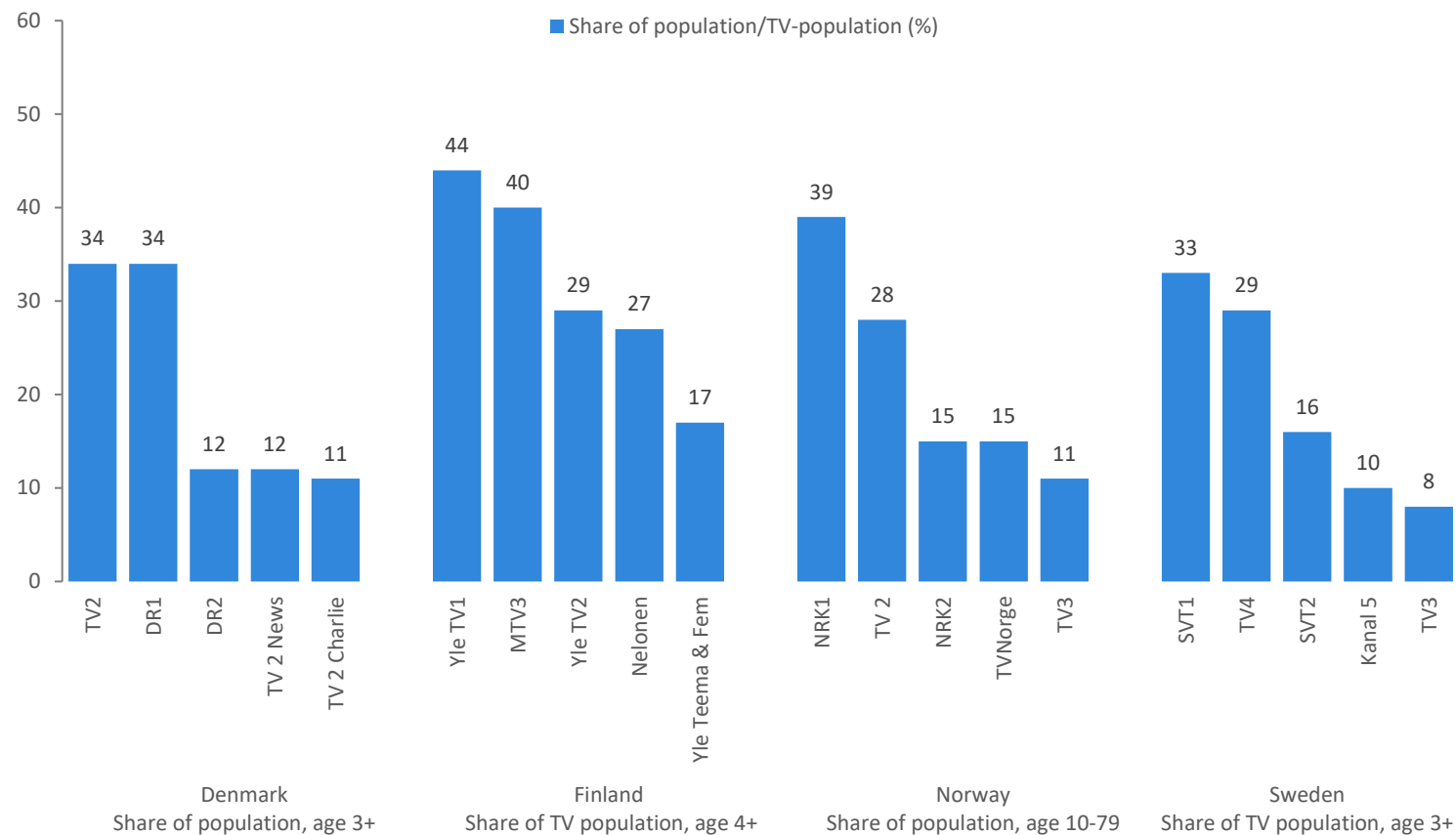


Figure 1. The five largest TV channels per Nordic country by daily reach, 2020 (per cent)



Comments:

Daily reach: Denmark and Sweden: based on viewing during at least 5 consecutive minutes; Finland and Norway: based on one minute's viewing.

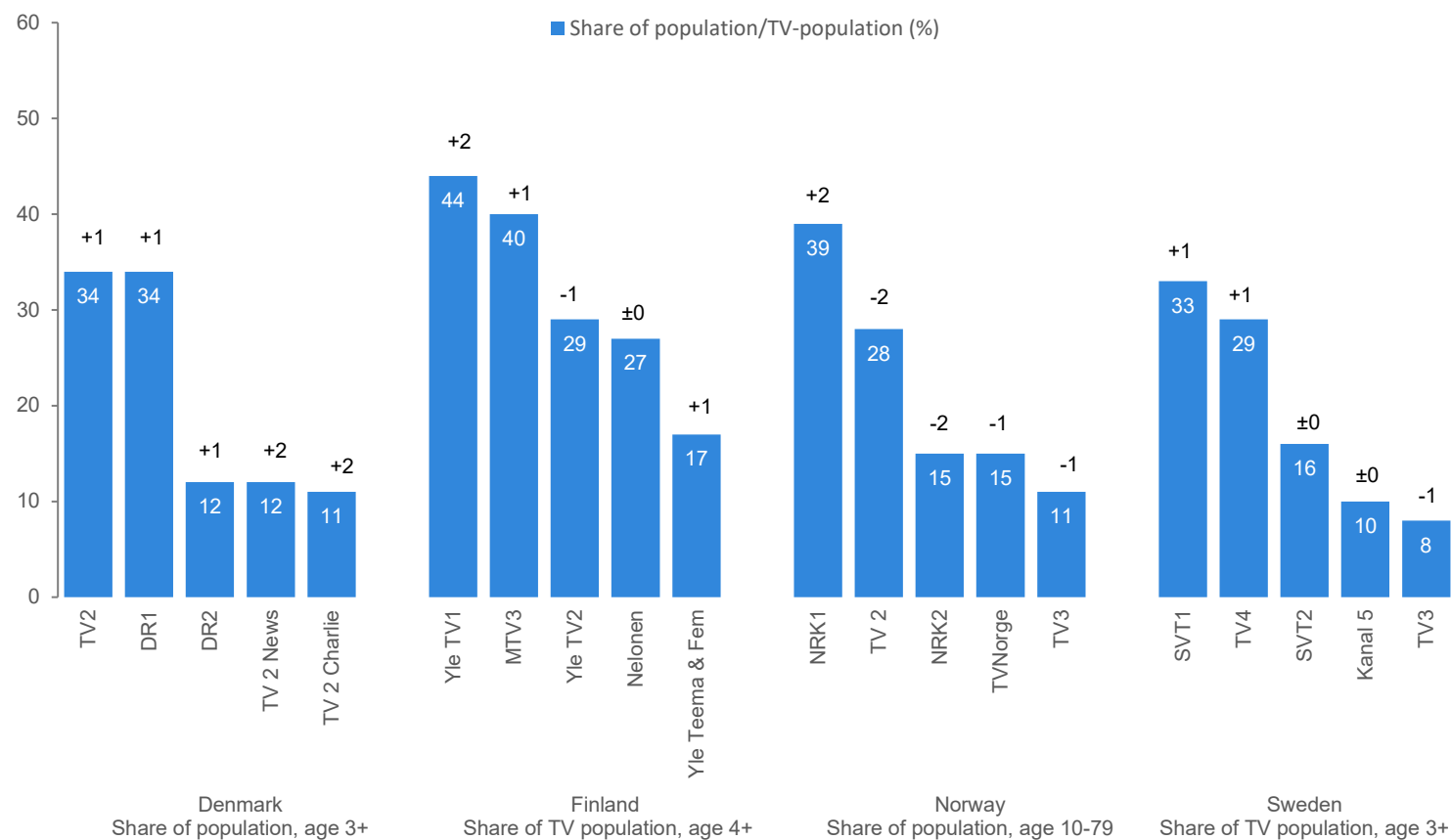
TV population = people living in households owning a TV.

Sources: Kantar Gallup Denmark, Finnpanel and YLE Audience Research, Kantar TNS Norway/medianorway, MMS.

[This graph is published in Nordicom's media statistics database: www.nordicom.gu.se](http://www.nordicom.gu.se)

[Latest update: May 2021]

Figure 2. The five largest TV channels per Nordic country by daily reach, 2020 (per cent plus changes compared with 2019 in percentage units)



Comments:

Daily reach: Denmark and Sweden: based on viewing during at least 5 consecutive minutes; Finland and Norway: based on one minute's viewing.

TV population = people living in households owning a TV.

Sources: Kantar Gallup Denmark, Finnpanel and YLE Audience Research, Kantar TNS Norway/medianorway, MMS.

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[Latest update: May 2021]