Newspaper advertising revenue breakdown by print and digital sales 2012-2017 (per cent)

<table>
<thead>
<tr>
<th>Year</th>
<th>Print</th>
<th>Digital</th>
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</thead>
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<tr>
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<tr>
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<tr>
<td>2016</td>
<td>70</td>
<td>30</td>
</tr>
<tr>
<td>2017</td>
<td>68</td>
<td>32</td>
</tr>
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</table>

<table>
<thead>
<tr>
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<tr>
<td>2014</td>
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<tr>
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<tr>
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<tr>
<td>2017</td>
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<tr>
<td>2013</td>
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<td>13</td>
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<tr>
<td>2014</td>
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<td>2017</td>
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Sources: Association of Danish Media, Norwegian Media Authority, medianorway,

Association of Danish Media (Dagbladenes Branchenøgletal)
Norwegian Media Authority (annual reports: Økonomien i norske medier)
medianorway
Swedish Press and Broadcasting Authority (reports: Medieekonomi)

[Latest update: 6 December, 2018]