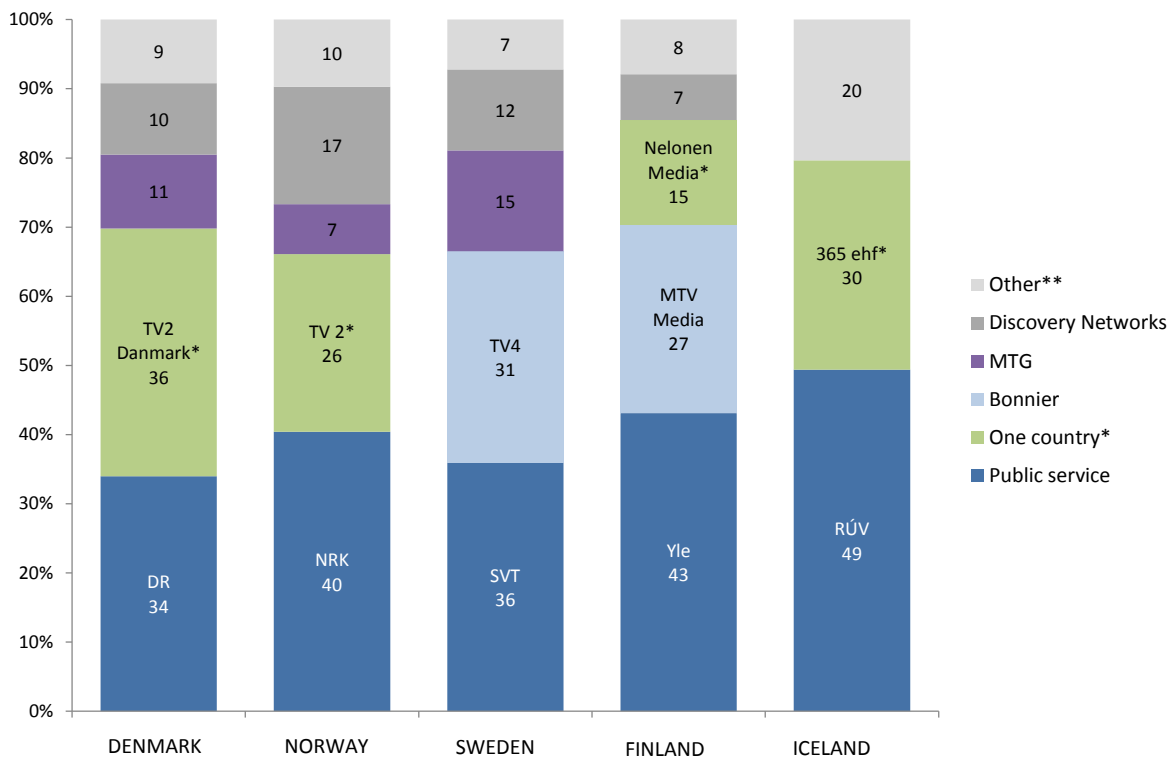


**TV broadcasting companies' audience shares in each Nordic country 2015 (per cent)**



\* Companies with TV interests in one Nordic country only: TV 2 Denmark, whose main channel TV 2 (24%) is public service (owned by the Danish state), TV 2 in Norway (owned by Egmont Group), Nelonen Media in Finland (owned by Sanoma) and 365 ehf. in Iceland.

\*\* Other = Channels outside the major Nordic TV or media groups.

Note 1: All main channels are included, but the number of channels is not the total for every group. Channels not included are mainly channels with small audience shares and channels with no advertising customized to the specific country (pan-territorial channels).

Note 2: Data are based on daily viewing time. Annual averages, except for Iceland with data for week 42.

Sources: TNS Gallup Denmark, Danish Agency for Culture and Palaces, Finnpanel and YLE Audience Research, Gallup Iceland, Statistics Iceland, TNS Gallup Norway, MMS, Nordicom-Sweden.

Time series and links to sources, see Nordicom's table on the TV-companies shares 2005-2015 (Excel file).

[Latest update: 23/02/2016]

