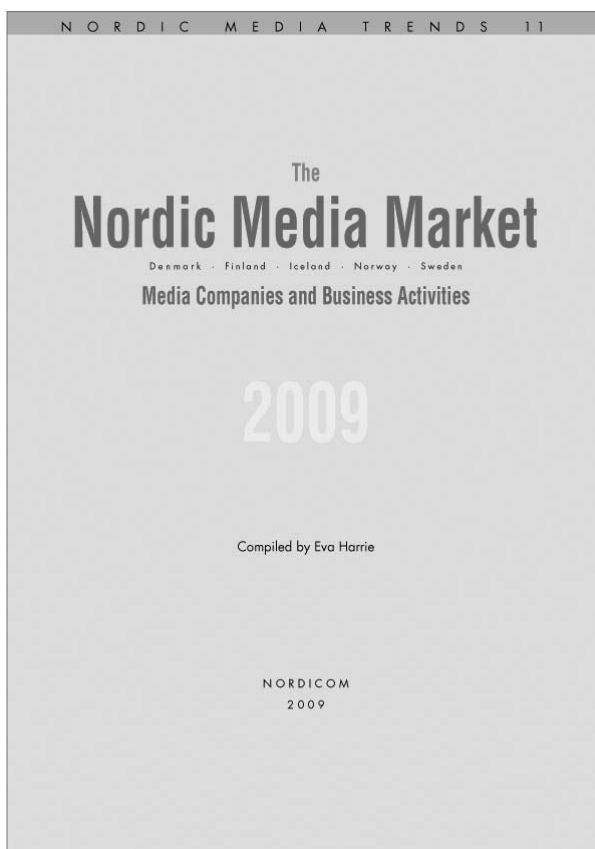


TV-landskapet i Norden 2009

En statistisk översikt

Utdrag från



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Television

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Definitions & Abbreviations

Domestic channel

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

Thirdly, it could also be argued that domestic channels are all channels with a domestic licence to broadcast in the terrestrial network, including channels of a more global or pan-European character. Channels of the latter kind are therefore also included as domestic for the two countries with fully digitalized terrestrial tv-distribution: Finland (table 2) and Sweden (table 5, listed separately under the dotted line).

Financing

Lic.	Licence fees
Comm.	Commercials
Sub.	Subscription fees (for channel package and premium channels)
Spon.	Sponsoring (exists in all countries; detailed information is accessible for Iceland, table 3)
Don.	Donations

Access mode

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

Distribution

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

1. Domestic TV channels in Denmark 2008*

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

* For definitions and abbreviations, see separate presentation preceding the TV tables.

¹ Data are based on sample surveys and describe channel penetration awareness among the population.

² DR Update started as a web channel in 2007, but starting in 2008 it is also available via the digital terrestrial network, cable and satellite.

³ TV 2 Sport is a joint venture between TV 2 Denmark (61%) and MTG (49%). The channel, launched in Spring 2007, replaces MTG's Vestast Sport (launched in 2002).

⁴ TV 2 regional windows in TV 2. Based on independent stations (they are financed by TV 2, but are independent legal persons).

⁵ The channel's services are based on a network of local stations.

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

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

2. Domestic¹ TV channels in Finland 2008 (January)*

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

* For definitions and abbreviations, see separate presentation preceeding the TV-tables.

¹ Domestic nationwide: all channels having a national licence to broadcast in the DTT network in Finland.

² Distribution: DTT (Digital Terrestrial Television) since 31 August 2007; cable TV distribution since 29 February 2008.

³ In 2008 the Nordic Canal+ channels were acquired by Bonnier.

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

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

3. Domestic TV channels in Iceland 2008*

Status	Coverage	Channel	Major owner	Financing	Access mode	Technical penetration (%)	Distribution	Year established
Public	Nationwide ¹	RÚV	Ríkis/þvopið ehf. (State)	Lic., Comm., Spon.	Free	100	T/C/DSL	1966
Private	Nationwide ¹	Stöð 2	365 miðlar ehf. (365 hf.)	Sub., Comm., Spon.	Pay	100	T/C/DSL/DIT	1986
		Stöð 2 Sport (including the window Stöð 2 Sport 2)	365 miðlar ehf. (365 hf.)	Sub., Comm., Spon.	Pay	95	T/C/DSL/DIT	1995
		Sjávar 1	Skjárin - miðlar ehf. (Iceland Telecom Ltd.)	Comm., Spon.	Free	90	T/C/DSL/DIT	1998
	Quasi-national ²	INN	Ingvi Hrafn Jónsson	Comm., Spon.	Free	60-70	DIT/DSL	2007
		Omega	Krisibooðskirkjan	Don., Comm.	Free	60-70	T/C	1995
		Stöð 2 B6	365 miðlar ehf. (365 hf.)	Sub., Comm.	Pay	90	T/C/DSL/DIT	1998
		Stöð 2 Extra	365 miðlar ehf. (365 hf.)	Sub., Comm.	Free	90	T/C/DSL/DIT	2005
	Local	Aksjón	N4 ehf.	Comm., Spon.	Free	5-7	T	1997

* For definitions and abbreviations, see separate presentation preceding the TV-tables.

¹ The channel should reach at least 90% of the population.

² Channels reaching two or more regions of the country and over 50% of the population.

Source: Statistics Iceland.

4. TV channels in Norway

4.1 Domestic TV channels in Norway 2007*

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

* For definitions and abbreviations, see separate presentation preceding the TV tables.

¹ Data are based on sample surveys and describe channel penetration awareness among population.

² Norway's signals in the analogue terrestrial tier are redistributed by most of the local TV stations.

³ Coverage of the analogue terrestrial tier is gradually being replaced by digital television services in the DTT network. 23 of them have distribution agreements with the network operator. In addition, 24 channels have concessions to transmit via the analogue network; they are gradually shut down as the analogue network is phased out.

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

Sources: INS Gallup Norway (processed), NRK, TV2, Norwegian Media Authority, medianway.

4. Cont. TV channels in Norway

4.2 Digital terrestrial TV channels in Norway 2008*

Multiplex	Coverage	Channel	Major owner	Financing	Access mode	Programming	Analogue terrestrial transmission
1-3	Nationwide (95%) ¹	NRK 1	State	Lic.	Free	General public service	X
		NRK 2	State	Lic.	Free	General public service	X
		NRK 3/NRK Super	State	Lic.	Free	General public service(children)	
		TV 2	Egmont, A-piessen	Comm., Sub.	Free	General public service	X
		TV 2 Zebra	TV 2 (65), Telera Broadcast (45)	Comm., Sub.	Pay	Entertainment, sports	
		TV 2 Nyhetskanalen	Egmont, A-piessen	Comm., Sub.	Pay	News	
		TV 2 Film	Egmont, A-piessen	Comm., Sub.	Pay	Movies	
		TV 3	MTG	Comm., Sub.	Pay	Entertainment	
		Viasat4	MTG	Comm., Sub.	Pay	Entertainment	
		SportN	MTG	Sub.	Pay	Sports	
		TV Norge	SBS Broadcasting (ProSieben)	Comm., Sub.	Pay	Entertainment, news	X ²
		FEM	SBS Broadcasting (ProSieben)	Comm., Sub.	Pay	Entertainment	
		The Voice TV	SBS Broadcasting (ProSieben)	Comm., Sub.	Pay	Music	
Disney Channel	Walt Disney International Ltd	Sub.	Pay	Children			
Canal+ Sport	SBS Broadcasting (ProSieben) ³	Sub.	Premium	Sports			
Canal+ Film	SBS Broadcasting (ProSieben) ³	Sub.	Premium	Movies			
Canal+ Film2	SBS Broadcasting (ProSieben) ³	Sub.	Premium	Movies			
BBC World	BBC	Comm., Sub.	Pay	News			
Discovery Channel	Discovery Communications	Comm., Sub.	Pay	Documentary			
Animal Planet	Discovery Communications	Comm., Sub.	Pay	Documentary			
National Geographic	National Geographic Television (NGT), FOX Entertainment Group	Comm., Sub.	Pay	Documentary			
Regional	10 regional windows of NRK	State	Comm., Sub.	Pay	Documentary		
Local	23 local stations ⁴	State	Lic.	Free	General public service	X	
			Comm.	Pay			

* For definitions and abbreviations, see separate presentation preceding the TV tables.

¹ Technical reach Fall 2008.

² TV Norge's signals in the analogue terrestrial net are redistributed by most of the local TV stations.

³ In 2008 the Nordic Canal+ channels were acquired by Bonnier.

⁴ 37 companies have been awarded concessions for local television service in the DT network; 23 of them have distribution agreements with the network operator. In addition, 24 channels have concessions to transmit via the analogue network; they are gradually shut down as the analogue network is phased out.

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

Sources: medianorway, Norwegian Media Authority

5. Domestic TV channels in Sweden 2008*

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

Cont.

5. Cont. Domestic TV channels in Sweden 2008*

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

* For definitions and abbreviations, see separate presentation preceding the TV tables.

† SVT (financed by licence fees) and TV4 (financed by commercials) are free on every platform. The other channels are free (not encrypted) in the digital terrestrial network and are also included in most cable and satellite distributors' basic packages. Penetration 2008, with the exception for Kanal Lokal (2007). Data are based on sample surveys and describe channel penetration awareness among TV-households.

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

§ TV Finland, a channel primarily intended for expatriate Finns, offers programs from YLE and MTV3. In Sweden it is distributed via the digital terrestrial network in Central Sweden and via satellite/cable.

¶ The Nordic Canal TV channels are acquired by Nordic Canal.

‡ The Canal+ channels are acquired by Canal+.

§ The Canal+ channels are acquired by Canal+.

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

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

§ Each channel's start year in the digital terrestrial network in Sweden.

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

Sources: MMS, SVT, TV4, Swedish Radio and TV Authority, Teac.com, Boxer, company websites, Nordcom-Sweden.

6. Pan-Nordic¹ TV channels 2007

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

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

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

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

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

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

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

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

¹ Approximate figures.

² Digi-TV is operator for the DTT-distribution of public service channels, Boxer (Sweden) will operate the DTT-distribution of private pay-tv, starting in November 2009.

³ The terrestrial networks are nationwide; the technical reach is essentially universal.

⁴ Data for 2006. Subscribers (households) receiving TV signals directly from Telia Stofa. The figure rises to 600 000 when households that receive the signals via local cable networks (antenna-societies) that have service contracts with Telia Stofa, are included.

⁵ Data for end-of-year 2007. The five largest cable TV distributors have 74 % of the market.

⁶ The analogue terrestrial network in Finland was shut down in August 2007.

⁷ Satellite channels are redistributed via cable but also terrestrially (DTT). Besides Teymi and Skjárin - miðlar there are a few small terrestrial and cable TV-distributors.

⁸ Technical penetration, i.e., accessible to households equipped with decoder and subscription.

⁹ Households passed, though not necessarily connected.

¹⁰ The analogue terrestrial network in Norway is operated by Norkring. The network is being phased out, a process to be completed by the end of 2009.

¹¹ The number of subscribers to RiksTV in September 2008.

¹² The private equity companies Quadrangle and Goldman Sachs acquired Get from Candover in late 2007.

¹³ 709 000 households subscribe to Boxer's pay-TV package. In addition to Boxer's subscribers, an estimated 400 000 Swedish households receive freely distributed channels via the digital terrestrial network (end of 2007). The analogue terrestrial network was shut down in October 2007.

¹⁴ From late 2008 Teracom (Swedish state) owns 100% of Boxer TV-Access.

¹⁵ Data refer to DTH-subscriptions in Denmark, Finland, Norway, Sweden. Telenor: 3rd quarter 2007; Viasat: September 2007.

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

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

9. Public service broadcasters' revenue, costs and results

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

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
<i>Operating revenue</i>											
Licence fees	2 394	2 470	2 553	2 664	2 675	2 765	2 886	2 985	3 094	3 139	3 326
Other	173	216	221	259	249	226	274	307	319	270	293
Total	2 568	2 685	2 773	2 923	2 924	2 991	3 160	3 292	3 413	3 409	3 619
<i>Operating costs¹</i>											
Programme acquisitions	161	174	208	214	185						
Other costs	816	943	860	895	963						
Production costs, royalties, etc.						717	747	952	890	854	871
Other external costs						453	453	440	424	576	493
Personnel	1 512	1 534	1 659	1 656	1 590	1 707	1 656	1 745	1 798	1 795	1 913
Write-offs, depreciation	103	115	137	143	100	146	150	207	210	316	352
Total	2 592	2 766	2 864	2 908	2 838	3 023	3 006	3 344	3 322	3 541	3 630
<i>Operating result</i>	-24	-81	-91	15	86	-33	155	-52	91	-132	-11

¹ Accounting procedures changed in 2002.
Source: DR annual reports.

9.2a Denmark: TV 2 / Danmark¹ revenue, costs and result 1997-2007 (DKK millions)

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
<i>Operating revenue</i>											
Commercials, net	1 092	1 118	1 014	1 090	1 007	1 028	1 193	1 308	1 425	1 586	1 687
Licence fee	328	358	415	449	537	556	151	70	0	0	0
Cable revenue	*	*	*	*	*	*	107	116	192	251	422
Other revenue	105	88	71	98	67	74	69	92	86	143	162
Total	1 526	1 564	1 500	1 637	1 611	1 658	1 519	1 586²	1 703	1 980	2 272
<i>Operating costs</i>											
Transfers to TV 2 regional stations	308	330	347	335	344	346	* ³	* ³	* ³	* ³	* ³
Programme costs	611	651	599	685	662	693	680	827	845	941	1 036
Personnel	252	268	286	281	307	316	347	362	422	469	673
Other	180	187	172	197	173	178	200	219	228	342	412
Repayment of excess compensation		*	*	*	*	*	*	1 073	0	0	0
Total	1 352	1 436	1 404	1 498	1 486	1 533	1 227	2 481	1 495	1 725	2 121
<i>Operating result</i>	174	128	96	139	125	125	292	-895	208	228	151

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

² The revenue figures from 2004 are not entirely comparable to earlier data due to a change in accounting procedures. The adjusted (comparable) figure for 2003 is MDKK 1 528.

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

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

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

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

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

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

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

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

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

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

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

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

	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
<i>Operating revenue</i>											
Licence fees	987	1 049	1045	1 154	1 184	1 292	1 405	1 416	1 588	1 646	1 708
Advertising	333	378	436	446	450	392	377	407	431	454	573
Sponsoring	26	31	36	38	53	54	79	79	92	95	101
Lottery	21	21	20	20	12	8	*1	*1	*1	*1	*1
Other	33	22	22	20	1	7	34	66	60	78	86
Total	1 399	1 499	1 559	1 678	1 700	1 753	1 895	1 968	2 171	2 272	2 468
<i>Operating costs</i>											
	1 465	1 513	1 762	1 738	1 820	1 932	1 920	1 906	1 937 ²
<i>Operating result</i>											
	-66	-14	-203	-60	-120	-179	-25	62	234

¹ Included in advertising from 2002 on.

² Of which programme costs 1 445; distribution 101; sale and marketing costs 111; and other 280 ISK millions.

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

Source: RÚV (Annual Accounts and unpublished information).

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

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

	2005	2006
<i>Operating revenue</i>		
Licence fees	2 469	2 580
Advertising & Sponsoring	971	1 166
Other	116	121
Total	3 555	3 867
<i>Operating costs</i>		
	3 284	3 671
<i>Operating result</i>	-272	-197

Source: RÚV (Annual Accounts and unpublished information).

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

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

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

Note: Figures refer to NRK AS, not the NRK group.

Source: NRK annual reports.

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

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

Source: SVT annual reports (processed).

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

Company	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Finland	Private television revenues										
(EUR)	Advertising										
	190	204	205	213	195	201	207	227	231	243	262
	Pay-TV subscriptions (T+C+S) ¹										
	19	20	60	84	125
	Cable TV basic fees ^{1,2}										
	32	36	85	83	85
Iceland	Private television (incl. distribution of satellite TV channels)										
(ISK)	Subscriptions										
	1 569	1 788	2 018	2 171	2 675	2 784	2 698	2 480	2 863	3 661	3 842
	Advertising										
	360	458	533	912	1 142	1 006	1 170	1 318	1 617	1 748	1 878
	Sponsoring										
	61	83	100	162	208	194					
	Total revenue										
	1 990	2 329	2 651	3 245	4 025	3 984	3 868	3 798	4 479	5 409	5 721
Norway	TV 2										
(NOK)	Revenue										
	1 035	1 154	1 233	1 396	1 400	1 454	1 488	1 621	1 735	2 048	2 187
	Costs										
	820	963	1 071	1 128	1 255	1 220	1 266	1 442	1 498	1 751	1 952
	Result										
	215	190	162	268	145	233	222	179	236	296	235
	TVNorge										
	Revenue										
	243	281	491	435	370	381	423	455	547	638	655 ⁴
	Costs										
	363	377	397	414	441	388	375	390	463	460	487
	Result										
	-120	-96	94	21	-70	-7	47	66	84	178	169
	TV3³										
	Revenue										
	38	40	42	46	41	45	45	51	57	57	62
	Costs										
	37	40	41	45	40	39	43	48	54	54	60
	Result										
	1	0	1	1	1	6	2	3	3	3	2
Sweden	TV4										
(SEK)	Revenue										
	1 846	2 057	2 184	2 509	2 191	2 274	2 261	2 330	2 694 ⁶	2 962	3 144
	Advertising										
	1 922	2 168	1 825	1 912	1 874	1 912	2 076	2 254	2 265
	Sponsoring										
	86	122	151	164	168	144	188	250	308
	Misc.										
	100	122	214	198	220	274	330	459	570
	Costs										
	1 618	1 921	1 974	2 206	2 111	2 108	2 151	2 289	2 349	2 580	2 531
	Result ⁵										
	130	116	210	324	226	117	110	41	345	382	613

¹ Pay-TV subscriptions and cable TV basic fees are estimates.

² Not including pay-TV subscriptions.

³ Programming and transmissions originate with the parent company in England. Revenue from services billed the parent company. In 1997 the sales company All Time was integrated into TV3 AS.

⁴ Includes revenue from services rendered to sister channel, Fem.

⁵ Result after depreciation.

⁶ Additional revenue, 11.8 MSEK, accruing from the sale of All om Stockholm (a web entertainment guide) is not included.

Note: Operating revenue and costs.

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

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

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

¹ Data from 1999 forward are not totally comparable to previous years due to change of method.

² Surveys where data are gathered directly from the market started in 2005; earlier data are estimates and not comparable.

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

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

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

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

¹ Data from 1999 forward are not totally comparable to previous years due to change of method.

² Surveys where data are gathered directly from the market started in 2005; earlier data are estimates and not comparable.

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

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

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

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

¹ Share of households. 1997-1998: 2nd half year; 1999-2007: 4th quarter.

² Share of households. Yearly averages.

³ The figures come from different surveys and are not wholly comparable between years. In a few cases data are based on households, otherwise on population.

⁴ Share of population aged 9-79 years. Yearly averages.

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

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

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

¹ Share of households. Data from 3rd or 4th quarter each year.

² Share of households. Yearly averages, except for DTT, which are end-of-the-year figures.

³ Share of households. Cable penetration: Share of households passed, not necessarily connected

⁴ Share of population aged 9-79 years. Yearly averages.

⁵ In Denmark, Iceland, Norway and Sweden cable penetration include small cable networks connected to a satellite dish (SMATV).

⁶ Direct to home (DTH) and satellite master antenna television (SMATV).

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

15. The five TV channels with largest daily reach¹ 2007. Reach 1997-2007 (per cent)

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

¹ Definition of daily reach: Denmark and Sweden: share of viewers who have watched at least 5 consecutive minutes; Finland: based on one minute's viewing; Norway: at least 30 seconds viewing up to 1999, one minute from year 2000; Iceland: share of respondents who tuned into the stations per day on average (surveys in Oct/Nov, except for 2007: June).

² 1997-1999: age 4+; 2000-2007: age 3+.

³ TNS Gallup Norway assumed responsibility for ratings in 2000. The figures are not entirely comparable with previous years due to change of method.

Note: TV-meter rating figures except for Iceland.

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

16. Daily channel reach¹ of top five TV channels by sex and age 2007 (per cent)

Finland	YLE TV1	YLE TV2	MIV3	Nelonen	Subtv	All TV
All	52	47	57	39	28	74
Sex						
Men	52	47	55	40	29	72
Women	52	47	58	39	26	75
Age						
4-9 ²	17	35	30	21	12	62
10-14	25	29	42	34	27	64
15-24	23	23	41	33	31	56
25-34	39	38	54	45	39	71
35-44	52	46	57	43	31	75
45-64	63	54	62	41	26	79
65+	77	68	67	35	17	84
Iceland³	RÚV-TV	Stöð 2	Skjár 1	Sirkus		
All	64	51	36	4		
Sex						
Men	66	50	31	3		
Women	62	51	41	5		
Age						
12-19	41	45	53	8		
20-29	51	50	52	5		
30-39	51	41	44	2		
40-59	70	53	29	3		
50-59	77	52	20	2		
60-80	93	63	19	2		
Norway	NRK1	NRK2	TV 2	TVNorge	TV3	All TV
All	53	20	50	30	16	68
Sex						
Men	51	21	48	28	16	66
Women	54	19	52	32	17	69
Age						
3-6 ⁴	46	4	23	8	6	61
7-11 ⁴	37	7	33	15	7	63
12-19	26	8	35	25	13	51
20-34	41	18	47	32	21	63
35-44	53	21	53	32	17	70
45-54	56	20	50	27	15	67
55-64	67	24	55	29	14	74
65+	74	28	60	34	14	79
Sweden	SVT1	SVT2	TV3	TV4	Kanal 5	All TV
All	40	30	20	38	18	71
Sex						
Men	39	29	18	35	17	70
Women	41	31	22	41	19	72
Age						
3-14	29	6	11	19	12	65
15-24	16	10	18	24	20	51
25-39	34	21	27	38	28	72
40-59	43	34	22	43	18	73
60+	62	59	20	51	13	82

¹ Definition of daily reach: Finland and Norway: based on one minute's viewing; Sweden: share of viewers who have watched at least 5 consecutive minutes; Iceland: share of respondents who tuned into the stations per day on average.

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

³ Daily reach Monday-Friday June 2007.

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

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

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

	Channel	Status	Share of viewing time (%)										
			1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Denmark	TV 2	Public	39	38	36	36	35	35	35	35	36	34	33
(Age 4+/3+) ¹	DR1	Public	28	29	28	29	28	28	30	30	28	28	28
	DR2	Public	1	2	3	3	3	4	4	4	5	5	5
	TV3	Private	11	10	11	9	8	7	7	6	5	5	5
	3+	Private	1	2	3	3	4	4	4	4	4	4	4
	Other channels		20	19	19	20	22	22	20	21	22	24	25
	Total		100	100	100	100	100	100	100	100	100	100	100
	Daily viewing time		155	163	158	149	152	156	157	162	152	150	148
Finland	MTV3	Private	44	42	42	40	39	37	38	35	33	29	26
(Age 10+)	YLE TV1	Public	24	24	23	23	23	24	23	25	25	24	24
	YLE TV2	Public	22	21	20	20	20	22	20	20	19	20	17
	Nelonen	Private	2	7	10	12	12	12	11	12	11	12	10
	Subtv	Private	*	*	*	1	1	1	2	3	4	5	6
	Other channels		5	4	5	6	6	6	6	6	8	8	14
	Total		100	100	100	100	100	100	100	100	100	100	100
	Daily viewing time		149	149	161	168	167	171	173	167	169	169	166
Iceland	RÚV	Public	50	46	43	42	41	41	43	35	44	45	49
(Age: 12-80)	Stöð 2 ²	Private	39	43	40	36	29	29	29	36	34	27	31
	Skjár 1 ³	Private	*	..	2	15	19	20	21	22	17	21	18
	Other channels	Private	11	11	15	7	11	9	7	7	5	7	2
	Total		100	100	100	100	100	99	100	100	100	100	100
	Daily viewing time		129	139	139	149	166	191	153	151	147	149	126
Norway⁴	NRK1	Public	41	38	36	38	38	39	40	41	40	40	38
(Age 12+)	TV 2	Private	31	30	31	32	31	32	30	30	29	30	29
	TVNorge	Private	8	9	9	10	10	10	10	10	11	10	9
	TV3	Private	7	7	8	8	7	6	6	6	6	6	5
	NRK2	Public	2	3	3	3	3	3	3	3	4	4	3
	Other channels		11	13	13	10	11	10	10	10	10	10	16
	Total		100	100	100	100	100	100	99	100	100	100	100
	Daily viewing time		144	151	149	163	158	157	164	166	164	156	154
Sweden	TV4	Private	27	27	27	27	28	25	25	25	23	22	22
(Age 3+)	SVT1	Public	22	22	22	20	25	27	25	25	24	22	19
	SVT2	Public	26	26	25	24	17	16	15	15	14	14	13
	TV3	Private	10	10	11	11	11	10	10	10	10	10	9
	Kanal 5	Private	6	6	6	6	7	8	8	9	9	9	8
	Other channels		9	9	9	12	12	14	17	16	20	23	29
	Total		100	100	100	100	100	100	100	100	100	100	100
	Daily viewing time		141	144	143	150	148	147	150	151	146	154	157

¹ 1997-1999: age 4+; 2000-2006: age 3+. The market shares are based on weekly viewing time.

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

³ Skjár 1 started services in October 1998.

⁴ TNS Gallup Norway (Norsk Gallup AS) assumed responsibility for ratings in 2000. The figures are not entirely comparable with previous years due to change of method.

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

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

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

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

¹ 1997-1999: age 4+; 2000-2007: age 3+. The market shares are based on weekly viewing time.

² TV 2 Sport, a joint venture between TV 2 Denmark and MTG, is not included. The channel started in Spring 2007 replacing MTG's Viasat Sport.

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

⁴ TNS Gallup Norway (Norsk Gallup AS) assumed responsibility for ratings in 2000. The figures are not entirely comparable with previous years due to change of method.

⁵ Pay-tv channel TV 2 Sport (launched in 2007) is not included in the TV2 family market share.

⁶ TV3 and Viasat 4. Pay-tv channels TV1000 and other Viasat-channels are not included.

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

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

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

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

¹ TV 2 main channel only.

² Data from 2001 forward include five YLE channels (YLE TV1, YLE TV2, YLE Teema, YLE Extra, FST5)

³ According to surveys in October, and for 2007: June.

⁴ TNS Gallup Norway assumed responsibility for ratings in 2000. The figures are not entirely comparable with previous years due to change of method.

⁵ Data from 2007 forward include three NRK channels (NRK1, NRK2, NRK3).

⁶ Data from 2006 forward include five SVT channels (SVT1, SVT2, Barnkanalen, Kunskapskanalen, SVT24)

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

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