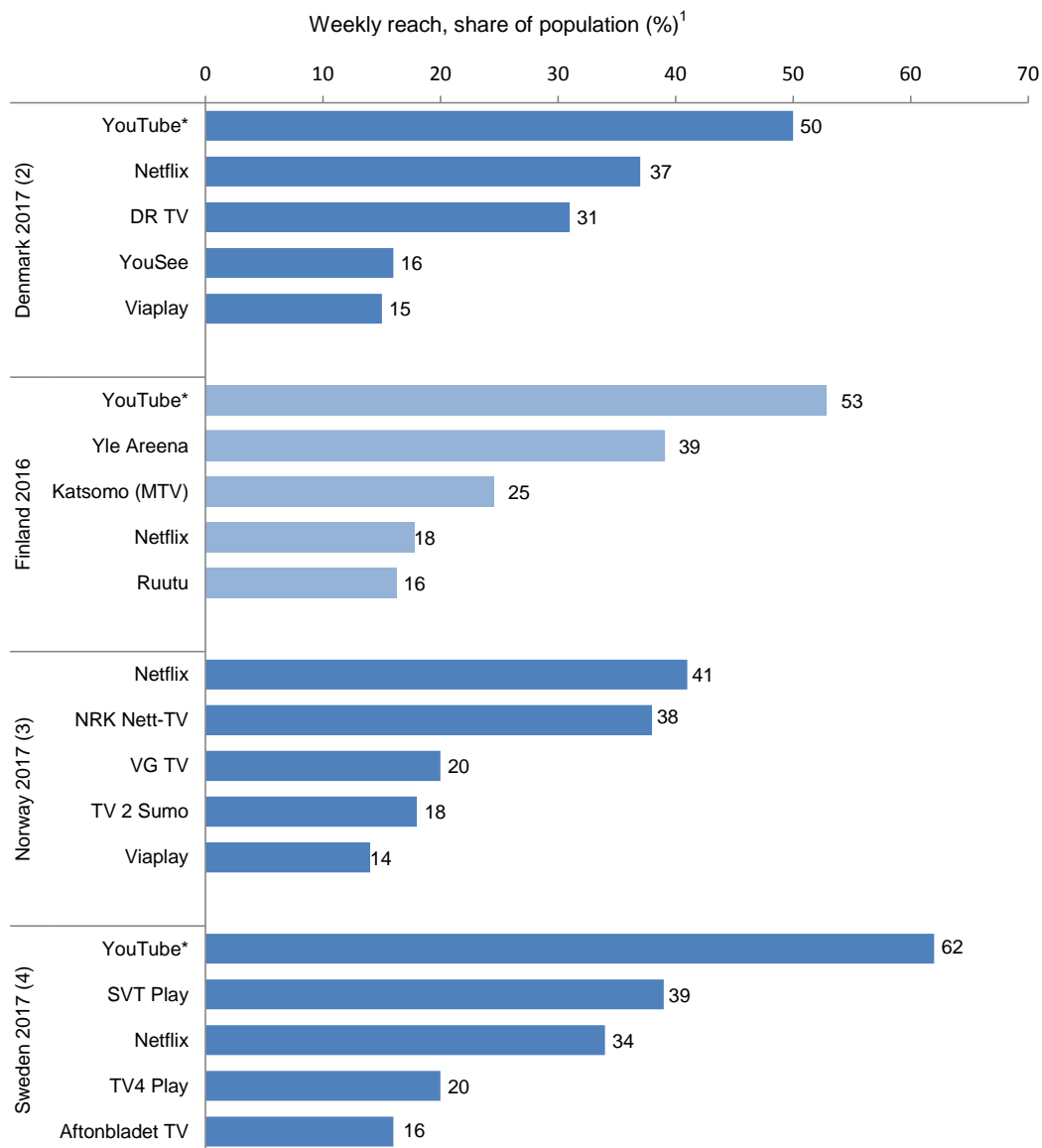


The five largest streaming TV services by weekly reach 2016/2017 (per cent)



* Not included in the rankings for Norway.

¹ Based on populations aged 12+ in Denmark, 15+ in Finland and Norway, and 9-99 years in Sweden.

² Survey: Kantar Gallup Index Danmark, average of 1H year and 2nd + 3rd quarters, 2017: 2nd + 3rd quarters.

³ Survey: Kantar TNS Interbuss Q4 each year (Internet population 96 %).

⁴ Survey: MMS Web TV survey Q4 each year.

The data come from the following reports and presentations:

[DR Audience Research Department's reports: Media Development 2017](#)

[YLE KMK survey Autumn 2016 / Kantar TNS Finland \(prev. TNS Gallup\)](#)

[Kantar TNS Norway: Rikets medietilstand. Medietrender 2018 \[The Country's Media Status. Media Trends 2018\] PDF](#)

[MMS: Trend & Tema 2017:4 \(no open access, the link leads to MMS\)](#)

[Latest update: 23/03/2018]