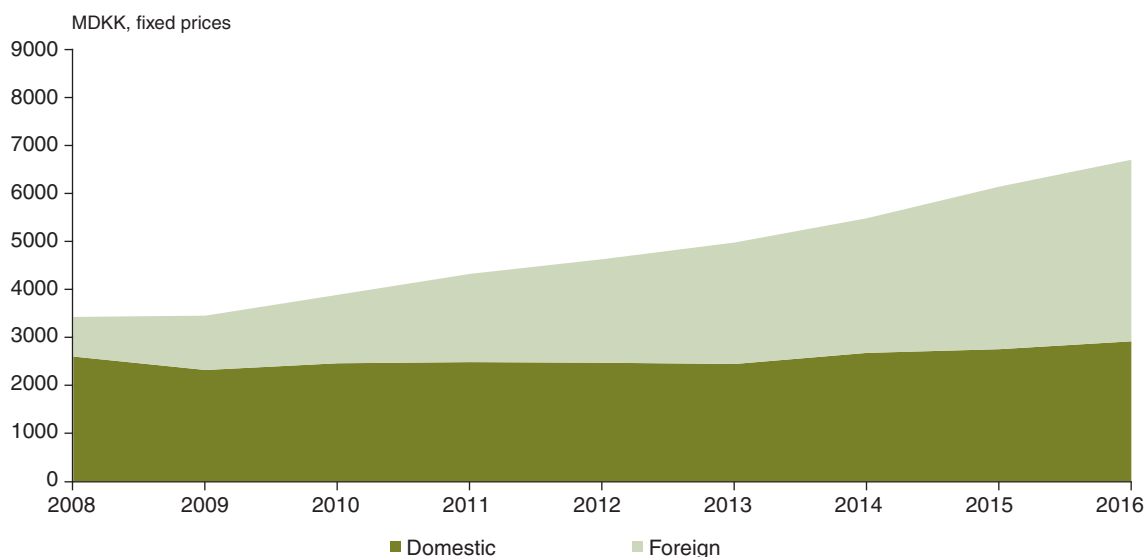


## ERRATA

A few figures and tables in the print publication contain errors or lack information. The corrected versions are presented below.

Page 20 (A note and more details about the source are added)

Figure 1.10.1 Advertising investments on the internet in Denmark 2008–2016 (MDKK, fixed prices)

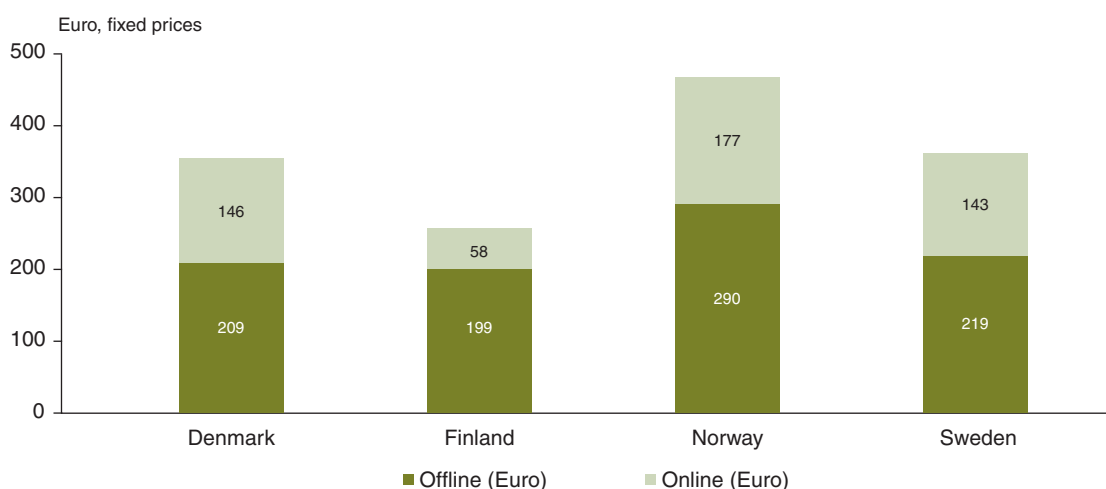


Note: Please note that the calculations for Denmark are in fixed prices and are not performed by the same source as for Norway and Sweden. Primary source is Danske Medier Research.

Source: Danish Agency for Culture and Palaces (2017) (Branche: Annoncemsætning i Danmark og til udlandet).

Page 21 (A note and more details about the source are added)

Figure 1.10.4 Advertising investments per capita offline and online 2015 (Euro, fixed prices)



Note: Fixed prices in 2008 value. The graph is based on IRM data as presented in *Ad Wars* by Ohlsson, Jonas & Facht, Ulrika (2017). Data are processed by the Danish Agency for Culture and Palaces.

Source: Danish Agency for Culture and Palaces (2017) (Branche: Annoncemsætning i Danmark og til udlandet).

## Page 27 (The explanations for the categories have switched places)

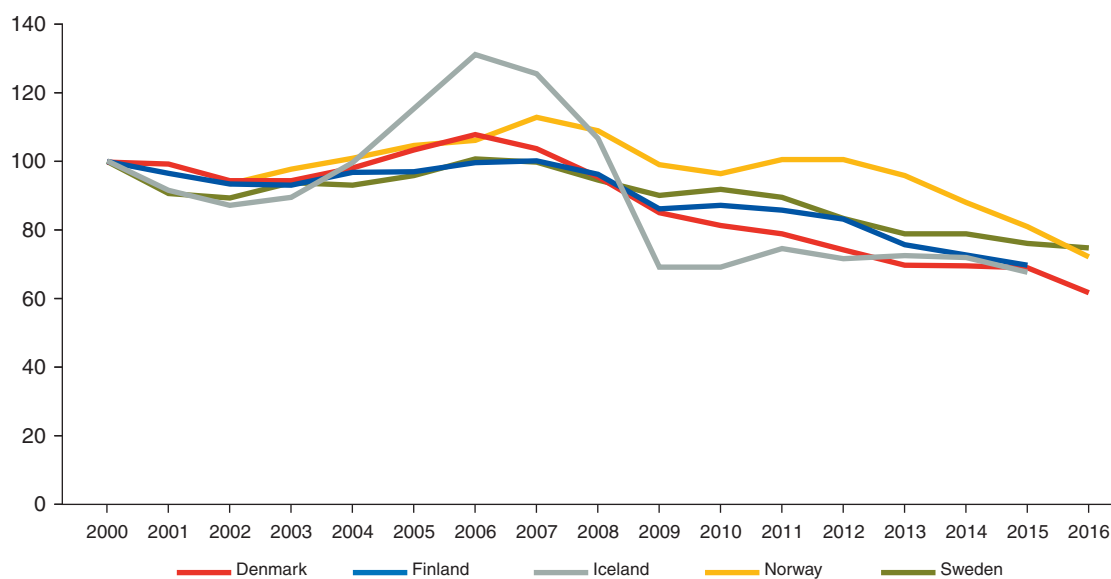
Figure 2.1 Number of newspapers 2016



Sources: Danish Media Audit of Circulations, Danish Agency for Culture and Palaces, MediaAuditFinland, Finnish Newspapers Association, Statistics Finland, Statistics Iceland, *Avisåret 2016* (Sigurd Høst, Volda University College, Norway), Swedish Audit Bureau of Circulations and Swedish Press and Broadcasting Authority, Nordicom-Sweden.

Page 40 (The fixed prices data are recalculated and thereafter presented as a comparative index instead of local currency)

Figure 3.1 Newspaper revenues 2000–2016 (index, 100=year 2000)

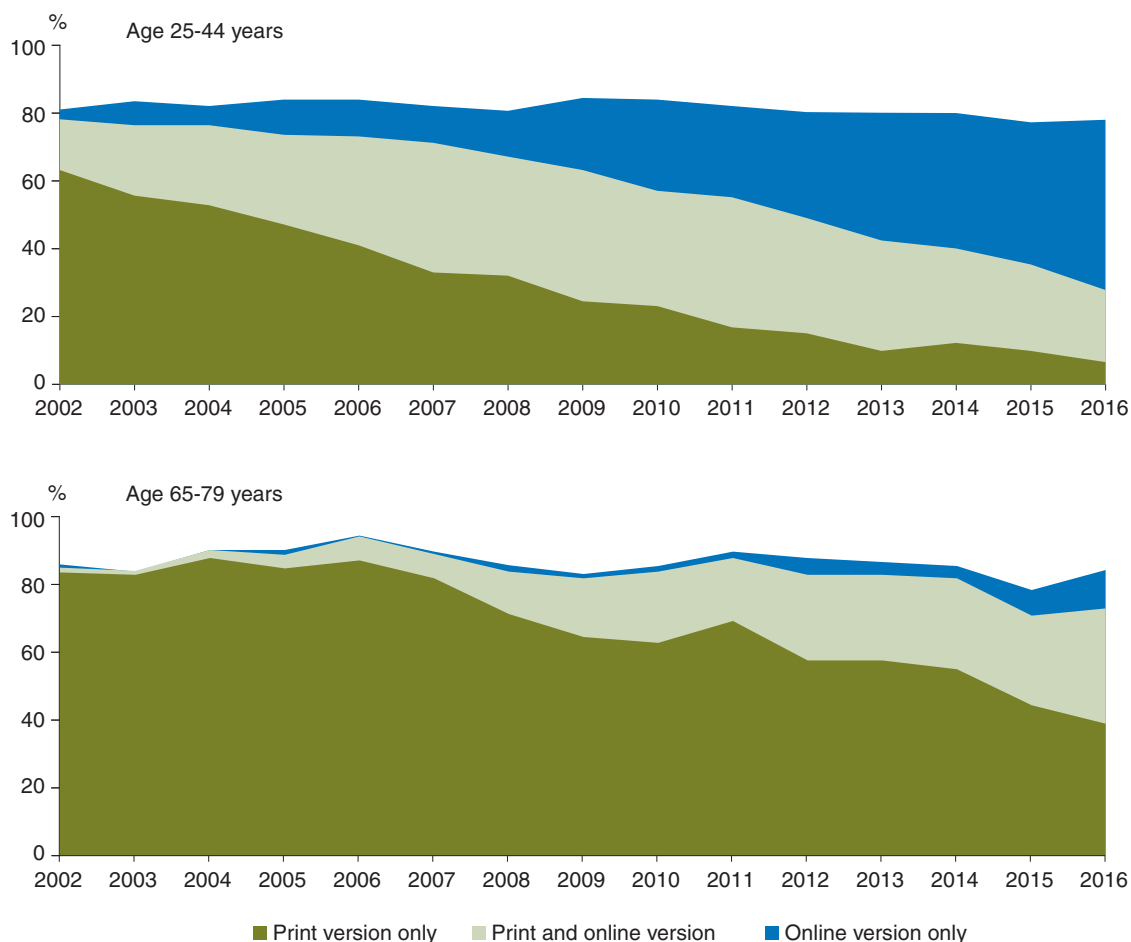


Note: Index based on local currencies in fixed prices. For revenues in local currency and Euro, see table 15, page 84.

Sources: Association of Danish Media, Finnish Newspapers Association, Statistics Finland, Statistics Iceland, Norwegian Media Authority, Swedish Press and Broadcasting Authority (processed by Nordicom).

Page 51 (In the figure for age group 25-44 years, the data series for “Print and online version” and “Online version only” have switched places and colours)

Figure 4.3.3 Newspaper daily reach in Norway by age 2002–2016 (per cent)



Note: Yearly averages. Population aged 9-79.

Sources figure 4.3.3 – 4.3.4: Statistics Norway (Norwegian Media Barometer, processed), Nordicom (Nordicom-Sweden’s Media Barometer).

## Page 86 (Data for Norway 2012–2016 are revised)

Table 16.2 Newspaper revenue breakdown by advertising, sales and other revenue 2000–2016

Type of revenue	Shares (%)																
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
<b>Denmark<sup>1</sup></b>																	
Advertising	47	44	41	40	42	44	44	44	45	40	41	41	41	36	35	33	36
Newspaper sales	37	39	41	40	38	36	34	34	35	39	40	39	38	38	37	36	39
Other revenue	16	17	18	20	20	20	21	22	20	21	19	20	21	26	28	31	25
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Euro millions	1 351	1 376	1 339	1 372	1 437	1 535	1 635	1 595	1 523	1 376	1 348	1 342	1 291	1 228	1 221	1 219	1 096
<b>Norway<sup>2</sup></b>																	
Advertising	50	49	47	47	47	50	52	53	53	48	51	52	52	51	49	47	41
Newspaper sales	43	44	45	46	45	43	41	40	40	45	44	43	43	44	47	49	54
Other revenue	7	8	8	8	8	7	7	7	7	7	5	5	5	5	4	4	5
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Euro millions	1 468	1 514	1 544	1 554	1 546	1 698	1 758	1 879	1 845	1 599	1 746	1 897	1 963	1 829	1 625	1 425	1 275
<b>Sweden</b>																	
Advertising revenue	50	46	43	42	..	..	..	..	..	44	46	46	44	42	40	38	37
Newspaper sales & other revenue	50	54	57	58	..	..	..	..	..	56	54	54	56	58	60	62	63
Total	100	100	100	100	..	..	..	..	..	100	100	100	100	100	100	100	100
Euro millions	2 125	1 800	1 829	1 961	1 961	1 992	2 126	2 152	2 032	1 745	2 003	2 124	2 090	2 000	1 915	1 801	1 766

<sup>1</sup> Data refer to members of the Danish Newspaper Publishers' Association (2000–2012) and the Association of Danish Media (from 2013), the latter of which the Danish Newspaper Publishers' Association was fused into in 2012/2013.

<sup>2</sup> From 2011, including revenues for online newspapers in own companies (previously digital revenues within the newspaper companies only).

Note: Data include revenues from the newspapers' digital operations (for exceptions, see note 2).

Sources: Association of Danish Media, Norwegian Media Authority, medianorway's database, Swedish Press and Broadcasting Authority.

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## Page 97 (Video instead of Outdoor)

Table 28.3 Media advertising revenue in Iceland 2000–2015

		News- papers	Magazines & periodicals	TV	Radio	Internet	Cinema	Video	Total
EUR millions	2000	40	7	22	12	..	1	0	..
	2005	64	9	28	12	2	1	0	116
	2010	25	4	14	9	3	1	0	56
	2011	29	4	16	10	4	1	0	64
	2012	31	4	17	11	4	1	0	67
	2013	32	4	16	10	4	1	0	68
	2014	34	4	15	12	6	1	0	73
	2015	35	5	17	13	11	1	0	82
ISK millions	2000	2 908	478	1 576	851	..	73	10	..
	2005	5 028	673	2 166	947	171	98	18	9 100
	2010	4 077	632	2 211	1 469	495	134	7	9 025
	2011	4 701	655	2 552	1 602	617	165	9	10 301
	2012	4 903	662	2 662	1 694	607	176	10	10 714
	2013	5 239	664	2 655	1 684	681	149	8	11 079
	2014	5 315	626	2 383	1 863	921	183	4	11 294
	2015	5 168	686	2 473	1 847	1 556	207	5	11 942
Shares (%)	2005	55	7	24	10	2	1	0	100
	2010	45	7	24	16	5	1	0	100
	2011	46	6	25	16	6	2	0	100
	2012	46	6	25	16	6	2	0	100
	2013	47	6	24	15	6	1	0	100
	2014	47	6	21	16	8	2	0	100
	2015	43	6	21	15	13	2	0	100

*Note:* The categories used in the table are based on IRM's Nordic advertising report, in which IRM has grouped the media into main media categories to enable comparison between countries to the highest degree possible. For an overview of which national categories belong to the respective main media above, see the separate matrix.

*Source:* Statistics Iceland.