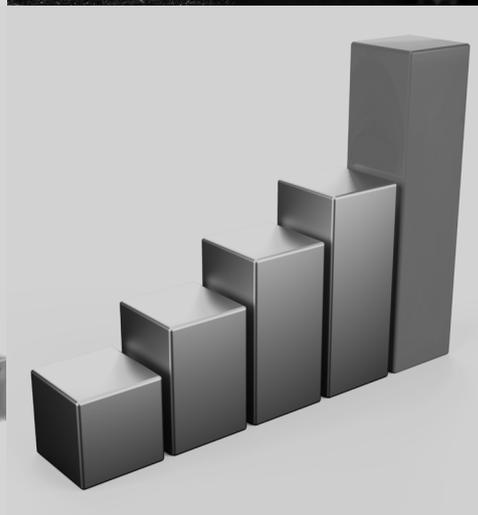
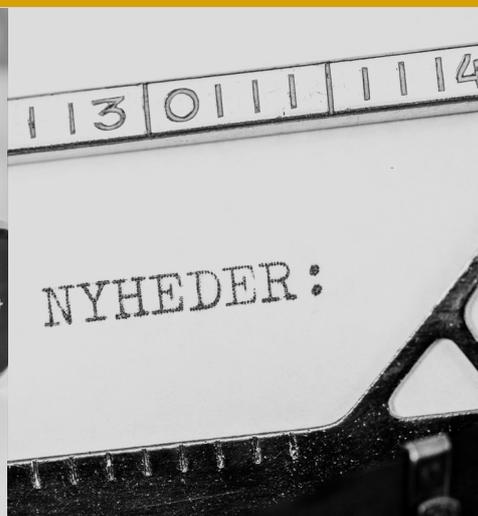




MEDIA DEVELOPMENT IN DENMARK

2019

SUMMARY AND DISCOURSE



Summary and Discourse 2019

Contents

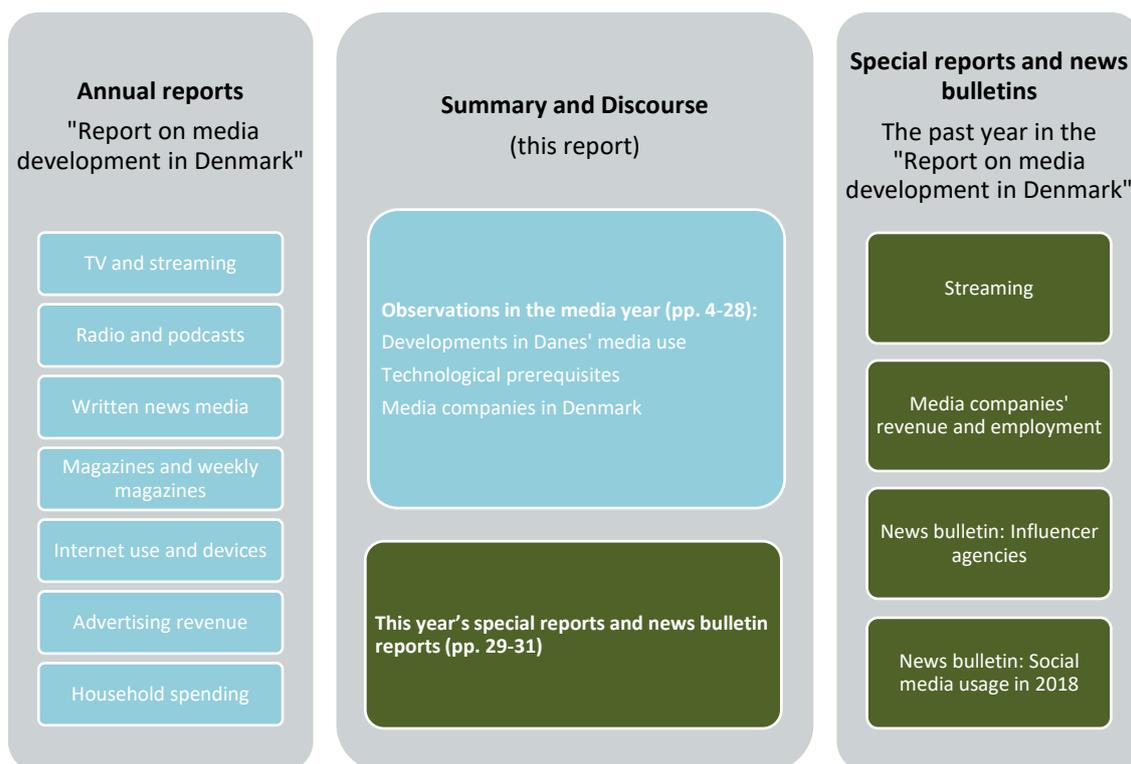
1	Introduction	2
2	Developments in Danes' media consumption	4
3	Technological prerequisites	9
	3.1 The technological infrastructure	9
	3.2 Confidence in and use of technological opportunities	11
4	Media companies in Denmark.....	13
	4.1 TV and streaming	15
	4.2 Radio and podcasts	17
	4.3 Written news media: Daily newspapers, local weekly newspapers and news sites.	19
	4.4 Magazines and weekly magazines	21
	4.5 TV and telecom providers	23
5	Main conclusions for the media year.....	26
	5.1 TV and streaming	26
	5.2 Radio and podcasts	26
	5.3 Written news media.....	27
	5.4 Magazines and weekly magazines	27
	5.5 Household spending.....	28
	5.6 Advertising revenue	28
	5.7 Internet use and devices	29
6	This year's special reports.....	30
	6.1 Media companies' revenue and employment	30
	6.2 Streaming	31
	6.3 News bulletin surveys	31
	6.3.1 News bulletin: Influencer agencies	31
	6.3.2 News bulletin: The social media.....	32
7	Method.....	33
8	Sources and how to use the results	34
9	List of figures.....	35
10	List of tables.....	36

1 Introduction

This is the sixth edition of the Danish Agency for Culture and Palaces' "Report on media development in Denmark" (Rapportering om mediernes udvikling i Danmark), the first of which was published in 2014.

The media development report for 2019 was prepared in consultation with an [external editorial panel set up specifically for the "Report on media development in Denmark"](#). The editorial panel consists of seven media professionals – experts, researchers and industry representatives – who have provided advice and suggestions regarding development and prioritisation as well as quality assurance throughout.

The purpose of "Summary and Discourse 2019" is to highlight and discuss the most important conclusions in this year's reports – not only from fresh studies of media usage in Denmark, but also special reports published in the past year about streaming, media companies' revenue and employment, and social media and influencers. The structure of the "Report on media development in Denmark" is illustrated in the model below:



For details, read about media developments in the chapters on the individual platforms.

- [TV and streaming](#)
- [Radio and podcasts](#)
- [Written news media](#)
- [Magazines and weekly magazines](#)
- [Internet use and devices](#)
- [Advertising revenue](#)

-
- [Household spending](#)

In this year's "Summary and Discourse", we focus on three observations made in the media year 2019. We will therefore take a closer look at:

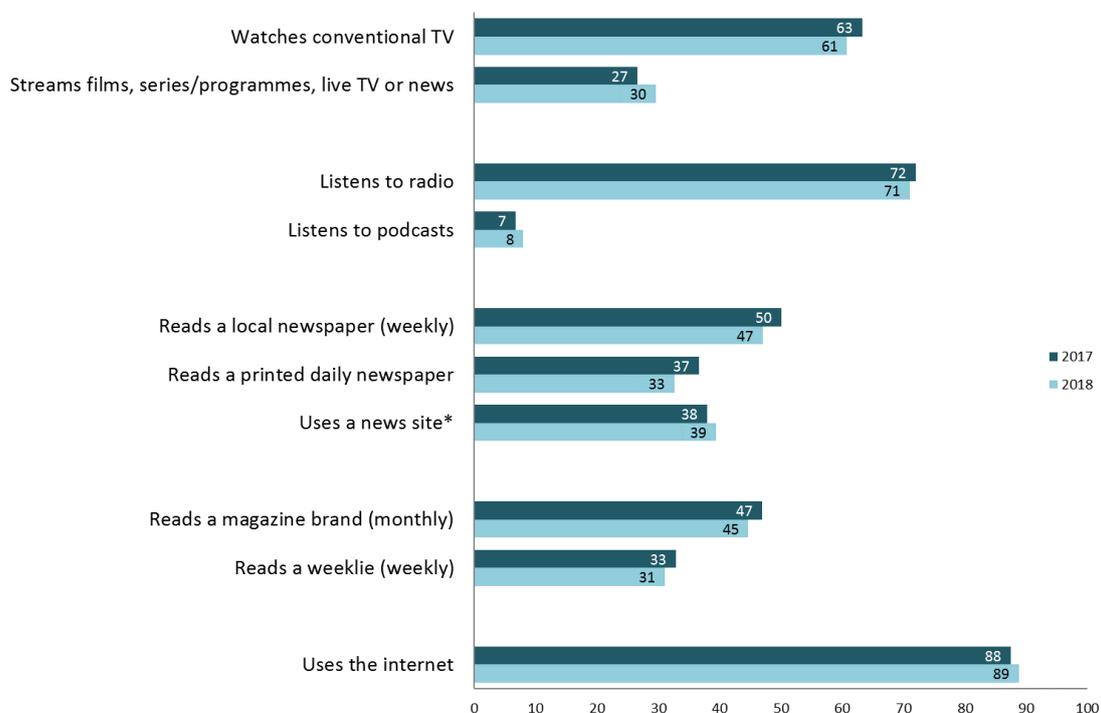
- **Developments in Danes' media consumption**
- **Technological prerequisites**
- **Media companies in Denmark**

2 Developments in Danes' media consumption

The media world is changing all the time. Technology makes advances and new applications are constantly being developed. The industry attempts to exploit every new opportunity and confronts every challenge it meets on its way. Users are adopting the new digital opportunities to widely varying degrees and at very different rates.

Developments mean that we now generally watch less flow TV and listen less to conventional radio and that consistently fewer of us read a printed daily newspaper. Conversely, more and more of us stream, listen to podcasts, use news media sites and generally make use of a wide range of opportunities provided by the internet. These developments are illustrated in Figure 1 under.

Figure 1: Percentage share of Danes who use different media platforms on a daily basis. 2017-2018



Sources: **TV**: Kantar Gallup Viewer Survey (live + VOSDAL (Viewed On Same Day As Live) + TS (Time Shifted viewing), i.e. Including time-shifted viewing that took place 1-7 days after broadcast), **Radio**: Kantar Gallup Radio-Meter, **Podcasts**: Kantar Gallup Local Radio Index, H2 2017 and H2 2018, **Daily newspapers, magazines, weekly magazines, streaming and internet use**: Index Danmark/Gallup, Annual Data 2017 and 2018 **Local weekly papers**: Index Danmark/Gallup, Annual Data 2017 and 2018, **News sites**: Dansk Online Index. *Note that the news sites data here does not include JP/Politikens Hus' news sites as these are included (with the exception of ekstrabladet.dk) for the first time in 2018.

Reach criterion with regard to TV and radio: At least 5 minutes' consecutive viewing/listening in order to count as a viewer/listener
Data processed by the Danish Agency for Culture and Palaces, Universe: The Danish population aged 12+

The figure shows that conventional TV viewing fell from 2017 to 2018 in continuation of a trend we have seen since 2010. A downward trend is also true of other conventional traditional media, such as radio and printed daily newspapers. However, this does not suggest that the conventional media are about to disappear from today's media landscape. Despite the decline, in 2018 61 % of the population still watched conventional TV on a daily basis, 71 % listened to radio

every day, 33 % read a printed daily newspaper every day and just under half of the population read a local weekly newspaper once a week.

In parallel with these developments, the more recent (digital) media have become widely established in the population – albeit to varying degrees. One of the preconditions for the digital media is internet coverage. In 2018, almost nine in every ten Danes used the internet on a daily basis.

For example, 30 % of the population streamed films, series/programmes, live TV or news on a daily basis and 29 % accessed a news site daily. Similarly, podcast coverage is increasing. In 2018, 8 % of the population listened to podcasts every day. Just less than one in five Danes listened to podcasts weekly.

When we look at the different age groups, the younger members of the population are much more likely to use more recent digital media than older members, who are more likely to continue to use the conventional media. The differences in the share of each age group that uses various media platforms are apparent in the right-hand column in Table 1 below.

In 2018, a much larger share of the 12-34s than of the 71+ age group (and the population generally) uses the internet, listens to podcasts and streams every day. Conversely, the 12-34s are significantly less likely than the 71+ age group to read a printed daily newspaper, listen to radio and watch flow TV, and read weekly and local weekly newspapers on a weekly basis.

Table 1: Percentage share of Danes who use different media platforms on a daily basis. 2017-2018

	12+		12-34s		71+		Difference: 12-34s and 71+ (percentage points)	
	2017	2018	2017	2018	2017	2018	2017	2018
Uses the internet	88 %	89 %	96 %	97 %	55 %	60 %	41	37
Reads a weekly magazine (weekly)	33 %	31 %	21 %	20 %	54 %	52 %	-33	-33
Reads a magazine brand (monthly)	47 %	45 %	44 %	40 %	46 %	46 %	-2	-7
Uses a news site*	38 %	39 %	35 %	36 %	37 %	38 %	-2	-3
Reads a printed daily newspaper	37 %	33 %	20 %	16 %	67 %	64 %	-47	-48
Reads a local newspaper (weekly)	50 %	47 %	17 %	16 %	84 %	82 %	-67	-66
Listens to podcasts	7 %	8 %	19 %	24 %	1 %	1 %	18	23
Listens to radio	72 %	71 %	60 %	57 %	84 %	82 %	-24	-25
Streams**	27 %	30 %	47 %	52 %	9 %	8 %	38	43
Watches conventional TV	63 %	61 %	40 %	35 %	88 %	86 %	-48	-51

Sources: **TV:** Kantar Gallup Viewer Survey (live + VOSDAL (Viewed On Same Day As Live) + TS (Time Shifted viewing), i.e. including time-shifted viewing that took place 1-7 days after broadcast), **Radio:** Kantar Gallup Radio-Meter, **Podcasts:** Kantar Gallup Local Radio Index, H2 2017 and H2 2018, **Daily newspapers, magazines, weekly magazines, streaming and internet use:** Index Danmark/Gallup, Annual Data 2017 and 2018 **Local weekly papers:** Index Danmark/Gallup, Annual Data 2017 and 2018, **News sites:** Dansk Online Index. *Note that the news sites data here does not include JP/Politikens Hus news sites as these are included (with the exception of ekstrabladet.dk) for the first time in 2018. ** Films, series/programmes, live TV or news. **Reach criterion with regard to TV and radio:** At least 5 minutes' consecutive viewing/listening in order to count as a viewer/listener **Data processed by the Danish Agency for Culture and Palaces, Universe:** The Danish population aged 12+

However, where reading of news sites and magazines is concerned, the disparities are less pronounced. The slightly smaller share of the 19-34s who are daily users of a news site is due to the fact that the youngest members of this group, i.e. 12-18s, generally consume less news. Similarly, the young are generally less likely to access news and current affairs via social media.

Table 1 also shows that development in media consumption from 2017 to 2018 for the 12-34s and 71+ age group are relatively dissimilar. This applies in particular to conventional TV viewing that fell significantly more among the young than in the senior group. Conversely, the increase in consumption of the new media, especially podcasts and streaming, is more pronounced among the young.

The slide away from conventional media to newer digital media is also reflected in the figures for time spent by Danes on the various media. Thus, Table 2 shows that time spent in particular watching TV and listening to radio has fallen in all age groups except 71+.

Conversely, time spent streaming has increased significantly, and the population as a whole spends significantly more time on the social media than e.g. it spends *in all* on reading newspapers, local weekly newspapers, weekly magazines and magazine brands.

The same disparities (described above) between the age groups are apparent here: Time spent on conventional media is maintained in particular among seniors, whereas the young spend more or less all their time on newer digital media.

Table 2: "How much time did you spend yesterday on..." (No. of minutes) 2016 and 2018

		Total	12-18s	19-34s	35-54s	55-70s	71+
MEDIA							
... reading a newspaper?	2016	15	6	6	9	23	41
	2018	13	3	4	8	20	37
... reading local weekly newspapers?	2016	5	5	2	3	7	13
	2018	5	3	2	3	6	11
... reading weekly magazines?	2016	5	6	2	2	7	14
	2018	5	2	2	2	6	14
... reading magazines?	2016	4	5	3	3	4	6
	2018	4	2	3	3	5	6
... listening to radio?	2016	74	22	52	82	96	97
	2018	68	22	48	72	88	96
... watching TV Flow TV	2016	114	63	80	112	146	162
	2018	102	50	53	99	142	162
... streaming Film, series, video clips	2016	49	106	93	35	12	10
	2018	63	123	116	51	17	9
... social media Facebook, Twitter, LinkedIn, etc.	2016	43	99	77	34	16	7
	2018	46	100	77	39	19	9
MEDIA PLATFORMS							
...internet, PC/laptop Surfing, music, social media, e-mail, etc.	2016	91	152	133	83	60	40
	2018	94	164	137	86	60	38
... mobile phone Talk, text, surfing, music, apps, social media, etc.	2016	67	123	118	63	24	15
	2018	78	141	130	76	34	18
...tablet Surf, apps, e-books, social media, etc.	2016	29	49	28	32	24	14
	2018	27	46	24	29	25	16

Source: Index Danmark/Gallup – Annual data 2016 and 2018

This description of media developments would be incomplete if it failed to mention the influence of social media that continues to grow. Table 2 shows that young people spend a great deal of time on social media. However, activities on social media are not restricted to interaction between private users.

For example, in 2018, 27 % of Danes (12-75 years) name Facebook as one of their preferred sources of news and background information. Among the 12-18s and 19-34s, this share is as high as 42 % and 41 %, respectively. Furthermore, 51 % of the 15-19s and 38 % of the 20-24s agree that their need for news is covered by social media. [Read more about this in the chapter on Written news media.](#)

It is also true to state that – regardless of the type of content – access to social media and video-sharing services has brought about a situation in which non-professional players are able to produce and publish content for other internet users to access.

Everyone who has access to the internet and a device on which they can produce content, can produce more or less any type of content and distribute it via different types of digital services. This has created a whole new influencer industry in which private individuals with many followers e.g. on social media, receive payment in exchange for promoting commercial products.

[Read more about the influencer agencies in Denmark and their revenue and employment growth in Denmark in our News bulletin.](#)

3 Technological prerequisites

As mentioned above, the way in which we use various media and media and communication platforms is changing. Many factors have influenced, and continue to influence, this development and it is therefore difficult to single out one factor as the most significant. The fact of the matter is that factors probably interact and exert impact on each other.

In this section, we focus on the technological prerequisites for media consumption and development and the Danes' approach to the new technology.

3.1 The technological infrastructure

One of the prerequisites for the developments in Danes' media consumption is that the infrastructure is essentially in place. Widespread high-speed broadband coverage is one prerequisite. Another is that people have the devices needed to access the internet and avail themselves of the opportunities online.

As Table 3 to Table 6 (below) show, many of the technological prerequisites are met or are on the way.

- The number of broadband subscriptions is increasing all the time. From H1 2008 until H1 2018, there was a 26 % increase. High-speed subscriptions are growing particularly strongly.
- In 2018, broadband coverage in Denmark for internet download speeds of up to 100 Mbps is over 90 %, and the largest growth is seen in the ultrafast subscriptions of 500 and 1,000 Mbps. In 2018, almost three quarters of Danish households have an ultrafast broadband subscription.
- Almost all Danes aged 12+ (98 %) have internet access. A large share of even the oldest segment (71+) has internet access and that share is increasing. In 2018, 89 % of this age group had internet access, compared to 58 % in 2010.
- A large and growing share of Danish families owns devices that can be used to access the internet and media. For example, in 2019, 88 % of families owns a smart phone, 86 % a laptop and 61% a smart TV.

Table 3: Broadband coverage (% of households) in Denmark (by download speed). 2014 and 2018

	2 Mbps	10 Mbps	30 Mbps	100 Mbps	500 Mbps	1000 Mbps
2014	99 %	97 %	92 %	85 %	45 %	40 %
2018	99 %	98 %	95 %	93 %	74 %	73 %
Difference % points 2014-2018	0	1	3	8	29	32
Difference % 2014-2018	0 %	1 %	4 %	9 %	65 %	80 %

Source: The Danish Energy Agency – Telecommunication Statistics H1 2018
Data processed by the Danish Agency for Culture and Palaces

Table 4: Percentage share of the population that has internet access. 2010 and 2018

	All	12-18s	19-34s	35-54s	55-70s	71+
2010	91 %	99 %	99 %	97 %	89 %	58 %
2018	98 %	100 %	99 %	100 %	98 %	89 %
Difference % points 2010-2018	7	1	1	2	10	32
Difference % 2010-2018	7 %	1 %	1 %	2 %	11 %	55 %

Source: Index Danmark/Gallup – Annual data 2010 and 2018
Data processed by the Danish Agency for Culture and Palaces

Universe: The Danish population aged 12+

Table 5: Total no. of broadband subscriptions by downstream connectivity (marketed speeds). H1 2008 and H1 2018

	Total	Downstream connectivity in Mbps				
		Under 10	At least 10 and less than 50	At least 50 and less than 300	At least 300	Un-specified
H1 2008	2,009,526	1,789,969	172,293	26,139	-	21,125
H1 2018	2,529,912	134,174	897,808	1,349,888	120,456	27,586
Difference (no.) 2010-2018	520,386	1,655,795	725,515	1,323,749	120,456	6,461
Difference % 2010-2018	26 %	-93 %	421 %	5,064 %	-	31 %

Source: The Danish Energy Agency – Telecommunication Statistics H1 2018
Data processed by the Danish Agency for Culture and Palaces

Table 6: Family ownership of electronic devices in the home (percentage share of families). 2013 and 2019.

	Smart phone	Laptop	Smart TV	Tablet pc, mini computer	PC/desktop computer	DAB radio
2013	63 %	81 %	24 %	33 %	47 %	37 %
2019	88 %	86 %	61 %	58 %	38 %	31 %
Difference % points 2013-2019	25	5	37	25	-9	-6
Difference % 2013-2019	40 %	6 %	154 %	76 %	-19 %	-16 %

Source: <http://www.statistikbanken.dk/VARFORBR>: Family ownership of electronic devices in the home by type of use
Data processed by the Danish Agency for Culture and Palaces

That the Danes' media consumption has become so massively and increasingly digital and internet-based is probably the result of a mutually beneficial relationship between new technological breakthroughs and the media industry's exploitation of and users' demand for these technologies. For example, especially smart phone and smart TV technologies make it possible for the population to access many different types of media and content on the same device.

- In 2019, the most widespread digital and internet-based platform is the smart phone – 88 % of Danish households owns a smart phone. The smart phone is very commonly used to access the internet at home, at work and on the fly. Users have been able to access the internet away from home using a tablet or laptop for some years. However, the smart phone is accessible to a level other devices fail to reach and it provides functions previously offered only by a desktop PC, TV and other devices in the home.

- Smart TV is also becoming significantly more widespread. In 2019, 61 % of Danish families owns a smart TV. Smart TV coverage has increased in line with the increasing number of Danes' that use streaming technologies. For internet access at home, a smart TV functions in many ways as a "smart phone on the wall". Families are now able to access the internet, install apps and use the TV for purposes way beyond those previously offered by an analogue TV set.
- In 2019, 38 % of Danish homes own a desktop PC. This is 9 percentage points down on 2013, a decline that may underpin a need that seems to have developed among media users: Easy access to media content and devices whenever and wherever the user wishes.

Technological prerequisites for more digital media consumption are therefore very widely available to the Danes as most have internet access and own the devices they need to go online.

3.2 Confidence in and use of technological opportunities

Another precondition for digitisation is that the population feels that modern technologies are safe and expedient.

As Figure 2 (below) shows, the vast majority of the general public is confident about using modern technologies and PCs, and the lion's share of Danes believes that IT and modern technologies are beneficial to their day-to-day lives.

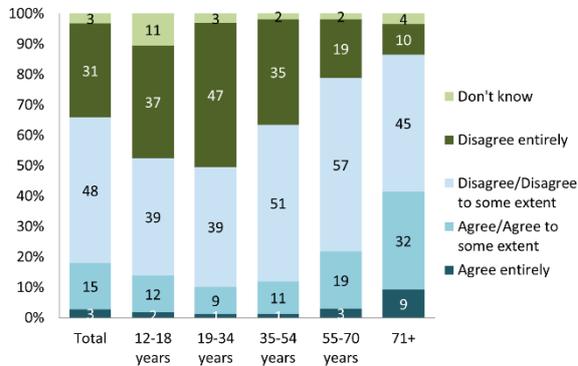
However, attitudes change with age and the oldest age groups' approach differs from the other groups'. As many as 41 % of the 71+ age group agree or agree entirely that modern technology and PCs are daunting. Similarly, more than a quarter of this group do not believe that IT and modern technologies provide them with many benefits in day-to-day life.

Moreover, 14 % of the 12-18s and 10 % of the 19-34s agree, agree to some extent or entirely agree that modern technologies are scary. Even though these shares are relatively small, they show that there are some – even among the youngest respondents who are growing up with the technology – who are not confident about using them.

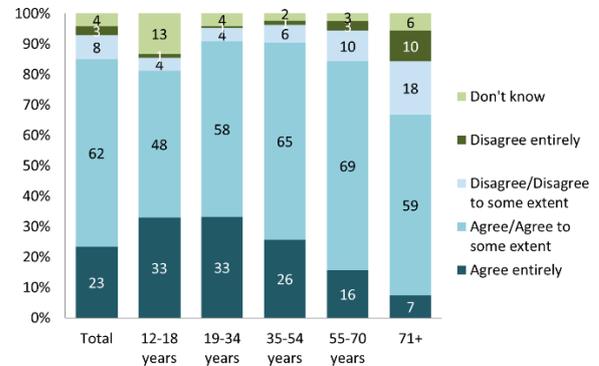
Most of the population feels relatively confident about paying online. Here again, attitudes change with age. The older the respondent, the greater their scepticism. However, there is also some insecurity among the youngest, i.e. 12-18s, possibly explained by a lack of experience in purchasing via the internet. [For further information, see the chapter on Internet use and devices.](#)

Figure 2: The Danes' approach to modern technologies, percentage share of the population that agree or disagree with the statements. 2018

"Modern technologies and PCs are scary/daunting"



"IT and modern technologies provide me with many day-to-day benefits"



Source: Index Danmark/Gallup – Annual figures 2018
Data processed by the Danish Agency for Culture and Palaces

Universe: The Danish population aged 12+

It is therefore clear that there are still some members of the population that are not sure about modern technologies. However, the share that feels unsure is falling as more of us begin to feel confident about using modern technologies – regardless of age group.

4 Media companies in Denmark

This chapter describes how media consumption is shared between media companies in the categories: TV, radio, written news media, and magazines and weekly magazines. The section also provides an overview of the many and various services and products offered by TV and telecom providers. Furthermore, this section describes the major companies that have international ownership.

This angle on the media industry is relevant for several reasons. Firstly, the importance of the independent, usually larger, media companies within the different media areas varies widely. For example, for weekly magazines, just two players dominate the market. Conversely, many companies are active in the written news media. Moreover, the public service media dominate in radio and TV.

There are also a number of – by Danish standards often quite large – companies that are active in multiple media categories. This applies in particular to DR but also, among others, to JP/Politikens Hus and Jysk Fynske Medier. A group such as Egmont, represented in this report solely with its magazines and weekly magazines, is also a major player in e.g. book publishing, film production and cinemas.

Finally, a large share of Danish media revenue is generated by a small number of large, Danish-owned companies or by a limited number of companies that are owned by international companies.

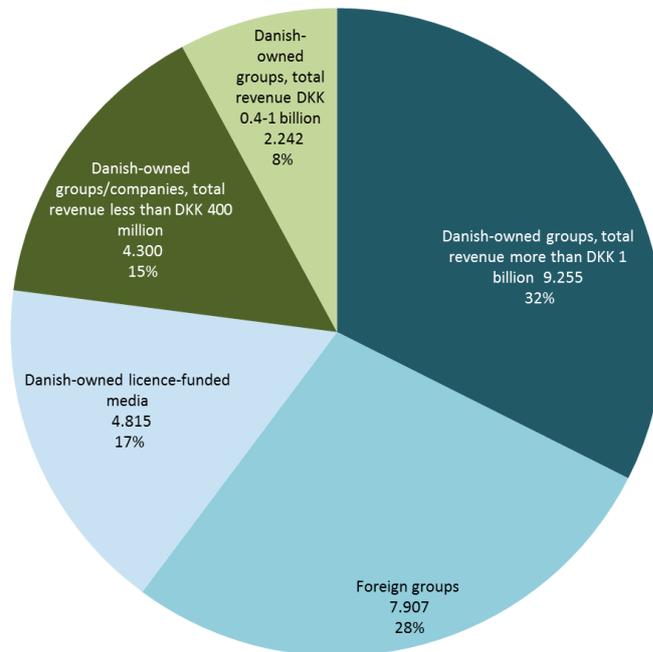
If we look solely at media companies registered in Denmark whose primary activities are content production and/or programming (i.e. omitting international giants, such as Google, Facebook and Netflix, whose revenue is not recorded in Denmark), the following applies (see Figure 3 below):

- In 2017, 32 % of revenue, corresponding to DKK 9,255 million of these companies' total revenue of DKK 28,519 million, was generated by large, Danish-owned companies, whose annual revenue (individually) exceeded DKK 1 billion (e.g. JP/Politikens Hus, Aller Media and TV 2).
- In the same year, a further 8 % of revenue, corresponding to DKK 2,242 million, was generated by medium-sized Danish-owned companies whose annual revenue (individually) was between DKK 0.4 and DKK 1 billion (e.g. Nordjyske Medier and Sjællandske Medier).
- In 2017, 28 % of revenue, corresponding to DKK 7,907 million, was generated by foreign companies (e.g. NENT Group, Discovery Networks, de Persgroep and Bonnier).
- Finally, licence-financed companies generated a 17 % share, corresponding to DKK 4,815 million, of total market revenue in 2017.

This means that a large number of minor Danish-owned companies, whose annual revenue (individually) does not exceed DKK 400 million, have a relatively small share of total revenue (15 %

or DKK 4,300 million). [For more details, see chapter “Media companies’ revenue and employment”.](#)

Figure 3: Annual revenue of content-based companies in the media industry, by company type, controlling interest, in MDKK and percentage share. 2017



Source: Statistics Denmark based on the Danish Agency for Culture and Palaces' population Data processed by the Danish Agency for Culture and Palaces

Universe: 1,079 content-based companies in the industry that are registered as Danish

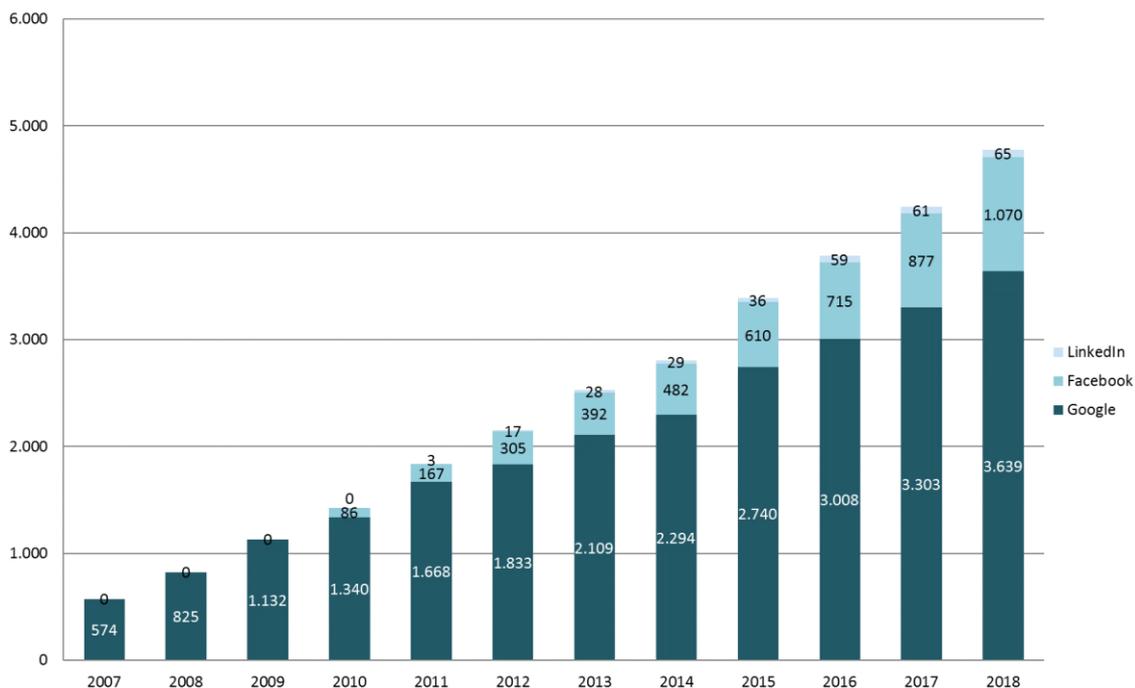
These figures (that relate exclusively to content-based and Danish-registered companies in the media industry) should be viewed in light of the fact that there are also a number of important international players who have a strong influence on the media industry in Denmark. These include media companies, such as Netflix, and technology giants Google and Facebook.

In 2018, foreign companies, primarily Google and Facebook, accounted for 61 % of advertising revenue on the internet, a 3 percentage point increase on 2017, and 35 % of total advertising revenue.

For example, in 2018, Google's advertising revenue is estimated at DKK 3,639 million in real terms (see Figure 4 below). Google's advertising revenue was larger than the total revenue of several leading Danish-owned companies, such as JP/Politikens Hus, TV 2 and Jyske Medier. [Read more about the international players in the chapter on Advertising revenue.](#)

In addition, foreign media companies that are not registered in Denmark probably do generate revenue in Denmark, especially including Netflix.

Figure 4: Foreign players' annual revenue from Danish internet advertising, MDKK in real terms. 2007-2018.



Source: Danske Medier Research for the Danish Agency for Culture and Palaces. Expressed in real terms: Statistics Denmark, Consumer price index (Base year: 2015) Data processed by the Danish Agency for Culture and Palaces

Universe: The three companies' activities in Denmark

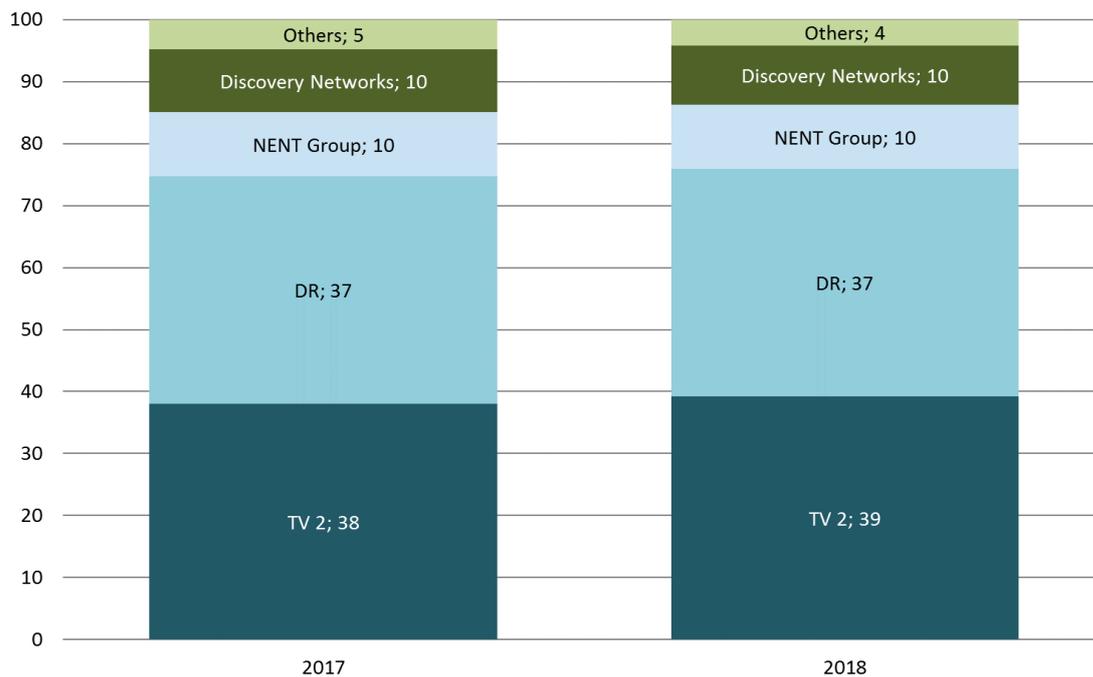
4.1 TV and streaming

Where conventional TV viewing is concerned¹, the four largest channel families dominate. These are TV 2, DR, NENT Group and Discovery Networks. As in previous years, TV 2 is the largest channel family in 2018. In fact, TV 2 achieved a 39 % share of viewers in 2018, the group's best result in more than a decade. TV 2's success was achieved on a background of the other channel families' shares shrinking slightly compared to 2017.

However, TV 2's increase expressed as percentage share of viewers is insufficient to compensate for the Danes' falling TV use. Like the other channel families, a downturn on time spent and coverage was also recorded for TV 2.

¹ Data: TV consumption in all Danish households, live + VOSDAL (Viewed On Same Day As Live) + TS (Time Shifted viewing).

Figure 5: TV channel families, percentage share of viewers. 2017 and 2018.



Source: Kantar Gallup Viewer Survey
Data processed by the Danish Agency for Culture and Palaces

Universe: All households, persons aged 3+

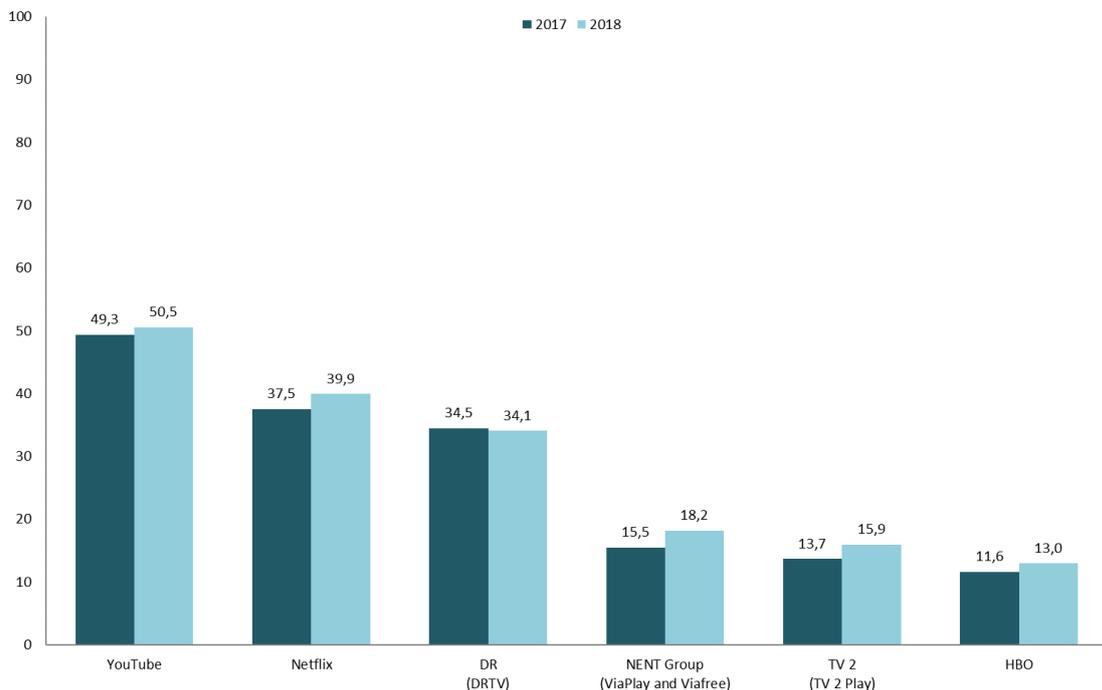
With regard to the ownership of the largest channel families, DR, TV 2, NENT Group and Discovery Networks, the two last-mentioned have foreign ownership. NENT Group is Swedish and Discovery Networks is a division of Discovery that is registered in the US.

Unlike conventional flow TV channels, almost every streaming service is growing on the Danish market. Compared with 2017, the figures for 2018 indicate not only that a larger share of Danes has streamed, but also that online streamers are streaming more often – and that a smaller share has never yet given streaming a go.

This means that the TV companies’ streaming services are experiencing an influx of users (measured as a share of the population that uses these services at least once a week). As for DR, Denmark’s largest TV group on the streaming market, its share did not increase from 2017 to 2018. NENT Group (ViaPlay and Viafree) and TV 2 Play increased their share by 2.7 and 2.2 percentage points, respectively, in the same period.

Even though most Danish media companies found that their streaming services increased, Netflix and especially YouTube still have the greatest share of viewers. In 2018, YouTube and Netflix were used by 50 % and 40 %, respectively, of the Danish population, while e.g. DR, NENT Group and TV 2’s streaming services covered 34 %, 18 % and 16 %, respectively.

Figure 6: Percentage share of the population that used the selected streaming services in Index Danmark/Gallup at least once a week. 2017 and 2018



Source: Index Danmark/Gallup – Annual data 2017 and 2018. Data processed by the Danish Agency for Culture and Palaces.

Universe: The Danish population aged 12+

For a further explanation of the individual streaming services and usage, see [“Streaming 2018”, a Danish Agency for Culture and Palaces report.](#)

Most streaming services are under foreign ownership. The headquarters of the two largest, YouTube and Netflix, are in the US. NENT Group has Swedish ownership and HBO is owned by an American group, WarnerMedia (headquarters also in the US).

4.2 Radio and podcasts

The radio market is more or less dominated by DR, which accounted for 73 % of radio listening in 2018. Next was Bauer Media, whose radio channels The Voice, Pop FM, Radio 100, Radio Soft and myROCK accounted for 11 % of radio listening. Jysk Fynske Medier accounts for a 4 % share of radio listening on its channels, i.e. Skala FM, VLR, Classic FM and Radio Viborg, which is a slightly larger share than Berlingske People’s Radio24syv (3 %). The remaining 9 % of radio listening takes place on other channels.

Compared to 2017, DR is the only channel family that increased its share of listeners. A 1 percentage point increase coincides with a 1 % fall in Jysk Fynske Medier listening, whereas the other channel families remain at the same level as in 2017.

Figure 7: Radio channel families, percentage share of viewers. 2017 and 2018



Source: Kantar Gallup Radio-Meter
Data processed by the Danish Agency for Culture and Palaces

Universe: The Danish population aged 12+

Regarding ownership, DR and Jysk Fynske Medier are Danish-owned while Bauer Media is a Danish subsidiary of the Bauer Media Group, based in Germany. Berlingske People that runs Radio24syv is owned by Berlingske Media and People Group, Berlingske Media is owned by De Persgroep, which is based in Belgium.

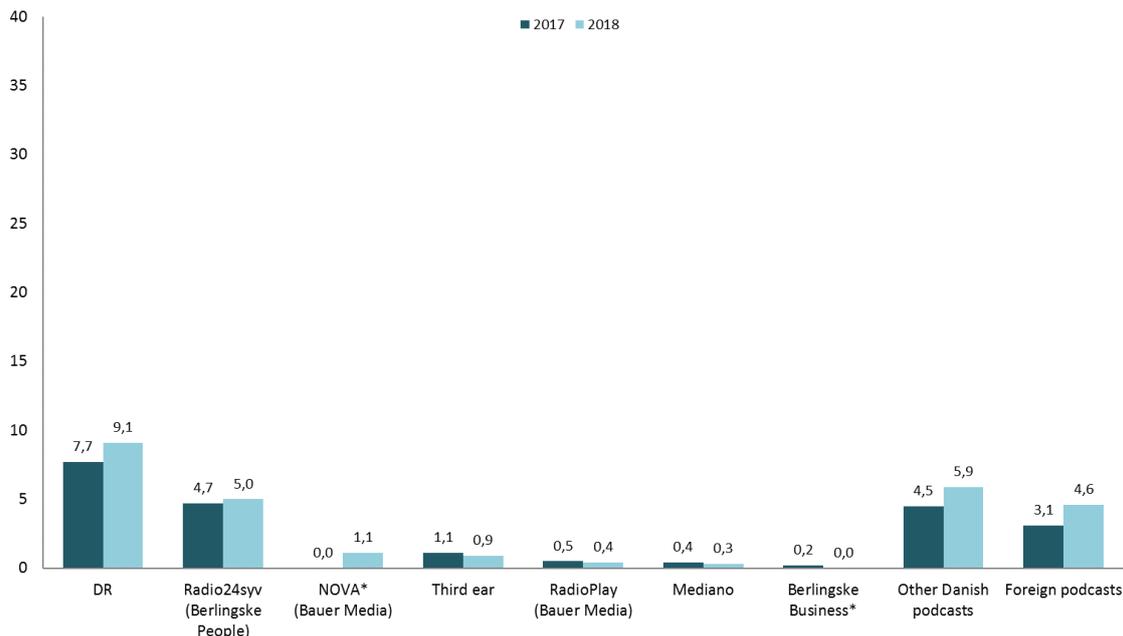
Concomitant with the increasing popularity of streaming, listening to podcasts has also spread to a larger share of the population. In 2018, almost half of the Danish population has listened to a podcast, and the share of people who regularly listen to podcasts is increasing.

Wider coverage of the podcast media has encouraged more companies to work towards launching their own podcast platforms, and in June 2019, a new, official podcast index was launched to measure podcast use. As coverage widens, the industry is seeking to develop a commercial market for the podcast medium.

As with conventional radio, DR is the principal player in podcasting, measured on the share of the population that listen to podcasts on a weekly basis. 9.1 % of Danes listen to DR podcasts every week. By way of comparison, 5 % of the population listens to podcasts from Berlingske People’s Radio24syv every week. DR and Berlingske People are therefore the two most important players in podcasting, a market that otherwise comprises a large number of smaller players.

Danes listen to almost as many foreign podcasts as podcasts from Radio24syv. 4.6 % listen to foreign podcasts each week.

Figure 8: Percentage share that has listened to podcasts from selected providers during the past week. 2017 and 2018



Source: Kantar Gallup Local Radio Index, H2 2017 and H2 2018

Data processed by the Danish Agency for Culture and Palaces

*Berlingske Business was included in the measurements in 2017 but replaced by NOVA in 2018. This does not mean that Berlingske Business is no longer used. It is included in Other Danish podcasts in 2018. The opposite applies to NOVA.

Universe: The Danish population aged 12+

Bauer Media and Berlingske Media (with Radio24syv and Berlingske Business, respectively) and of course the foreign podcasts are owned by foreign companies.

4.3 Written news media: Daily newspapers, local weekly newspapers and news sites

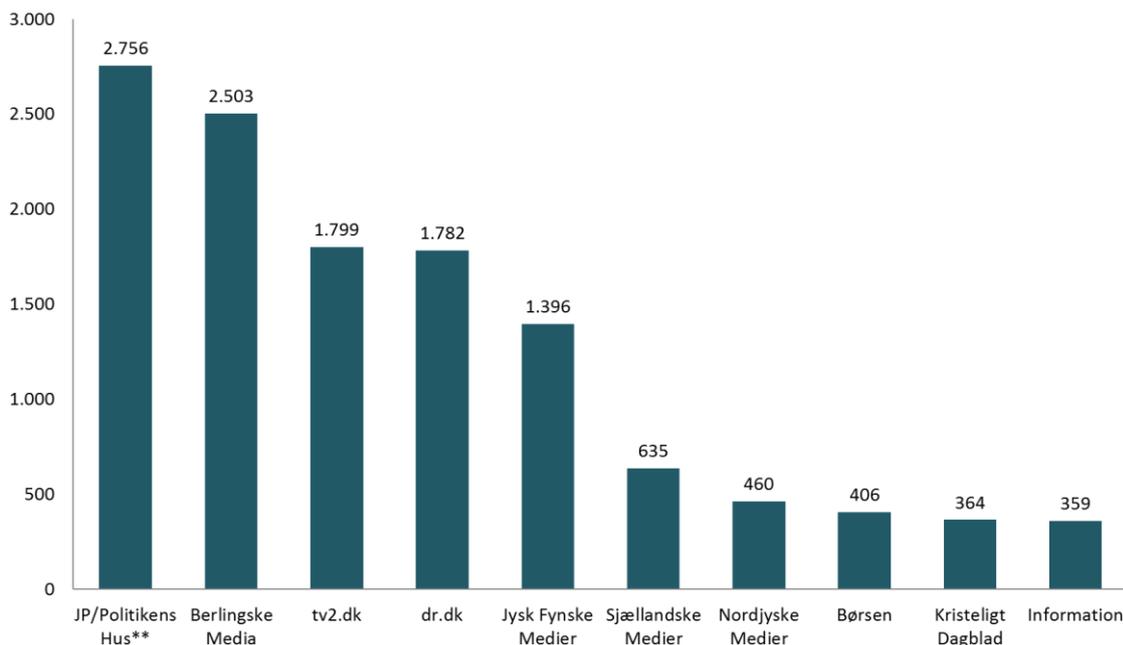
Among the written news media, the newspaper publishers and DR and TV 2 attract most Danes to their digital and printed publications every week. Figure 9 below shows how many weekly readers the various publishers have across daily newspapers, local weekly newspapers and their news sites.

More than 2.5 million Danes aged 12+ read the written news media published by newspaper publishers JP/Politikens Hus and Berlingske Media every week. Each of these publishers is significantly larger than dr.dk and tv2.dk, whose services are solely digital.

JP/Politikens Hus and Berlingske Media's *tabloid* publications' websites, bt.dk and ekstra-bladet.dk, reach most Danes.

Among provincial newspaper publishers, Jysk Fynske Medier is clearly largest. Its 13 daily newspapers have more than one million weekly readers. Provincial Sjællandske Medier and Nordjyske Medier reach a larger total of weekly readers than some national newspapers (Børsen, Information and Kristeligt Dagblad).

Figure 9: Number (1,000s) of major publishers' weekly readers, based on readership of printed daily newspapers including Sunday editions and local weekly newspapers² and news site users. The figures include only the written news media listed in Index Danmark/Gallup or Dansk Online Index*. 2018



Source: Index Danmark Gallup, Annual Data (Helårsbaser) 2018 and Dansk Online Index (dr.dk and tv2.dk only). Data processed by the Danish Agency for Culture and Palaces. Universe: The Danish population/Danish internet users aged 12+
 *Includes only written news media that are included in Index Danmark Gallup: about 20 of the largest sites that belong to daily newspaper and other newspaper publishers. All daily newspapers and their sites are included, except for Jysk Fynske Media. Only its four largest sites are included. Also included are finans.dk and lokalavisen.dk (JP/Politikens Hus), weekendavisen.dk (Berlingske Media) and ugeavisen.dk (Jysk Fynske Medier).
 **According to its own data, Ekstra Bladet's site is larger than stated in the sources used here, for which reason JP/Politikens total is probably larger.

If we look only at printed daily newspapers (see Figure 10 below), we note that Berlingske Media (B.T.metro, Berlingske, B.T. and Weekendavisen) and JP/Politikens Hus (Politiken, Jyllands-Posten and Ekstra Bladet) remain significantly larger than other newspaper publishers.

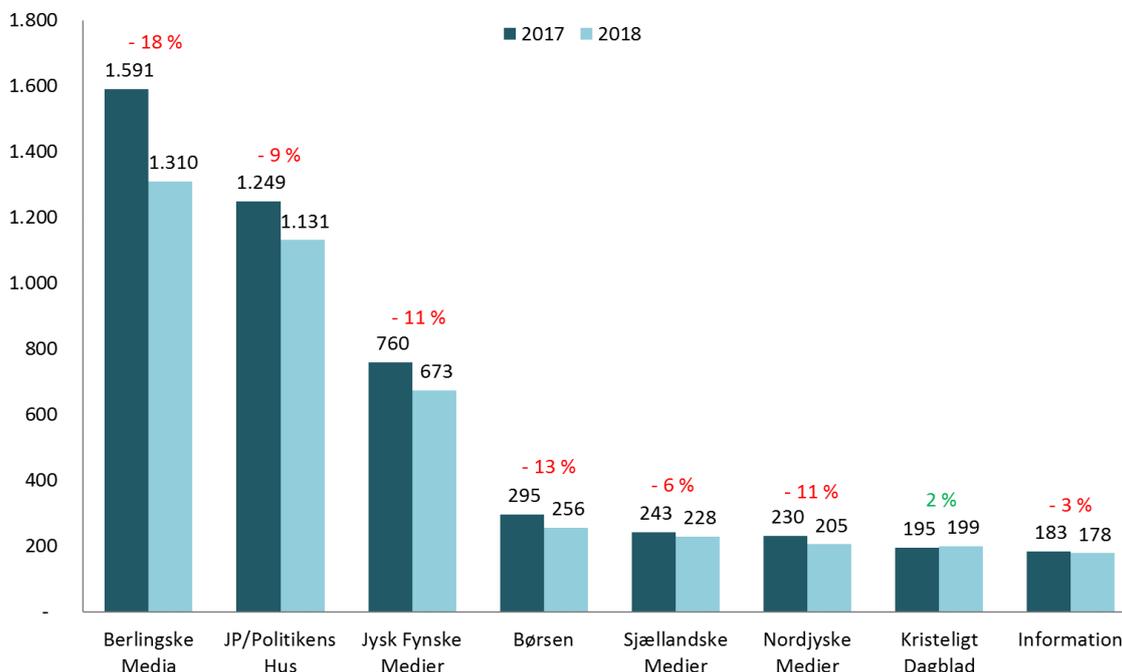
Every daily newspaper publisher except Kristeligt Dagblad lost readers in 2018. There is a particularly sharp drop in Berlingske Media's readership. Every one of this group's titles lost readers in 2018, although B.T.metro and B.T. contributed most to the slump.

There is relatively little foreign ownership among the companies that produce written news media in Denmark.³ Among the largest companies, only Berlingske Media (owned by the Belgian De Persgroep) and Børsen (majority of shares owned by Swedish Bonnier, remainder by JP/Politikens Hus) have international owners.

² There is an overview in the chapter about [Written news media](#) in "Report on media development in Denmark".

³ Refer to the Danish Agency for Culture and Palaces' report [Media companies' revenue and employment](#).

Figure 10: Weekly readership (1,000s) and development (%), based on the companies' printed daily newspapers including Sunday editions. 2017 and 2018.



Source: Index Danmark/Gallup, Annual Data (Helårsbaser) 2017 and 2018
Data processed by the Danish Agency for Culture and Palaces.

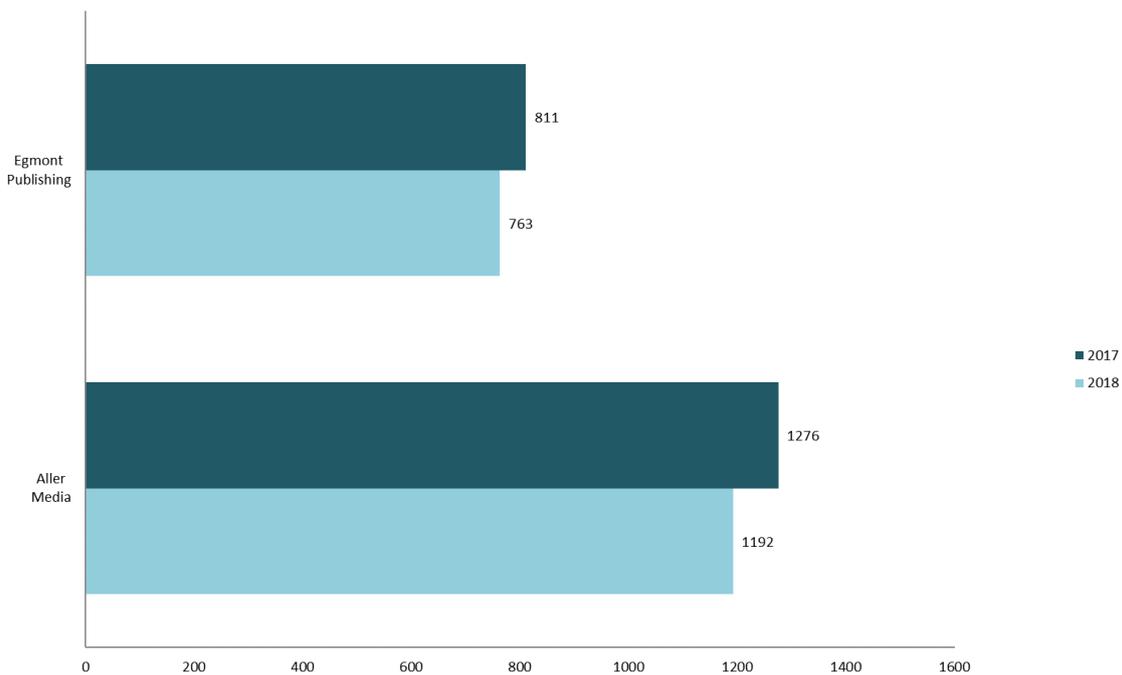
Universe: The Danish population aged 12+

4.4 Magazines and weekly magazines

There are a great many publishers of magazines and weekly magazines. This is partly due to the fact that magazines in particular are published by media companies, associations and organisations of all kinds and by companies, e.g. in retail. The most read magazine in 2018 was Coop's members' magazine, Samvirke. If we examine only weekly magazines and magazine brands, the number of publishers is significantly more limited as the media companies play a very dominant role.

The weekly magazines market is dominated by two publishers, Egmont Publishing and Aller Media. Aller Media is largest in terms of the number of publications and readers. Aller has seven different weekly magazines and just less than 1.2 million weekly readers. By way of comparison, Egmont Publishing has five weekly magazines that attract 763,000 readers each week. Both companies have, however, seen a 6-7 % drop in readership from 2017 to 2018.

Figure 11: Media companies' readership (1,000s), weekly magazines. 2017 and 2018.



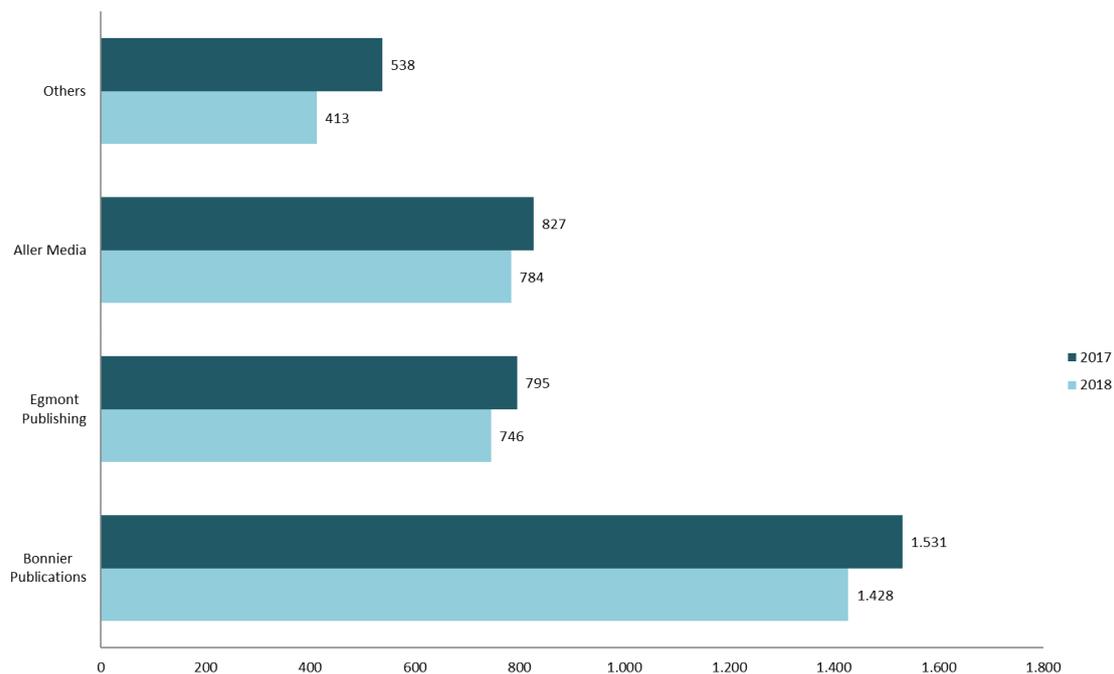
Source: Index Danmark/Gallup – Annual data 2017 and 2018
Data processed by the Danish Agency for Culture and Palaces

Universe: The Danish population aged 12+.

With regard to magazine brands, Egmont Publishing and Aller Media play an important role here too. However, they share this market with Bonnier Publications and a handful of other publishers, including Forlaget Mediagruppen.

While Aller Media is largest in weekly magazines, Bonnier Publications is clearly the largest publisher of magazine brands. With just over 1.5 million monthly readers, Bonnier Publications has about twice as many readers as Egmont Publishing and Aller Media. Similarly, other publishers' readership adds up to only just over one third of Bonnier Publications' figure.

Figure 12: Media companies' readership (1,000s), magazine brands. 2017 and 2018.



Source: Index Danmark/Gallup – Annual data 2017 and 2018
Data processed by the Danish Agency for Culture and Palaces

Universe: The Danish population aged 12+

As for the ownership of magazines and weekly magazines, Bonnier Publications is owned by the Swedish media group, Bonnier AB, whereas the other two major players, Aller Media and Egmont Publishing, are under Danish ownership. All three companies are active throughout Scandinavia.

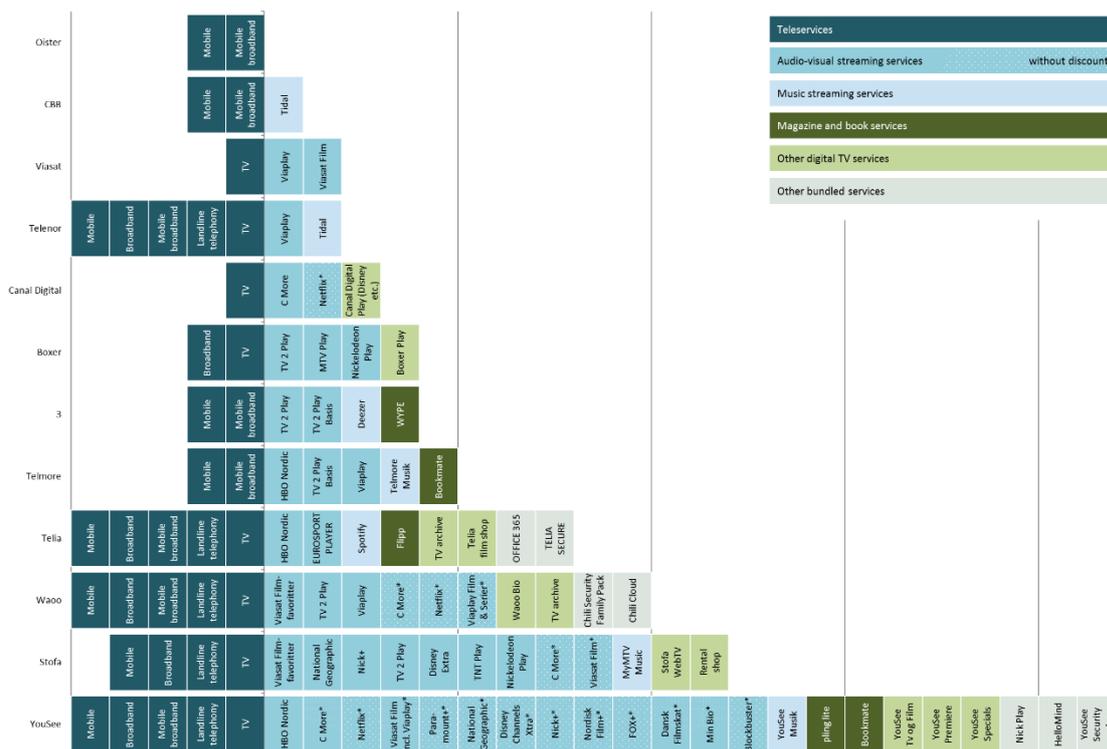
4.5 TV and telecom providers

Within the TV and telecommunications sector, there are important differences between providers' own services, and integrated and additional services offered by the various players. These may include audio-visual and music streaming services and other services, e.g. digital newspapers, books, magazines and software.

At group level, TDC (and its brands YouSee, Telmore and Fullrate) offers a particularly broad range of services. For example, from Figure 13 under (calculations November 2018; latest update May 2019), TDC's YouSee offers access to mobile telephony, broadband, mobile broadband, landline telephony and TV. Bundling is as such not unique. Other TV and telecommunications companies, such as Wao, Telia and Telenor, also offer package solutions. What differentiates the TDC YouSee brand from its competitors is that it bundles a longer list of services that makes their solution much more than "just" TV and telecommunications services. TDC is more likely than other providers to cover a media user's media needs on its own. The Telia group (includes CallMe) operates to a great extent with the same model but does not offer as wide a palette of additional services as TDC.

By bundling services into product packages that include mobile and landline telephony, internet, etc., TDC Group ensures that the consumer can in principle settle for a single provider of audio-visual and telecommunications services. In addition to TV and telecom elements, a package provides the consumer with e.g. streaming services, music streaming services, software, digital magazine and book services, etc. Moreover, several of these services are common to many of the companies' brands, e.g. HBO is available with both YouSee and Telmore.

Figure 13: Danish TV and telecom providers' products and additional services



Explanation: The vertical Y-axis shows selected providers of TV and telephony. The horizontal X-axis shows which additional services are in some way included in the provider's telephony and/or TV solution. Services with a dotted background: providers state that these services are included without discount. Services with a full colour background: providers state that these services are included with a discount of some kind. Some providers may include services with and without discount. One half of the background for these is full colour and the other half dotted. NB: The providers bundle solutions very differently: For example, some providers include services in their largest TV package, whereas others charge extra, etc.

Source: A survey conducted among Danish TV and telecom providers and, for those who did not respond, data retrieved from their websites (November 2018). Minor updates have been undertaken since then (most recently at the end of May 2019).

It comes as no surprise that TDC has relatively broadest coverage. TDC is Denmark's largest telecom group and owns (as stated above) Telmore, Fullrate and YouSee, etc. Next broadest is Telenor (owns CBB, Bibob, One Mobil and Canal Digital) and Telia that owns e.g. CallMe. Another telecom giant is 3, which owns OISTER.

In effect, the smaller companies are to a great extent owned by larger companies who operate their own network. The largest companies are owned by foreign players. Common to all four large companies (and several others) is that they are wholly or partially owned by foreign companies.

- Telenor is owned by Telenor Group, which is Norway's largest telecommunications company.

-
- Telia is part of a Swedish-Finnish owned company, Telia Company AB (formerly TeliaSonera AB).
 - 3 is owned by CK Hutchison Holdings Limited of Hong Kong.
 - TDC is owned by a consortium comprising Australian Macquarie Infrastructure & Real Assets (50 %) with three Danish pension service providers, PFA, ATP and PKA (the remaining 50 %).

5 Main conclusions for the media year

5.1 TV and streaming

- **Conventional TV coverage is shrinking – streaming growing:** Even though consistently fewer of us watch conventional TV, in 2018 the TV medium still covers more than three in four Danes on a weekly basis. In addition, from 2017 to 2018, more of us (+3 percentage points) are streaming films, series/programmes, live TV and news at least once a week.
- **Share of households with no TV signal is increasing:** The share of households without a TV signal has grown by 12 percentage points from 2010 to 2018. One third (4 percentage points) of this growth was achieved from 2017 to 2018.
- **Only seniors spend less of their viewing time on public service:** From 2017 to 2018, all age groups (3-54s) watched more public service TV (2 or 3 percentage points). Conversely, older people (55+) spent less time on public service TV than on non-public service viewing.
- **Age affects content streamed:** People under 55 years of age stream series/programmes on DRTV, Netflix, YouSee, etc. most often. Among the 55+ age group, most stream news on a weekly basis.

[Read more about these developments in the TV and streaming chapter.](#)

5.2 Radio and podcasts

- **Radio listening continues to fall:** From 2017 to 2018, daily radio listening fell by 4 minutes, continuing the downward trend. The fall in radio listening is evenly distributed across age groups and radio channels.
- **Young listeners prefer P4 to P3:** By tradition, P3 raked up the lion's share of young people's radio listening. In 2018, 28 % of the 12-29s listen to P4, which is 2 percentage points more than the share of the same age group that listens to P3.
- **Digital radio advances once again:** Digital radio advanced from 2017 to 2018 thanks to a larger share of radio listening on DAB and the internet. Both increased by 1-2 percentage points. On the other hand, the share of families owning a DAB radio fell from 38 % in 2017 to 33 % in 2018.
- **Public service is gaining ground:** In 2018, public service radio increases its share of radio listening having lost shares to commercial radio channels for some years. However, the four-minute reduction in time spent listening to the radio is equally distributed between the commercial and public service channels.
- **Almost half of all Danes have listened to podcasts:** In 2018, 49 % of the population has listened to podcasts. This is a result of a larger share in all age groups that listened to podcasts in 2018, compared to 2017.

[Read more about these developments in the Radio and podcast chapter.](#)

5.3 Written news media

- **Half of all printed daily newspapers lost more than 10% of their readers in 2018:** 16 of the 32 printed daily newspapers lost more than 10% of their readers in 2018. Three of them – B.T., Horsens Folkeblad and B.T.metro – lost at least 25 % of their readership. Readership of only three (all small) newspapers grew.
- **More Danes now access a news site daily than read a printed daily newspaper:** In 2018, on an average day, fewer people read a printed daily newspaper (1,624,000) than a news site (1,916,000)
- **The largest written news media are news sites – including the newspapers’ own:** The four largest written news media measured on the total number of weekly readers and/or users are tv2.dk and dr.dk and daily newspapers, B.T. and Ekstra Bladet. Almost all daily newspapers’ sites reach a larger audience than their printed edition.
- **In particular, regional daily newspapers’ and other provincial daily newspapers’ sites are growing:** From 2016 to 2018, regional dailies’ sites attracted 96,000 additional users, corresponding to 59 % growth. Other provincial daily newspapers’ sites are also growing (by 46 %) in the same period.
- **In 2018, seniors account for a much larger share of printed daily newspaper readers than in 2010:** In 2018, 61 % of printed dailies’ readers are aged 55+. This is 18 percentage points up on 2010.

[Read more about these developments in the Written news media chapter.](#)

5.4 Magazines and weekly magazines

- **Only one of the six types of publications attracts more readers:** “Association and organisation magazines” is the only category to achieve an increase in readership from 2010 to 2018. The majority of the remaining publication categories have lost readers. “Weekly magazines” and “Customer and free magazines” both lost more than 800,000 readers.
- **Samvirke is the most-read magazine:** Samvirke is the only publication read by more than 1 million readers in 2018. There are only four publications that are read by more than 500,000 people in 2018, three of which are “Association and organisation magazines”.
- **10 of the 12 weekly magazines are among the largest publications:** In 2018, 10 weekly magazines appear in the Top 30 list of publications with most readers.
- **Magazine brands have wider reach than weekly magazines:** Between 39 % and 49 % of readers (depending on age, education and lifestyle segment) read a monthly magazine brand. By way of comparison, the share of people who read a weekly magazine every week fluctuates from 16 % to 52 %.
- **More people read comic books:** The readership of all three comic book publications included in the survey increased from 2017 to 2018.

[Read more about these developments in the Magazines and weekly magazines chapter.](#)

5.5 Household spending

- **Household spending on media items continues to fall:** In 2017, a Danish household spent on average DKK 18,486 on media-related items, such as TV subscriptions, streaming services, newspapers, telecommunications services, audio-visual equipment, etc. This was DKK 810 less than in 2016.
- **Wide variation in spending on different media categories:** Danish households are now spending less on telephony. In the past, they spent money on landline telephony. Now they spend it on mobile telephony and the internet. Furthermore, consumption of combined telecom services and streaming is increasing.
- **Danes prioritise spending on viewed rather than read media:** From 2006 to 2017, consumer spending on the read media fell from DKK 4,147 to DKK 2,190, i.e. almost by half. During the same period, viewed/listened media fell only by 10 %.
- **Single-copy sales hit hardest by falling consumption:** Single-copy sales of the written media have fallen continuously over a number of years, whereas subscription sales are much more stable.

[Read more about these developments in the Household spending chapter.](#)

5.6 Advertising revenue

- **Danish advertising revenue is growing at a moderate pace:** Advertising revenue (in real terms) in Denmark increased by 1.1 % to DKK 13,588 million in 2018. In 2016 and 2017, advertising revenue expanded somewhat less than the economy in general but was on a par with GDP in 2018.
- **Foreign companies take an increasing share of revenue:** In 2018, foreign companies, like Google and Facebook, accounted for 61 % of advertising revenue on the internet, a 3 percentage point increase on 2017, and 35 % of total advertising revenue.
- **Printed media companies in particular in decline:** The printed media companies' advertising revenue has fallen from DKK 9,771 million in 1995 to DKK 2,695 million in 2018 – a drop of DKK 7,076 million. During the same period, audio-visual media companies lost only DKK 237 million in advertising revenue.
- **Web TV advertising revenue is growing:** Web TV advertising revenue, e.g. on YouTube or news media websites, in Denmark increased 29 % (DKK 94 million) in 2018 to DKK 415 million (in real terms).
- **Increased turnover per user contributes heavily to Facebook's revenue growth:** Facebook's annual revenue per monthly user has increased from USD 4 in 2011 to USD 24 in 2018.

[Read more about these developments in the Advertising revenue chapter.](#)

5.7 Internet use and devices

- **Almost all Danes have access to the internet:** In 2018, 98 % of Danes aged 12+ had access to the internet, compared to 91 % in 2010. The greatest change is seen among the oldest age groups. In 2018, 89 % of Danes aged 71+ had access to the internet, compared to 58 % in 2010. Among the 55-70s, this share has increased from 89 % to 98 %.
- **Almost all Danes who have access to the internet use the internet at least once a week:** In 2018, 90 % of Danish internet users aged 12+ accessed the internet daily or almost daily. A further 6 % accessed the internet on a weekly basis. Here too there have been significant changes in the oldest age groups. 67 % of Danish internet users aged 71+ used the internet daily or almost daily. A further 18 % accessed the internet on a weekly basis. In 2010, the figures were 45 % and 18 %, respectively. For the 55–70s, the share of daily users of the internet has increased from 66 % to 86 %, and weekly users has fallen from 17 % to 10 %.
- **Seniors' internet consumption is becoming increasingly mobile:** In 2014, 48 % of the 65-74s and 64 % of the 75-89s who had been on the internet within the last three months, stated that they never accessed the internet outside the home or workplace. In 2018, these shares have fallen to 27 % for the 65-74s and 50 % for the 75-89s.
- **E-mail, online banking and social networks are the three most popular internet functions in 2018:** In 2018, 94 % of Danish internet users aged 12+ used e-mail at least once a month. 87 % used online banking at least once a month, and 77 % the social networks.
- **Almost all Danish internet users have a profile on at least one social network:** 85 % of Danish internet users aged 12+ have a profile on at least one social network. Among the elderly (71+), this share is 48 % while 98 % of the 19-34s have a profile. The oldest have profiles on fewest social media and the 19-34s most.
- **The lion's share of Danes is confident about new technologies and PCs and about communicating with public authorities via Digital Post and e-boks:** 79 % of the Danish population aged 12+ disagrees to some extent that "Modern technologies and pcs are daunting/scary". Although this share falls as respondents get older, more than half of the oldest (71+) do not agree with this statement. Among Danes who subscribe to Digital Post, 91 % are confident about communicating with public authorities via Digital Post and e-boks. Even the oldest age group largely feels secure: 83 % rest assured.

[Read more about these developments in the Internet use and devices chapter.](#)

6 This year's special reports

In the past year, two special reports were published as part of the Danish Agency for Culture and Palaces' "Report on media development in Denmark". The main conclusions of this year's special reports are presented here.

6.1 Media companies' revenue and employment

[The report on Media companies' revenue and employment](#) calculates revenue and employment at 1,079 Danish-registered companies in the media industry. These do not include international players, such as Google, Facebook and Netflix, whose revenue is not recorded in Denmark. All 1,079 companies included in the survey are primarily active in one or more of the following eight main branches of the industry: Written news and current affairs media, TV and streaming, book publishing, magazines and weekly magazines, film and TV production companies, radio and record companies. The main conclusions of the survey are (this list is not exhaustive):

- Total media industry revenue fell from DKK 29,322 million in 2016 to DKK 28,519 million in 2017; a decrease of DKK 2.7 % or DKK 803 million.
- During the same period, the number of full-time equivalents fell from 18,926 to 18,589, corresponding to a slightly smaller percentage decrease of 1.8 % or 337 full-time equivalents.
- These developments have to be seen in the light of 2.3 % general economic growth in 2017.

Developments in the various main branches are very dissimilar. The written media in particular have experienced a downturn, with a 6 % decrease in "written news and current affairs media" and a 5 % decrease in "magazines and weekly magazines" from 2016 to 2017.

"TV and streaming" also lost revenue, explained by a market shift towards e.g. Netflix, whose revenue is not included in the survey (as this company is not registered in Denmark). The survey also concludes:

- That commercial companies owned by large (total revenue of more than DKK 1 billion) and medium-sized (total revenue between DKK 0.4-1 billion) Danish media companies and by foreign companies accounted for a total of 68 % of media industry revenue in 2017.
- That there are appreciable differences in the degree to which the companies in the various main branches are foreign-owned. For example, 60 % of TV production company revenue is subject to foreign investors' controlling interest while the same applies to only 22 % of the "written news and current affairs media".
- That most media industry employees live in Copenhagen: In 2017, 59 % of full-time equivalents resided in Capital Region of Denmark (Bornholm was not included).

The survey's conclusions have to be regarded in the light of Google and Facebook's increasing influence, especially on the advertising market (see page 28 to learn more) while Danish media industry companies, especially those who work with written media, continue to lose revenue

year after year. Moreover, other influential media companies, such as Netflix, are now operating in Denmark, although their revenue is not recorded here.

6.2 Streaming

A special report on [Streaming 2018](#) describes developments in the Danes' access to and use of streaming services. The survey also examines how streaming services are to a great extent included in *bundled* products containing telephony, internet and media services. Finally, the report reviews considerable growth in the international streaming services' budgets.

The report shows that, in the main, Danes have taken to streaming content.

- In 2018, 62 % of Danes aged 12+ streamed films, series, TV and video clips, etc. once a week or more frequently. This is 6 percentage points up on 2016.
- The young stream the most. Among the 12-18s and 19-34s, as many as 95 % and 94 %, respectively, stream. Among the 35-54s and 55-70s too, more people streamed in 2018 than in 2016.

Meanwhile, different age groups prefer different types of content. The youngest age groups are large-scale consumers of short film clips on e.g. YouTube, and series and programmes, whereas the elder groups prefer live TV and news. The younger age groups stream more often and for much longer at a time than the older age groups.

Streaming services are becoming larger items in the Danes' housekeeping budgets. In 2017, the average household spent DKK 584 on services such as Netflix, ViaPlay and TV 2 Play. In addition, many Danes have access to streaming services via their telephony, TV and internet subscriptions, as these services are offered increasingly as so-called *bundled* products that also contain streaming services. In 2018, YouSee alone offered customers access to a total of 16 different streaming and digital TV services in combination with their TV and telecom products.

6.3 News bulletin surveys

In the past year, the "Report on media development in Denmark" has published two news bulletin (Kort Nyt) reports, the main conclusions of which are presented here.

6.3.1 News bulletin: Influencer agencies

In the News bulletin report on [Influencer agencies](#), the Danish Agency for Culture and Palaces focuses on a relatively new phenomenon, influencer marketing. The survey describes financial growth and employment in Danish influencer agencies.

An influencer is an individual who attracts a large number of followers to his or her own production of content on one or more social media or his/her own blogs. Examples are Rasmus Kolbe (known as Lakserytteren, translates "salmon rider") and Alexander Husum. If paid to do so, many influencers will describe and show commercial products and messages.

Influencer agencies are companies like Bloggers Delight, which specialises in marketing using influencers. These companies usually set up partnerships between influencers and companies, and offer advisory services, produce content and assist with technical issues, etc.

The survey shows that revenue generated by 14 leading Danish influencer agencies has more than doubled in two years. In 2016, these companies turned over a total of DKK 49 million while, in the latest 12-month period for which we have statistics (Q3 2017 to Q2 2018), they turned over DKK 108 million.

Employment in these 14 companies has also grown significantly, from 37 man-years in Q1 2016 to 76 man-years in Q2 2018.

6.3.2 News bulletin: The social media

Among other findings, the News bulletin report [Social media 2018](#) shows that the younger age groups were not slow to accept the social media and that, in recent years, the older age groups have the most new social media users.

For some years, the share of Danes who use social media, e.g. Facebook, Instagram and LinkedIn, has gradually increased. This development was seen in every age group and for all the many different social media platforms.

However, from 2017 to 2018 we see a new trend. The user share in the younger age groups that uses Facebook has *not* increased while many other social media continue to attract a flow of new users among younger people.

Notwithstanding the new trend, Facebook remains a mastodon in its sector.

- More than half of Danish internet users (16-89s) click into Facebook every day.
- This is almost three times as many users as any other social media included in this survey.

The survey also shows that appreciably more people in the older age groups now use social media:

- The share of 65-74s who are internet users and have used social media has increased from 42 % in 2017 to 50 % in 2018.
- Similarly, the share of 75-89s who are internet users and use social media has increased from 26 % to 32 % in this period.

7 Method

To read about the methods used, read the method description in each chapter.

- [TV and streaming](#)
- [Radio and podcasts](#)
- [Written news media](#)
- [Household spending](#)
- [Internet use and devices](#)
- [Advertising revenue](#)
- [Magazines and weekly magazines](#)

[For detailed information about the methods used, see the "Report on media development in Denmark 2019" website:](#)

8 Sources and how to use the results

All rights to the data used belong to the original sources/data providers.

When using any of the data, the original source (e.g. Dansk Online Index, Statistics Denmark and Kantar Gallup) must be cited. The Danish Agency for Culture and Palaces' "Report on media development in Denmark 2019" must also be cited as a source.

Resale and other commercial exploitation/utilisation of data are not permitted in any shape or form.

9 List of figures

Figure 1: Percentage share of Danes who use different media platforms on a daily basis. 2017-2018.....	4
Figure 2: The Danes' approach to modern technologies, percentage share of the population that agree or disagree with the statements. 2018.....	12
Figure 3: Annual revenue of content-based companies in the media industry, by company type, determining influence, in MDKK and percentage share. 2017	14
Figure 4: Foreign companies' annual revenue from Danish internet advertising, MDKK in real terms. 2007-2018.....	15
Figure 5: TV channel families, percentage share of viewers. 2017 and 2018.....	16
Figure 6: Percentage share of the population that used the selected streaming services in Index Danmark/Gallup at least once a week. 2017 and 2018	17
Figure 7: TV channel families, percentage share of viewers. 2017 and 2018.....	18
Figure 8: Percentage share that has listened to podcasts from selected providers during the past week. 2017 and 2018	19
Figure 9: Number (1,000s) of major publishers' weekly readers,, based on readership of printed daily newspapers including Sunday editions and local weekly newspapers and news site users. The figures include only the written news media listed in Index Danmark/Gallup or Dansk Online Index*. 2018.....	20
Figure 10: Weekly readership (1,000s) and development (%), based on the companies' printed daily newspapers including Sunday editions. 2017 and 2018.	21
Figure 11: Media companies' readership (1,000s), weekly magazines. 2017 and 2018.....	22
Figure 12: Media companies' readership (1,000s), magazine brands. 2017 and 2018.	23
Figure 13: Danish TV and telecom providers' products and additional services	24

10 List of tables

Table 1: Percentage share of Danes who use different media platforms on a daily basis. 2017-2018.....	5
Table 2: "How much time did you spend yesterday on..." (No. of minutes) 2016 and 2018	7
Table 3: Broadband coverage (% of households) in Denmark (by download speed). 2014 and 2018.....	9
Table 4: Percentage share of the population that has internet access. 2010 and 2018	10
Table 5: Total no. of broadband subscriptions by downstream connectivity (marketed speeds). H1 2008 and H1 2018.....	10
Table 6: Family ownership of electronic devices in the home (percentage share of families). 2013 and 2019.....	10