

Aktuell mediestatistik

The largest media companies in the Nordic region by turnover 1999: Turnover, results and margins (USD millions and per cent)

Company	Domicile	Turnover		Profit/loss 1999		Gross margins ¹ 1999 (%)	Net margins ² 1999 (%)
		1999 (USD mills)	Change 1998/99 (%)	Operating result (USD mills)	Pretax result (USD mills)		
1. Bonnier	Sweden	1 788	7	97.6	74.6	5	4
2. Sanoma-WSOY	Finland	1 407	5	76.4	118.0	5	8
3. Egmont	Denmark	1 200	15	45.4	48.4	4	4
4. Schibsted	Norway	961	13	22.0	14.6	2	2
5. MTG, Modern Times Group ³	Sweden	680	22	15.4	..	2	..
6. Alma Media	Finland	522	3	33.7	31.3	6	6
7. Aller ⁴	Denmark	431	3	32.6	60.5	8	14
8. Orkla Media ^{5, 6}	Norway	426	6	21.9	..	5	..
9. SVT, Sveriges Television ⁷	Sweden	423	0	0.2	0.3	0	0
10. Det Berlingske Officin ⁶	Denmark	410	2	5.5	7.2	1	2
11. DR, Danmarks Radio	Denmark	397	3	6.6	-10.7	2	-3
12. NRK, Norsk Rikskringkasting	Norway	385	5	-5.1	7.4	-1	2
13. YLE, Yleisradio	Finland	369	-1	-18.4	-19.1	-5	-5
14. A-pressen	Norway	285	-2	12.4	0.1	4	0
15. TV4	Sweden	264	6	25.4	26.3	10	10
16. Politiken	Denmark	222	1	-6.6	-8.7	-3	-4
17. TS Group	Finland	221	36	27.5	23.5	12	11
18. SR, Sveriges Radio ⁷	Sweden	221	-1	-5.2	0.2	-2	0
19. TV2 /Danmark	Denmark	215	-4	5.6	7.5	3	3
20. Otava	Finland	192	-3	21.4	16.8	11	9
21. Jyllands-Posten ⁴	Denmark	183	2	1.6	1.6	1	1
22. Tidnings AB Stampen (Göteborgs-Posten)	Sweden	181	2	17.1	16.2	9	9
23. SBS Broadcasting ⁸	Luxemburg	180	16	0.9	..	1	..
24. Wolters Kluwer ⁹	The Netherlands	156	-5	..	14.5	..	9
25. KF Media	Sweden	144	20	1.5	0.7	1	0

.. Data not available

¹ Gross margin: Operating result, divided by turnover.

² Net margin: Pretax result, divided by turnover.

³ In addition to Modern Times Group, the media interests of Kinnevik (TV1000 and Airtime) and Netcom (Kabelvision) are included. All companies are controlled by Jan Stenbeck.

⁴ 1999=1998/1999.

⁵ Data for Orkla Media. Orkla ASA's media holdings represent roughly 11% of the company's total volume (1999).

⁶ Orkla acquired Det Berlingske Officin in November 2000. This will make Orkla Media the fifth largest Nordic media company.

⁷ The Swedish public service group includes 3 separate companies: SR (radio), SVT (television) and UR (educational programmes), which are owned by the same foundation. Data for the group as a whole in 1999: Turnover: 681 MUSD; operating result: -5.4 MUSD; pretax result: 0.3 MUSD; gross margin 1999: -1; net margin: 0.

⁸ Nordic market only (Denmark, Finland, Norway and Sweden), which represents about 44% of SBS total volume (1999).

⁹ Scandinavian market only (Denmark, Norway and Sweden), which represents about 5% of Wolters Kluwer's total volume (1999).

Sources: Company annual reports.

**The largest media companies in Europe by media turnover 1999
(USD millions)**

Company	Domicile	Total turnover (USD millions)	Media turnover ¹ (USD millions)	Media share of total turnover (%)
1. Bertelsmann AG ²	Germany	14 158	11 772	83
2. Lagardère	France	13 088	7 334	56
3. ARD – Arbeitsgemeinschaft der öffentlich-rechtlichen Rundfunkanstalten der Bundesrepublik Deutschland ³	Germany	6 327	6 327	100
4. Reed Elsevier	The Netherlands	5 483	5 483	100
5. Pearson	Great Britain	5 389	5 389	100
6. Vivendi ²	France	44 344	4 761	11
7. BBC- British Broadcasting Corporation	Great Britain	4 605	4 272	93
8. EMI Group - Electric and Musical Industries Group ²	Great Britain	3 838	3 838	100
9. Canal Plus	France	3 516	3 516	100
10. CLT-Ufa (Compagnie Luxembourgeoise de Télédiffusion-Ufa)	Luxemburg	3 421	3 421	100
11. Wolters Kluwer	The Netherlands	3 282	3 282	100
12. RAI – Radiotelevisione Italiana ³	Italy	2 960	2 960	100
13. Carlton Communications	Great Britain	3 135	2 876	92
14. Springer Verlag	Germany	2 839	2 677	94
15. BSkyB- British Sky Broadcasting	Great Britain	2 499	2 499	100
16. Daily Mail & General Trust	Great Britain	2 620	2 460	94
17. Holtzbrinck	Germany	2 201	2 201	100
18. VNU	The Netherlands	2 993	2 001	67
19. TF1- Télévision Française	France	1 976	1 976	100
20. Mediaset	Italy	2 018	1 857	92

.. Data not available.

¹ Media turnover refers to revenue from advertising, publishing, radio or television transmissions, TV and film production, music publishing, subscriptions, government support, etc. Printing of products other than one's own, retail sales, theme parks etc, are not included.

² Fiscal year 1998/99.

³ Fiscal year 1998.

Sources: Company annual reports (processed), *The Media Map of Western Europe 1999* (CIT Publications Ltd) and Hoover's Online (www.hoovers.com).

**The largest media companies in the world by media turnover 1999
(USD millions)**

Company	Domicile	Total turnover (USD millions)	Media turnover ¹ (USD millions)	Media share of total turnover (%)
1 Time Warner	USA	27 333	22 140	81
2 The Walt Disney Company	USA	23 402	14 266	61
3 News Corporation ²	Australia	14 055	14 055	100
4 Viacom Inc.	USA	12 858	12 467	97
5 Bertelsmann AG ²	Germany	14 158	11 772	83
6 Sony Corporation ²	Japan	56 622	10 837	19
7 The Seagram Company Ltd ²	Canada	..	7 702	..
8 CBS - Columbia Broadcasting System Corporation	USA	7 398	7 398	100
9 Lagardère SCA	France	13 088	7 334	56
10 ARD - Arbeitsgemeinschaft der öffentlich-rechtlichen Rundfunkanstalten der Bundesrepublik Deutschland ³	Germany	6 327	6 327	100
11 NBC - National Broadcasting Company	USA	5 794	5 794	100
12 NHK - Nippon Hoso Kyokai ³	Japan	5 791	5 791	100
13 Reed Elsevier	The Netherlands	5 483	5 483	100
14 Pearson PLC	Great Britain	5 389	5 389	100
15 Gannett Co. Inc.	USA	5 260	5 044	96
16 Vivendi	France	44 344	4 761	11
17 BBC - British Broadcasting Corporation	Great Britain	4 605	4 272	93
18 EMI Group - Electric and Musical Industries Group	Great Britain	3 838	3 838	100
19 Canal Plus	France	3 516	3 516	100
20 CLT-Ufa (Compagnie Luxembourgeoise de Télédiffusion-Ufa)	Luxemburg	3 421	3 421	100

¹ Media turnover refers to revenue from advertising, publishing, radio or television transmissions, TV and film production, music publishing, subscriptions, government support, etc. Printing of products other than one's own, retail sales, theme parks etc, are not included.

² Fiscal year 1998/99.

³ Fiscal year 1998.

Sources: Company annual reports (processed), *The Media Map of Western Europe 1999* (CIT Publications Ltd) and Hoover's On-line (www.hoovers.com).