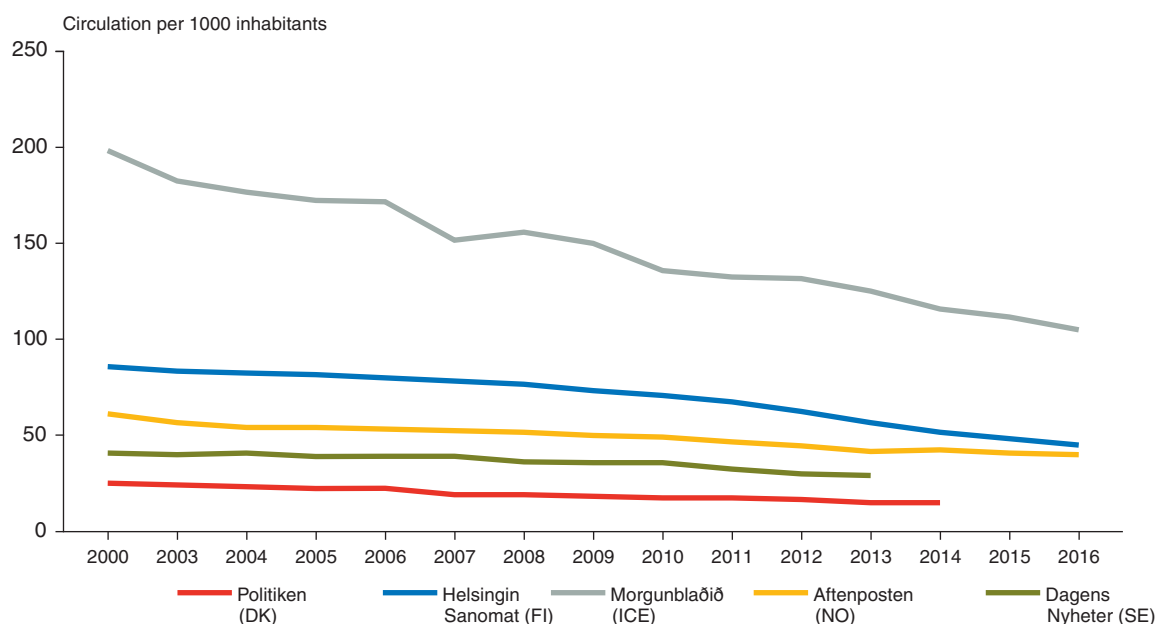
Figure 2.8 The largest daily newspaper by circulation and country 2014, trends 2000–2014/2016



Note: In 2014, a new method was introduced in Norway, see table 5, page 72.

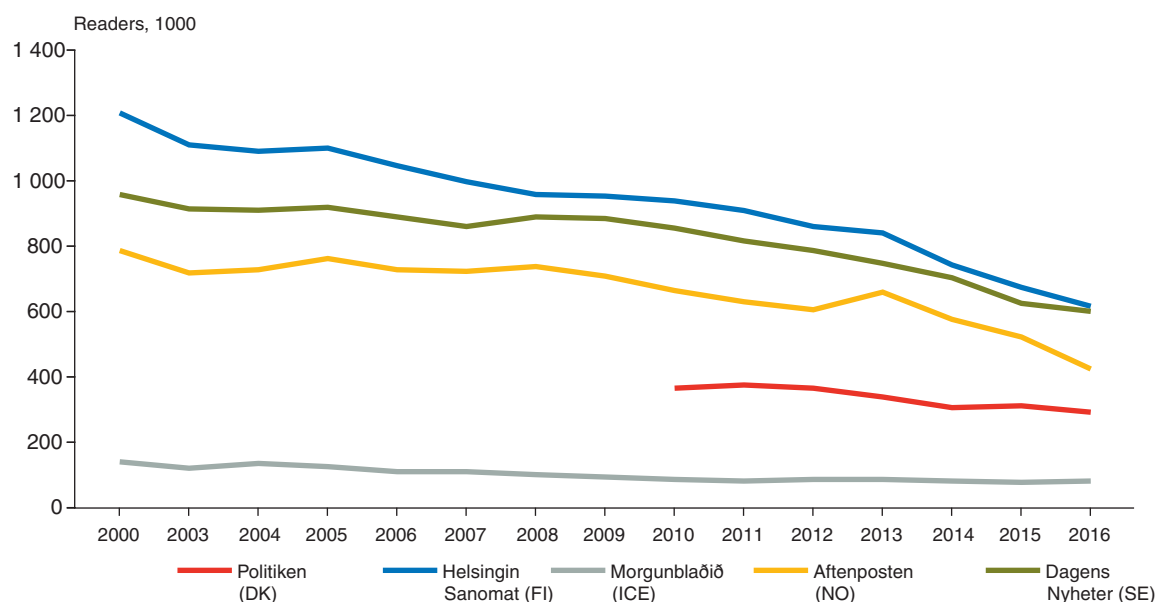
Sources: Danish Audit Bureau of Circulations, MediaAuditFinland, Finnish Newspapers Association, Statistics Iceland, Norwegian Media Businesses' Association/medianorway's database, Swedish Audit Bureau of Circulations.

Figure 2.9 The largest daily newspaper by circulation/thousand inhabitants and country 2014, trends 2000–2014/2016



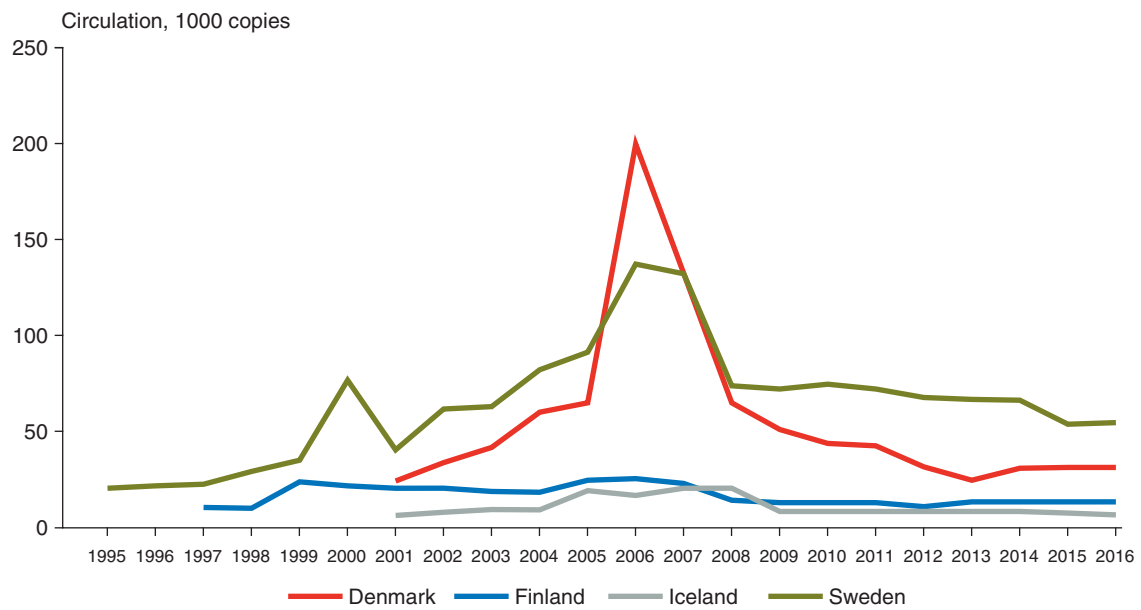
Sources: Danish Audit Bureau of Circulations, MediaAuditFinland, Finnish Newspapers Association, Statistics Iceland, Norwegian Media Businesses' Association/medianorway's database, Swedish Audit Bureau of Circulations.

Figure 2.10 The most read newspaper by number of readers and country 2016, trends 2000–2016



Sources: Kantar TNS Denmark (Index Danmark), MediaAuditFinland, Statistics Finland, CapacentGallup, Gallup and Statistics Iceland, Kantar TNS Norway (Forbruker & Media)/medianorway's database, Kantar Sifo (ORVESTO Konsument).

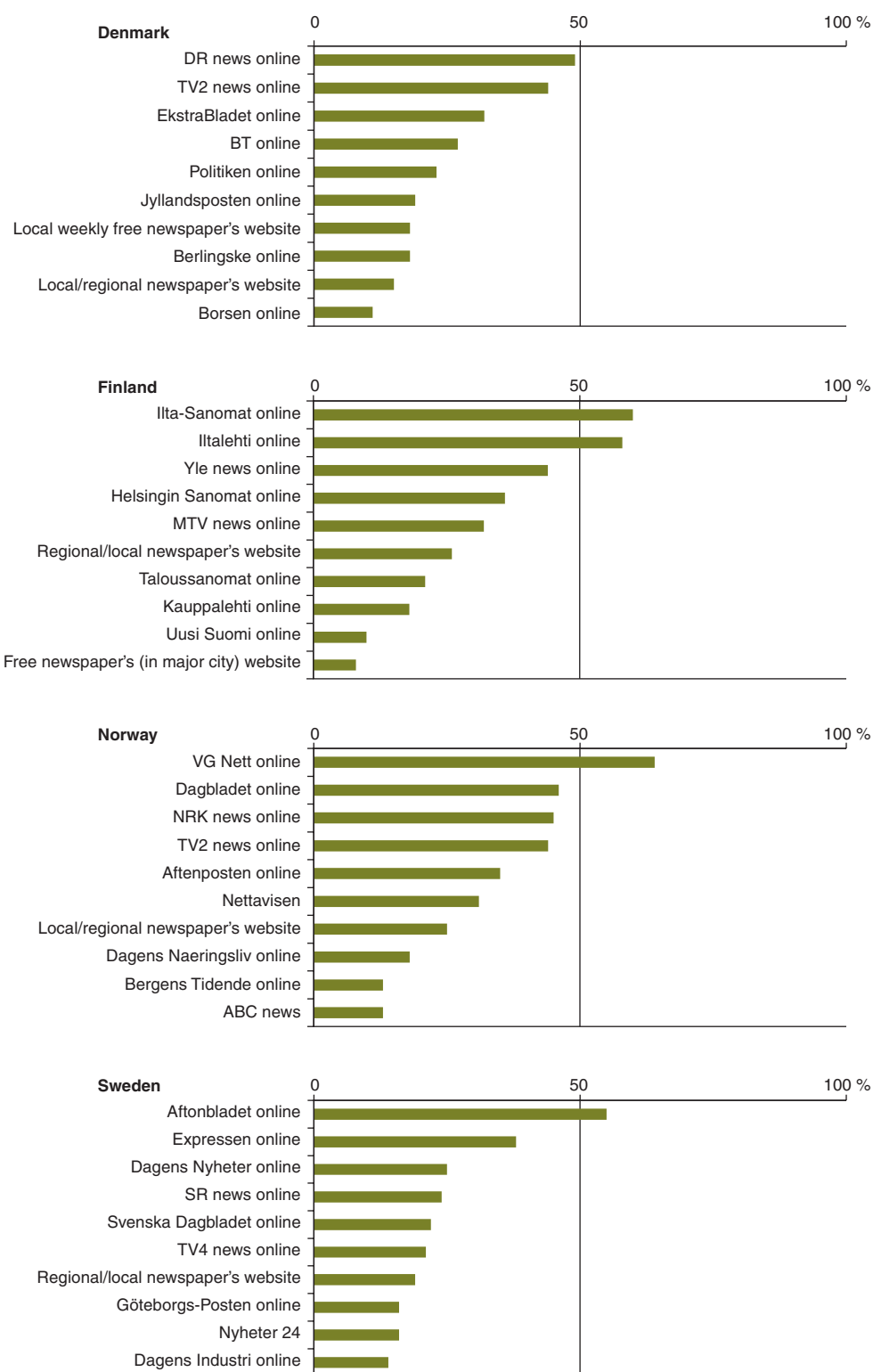
Figure 2.11 Circulation of free dailies 1995–2016 (thousands)



Note: There are no free dailies in Norway.

Sources: newspaperinnovation.com/Piet Bakker, Statistics Iceland.

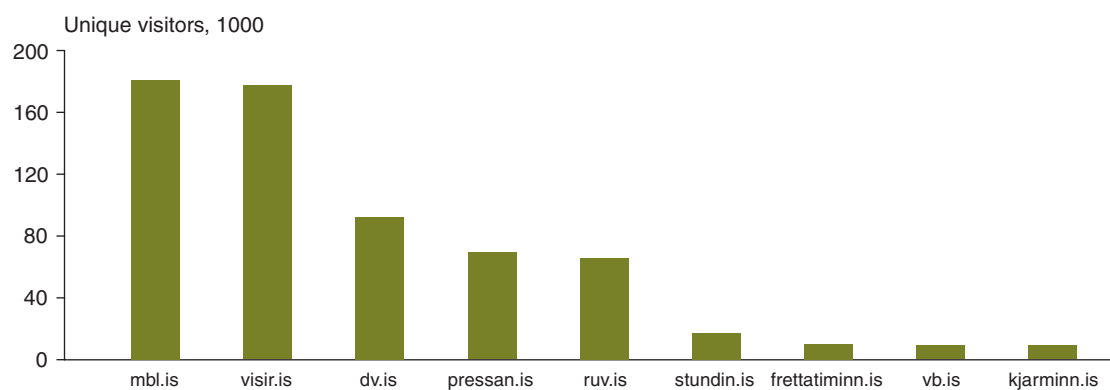
Figure 2.12 Use of various online news services in the past week, 2016 (per cent)



Note: Of the online population aged 18–80 years old who have used news online the last month. The respondents have had to state on the basis of a nationally adapted list of named media which they have used in the past week.

Source: Reuters Institute Digital News Report 2016 (2016).

Figure 2.13 Daily average reach of Iceland's largest news sites, March 2017 (thousands)



Note: Data refer to March 2017, week 10.

Source: Gallup Iceland.

3. Newspaper Economy

For decades, the newspaper industries in the Nordic region enjoyed a very strong position on the national and local media markets, with high penetration levels and limited competition from other media forms. Entering the third millennium, Nordic newspaper companies continued making profits, despite the media markets having undergone both deregulation and adaptation to the Internet. But since the global financial crisis of 2008 the industry has seen a decline in revenues, which has accelerated since 2010. This is the pattern in all the Nordic countries, regardless of the various structures of the newspaper markets in Denmark, Finland, Iceland, Norway and Sweden.

This section gives an overview of the revenue trends for the Nordic newspaper industries from year 2000 onward. It covers the development of the industry's two main sources of revenue – selling advertising space to advertisers and selling newspapers to their audience – and, when the data allow, the ongoing shift from print to digital revenue streams. The section also covers the structure of the direct and indirect press support systems.

The data vary somewhat between the countries as to whether they cover paid-for and/or free papers, and what company level they cover. Nevertheless, the revenue drop since 2010 is substantial in all countries: in Norway it is approximately minus 40 per cent and in the other countries about minus 20 per cent, when local currencies are calculated in fixed prices. The most noticeable drop took place in Denmark and Norway from 2015 to 2016.

Changing Revenue Patterns

Despite the decrease in revenues, many of the (paid-for) newspapers have continued to report profits. The most significant explanation for the newspaper companies' continued surplus is cut costs: saving through reductions in staff, reduced frequencies, and thinner newspapers. Another pattern is that the decrease in incomes from advertising has been matched by increased shares of revenue from other sources. At the turn of the millennium, advertising covered a larger share than readers as a source of newspapers' revenues. Fifteen years later the picture is the opposite: in 2015, readers made up a larger share of revenue than advertising – not due to more people buying newspaper subscriptions, but because the price of subscriptions has gone up, in many cases significantly more than the average consumer price index.

Advertising and Sales

The printed newspaper industry in Denmark, Finland, Norway and Sweden made up roughly half of the total advertising market value around the year 2000. In 2016, printed newspapers make up 20 per cent of the advertising value. In Finland, the newspapers still hold a strong position – even though their share has dropped to a third of the advertising revenue. Newspapers still have a strong position in Iceland, where they remained the single most important advertising medium in 2015.

A breakdown of revenues into print and digital net sales shows that the newspaper industry depends heavily on revenues from the printed newspaper. In Nor-

way, where the press has been the most successful in transforming print revenues to digital revenues, a fifth of the revenues are from digital sales (advertising and subscriptions), while in Denmark and Finland the revenues from digital sales are not even ten per cent.

Revenues from Digital Advertising and Readers Online

A breakdown of advertising revenues from print and digital sales shows the same pattern, although digital advertising revenues make up a larger share than digital subscription sales. In Norway and Sweden almost a third of advertising revenues are digital, whereas in Denmark only about 15 per cent are from digital advertising. In Norway and Sweden, it is particularly the popular tabloids (vg.no and aftonbladet.se especially) that obtain a larger share of their advertising revenue from digital sales. In fact, in Norway and Sweden the popular tabloids account for a majority of newspapers' overall digital advertising sales.

Still, the newspapers' share of the digital advertising market does not make up for their losses from advertising in the printed editions. As stated earlier, the paid-for press has traditionally had advertising as its main source of financing. Data show that other digital and social media platforms get the larger part of digital advertising.

From publishing all its news content online for free, the paid-for newspapers have arrived at a point at which there is a need to get revenues from their readers. The industry has worked out a handful of models in order to get readers to pay for content online, among which freemium, or a mix of freemium and hard paywall, seems to be the winning concept in the Nordic countries.

In Norway, the only country with data covering both dailies and non-dailies, two-thirds of the newspapers had some kind of pay model for online materials in 2016; this means that the number of newspapers charging for access online had tripled since 2014. In Sweden, more than half of the dailies had a digital pay model by the end of 2016, and now in 2017 more or less all dailies have an online pay model. In Finland, the number of true dailies (7 issues/week) with a digital pay model has doubled since 2014.

While there is not yet enough comparable data available on the number of digital subscribers, research from the Reuters Institute indicates that, in an international comparison, citizens in the Nordic countries are more willing to pay for news online. Nevertheless, thus far the share is only between 14 (Finland) and 26 per cent (Norway) of the online population.

Support Systems in the Twenty-first Century

The changes in the media landscape caused by digitalization and increased competition have also placed strains on the press support systems in the Nordic countries. State subsidies to newspapers have re-entered the political agenda. One main observation is that it is not only (printed) newspapers that need support but virtually all news journalism regardless of platform.

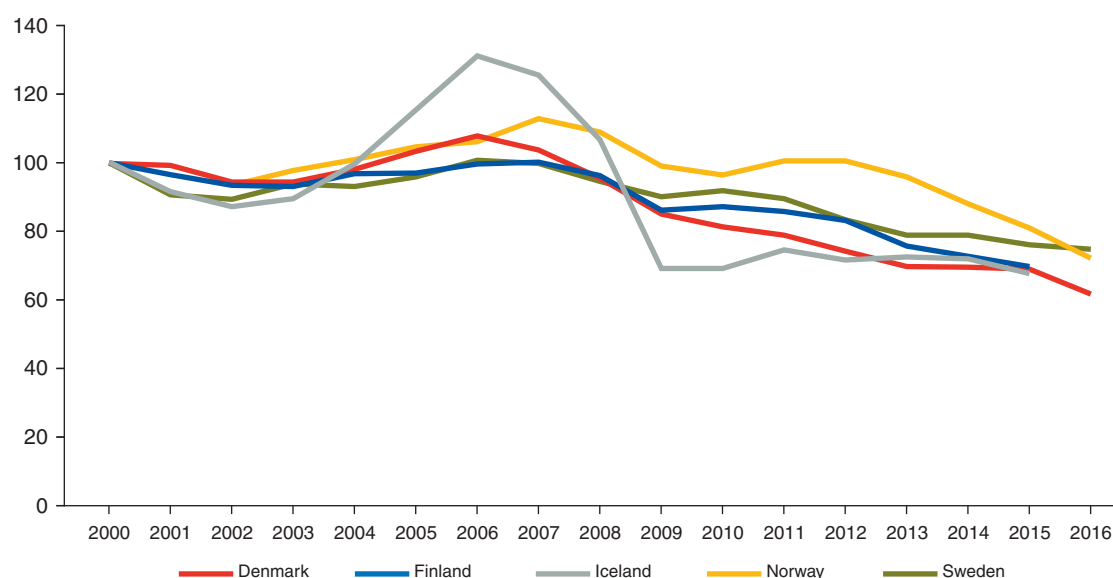
The Finnish system of direct financial support to newspapers changed in 2008, to only distribute discretionary subsidies (€0.5 million) granted to newspapers published in national minority languages. Broader support systems, offering more extensive monetary support for newspaper production and distribution, are still in place in Norway and Sweden. The model for support is somewhat different in Denmark, where there is editorial production support, which consists of schemes for small, nationwide print news media and text-based Internet-based news media, along with project grants for the creation of new media and the development of existing media (357.6 MDKK in 2016 according to Medieanævnet SLKS.dk). Iceland has no system for direct press subsidies.

Printed newspapers comprise the only medium with a lower VAT level in all Nordic countries. Iceland and Sweden have a lower VAT rate on all newspaper sales, while Finland has lower VAT on subscriptions to newspapers and magazines but the standard rate on single-copy sales. In Denmark newspapers are exempt from VAT, but must pay a calculated fee based on revenue from print newspaper sales. In Norway newspapers are also without VAT, which since March 2016 also applies to online news. The different levels of VAT between print and digital media are questioned in the Nordics as well as in the EU.

Will the Newspaper Industry Ever Get Rich Online?

The Nordic newspaper industries are seeing their sales decline, but through savings and increased subscription prices they have generally continued to make a profit – although their surpluses have declined over the past five to ten years. The traditional media have begun to find ways to earn money from their online businesses, but, above all, more so from their readers than from advertisers. Sales for the digital business have not yet come close to compensating for the losses of printed newspapers. The next few years will show who survives, and what models may or may not lead to success on the digital newspaper market.

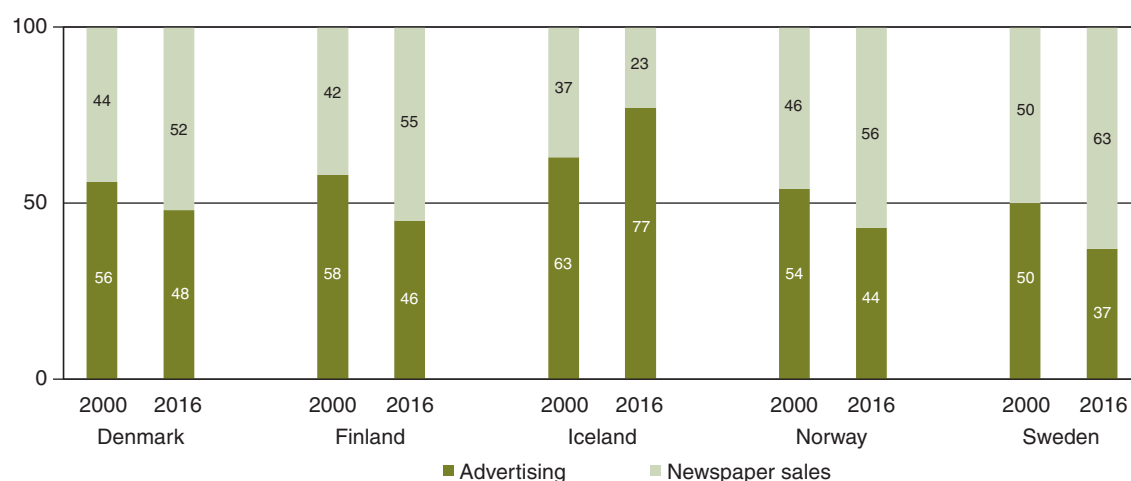
Figure 3.1 Newspaper revenues 2000–2016 (index, 100=year 2000)



Note: Index based on local currencies in fixed prices. For revenues in local currency and Euro, see table 15, page 84.

Sources: Association of Danish Media, Finnish Newspapers Association, Statistics Finland, Statistics Iceland, Norwegian Media Authority, Swedish Press and Broadcasting Authority (processed by Nordicom).

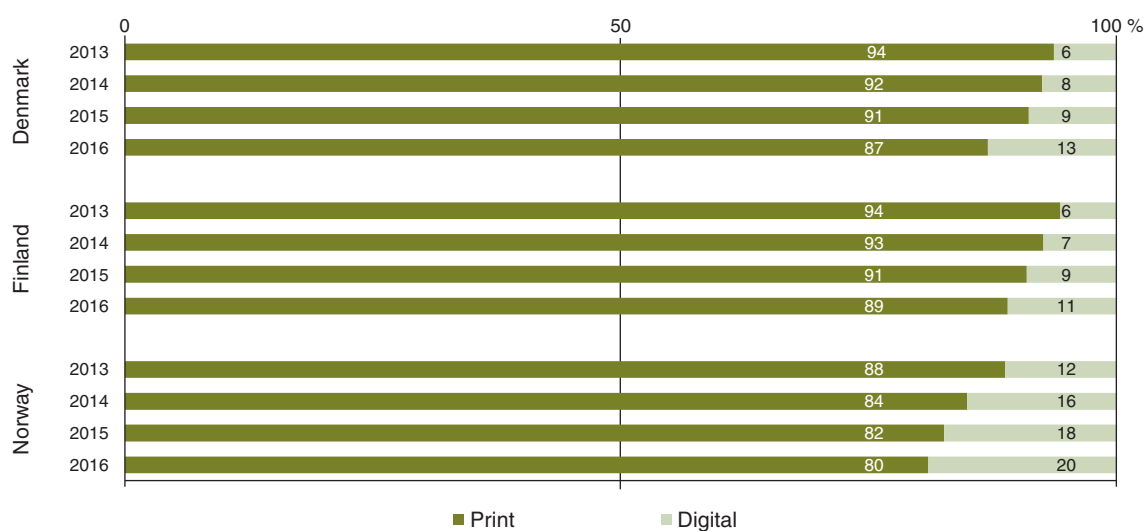
Figure 3.2 Newspaper revenue breakdown by newspaper sales and advertising 2000–2016 (per cent)



Note: Finnish data refer to daily newspapers only; Icelandic data refer to paid-for and free dailies and weeklies.

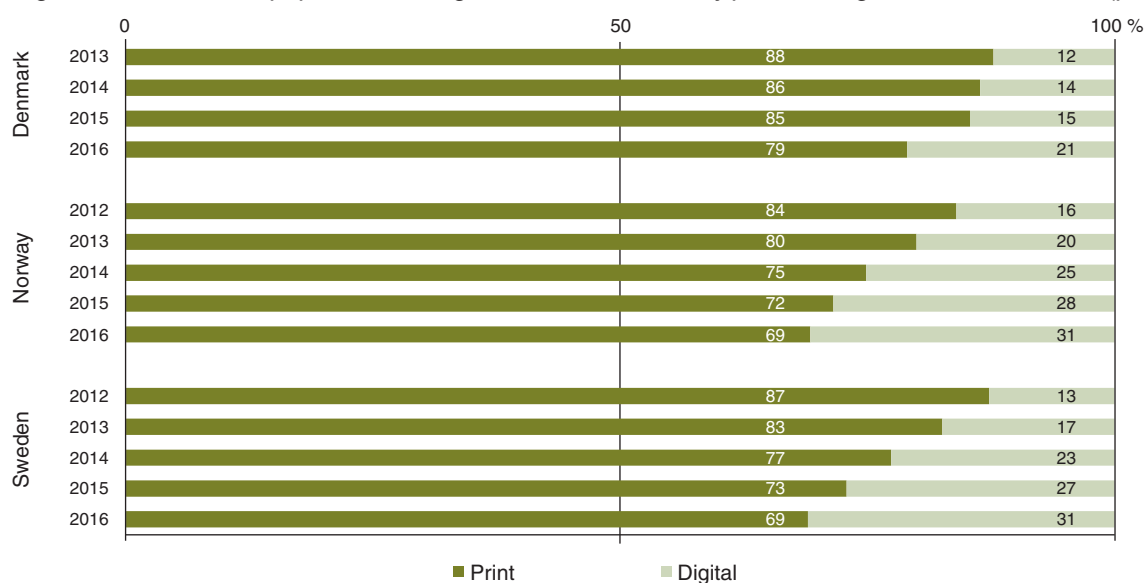
Sources: Association of Danish Media, Finnish Newspapers Association, Statistics Finland, Statistics Iceland, Norwegian Media Authority, Swedish Press and Broadcasting Authority.

Figure 3.3 Newspaper total revenue breakdown by print and digital sales 2013–2016 (per cent)



Sources: Association of Danish Media, Finnish Newspaper Association, Norwegian Media Authority.

Figure 3.4 Newspaper advertising revenue breakdown by print and digital sales 2012–2016 (per cent)



Sources: Association of Danish Media, Norwegian Media Authority, Swedish Press and Broadcasting Authority, IRM, Swedish Media Publishers' Association.

Figure 3.5 Annual newspaper subscription prices 2000–2016 (index, 100=year 2000)

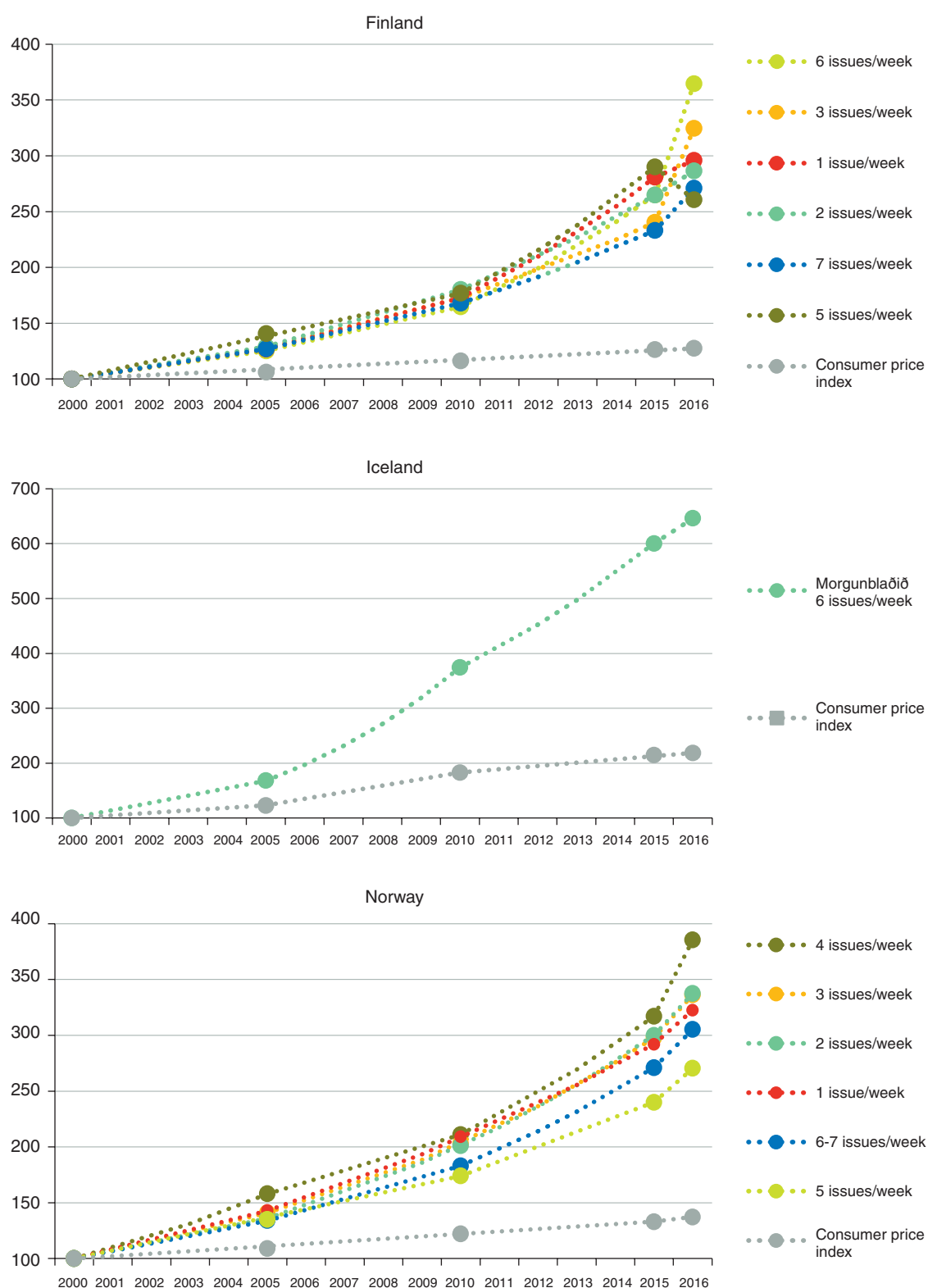
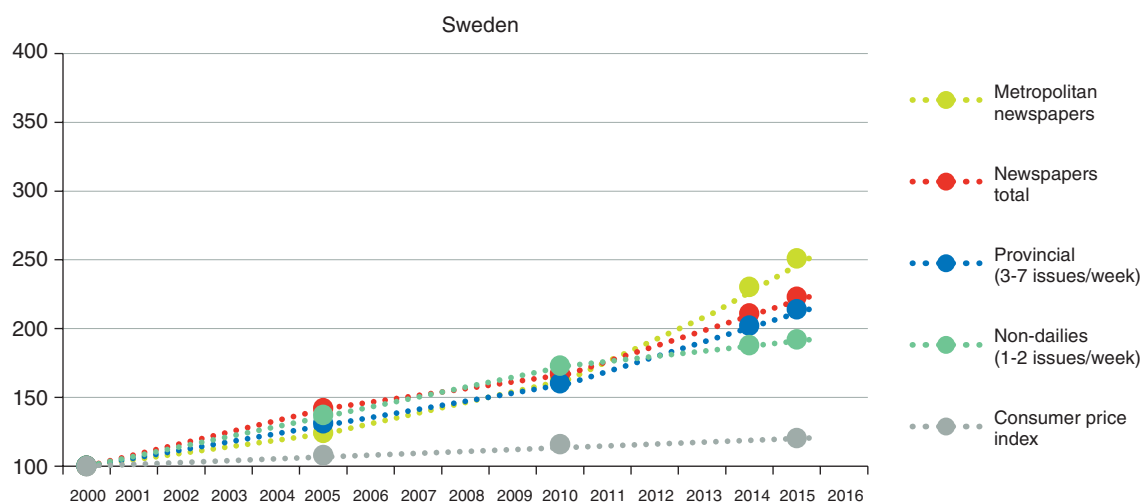


Figure 3.5 (Cont.) Annual newspaper subscription prices 2000-2016 (index, 100=year 2000)

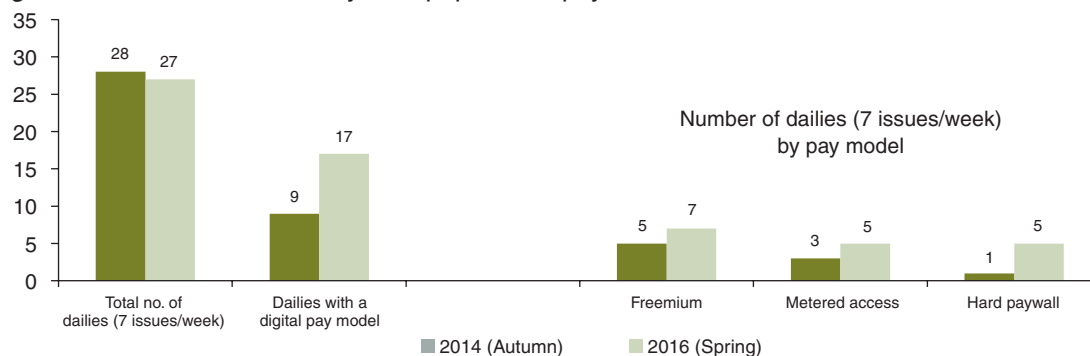


Note: Index based on local currencies in fixed prices. Markers indicate data collection. For prices in local currency and Euro, see table 19, page 88.

Sources: Finnish Newspapers Association, Statistics Iceland, *Avisåret 2016* (Høst, Volda University College, Norway), Nordicom-Sweden (2000), National Library of Sweden (2005-2015) (processed by Nordicom).

Figures 3.6 Number of newspapers with pay models for online material

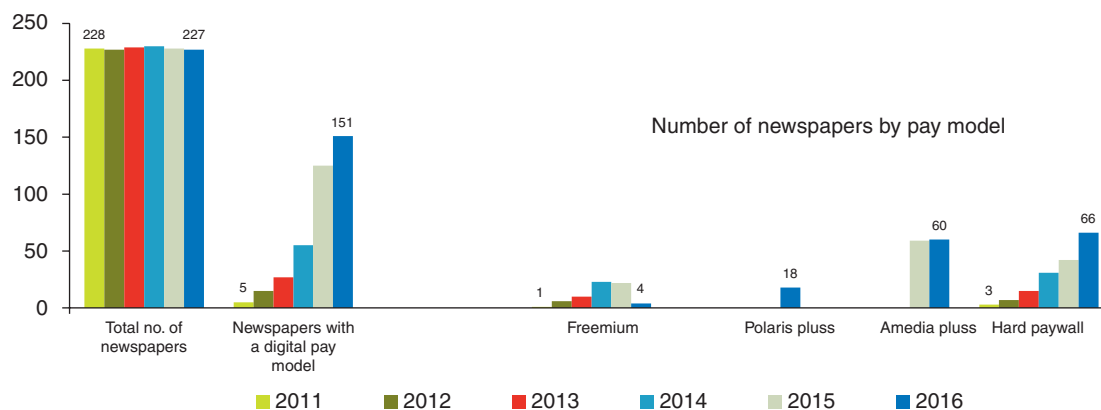
Figure 3.6.1 Number of daily newspapers with pay models for online material in Finland 2014 and 2016



Note: Data refer to dailies with 7 issues per week only.

Source: Finnish Newspapers Association.

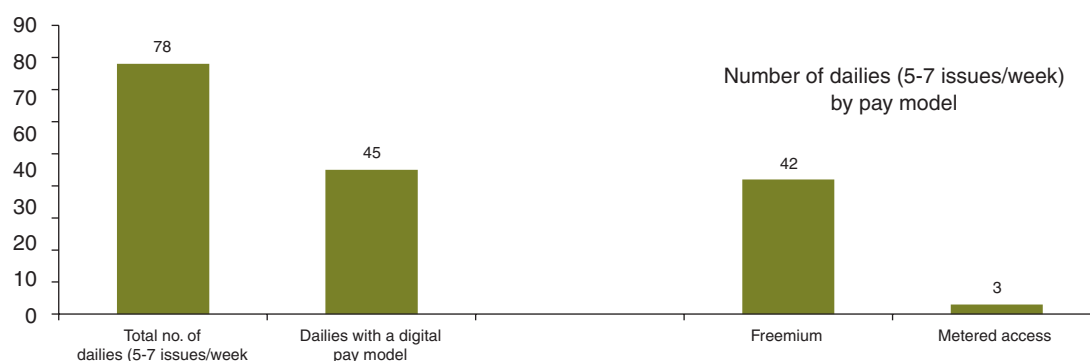
Figure 3.6.2 Number of newspapers with pay models for online material in Norway 2011–2016



Note: In 2014 the Norwegian newspaper group Amedia decided that all their newspapers should have a digital payment model, Amedia pluss, which was implemented in 2015. Since many of Amedia's newspapers have chosen a model between freemium and hard paywall (between 30 and 50% of the content locked to non-subscribers), this group is categorized as a group of its own. Polaris pluss is a digital pay model for Polaris Media's newspapers (between freemium and hard paywall).

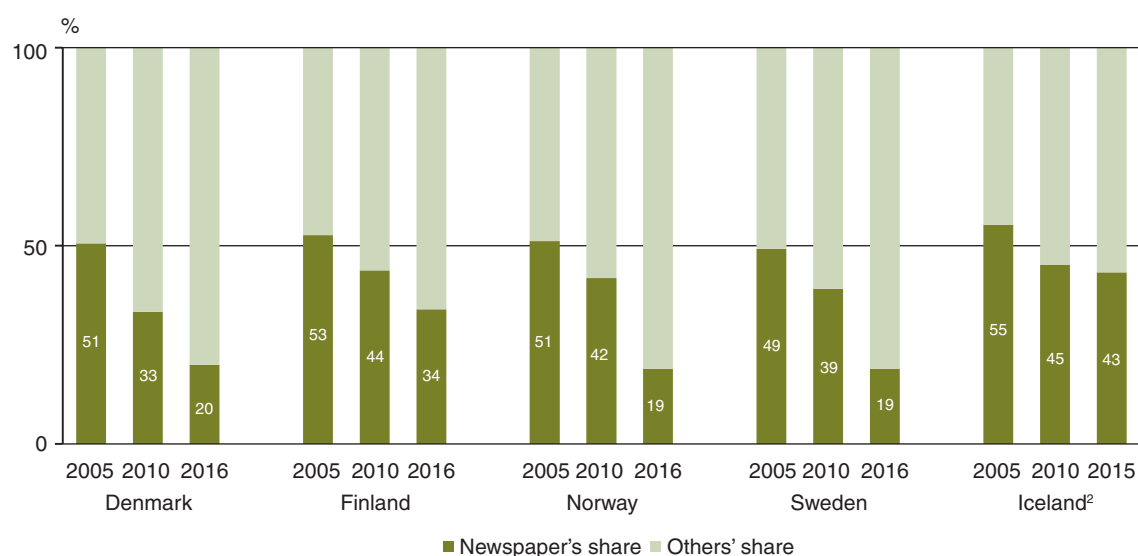
Source: Avisåret 2016 (Høst, Sigurd, Institute of Journalism/Volda University College).

Figure 3.6.3 Number of daily newspapers with pay models for online material in Sweden 2016



Note: Data in January 2016.

Source: Medievärlden.

Figure 3.7 Newspaper share of the total advertising revenue 2000–2016 (per cent)¹

¹ Newspapers refers to print newspapers only. The advertising share is calculated based on a total including newspapers, magazines & periodicals, television, radio, Internet, cinema, and outdoor (except for Iceland; see note 2).

² The Icelandic newspaper share is based on the same categories as the other countries; except for outdoor, which is not included.

Note: The categories used in the advertising tables are based on IRM's Nordic advertising report, in which IRM has grouped the media into main media categories to enable comparison between countries to the highest degree possible. For an overview of which national categories belong to the respective main media above, see the separate matrix.

Sources: IRM Institute for Advertising and Media Statistics, Dansk reklameforbrugsundersøgelse (the Danish Advertising Expenditure Surveys), Finnish Advertising Council/Kantar TNS Finland, Statistics Iceland, IRM Norway via medianorway's database.

Table 3.1 Newspaper value added tax rates 2000–2017

	Denmark ²	Finland ³		Iceland	Norway	Sweden
		Subscr.	Single-copy			
VAT rate printed newspapers ¹						
2000	–	–	22	14	–	6
2005	–	–	22	14	–	6
2010	–	–	23	7	–	6
2011	–	–	23	7	–	6
2012	–	9	23	7	–	6
2013	–	10	24	7	–	6
2014	–	10	24	7	–	6
2015	–	10	24	11	–	6
2016	–	10	24	11	–	6
2017	–	10	24	11	–	6
VAT rate digital newspapers ¹						
2015	25	24	24	24	25	25
2016	25	24	24	24	–	25
2017	25	24	24	24	–	25

– VAT exempt.

¹ Digital versions of newspapers are subject to standard VAT rate. In Norway, however, digital news are exempted from VAT from March 1st, 2016.

² Denmark has no differentiated VAT rates, but businesses which conduct VAT-exempt activities must pay a specific Danish payroll tax (lønsumsafgift) instead. For VAT-exempt media, the fee is calculated based on revenue from print newspaper sales. Until 2012, this fee was 2.5% of the newspaper sales revenue; from 2013 and onwards it is 3.54%.

³ Subscriptions of newspapers were exempt from sales tax until January 2012, when 9% VAT was introduced. VAT on single copy sales and on digital versions is standard VAT rate.

Sources: Danish Agency for Culture and Palaces, Statistics Iceland, Statistics Finland, medianorway, Nordicom.

4. Newspaper Readership

As shown in previous sections, newspapers have traditionally been important as news media in the Nordic countries. But the media landscape has changed over time, and in recent years digital technologies have transformed the way media are consumed. This section focuses on how newspaper readership is surviving the digital era.

Due to a lack of comparable data from all the Nordic countries, the main focus of this chapter is on newspaper readership trends in Norway and Sweden, using the Norwegian and Swedish Media Barometer studies. These surveys are based on similar methods, and their long data series also allow analyses over time. The situation in Denmark and Finland is described using data from Index Danmark/Gallup and the Finnish National Readership Survey, respectively. (For Iceland, no data on newspaper readership are available.) The national data are complemented by cross-country comparable data on digital readership, collected by Eurostat.

Paying for Print and Digital Newspapers

Those who reside in the Nordic countries are among the most newspaper-reading people in the world. They are at the top when it comes to the number of readers per capita. This relates to a strong reading tradition and a culture of print subscription. As we have seen, however, Nordic newspapers are struggling with a decline in subscribers. In Norway and Sweden, the proportion of subscribers has decreased from around 70 per cent in both countries in 2006 to 44 per cent in Norway and 50 per cent in Sweden in 2016.

In Norway, a steady transition to digital newspaper subscription is suggested by the increase in digital newspaper subscriptions from 9 per cent in 2014 to 15 per cent in 2016. In Sweden, 22 per cent of the population had a digital subscription in 2016. The decline in newspaper subscription is the most apparent among the middle-aged in both Norway and Sweden, while retirees are more likely to hold onto a subscription.

Print and Digital Readership

Print readership is declining in all the Nordic countries: comparable statistical data from Norway and Sweden show a significant decrease in readers of printed newspapers in the past decade. In 2016, the printed newspapers in Norway had 39 per cent daily readers (down from 77 per cent in 2002), thus a lower share of readers than for the newspaper websites, which amounted to 56 per cent. In Sweden, the corresponding figures are 46 per cent readers of printed newspapers (2002: 80 per cent) and 25 per cent readers of online newspapers.

An attempt to separate digital-only and print-only readers in Norway and Sweden suggests different readership patterns between the two countries. In Norway, a larger group of the population is combining print and digital readership: 22 per cent read both print and digital newspapers on the average day there in 2016, compared to 9 per cent in Sweden.

In both countries, the transition from print to digital readership is mainly connected with the so-called tabloid news media (or evening press). The high numbers of online reading in Norway are largely explained by the success of *vg.no*. Around 44 per cent of

Norwegians read VG online on an average day, according to the *Norwegian Media Barometer 2016*. The Swedish Media Barometer studies show a similar pattern.

In Finland, data on the daily reach of newspapers show a decline in print readership from 2011 to 2016, from 60 to 42 per cent, while reading newspapers via e.g. mobile phones shows an increase, from 6 to 22 per cent.

The Age Gap

Reading the newspapers digitally is the most common among people aged 25 to 64 years. In Norway, the proportion of people aged 25-44 years reading a digital newspaper on an average day has been around 70 per cent in recent years, while in the same age group, reading only a print version plummeted from 67 per cent in 2001 to 7 per cent in 2016. The statistics from the Norwegian Media Barometer indicate that the percentage of readers of only a digital newspaper has fallen somewhat, and in recent years, more people have tended to read both digital and print versions of newspapers. In Sweden, however, the share of readers of digital and print newspapers combined is falling, while the share of readers of only a digital newspaper is increasing among people aged 45-64 years.

Norway is also characterised by a relatively high level of digital readership in the oldest age groups. In 2016, 34 per cent of Norwegians aged 65 to 79 read a digital newspaper on an average day. The corresponding figure in Sweden was merely 19 per cent. Of the retirees in Norway, 22 per cent read the popular tabloids VG.no or Dagbladet.no on the average day.

Due to a lack of comparable survey statistics from Denmark and Finland, no direct comparisons can be made with Norway and Sweden's Media Barometer studies. Yet statistics from Denmark and Finland do suggest similar trends. In Denmark, the decrease in print readership has been relatively large in all age groups, but like in Norway and Sweden, printed newspapers have lost the most readers among middle-aged people. Statistics from Finland show how the print version is most popular among the older age groups. The 20-29-year-olds comprise the group with the lowest print newspaper reading.

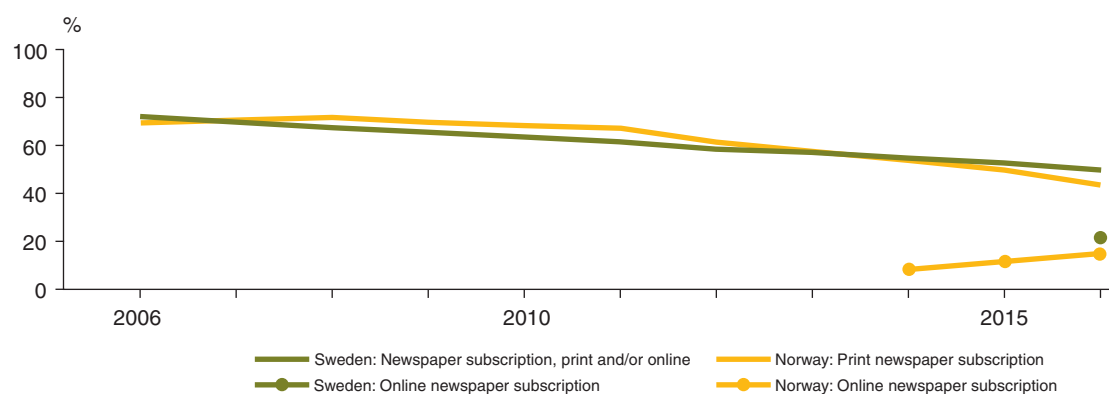
When comparing the Nordic situation with that in other parts of Europe, it is nonetheless evident that the Nordic region ranks high in terms of digital newspaper readership. Since 2008, more than half of the Nordic residents use the Internet to read news content online, according to Eurostat statistics. The conclusion that Norwegians tend to be slightly more digital than the other Nordic populations is confirmed by the Eurostat data. In 2016, 92 per cent of Norwegians read online newspapers, while the corresponding proportion was 81 per cent in Sweden, 80 per cent in Finland, and 70 per cent in Denmark. (Iceland did not participate in the survey in 2016.)

Will Print Newspapers Survive the Internet?

While online newspaper readership is increasing and print newspaper readership is decreasing, it is notable that the average print newspaper reader is increasingly older than the population at large. Young adults are the first to leave print newspapers. Yet a large part of the older population is still reading printed newspapers, even though online reading is growing even among people 65 to 74 years old. Senior citizens in the Nordic countries read newspapers online to an increasing extent and this might be a natural development, as an increasing proportion of today's retirees were still in working life when the Internet became a part of the everyday at home and at work.

The overriding challenge for the newspaper industry in the coming years is to also convince the younger generations to take up a newspaper subscription; and without doubt, this has to be a digital subscription, not a printed one. The Nordic newspaper industries are at the forefront of the difficult process of creating a durable business model for paid-for digital news media – but there is still a long way to go before the printed newspaper can be discarded for good.

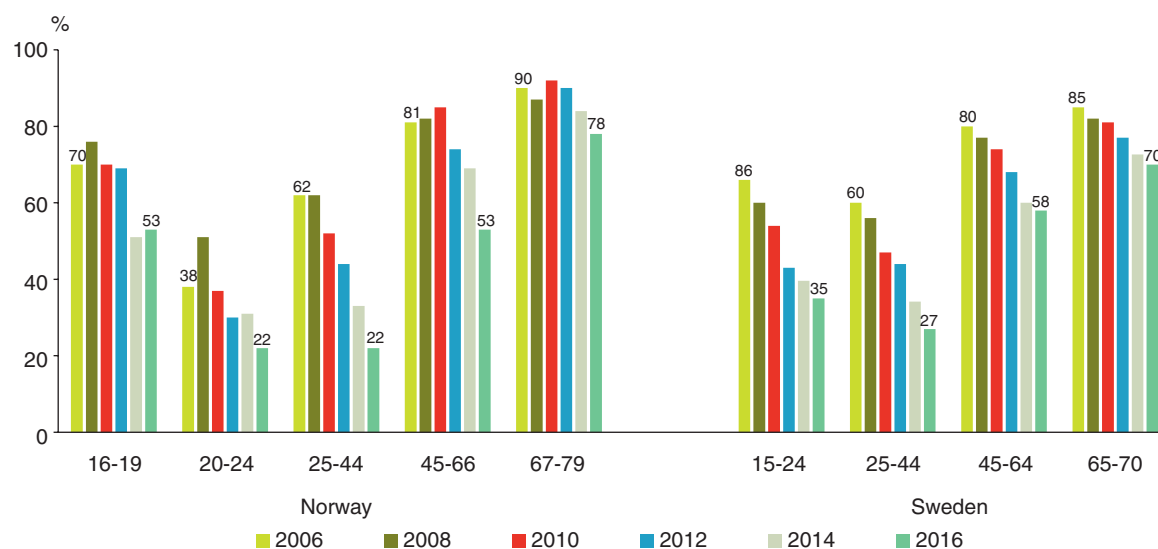
Figure 4.1 Newspaper subscriptions in Norway and Sweden 2006–2016 (per cent)



Note: Yearly averages. Population aged 9-79 years.

Sources: Statistics Norway (Norwegian Media Barometer), medianorway's database, Nordicom (Nordicom-Sweden's Media Barometer).

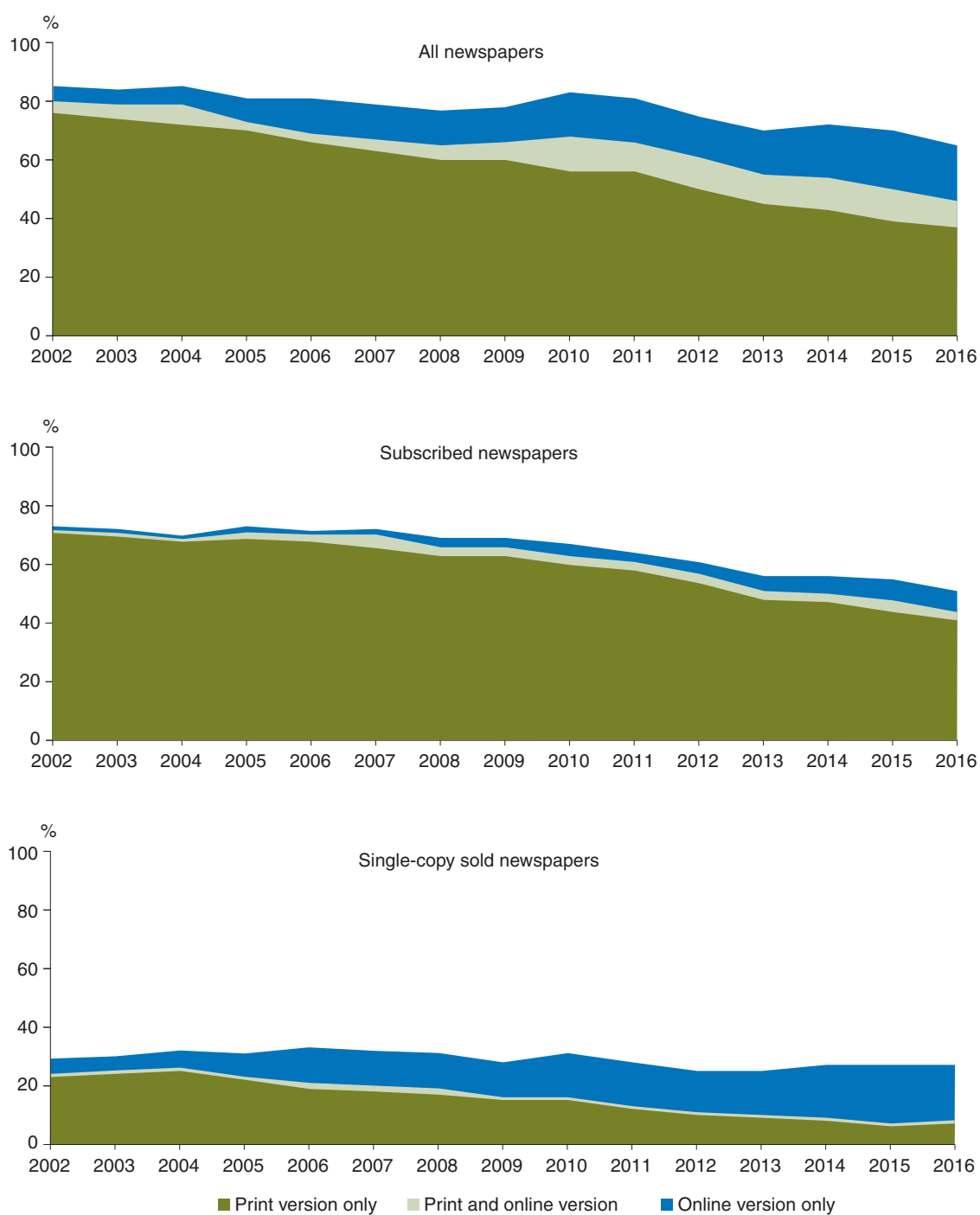
Figure 4.2 Newspaper subscriptions in Norway and Sweden by age 2006–2016 (per cent)



Sources: Statistics Norway (Norwegian Media Barometer), medianorway's database, Nordicom (Nordicom-Sweden's Media Barometer).

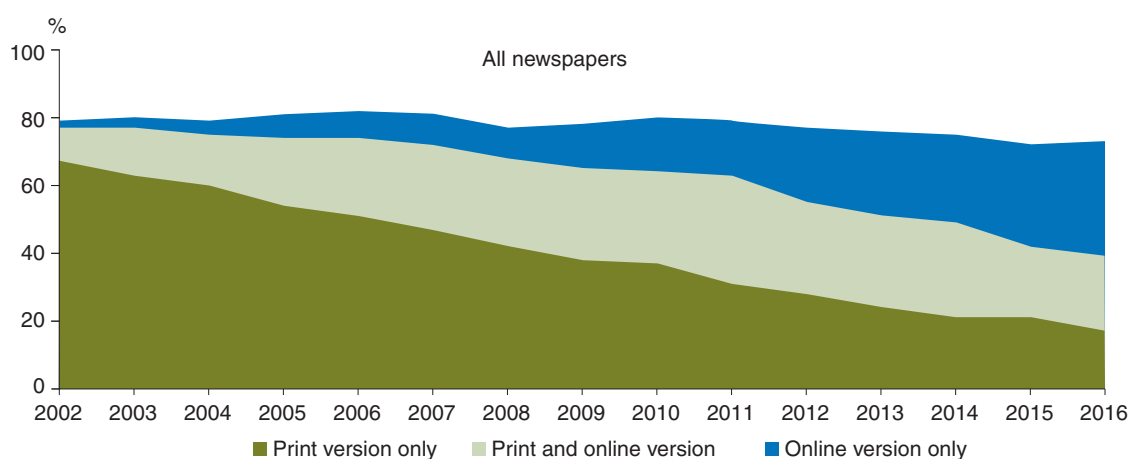
Figures 4.3 Newspaper daily reach in Sweden and Norway: Print, online and print/online reading

Figure 4.3.1 Newspaper daily reach in Sweden 2002–2016 (per cent)



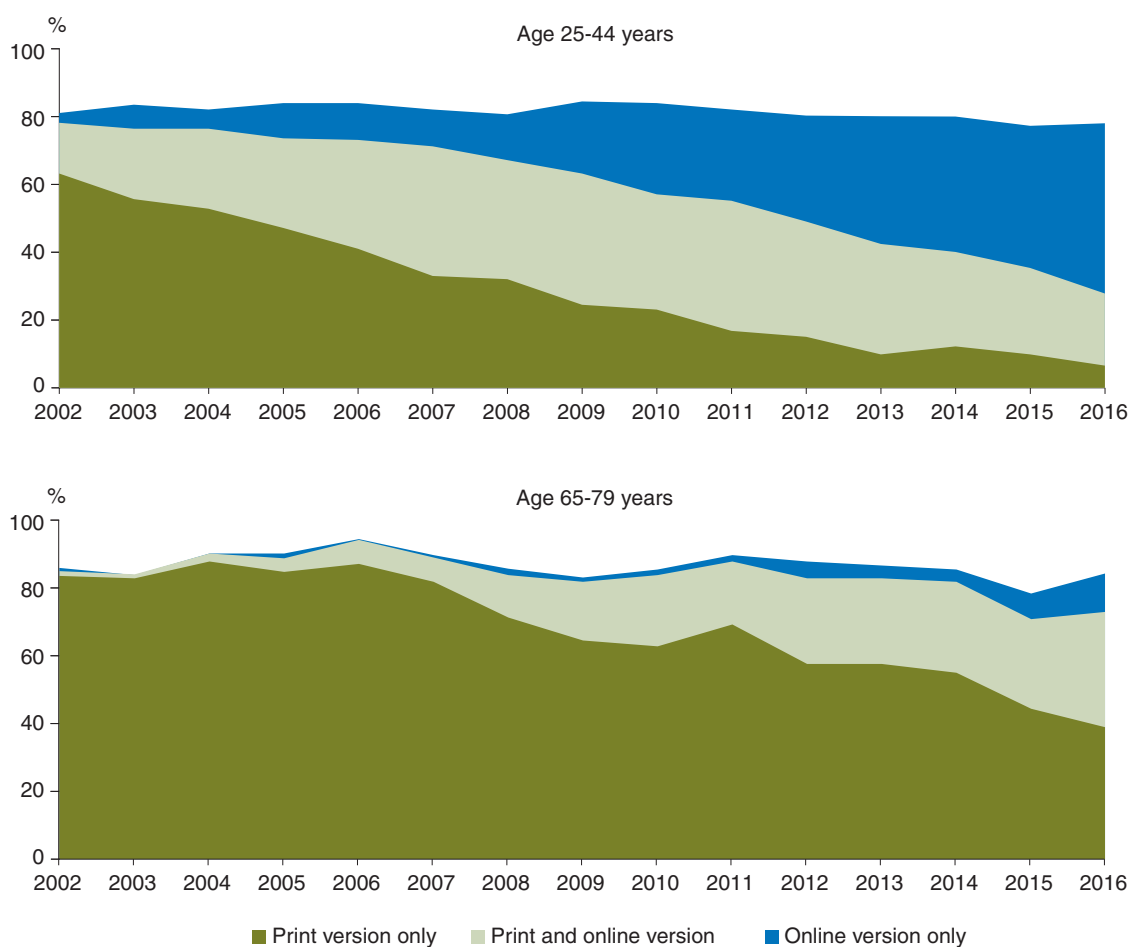
Note: Yearly averages. Population aged 9-79.

Sources figure 4.3.1 – 4.3.2: Statistics Norway (Norwegian Media Barometer, processed), Nordicom (Nordicom-Sweden's Media Barometer).

Figure 4.3.2 Newspaper daily reach in Norway 2002–2016 (per cent)

Note: Yearly averages. Population aged 9-79.

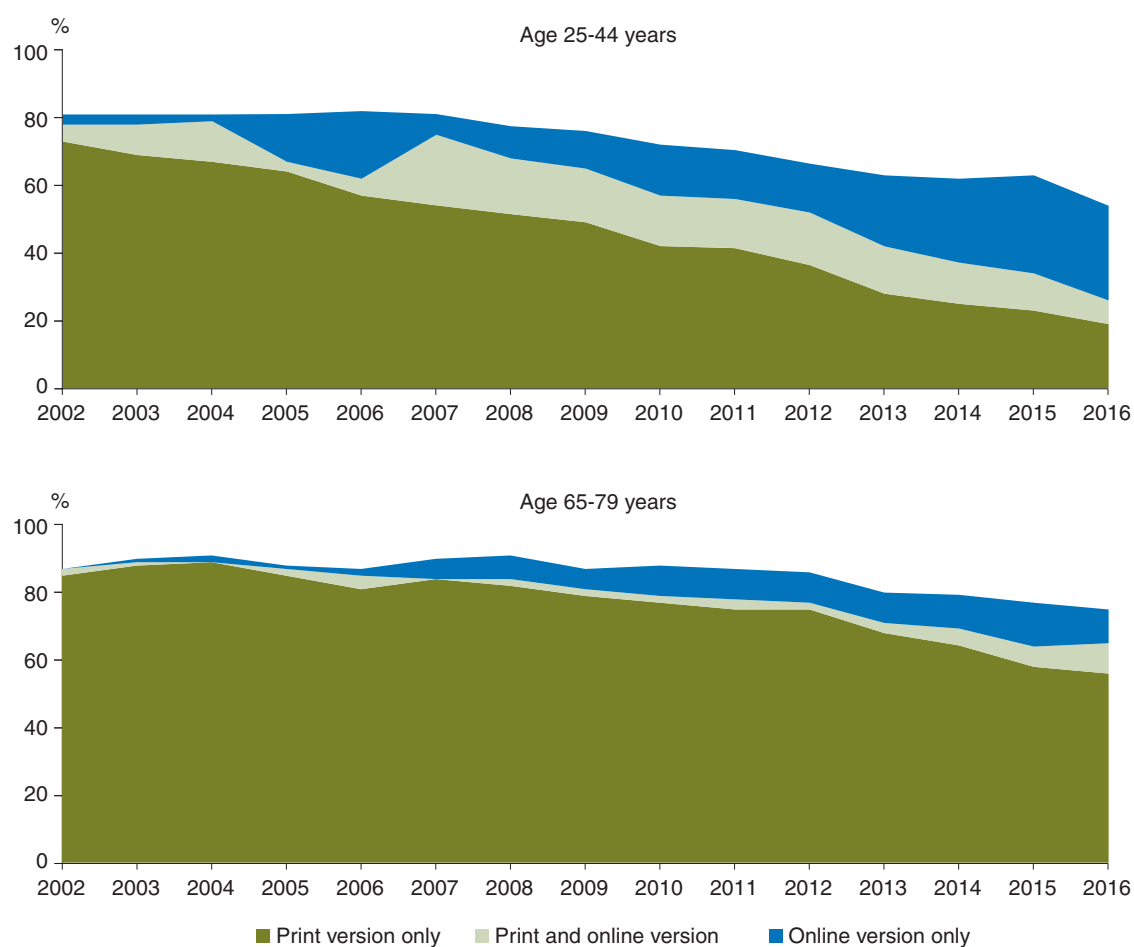
Sources figure 4.3.1 – 4.3.2: Statistics Norway (Norwegian Media Barometer, processed), Nordicom (Nordicom-Sweden's Media Barometer).

Figure 4.3.3 Newspaper daily reach in Norway by age 2002–2016 (per cent)

Note: Yearly averages. Population aged 9-79.

Sources figure 4.3.3 – 4.3.4: Statistics Norway (Norwegian Media Barometer, processed), Nordicom (Nordicom-Sweden's Media Barometer).

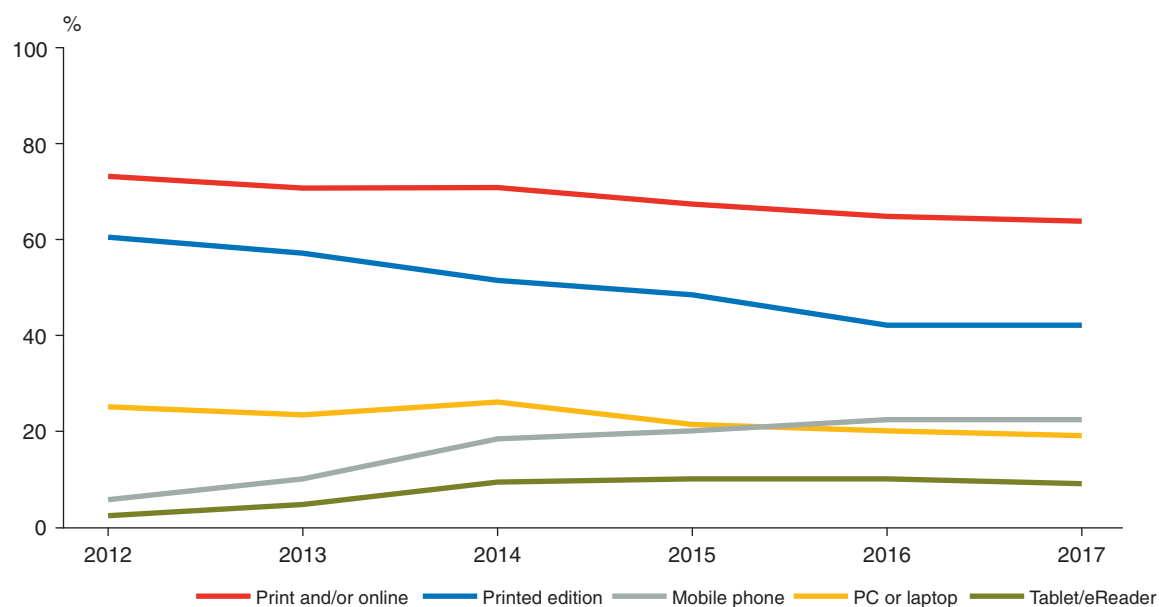
Figure 4.3.4 Newspaper daily reach in Sweden by age 2002–2016 (per cent)



Note: Yearly averages. Population aged 9-79.

Sources figure 4.3.3 – 4.3.4: Statistics Norway (Norwegian Media Barometer, processed), Nordicom (Nordicom-Sweden's Media Barometer).

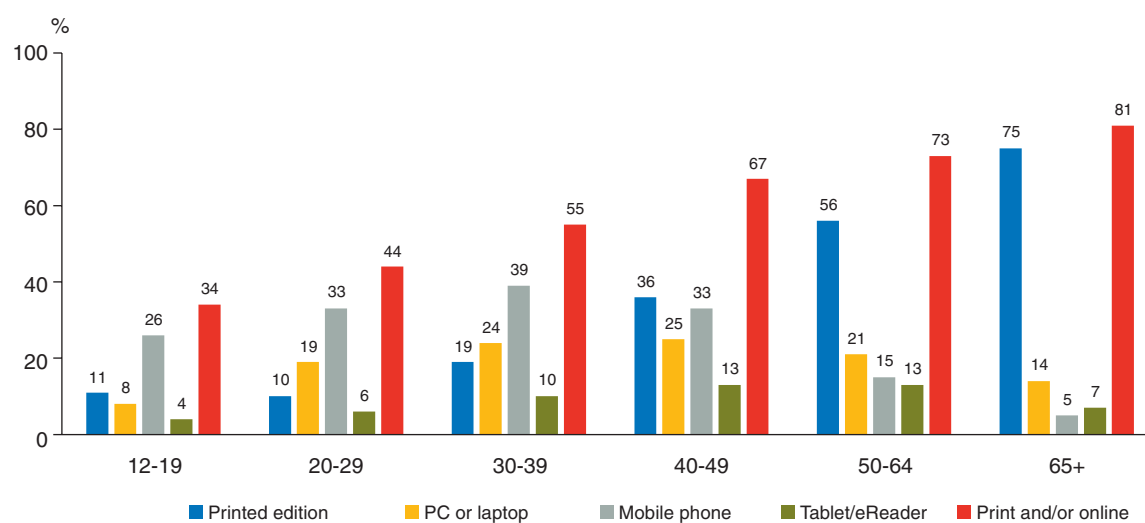
Figure 4.4 Newspapers daily reach in Finland: Total, print and online reading 2012–2017 (per cent)



Note: Population 12+. The data is collected autumn 2012–2016 and spring 2017.

Source: MediaAuditFinland (Finnish National Readership Survey).

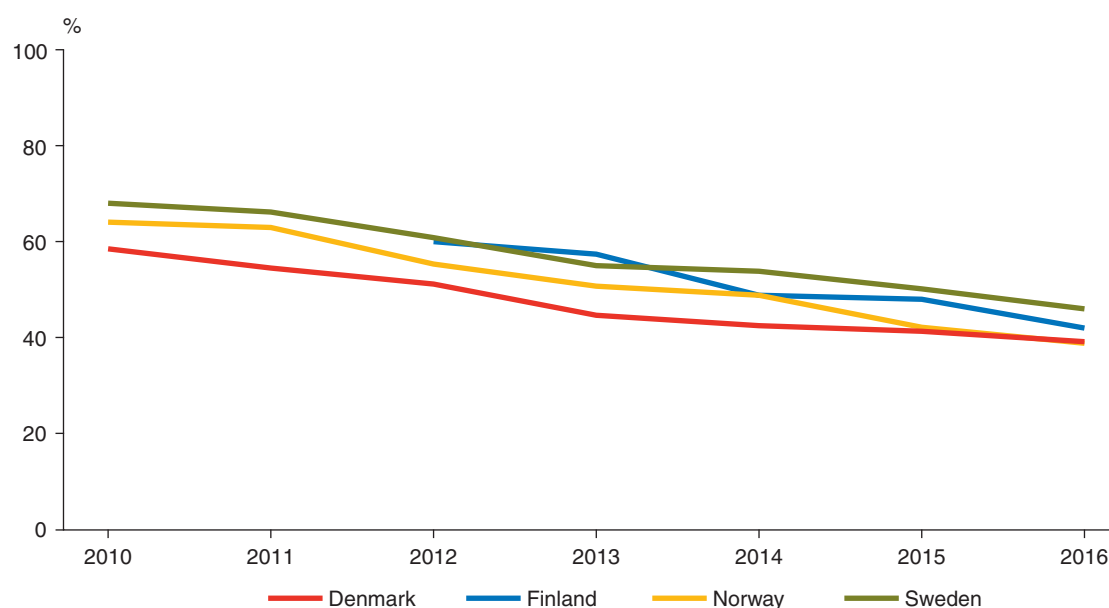
Figure 4.5 Newspaper daily reach in Finland: Total, print and online reading by age 2017 (per cent)



Note: The data is collected spring 2017.

Source: MediaAuditFinland (Finnish National Readership Survey).

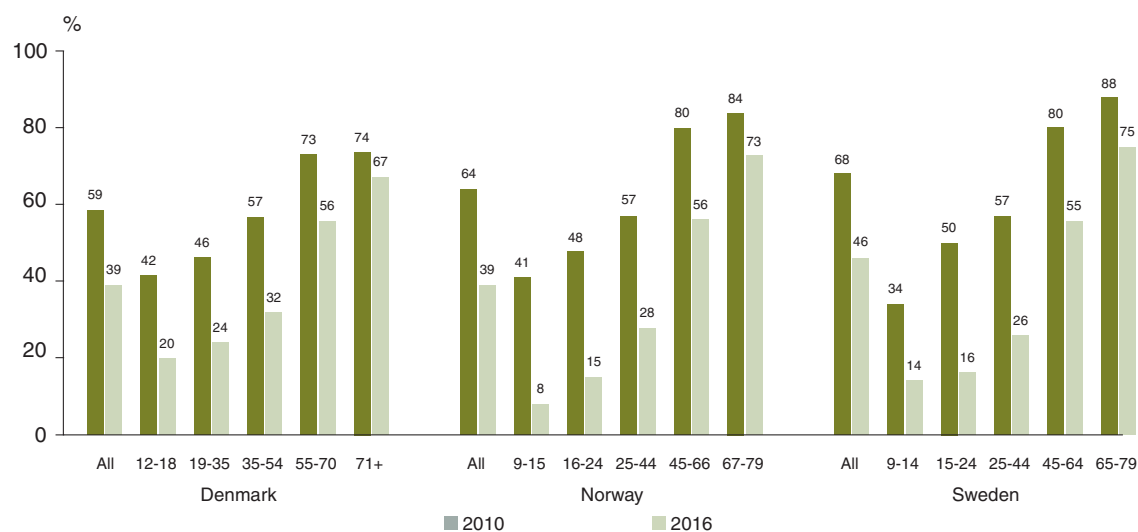
Figure 4.6 Newspaper daily reach: Print reading 2010–2016 (per cent)



Note: Yearly averages. Population aged 12+ in Denmark and Finland, 9-79 years in Norway and Sweden.

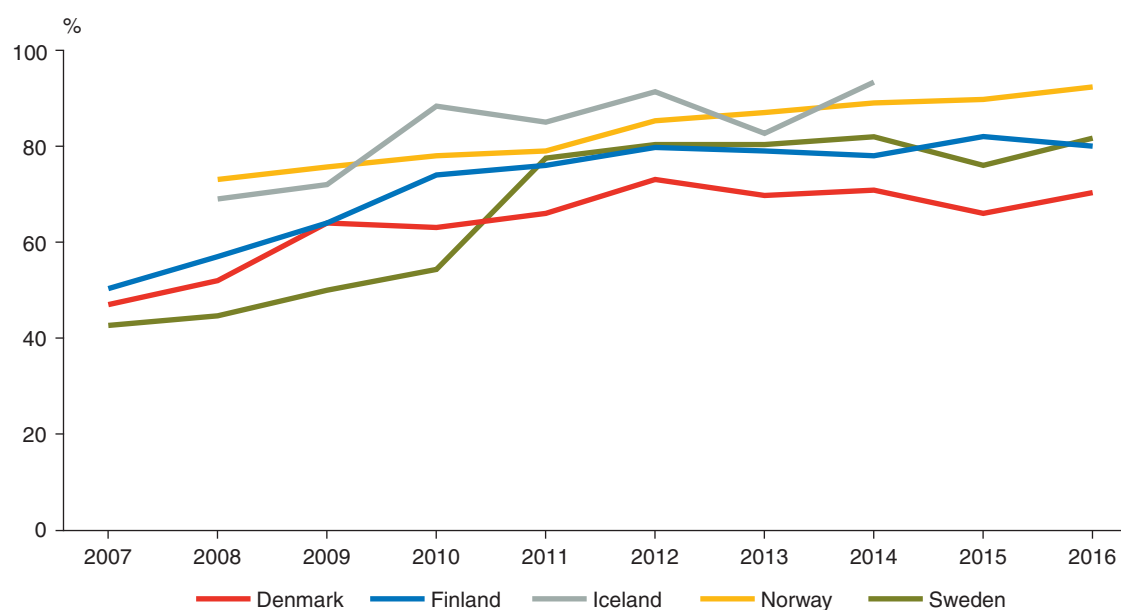
Sources: Kantar TNS Denmark (Index Danmark), Danish Agency for Culture and Palaces, MediaAuditFinland (Finnish National Readership Survey), Statistics Norway (Norwegian Media Barometer), medianorway's database, Nordicom (Nordicom-Sweden's Media Barometer).

Figure 4.7 Newspaper daily reach: Print reading by age 2010 and 2016 (per cent)



Sources: Kantar TNS Denmark (Index Danmark), Danish Agency for Culture and Palaces, Statistics Norway (Norwegian Media Barometer), medianorway's database, Nordicom (Nordicom-Sweden's Media Barometer).

Figure 4.8 Reading online news sites/newspapers/news magazines 2007–2016 (per cent)



Note: 2007-2012: "Reading/downloading online newspapers/news". as of 2013: "Reading online news sites/newspapers/news magazines". Use during the past three months. Population 16–74 years.

Source: Eurostat database (Information Society Statistics).

5. The Nordic Region: Facts & Figures

Denmark, Finland, Iceland, Norway, and Sweden share a number of traits in terms of economic development, culture, and political history. The facts and figures in this section depict some of the common characteristics of the Nordic societies, including some differences, and place them in an international context as well.

Some features to note are that all the Nordic countries except Denmark are characterised by large areas and rather small populations, in essence concentrated to the metropolitan areas. All five countries can be characterised as welfare states, with a high GRP per capita, and their inhabitants have a long life expectancy. Both women and men work mainly outside the home, and the employment rate is high. The country's parliaments have a rather equal distribution of men and women, and the voting rate is generally high.

From an international perspective, the Nordic countries rank high on all kinds of indexes: human development, gender equality, networked readiness index, and global press freedom. According to the World Values Survey, the population in the Nordic countries demonstrates the most secular-rational and self-expression values in the world, together with a few other European countries.

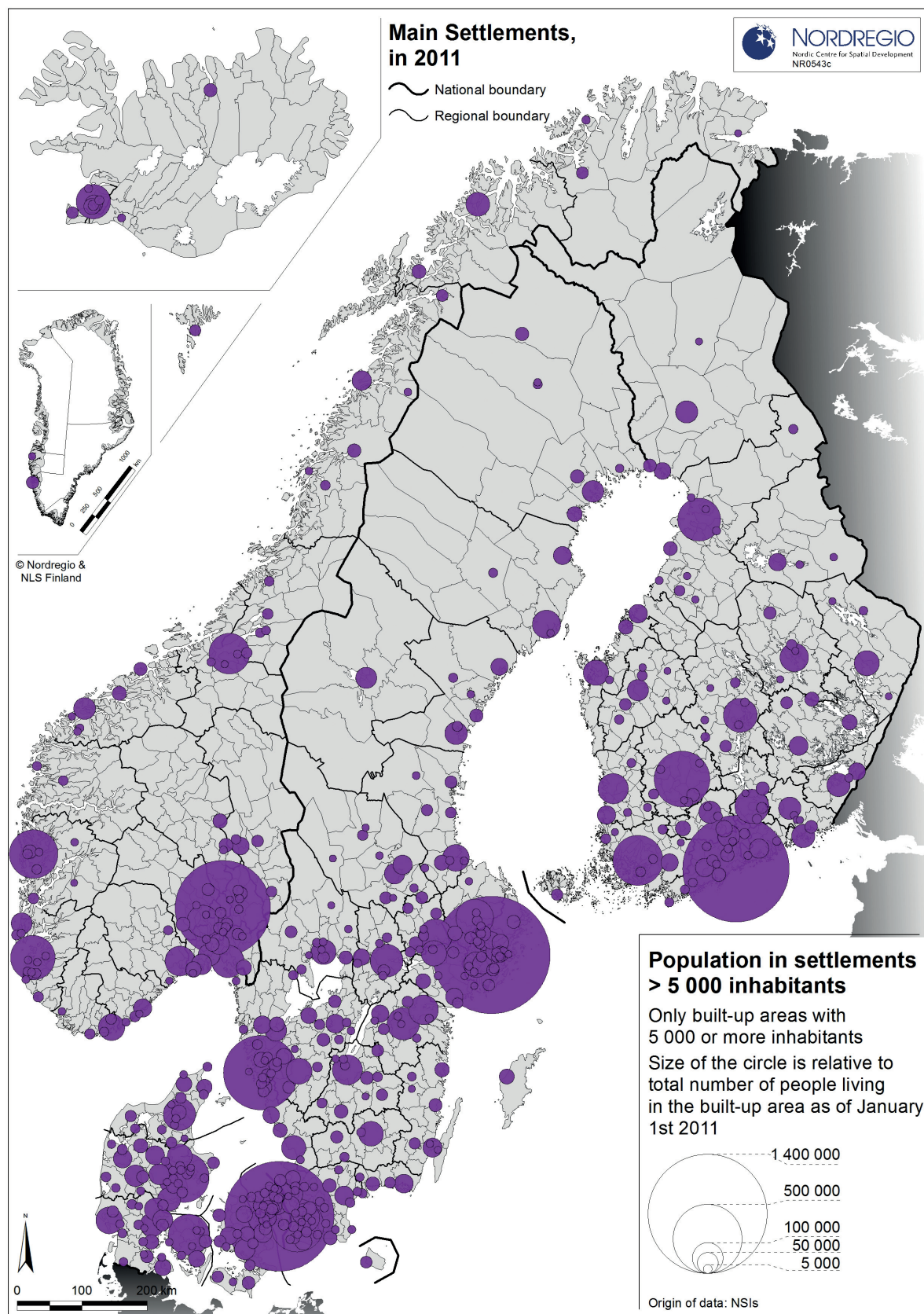
Table 5.1 Characteristics of the Nordic countries

	Denmark	Finland	Iceland	Norway	Sweden
Geography & population (2016)					
Total area (sq km)	42 926	338 430	103 492	323 204	447 435
Population per sq km	133	18	4	17	24
Capital area population as share of total population	22	20	64	24	23
Total number of dwellings	2 508 390	2 968 200	136 423	2 485 353	4 795 717
Politics					
Form of government	Monarchy	Republic	Republic	Monarchy	Monarchy
Parliament	Folketing	Riksdag	Alþingi	Storting	Riksdag
Seats in parliament	179	200	63	169	349
Year of latest election to parliament	2015	2015	2017	2017	2014
Valid votes at the last national election (%)	85	67	78	78	84
Seats held by women in parliament (%)	37	43	38	41	45
Welfare indicators					
Life expectancy at birth, women (2016)	83	84	84	84	84
Life expectancy at birth, men (2016)	79	78	81	81	81
Total health care expenditure per cent of GDP (2014)	11	10	9	9	11
Taxes and compulsory social security contributions in per cent of GDP (2015)	47	44	37	39	43
Labour market & education (2016)					
Labour force share of population (15-64 years), women	77	74	82	76	91
Labour force share of population (15-64 years), men	83	77	88	80	95
Employment share of labour force (15-64 years), women	93	91	96	96	83
Employment share of labour force (15-64 years), men	94	91	97	94	82
Share of population with tertiary education achieved (15-74 years)	28	32	30	32	29

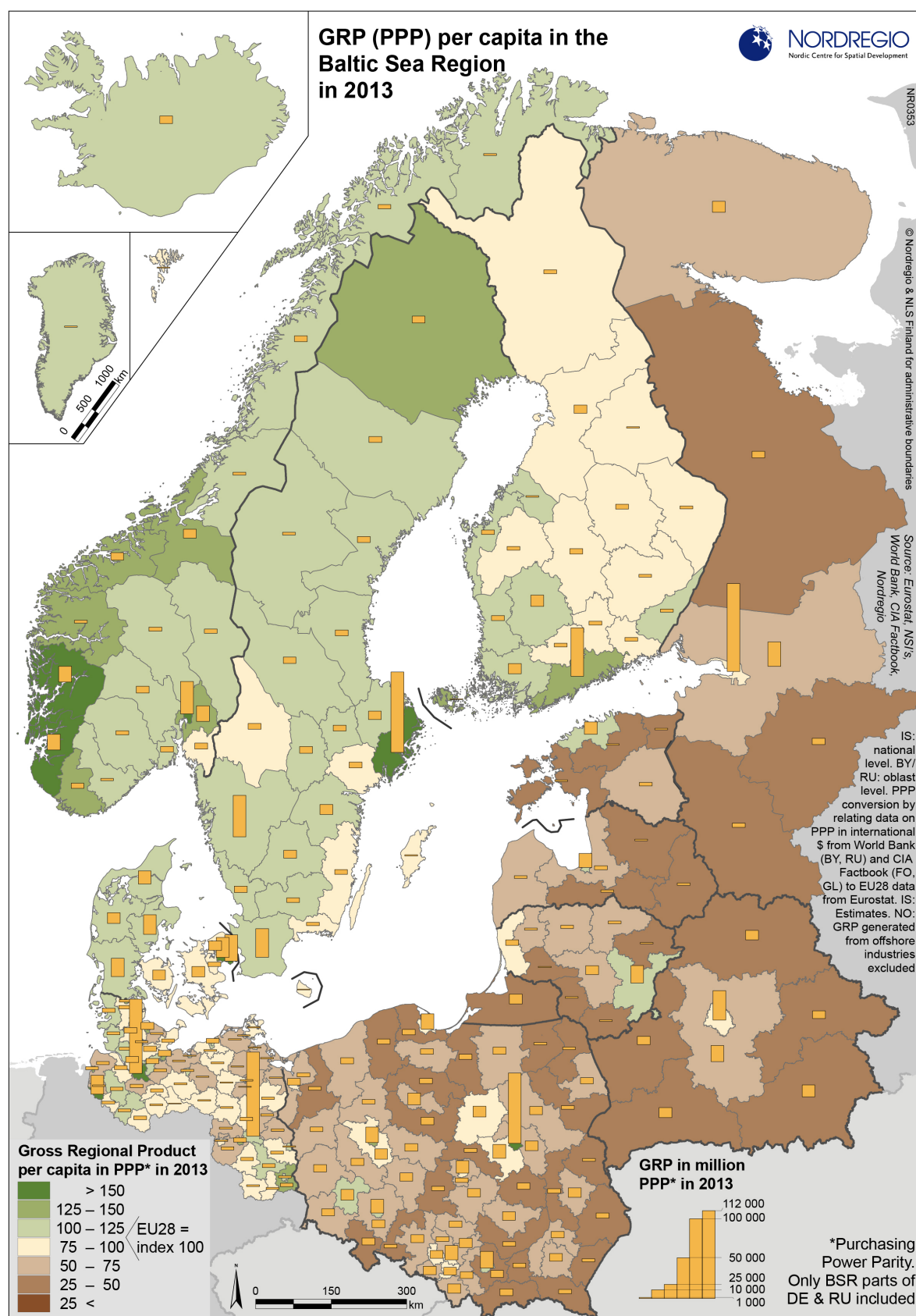
Note: Svalbard and Jan Mayen are excluded in calculation of area. For all labour and education data, Greenland and the Faroes Islands are excluded. Numbers are rounded off in order to avoid decimals.

Source: Nordic Statistics database, www.norden.org.

Map 5.1 Main settlements in the Nordic countries 2011

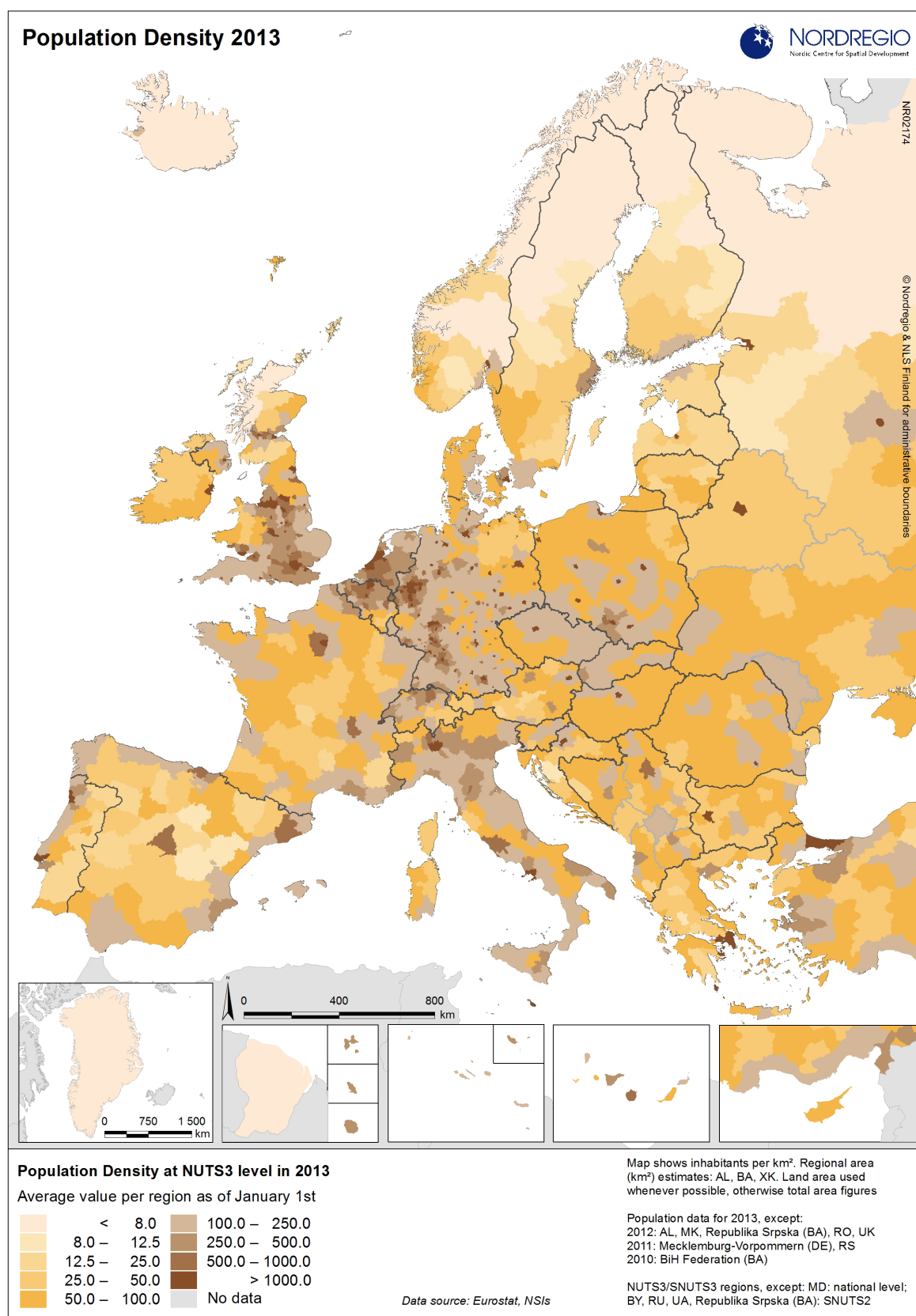
Source: NordRegio, www.nordregio.se.

Map 5.2 GRP per capita in Europe in 2013

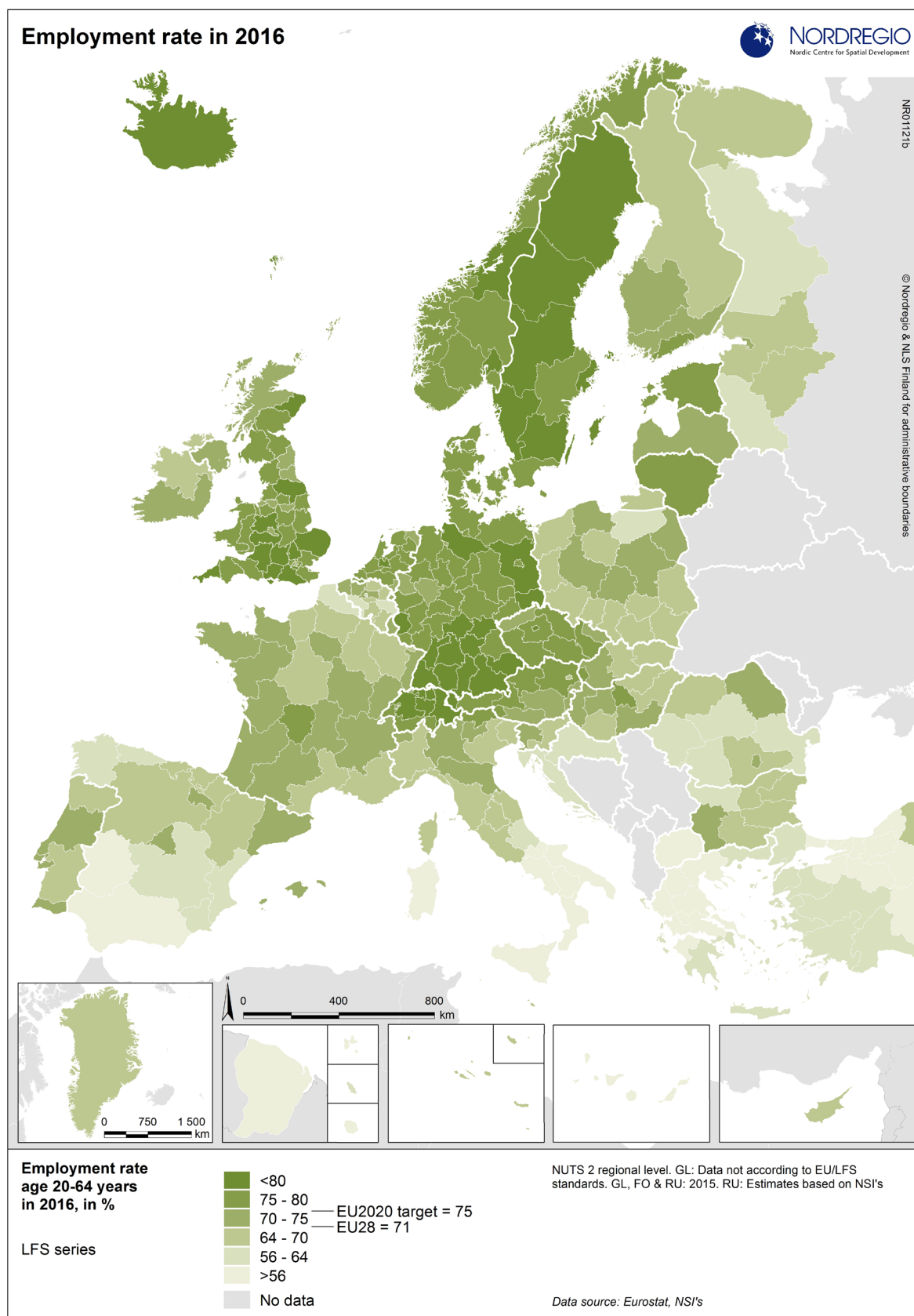


Source: Nordregio, www.nordregio.se.

Map 5.3 Population density in Europe 2013

Source: NordRegio, www.nordregio.se.

Map 5.4 Employment rate in Europe 2016



Source: NordRegio, www.nordregio.se.

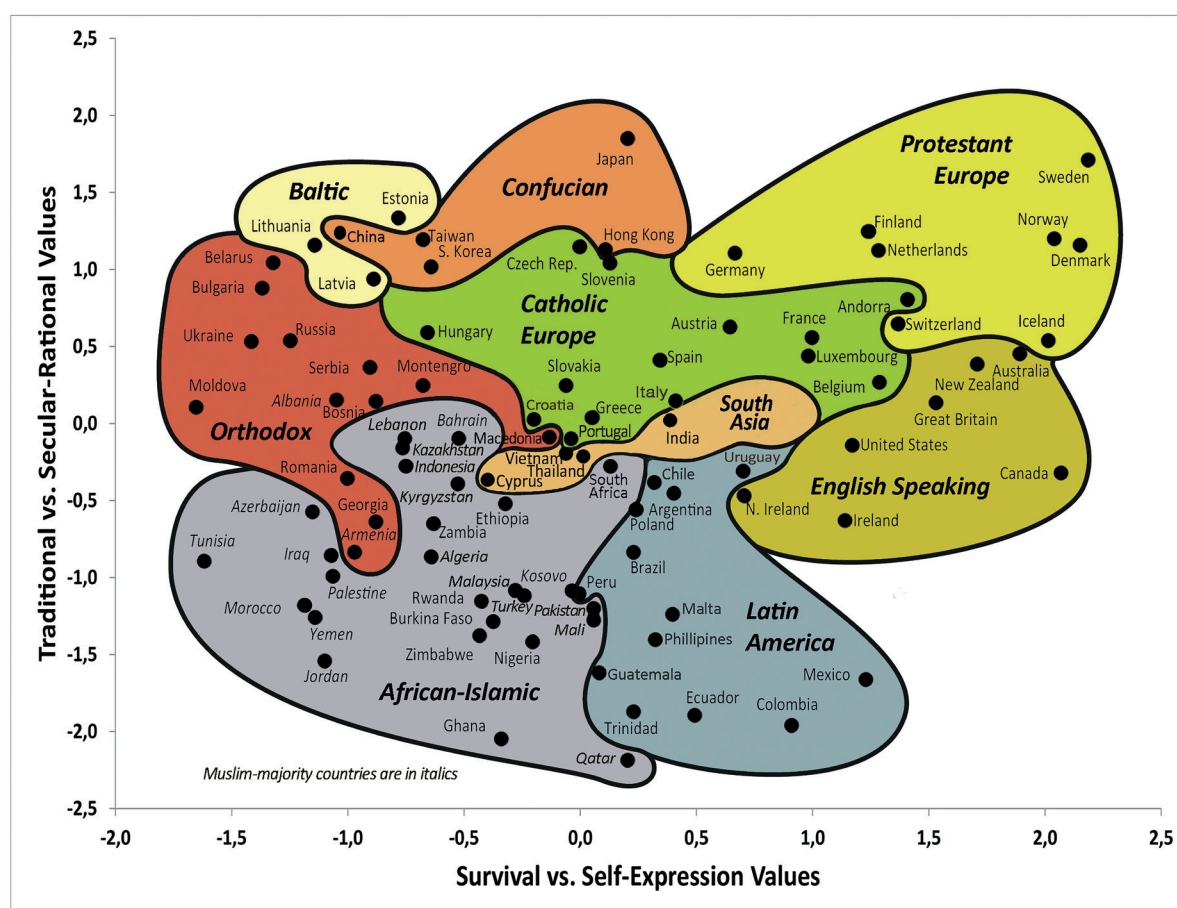
Table 5.2 The Nordic countries' ranking in international indexes

	Denmark	Finland	Iceland	Norway	Sweden	World
Human development index, rank 2015	5	23	9	1	14	
Human development index, value 2015	0.925	0.895	0.921	0.949	0.913	0.717
Gender Inequality Index, rank 2015	2	8	5	6	4	
Gender Inequality Index, value 2015	0.041	0.056	0.051	0.053	0.048	0.443
Networked Rediness Index, rank 2016	11	2	16	4	3	
Global press freedom, rank 2017	4	4	9	1	1	

Note: Greenland and the Faroe Islands are excluded.

Sources: Nordic Statistics database, www.norden.org; UNDP United Nations Development Programme, *Human Development Report*, www.hdr.undp.org; Freedom House, *Freedom of the Press Index*, www.freedomhouse.org; World Economic Forum, *Global Information Technology Report 2010/2011* and 2016, www.wef.org.

Figure 5.1 Nordic values in context



Source: World Values Survey, (WVS6, 2015), Inglehart-Welzel Cultural Map, www.worldvaluessurvey.org/WVSContents.jsp.

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Data Presentation

The tables: In addition to footnotes, the following formatting and symbols are used in the tables:

- Magnitude zero
- 0 Magnitude less than half of the units employed
- .. Data not available
- * Category not applicable
- ... Breaks in time series (for explanation, see table footnotes)
- () Incomplete data, due to newspapers' opt-outs from industry measurements, are presented in brackets

Table 1. Number of newspapers 2016

	Denmark	Finland	Iceland	Norway	Sweden
Newspapers (paid for)					
Dailies and non-dailies, total	32	174	11	227	164
Dailies	31	39	1	71	76
Non-dailies	1	135	10	156	88
Free papers¹					
Dailies	1	1	1	–	5 ⁴
Non-dailies	216 ²	55 ³	11	18	131 ⁴

¹ A wide variety of papers that fill two minimum criteria: they contain editorial material and appear at least once a week.

² Including local or regional weeklies audited by the Danish Audit Bureau of Circulations only.

³ Data for 2015. Including members of Finnish Newspapers Association only.

⁴ Data for 2015. Papers with audited circulation only.

Note: Dailies are published 4-7 days/week, while non-dailies are published 1-3 days/week.

Sources: Danish Media Audit of Circulations, Danish Agency for Culture and Palaces, MediaAuditFinland, Finnish Newspapers Association, Statistics Finland, Statistics Iceland, *Avisåret 2016* (Sigurd Høst, Volda University College, Norway), Swedish Audit Bureau of Circulations, Swedish Press and Broadcasting Authority, Nordicom-Sweden.

Table 2. Number of newspapers by frequency of issue 2000–2016

		Dailies Issues/week					Non-dailies Issues/week				Total Issues/week
		7	6	5	4	7-4	3	2	1	3-1	7-1
Finland	2000	27	11	13	4	55	23	67	68	158	213
	2001	28	10	12	4	54	22	66	66	154	208
	2002	29	9	12	3	53	21	62	69	152	205
	2003	29	8	12	4	53	20	61	70	151	204
	2004	31	6	12	4	53	20	60	71	151	204
	2005	31	7	11	4	53	20	61	71	152	205
	2006	32	8	9	4	53	19	59	73	151	204
	2007	32	8	9	4	53	19	59	73	151	204
	2008	31	8	8	4	51	18	59	73	150	201
	2009	31	7	10	3	51	18	59	73	150	201
	2010	31	7	8	3	49	14	60	71	145	194
	2011	31	7	8	2	48	15	57	68	140	188
	2012	31	6	9	1	47	14	55	67	136	183
	2013	31	6	9	0	46	15	52	70	137	183
	2014	27	8	10	1	46	14	40	82	136	182
	2015	26	9	8	0	43	14	35	88	137	180
	2016	26	9	4	0	39	13	31	91	135	174
Iceland	2000	–	2	1	–	3	–	1	10	11	14
	2001	–	2	–	–	2	–	–	11	11	13
	2002	–	2	–	–	2	–	–	12	12	14
	2003	1	1	–	–	2	–	–	12	12	14
	2004	1	1	–	–	2	–	1	11	12	14
	2005	1	1	–	–	2	–	1	11	12	14
	2006	1	–	–	–	1	–	1	12	13	14
	2007	1	–	1	1	3	–	–	10	10	13
	2008	1	–	1	1	3	–	–	9	9	12
	2009	1	–	–	–	1	1	–	10	11	12
	2010	1	–	–	–	1	1	–	10	11	12
	2011	–	1	–	–	1	1	–	10	10	11
	2012	–	1	–	–	1	1	–	10	10	11
	2013	–	1	–	–	1	–	1	9	10	11
	2014	–	1	–	–	1	–	1	9	10	11
	2015	–	1	–	–	1	–	1	9	10	11
	2016	–	1	–	–	1	–	1	9	10	11

Cont.

Table 2. (Cont.) Number of newspapers by frequency of issue 2000–2016

		Dailies Issues/week					Non-dailies Issues/week				Total Issues/week
		7	6	5	4	7-4	3	2	1	3-1	7-1
Norway	2000	9	56	12	4	81	48	32	57	137	218
	2001	9	54	12	3	78	49	32	58	139	217
	2002	10	51	12	3	76	50	30	61	141	217
	2003	10	50	12	2	74	52	32	64	148	222
	2004	10	50	12	2	74	52	33	66	151	225
	2005	13	48	11	2	74	52	34	65	151	225
	2006	11	50	11	2	74	53	32	69	154	228
	2007	11	50	11	2	74	53	32	69	154	228
	2008	9	52	13	2	76	50	32	70	152	228
	2009	5	56	12	2	75	50	33	67	150	225
	2010	5	56	12	2	75	50	33	68	151	226
	2011	5	56	12	2	75	50	34	69	153	228
	2012	5	56	11	1	73	52	34	68	154	227
	2013	5	55	11	1	72	52	32	73	157	229
	2014	4	53	12	3	72	51	32	75	158	230
	2015	4	53	12	3	72	44	34	78	156	228
	2016	2	55	11	3	71	44	34	78	156	227
Sweden	2000	15	62	9	4	90	14	6	53	73	163
	2001	14	61	8	4	87	14	6	52	72	159
	2002	13	61	6	4	84	14	6	50	70	154
	2003	13	58	6	4	81	14	6	51	71	152
	2004	13	60	7	4	84	15	6	48	69	153
	2005	14	59	4	4	81	16	7	50	73	154
	2006	14	57	4	4	79	15	8	49	72	151
	2007	14	57	4	4	79	15	10	51	76	155
	2008	14	56	4	4	78	15	9	53	77	155
	2009	14	56	4	4	78	14	10	58	82	160
	2010	14	56	4	4	78	14	10	59	83	161
	2011	14	56	4	3	77	15	10	61	86	163
	2012	14	53	4	3	74	15	10	63	88	162
	2013	14	53	4	3	74	15	10	65	90	164
	2014	14	53	5	3	75	15	11	60	86	161
	2015 ¹	24	42	4	6	76	14	11	58	83	159
	2016 ¹	29	37	4	6	76	13	14	61	88	164

¹ The changes involving six- and seven-day titles from 2015 onward is due to a number of newspapers, previously published Monday-Saturday, now being published on Sundays as well, albeit in digital form only.

Note 1: The figures indicate the papers' frequencies during the greater part of the year in question.

Note 2: Detailed time series for Denmark are not available; however, the number of paid-for newspapers has remained rather stable over the years, with around 30 daily titles and one non-daily title. Around two-thirds of the dailies are published Monday-Saturday and one-third are published Monday-Sunday.

Sources: MediaAuditFinland, Finnish Newspapers Association, Statistics Finland, Statistics Iceland, Avisåret (annual publication series by Høst, Volda University College, Norway), Swedish Audit Bureau of Circulations, Swedish Press and Broadcasting Authority, Nordicom-Sweden.

Table 3. Places of publications with daily newspapers 1993–2015

		Places of publication, number ¹								
	No. of dailies published/place	1993	1998	2003	2010	2011	2012	2013	2014	2015
Finland	2 or more dailies	8	7	7	6	6	5	5	5	5
	1 daily	37	34	34	35	33	33	32	32	30
	Places with daily newspaper/s/	44	41	41	41	39	38	37	37	35
Iceland	2 or more dailies	1	1	1	1	1	1	1	1	1
	1 daily	1	0	0	0	0	0	0	0	0
	Places with daily newspaper/s/	2	1	1	1	1	1	1	1	1
Norway	2 or more dailies	14	10	5	5	5	5	5	4	5
	1 daily	48	52	55	57	57	55	54	56	54
	Places with daily newspaper/s/	62	62	60	62	62	60	59	59	59
Sweden	2 or more dailies	..	24	..	18	16	14	14	13	12
	1 daily	..	64	..	63	59	59	59	60	61
	Places with daily newspaper/s/	..	88	..	81	75	73	73	73	73

¹ A place of publication is the city, town or municipality where the newspaper has its main editorial office.

Note: Data for Finland and Norway refer to paid-for dailies 4-7 issues/week and Icelandic data refer to both paid-for and free dailies 4-7 issues/week, while the Swedish data refer to paid-for-dailies with 3-7 issues/week.

Sources: Finnish Newspapers Association, Statistics Finland, Statistics Iceland, Avisåret (annual publication by Høst, Volda University College, Norway), *MedieSverige 2014. Statistik och analys* (Nordicom-Sweden), Swedish Press and Broadcasting Authority.

Table 4. Newspaper circulation 2000–2016

	Denmark ²			Finland ³			Total circulation/issue (thousands) ¹			Norway ^{4,5}			Sweden ⁶		
	Dailies	Non-dailies	Total	Dailies	Non-dailies	Total	Dailies	Non-dailies	Total	Dailies	Non-dailies	Total	Dailies	Non-dailies	Total
2000	1 489	66	1 555	2 304	951	3 255	91	29	120	2 545	558	3 101	3 727	382	4 109
2001	1 447	62	1 509	2 307	939	3 246	79	24	103	2 507	588	3 094	3 689	378	4 067
2002	1 405	63	1 468	2 268	993	3 261	76	23	99	2 473	598	3 072	3 677	379	4 056
2003	1 350	60	1 410	2 243	983	3 226	71	21	92	2 423	629	3 051	3 672	376	4 048
2004	1 302	60	1 362	2 255	973	3 228	63	24	86	2 379	631	3 010	3 663	368	4 031
2005	1 286	60	1 346	2 240	969	3 209	64	23	86	2 318	622	2 939	3 614	384	3 998
2006	1 248	59	1 307	2 225	958	3 183	53	30	83	2 250	617	2 867	3 551	375	3 926
2007	1 186	60	1 245	2 202	954	3 156	71	26	97	2 222	621	2 844	3 462	378	3 840
2008	1 129	56	1 185	2 127	939	3 066	67	14	81	2 153	610	2 763	3 354	372	3 709
2009	1 065	53	1 119	2 049	911	2 960	48	32	80	1 943	716	2 659	3 229	382	3 610
2010	982	53	1 035	1 987	899	2 886	43	32	75	1 868	704	2 572	3 086	376	3 462
2011	941	58	999	1 912	832	2 745	43	32	74	1 808	693	2 501	(2 686)	369	(3 056)
2012	865	48	913	1 789	758	2 547	43	31	74	1 722	699	2 421	(2 177)	380	(2 557)
2013	800	46	846	1 656	726	2 382	41	30	71	1 617	613	2 230	(1 873)	381	(2 254)
2014	763	46	809	1 551	694	2 246	39	31	69	1 548	602	2 150	(2 029)	364	(2 393)
2015	..	..	..	(1 242)	507	(1 750)	37	21	58	1 453	588	2 041	(1 524)	361	(1 885)
2016	..	..	..	(1 144)	469	(1 614)	..	..	..	1 430	588	2 018	(1 442)	384	(1 827)

¹ Denmark, Norway and Sweden: not including Sunday editions. Finland and Iceland: average circulation the whole week.

² In Denmark, a majority of the newspapers ceased to measure their circulations from July 2014 onward; therefore Danish data for 2014 refer to Jan-June instead of July-Dec as for other years, and from 2015 onwards, no data are available.

³ In Finland there are no official audited circulations for the two daily tabloids (*Ilta-Sanomat* and *Ilta-lehti*) for 2015-2016. The incomplete data are presented in brackets.

⁴ In 2014, a new method for auditing circulation was introduced in Norway. The previous system was based on paper editions, and included digital subscribers if they had paid extra for the digital edition. The new system is based on three different circulations: paper total, digital total and net circulation. Data for 2014-2015 above refer to net circulation; i.e. all subscribers are included if they have a print or digital subscription or both (if they have both, they are only counted once).

⁵ In Norway, the 2016 data include estimates for one daily (*Dagens Næringsliv*) for which there is no audited circulation in 2016.

⁶ In Sweden, from 2011 onwards, there are no official audited circulations for two to six major dailies depending on year. The incomplete data are presented in brackets.

Note: Digital subscriptions in their own right are included in the audited circulation in Denmark from 2014, in Norway from 2004, and Sweden from 2012; i.e. only full-price digital subscriptions are counted as equivalent to print circulation. (Finland and Iceland do not include digital-only subscriptions).

Sources: Danish Audit Bureau of Circulations, Danish Agency for Culture and Palaces, Finnish Newspapers Association, MediaAuditFinland, Statistics Finland, Statistics Iceland, Avisåret (annual publications by Høst, Institute of Journalism/Volda University College, processed), Swedish Audit Bureau of Circulations, Nordicom-Sweden.

Table 5. Newspaper circulation per thousand inhabitants 2000–2016

	Denmark ²			Finland ³			Circulation/issue per thousand inhabitants ¹						Norway ^{4,5}			Sweden ⁶		
	Dailies	Non-dailies	Total	Dailies	Non-dailies	Total	Dailies	Non-dailies	Total	Dailies	Non-dailies	Total	Dailies	Non-dailies	Total	Dailies	Non-dailies	Total
2000	278	12	291	445	184	629	322	102	424	565	124	689	420	43	463			
2001	270	12	281	445	181	626	275	84	359	554	130	684	414	42	457			
2002	261	12	273	436	191	627	264	80	344	543	131	675	411	42	454			
2003	250	11	261	430	189	619	244	72	316	529	137	667	409	42	451			
2004	241	11	252	431	186	617	213	80	293	517	137	653	407	41	448			
2005	237	11	248	427	185	612	212	75	288	500	134	633	399	42	442			
2006	229	11	240	422	182	604	172	98	270	481	132	612	390	41	431			
2007	217	11	227	416	180	597	226	84	310	469	131	600	377	41	418			
2008	205	10	215	400	177	577	210	42	252	449	127	576	361	40	401			
2009	192	10	202	384	171	554	151	100	252	400	147	547	346	41	386			
2010	177	9	186	371	168	538	136	99	235	380	143	523	328	40	368			
2011	169	10	179	355	154	509	137	99	233	363	139	502	(283)	39	(322)			
2012	154	9	163	330	140	470	132	97	229	341	138	479	(228)	40	(268)			
2013	142	8	150	305	134	438	126	92	218	317	120	436	(194)	40	(234)			
2014	135	8	143	284	127	411	117	93	210	300	117	416	(208)	37	(246)			
2015	..	..	..	(227)	93	(320)	111	63	174	279	113	391	(155)	37	(191)			
2016	..	..	..	(208)	85	(294)	..	..	..	272	112	384	(144)	38	(183)			

¹ Denmark, Norway and Sweden: not including Sunday editions. Finland and Iceland: average circulation the whole week.

² In Denmark, a majority of the newspapers ceased to measure their circulations from July 2014 onward; therefore Danish data for 2014 refer to Jan-June instead of July-Dec as for other years, and from 2015 onwards, no data are available.

³ In Finland there are no official audited circulations for the two daily tabloids (*Ilta-Sanomat* and *Ilta-lehti*) for 2015-2016. The incomplete data are presented in brackets.

⁴ In 2014, a new method for auditing circulation was introduced in Norway. The previous system was based on paper editions, and included digital subscribers if they had paid extra for the digital edition. The new system is based on three different circulations: paper total, digital total and net circulation. Data for 2014-2016 above refer to net circulation; i.e. all subscribers are included if they have a print or digital subscription or both (if they have both, they are only counted once).

⁵ In Norway, the 2016 data include estimates for one daily (*Dagens Næringsliv*) for which there is no audited circulation in 2016.

⁶ In Sweden, from 2011 onwards, there are no official audited circulations for two to six major dailies depending on year. The incomplete data are presented in brackets.

Note: Digital subscriptions in their own right are included in the audited circulation in Denmark from 2014, in Norway from 2004, and Sweden from 2012; i.e. only full-price digital subscriptions are counted as equivalent to print circulation. (Finland and Iceland do not include digital-only subscriptions).

Sources: Danish Audit Bureau of Circulations, Danish Agency for Culture and Palaces, Finnish Newspapers Association, MediaAuditFinland, Statistics Finland, Statistics Iceland, Avisåret (annual publications by Høst, Institute of Journalism/Volda University College, processed), Swedish Audit Bureau of Circulations, Nordicom-Sweden.

Table 6. Newspaper circulation by subscribed and single-copy sales dailies^{1,2} 2000–2016 (thousands)

	Denmark ³		Finland ³		Iceland ⁴		Norway ^{3,5}		Sweden ³	
	Subscribed	Single-copy	Subscribed	Single-copy	Subscribed	Single-copy	Subscribed	Single-copy	Subscribed	Single-copy
2000	1 232	257	1 963	341	81	10	1 976	569	2 959	768
2001	1 190	257	1 954	354	69	10	1 926	581	2 954	735
2002	1 170	235	1 937	331	65	10	1 891	582	2 919	758
2003	1 123	227	1 923	320	62	9	1 857	566	2 894	777
2004	1 092	210	1 924	332	55	7	1 831	548	2 877	786
2005	1 081	205	1 914	326	54	7	1 812	506	2 846	768
2006	1 047	201	1 905	319	45	5	1 788	462	2 808	743
2007	998	188	1 895	308	53	16	1 777	445	2 771	692
2008	954	175	1 842	285	52	12	1 746	407	2 697	657
2009	907	157	1 783	266	43	3	1 576	367	2 603	625
2010	840	143	1 730	257	36	3	1 537	331	2 504	582
2011	807	134	1 667	245	..	..	1 497	311	(2 437)	..
2012	748	117	1 565	224	..	..	1 445	277	(1 960)	..
2013	698	102	1 460	196	..	..	1 373	244	(1 873)	..
2014	672	90	1 370	181	..	..	1 336	212	(1 872)	..
2015	..	..	1 242	..	..	..	1 269	184	(1 524)	..
2016	..	..	1 144	..	..	..	1 258	172	(1 442)	..

¹ Newspapers published 4-7 days/week. Denmark, Norway and Sweden: not including Sunday editions. Finland and Iceland: average circulation the whole week.

² In all countries "Subscribed newspapers" are the so-called morning newspapers, which are primarily sold by subscriptions (data include single-copy sales of the same titles, which amount to very little). "Single-copy-sale newspapers" are: *B.T.* and *Ekstra Bladet* in Denmark; *Ilta-Sanomat* and *Iltahti* in Finland; *Dagbladet* and *VG* in Norway, and *Aftonbladet* and *Expressen* in Sweden. In Iceland, all paid-for newspapers are sold by both subscription and single-copy.

³ A number of major newspapers no longer audit their circulations annually. In Denmark, a majority of the newspapers ceased to measure their circulations from July 2014 onward; therefore Danish data for 2014 refer to Jan-June instead of July-Dec as for other years, and for 2015-2016 no data are available. In Finland there are no official audited circulations for the two daily tabloids (*Ilta-Sanomat* and *Iltahti*) for 2015-2016, and in Sweden, from 2011 onwards, the lack of data concerns two to six major dailies depending on year. The incomplete data for Sweden are presented in brackets. In Norway, in 2016, the data include estimates for one subscribed daily (*Dagens Næringsliv*), for which there is no audited circulation in 2016.

⁴ Data from 2011 and forward are not disclosed.

⁵ In 2014, a new method for auditing circulation was introduced in Norway. The previous system was based on paper editions, and included digital subscribers if they had paid extra for the digital edition. The new system is based on three different circulations: paper total, digital total and net circulation. Data for 2014-2016 above refer to net circulation; i.e. all subscribers are included if they have a print or digital subscription or both (if they have both, they are only counted once).

Note: Digital subscriptions in their own right are included in the audited circulation in Denmark from 2014, in Norway from 2004, and Sweden from 2012; i.e. only full-price digital subscriptions are counted as equivalent to print circulation. (Finland and Iceland do not include digital-only subscriptions).

Sources: Danish Audit Bureau of Circulations, Danish Agency for Culture and Palaces, Finnish Newspapers Association, MediaAuditFinland, Statistics Finland, Statistics Iceland, Avisåret (annual publications by Høst, Institute of Journalism/Volda University College, processed), Swedish Audit Bureau of Circulations (processed).

Table 7. Top ten daily newspapers by circulation 2014, trends 2000–2014/2016

Newspaper	Circulation (thousands) ¹															Changes (%)	
	2000	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2000-2014	2010-2014
Denmark ²	138	133	130	126	122	110	108	104	98	98	94	89	87	..	..	-37	-11
	179	158	150	149	143	135	125	117	107	104	90	84	76	..	..	-58	-29
	154	130	124	124	123	116	104	103	101	97	88	77	75	..	..	-51	-26
	56	62	66	69	71	71	72	72	73	67	63	57	51	..	..	-9	-30
	125	112	102	96	93	88	82	74	70	68	58	51	47	..	..	-62	-33
	63	62	61	60	58	56	52	49	46	45	45	46	46	..	..	-27	0
	90	81	79	78	77	72	68	63	60	58	52	49	46	..	..	-49	-23
	132	115	109	108	108	100	93	83	73	66	59	51	43	..	..	-67	-41
	82	79	73	69	62	64	58	54	54	51	49	42	40	..	..	-51	-26
	54	52	51	52	49	46	44	42	40	38	37	36	34	..	..	-37	-15
Finland	447	440	434	431	426	420	412	398	383	366	338	313	285	267	252	-36	-26
	215	199	201	196	186	177	162	153	150	143	132	118	110	..	..	-49	-27
	134	136	137	137	138	139	139	135	132	130	121	113	107	100	98	-20	-19
	115	112	111	112	112	112	112	110	107	103	99	94	89	84	78	-23	-17
	126	121	130	130	133	131	123	113	107	102	91	77	71	..	..	-43	-33
	83	82	82	82	82	82	82	81	78	75	72	70	66	60	56	-21	-16
	77	76	76	76	75	75	74	72	69	68	65	61	57	53	49	-26	-17
	67	65	65	65	64	65	65	64	62	62	59	57	53	50	47	-21	-15
	85	81	82	81	81	81	87	79	70	68	63	57	51	48	43	-40	-28
	62	61	61	61	61	61	61	60	58	57	53	51	49	47	44	-21	-15
Iceland ³	56	53	52	52	53	48	50	48	43	43	43	41	39	37	36	-31	-11

Cont.

Table 7. (Cont.) Top ten daily newspapers by circulation 2014, trends 2000–2014/2016

Newspaper	Circulation (thousands) ¹														Changes (%)		
	2000	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2000-2014	2010-2014
Norway ⁴																	
Aftenposten	276	257	250	253	249	250	248	243	240	236	226	214	222	212	210	-20	-8
VG - Verdens Gang	376	380	365	344	316	310	284	262	233	212	188	164	138	113	97	-63	-41
Dagens Næringsliv	71	69	71	74	77	81	83	80	81	83	89	81	80	75	..	13	-1
Dagbladet	193	186	183	162	147	136	123	105	98	99	89	80	74	72	75	-62	-24
Bergens Tidende	92	90	89	88	87	88	86	83	82	79	77	73	74	70	69	-20	-10
Adresseavisen	89	87	85	79	79	80	77	76	73	72	70	67	64	62	61	-28	-12
Stavanger Aftenblad	73	70	69	68	67	68	66	65	64	63	62	59	59	55	55	-19	-8
Fædrelandsvennen	46	45	44	43	43	41	41	39	38	37	35	35	34	33	32	-26	-11
Drammens Tidende	47	45	44	43	42	41	39	38	36	33	31	29	27	25	26	-43	-25
Romerikes Blad	39	38	39	39	38	38	38	36	33	32	30	28	26	25	26	-33	-21
Sweden																	
Dagens Nyheter	361	361	364	363	363	363	347	340	336	311	292	286	..	..	..	..	..
Göteborgs-Posten	260	247	246	246	243	245	242	235	227	216	201	191	177	156	138	-32	-22
Aftonbladet ⁵	382	442	444	429	417	429	368	347	311	272	237	201	166	..	..	-57	-47
Svenska Dagbladet	176	185	179	187	194	195	193	196	192	186	174	159	158	153	155	-10	-18
Expressen (incl. GT and Kvällsposten)	386	335	342	339	326	303	289	278	271	249	217	..	157	..	..	-59	-42
Sydsvenska Dagbladet	128	136	136	129	123	123	123	120	116	110	104	100	95	..	..	-26	-18
Dagens Industri	127	115	117	118	118	119	113	102	102	103	..	..	89	..	..	-30	-13
Helsingborgs Dagblad (with Nordvästra Skånes Tidningar)	*	87	87	84	82	79	76	76	76	75	73	70	64	..	..	..	-16
Dalarnas Tidningar	67	66	65	65	65	64	62	61	60	57	54	52	48	44	40	-28	-20
NA / Nerikes Allehanda	69	63	61	62	65	65	63	61	58	55	53	50	47	43	40	-32	-19

¹ Finland and Iceland: average circulation the whole week. Denmark, Norway, Sweden: not including Sunday editions.

² Circulation July-Dec each year 2000-2013, Jan-June in 2014.

³ 2011-2016: Statistic Iceland's estimates based on Gallup Iceland's reading surveys and tax revenue reports.

⁴ In 2014, a new method for auditing circulation was introduced.

⁵ *Aftonbladet's* circulation (print) above is audited by PWC (PriceWaterhouseCooper) for 2011-2014, and is not comparable to previous years or other titles.

Note: The titles are ranked by circulation in 2014. For a ranking of the titles by circulation in 2016, see table 8.

Sources: Danish Audit Bureau of Circulations, MediaAuditFinland, Finnish Newspapers Association, Statistics Iceland, Norwegian Media Businesses' Association/medianorway's database, Swedish Audit Bureau of Circulations, Price Waterhouse Coopers, Nordicom-Sweden.

Table 8. Top ten daily newspapers by circulation 2016, trends 2000–2016

Newspaper	Circulation (thousands) ¹																Changes (%)	
	2000	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2000-2016	2010-2016	
Finland ²																		
Helsingin Sanomat	447	440	434	431	426	420	412	398	383	366	338	313	285	267	252	-44	-34	
Aamulehti	134	136	137	137	138	139	139	135	132	130	121	113	107	100	98	-27	-25	
Turun Sanomat	115	112	111	112	112	112	112	110	107	103	99	94	89	84	78	-33	-27	
Kaleva	83	82	82	82	82	82	82	81	78	75	72	70	66	60	56	-33	-29	
Keskisuomalainen	77	76	76	76	75	75	74	72	69	68	65	61	57	53	49	-36	-29	
Savon Sanomat	67	65	65	65	64	65	65	64	62	62	59	57	53	50	47	-30	-24	
Etelä-Suomen Sanomat	62	61	61	61	61	61	61	60	58	57	53	51	49	47	44	-30	-25	
Kauppalähti	85	81	82	81	81	81	87	79	70	68	63	57	51	48	43	-49	-38	
Ilkka	55	55	55	55	55	55	55	54	54	53	51	49	46	44	42	-24	-22	
Satakunnan Kansa	57	55	55	55	55	55	55	54	52	50	48	45	43	42	40	-29	-23	
Iceland ³																		
Morgunblaðið	56	53	52	52	53	48	50	48	43	43	43	41	39	37	36	-36	-17	
Norway ⁴																		
Aftenposten	276	257	250	253	249	250	248	243	240	236	226	214	222	212	210	-24	-12	
VG - Verdens Gang	376	380	365	344	316	310	284	262	233	212	188	164	128	113	97	-74	-58	
Dagbladet	193	186	183	162	147	136	123	105	98	99	89	80	74	72	75	-61	-23	
Bergens Tidende	92	90	89	88	87	88	86	83	82	79	77	73	74	70	69	-25	-16	
Adresseavisen	89	87	85	79	79	80	77	76	73	72	70	67	64	62	61	-32	-17	
Stavanger Aftenblad	73	70	69	68	67	68	66	65	64	63	62	59	59	55	55	-24	-13	
Fædrelandsvennen	46	45	44	43	43	41	41	39	38	37	35	35	34	33	32	-30	-16	
Drammens Tidende	47	45	44	43	42	41	39	38	36	33	31	29	27	25	26	-45	-28	
Romerikes Blad	39	38	39	39	38	38	38	36	33	32	30	28	26	25	26	-34	-22	
Sunnmørsposten	38	36	35	34	34	34	33	32	31	30	29	27	26	25	24	-37	-21	
Sweden ⁵																		
Svenska Dagbladet	176	185	179	187	194	195	193	196	192	186	174	159	158	153	155	-12	-19	
Göteborgs-Posten	260	247	246	246	243	245	242	235	227	216	201	191	177	156	138	-47	-39	
Nya Wermlands-Tidningen	60	58	57	57	57	54	56	54	53	52	50	48	46	44	44	-27	-17	
Östgöta Correspondenten	67	63	62	60	59	58	56	55	53	52	49	47	44	43	41	-39		
Dalarnas Tidningar	67	66	65	65	65	64	62	61	60	57	54	52	48	44	40	-40	-33	
NA / Nerikes Allehanda	69	63	61	62	65	65	63	61	58	55	53	50	47	43	40	-42	-31	
Upsala Nya Tidning	62	62	61	59	57	56	54	52	50	49	48	46	43	41	40	-35	-20	
Borås Tidning	52	50	49	49	49	49	48	47	45	45	43	41	40	38	38	-27	-16	
Barometern	47	44	44	44	44	44	44	43	42	42	41	40	40	38	38	-19	-10	
Norrköpings Tidningar	50	50	49	48	48	47	45	43	42	41	40	38	36	35	33	-34	-21	

¹ Finland and Iceland: average circulation the whole week. Norway and Sweden: not including Sunday editions.² Not including *Ilta-Sanomat* and *Ilta-lehti*, which did not audit their circulations in 2015 and 2016. Their circulations in 2014: *Ilta-Sanomat* 110,000 copies and *Ilta-lehti* 71,000 copies.³ 2011-2016: Statistics Iceland's estimates based on Gallup Iceland's reading surveys and tax revenue reports.⁴ Not including *Dagens Næringsliv*, which had no audited circulation in 2016. Its circulation in 2015 was 75,000 copies.⁵ Not including *Aftonbladet*, *Dagens Nyheter*, *Svenska Dagbladet*, *Expressen*, *Sydsvenska Dagbladet*, *Dagens Industri*, for which there are no audited circulations in 2016.

Sources: MediaAuditFinland, Finnish Newspapers Association, Statistics Iceland, Norwegian Media Businesses' Association/medianorway's database, Swedish Audit Bureau of Circulations, Price Waterhouse Coopers, Nordicom-Sweden.

Table 9. Top ten daily newspapers by number of readers 2016, trends 2000–2016

Newspaper	Readers per issue (thousands) ^{1,2}																	Change (%)	
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2000-2016	2010-2016
Denmark ^{3,5} Age: 12+	..	..	..	..	..	..	..	..	..	..	368	378	365	340	306	307	291	..	-21
	..	..	..	..	..	..	..	..	..	..	400	364	331	295	254	243	209	..	-48
	..	..	..	..	..	..	..	..	..	..	269	266	247	213	185	185	179	..	-33
	..	..	..	..	..	..	..	..	..	..	202	194	180	158	137	148	147	..	-27
	..	..	..	..	..	..	..	..	..	..	203	192	176	158	161	145	132	..	-35
	..	..	..	..	..	..	..	..	..	..	269	262	238	188	164	143	133	..	-51
	..	..	..	..	..	..	..	..	..	..	313	285	252	190	157	132	128	..	-59
	..	..	..	..	..	..	..	..	..	..	171	161	148	135	116	121	101	..	-41
	..	..	..	..	..	..	..	..	..	..	105	114	111	104	101	102	109	..	4
	..	..	..	..	..	..	..	..	..	..	136	134	126	120	118	90	93	..	-32
Finland ⁴ Age: 12+	1 198	1 150	1 133	1 103	1 089	1 097	1 046	995	958	951	936	905	859	837	742	676	621	-48	-34
	855	920	894	956	966	925	905	767	734	718	654	650	576	544	548	484	377	-56	-42
	699	686	736	603	617	690	694	675	659	654	602	585	533	428	368	316	287	-59	-52
	337	335	325	330	319	322	319	313	316	310	305	306	279	270	252	227	214	-36	-30
	283	288	283	282	277	266	256	258	254	250	252	241	224	213	205	177	169	-40	-33
	231	224	222	226	222	209	204	201	195	195	192	184	176	176	158	154	140	-39	-27
	318	318	304	270	280	242	219	182	216	229	214	196	187	171	151	148	136	-57	-36
	194	194	193	188	191	188	183	180	171	170	169	169	162	149	137	124	117	-40	-31
	182	186	177	175	182	173	164	167	160	160	156	150	145	137	125	124	112	-38	-28
	147	148	147	147	144	139	139	135	134	135	126	125	121	108	104	99	95	-35	-25
Iceland ⁴ Age: 12-80	134	136	137	120	131	123	110	108	103	89	85	82	85	83	79	76	75	-44	-12
	Morgunblaðið																	Cont.	

Table 9. (Cont.) Top ten daily newspapers by number of readers 2016, trends 2000–2016

Newspaper	Readers per issue (thousands) ^{1,2}																	Change (%)	
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2000-2016	2010-2016
Norway ⁵																			
Age: 12+																			
(2000-2003: 13+)																			
Aftenposten morgen	781	738	726	718	728	758	728	723	735	707	663	629	603	658	576	524	428	-45	-35
VG	1309	1345	1347	1367	1332	1337	1253	1191	1135	1036	884	775	690	631	483	390	342	-74	-61
Dagbladet	824	796	788	809	788	780	729	657	600	520	431	376	336	319	297	247	203	-75	-53
Dagens Næringsliv	315	298	271	297	292	302	295	292	305	283	266	264	263	264	234	221	180	-43	-32
Adresseavisen	230	235	230	228	235	219	230	232	225	220	212	199	190	189	170	159	141	-39	-33
Bergens Tidende	252	252	242	251	252	251	247	252	250	243	232	236	224	205	190	170	138	-45	-41
Stavanger Aftenblad	180	182	179	177	176	183	183	184	180	173	169	173	166	155	145	131	114	-37	-33
Klassekampen	24	29	30	33	38	50	50	55	60	69	72	76	79	94	93	103	88	267	22
Fædrelandsvennen	112	114	112	118	117	118	116	113	117	112	101	99	92	91	81	73	71	-37	-30
Finansavisen	102	96	97	106	103	105	104	95	101	102	90	83	87	82	77	70	67	-34	-26
Sweden ⁶																			
Age: 16-80																			
Dagens Nyheter	951	..	..	915	907	917	886	858	888	879	858	817	785	748	702	625	606	-36	-29
Aftonbladet	1 334	..	..	1 421	1 444	1 412	1 380	1 281	1 201	1 183	1 112	1 032	896	820	739	636	570	-57	-49
Expressen (incl. GT and KvP)	1 339	..	..	1 159	1 187	1 184	1 150	1 066	1 029	1 020	990	928	826	735	669	588	523	-61	-47
Svenska Dagbladet	420	..	..	470	471	468	481	486	501	518	493	473	443	404	370	338	324	-23	-34
Göteborgs-Posten	597	..	..	570	576	574	576	558	553	552	541	510	462	426	402	340	320	-46	-41
Dagens Industri	499	..	..	444	434	417	389	391	402	401	379	382	357	343	318	302	318	-36	-16
Sydsvenskan	..	..	..	..	..	311	312	299	301	304	299	278	248	231	212	197	190	..	-36
Helsingborgs Dagblad	..	..	..	..	..	168	167	157	179	187	174	174	169	161	154	135	135	..	-22
Upsala Nya Tidning	..	..	..	..	..	163	153	147	146	143	132	131	122	124	120	113	111	..	-16
Östgöta-Korrespondenten	..	..	..	..	..	148	146	138	137	135	131	131	121	118	110	102	111	..	-15

¹ Finland, Iceland, Norway: Average readership per day for the whole week (the days on which issues are published, including Sundays). Denmark, Sweden: not including Sunday editions.

² Denmark, Finland, Norway, Sweden: Readership throughout the years. Iceland: Estimated number of readers based on reading surveys Q1 each year.

³ Denmark: Due to a change of method in 2009, previous data are not comparable.

⁴ Denmark, Finland, Iceland: Readers of print only plus readers of print & digital (i.e. digital-only-readers are not included).

⁵ Norway: Readers of print copies only. Due to a change of method, 2016 data are not strictly comparable to previous data.

⁶ Sweden: 2000-2015 readers of print copies only; 2016 including readers of digital newspapers (1:1 versions of the printed edition).

Sources: Kantar TNS Denmark (Index Denmark), MediaAuditFinland Oy, Statistics Finland, CapacentGallup, Gallup and Statistics Iceland, Kantar TNS Norway (Forbruker & Media)/medianorway's database, Kantar Sifo (ORVESTO Konsument).

Table 10. Top ten daily online newspapers in Norway by number of readers 2016, trends 2000–2016

Online newspapers	Readers per issue (thousands) ¹																	Change (%)	
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2000-2016	2010-2016
VG	307	382	460	586	724	950	1 115	1 316	1 413	1 487	1 584	1 728	1 849	1 992	1 964	1 920	2012	555	27
Dagbladet	230	263	307	386	484	669	809	879	943	972	1 027	1 123	1 213	1 277	1 240	1 237	1240	439	21
Aftenposten	110	128	162	204	247	296	363	441	500	554	620	670	745	812	778	827	836	660	35
Nettavisen ²	201	..	..	..	..	..	..	..	391	387	409	408	433	474	464	467	517	157	26
Dagens Næringsliv	42	45	52	78	82	106	149	179	208	231	239	252	270	312	300	351	349	731	46
E24 ²	*	*	*	*	*	*	..	..	223	231	226	238	266	287	256	321	344	*	52
Bergens Tidende	23	32	49	59	76	102	129	162	161	162	188	204	216	211	193	188	191	730	2
ABC Nyheter ²	*	*	*	*	*	*	*	..	..	..	..	..	..	..	190	152	156	*	..
Adresseavisen	15	20	35	46	62	81	108	135	152	153	168	186	193	187	167	155	155	933	-8
Bergensavisen	24	31	36	43	51	70	86	106	109	106	115	109	110	117	119	115	120	400	4

¹ Average readership per day for the whole week (the days on which issues are published, including Sundays).

² Online newspapers only.

Note: Readership of online newspapers includes reading on PC, Mac, mobile, tablet, etc., and includes newspapers participating in the survey Forbruker & Media [Consumer & Media] only. Readership figures for online newspapers can be directly compared with other readership data from the Forbruker & Media survey. Due to a change of method, 2016 data are not strictly comparable to previous data.

Source: Kantar TNS Norway (Forbruker & Media)/medianorway's database.

Table 11. Number of free dailies 1995–2016

	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Denmark				1	1	2	2	2	3	4	5	6	11	9	4	3	3	3	2	1	1	1
Finland			1				2	2	2	2	2	2	2	2	2	1	1	1	1	1	1	1
Iceland							1	1	1	1	1	2	2	2	2	1	1	1	1	1	1	1
Sweden	1	1	1	1	1	3	2	1	1	1	2	2	4	5	5	4	4	4	4	3	3	2

Note: There are no free dailies in Norway.

Source: newspaperinnovation.com/Piet Bakker, Statistics Finland, Statistics Iceland.

Table 12. Circulation of free dailies 1995–2016

	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Denmark							248	344	428	604	658	1 984	1 323	654	522	443	438	331	256	313	320	320
Finland			110	110	242	227	215	209	194	194	260	260	240	150	135	135	135	120	135	135	135	135
Iceland							70	86	97	99	187	178	211	211	90	87	88	87	87	87	78	76
Sweden	211	229	228	298	360	772	404	621	628	824	912	1 376	1 329	747	731	747	728	686	670	669	548	548

Note: There are no free dailies in Norway.

Source: newspaperinnovation.com/Piet Bakker, Statistics Iceland.

Table 13. Top ten media web sites, ranked by number of unique visitors per week¹ and country 2016, week 46 (mid-November)

	Web site	Category ²	Unique visitors	Sessions (Visits)	Sessions/visitor	Ranking in top list
Denmark ³	dr.dk	Public television & radio	1 753 700	10 413 000	5.9	1
	tv2.dk	Television (public service) ⁴	1 595 400	11 762 200	7.4	2
	bt.dk	Newspaper (B.T.)	1 335 500	11 448 900	8.6	3
	berlingske.dk	Newspaper (Berlingske)	824 700	2 493 200	3.0	5
	business.dk	Newspaper	471 000	882 100	1.9	10
	mx.dk	Newspaper (metroXpress)	321 600	1 884 100	5.9	14
	information.dk	Newspaper (Dagbladet Information)	237 800	551 800	2.3	21
	borsen.dk	Newspaper (Børsen)	219 800	1 547 700	7.0	24
	fyens.dk	Newspaper (Fyens Stiftstidende & Fyns Amts Avis)	217 400	781 700	3.6	25
	seoghoer.dk	Magazine	215 100	878 300	4.1	26
Finland	Ilta-Sanomat	Newspaper	2 051 000	31 861 600	15.0	1
	Ilta-lehti	Newspaper	1 860 000	26 223 000	13.6	2
	Yle	Public television & radio	1 703 000	12 267 100	6.8	3
	Helsingin Sanomat	Newspaper	1 498 000	8 136 400	5.0	4
	MTV	Television	1 419 000	10 413 700	7.1	5
	Kauppalähti.fi	Newspaper	621 000	2 850 900	4.2	8
	Nelonen Media	Television & radio	584 000	2 361 300	3.9	9
	Vauva	Magazine	510 000	1 586 700	3.0	10
	Aamulehti	Newspaper	417 000	1 489 300	3.4	12
	Uusi Suomi	Online-only newspaper	324 000	785 300	2.3	15
Iceland	visir.is	Newspaper, radio, television	476 400	2 303 600	4.8	1
	mbl.is	Newspaper	473 900	2 461 400	5.2	2
	dv.is	Newspaper	254 400	988 200	3.9	3
	ruv.is	Public television and radio	245 300	824 600	3.4	4
	pressan.is	Online news, blogs and celebrity gossip	185 800	543 500	2.9	6
	stundin.is	News magazine	94 100	191 900	2.0	8
	fofbolti.net	Soccer news	75 600	353 500	4.7	9
	menn.is	Celebrity and gossip news	67 700	174 700	2.6	10
	kjarninn.is	News analysis and commentry	56 000	119 700	2.1	11
	433.is	Soccer news	45 800	160 800	3.5	12
Norway	VG Nett	Newspaper	3 688 400		4.4	1
	NRK.no	Public television and radio	3 488 100		4.8	2
	Dagbladet.no	Newspaper	2 285 700		3.6	3
	TV2	Television	1 620 900		3.4	5
	Nettavisen	Online news	1 457 200		2.7	6
	Aftenposten.no	Newspaper	1 119 000		2.7	7
	ABCnyheter	Online news	692 200		3.4	9
	E24.no	Online news	743 800		2.3	11
	Bergens Tidende	Newspaper	452 000		3.3	14
	Dn.no	Newspaper	490 400		2.7	15
Sweden ⁵	aftonbladet.se	Newspaper	4 284 000	16 242 200	3.8	1
	Expressen.se	Newspaper	2 918 800	8 515 500	2.9	2
	DN.se	Newspaper (Dagens Nyheter)	1 364 300	3 206 200	2.4	6
	svd.se	Newspaper (Svenska Dagbladet)	1 119 400	2 239 400	2.0	8
	di.se	Financial newspaper (Dagens industri)	798 900	2 634 800	3.3	9
	gp.se	Newspaper (Göteborgs-Posten)	559 600	1 463 900	2.6	12
	Sydsvenskan.se	Newspaper	440 600	1 046 300	2.4	16
	Nyheter24.se	News site	299 200	459 600	1.5	22
	hd.se	Newspaper (Helsingborgs Dagblad)	229 800	634 000	2.8	23
	va.se	Financial magazine (Veckans Affärer)	145 200	221 100	1.5	31

¹ Measures in November 2016, week 46. Data refer to full week: Monday-Sunday. (Several institutes provide data for weekdays and weekends as well; see the sources for more information).

² Legacy media operations or type of online-only media.

³ As of 2016, JP/Politikens Hus have opted to be excluded from the survey of traffic to Internet media. Websites such as ekstrabladet.dk, politiken.dk and jyllands-posten.dk are therefore not included in the figures.

⁴ TV 2 Denmark's main channel TV 2 is public service. There are no public service obligations for other platforms. Hence, the web site TV2.dk is not part of TV 2's compliance with the public service licence.

⁵ SVT and SR (public service broadcasters) and TV4 (commercial TV) are not included in the KIA Index (since 2014).

Note: Data refer to media-related web sites with their own editorial content (i.e. news aggregators are not included). Finland includes web sites with a foundation in traditional media only. Different methods have been used, which impairs comparability between countries and years.

Sources: Danske Medier Research (Dansk Online Index), Kantar TNS Finland (TNS Metrix), Gallup Iceland, Kantar TNS Norway/Comscore, KIA Index (Sweden).

Table 14. Top ten media web sites ranked by number of unique visitors per week¹ and country: 2009, 2013 and 2016

2009 (week 44, Oct)			2013 (week 46, Nov)			2016 (week 46, Nov)		
Web site	Unique visitors		Web site	Unique visitors		Web site	Unique visitors	
Denmark ^{2,3}	dr.dk	1 073 000	dr.dk	1 185 300		dr.dk	1 753 700	
	ekstrabladet.dk	1 003 500	ekstrabladet.dk	1 106 900		tv2.dk	1 595 400	
	tv2.dk	942 000	tv2.dk	848 600		bt.dk	1 335 500	
	bt.dk	550 200	bt.dk	730 800		berlingske.dk	824 700	
	politiken.dk	456 900	politiken.dk	696 500		business.dk	471 000	
	jp.dk	405 500	jp.dk	436 400		mx.dk	321 600	
	epn.dk	289 400	epn.dk	296 000		information.dk	237 800	
	borsen.dk	233 900	berlingske.dk	250 800		borsen.dk	219 800	
	berlingske.dk	233 900	dagens.dk	203 400		fyens.dk	217 400	
	business.dk	163 900	borsen.dk	169 000		seoghoer.dk	215 100	
Finland ^{4,5}	ltalehti	1 937 200	ltalehti	3 143 400		ltla-Sanomat	2 051 000	
	ltla-Sanomat	1 824 000	ltla-Sanomat	3 034 800		ltalehti	1 860 000	
	MTV3	1 722 700	MTV3	1 989 400		Yle	1 703 000	
	Yle	1 245 100	Helsingin Sanomat	1 788 400		Helsingin Sanomat	1 498 000	
	Helsingin Sanomat	1 236 500	Taloussanomat	765 300		MTV	1 419 000	
	Kauppalähti	655 100	Kauppalähti.fi	683 500		Kauppalähti.fi	621 000	
	Taloussanomat	644 000	Nelonen	708 600		Nelonen Media	584 000	
	Sub.fi	571 900	Kaksplus.fi	435 400		Vauva	510 000	
	Aamulehti	262 900	Stara.fi	451 600		Aamulehti	417 000	
	Kaksplus	245 500	Aamulehti	322 200		Uusi Suomi	324 000	
	mbl.is	338 200	mbl.is	505 000		visir.is	476 400	
	visir.is	259 300	visir.is	432 300		mbl.is	473 900	
	dv.is	116 600	dv.is	332 300		dv.is	254 400	
Iceland	blog.is	108 000	pressan.is	245 300		ruv.is	245 300	
	ruv.is	98 100	ruv.is	210 600		pressan.is	185 800	
	pressan.is	89 500	ftbolti.net	111 500		stundin.is	94 100	
	eyjan.is	78 300	hun.is	68 800		ftbolti.net	75 600	
	bb.is	20 000	vb.is	46 900		menn.is	67 700	
	textavarp.is	14 200	vf.is	24 600		kjarninn.is	56 000	
	vf.is	14 100	bb.is	21 900		433.is	45 800	

Cont.

Table 14. (Cont.) Top ten media web sites ranked by number of unique visitors per week¹ and country: 2009, 2013 and 2016

	2009 (week 44, Oct)		2013 (week 46, Nov)		2016 (week 46, Nov)	
	Web site	Unique visitors	Web site	Unique visitors	Web site	Unique visitors
Norway	VG Nett	3 665 200	VG Nett	4 837 700	VG Nett	3 688 400
	Dagbladet.no	2 211 900	NRK.no	3 870 100	NRK.no	3 488 100
	NRK.no	1 704 600	Dagbladet.no	3 002 000	Dagbladet.no	2 285 700
	Aftenposten.no	1 142 100	Nettavisen	2 577 200	TV2	1 620 900
	Nettavisen	1 014 400	TV2	1 792 900	Nettavisen	1 457 200
	TV2	998 800	Aftenposten.no	1 450 900	Aftenposten.no	1 119 000
	ABCnyheter	737 300	Klikk.no	1 130 000	E24.no	743 800
	Blogg.no ⁶	657 500	ABCnyheter	1 007 300	ABCnyheter	692 200
	Klikk.no	600 700	E24 Dine Penger	984 500	Klikk.no	638 200
	E24.no	599 500	Bergens Tidende	740 600	Dn.no	490 400
Sweden ⁷	Aftonbladet.se	4 773 900	Aftonbladet.se	5 216 200	Aftonbladet.se	4 284 000
	Expressen.se	2 031 500	Expressen.se	2 725 800	Expressen.se	2 918 800
	tv4.se	1 658 400	svt.se	2 098 600	DN.se	1 364 300
	svt.se	1 638 000	DN.se	1 511 600	svd.se	1 119 400
	DN.se	1 311 200	svd.se	1 373 600	di.se	798 900
	di.se	1 161 600	di.se	749 900	gp.se	559 600
	sr.se	826 600	gp.se	613 900	Sydsvenskan.se	440 600
	e24.se	811 600	Sydsvenskan.se	476 900	Nyheter24.se	299 200
	svd.se	769 300	hd.se	268 000	hd.se	229 800
	gp.se	391 100	dt.se	223 700	va.se	145 200

¹ Data refer to full week: Monday-Sunday. (Several institutes provide data for weekdays and weekends as well; see the sources for more information).

² Changes of methods in 2013 and 2015.

³ As of 2016, JP/Politikens Hus have opted to be excluded from the survey of traffic to Internet media. Websites such as ekstrabladet.dk, politiken.dk, jyllands-posten.dk (previously jp.dk) and finans.dk (previously epn.dk) are therefore not included in the figures.

⁴ New method for weekly reach. As of week 8/2015 TNS Metrix -viikkolukuja publishes a combination of two research methods, through the web panel and the browser-based measurement.

⁵ From mid-2012 until February 2015, Yleisradio Oy, the Finnish public service television and radio, was not included in the Finnish surveys.

⁶ Professional blog network, acquired by Nettavisen in 2012.

⁷ As of 2014, the Swedish public television and radio (SVT and SR) and commercial TV4 are no longer included in the KIA Index.

Note: Data refer to media-related websites with their own editorial content (i.e. news aggregators are not included). Finland include web sites with a foundation in traditional media only. Different methods have been used, which impairs comparability between countries and years.

Sources: Danske Medier Research (Gemius and Dansk Online Index), Kantar TNS Finland (TNS Metrix), Modernus Web Measure and Gallup Iceland, Kantar TNS Norway/Comscore, KIA Index (Sweden).

Table 15. Newspaper revenues 2000–2016 (millions in Euro and local currency)

Note ^{1,2}	Euro (millions)					
	Denmark ³ Group level	Finland ⁴ Paid-for	Paid-for & free	Iceland Paid-for & free	Norway ⁵ Group level	Sweden Group level
2000	1 351	1 078	1 165	0.06	1 468	2 125
2001	1 376	1 069	1 155	0.05	1 514	1 800
2002	1 339	1 051	1 140	0.05	1 544	1 829
2003	1 372	1 043	1 138	0.05	1 554	1 961
2004	1 437	1 088	1 188	0.06	1 546	1 961
2005	1 535	1 103	1 205	0.08	1 698	1 992
2006	1 635	1 148	1 253	0.09	1 758	2 126
2007	1 595	1 188	1 291	0.09	1 879	2 152
2008	1 523	1 191	1 291	0.06	1 845	2 032
2009	1 376	1 077	1 158	0.03	1 599	1 745
2010	1 348	1 111	1 189	0.04	1 746	2 003
2011	1 342	1 128	1 211	0.04	1 897	2 124
2012	1 291	1 132	1 208	0.04	1 963	2 090
2013	1 228	1 043	1 116	0.04	1 829	2 000
2014	1 221	1 004	1 076	0.04	1 625	1 915
2015	1 219	962	1 033	0.05	1 425	1 801
2016	1 096	942	..	..	1 275	1 766

Note ^{1,2}	Local currency (millions)					
	Denmark ³ (DKK) Group level	Finland ⁴ (EUR) Paid-for	Paid-for & free	Iceland (ISK) Paid-for & free	Norway ⁵ (NOK) Group level	Sweden (SEK) Group level
2000	10 069	1 078	1 165	4.6	11 909	17 954
2001	10 249	1 069	1 155	4.5	12 187	16 653
2002	9 947	1 051	1 140	4.5	11 592	16 750
2003	10 191	1 043	1 138	4.7	12 433	17 905
2004	10 688	1 088	1 188	5.4	12 937	17 902
2005	11 437	1 103	1 205	6.5	13 603	18 490
2006	12 198	1 149	1 253	7.9	14 150	19 663
2007	11 882	1 188	1 291	7.9	15 069	19 910
2008	11 359	1 191	1 291	7.6	15 163	19 529
2009	10 248	1 077	1 158	5.5	13 994	18 551
2010	10 041	1 111	1 189	5.8	13 988	19 147
2011	9 989	1 128	1 211	6.5	14 777	19 183
2012	9 607	1 132	1 208	6.6	14 670	18 198
2013	9 155	1 043	1 116	6.9	14 284	17 297
2014	9 101	1 004	1 076	7.0	13 568	17 426
2015	9 089	962	1 033	6.7	12 760	16 861
2016	8 161	942	..	..	11 845	16 723

¹ Denmark, Norway, Sweden: Including newspaper sales, advertising sales plus other operating revenue. Including paid-for newspapers and the publishers' free newspapers. Finland, Iceland: Revenue refers to newspaper revenue only, i.e. including newspaper sales and advertising sales. Iceland includes both paid-for and free papers.

² Subsidies excluded for all.

³ Data refer to members of the Danish Newspaper Publishers' Association (2000-2012) and the Association of Danish Media (from 2013), the latter of which the Danish Newspaper Publishers' Association was fused into in 2012/2013.

⁴ Until 2009 revenues of printed newspapers only. From 2010 revenues of digital sales are included.

⁵ From 2011, including also revenues for online newspapers in own companies (previously digital revenues within the newspaper companies only).

Note: Data include revenues from the newspapers' digital operations (for exceptions; see notes 4 and 5).

Sources: Association of Danish Media, Finnish Newspapers Association, Statistics Finland, Statistics Iceland, Norwegian Media Authority, media-norway, Swedish Press and Broadcasting Authority.

Tables 16. Newspaper revenue breakdown by different sources of revenue 2000–2016

Table 16.1 Newspaper revenue breakdown by advertising and sales 2000–2016

Source of revenue		2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
		Shares (%)																
Denmark ¹	Advertising	56	53	50	50	52	55	56	57	56	51	51	51	51	49	49	48	48
	Newspaper sales	44	47	50	50	48	45	44	43	44	49	49	49	49	51	51	52	52
	Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Euro millions	1 136	1 145	1 095	1 101	1 148	1 231	1 291	1 243	1 220	1 092	1 086	1 071	1 018	908	873	840	823
Finland ² Dailies	Advertising	58	56	54	53	53	53	55	55	55	48	49	52	50	47	45	45	45
	Newspaper sales	42	44	46	47	47	47	45	45	45	52	51	48	50	53	55	55	55
	Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Euro millions	965	956	936	931	970	982	1027	1061	1 056	946	986	1 001	996	911	874	830	807
Non-dailies	Advertising	59	57	54	53	54	53	53	53	54	52	51	50	51	48	52	54	54
	Newspaper sales	41	43	46	47	46	47	47	47	46	48	49	50	49	52	48	46	46
	Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Euro millions	114	113	115	112	118	121	122	127	135	131	125	127	136	132	130	132	135
Iceland Dailies & weeklies (paid for & free)	Advertising	63	61	62	68	72	76	78	79	76	68	73	72	74	76	76	77	..
	Newspaper sales	37	39	38	32	28	24	22	21	24	32	27	28	26	24	24	23	..
	Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	..
	Euro millions	1 369	1 400	1 426	1 435	1 422	1 575	1 636	1 747	1 712	1 496	1 666	1 803	1 866	1 746	1 563	1 367	1 216
Norway ³	Advertising	54	53	51	51	52	54	55	57	57	51	53	55	54	53	51	48	44
	Newspaper sales	46	47	49	49	48	46	45	43	43	49	47	45	46	47	49	52	56
	Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
	Euro millions	1 369	1 400	1 426	1 435	1 422	1 575	1 636	1 747	1 712	1 496	1 666	1 803	1 866	1 746	1 563	1 367	1 216

¹ Data refer to members of the Danish Newspaper Publishers' Association (2000–2012) and the Association of Danish Media (from 2013), the latter of which the Danish Newspaper Publishers' Association was fused into in 2012/2013.

² Until 2009 revenues of printed newspapers only. From 2010 revenues of digital sales are included.

³ From 2011, including also revenues for online newspapers in own companies (previously digital revenues within the newspaper companies only).

Note: Data include revenues from the newspapers' digital operations (for exceptions; see notes 2 and 3).

Sources: Association of Danish Media, Finnish Newspapers Association, Statistics Finland, Statistics Iceland, Norwegian Media Authority, medianorway.

Table 16.2 Newspaper revenue breakdown by advertising, sales and other revenue 2000–2016

Type of revenue	Shares (%)																
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Denmark¹																	
Advertising	47	44	41	40	42	44	44	44	45	40	41	41	41	36	35	33	36
Newspaper sales	37	39	41	40	38	36	34	34	35	39	40	39	38	38	37	36	39
Other revenue	16	17	18	20	20	20	21	22	20	21	19	20	21	26	28	31	25
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Euro millions	1 351	1 376	1 339	1 372	1 437	1 535	1 635	1 595	1 523	1 376	1 348	1 342	1 291	1 228	1 221	1 219	1 096
Norway²																	
Advertising	50	49	47	47	47	50	52	53	53	48	51	52	52	51	49	47	41
Newspaper sales	43	44	45	46	45	43	41	40	40	45	44	43	43	44	47	49	54
Other revenue	7	8	8	8	8	7	7	7	7	7	5	5	5	5	4	4	5
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Euro millions	1 468	1 514	1 544	1 554	1 546	1 698	1 758	1 879	1 845	1 599	1 746	1 897	1 963	1 829	1 625	1 425	1 275
Sweden																	
Advertising revenue	50	46	43	42	..	..	..	..	..	44	46	46	44	42	40	38	37
Newspaper sales & other revenue	50	54	57	58	..	..	..	..	..	56	54	54	56	58	60	62	63
Total	100	100	100	100	..	..	..	..	..	100	100	100	100	100	100	100	100
Euro millions	2 125	1 800	1 829	1 961	1 961	1 992	2 126	2 152	2 032	1 745	2 003	2 124	2 090	2 000	1 915	1 801	1 766

¹ Data refer to members of the Danish Newspaper Publishers' Association (2000-2012) and the Association of Danish Media (from 2013), the latter of which the Danish Newspaper Publishers' Association was fused into in 2012/2013.

² From 2011, including revenues for online newspapers in own companies (previously digital revenues within the newspaper companies only).

Note: Data include revenues from the newspapers' digital operations (for exceptions; see note 2).

Sources: Association of Danish Media, Norwegian Media Authority, medianorway's database, Swedish Press and Broadcasting Authority.

Table 17. Newspaper revenue breakdown by print and digital sales 2012–2016

		Share of net revenue ¹ (%)				
		2012	2013	2014	2015	2016
Denmark ²	Print	..	94	92	91	87
	Digital	..	6	8	9	13
	Total	..	100	100	100	100
	DKK millions	..	6 769	6 509	6 266	6 125
Finland	Print	96	94	93	91	89
	Digital	4	6	7	9	11
	Total	100	100	100	100	100
Norway	Print	91	88	84	82	80
	Digital	9	12	16	18	20
	Total	100	100	100	100	100
	NOK millions	13 947	13 640	13 048	12 242	11 292

¹ Share of net revenue: circulation and advertising sales.

² Data refer to members of the Association of Danish Media.

Sources: Association of Danish Media, Finnish Newspaper Association, Norwegian Media Authority.

Table 18. Newspaper advertising revenue breakdown by print and digital sales 2012–2016

		Share of advertising revenue (%)				
		2012	2013	2014	2015	2016
Denmark	Print	..	88	86	85	79
	Digital	..	12	14	15	21
	Total	..	100	100	100	100
	Total MDKK	..	3 327	3 158	3 017	2 966
Norway	Print	84	80	75	72	69
	Digital	16	20	25	28	31
	Total	100	100	100	100	100
	Total MNOK	7 585	7 297	6 640	5 937	4 915
Sweden	Print	87	83	77	73	69
	Digital	13	17	23	27	31
	Total	100	100	100	100	100
	Total MSEK	7 896	7 242	6 948	6 492	6 136

Sources: Association of Danish Media, Norwegian Media Authority, Swedish Press and Broadcasting Authority, IRM, Swedish Media Publishers' Association.

Table 19. Annual newspaper subscription prices 2000–2016 (Euro and local currency)

		Subscription price (Euro)									
		2000	2005	2008	2010	2011	2012	2013	2014	2015	2016
Finland ¹	7 issues/week	163	188	206	224	232	240	272	281	290	335
	6 issues/week	130	154	166	184	191	207	217	243	..	372
	5 issues/week	117	155	161	178	186	212	225	233	269	239
	3 issues/week	69	84	93	103	106	119	129	132	131	176
	2 issues/week	45	55	63	70	73	82	87	89	94	101
	1 issue/week	33	40	45	49	52	59	63	66	73	77
Iceland	<i>Morgunblaðið</i> (6 issues/week) ²	314	399	278	288	326	328	346	363	434	504
Norway ³	6-7 issues/week	187	234	254	284	306	335	337	334	347	364
	5 issues/week	144	180	194	207	219	237	240	233	236	247
	4 issues/week	122	179	192	214	222	254	252	273	265	300
	3 issues/week	93	122	134	156	167	185	186	183	189	198
	2 issues/week	66	84	95	110	118	131	132	132	136	142
	1 issue/week	53	70	78	91	99	110	110	107	105	108
Sweden ⁴	Metropolitan newspapers	220	231	255	274	295	..	..	..	416	..
	Provincial (3-7 issues/week)	166	184	188	202	221	..	..	..	266	..
	Non-dailies (1-2 issues/week)	47	54	54	61	65	..	..	..	67	..
	Newspapers total (average)	127	153	144	162	188	..	..	..	214	..
		Subscription price (local currency)									
		2000	2005	2008	2010	2011	2012	2013	2014	2015	2016
Finland (EUR) ¹	7 issues/week	163	188	206	224	232	240	272	281	290	335
	6 issues/week	130	154	166	184	191	207	217	243	..	372
	5 issues/week	117	155	161	178	186	212	225	233	269	239
	3 issues/week	69	84	93	103	106	119	129	132	131	176
	2 issues/week	45	55	63	70	73	82	87	89	94	101
	1 issue/week	33	40	45	49	52	59	63	66	73	77
Iceland (ISK)	<i>Morgunblaðið</i> (6 issues/week) ²	22 800	31 200	35 400	46 680	52 680	52 680	56 160	56 160	63 540	67 356
Norway (NOK) ³	6-7 issues/week	1 520	1 871	2 088	2 277	2 382	2 504	2 633	2 789	3 108	3 381
	5 issues/week	1 164	1 441	1 598	1 658	1 706	1 775	1 874	1 945	2 111	2 294
	4 issues/week	993	1 435	1 575	1 718	1 732	1 895	1 970	2 280	2 377	2 790
	3 issues/week	752	975	1 100	1 249	1 299	1 384	1 452	1 528	1 689	1 843
	2 issues/week	537	671	779	885	919	980	1 033	1 106	1 214	1 321
	1 issue/week	428	560	642	732	772	823	856	891	944	1 006
Sweden (SEK) ⁴	Metropolitan newspapers	1 862	2 144	2 449	2 621	2 662	..	..	..	3 891	..
	Provincial (3-7 issues/week)	1 399	1 705	1 811	1 934	1 999	..	..	..	2 493	..
	Non-dailies (1-2 issues/week)	393	501	520	586	591	..	..	..	627	..
	Newspapers total (average)	1 075	1 418	1 383	1 545	1 699	..	..	..	1 999	..

¹ Data refer to prices for continuous print subscriptions on 1 January of each year. Data include newspapers that are members of the Finnish Newspapers Association. Due to the small sample, there are no data for newspapers issued four times a week.

² Annual subscription price of the print version of *Morgunblaðið*, based on November prices. The paper is issued six times a week, except during the years 2003-2008, when it was issued seven times a week.

³ Data refer to print subscriptions or print-digital combined. Annual averages, except for 2015-2016 which are autumn figures.

⁴ Data refer to the newspapers' stated subscription prices at the beginning of each year.

Note: Data refer to the prices for annual print subscriptions (in many cases combined with access to the digital version).

Sources: Finnish Newspapers Association, Statistics Iceland, *Avisåret 2016* (Høst, Volda University College, Norway), Nordicom-Sweden (2000), National Library of Sweden (2005-2015).

Table 20. Number of newspapers with pay models for online material in Finland, Norway and Sweden

Table 20.1 Number of daily newspapers with pay models for online material in Finland 2014–2016

Pay model	Number of dailies (7 issues/week)	
	2014 (Autumn)	2016 (Spring)
Freemium	5	7
Metered access	3	5
Hard paywall	1	5
Dailies with a digital pay model, total	9	17
Total number of dailies (7 issues/week)	28	27

Source: Finnish Newspapers Association.

Table 20.2 Number of newspapers with pay models for online material in Norway 2011-2016

Pay model	Number of newspapers						Share of circulation 2016 (%)
	2011	2012	2013	2014	2015	2016	
Freemium	1	6	10	23	22	4	12
Metered access	1	2	2	1	1	2	12
Amedia pluss ¹	–	–	–	–	59	60	25
Polaris pluss ²	–	–	–	–	–	18	8
Hard paywall	3	7	15	31	42	66	27
Other	–	–	–	–	1	1	0
Newspapers with a digital pay model, total	5	15	27	55	125	151	85
Total number of newspapers	228	227	229	230	228	227	100

¹ In 2014 the Norwegian newspaper group Amedia decided that all their newspapers should have a digital payment model, which was implemented in 2015. Since many of Amedia's newspapers have chosen a model between freemium and hard paywall (between 30 and 50% of the content locked to non-subscribers), this group is categorized as a group of its own.

² Polaris Media's newspapers with a digital pay model between freemium and hard paywall.

Source: *Avisåret 2016* (Høst, Institute of Journalism/Volda University College).

Table 20.3 Number of daily newspapers with pay models for online material in Sweden 2016

Pay model	Number of dailies (5-7 days/week)	Share of titles (%)
Freemium	42	54
Metered access	3	4
Daily newspapers with a digital pay model	45	58
Total number of dailies (5-7 days/week)	78	100

Note: Data in January 2016.

Source: Medievärlden.

Table 21. Share of news consumers having paid for digital news in 2017

	Have paid for digital news, total	Shares (%)	
		Ongoing subscription	Other types of payment
Denmark	15	10	5
Finland	14	7	7
Norway	26	15	11
Sweden	20	12	8

Note: The shares are based on respondents who have consumed any news in the past month. The data are based on an online survey at the end of January/beginning of February 2017.

Source: Reuters Institute Digital News Report 2017.

Table 22. Newspaper advertising revenue: Print advertising 2000–2016 (millions in Euro and local currency)

	Euro (millions)					Local currency (millions)				
	Denmark	Finland	Iceland	Norway	Sweden	Denmark DKK	Finland EUR	Iceland ISK	Norway NOK	Sweden SEK
2000	749	637	40	..	1 271	5 580	637	2 908	..	10 738
2001	703	599	31	..	1 052	5 238	599	2 719	..	9 728
2002	645	580	32	..	1 017	4 794	580	2 767	..	9 313
2003	634	596	37	..	1 022	4 708	596	3 224	..	9 332
2004	674	632	45	..	1 073	5 013	632	3 891	..	9 795
2005	733	643	64	831	1 124	5 462	643	5 028	6 658	10 431
2006	799	661	70	882	1 213	5 960	661	6 121	7 101	11 222
2007	796	708	72	998	1 251	5 933	708	6 318	8 002	11 571
2008	709	688	45	942	1 166	5 289	688	5 725	7 740	11 201
2009	565	542	21	734	875	4 208	542	3 673	6 424	9 297
2010	534	559	25	834	1 071	3 979	559	4 077	6 684	10 234
2011	532	580	29	860	1 147	3 967	580	4 701	6 697	10 357
2012	492	575	30	840	1 074	3 659	575	4 850	6 280	9 347
2013	454	484	32	749	957	3 387	484	5 226	5 853	8 281
2014	417	447	34	587	837	3 112	447	5 315	4 905	7 617
2015	388	419	35	444	723	2 896	419	5 156	3 979	6 760
2016	350	400	..	347	645	2 606	400	..	3 226	6 106

Note: The categories used in the advertising tables are based on IRM's Nordic advertising report, in which IRM has grouped the media into main media categories to enable comparison between countries to the highest degree possible. For an overview of which national categories belong to the respective main media above, see the separate matrix.

Sources: IRM Institute for Advertising and Media Statistics, Dansk reklameforbrugsundersøgelse (the Danish Advertising Expenditure Surveys), Finnish Advertising Council/Kantar TNS Finland, Statistics Iceland, IRM Norway via medianorway's database.

Table 23. Newspaper share of the total advertising revenue 2000–2016 (per cent)

	Denmark	Finland	Share ¹ (%)		Iceland ²
			Norway	Sweden	
2000	55	56	..	..	49
2001	54	55	..	..	45
2002	53	54	..	51	47
2003	51	54	..	51	50
2004	51	54	..	51	52
2005	51	53	51	49	55
2006	46	52	49	47	57
2007	43	51	48	45	55
2008	39	49	46	42	52
2009	37	45	43	40	44
2010	33	44	42	39	45
2011	31	43	40	37	46
2012	29	44	37	34	46
2013	27	40	33	30	47
2014	25	38	28	27	47
2015	22	36	23	23	43
2016	20	34	19	19	..

¹ Newspaper advertising share is calculated based on a total including newspapers, magazines & periodicals, television, radio, Internet, cinema, and outdoor (except for Iceland; see note 2).

² The Icelandic newspaper share is based on the same categories as the other countries; except for outdoor, which is not included.

Note: The categories used in the advertising tables are based on IRM's Nordic advertising report, in which IRM has grouped the media into main media categories to enable comparison between countries to the highest degree possible. For an overview of which national categories belong to the respective main media above, see the separate matrix.

Sources: IRM Institute for Advertising and Media Statistics, Dansk reklameforbrugsundersøgelse (the Danish Advertising Expenditure Surveys), Finnish Advertising Council/Kantar TNS Finland, Statistics Iceland, IRM Norway via medianorway's database.

Table 24. Newspaper value added tax rates 2000–2017

	Denmark ²	Finland ³		Iceland	Norway	Sweden
		Subscr.	Single-copy			
VAT rate printed newspapers ¹						
2000	–	–	22	14	–	6
2005	–	–	22	14	–	6
2010	–	–	23	7	–	6
2011	–	–	23	7	–	6
2012	–	9	23	7	–	6
2013	–	10	24	7	–	6
2014	–	10	24	7	–	6
2015	–	10	24	11	–	6
2016	–	10	24	11	–	6
2017	–	10	24	11	–	6
VAT rate digital newspapers ¹						
2015	25	24	24	24	25	25
2016	25	24	24	24	–	25
2017	25	24	24	24	–	25

– VAT exempt.

¹ Digital versions of newspapers are subject to standard VAT rate. In Norway, however, digital news are exempted from VAT from March 1st, 2016.

² Denmark has no differentiated VAT rates, but businesses which conduct VAT-exempt activities must pay a specific Danish payroll tax (lønsumsafgift) instead. For VAT-exempt media, the fee is calculated based on revenue from print newspaper sales. Until 2012, this fee was 2.5% of the newspaper sales revenue; from 2013 and onwards it is 3.54%.

³ Subscriptions of newspapers were exempt from sales tax until January 2012, when 9% VAT was introduced. VAT on single copy sales and on digital versions is standard VAT rate.

Sources: Danish Agency for Culture and Palaces, Statistics Iceland, Statistics Finland, medianorway, Nordicom.

Table 25. Government subsidies to newspapers in Finland 2000–2016 (Euro millions)

	Type of subsidy (in Euro millions)		
	Granted by Council of State ¹	Through political parties ²	Discretionary subsidies ³
2000	5.0	7.6	–
2001	5.0	7.6	–
2002	5.0	7.6	–
2003	5.0	7.6	–
2004	5.9	7.8	–
2005	5.9	7.8	–
2006	5.9	7.8	–
2007	6.1	8.0	–
2008	–	–	0.5
2009	–	–	0.5
2010	–	–	0.5
2011	–	–	0.5
2012	–	–	0.5
2013	–	–	0.5
2014	–	–	0.5
2015	–	–	0.5
2016	–	–	0.5

¹ Money to subsidize transport, delivery and other costs.

² To politically affiliated newspapers and to information services by the Åland Government.

³ The discretionary subsidies are granted for newspapers published in national minority languages and their corresponding web publications. Subsidies are also granted to Swedish-language news services.

Source: Ministry of Transport and Communications (Finland).

Table 26. Government subsidies to newspapers in Norway 2000–2016 (NOK millions)

	Production subsidies	Applied research and training	Type of subsidy (NOK millions)						Postage compensation	Total subsidies	No. of newspapers with production subsidies
			Grants to Sami newspapers	Grants to specific newspapers	Grants to minority newspapers	Distribution support Finnmark					
2000	164.2	12.6	8.0	35.1	—	—	1.5	—	221.3	129	
2001	180.0	12.7	10.0	35.5	—	—	1.5	—	239.7	129	
2002	234.5	15.3	11.0	33.3	—	—	1.5	—	295.5	129	
2003	232.4	15.3	11.2	30.1	—	—	1.6	—	290.6	127	
2004	247.0	14.8	11.6	30.4	—	—	1.6	—	305.3	135	
2005	244.3	14.6	13.0	20.2	—	—	1.6	—	293.6	138	
2006	251.8	12.3	13.4	9.6	—	—	1.6	14.3	302.9	138	
2007	251.8	11.1	13.9	1.5	—	—	1.7	14.3	294.2	139	
2008	264.5	11.6	18.9	—	1.5	—	1.7	—	298.1	138	
2009	264.5	12.1	21.6	—	1.0	—	1.7	—	300.9	138	
2010	272.9	12.5	22.3	—	0.8	—	1.8	—	310.3	138	
2011	281.4	12.5	23.0	—	0.8	—	1.9	—	319.5	140	
2012	287.9	12.5	23.4	—	0.8	—	1.9	—	326.5	139	
2013	307.9	10.0	24.1	—	0.8	—	1.9	—	344.8	141	
2014	308.2	9.1	25.0	—	0.9	—	2.0	—	345.1	147	
2015	308.2	10.8	25.0	—	—	—	2.0	—	346.2	138	
2016	313.0	11.1	27.0	—	—	—	2.0	—	353.2	..	

Note: The most important subsidies are the production grants, which are awarded in proportion to a newspaper's circulation and market position.

Sources: Norwegian Media Authority via medianorway's database.

Table 27. Government subsidies to newspapers in Sweden 2000–2016 (SEK millions)

	Operational subsidies ¹	Development subsidies ²	Type of subsidies (SEK millions)			Total, current prices	Total, fixed prices (2016 value)	Newspapers with operational subsidies	
			Distribution subsidies ³	Distribution subsidies for Saturdays	Number of newspapers			Share of all newspapers (%)	
2000	438.8	—	74.9	—	514	641	76	47	
2001	420.9	—	76.1	—	497	605	74	47	
2002	410.7	—	75.5	—	486	579	71	46	
2003	412.6	13.4	73.8	10.9	511	597	72	47	
2004	420.6	11.9	74.2	9.5	516	601	70	45	
2005	417.3	4.4	73.7	9.4	505	585	71	46	
2006	429.6	—	73.2	9.8	513	586	72	47	
2007	433.4	—	72.2	—	506	566	75	49	
2008	432.5	—	70.3	—	503	544	78	49	
2009	483.0	—	67.9	—	551	599	86	52	
2010	502.8	—	66.8	—	570	612	88	54	
2011	499.8	—	65.4	—	565	589	90	54	
2012	474.0	—	61.3	—	535	550	88	54	
2013	459.9	—	57.6	—	518	528	87	53	
2014	463.6	—	55.4	—	519	527	87	53	
2015	436.2	—	50.5	—	487	492	84	52	
2016	462.9	7.6	48.1	—	519	519	89	56	

¹ Subsidies granted to printed newspapers or newspapers published in digital format. The subsidies are based on the newspapers' circulation and on how frequently they are published.

² A possibility to give printed newspapers the prerequisites for the long-term development of electronic publication services with a high-quality editorial content.

³ Granted for each published issue of a newspaper that participates in joint distribution.

Source: Swedish Press and Broadcasting Authority.

Tables 28. Media advertising revenue the Nordic countries 2000-2016 (Euro, local currency and market shares)

Table 28.1 Media advertising revenue in Denmark 2000–2016

		News- papers	Magazines & periodicals	TV	Radio	Internet	Cinema	Outdoor	Total
EUR millions	2000	749	242	245	29	42	6	45	1 358
	2006	799	242	331	37	261	7	54	1 732
	2010	534	174	303	31	486	8	67	1 604
	2011	532	172	338	36	556	8	72	1 715
	2012	492	157	316	37	610	9	61	1 681
	2013	454	144	302	39	660	11	55	1 665
	2014	417	145	291	41	732	11	53	1 690
	2015	388	134	295	44	823	14	54	1 753
	2016	350	122	293	50	902	15	53	1 787
DKK millions	2000	5 580	1 801	1 823	213	316	46	338	10 117
	2006	5 960	1 804	2 471	279	1 949	55	405	12 923
	2010	3 979	1 298	2 256	232	3 624	59	499	11 947
	2011	3 967	1 281	2 517	270	4 144	59	537	12 775
	2012	3 659	1 165	2 350	278	4 543	67	452	12 514
	2013	3 387	1 077	2 251	288	4 924	80	409	12 416
	2014	3 112	1 083	2 170	307	5 458	85	394	12 609
	2015	2 896	996	2 203	329	6 138	107	405	13 074
	2016	2 606	912	2 184	371	6 718	114	397	13 302
Shares (%)	2000	55	18	18	2	3	0	3	100
	2006	46	14	19	2	15	0	3	100
	2010	33	11	19	2	30	0	4	100
	2011	31	10	20	2	32	0	4	100
	2012	29	9	19	2	36	1	4	100
	2013	27	9	18	2	40	1	3	100
	2014	25	9	17	2	43	1	3	100
	2015	22	8	17	3	47	1	3	100
	2016	20	7	16	3	51	1	3	100

Note: The categories used in the table are based on IRM's Nordic advertising report, in which IRM has grouped the media into main media categories to enable comparison between countries to the highest degree possible. For an overview of which national categories belong to the respective main media above, see the separate matrix.

Sources: Dansk reklameforbrugsundersøgelse (the Danish Advertising Expenditure Surveys), IRM Institute for Advertising and Media Statistics (Nordic advertising market reports).

Table 28.2 Media advertising revenue in Finland 2000–2016

		News- papers	Magazines & periodicals	TV	Radio	Internet	Cinema	Outdoor	Total
EUR millions	2000	637	192	213	38	12	2	35	1 129
	2005	643	194	231	47	68	2	36	1 221
	2010	559	154	266	52	206	3	39	1 279
	2011	580	157	283	57	219	3	44	1 343
	2012	575	135	280	55	222	2	43	1 312
	2013	484	112	275	53	239	3	42	1 208
	2014	447	95	265	58	268	3	44	1 180
	2015	419	82	256	59	319	5	48	1 188
	2016	400	75	253	61	356	5	50	1 200
Shares (%)	2000	56	17	19	3	1	0	3	100
	2005	53	16	19	4	6	0	3	100
	2010	44	12	21	4	16	0	3	100
	2011	43	12	21	4	16	0	3	100
	2012	44	10	21	4	17	0	3	100
	2013	40	9	23	4	20	0	3	100
	2014	38	8	22	5	23	0	4	100
	2015	35	7	22	5	27	0	4	100
	2016	33	6	21	5	30	0	4	100

Note: The categories used in the table are based on IRM's Nordic advertising report, in which IRM has grouped the media into main media categories to enable comparison between countries to the highest degree possible. For an overview of which national categories belong to the respective main media above, see the separate matrix.

Sources: Finnish Advertising Council/Kantar TNS Finland (Advertising Spend in Finland), IRM Institute for Advertising and Media Statistics (Nordic advertising market reports).

Table 28.3 Media advertising revenue in Iceland 2000–2015

		News- papers	Magazines & periodicals	TV	Radio	Internet	Cinema	Video	Total
EUR millions	2000	40	7	22	12	..	1	0	..
	2005	64	9	28	12	2	1	0	116
	2010	25	4	14	9	3	1	0	56
	2011	29	4	16	10	4	1	0	64
	2012	31	4	17	11	4	1	0	67
	2013	32	4	16	10	4	1	0	68
	2014	34	4	15	12	6	1	0	73
	2015	35	5	17	13	11	1	0	82
ISK millions	2000	2 908	478	1 576	851	..	73	10	..
	2005	5 028	673	2 166	947	171	98	18	9 100
	2010	4 077	632	2 211	1 469	495	134	7	9 025
	2011	4 701	655	2 552	1 602	617	165	9	10 301
	2012	4 903	662	2 662	1 694	607	176	10	10 714
	2013	5 239	664	2 655	1 684	681	149	8	11 079
	2014	5 315	626	2 383	1 863	921	183	4	11 294
	2015	5 168	686	2 473	1 847	1 556	207	5	11 942
Shares (%)	2005	55	7	24	10	2	1	0	100
	2010	45	7	24	16	5	1	0	100
	2011	46	6	25	16	6	2	0	100
	2012	46	6	25	16	6	2	0	100
	2013	47	6	24	15	6	1	0	100
	2014	47	6	21	16	8	2	0	100
	2015	43	6	21	15	13	2	0	100

Note: The categories used in the table are based on IRM's Nordic advertising report, in which IRM has grouped the media into main media categories to enable comparison between countries to the highest degree possible. For an overview of which national categories belong to the respective main media above, see the separate matrix.

Source: Statistics Iceland.

Table 28.4 Media advertising revenue in Norway 2005–2016

		News- papers	Magazines & periodicals	TV	Radio	Internet	Cinema	Outdoor	Total
EUR millions	2005	831	142	331	62	191	14	53	1 625
	2010	834	138	382	70	489	17	63	1 994
	2011	860	140	434	72	559	19	73	2 156
	2012	840	140	487	81	643	21	78	2 289
	2013	749	124	490	76	712	19	76	2 246
	2014	587	101	456	86	800	16	67	2 113
	2015	444	84	432	85	843	15	66	1 969
	2016	347	71	424	80	855	17	69	1 863
NOK millions	2005	6 658	1 140	2 648	500	1 532	111	424	13 013
	2010	6 684	1 107	3 059	561	3 919	139	506	15 975
	2011	6 697	1 090	3 380	559	4 355	147	567	16 795
	2012	6 280	1 046	3 642	602	4 804	156	582	17 112
	2013	5 853	968	3 829	593	5 564	147	594	17 548
	2014	4 905	842	3 807	715	6 676	130	557	17 632
	2015	3 979	748	3 867	764	7 545	138	589	17 629
	2016	3 226	664	3 939	739	7 939	160	637	17 303
Shares (%)	2005	51	9	20	4	12	1	3	100
	2010	42	7	19	4	25	1	3	100
	2011	40	6	20	3	26	1	3	100
	2012	37	6	21	4	28	1	3	100
	2013	33	6	22	3	32	1	3	100
	2014	28	5	22	4	38	1	3	100
	2015	23	4	22	4	43	1	3	100
	2016	19	4	23	4	46	1	4	100

Note: The categories used in the table are based on IRM's Nordic advertising report, in which IRM has grouped the media into main media categories to enable comparison between countries to the highest degree possible. For an overview of which national categories belong to the respective main media above, see the separate matrix.

Sources: IRM Norway via medianorway's database.

Table 28.5 Media advertising revenue in Sweden 2000–2016

		News- papers	Magazines & periodicals	TV	Radio	Internet	Cinema	Outdoor	Total
EUR millions	2000	1 271	..	478	70	132	9	106	..
	2005	1 124	311	452	55	221	7	113	2 283
	2010	1 071	258	546	72	647	12	132	2 738
	2011	1 147	281	633	84	798	14	142	3 099
	2012	1 074	264	683	77	943	13	139	3 192
	2013	957	235	689	70	1 077	14	129	3 172
	2014	837	213	634	78	1 186	15	139	3 102
	2015	723	190	587	81	1 387	15	147	3 129
	2016	645	165	575	89	1 667	16	165	3 321
SEK millions	2000	10 738	..	4 038	592	1 113	78	898	..
	2005	10 431	2 883	4 190	515	2 048	68	1 049	21 184
	2010	10 234	2 465	5 218	690	6 185	119	1 261	26 172
	2011	10 357	2 537	5 720	757	7 202	126	1 283	27 982
	2012	9 347	2 300	5 946	671	8 206	113	1 206	27 789
	2013	8 281	2 034	5 961	609	9 315	117	1 118	27 435
	2014	7 617	1 941	5 769	706	10 796	135	1 264	28 228
	2015	6 760	1 773	5 494	757	12 979	142	1 371	29 277
	2016	6 106	1 561	5 447	843	15 784	150	1 559	31 449
Shares (%)	2005	49	14	20	2	10	0	5	100
	2010	39	9	20	3	24	0	5	100
	2011	37	9	20	3	26	0	5	100
	2012	34	8	21	2	30	0	4	100
	2013	30	7	22	2	34	0	4	100
	2014	27	7	20	3	38	0	4	100
	2015	23	6	19	3	44	0	5	100
	2016	19	5	17	3	50	0	5	100

Note: The categories used in the table are based on IRM's Nordic advertising report, in which IRM has grouped the media into main media categories to enable comparison between countries to the highest degree possible. For an overview of which national categories belong to the respective main media above, see the separate matrix.

Source: IRM Institute for Advertising and Media Statistics (Nordic and Swedish advertising market reports).

Table 29. Media categories in the advertising tables: The national media categories included in the Nordic comparative data

	Denmark	Finland	Norway	Sweden	Iceland
Newspapers ¹	Daily newspapers Local and regional weeklies	Daily newspapers Non-daily newspapers Local and free issue papers (Urban and pick-up papers)	Newspapers Free papers Newspaper supplements	Newspapers Free papers Ad sheets Newspaper supplements	Paid and free newspapers: Dailies and weeklies Newspaper supplements
Magazines & periodicals	Paid magazines Free magazines Business press	General interest & women's, professional & business and customer magazines	Weekly magazines/ Magazines Business press	Magazines Business press Free magazines Magazine supplements	Paid and free magazines and other periodicals
TV	TV Teletext	TV Teletext	TV (includes teletext)	TV Teletext	TV
Radio	Radio	Radio	Radio	Radio	Radio
Internet ¹	Internet (includes mobile)	Total web (includes mobile)	Internet Mobile Display	Internet Mobile	Web media from 2004 and onwards.
Cinema	Cinema	Cinema	Cinema	Cinema	Cinema and video
Outdoor	Outdoor	Outdoor	Outdoor (includes in-store media)	Outdoor In-store media	No data in the table

¹ Newspapers refers to print newspapers only. The newspapers' online advertising are included in the Internet category.

Note: The information in IRM's Nordic advertising reports is based on national surveys in Denmark, Finland, Norway and Sweden. Although the reported media categories in the Nordic countries are generally the same, the statistics vary to a degree as regards definitions and divisions. The categories used in the advertising tables are based on IRM's Nordic advertising reports, in which IRM has grouped the media into main media categories to enable comparison between countries to the highest degree possible. The overview above shows which national categories belong to the respective main media. The Icelandic categories are provided by Statistics Iceland.

Source: *The Nordic Advertising Market 2016* by IRM Institute for Advertising and Media Statistics, Statistics Iceland.

Table 30. Value added tax rates for media in the Nordic countries 2000–2017

		Standard VAT rate	Newspapers ¹ (print)	Magazines ¹ (print)	Books ¹ (print & audio)	Public service licence fees	Pay TV ² services	Cinema
Denmark ³	2000-2012	25	– ³	25	25	25	25	25
	2013-2017	25	– ³	25	25	25	25	25
Finland	2000-2009	22	–/22 ⁴	–/22 ⁴	8	8	22	8
	2010-2011	23	–/23 ⁴	–/23 ⁴	9	9	23	9
	2012	23	9/23 ⁴	9/23 ⁴	9	9	23	9
	2013-2017 ⁵	24	10/24 ⁴	10/24 ⁴	10	*	24	10
Iceland	2000-2001	24.5	14	14	14/24.5 ⁶	14	14	–/24.5 ⁷
	2002-2006	24.5	14	14	14	14	14	–/24.5 ⁷
	2007-2008 ⁸	24.5	7	7	7	7	7	–/24.5 ⁷
	2009 ⁹	24.5	7	7	7	*	7	–/24.5 ⁷
	2010-2011	25.5	7	7	7	*	7	–/25.5 ⁷
	2012-2014	25.5	7	7	7	*	7	25.5
	2015-2017	24	11	11	11	*	11 ²	24
Norway	2000-2001	23	–	23	–	–	23	–
	2001-2002	24	–	24	–	–	24	–
	2003	24	–	24	–	12	24	–
	2004	24	–	24	–	6	24	–
	2005	25	–	25	–	7	25	7
	2006-2015	25	–	25	–	8	25	8
	2016-2017	25	– ¹	25	–	10	25	10
Sweden	2000-2001	25	6	25	25	–	25	6
	2002-2016	25	6	6	6	–	25	6
	2017 ¹⁰	25	6	6	6	–	25	25

– VAT exempt.

* Licence fee replaced with a tax.

¹ Digital versions of papers, magazines and books are subject to standard VAT rate, with the exception of Norway, where a zero-VAT rate on digital newspapers was introduced in March 2016.

² In Iceland, subscriptions to commercial TV channels and packages are subject to differentiated VAT rates similar to those for newspapers and magazines. In 2015, VAT for streaming services was lowered from the standard 25.5% to 11%. (In other countries, pay TV and streaming services are subject to standard VAT rates.)

³ Denmark has no differentiated VAT rates, but businesses which conduct VAT-exempt activities must pay a specific Danish payroll tax (lønsumsafgift) instead. For VAT-exempt media, the fee is calculated based on revenue from print newspaper sales. Until 2012, this fee was 2.5% of the newspaper sales revenue; from 2013 and onwards it is 3.54%.

⁴ Subscriptions to newspapers and magazines were exempt from sales tax until January 2012, when a 9% VAT was introduced. VAT on single-copy sales and digital versions is the standard rate.

⁵ On 1 January 2013, all VAT rates in Finland were increased by 1%. Moreover, the TV fee was replaced with a TV tax.

⁶ 14% VAT on domestic books, 24.5% on imported books. VAT on imported books was lowered to 14% in spring 2002.

⁷ Screenings of domestic films were exempt from VAT until 1 January 2012.

⁸ 7% from 1 March 2007.

⁹ The licence fee system for RÚV was abolished early in 2009 and replaced with a special tax.

¹⁰ On 1 January 2017, the VAT rate on cinema tickets in Sweden was increased to the standard rate of 25%.

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

Sources: Danish Agency for Culture and Palaces, Statistics Finland, Statistics Iceland, medianorway, Nordicom, national tax authorities.

Table 31. Newspaper subscriptions in Norway and Sweden 2006–2016

		Share of population 9-79 years (%)										
		2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Norway	Print newspaper subscription	70	71	72	70	69	68	62	58	54	50	44
	Online newspaper subscription	..	..	..	..	..	..	..	..	9	12	15
Sweden	Newspaper subscription, print and/or online	72	70	68	66	64	62	59	57	55	53	50
	Online newspaper subscription	..	..	..	..	..	..	..	..	..	..	22

Note: Yearly averages. Population aged 9-79 years.

Sources: Statistics Norway (Norwegian Media Barometer), medianorway's database, Nordicom (Nordicom-Sweden's Media Barometer).

Table 32. Newspaper subscriptions in Norway and Sweden by age 2006–2016

		Share of population (%)						
		Age	2006	2008	2010	2012	2014	2016
Norway	Print subscription	All (9-79 years)	70	72	69	62	54	44
		16-19	70	76	70	69	51	53
		20-24	38	51	37	30	31	22
		25-44	62	62	52	44	33	22
		45-66	81	82	85	74	69	53
		67-79	90	87	92	90	84	78
Sweden	Print and/or online subscription	All (9-79 years)	72	68	64	59	55	50
		15-24	66	60	54	43	40	35
		25-44	60	56	47	44	34	27
		45-64	80	77	74	68	60	58
		65-79	85	82	81	77	73	70

Note: Yearly averages. Population aged 9-79.

Sources: Statistics Norway (Norwegian Media Barometer), medianorway's database, Nordicom (Nordicom-Sweden's Media Barometer).

Table 33. Newspaper daily reach: Total, print and online reading 2001–2016

Year	All readers, print and/or online (%)			Readers of print version (%)				Readers of online version (%)	
	Finland ¹ Age: 12+	Norway Age: 9-79	Sweden Age: 9-79	Denmark Age: 12+	Finland ¹ Age: 12+	Norway Age: 9-79	Sweden Age: 9-79	Norway Age: 9-79	Sweden Age: 9-79
2001	..	79	81	..	..	78	..	10	..
2002	..	79	82	..	..	77	80	12	6
2003	..	80	81	..	..	77	79	17	7
2004	..	79	81	..	..	75	79	19	9
2005	..	81	81	..	..	74	73	27	11
2006	..	82	81	..	..	74	69	31	15
2007	..	81	80	..	..	72	67	34	17
2008	..	77	77	..	..	68	65	35	17
2009	..	78	77	..	..	65	66	40	17
2010	..	80	75	59	..	64	68	43	19
2011	..	79	74	55	..	63	66	48	18
2012	73	77	69	51	60	55	61	49	19
2013	71	76	66	45	57	51	55	52	21
2014	71	75	67	43	51	49	54	54	24
2015	67	72	65	42	48	42	50	51	26
2016	65	73	62	39	42	39	46	56	25

¹ 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 media reach.

Sources: Kantar TNS Denmark (Index Danmark), Danish Agency for Culture and Palaces, Kantar TNS Finland & MediaAuditFinland (Finnish National Readership Survey), Statistics Norway (Norwegian Media Barometer), medianorway's database, Nordicom (Nordicom-Sweden's Media Barometer).

Table 34. Newspaper daily reach in Finland: Total, print and online reading 2012–2017

Year ¹	Share of population aged 12+ (%)				
	Print and/or online ²	Print version	PC or laptop	Mobile phone	Tablet /eReader
2012	73	60	25	6	2
2013	71	57	23	10	5
2014	71	51	26	18	9
2015	67	48	21	20	10
2016	65	42	20	22	10
2017	64	42	19	22	9

¹ Autumn 2012–2016, Spring 2017.

² Newspapers total, i.e. including newspaper reading independent of platform.

Source: MediaAuditFinland (Finnish National Readership Survey).

Table 35. Newspaper daily reach in Finland: Total, print and online reading by age 2017 (Spring)

	Share of population aged 12+ (%)				
	Print and/or online ¹	Print version	PC or laptop	Mobile phone	Tablet /eReader
All	64	42	19	22	9
Age:					
12-19	34	11	8	26	4
20-29	44	10	19	33	6
30-39	55	19	24	39	10
40-49	67	36	25	33	13
50-64	73	56	21	15	13
65+	81	75	14	5	7

¹ Newspapers total, i.e. including newspaper reading independent of platform.

Source: MediaAuditFinland (Finnish National Readership Survey).

Table 36. Newspaper daily reach in Norway and Sweden: Total, print and online reading by age 2001–2016

		Share of population 9-79 years (%)																
Age		2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	
Norway	Print and/or online ¹	All	79	79	80	79	81	82	81	77	78	80	79	77	76	75	72	73
		9-15	40	50	48	43	49	49	42	45	43	44	43	36	35	28	25	22
		16-24	73	68	78	72	70	76	73	68	73	78	77	73	66	75	67	63
		25-44	81	81	83	82	84	84	82	81	84	84	82	80	80	80	77	78
		45-66	90	90	89	88	91	89	93	88	86	88	85	85	86	83	82	83
		67-79	90	86	84	90	90	94	90	86	83	85	90	88	87	86	78	84
Print version		All	78	77	77	75	74	74	72	68	65	64	63	55	51	49	42	39
	9-15	40	49	48	42	43	47	40	40	41	38	41	32	21	18	15	7	8
	16-24	68	62	69	61	56	57	53	53	51	46	48	50	30	26	26	23	15
	25-44	79	78	76	76	73	73	71	71	67	63	57	55	49	42	40	35	28
	45-66	89	90	89	88	90	86	88	82	81	80	78	78	73	70	68	62	56
	67-79	90	85	84	90	89	94	90	84	82	84	88	88	83	83	82	71	73
Online version		All	10	12	17	19	27	31	34	35	40	43	48	49	52	54	51	56
	9-15	2	2	3	6	11	10	14	14	13	13	9	18	21	20	20	20	16
	16-24	16	19	26	27	39	50	50	50	44	54	58	65	65	61	70	61	58
	25-44	14	18	27	29	37	43	49	49	49	61	61	65	65	70	68	67	71
	45-66	9	8	13	15	21	23	27	34	33	39	44	44	45	52	53	49	61
	67-79	2	1	1	2	4	7	8	12	17	21	19	19	25	25	27	26	34

Cont.

Table 36. (Cont.) Newspaper daily reach in Norway and Sweden: Total, print and online reading by age 2001–2016

		Share of population 9-79 years (%)															
Age		2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Sweden	Print and/or online¹	81	82	81	81	81	81	80	77	77	75	74	69	66	67	65	62
	9-14	49	42	44	45	41	42	36	36	41	36	34	30	27	25	21	17
	15-24	74	72	71	70	72	69	71	60	58	59	57	47	42	45	41	33
	25-44	82	81	81	81	81	82	81	78	76	72	70	66	63	62	63	54
	45-64	88	90	89	88	90	90	89	87	88	85	84	79	74	76	74	74
	65-79	89	89	91	91	90	91	90	93	89	90	90	88	83	84	83	84
Print version	All	..	80	79	79	73	69	67	65	66	68	66	61	55	54	50	46
	9-14	..	41	42	44	39	41	34	32	39	34	32	26	23	18	14	14
	15-24	..	68	69	67	63	55	64	53	50	50	46	33	26	27	20	16
	25-44	..	78	78	79	67	62	75	68	65	57	56	52	42	37	34	26
	45-64	..	89	88	86	81	79	86	63	83	80	78	72	67	63	60	55
	65-79	..	87	90	91	88	87	90	91	87	88	87	86	80	79	77	75
Online version	All	..	6	7	9	11	15	17	17	17	19	18	19	21	24	26	25
	9-14	..	2	2	1	2	1	3	5	4	4	3	6	5	9	9	4
	15-24	..	8	9	12	12	16	18	16	17	19	19	22	23	24	26	19
	25-44	..	8	12	14	17	25	27	26	27	30	29	30	35	37	40	35
	45-64	..	7	7	7	11	15	17	17	18	20	18	20	22	28	28	32
	65-79	..	2	2	2	3	6	6	9	8	11	12	11	12	15	19	19

¹ Total reading, i.e. including newspaper reading independent of platform.

Sources: Statistics Norway (Norwegian Media Barometer), medianorway's database, Nordicom (Nordicom-Sweden's Media Barometer).

Table 37. Newspaper daily reach: Print reading by age 2010–2016

		Share of population (%)						
	Age	2010	2011	2012	2013	2014	2015	2016
Denmark	All	59	55	51	45	43	42	39
	12-18	42	39	35	26	26	25	20
	19-34	46	41	39	31	28	26	24
	35-54	57	52	47	39	36	35	32
	55-70	73	69	66	61	59	58	56
	71+	74	73	71	68	68	68	67
Finland ¹	All	..	..	60	57	51	48	42
	12-19	..	..	..	..	19	..	11
	20-29	..	..	..	..	16	..	10
	30-39	..	..	..	..	30	..	19
	40-49	..	..	..	..	54	..	36
	50-64	..	..	..	..	66	..	56
	65+	..	..	..	..	80	..	75
Norway	All	64	63	55	51	49	42	39
	9-15	41	32	21	18	15	7	8
	16-24	48	50	30	26	26	23	15
	25-44	57	55	49	42	40	35	28
	45-66	80	78	73	70	68	62	56
	67-79	84	88	83	83	82	71	73
Sweden	All	68	66	61	55	54	50	46
	9-14	34	32	26	23	18	14	14
	15-24	50	46	33	26	27	20	16
	25-44	57	56	52	42	37	34	26
	45-64	80	78	72	67	63	60	55
	65-79	88	87	86	80	79	77	75

¹ Autumn 2012-2015. Data for 2016 refer to spring 2017.

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

Sources: Kantar TNS Denmark (Index Danmark), Danish Agency for Culture and Palaces, Kantar TNS Finland & MediaAuditFinland (Finnish National Readership Survey), Statistics Norway (Norwegian Media Barometer), medianorway's database, Nordicom (Nordicom-Sweden's Media Barometer).

Table 38. Newspaper daily/almost daily reach: Print reading 2011–2016 (Eurobarometer)

		Share of population aged 15+ (%)				
		2011	2012	2013	2014	2015
Denmark		50	54	49	47	48
Finland		73	72	71	71	67
Sweden		76	74	75	70	66

Note: Data collected during the autumn each year.

Source: Standard Eurobarometer each year, issues 76, 78, 80, 82, 84 and 86 (annex).

Table 39. Reading online news sites/newspapers/news magazines by age 2013–2016 (Eurostat)

		Share of population 16-74 years (%)			
	Age	2013	2014	2015	2016
Denmark	All	70	71	66	70
	16-24	68	73	67	68
	25-34	82	80	75	78
	35-44	79	77	73	77
	45-54	75	75	70	71
	54-64	63	65	61	67
	65-74	49	56	51	56
Finland	All	79	78	82	80
	16-24	94	87	94	88
	25-34	93	93	95	91
	35-44	90	86	92	93
	45-54	81	82	88	84
	54-64	67	71	77	70
	65-74	48	50	56	57
Iceland	All	83	93	..	..
	16-24	77	95	..	..
	25-34	85	94	..	..
	35-44	90	96	..	..
	45-54	88	98	..	..
	54-64	86	90	..	..
	65-74	67	77	..	..
Norway	All	87	89	90	92
	16-24	94	97	94	97
	25-34	94	96	95	97
	35-44	91	94	96	96
	45-54	91	90	91	95
	54-64	83	83	86	86
	65-74	59	67	75	74
Sweden ¹	All	80	82	76	81
	16-24	82	80	79	73
	25-34	89	88	85	83
	35-44	89	90	82	90
	45-54	82	84	79	87
	54-64	71	77	66	82
	65-74	61	68	60	67
EU28	All	48	52	54	67
	16-24	59	63	63	66
	25-34	63	68	69	72
	35-44	57	61	63	67
	45-54	48	52	55	58
	54-64	36	40	43	47
	65-74	22	25	29	31

Note: During the past three months (data collection through Spring each year).

Source: Eurostat database (Information Society Statistics).

Table 40. Population 2000–2016 (inhabitants in thousands)

Year	Denmark	Finland	Iceland	Norway	Sweden
2000	5 349	5 176	283	4 503	8 883
2001	5 368	5 188	287	4 525	8 909
2002	5 384	5 200	288	4 552	8 941
2003	5 398	5 213	291	4 577	8 976
2004	5 411	5 228	293	4 606	8 992
2005	5 427	5 242	300	4 640	9 048
2006	5 447	5 267	308	4 681	9 113
2007	5 476	5 289	315	4 737	9 183
2008	5 511	5 313	319	4 799	9 256
2009	5 535	5 339	318	4 858	9 341
2010	5 561	5 363	318	4 920	9 416
2011	5 581	5 388	320	4 986	9 483
2012	5 603	5 414	322	5 051	9 556
2013	5 627	5 439	326	5 109	9 645
2014	5 660	5 462	329	5 165	9 747
2015	5 707	5 480	333	5 214	9 851
2016	5 749	5495	338	5 258	9 995

Note: Mean population in Finland; population at year's end otherwise.

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

Table 41. Average exchange rates 2000–2016 (1 Euro in national currency)

Year	Denmark DKK	Finland FIM	Iceland ISK	Norway NOK	Sweden SEK
2000	7.45	5.95	72.61	8.11	8.45
2001	7.45	5.95	87.49	8.05	9.25
2002	7.43	* ¹	86.20	7.51	9.16
2003	7.43	*	86.72	8.00	9.13
2004	7.44	*	87.15	8.37	9.13
2005	7.45	*	78.14	8.01	9.28
2006	7.46	*	87.72	8.05	9.25
2007	7.45	*	87.60	8.02	9.25
2008	7.46	*	127.46	8.22	9.61
2009	7.45	*	172.67	8.75	10.63
2010	7.45	*	161.89	8.01	9.56
2011	7.45	*	161.42	7.79	9.03
2012	7.44	*	160.73	7.47	8.71
2013	7.46	*	162.38	7.81	8.65
2014	7.45	*	154.86	8.35	9.10
2015	7.46	*	146.30	8.95	9.36
2016	7.45	*	133.59	9.29	9.47
2017	7.44	*	120.54	9.33	9.63

¹ The euro was adopted as the official currency of Finland in 2002.

Sources: Danmarks Nationalbank, Bank of Finland, Statistics Iceland, Central Bank of Iceland, Norges Bank, Sveriges Riksbank

Table 42. Consumer price index in the Nordic countries 2000–2016 (2005=100)

Year	Denmark ¹	Finland ²	Iceland	Norway	Sweden
2000	90.8	94.0	81.6	91.7	93.0
2001	93.0	96.4	87.1	94.4	95.2
2002	95.1	97.9	91.3	95.7	97.3
2003	97.2	98.8	93.2	98.0	99.2
2004	98.3	99.0	96.2	98.4	99.5
2005	100.0	100.0	100.0	100.0	100.0
2006	101.9	101.6	106.8	102.3	101.4
2007	103.6	104.1	112.1	103.0	103.6
2008	107.2	108.3	126.1	107.0	107.2
2009	108.6	108.3	141.2	109.2	106.6
2010	111.1	109.7	148.8	111.9	107.9
2011	114.1	113.5	154.8	113.2	111.1
2012	116.9	116.7	162.8	112.2	112.9
2013	117.8	118.4	169.1	115.3	113.6
2014	118.5	119.6	172.6	119.0	114.1
2015	119.0	119.4	175.4	121.5	114.7
2016	119.3	119.8	178.4	125.9	115.9

¹ Denmark: Year is based on accumulated monthly figures divided by 12. Index is rebased from 2000=100.

² Finland: Includes Åland.

Note: The UN Classification of Individual Consumption According to Purpose (COICOP). Latest revision 1999. Two-digit classification structure. The table is based on data from national statistical institutes.

Source: Nordic Statistics database, www.norden.org.

Classifications and Notes on Methods

Newspaper Classifications

Newspapers

“Newspaper” refers to paid-for newspapers (subscribed or single-copy), if it is not specifically stated that free papers are also included. Digital-only newspapers/news sites are not included, if the table is not specifically about online newspapers/news.

Daily and non-daily newspapers

The newspapers are classified in terms of two categories: dailies (4-7 issues per week) and non-dailies (1-3 issues per week). Daily newspapers may have national, regional or local distribution, whereas most non-daily newspapers are local.

Subscribed and single-copy sales papers

Most Nordic newspapers are general interest papers sold primarily by subscription, while a minority (a couple of titles in each country) are mainly sold on a single-copy basis. The subscribed newspapers are sometimes referred to as morning papers, while the single-copy sales papers might be referred to as popular tabloids or evening papers.

Free papers

All the Nordic countries have free papers of various kinds, most of which are local papers. There are different definitions of this category in the different countries, and it forms a highly heterogeneous group: some have a standard similar to that of a proper newspaper, while others are better characterized as ad sheets. Denmark and, to some extent, Iceland have had a lively free paper trade at local and regional levels – with the papers much resembling paid non-daily papers in the other countries. There is also at least one free daily distributed in metropolitan areas in all countries except Norway.

Audience Measures for Newspapers

This publication uses the industry’s official standard measurements for audited circulation figures, readership and web traffic surveys in the five countries. The surveys can vary somewhat, both between countries and over years, as to how they are developed to catch the digital trends. Below are descriptions of some of the main features of the different audience surveys.

Newspaper circulation

A newspaper’s circulation is the number of papers in circulation on an average day, through subscriptions and single-copy sales (newsstand sales). In Denmark, Finland, Norway and Sweden, data are based on circulation figures from the national audit bureaus of circulation. The data for Iceland, provided by Statistics Iceland, are based on statements from publishers, reading surveys and tax revenues.

The data presentation of circulation trends over time is affected by two main factors. The major one is that a number of the major Nordic newspapers have opted out of the industry's recognized audit controls. This first happened in Sweden in 2011 (two to six major titles depending on year), but since 2015 there have also been opt-outs in Denmark (the majority of the dailies) and Finland (the two popular tabloids), and since 2016 in Norway (one major daily). Therefore, the most recent years' data for daily newspapers are incomplete. This, in turn, means that this measurement has become obsolete for the future, and that newspapers are now in search of other measurements.

The other factor is whether, how and when print and digital circulations are measured and included or excluded. Traditionally circulation is based on print editions, but with the advent of digitalization, the subscriptions of digital newspapers are now also audited. The audited digital newspapers are all digital versions of print newspapers (to various extents), with the exception for one digital-only title in Sweden.

Common to all Nordic countries is that the digital newspaper, in order to qualify for audited circulation, must be protected by some kind of login (password) or pay wall. For a digital publication to be audited as a subscription in its own right, the user must pay full price for it. This means that when a subscriber pays for the print edition and thereby receives access to the digital version as well, this is counted as one (1) paid subscription only (and is not included in the digital circulation).

There are, however, variations between the Nordic countries in the extent to which the digital version has to correspond to the printed edition, when the digital measurements were introduced, and whether or not they are included in the data we present:

- **Denmark:** Digital subscriptions (1:1 version of the printed edition) are included since 2014.
- **Finland:** The data include print-only and print/digital subscriptions. The measurement of digital subscriptions started in 2012 and is optional. Even though digital-only subscriptions are not included here, there are data available by title for most dailies and some non-dailies.
- **Iceland:** Estimated circulation data, which is partly based on reading surveys including print-only and print/digital combined (digital referring to 1:1 version of the printed edition). Breakdowns between print and digital versions of the newspapers are not available.
- **Norway:** Digital subscriptions are included since 2004. In 2014, a new method for auditing circulation was introduced in Norway. The previous system was based on print editions, and included digital subscribers if they had paid extra for the digital edition. The new system is based on three different circulations: print total, digital total and net circulation. In the tables, data for 2014-2016 refer to *net circulation*; i.e., all subscribers are included whether they have a print or digital subscription or both (if they have both, they are only counted once).
- **Sweden:** Digital subscriptions are included in the audited circulation since 2012. A digital publication can be either a digital version of a print paper (with more than 50 per cent of its content based on the printed edition) or a digital publication without a print original (digital only).

Readership of separate newspaper titles

Data refer to average readership per day (the days on which issues are published). In this publication the data used for Finland, Iceland and Norway refer to average readership per day including Sundays, while Sunday editions are not included for Denmark and Sweden. As for print and/or digital issues, Denmark, Finland and Iceland measure readers of print-only plus readers of print/digital combined. Norwegian data refer to readers of print copies only (but a separate table provides readership data on online newspapers, including digital-only titles, data which are available for Norway only). Swedish data up to 2016 refer to readers of print copies only, but from 2016 onwards digital reading is also included (1:1 version of the printed edition).

Web traffic

Web traffic measures show the use of the newspapers' websites. The data used in this publication refer to the number of unique visitors per week and country during a single week in the autumn. There are some differences in methods between the countries and changes in methods over the years (see the table notes). Similar to the circulation audit controls, some major media sites have opted out of the measurements; this number varies from year to year. The most notable example is Denmark, where JP/Politikens Hus – the publisher of several of the country's largest newspaper titles – opted out in order to be excluded from the 2016 survey of traffic to Internet media.

Newspaper reading

Due to a lack of comparable data from all the Nordic countries, the chapter on newspaper readership trends mainly uses the Norwegian and Swedish Media Barometer studies from Statistics Norway and Nordicom-Sweden, respectively. Both surveys cover the penetration and use of a wide range of media in the population aged 9-79 years. They are based on similar methods (telephone surveys), and their long data series allow analyses over time. Newspaper reading in Denmark and Finland is described using data from Index Danmark/Gallup and the Finnish National Readership Survey, respectively. (For Iceland, no data on newspaper readership are available.) The national data are complemented with cross-country comparable data on digital readership, collected by Eurostat.

Economic Data

The economy section covers the development of the industry's two main sources of revenue – selling advertising space to advertisers and selling newspapers to their audience – and, when the data allow, the ongoing shift from print to digital revenue streams. The data vary somewhat between the countries as to whether they cover paid-for and/or free papers, what company level they cover, and whether they include digital revenues (and if so, what kind). The data sources used are national industry organizations, media authorities and statistical offices, as well as national, Nordic and global research reports.

Newspaper revenues

Data from Denmark, Norway and Sweden refer to data at group level, including newspaper sales and advertising sales plus other operating revenue, while data from Finland and Iceland refer to newspaper revenue only, i.e. including newspaper sales and advertising sales. All time series include revenues from the newspapers' digital operations, but starting in different years (see the table notes). State subsidies are excluded for all.

Advertising revenues

The advertising tables in this publication refer to net advertising investments, i.e. advertising revenues with deductions for any commissions and discounts. The tables are mainly based on the Nordic advertising market reports from the IRM Institute for Advertising and Media Statistics, with the exception of Iceland, where advertising data are provided by Statistics Iceland.

IRM is a research institute based in Sweden that collects, analyses and publishes data on the advertising and media markets. In addition to Sweden, IRM also conducts surveys in Norway (IRM Norway) and works closely with its Nordic counterparts Kantar TNS Finland (which measures the Finnish advertising market) and the Association of Danish Media (which monitors the Danish advertising market).

In the Nordic advertising reports, IRM groups the different national media categories into main media categories to enable comparison between countries to the highest degree possible. The newspaper category encompasses both paid-for and freely distributed papers, as well

as newspaper advertising supplements, and refers to advertising in print only. Newspapers' revenue from digital advertising is included in the Internet category. An overview of which national categories belong to the respective main media is presented in a separate matrix in the newspaper statistics section on economy.

Digital pay models and digital subscriptions

Information on the number of newspapers with digital pay models is available for Finland, Norway and Sweden. Norway is the only country for which data cover both dailies and non-dailies, while Finland and Sweden have data on dailies only (Finland: dailies published 7 issues/week; Sweden: dailies published 5-7 issues/week).

The classification includes the three main types of digital subscription models: freemium, metered and hard paywall. Freemium is a subscription model which offers a selection of both free and premium content (the word is a construction of 'free' and 'premium'), and requires a subscription for access. The metered model allows users to view a set number of articles before subscription is required, while a hard paywall requires a subscription to access the majority of the newspaper's website. In Norway, the classification in two cases refers to newspaper companies having built their own digital subscription models for all the group papers to use.

As for the number of digital subscribers in each country, no comparable data are available. Therefore, data from *Reuters Institute Digital News Report* on the willingness of residents of the Nordic countries to pay for news online are used.

Current or fixed prices, currencies

The newspaper statistics are presented in current prices, in both local currency and Euro, while the graphs include trends in fixed prices. The Euro rates are calculated based on annual average exchange rates. Fixed prices are calculated based on the consumer price indices in the five Nordic countries (see table in the newspaper statistics section).

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Organisations and Surveys

About the source descriptions: During the period from the year 2000 covered in this publication, both organisations and surveys may have changed names, owners, and/or organisational structure. In the tables and descriptions below, we mainly refer to the organisations currently hosting the surveys, and under their current names, even though “older organisations” may be responsible for past data. Even though many organisations conduct a large range of surveys, only the surveys that have provided data for this publication are mentioned below.

Denmark

Association of Danish Media (*Danske Medier*): Industry organisation for Danish media publishers. Through the affiliated organisations Danske Medier Research and the Danish Media Audit of Circulations, the Association is involved in a number of official industry-recognised measurements concerning e.g. circulations, web traffic, and advertising. For surveys used in this publication, read more about Danske Medier Research and audit circulations in Denmark below. Moreover, the Association’s annual key data for Danish newspapers’ economy (*Dagbladenes Branchenøgletal*) are used in the economy chapter in this publication.

Information available at: danskemedier.dk/

Key data for Danish newspapers’ economy (*Dagbladenes Branchenøgletal*) available at: danskemedier.dk/maalinger/dagbladenes-annoncestatistik/

Danish Agency for Culture and Palaces (*Slots- og kulturstyrelsen*): An agency under the aegis of the Danish Ministry of Culture (and is responsible for, among other tasks, the management of media subsidies). The Agency is the Danish information centre regarding media, and offers online information on current media issues, the media structure, media subsidies, etc. Since 2014, the Agency provides annual reports on the media development in Denmark (*Rapportering om mediernes udvikling i Danmark*). An external editorial panel/advisory board of media researchers and media industry representatives is attached to this reporting in order to help identify specific investigations, contribute to the prioritisation of studies, and advise in connection with quality assurance and development of method. The main reports are in Danish, including extensive summaries in English, and all reports are available online. The Agency is a member of Nordicom’s statistical network, and collected and collated the Danish data for this publication.

Information available at: slks.dk/english/media/

Reports on the media development in Denmark: slks.dk/medieudviklingen

Danish Audit Bureau of Circulations (*DO, Dansk Oplagskontrol*): Organisation which until 2015 provided circulation statistics for newspapers, free papers, and magazines in Denmark. (The audited circulation data for daily newspapers used in this publication are for July-December each year, except for 2014, Jan-June.) As a consequence of a number of major newspapers and magazines leaving the audit control in 2014, the organisation was closed down, and in October 2015 its operations were taken over by the *Danish Media Audit of Circulations* (*DMO, Danske Mediers Oplagskontrol*). The new organisation, affiliated with the Association of Danish Media, provides audited circulation data mainly on local weeklies (*ugeaviser*) and periodicals/magazines (see www.do.dk).

Information available at: danskemedier.dk/maalinger/oplagskontrol/

Dansk reklameforbrugsundersøgelse: Organisation responsible for the Danish Advertising Expenditure Survey (*Reklameforbrugsundersøgelsen*). Behind the organisation stands the Association of Danish Media, Danske Medier Research and Kreativitet & Kommunikation. (Earlier advertising expenditure surveys were run by the Danish Audit Bureau of Circulations; see above.)

More information and main data are available at: danskemedier.dk/maalinger/reklameforbrug/

Danske Medier Research: The research centre of the Association of Danish Media (Danske Medier), responsible for collecting and providing data on the media industry, revenues, advertising, users, etc. The survey *Dansk Online Index* provides data on Internet traffic, being the official measurement of Danes' use of the Internet via desktop, mobile and tablet (the survey is conducted by Kantar Gallup Denmark). Advertising data for Denmark are published annually in *The Danish Advertising Expenditure Survey (Det danske reklamemarked)*.

About Danske Medier Research: danskemedier.dk/om-danske-medier/tilknyttede-enheder/danske-medier-research-aps/

Dansk Online Index, including data: danskonlineindex.dk/

About the advertising survey: danskemedier.dk/maalinger/reklameforbrug/

Kantar Gallup Denmark: A market research company conducting periodic surveys and presenting statistics on media consumption in Denmark. The survey *Index Danmark* provides data on readership, and is Denmark's official industry-recognised measurement. As of 2016, Kantar Gallup is responsible for delivering the Danish Online Index (Internet traffic data) for Danske Medier Research.

Readership data: www.kantargallup.dk/statistik/laesertal

Dansk Online Index, including data: danskonlineindex.dk/

Statistics Denmark: Statbank Denmark, Statistic Denmark's online database, provides a variety of culture and media statistics, and has provided data on access to media equipment in Denmark to this publication. Website: <http://statbank.dk> (see Prices and Consumption).

Finland

Finnish Advertising Council: Advertising data for Finland are published annually in *Advertising spend in Finland* (together with Kantar TNS Finland). Recent data on Finnish advertising spend are published on Kantar TNS Finland's website; see below.

Finnish National Readership Survey (NRS): The survey is owned by MediaAuditFinland, and the data collection is implemented by Kantar TNS Finland (see below). Data are also collected concerning digital reading and general media usage. The survey is based on 26,000 telephone interviews and information from 9,500 online respondents. The most recent readership data are available on MediaAuditFinland's website: mediaauditfinland.fi/lukija-maarat/viimeisimmat-tulokset/

Finnish Newspapers Association (Sanomalehtien Liitto): The Finnish industry organisation for newspaper and city newspaper publishers provides a wide variety of newspaper statistics, and has provided data on newspaper economy to this publication.

Information about Finnish newspapers: www.sanomalehdet.fi/sanomalehtitieto

Kantar TNS Finland: A market research company conducting periodic surveys and presenting statistics on media consumption in Finland, e.g. Internet traffic data (TNS Metrix). Advertising data for Finland are published annually in *Advertising spend in Finland* (together with the Finnish Advertising Council). Moreover, Kantar TNS Finland conducts the *Finnish National Readership Survey*, owned by MediaAuditFinland (see below).

Data on Internet traffic: tnsmetrix.tns-gallup.fi/public/

Some data on advertising spend: www.tns-gallup.fi/uutiset/mediamainonnan-muutokset/mainosvuosi

MediaAuditFinland Oy: Joint industry council for the Finnish print media industry. The aim of the company is to provide impartial, reliable and comparable data on printed media and digital editions. MediaAuditFinland runs the circulation audit of printed and digital copies of publications according to Finnish industry rules. It also owns the *Finnish National Readership Survey*, which is implemented by Kantar TNS Finland.

About MediaAuditFinland (plus circulation figures): <http://mediaauditfinland.fi/english/>

Circulation data: mediaauditfinland.fi/levikit/tilastot/

The most recent readership data: mediaauditfinland.fi/lukijamaarat/viimeisimmat-tulokset/

Ministry of Transport and Communications: The Ministry, whose work includes matters related to licences and state subsidies, has contributed data on the Finnish press subsidies. As of 2016, the Ministry of Education and Culture is responsible for managing Finnish press subsidies. Read more: www.lvm.fi/sv/-/presstodet-och-understodet-till-museer-flyttas-till-undervisnings-och-kulturministeriet-858925

Statistics Finland: The Media Statistics unit publishes comprehensive statistical material about the media scene in Finland. The statistics are available via an online database: Statistics Finland's mass media table service. Statistics Finland is a member of Nordicom's statistical network, and collected and collated the Finnish contribution to this publication.

Statistics Finland's mass media table service: pxhopea2.stat.fi/sahkoiset_julkaisut/joukko-vestintatilasto/alku.htm

Information on the mass media market in Finland: www.stat.fi/til/jvie/index_en.html

Iceland

Gallup Iceland: A market research company, whose media use surveys have provided data on newspaper readership and Internet traffic. Media surveys are available at: www.gallup.is/nidurstodur/fjolmidlar/

Modernus Web Measure: A market research company which runs the Coordinated Webmeasure® list in Iceland, which has provided Internet traffic data for Icelandic websites.

About the company: www.modernus.is/

Internet traffic data are available at: veflistinn.is/

Statistics Iceland: Compiles and provides comprehensive statistical information about the media scene in Iceland. A collection of data is available in the online database. Statistics Iceland is a member of Nordicom's statistical network, and has collected and collated the Icelandic contribution to this publication. Website and database: statice.is/statistics/society/media/

Norway

“Avisåret” and other reports by Høst, Sigurd, Volda University College: The annual publication *Avisåret* [The Newspaper Year] compiles and presents information on all Norwegian newspapers published at least once a week. The report *Aviser og digital betaling* has been used for data on newspapers’ pay models. Researcher Sigurd Høst is responsible for the report, which is available online (in Norwegian only) at: brage.bibsys.no/xmlui/handle/11250/154170 (search for “Avisåret”).

Kantar TNS Norway: A market research company that monitors media use in the Norwegian population, e.g. through the annual survey *Forbruker & Media* (Consumer & Media) and surveys on internet traffic (together with Comscore). Data provided by Kantar TNS Norway include figures on readership of print and online newspapers, and Internet traffic. Media reports can be found at www.tns-gallup.no/medier/

medianorway (medienorge): A public information centre that documents media trends in Norway, and is a member of Nordicom’s statistical network. Facts and figures are available in an online open-access database, from which this report has retrieved data on e.g. circulation and readership data for the largest newspapers, as well as newspapers’ advertising expenditures, and press subsidies. The database is accessible in both Norwegian and English, and includes statistics from and descriptions of Norwegian data sources and surveys. Website: medienorge.uib.no

Norwegian Media Authority (Medietilsynet): Administrative body under the Ministry of Culture. Among other tasks, the Authority is responsible for the management of the press subsidy. It also monitors and disseminates information on developments within the media, and publishes annual reports on the economic situation of the media industry in Norway, the most current report being *Økonomien i norske medieverksemder 2012-2016* [Economy in Norwegian media operations 2012-2016]. The reports and data can be found at www.medietilsynet.no/mediebildet/medieokonomi/

Statistics Norway (Statistisk sentralbyrå): Conducts the annual survey *Norsk Mediebarometer* [Norwegian Media Barometer], which covers the penetration and use of a wide range of media in the population aged 9-79 years; available online at www.ssb.no.

Sweden

KIA Index: The official measurement currency for Swedish websites. The website presents weekly Internet traffic data. Behind the KIA index is, amongst others, the Association of Swedish Advertisers. Data available at: www.kiaindex.net

Medievärlden: A Swedish online magazine that covers media market trends, and which has provided information on the number of Swedish newspapers that have a pay model for online news. Website: www.medievarlden.se/

National Library of Sweden: The online database *Nya Lundstedt* provides data on Swedish newspapers and periodicals, e.g. data on frequency, circulation, format, editors etc., and covers newspapers from the turn of the 20th century onward. The data used in this publication are processed by Nordicom-Sweden. The database is available at: www.kb.se/samlingarna/tidningar-tidskrifter/soka/Nya-Lundstedt-tidningar/

Nordicom: The annual survey *Nordicom-Sveriges Mediebarometer* [Nordicom-Sweden's Media Barometer], covering the penetration and use of a wide range of media in the population aged 9-79 years, is conducted by Nordicom-Sweden. Nordicom's national centre for Sweden also collects data on Swedish media trends, and has collected and collated the Swedish data in this publication.

About the survey: www.nordicom.gu.se/en/statistics-facts/media-barometer

Swedish and Nordic data are available in Nordicom's table database:

www.nordicom.gu.se/en/statistics-facts/media-statistics

Swedish Audit Bureau of Circulations (TS): Audits and publishes annual statistics on the circulation of newspapers, periodicals, and free papers. Data are available online at www.ts.se

Swedish Media Publishers' Association (TU): The Swedish industry association for newspapers and other media companies. Has contributed data on newspaper economy, via the report on media economy in Sweden, published by the Swedish Press and Broadcasting Authority (see below). Website: www.ts.se

Swedish Press and Broadcasting Authority (Myndigheten för press, radio och tv): A state licensing and supervisory authority in the press, radio and television field. The Authority also monitors and disseminates information on developments within the media, and publishes annual reports on e.g. the Swedish media economy (*Medieekonomi*) and annual documents covering the Swedish newspaper titles (*Dagstidningsförteckning*), and has contributed data to this publication. The publications are available at: www.mprt.se/sv/blanketter--publikationer/publikationer/

Kantar Sifo: A market research company that publishes annual statistics on newspaper and periodical reading in *ORVESTO Konsument* and *ORVESTO Näringsliv*. Information available online at: www.kantarsifo.se

Nordic, European and global sources

Standard Eurobarometer: Surveys from the Public Opinion Analysis sector of the European Commission. Reports are published twice a year, and data on media use and trust are normally included in the autumn surveys (see the surveys' annex). The data in this publication refer to the Standard Eurobarometer issues 76, 78, 80, 82, 84, and 86. Each survey consists of approximately a thousand face-to-face interviews per country. Surveys available at: ec.europa.eu/commfrontoffice/publicopinion/index.cfm/General/index

Eurostat: The statistical office of the European Union. Eurostat's Digital Society statistics have provided comparable data on reading online news sites/newspapers. Data are available at: ec.europa.eu/eurostat/data/database

Freedom House: An independent watchdog organisation in the US that supports democratic change, monitors the status of freedom around the world, and advocates for democracy and human rights. Monitors the Freedom of the Press Index, an annual survey of media independence around the world. More information at www.freedomhouse.org.

IRM Institute for Advertising and Media Statistics (*IRM Institutet för Reklam- och Mediestatistik*): Research institute based in Sweden which collects, analyses and publishes data on the advertising and media markets in the Nordic region. In addition to Sweden, IRM also conducts surveys in Norway (IRM Norway) and works closely with its Nordic counterparts, Kantar TNS Finland (which measures the Finnish advertising market) and the Association of Danish Media (which monitors the Danish advertising market). IRM publishes an annual report on the Nordic advertising market (*Den nordiska reklammarknaden*). More information at www.irm-media.se.

ITU, International Telecommunication Union: The United Nations' specialised agency for information and communication technologies (ICTs). Global data from its database in this publication include ICT development index and Internet access and use in different regions: www.itu.int/ITU-D/ict/statistics/

Newspaperinnovation.com/Piet Bakker: The Newspaper Innovation weblog, launched in 2004 by Dr Piet Bakker, provides information on free daily newspapers on a global scale. Website: www.newspaperinnovation.com/

Nordregio: The Nordic Centre for Spatial Development is an international Nordic research institute in the broad field of regional studies. Maps on the Nordic region in a European context were retrieved from www.nordregio.se.

Nordic Statistics: Statistic database run by the Nordic Council of Ministers, which offers facts and statistics about the Nordic Region and the Nordic countries and makes it possible, amongst other things, to compare the Nordic countries on a number of parameters over time. Available online at: www.norden.org/en/the-nordic-region/figures-and-statistics.

Reuters Institute for the Study of Journalism: *The Digital News Report* is an annual comparative international survey of changing news habits. The latest edition, *Digital News Report 2017*, compares online news consumption in 36 countries, including Denmark, Finland, Norway and Sweden.

The main report is available online at www.digitalnewsreport.org/

Nordic country reports for Denmark, Finland and Norway, in national languages, can be accessed here: www.nordicom.gu.se/en/latest/news/digital-news-report-2017

United Nations: *The Human Development Report*, an independent publication commissioned by the United Nations Development Programme (UNDP) and its database provide data on global development indicators, including the Human Development Index (HDI) and the Gender Inequality Index (GII). The report is available at www.hdr.undp.org.

World Economic Forum: The annual *Global Information Technology Report* features the Networked Readiness Index (NRI). The index measures how economies use information and communication technologies (ICTs) for increased competitiveness and well-being. It is made up of 53 individual indicators, related to political and regulatory environment, business and innovation environment, infrastructure, affordability, skills, ICT usage, and economic and social impact. The report is available at www.wef.org.

Nordic Media Trends

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Newsletters from Nordicom



Media Trends in the Nordic Countries

Newsletter from NORDICOM

Media Trends Newsletters

Media Trends in the Nordic Countries

Eva Harrie (ed.) *Media Trends in the Nordic Countries* provides an overview of media trends with the Nordic region in focus. The newsletter is gratis and can be downloaded in pdf-format. <http://www.nordicom.gu.se/en/media-trends/media-trends-newsletters>

European Media Policy

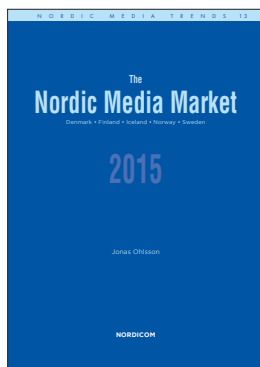


A Newsletter from NORDICOM

European Media Policy

Anna Celsing (ed.) *European Media Policy* provides an up-date on policy developments at the European level. The newsletter is gratis and can be downloaded in pdf-format. <http://www.nordicom.gu.se/en/media-trends/media-trends-newsletters>

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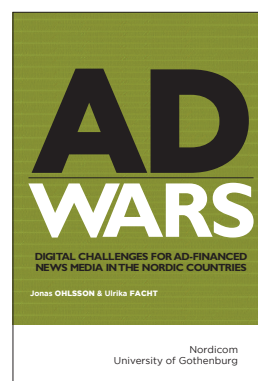


The Nordic Media Market 2015

Denmark • Finland • Iceland • Norway • Sweden

Jonas Ohlsson

2015 (Nordic Media Trends; 13), ISBN 978-91-87957-05-5

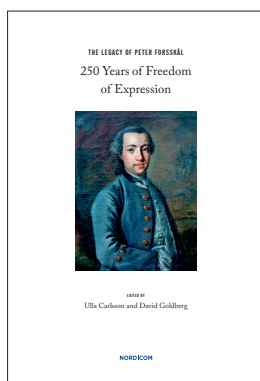


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