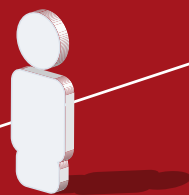
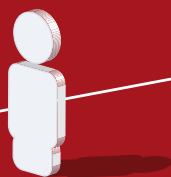




# YOUNG PEOPLE IN THE NORDIC DIGITAL MEDIA CULTURE

**A Statistical Overview**

Compiled by Catharina Bucht & Eva Harrie



**The International Clearinghouse  
on Children, Youth and Media**

NORDICOM University of Gothenburg

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### THE CLEARINGHOUSE IS LOCATED AT NORDICOM

Nordicom is an organ of co-operation between the Nordic countries – Denmark, Finland, Iceland, Norway and Sweden. The overriding goal and purpose is to make the media and communication efforts undertaken in the Nordic countries known, both throughout and far beyond our part of the world.

Nordicom uses a variety of channels – newsletters, journals, books, databases – to reach researchers, students, decisionmakers, media practitioners, journalists, teachers and interested members of the general public.

Nordicom works to establish and strengthen links between the Nordic research community and colleagues in all parts of the world, both by means of unilateral flows and by linking individual researchers, research groups and institutions.

Nordicom also documents media trends in the Nordic countries. The joint Nordic information addresses users in Europe and further afield. The production of comparative media statistics forms the core of this service.

Nordicom is funded by the Nordic Council of Ministers.

## The International Clearinghouse on Children, Youth and Media

A UNESCO INITIATIVE 1997

In 1997, the Nordic Information Centre for Media and Communication Research (Nordicom), University of Gothenburg, Sweden, began establishment of the International Clearinghouse on Children, Youth and Media. The overall point of departure for the Clearinghouse's efforts with respect to children, youth and media is the UN Convention on the Rights of the Child.

The aim of the Clearinghouse is to increase awareness and knowledge about children, youth and media, thereby providing a basis for relevant policy-making, contributing to a constructive public debate, and enhancing children's and young people's media literacy and media competence. Moreover, it is hoped that the Clearinghouse's work will stimulate further research on children, youth and media.

The International Clearinghouse on Children, Youth and Media informs various groups of users – researchers, policy-makers, media professionals, voluntary organisations, teachers, students and interested individuals – about

- research on children, young people and media, with special attention to media violence,
- research and practices regarding media education and children's/young people's participation in the media, and
- measures, activities and research concerning children's and young people's media environment.

Fundamental to the work of the Clearinghouse is the creation of a global *network*. The Clearinghouse publishes a *yearbook* and a *newsletter*. Several *bibliographies* and a worldwide *register of organisations* concerned with children and media have been compiled. This and other information is available on the Clearinghouse's *web site*:

**[www.nordicom.gu.se/clearinghouse](http://www.nordicom.gu.se/clearinghouse)**

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© Nordicom 2013

ISBN 978-91-86523-75-6

Published by:  
The International Clearinghouse on Children, Youth and Media

Nordicom  
University of Gothenburg  
Box 713  
SE 405 30 GÖTEBORG  
Sweden

Cover by:  
Daniel Zachrisson  
Printed by:  
Ale Tryckteam AB, Bohus, Sweden, 2013



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## Foreword

Nordicom is a knowledge centre for the area of media and communication research, a cooperation between the five countries of the Nordic region – Denmark, Finland, Iceland, Norway and Sweden.

Our work aims at developing media studies and at helping to ensure that research results are made visible in the treatment of media issues at different levels in both the public and private sector.

Nordicom publishes a large number of publications on media and ongoing trends in media development, our aim being to provide answers to complex questions concerning our contemporary media culture in the age of digitalization and globalization.

We receive questions on a daily basis regarding the media habits of children and youth and the effects of new communication patterns. How have these changes affected children and youth? What has happened to TV viewing, listening to the radio and reading newspapers? Do young people still read books and magazines? Do they understand what they read? What is the role of social media? Who are the most active media users? What groups are excluded? The questions are many and they are often quite complicated.

There is no doubt that we are talking about a changed communication society with new communication patterns. Digitalization along with extensive media convergence is changing the communication system fundamentally with regard to time and space as well as social behaviour. This is particularly true for children and youth. Not since the introduction of television have we seen such radical changes in young people's media culture than in the past ten years. These changes can have both short- and long-term effects. If we are to make decisions that have sustainable effects in the long run – especially from the perspective of democracy – we need knowledge of relevance.

There is a demand for current statistics in this area, and Nordicom has now compiled a selection of statistics on young people and media in the Nordic countries. It is our hope that this overview will contribute to increasing the knowledge base on young people's media use in today's network society.

Göteborg in September 2013

*Ulla Carlsson*  
Director  
Nordicom

## About the Statistics

The statistics presented in this publication have been selected to give an image of media access and use among children and youth in the Nordic countries today. In some cases there are time series to show the development over the past decade, but there are also ad hoc data or findings from recent surveys giving a snapshot of the current situation in a single country. Thus, another aim of this compilation is to display the various surveys that are conducted as well as the different areas and issues that are explored. Most of the data are freely accessible online.

The availability of data varies among the Nordic countries. It should also be noted that different survey methods have been used, which impairs comparability between countries and years. Data should therefore be taken as indicators of the trend and level of access and use.

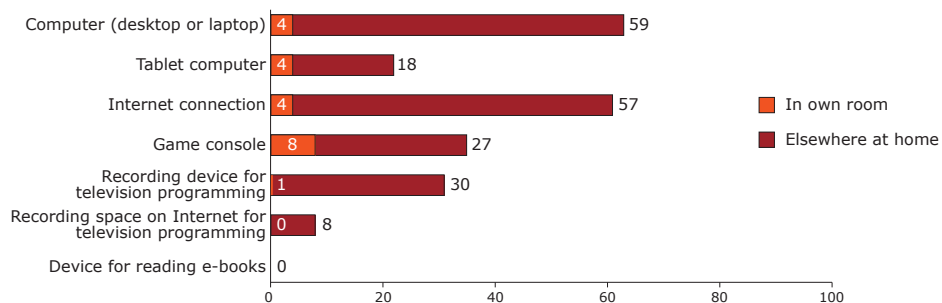
Besides providing an image of what is currently known about children, youth and media, this compilation can hopefully serve as inspiration to future research and surveys. Comments and suggestions regarding other or more recent surveys are welcome.

*Catharina Bucht & Eva Harrie*



# All Media

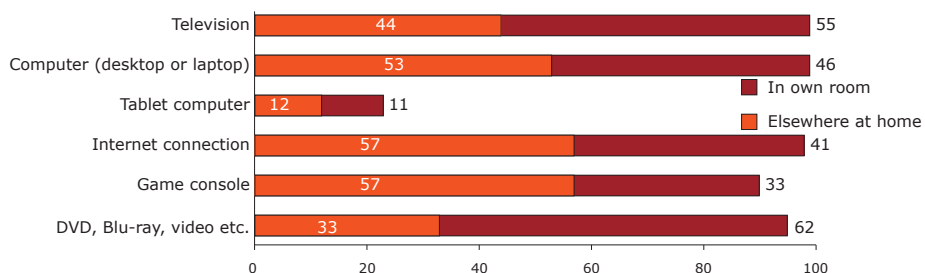
## Finland: Media access at home among young children 0-8 years 2013 (%)



Note: These figures are results that are based on non-representative preliminary data, and should not be quoted.

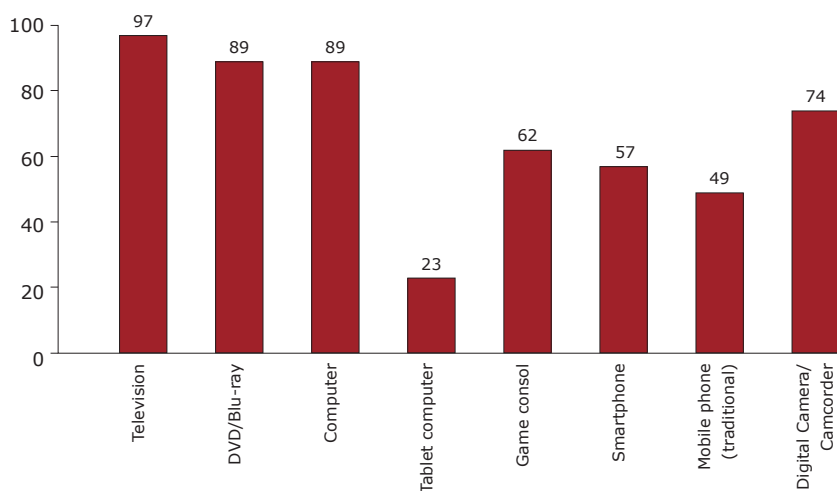
Source: Lasten mediabarometri 2013 (in progress) (Finnish Youth Research Network).

## Finland: Media access at home among children 10-12 years 2012 (%)



Source: Lasten mediabarometri 2013 (in progress) (Finnish Youth Research Network).

## Norway: Media access at home among young children 0-6 years 2011 (%)



Source: Småbarns digitale univers, 0-6-åringers tilgang og bruk av digitale enheter på fritiden (Norwegian Centre for ICT in Education).

### Norway: Media access at home among children and youth 2012 (%)

	9-12 years	13-15 years	16-19 years	20-24 years
Newspaper subscription	65	67	69	30
Digital terrestrial TV	14	29	29	30
Cable TV	38	40	43	47
Satellite dish	33	43	42	26
Video	30	41	41	20
DVD-player	92	96	87	81
PVR	54	52	48	29
CD-player	96	96	95	81
Mp3-player	76	92	91	90
Internet	98	99	98	95
PC	99	100	98	99
Tablet	59	54	49	34
Portable game	82	77	55	23
Video game consol	88	92	82	72
E-book	18	14	10	7
Own mobile phone	85	96	100	99
Smart phone	51	77	86	84

Source: Norsk mediebarometer 2012 (Statistics Norway).

### Sweden: Media access at home among children and youth 2012 (%)

	Children 9-14 years	Youth 15-24 years
<b>TV-set</b>	100	94
three or more	45	39
<b>Access to TV</b>		
in mobile phone/mp3/ipod	39	37
<b>Video/DVD/PVR</b>		
Video	38	33
DVD-player	92	80
PVR	17	31
<b>PC</b>	96	99
two or more	84	82
with access to Internet	91	99
with broadband connection		
Internet access via other equipment than computer	65	71
Portabel computer	84	91
Mp3-player	50	54
Video game consol	83	65
Portable game consol (e.g.PSP)	46	22
<b>Radio</b>	99	100
via Internet	78	95
via mobile phone/mp3/ipod	81	92
Daily newspaper (subscribed)	45	43

Source: Nordicom-Sveriges Mediebarometer 2012 (Nordicom-Sweden).

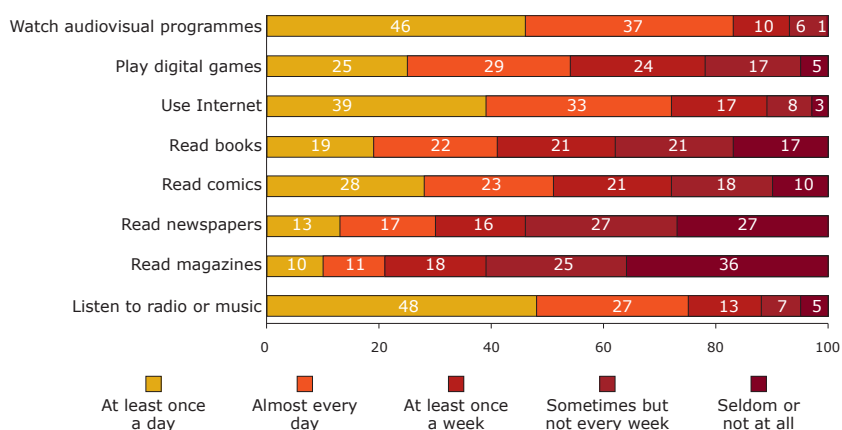
### Denmark: Daily/weekly media use among children 7-14 years 2012 (%)

Daily media use	(%)
Watch television	90
Listen to the radio	32
Use the Internet (leisure time)	72
Computer game/digital game	61
Weekly media use	(%)
Read books (novels, stories, adventure) <sup>1</sup>	64
Read newspapers <sup>1</sup>	14
Watch Danish TV-channels' web pages	7
Read newspapers' news sections	3

<sup>1</sup> 10-14 years only.

Source: *Danskernes kulturvaner 2012* (Danish Ministry of Culture).

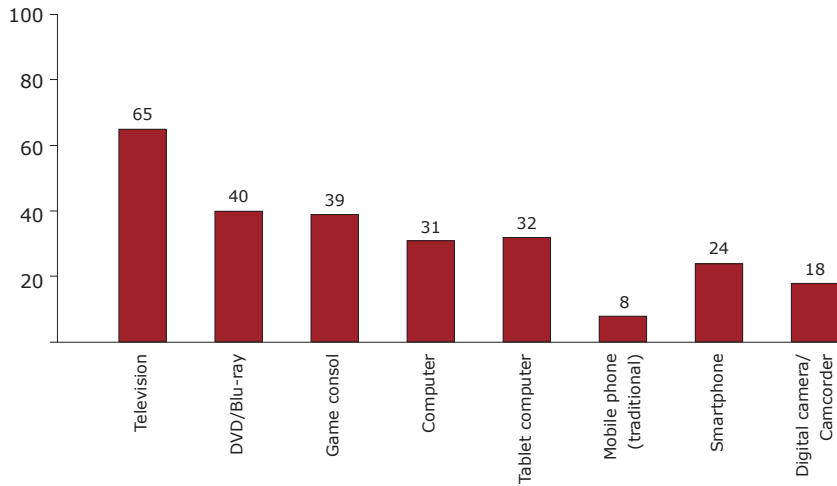
### Finland: Media use by frequency among children 10-12 years 2012 (%)



Source: *Lasten mediabarometri 2012* (Finnish Youth Research Network).

### Norway: Media use among young children 0-6 years 2011 (%)

Does the child use any of these digital units on their own at home/out of day care?



Source: *Småbarns digitale univers, 0-6-åringers tilgang og bruk av digitale enheter på fritiden* (Norwegian Centre for ICT in Education).

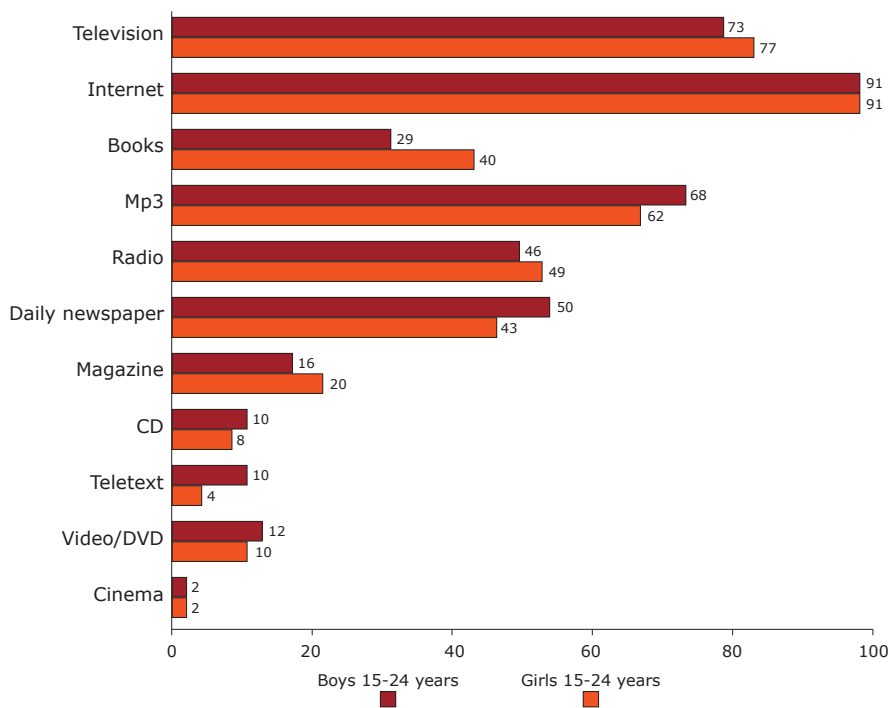
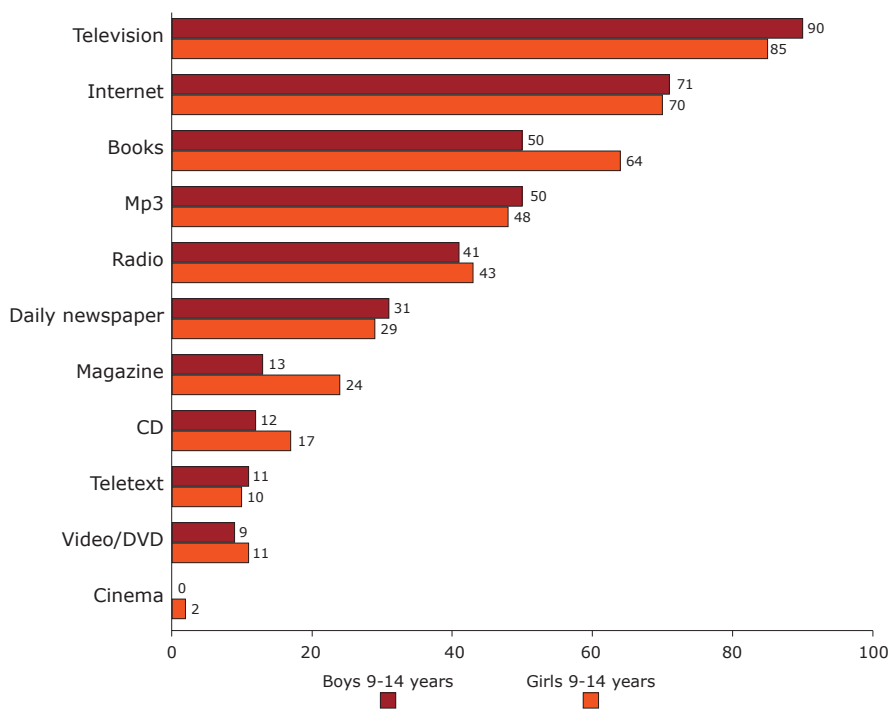
### Norway: Media use an average day among children and youth 2012 (%)

	9-15 years		16-24 years	
	Boys	Girls	Boys	Girls
Newspapers	22	19	28	32
Weekly magazines (consumer)	1	1	9	14
Other magazines/periodicals	2	2	4	1
Comic magazines	19	14	6	2
Books	34	40	11	25
Radio	34	39	47	38
CD/Mp3/audio files, etc.	59	54	73	72
Television	84	81	68	67
Video/DVD/PVR	9	13	27	15
Teletext	9	7	4	2
Internet	79	78	93	94
Internet via mobile phone	25	30	64	68
PC use at home	68	69	78	80
Computer game or video game	65	26	41	10
Video game	40	6	23	3
Portable game consol	17	18	4	5
E-book	0	2	2	1

Note: Media use refers to share of the population who have used each medium an average day.

Source: *Norsk mediebarometer 2012* (Statistics Norway).

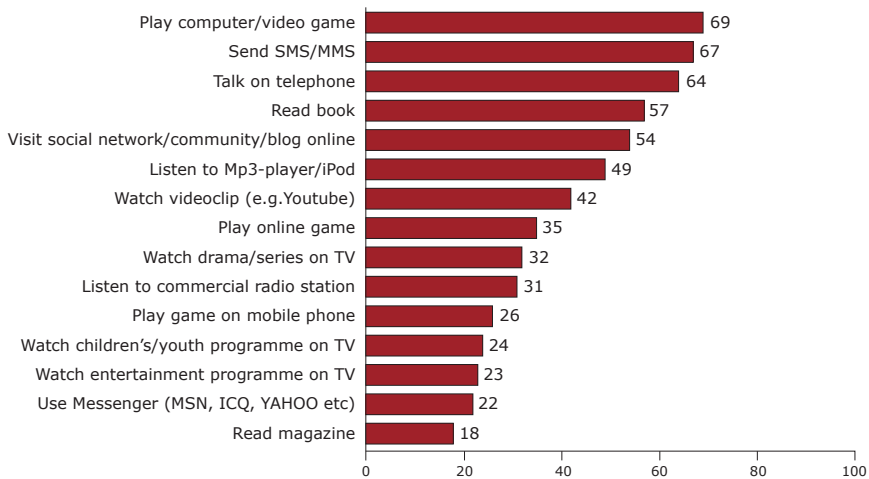
### Sweden: Media use an average day among children and youth 2012 (%)



*Note:* Media use refers to share of the population who have used each medium an average day. Daily newspaper and magazine refers to both printed and online, books refers to printed, audio- as well as e-book, radio and television refers to regular listening or viewing as well as via Internet and/or other media player.

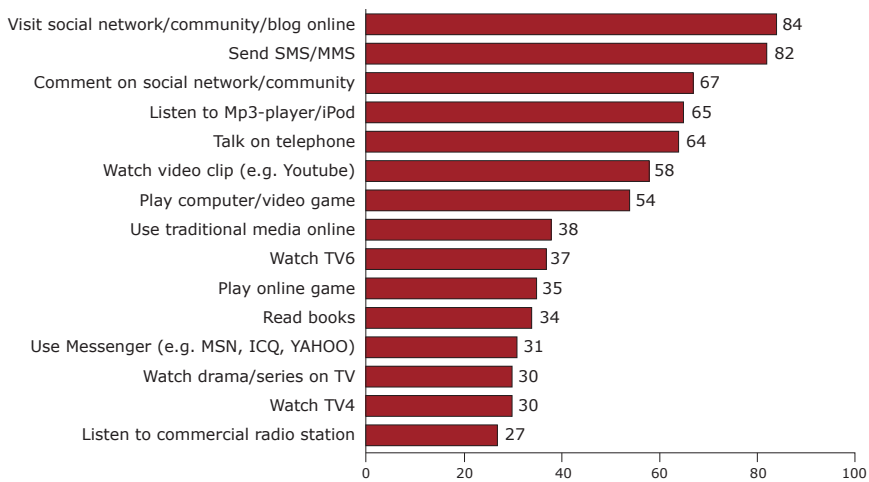
*Source:* Nordicom-Sweden, 2013.

**Sweden: 15 most popular media activities an average day among children 9-14 years 2012 (%)**



Source: Nordicom-Sweden, 2013.

**Sweden: 15 most popular media activities an average day among youth 15-24 years 2012 (%)**



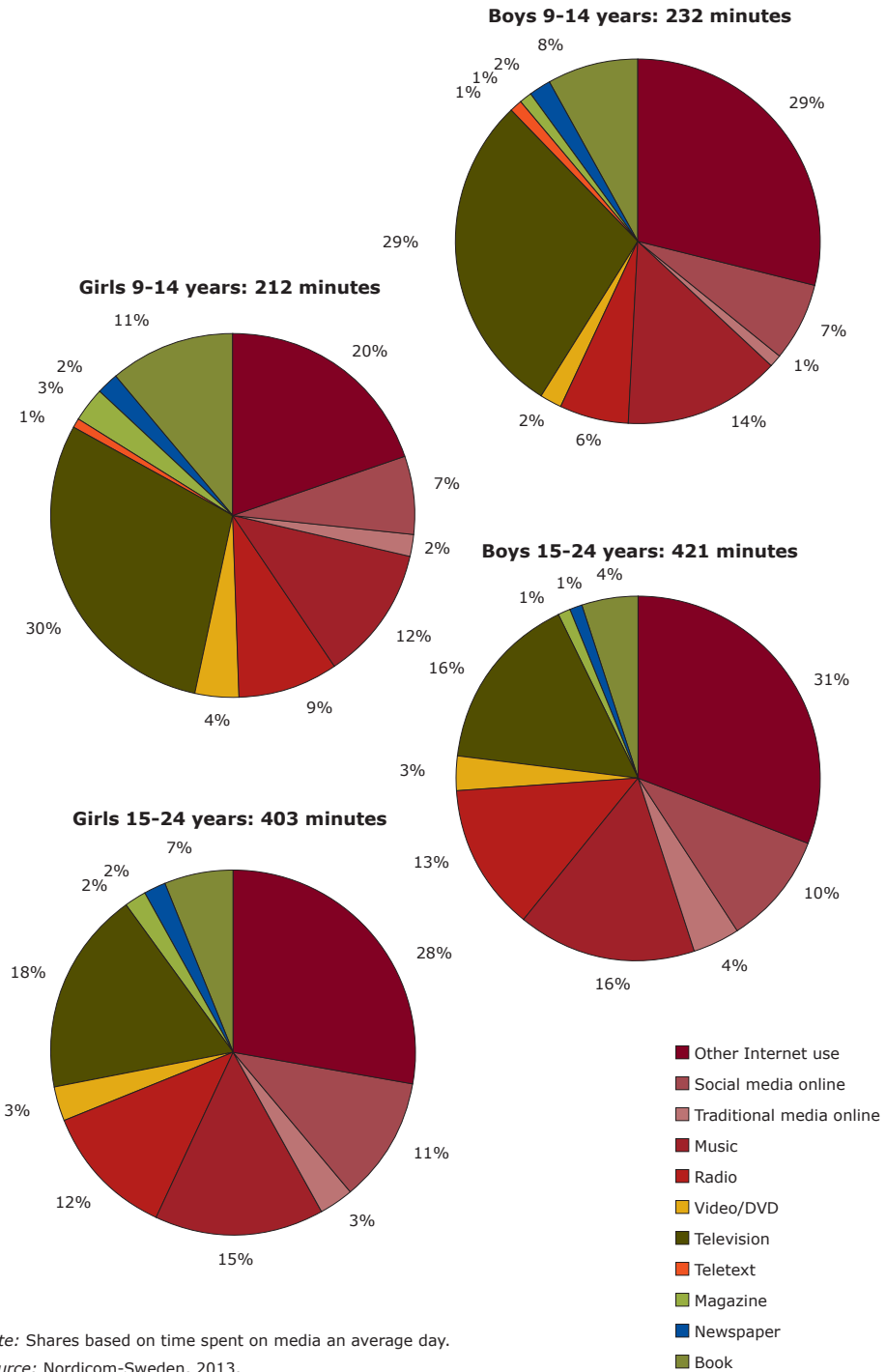
Source: Nordicom-Sweden, 2013.

**Norway: Time spent on media use an average day among children and youth 9-24 years 2012 (minutes)**

	9-15 years		16-24 years	
	Boys	Girls	Boys	Girls
Newspapers (print)	3	3	6	7
Magazines (weeklies)	0	1	0	3
Other magazines/periodical press	0	0	1	0
Comic magazines	6	4	1	0
Books	8	13	9	17
Radio	13	23	77	39
Television	100	90	104	106
Video/DVD/PVR	8	16	35	20
Phonograms	34	39	83	77
Internet	85	75	161	165
Total minutes per day	257	264	477	434

Source: Norsk mediebarometer 2012 (Statistics Norway).

**Sweden: Time spent on different media among boys and girls 9-14 years and 15-24 years 2012 (%)**

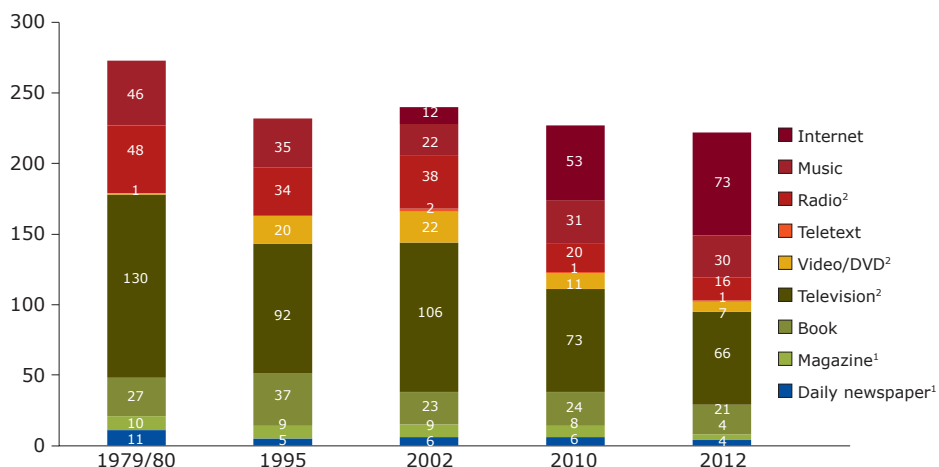


Note: Shares based on time spent on media an average day.

Source: Nordicom-Sweden, 2013.



### Sweden: Time spent on media an average day among children 9-14 years 1979/80-2012 (minutes)

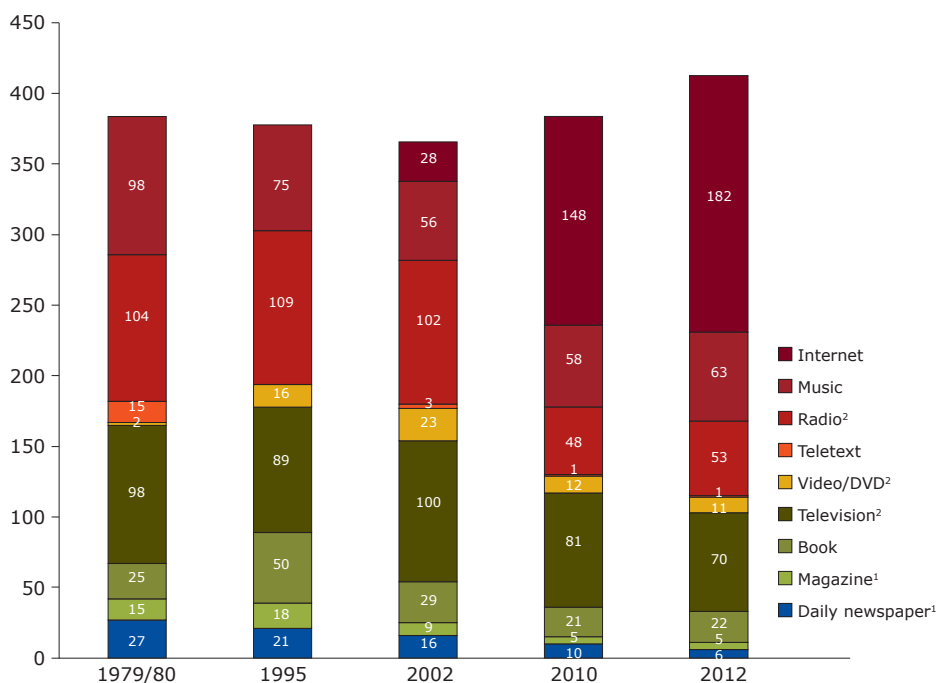


<sup>1</sup> Average time reading paper edition.

<sup>2</sup> In 1979/80 respondents chose among different time intervals of watching/listening. Thereafter respondents answered by giving estimates of total time.

Source: Nordicom-Sweden, 2013.

### Sweden: Time spent on media an average day among youth 15-24 years 1979/80-2012 (minutes)



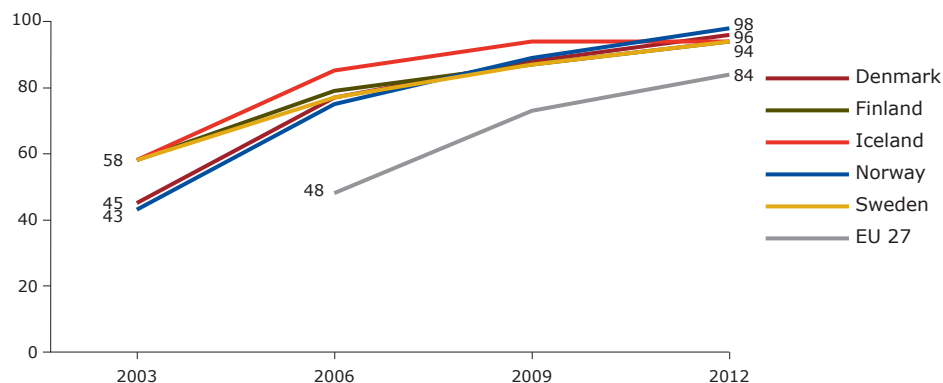
<sup>1</sup> Average time reading paper edition.

<sup>2</sup> In 1979/80 respondents chose among different time intervals of watching/listening. Thereafter respondents answered by giving estimates of total time.

Source: Nordicom-Sweden, 2013.

## Internet, Mobile Phones and Games

### The Nordic countries: Daily or almost daily Internet use among youth 16-24 years 2003-2012 (%)



Note: Spring each year (three months). Population 16-24 years.

Source: Eurostat database. [http://epp.eurostat.ec.europa.eu/portal/page/portal/information\\_society/data/database](http://epp.eurostat.ec.europa.eu/portal/page/portal/information_society/data/database)

### Denmark: Internet use by frequency among children 7-14 years in 2004 and 2012 (%)

*How often do you use the Internet in the leisure time (i.e. not homework/school work)?*

	All		7-9 years		10-12 years		13-14 years	
	2004	2012	2004	2012	2004	2012	2004	2012
Daily <sup>1</sup>	28	72	6	51	26	77	56	91
Weekly <sup>2</sup>	22	20	15	34	29	19	19	7
Monthly <sup>3</sup>	17	4	21	8	17	2	12	1
More seldom	11	2	16	3	12	2	6	1
Never	22	1	42	3	16	0	7	1
Total	100	100	100	100	100	100	100	100

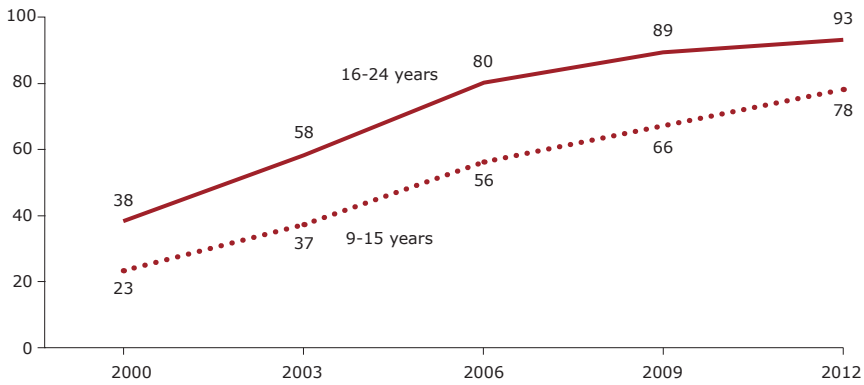
<sup>1</sup> Categories: More than 3 hours every day, More than 1 hour every day, Every day or almost every day,

<sup>2</sup> Categories: 1-2 days per week, 3-4 days per week.

<sup>3</sup> Categories: 1-3 days per month.

Source: *Danskernes kulturvaner 2012* (Danish Ministry of Culture).

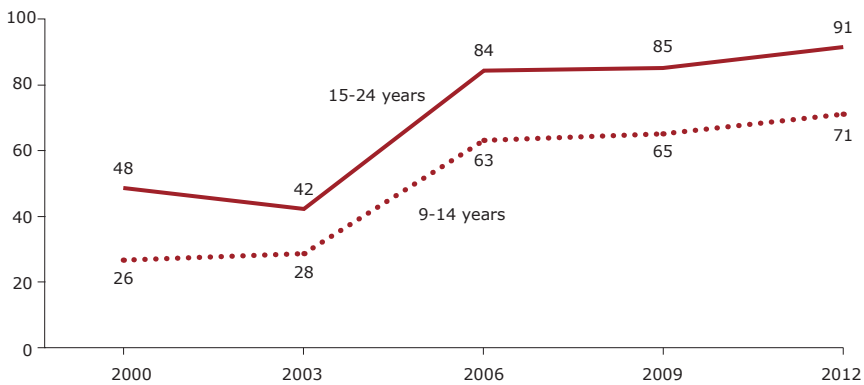
**Norway: Internet use an average day among children and youth 2000-2012 (%)**



Note: Annual averages.

Sources: Norsk mediebarometer 2011 and 2012 (Statistics Norway).

**Sweden: Internet use an average day among children and youth 2000-2012 (%)**



Note: Annual averages.

Source: Nordicom-Sweden (the survey Nordicom-Sveriges Mediebarometer).

**The Nordic countries: Internet activities among youth 16-24 years 2012 (%)**

Activities	Denmark	Finland	Iceland	Norway	Sweden	EU27
<b>All 16-24 years</b>						
Sending/receiving e-mails	96	96	98	98	94	87
Posting messages to social media sites or instant messaging	86	88	92	91	92	81
Playing/downloading games, images, films or music	84	94	83	87	87	70
Reading/downloading online newspapers/news magazines	79	97	93	87	90	57
Listening to web radio/watching web television	71	72	..	81	71	57
Uploading self-created content to any website to be shared	81	56	85	50	60	53
Playing networked games with other persons	57	31	51	41	48	30
<b>Boys/men 16-24 years</b>						
Sending/receiving e-mails	94	93	98	99	94	85
Posting messages to social media sites or instant messaging	86	86	91	91	93	81
Playing/downloading games, images, films or music	85	93	90	90	92	72
Reading/downloading online newspapers/news	82	95	94	88	91	59
Listening to web radios and/or watching web TV	75	69	32	85	68	58
Uploading self-created content to any website to be shared	80	49	80	..	57	50
Playing networked games with other persons	68	48	68	53	73	42
<b>Girls/women 16-24 years</b>						
Sending/receiving e-mails	98	98	99	98	95	88
Posting messages to social media sites or instant messaging	86	91	93	90	92	81
Playing/downloading games, images, films or music	83	96	77	84	81	68
Reading/downloading online newspaper/news	75	98	92	85	90	55
Listening to web radios and/or watching web TV	67	76	..	..	75	56
Uploading self-created content to any website to be shared	81	63	91	..	63	56
Playing networked games with other persons	46	..	..	..	..	18

.. Data not available or unreliable.

Note: Spring (three months) 2012.

Source: Eurostat, August 2013, [http://epp.eurostat.ec.europa.eu/portal/page/portal/information\\_society/data/database](http://epp.eurostat.ec.europa.eu/portal/page/portal/information_society/data/database)

## Denmark: The most common Internet activities among children 7-14 years 2012 (%)

What do you use the Internet for in your leisure time  
(i.e. not home work/school work)? (Multiple)

Activities (Examples)	Share of Internet users (%) <sup>1</sup>					
	All	Boys	Girls	7-9 years	10-12 years	13-14 years
Play online games	80	81	79	80	84	75
Watch video clips (YouTube)	79	82	76	67	82	89
Surf the Internet - as entertainment and pastime	72	72	72	52	75	90
Listen to/download music	65	62	69	48	69	82
Watch pictures/photos	56	49	63	45	53	73
Look for specific information and knowledge	52	52	51	27	56	75
Use social media (Facebook, Twitter, Messenger)	47	43	50	8	50	86
Watch TV-programs (dr.dk, tv2.dk)	38	33	44	33	37	46
Share own pictures, videos, music or texts	31	26	36	6	28	63
Watch/download film (feature film, documentaries, short stories)	23	22	25	12	19	42
Live-streaming (concerts, sports)	19	25	14	7	17	37
Read/search for news (dr.dk, eb.dk)	16	15	16	5	13	31
Read/search for articles	15	14	16	4	13	30
Listen to/download radio programs	13	11	15	4	14	22
Read/search for literature	12	10	14	5	11	21

<sup>1</sup> Share of children who use the Internet at least 1-3 times per month.

Source: *Danskernes kulturvaner 2012* (Danish Ministry of Culture).

## Norway: Internet activities by frequency among children and youth 9-16 years 2012 (%)

Do you use any of the following Internet services? How often?

Service (Examples)	Often	Sometimes	Seldom	Never
Video services (YouTube)	61	28	8	3
Social networks (Facebook, GoSuperModel)	59	16	8	17
Search engines (Google, Yahoo)	56	29	8	6
Chat programs (MSN messenger, Facebook's chat)	51	21	11	17
Music services (Spotify, Wimp)	45	19	13	23
Internet calls (Skype)	33	22	18	27
Internet encyclopedias (Wikipedia)	19	40	25	15
E-mail	18	29	27	25
News pages (vg.no, nrk.no)	16	27	30	27
TV-channels program services (NRK nett-TV, TV2 Sumo)	14	26	29	31
Porn-/sex sites <sup>1</sup>	13	10	12	66
Fansites (for sports persons, bands, TV-programs)	10	20	30	41
Online stores (amazon.com, blivakker.no)	9	18	23	50
Gaming sites	9	25	36	31
Other services	15	11	11	63

<sup>1</sup> The question about porn-/sex sites was only posed to children aged 13-16 years.

Source: *Barn og medier 2012* (Norwegian Media Authority).

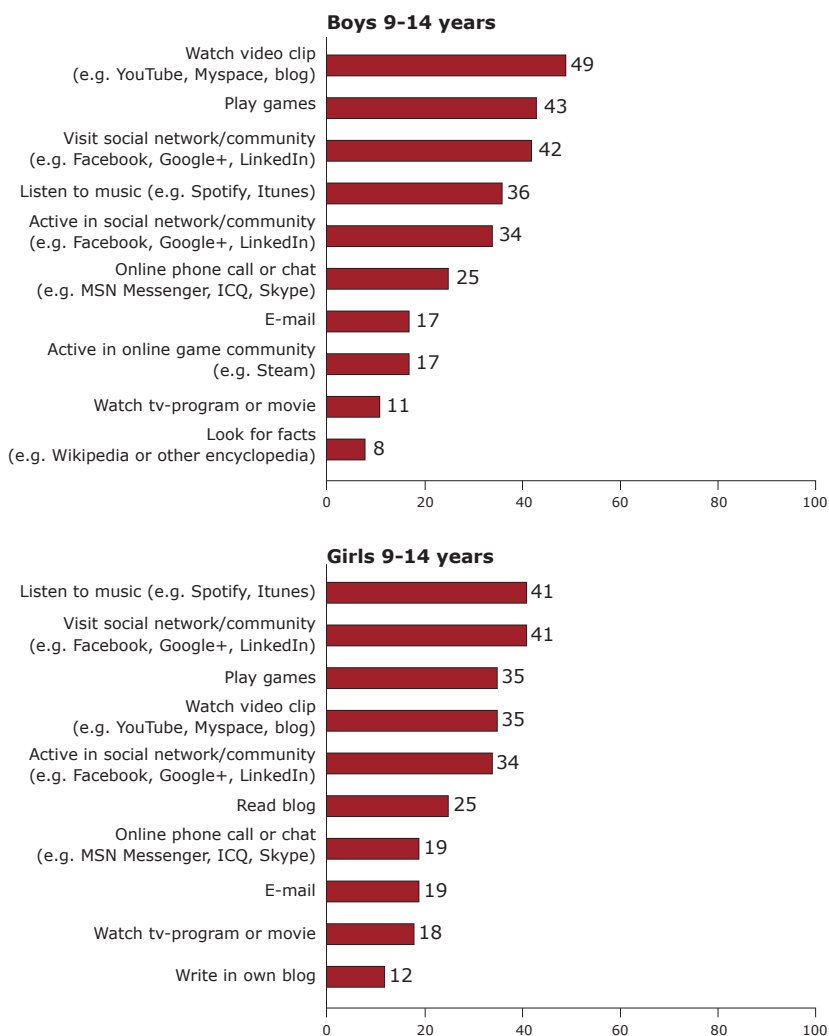
## Norway: Often used Internet services among children and youth 9-16 years 2012 (%)

Services (Examples)	All	Boys	Girls	9-11 years	12-14 years	15-16 years
Video services (YouTube)	61	65	58	48	64	70
Social networks (Facebook, GoSuperModel)	59	51	68	35	59	80
Search engines (Google, Yahoo)	56	58	55	31	59	76
Chat programs (MSN messenger, Facebook's chat)	51	45	58	29	56	64
Music services (Spotify, Wimp)	45	45	45	23	47	62
Internet calls (Skype)	33	35	31	17	39	38
Internet encyclopedias (Wikipedia)	19	18	21	9	18	29
E-mail	18	19	18	12	16	26
News pages (vg.no, nrk.no)	16	22	10	7	13	29
TV-channels program services (NRK nett-TV, TV2 Sumo)	14	14	13	12	13	16
Porn-/sex sites <sup>1</sup>	13	21	5	-	8	15
Fansites (for sports persons, bands, TV-programs)	10	9	11	10	8	14
Online stores (amazon.com, blivakker.no)	9	8	10	2	9	15
Gaming sites	9	11	7	21	4	4

<sup>1</sup> The question about porn-/sex sites was only posed to children aged 13-16 years.

Source: *Barn og medier 2012* (Norwegian Media Authority).

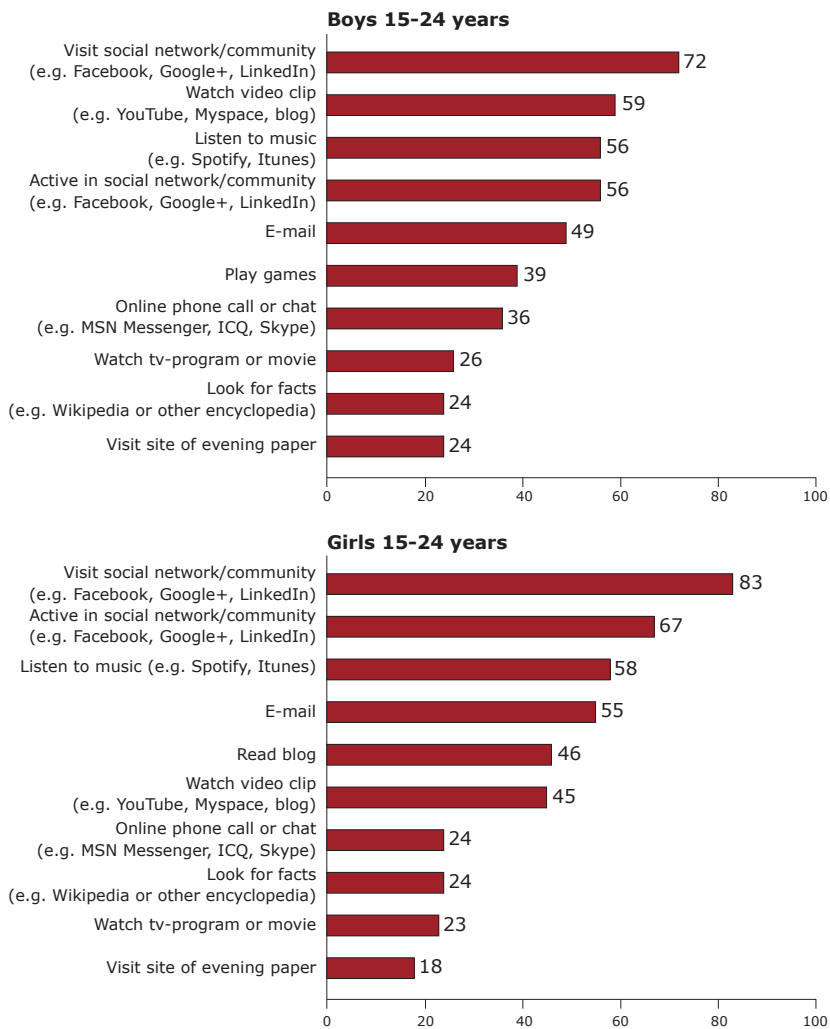
**Sweden: Ten most frequent Internet activities an average day among children 2012 (%)**



Note: At home, school or elsewhere.

Source: Nordicom-Sweden, 2013.

**Sweden: Ten most frequent Internet activities an average day among youth 2012 (%)**

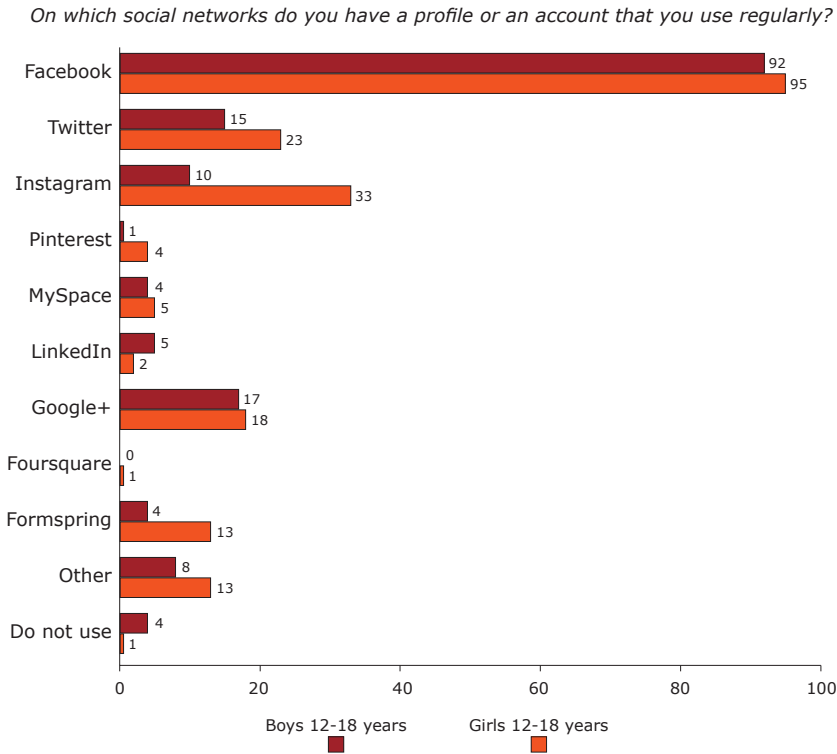


Note: At home, school or elsewhere.

Source: Nordicom-Sweden, 2013.

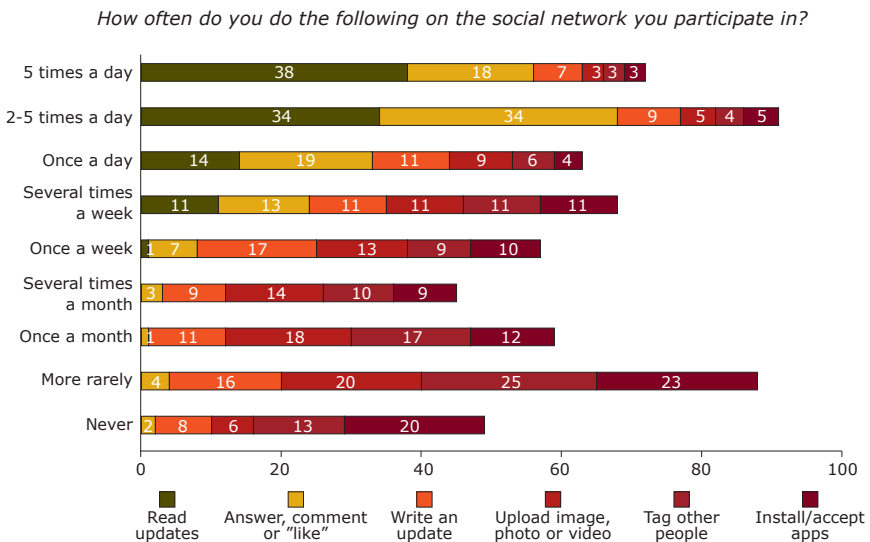


### Denmark: Use of social network sites among youth 2013 (%)



Source: *Teenagere – Deres private og offentlige liv på sociale medier* (The Danish Media Council for Children & Young People et al.).

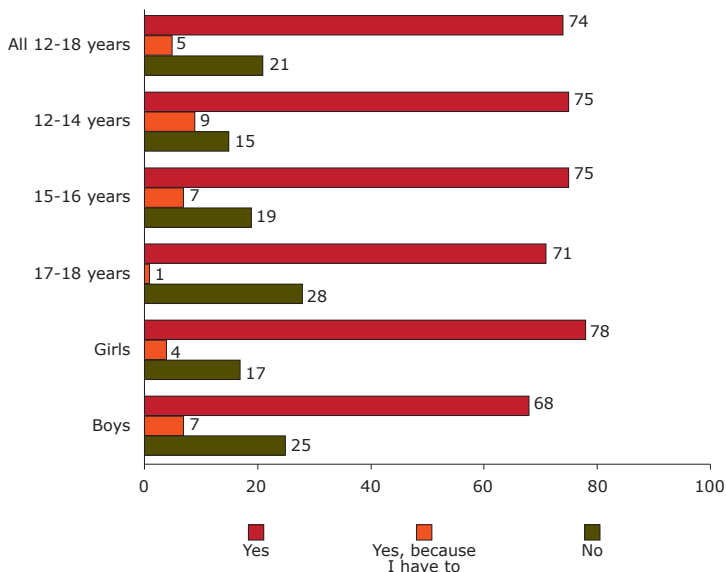
### Denmark: Activities on social network sites among youth 12-18 years 2013 (%)



Source: *Teenagere – Deres private og offentlige liv på sociale medier* (The Danish Media Council for Children & Young People et al.).

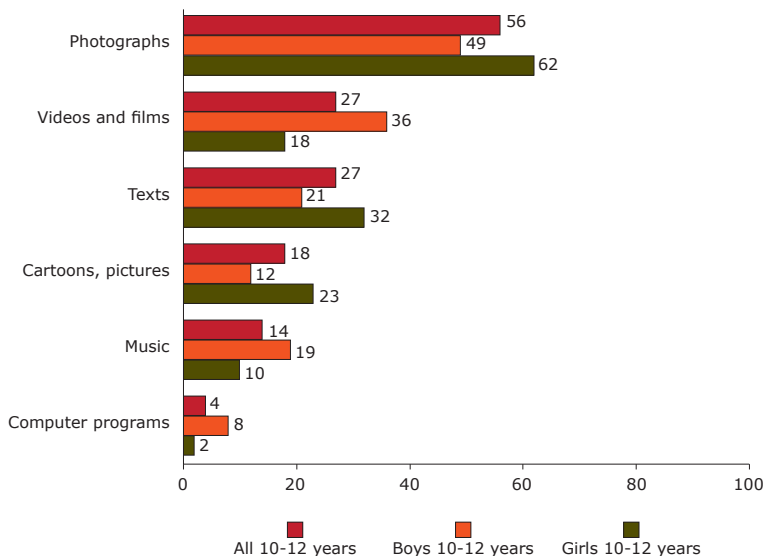
**Denmark: Friends with parents on social network sites 2013 (%)**

Are you "friends" with your parent/parents on a social network site (e.g. Facebook)?



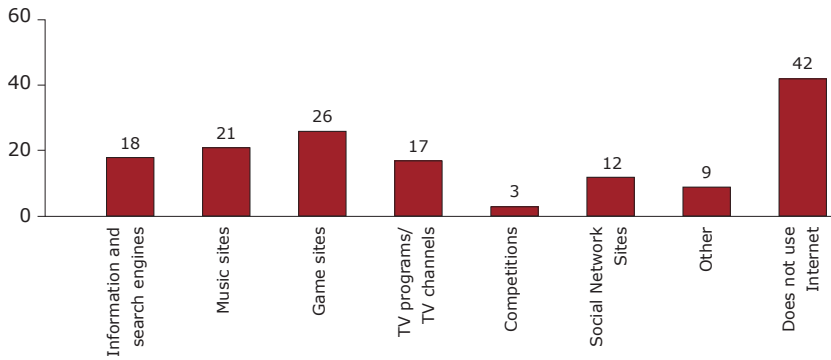
Source: Teenagere - Deres private og offentlige liv på sociale medier (The Danish Media Council for Children & Young People et al.).

**Finland: Online publishing of self-made material among children 2012 (%)**



Source: Lasten mediabarometri 2012 (Finnish Youth Research Network).

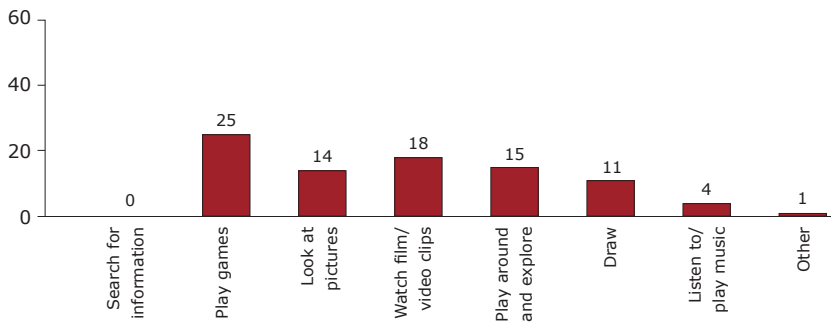
**Norway: Most frequently visited sites on the Internet among young children 0-6 years 2011 (%)**



Note: Respondents allowed to mention three activities.

Source: *Småbarns digitale univers, 0-6-åringers tilgang til og bruk av digitale enheter på fritiden*, (Norwegian Centre for ICT in Education).

**Norway: Different activities on tablet computer among young children 0-6 years 2011 (%)**

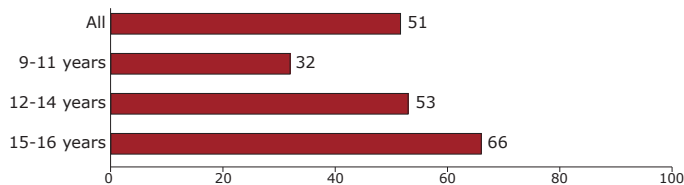


Note: Childrens own use at home/out of day care.

Source: *Småbarns digitale univers, 0-6-åringers tilgang og bruk av digitale enheter på fritiden* (Norwegian Centre for ICT in Education).

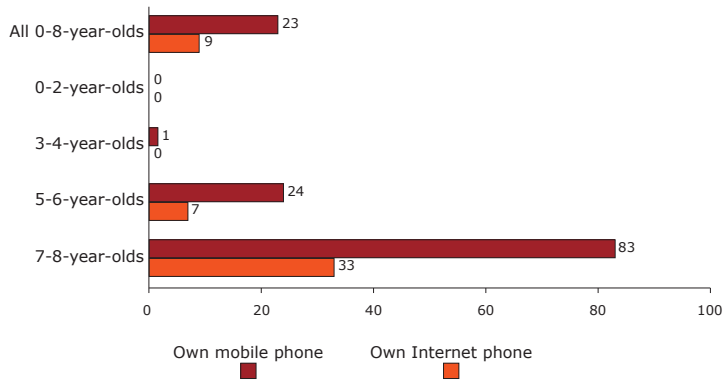
**Norway: Verifying information on the Internet among children and youth 2012 (%)**

Do you ever compare different web sites to check if the information is accurate?



Source: *Barn og medier 2012* (Norwegian Media Authority).

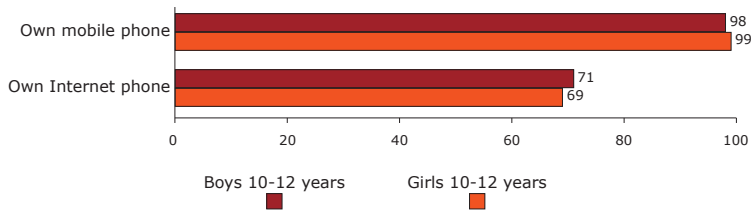
### Finland: Access to mobile phone/Internet phone among young children 2013 (%)



Note: These figures are based on non-representative preliminary data and should not be quoted.

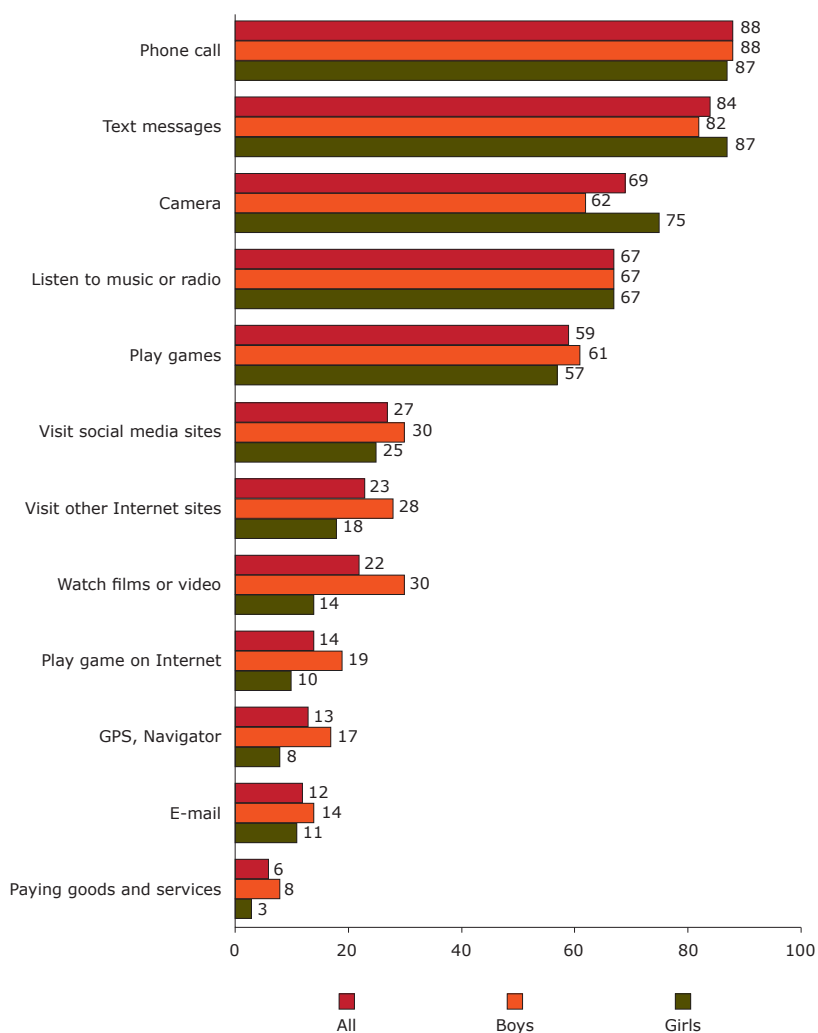
Source: *Lasten mediabarometri 2013* (in progress)(Finnish Youth Research Network).

### Finland: Access to mobile phone/Internet phone among children 2012 (%)



Source: *Lasten mediabarometri 2012* (Finnish Youth Research Network).

**Finland: Activities on mobile phone among children 10-12 years 2012 (%)**



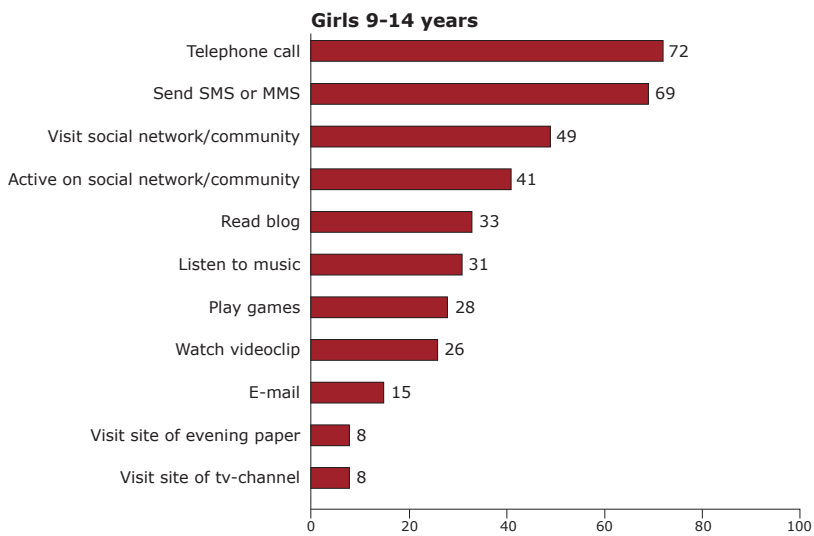
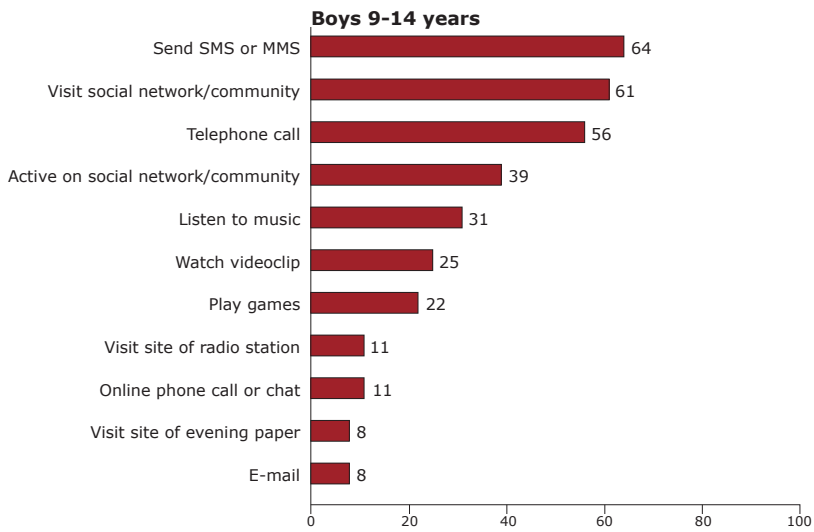
Source: Lasten mediabarometri 2012 (Finnish Youth Research Network).

**Norway: Activities on mobile phone an average day among children and youth 2012 (%)**

	9-15 years		16-24 years		9-12 years	13-15 years	16-19 years	20-24 years
	Boys	Girls	Boys	Girls				
Private call	44	57	91	90	36	67	90	92
Sent private text message (sms)	33	57	91	94	29	64	90	95
Internet	25	30	6	68	8	49	64	68
Music	32	46	59	55	26	54	68	49
E-mail	5	10	24	28	3	12	20	30
Radio	2	7	5	9	3	6	9	6
TV	5	2	5	2	4	4	4	3

Source: Norsk mediebarometer 2012 (Statistics Norway).

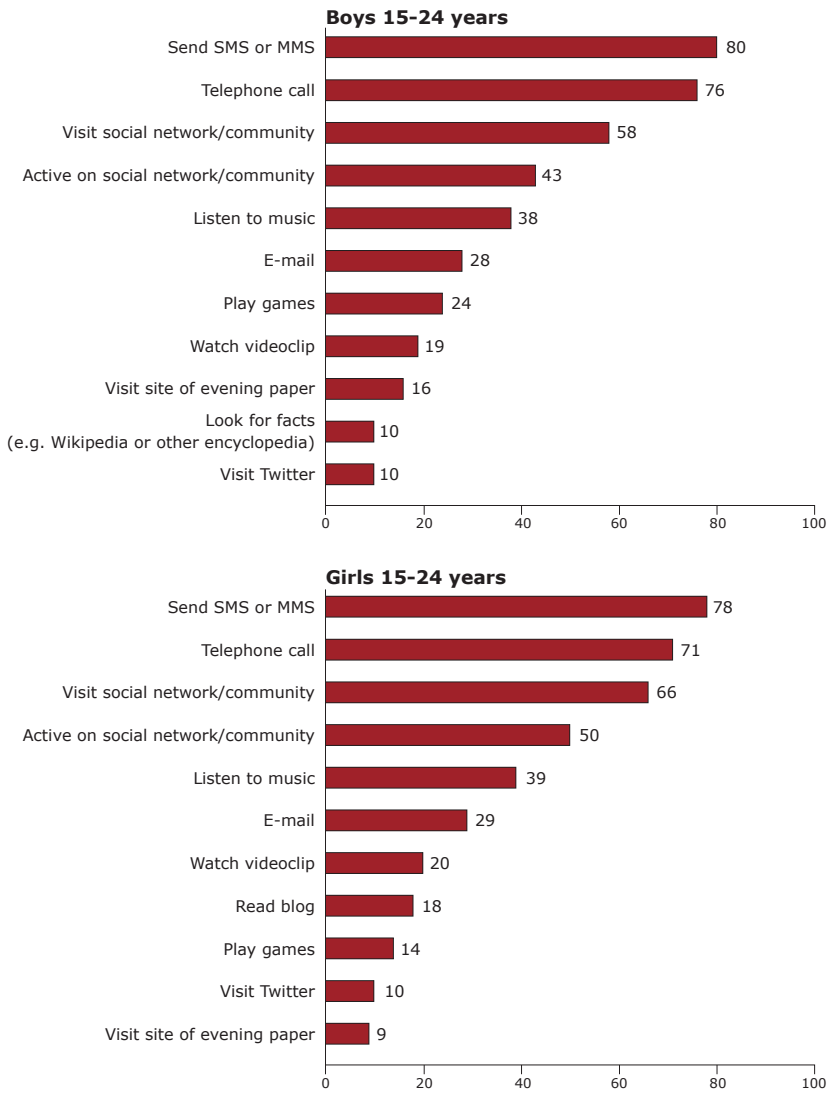
**Sweden: Activities on mobile phone an average day among children 2012 (%)**



Note: Use an average day among children with access to mobile phone.

Source: Nordicom-Sweden, 2013.

**Sweden: Activities on mobile phone an average day among youth 2012 (%)**



Note: Use an average day among youth with access to mobile phone.

Source: Nordicom-Sweden, 2013.

**Denmark: Use of computer games/digital games among children 7-14 years 2012 (%)**

	All	Boys	Girls	7-9 years	10-12 years	13-14 years
<i>How often do you play computer games/digital games?</i>						
More than 3 hours every day	8	13	3	1	6	18
More than 1 hour every day	22	30	14	14	32	18
Every day or almost every day	31	32	31	37	33	23
3-4 days per week	16	12	20	21	13	13
1-2 days per week	13	8	18	18	9	12
1-3 days per month	6	3	8	7	3	7
More seldom	2	1	4	1	2	4
Never	2	1	4	2	1	5
<i>What kind of computer games/digital games do you play, by platform?</i>						
Games on a computer	86	87	84	89	89	78
Console games (PlayStation, Wii or similar)	75	86	64	82	77	63
Mobile games (mobile phone/tablet/iPad)	74	73	74	73	76	72
I never play computer games/digital games	2	1	3	2	1	5
<i>What kind of computer games/digital games do you play most often, by genre? <sup>1,2</sup></i>						
Platform game (e.g. Donkey Kong or Super Mario)	43	43	44	58	41	27
Sports game (e.g. Fifa or NHL)	35	55	14	33	36	36
Puzzle game (e.g. Tetris or Bubble-Trouble)	31	21	41	22	32	40
Action-Adventure (e.g. Grand Theft Auto or Tomb Raider)	28	48	8	18	31	39
Shooter game (e.g. Counter Strike)	28	48	6	16	30	39
<i>Who do you play computer games/digital games together with? <sup>1</sup></i>						
My friends	79	84	74	70	84	83
Alone	76	70	83	79	77	72
My family	54	52	56	73	50	35
People I do not know	20	28	12	6	24	32
My boyfriend/girlfriend	2	1	3	1	2	3
Other	3	3	2	2	2	4

<sup>1</sup> Share of those who play at least 1-3 days per month.

<sup>2</sup> The five game genres played most often among 7-14-year-olds.

Source: *Danskernes kulturvaner 2012* (Danish Ministry of Culture).



### Norway: Use of computer games/video games among children 1-12 years 2012 (%)

	All	Boys	Girls	1-4 years	5-8 years	9-12 years
<i>How often does the child play computer games/digital games?</i>						
Several times per day	15	22	7	1	9	23
Once a day	15	17	11	3	11	21
A few times per week	33	32	35	11	41	38
Once a week	9	8	11	9	13	7
Less than once a week	15	8	22	22	21	9
Never	13	13	14	53	14	2
<i>If the child play games on the Internet, with whom does he/she play?</i>						
With own friends or relatives on closed network	25	26	24	9	11	35
Alone on the Internet	52	49	54	13	38	66
With own acquaintances or friends on the internet	37	39	35	3	8	58
With unknown people on the Internet	13	15	10	1	3	20

Note: Data are based on parents' answers about their children's media use.

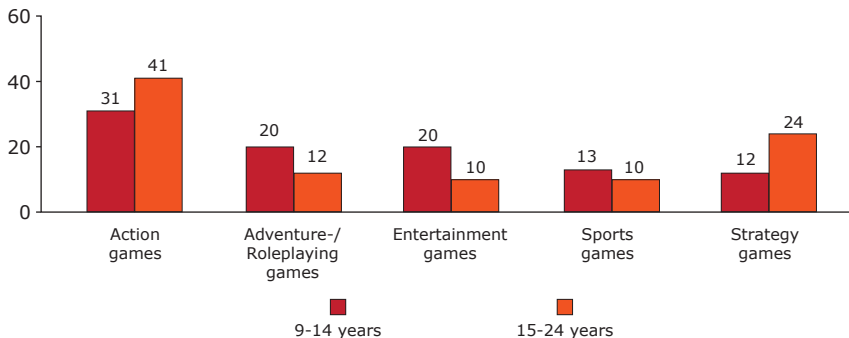
Source: *Småbarn og medier 2012* (Norwegian Media Authority).

### Norway: Use of computer games/video games among children and youth 9-16 years 2012 (%)

	All	Boys	Girls	9-11 years	12-14 years	15-16 years
<i>How often do you play computer games/digital games?</i>						
Several times per day	31	41	21	30	33	29
Once a day	18	20	17	18	18	18
A few times per week	31	31	31	40	29	23
Once a week	5	4	6	4	6	6
Less than once a week	9	4	14	7	9	10
Never	6	-	12	1	4	13

Source: *Barn og medier 2012* (Norwegian Media Authority).

### Sweden: Computer-/video-/Internet games, popular genres among children and youth 2012 (%)

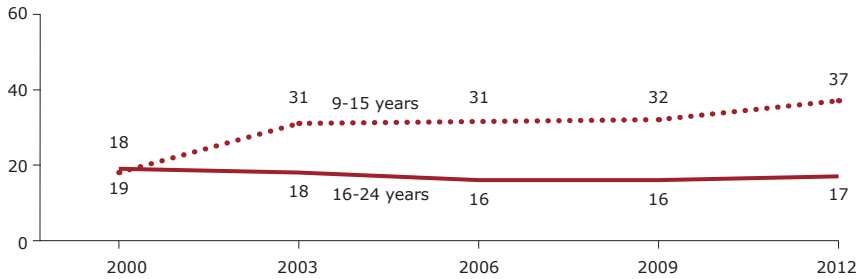


Note: Game genres played among gamers an average day.

Source: *Nordicom-Sveriges Mediebarometer 2012* (Nordicom-Sweden).

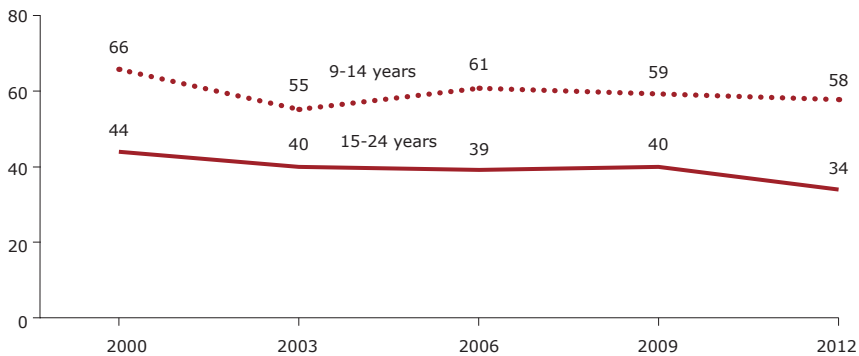
## Books and Reading

### Norway: Book reading an average day among children and youth 2000-2012 (%)



Note: Reading in leisure time. Occupation- and school related reading and reading aloud to children not included.  
Sources: Norsk mediebarometer 2011 and 2012 (Statistics Norway).

### Sweden: Book reading an average day among children and youth 2000-2012 (%)



Note: Included is all reading/book use. From 2006 and onwards the question emphasizes that also listening to audio- and e-books are included.  
Source: Nordicom-Sweden (the survey Nordicom-Sveriges Mediebarometer).

**Denmark: Book reading by format among children 7-14 years 2012 (%)**

	<i>How do you read books?</i>					
	All	Boys	Girls	7-9 years	10-12 years	13-14 years
Printed book	86	84	89	86	90	80
Audio book <sup>1</sup>	12	11	12	18	11	3
E-book <sup>2</sup>	10	10	10	12	10	7
Never read books	13	15	10	12	9	18

<sup>1</sup> For example on CD or Mp3.

<sup>2</sup> E-book on computer, tablet/iPad or similar.

Source: *Danskernes kulturvaner 2012* (Danish Ministry of Culture).

**Denmark: Book reading by frequency and genre among children 7-14 years 2012 (%)**

*How often do you read any of the following (in your leisure time, i.e. not home work/school work)?*

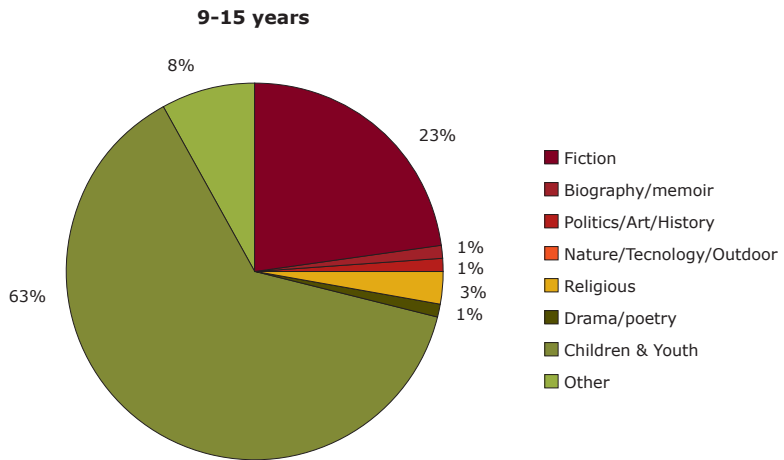
	Share (%)	
Books (novels, stories and adventure)	Weekly <sup>1</sup>	64
	Monthly <sup>2</sup>	10
	More seldom	12
	Never	13
	Total	100
Books on specific topics (e.g. animals, technology, cars)	Weekly <sup>1</sup>	26
	Monthly <sup>2</sup>	16
	More seldom	30
	Never	28
	Total	100
Comics	Weekly <sup>1</sup>	27
	Monthly <sup>2</sup>	13
	More seldom	25
	Never	35
	Total	100

<sup>1</sup> Categories: Every day or almost every day, 1-2 days per week, 3-4 days per week.

<sup>2</sup> Categories: 1-3 days per month.

Source: *Danskernes kulturvaner 2012* (Danish Ministry of Culture).

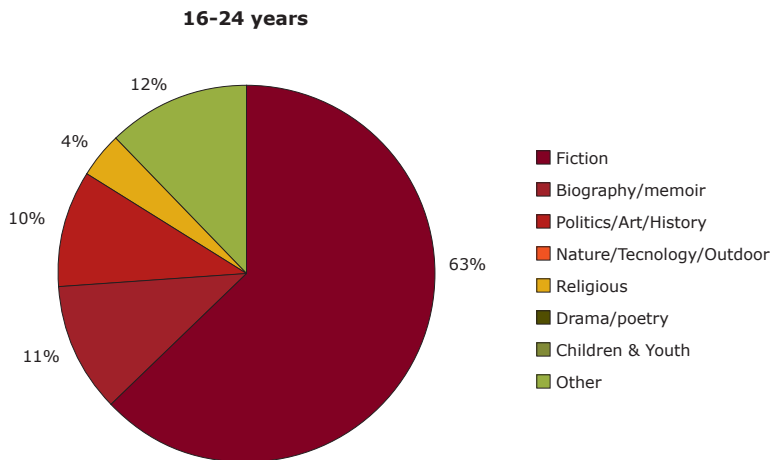
**Norway: Book reading by genre an average day among children 9-15 years 2012 (%)**



Note: Reading in leisure time. Occupation- and school related reading and reading aloud to children not included.

Source: Norsk Mediebarometer 2012 (Statistics Norway).

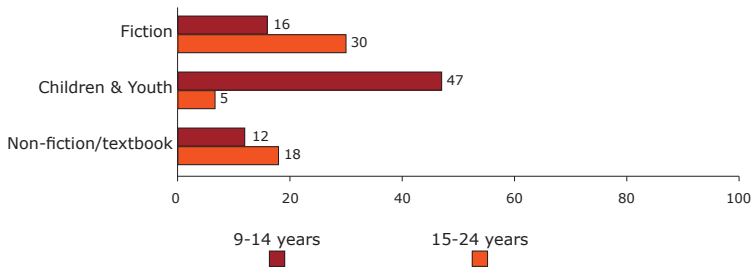
**Norway: Book reading by genre an average day among youth 16-24 years 2012 (%)**



Note: Reading in leisure time. Occupation- and school related reading and reading aloud to children not included.

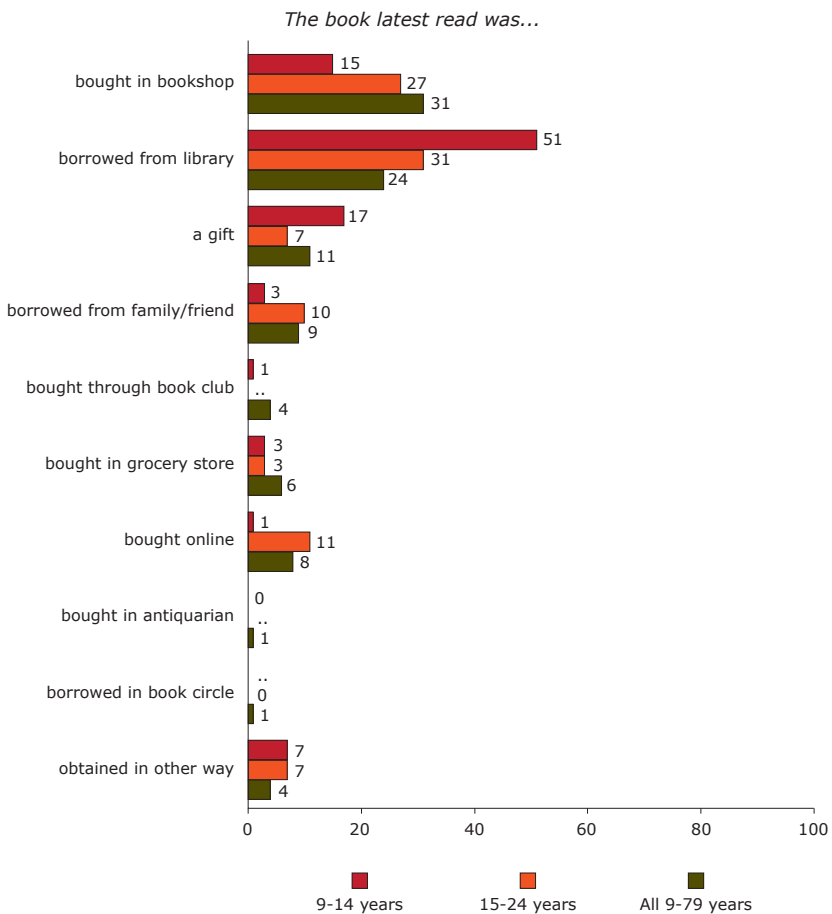
Source: Norsk Mediebarometer 2012 (Statistics Norway).

**Sweden: Book reading by genre an average week among children and youth 2012 (%)**



Source: Nordicom-Sveriges Mediebarometer 2012 (Nordicom-Sweden).

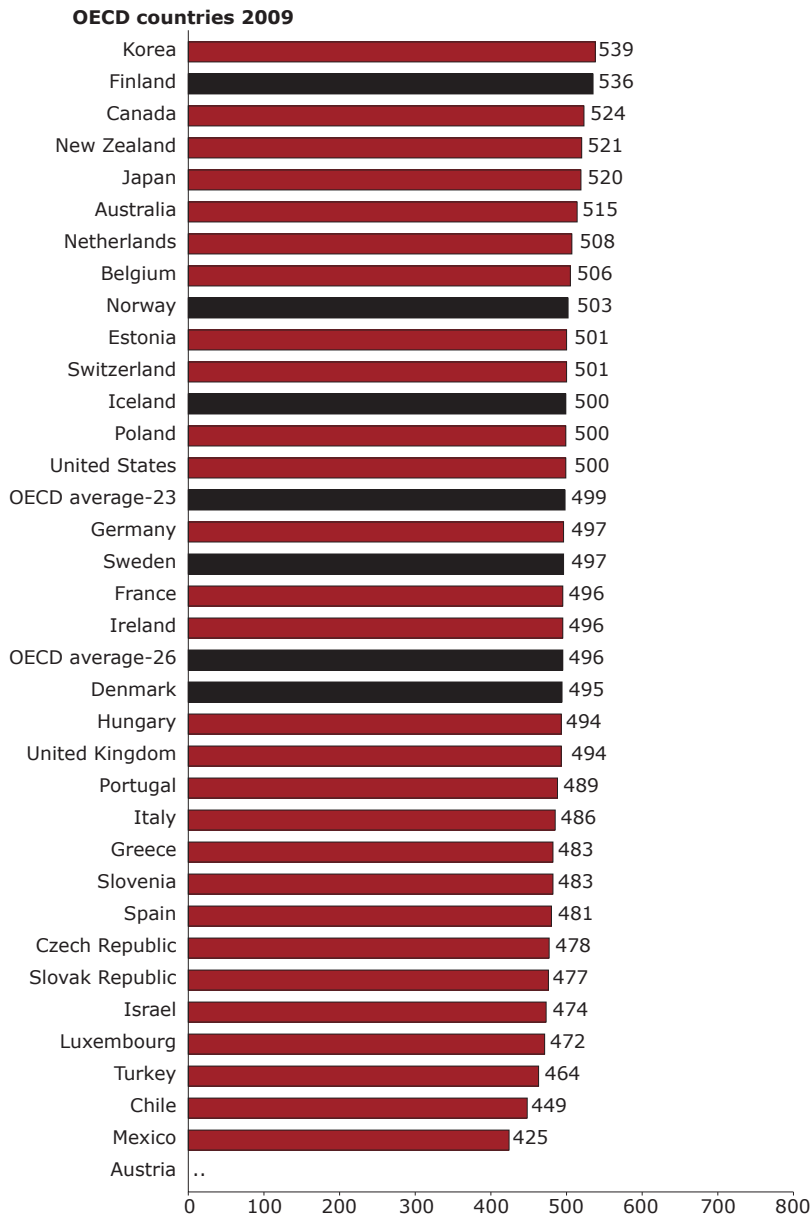
**Sweden: Different ways of obtaining books 2012 (%)**



Note: Among respondents who read a book last week.

Source: Nordicom-Sveriges Mediebarometer 2012 (Nordicom-Sweden).

**OECD: Reading performance in PISA assessment 2009 (mean score)**

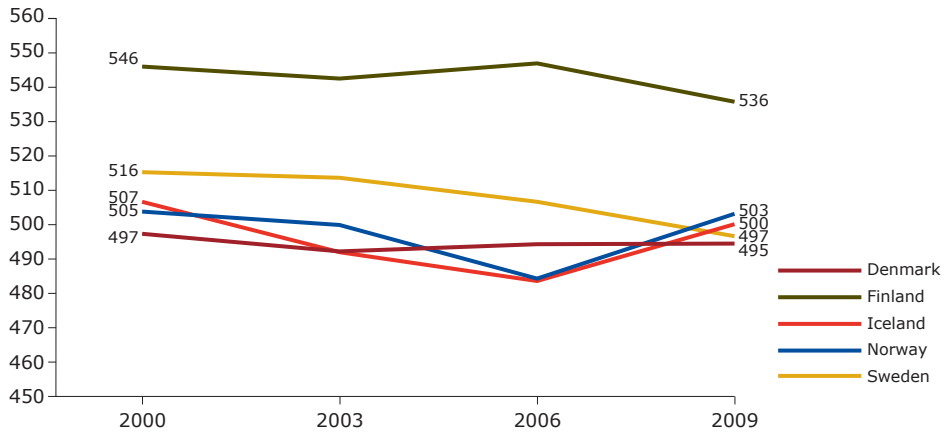


.. Data not available.

Note: Mean score in PISA reading literacy test among 15-year-olds. Reading literacy is defined as understanding, using and reflecting on written texts in order to achieve one's goals, acquire knowledge, develop one's potential and participate in society (OECD, 2006b).

Source: PISA 2009 Results: Learning Trends: Changes in Student Performance Since 2000 (Volume V) (OECD).

**The Nordic countries: Reading performance in PISA, mean score by country 2000-2009**



Note: Mean score in PISA reading literacy test among 15-year-olds (OECD).

Source: Northern Lights on PISA 2009 - focus on reading, TemaNord 2012:501 (Nordic Council of Ministers).

## Television

### The Nordic countries: Daily TV viewing among children and youth 2000-2012 (%)

Daily reach (%)				
Denmark	3-10 years	11-19 years	20-25 years	Total population (3+)
2000	..	..	..	71
2003	59	55	60	71
2006	61	54	65	70
2009	66	57	65	74
2012	62	58	65	73
Finland	4-9 years	10-14 years	15-24 years	Total population (10+)
2000	63	72	65	77
2003	65 <sup>1</sup>	68	62	77
2006	62	64	61	75
2009	..	..	..	73
2012	61	60	49	74
Norway	3-6 / 2-6 <sup>2</sup> years	7-11 years	12-19 years	Total population (12+)
2000	67	65	62	72
2003	64	62	59	71
2006	62	61	55	69
2009	69	66	56	71
2012	62	64	49	69
Sweden	3-14 years	15-24 years	Total population (3+)	
2000	73	61	76	
2003	65	56	73	
2006	63	54	71	
2009	62	50	70	
2012	69	47	71	

.. Data not available.

<sup>1</sup> 2003: population aged 3-9.

<sup>2</sup> Until 2008: population aged 3-6; from 2009 onwards: population aged 2-6.

*Note:* Definition of daily reach in Denmark and Sweden: share of TV-population who have watched at least 5 consecutive minutes; in Finland and Norway: based on one minute's viewing.

*Sources:* TNS Gallup Denmark, Finnpanel and YLE Audience Research, TNS Gallup Norway/medianorway's database, MMS.



### The Nordic countries: Total daily TV viewing time among children and youth 2000-2012 (minutes/day)

Minutes/day				
Denmark	3-10 years	11-19 years	20-25 years	Total population (3+)
2000	..	..	..	151
2003	82	98	165	158
2006	82	96	158	151
2009	111	120	202	189
2012	103	126	191	195
Finland	4-9 years	10-14 years	15-24 years	Total population (10+)
2000	75	105	111	168
2003	74 <sup>1</sup>	95	106	173
2006	68	88	105	169
2009	74	89	93	176
2012	73	78	86	183
Norway	3-6 / 2-6 <sup>2</sup> years	7-11 years	12-19 years	Total population (12+)
2000	83	103	114	163
2003	83	89	109	164
2006	85	91	88	156
2009	107	114	108	184
2012	91	110	92	175
Sweden	3-14 years	15-24 years	Total population (3+)	
2000	96	106	150	
2003	89	104	150	
2006	96	101	154	
2009	98	100	166	
2012	102	85	164	

.. Data not available

<sup>1</sup> 2003: population aged 3-9.

<sup>2</sup> Until 2008: population aged 3-6; from 2009 onwards: population aged 2-6.

*Note:* Electronic measurement (peoplemeter) except for Iceland 2000-2007. Timeshift within 7 days included in Finland and Norway in 2008, and in Sweden 2010.

*Sources:* TNS Gallup Denmark, Finnpanel and YLE Audience Research, TNS Gallup Norway/medianorway's database, MMS.

**The Nordic countries: Audience shares of domestic and foreign channels among children 2011 (%)**

Share of children's viewing time (%)

	Denmark 3-11 years	Norway 2-11 years	Sweden 3-14 years
Domestic	64	66	68
Foreign	37	34	32
Total	100	100	100

*Note:* Channels of pan-Nordic, pan-European or global formats are classified as foreign, even if they broadcast in national languages.

*Sources:* TNS Gallup Denmark, Finnpanel (processed), TNS Gallup Norway/medianorway's database, MMS annual report (processed).

### The Nordic countries: Public service TV audience shares among children and youth 2011/2012 (%)

Denmark 2012	Share of viewing time (%)		
	3-10 years	11-19 years	20-25-years
<b>DR Ramasjang<sup>1</sup></b>	20	4	1
Other DR channels	22	15	13
<i>DR total</i>	42	19	14
Other channels	58	81	86
Total	100	100	100
Total minutes per day	103	126	191
Finland 2011	4-9 years	10-14 years	4-14 years
<b>YLE TV2<sup>2</sup></b>	<b>34</b>	<b>15</b>	..
Other YLE channels	7	9	..
<i>YLE total</i>	42	24	..
Other channels	58	76	..
Total	100	100	..
Total minutes per day	78	79	..
Norway 2011	2-6 years	07-11 years	02-11 years
<b>NRK 3/Super</b>	<b>46</b>	<b>22</b>	<b>33</b>
Other NRK channels	11	13	12
<i>NRK total</i>	56	34	45
Other channels	44	66	55
Total	100	100	100
Total minutes per day	94	102	98
Sweden 2012	3-6 years	7-11 years	3-14 years
<b>svtB</b>	<b>48</b>	<b>20</b>	<b>27</b>
Other SVT channels	10	13	11
<i>SVT total</i>	58	32	38
Other channels	42	68	62
Total	100	100	100
Total minutes per day	103	107	101

<sup>1</sup> In March 2013, DR changed its channel offering for children. The existing children channel DR Ramasjang was complemented by DR Ultra, and since then DR Ramasjang targets the younger children and DR Ultra the 7-12-year-olds.

<sup>2</sup> YLE has no separate channel for children / youth. Instead, YLE TV2 is partially targeted to children and youth audiences.

*Note:* Children/youth channels or channels partially target to children/youth in bold. Share of viewing time, per cent.

*Sources:* Finnpanel and YLE Audience Research, TNS Gallup Norway/medianorway's database, MMS.

### Denmark: The most watched TV-programme genres among children 7-14 years 2012 (%)

*What kind of TV programmes do you watch most often?*

	All	Boys	Girls	7-9 years	10-12 years	13-14 years
Animation	68	74	62	91	68	41
Film	61	60	62	51	63	70
Children's programmes	60	57	62	89	64	19
Series	49	39	60	23	57	70
Youth programmes	46	39	53	27	48	66
Music and entertainment	38	32	43	29	38	47
Sport	35	50	21	27	39	4
Culture, nature, education and information	21	23	18	20	24	18
News and current affairs	13	14	12	7	12	21
Regional/local programmes	4	3	4	1	4	7
Other	7	6	8	2	10	11

Source: *Danskernes kulturvaner 2012* (Danish Ministry of Culture).

### Norway: The ten most watched TV-programme genres among children and youth 9-19 years an average day 2012 (%)

	9-12 years		13-15 years		16-19 years
Children/youth programmes	58	TV series	43	TV series	49
TV series	21	Other entertainment	27	Other entertainment	23
Other entertainment	15	Sport	15	News	15
News	9	Feature/TV films	14	Sport	13
Sport	7	News	13	Feature/TV films	12
Feature/TV films	6	Children/youth programmes	9	Children/youth programmes	6
Other information	3	Nature	6	Current affairs	6
Current affairs	2	Other information	5	Other information	5
Nature	2	Current affairs	3	Nature	4
Quizzes	1	Pop music	3	Debates	3

Source: *Norsk mediebarometer 2012* (Statistics Norway).

### Sweden: The ten most watched TV-programme genres among children and youth 9-24 years an average day 2012 (%)

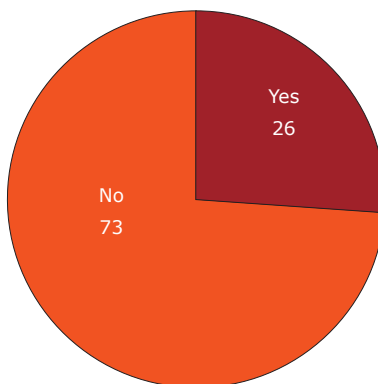
	9-14 years		15-24 years
Drama/series	32	Drama/series	30
Children/youth program	24	Entertainment/music	18
Entertainment/music	23	Feature film	13
Current affairs and debate	8	News	12
Feature film	8	Current affairs and debate	10
Sport	7	Sport	8
News	6	Reality/docusoap	7
Reality/docusoap	4	Lifestyle	4
Lifestyle	2	Culture	3
Culture	1	Children/youth program	2

Source: *Nordicom-Sveriges Mediebarometer 2012* (Nordicom-Sweden).

## Parents

### Denmark: Search on child's name (%)

During the last year, have you "googled" you child's name to see what kind of information you may find?

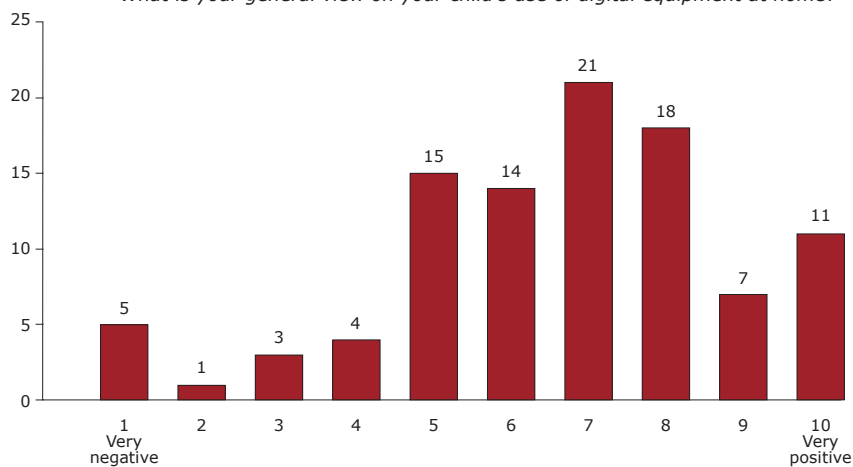


Note: Parents with children 9-18 years.

Source: *Teenagere – Deres private og offentlige liv på sociale medier* (The Danish Media Council for Children & Young People et al.).

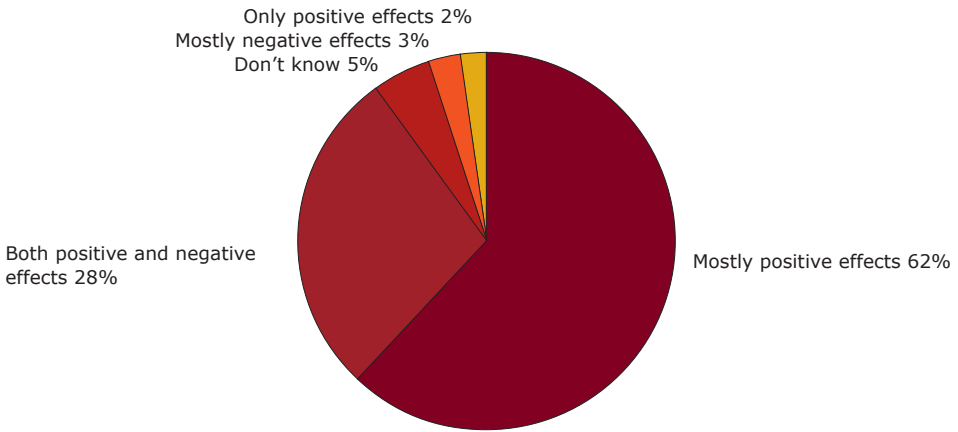
### Norway: Parents' views on young children's use of digital equipment 2011 (%)

What is your general view on your child's use of digital equipment at home?



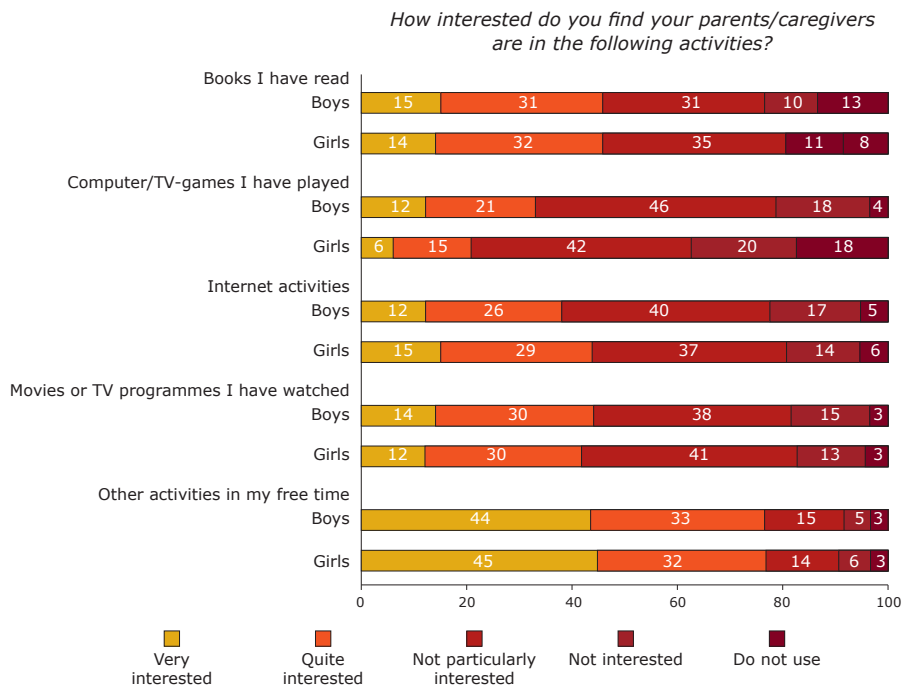
Source: *Småbarns digitale univers, 0-6-åringers tilgang til og bruk av digitale enheter på fritiden* (Norwegian Centre for ICT in Education).

**Norway: Parents' views on effects of young children's use of digital equipment 2011 (%)**



Source: *Småbarns digitale univers, 0-6-åringers tilgang og bruk av digitale enheter på fritiden* (Norwegian Centre for ICT in Education).

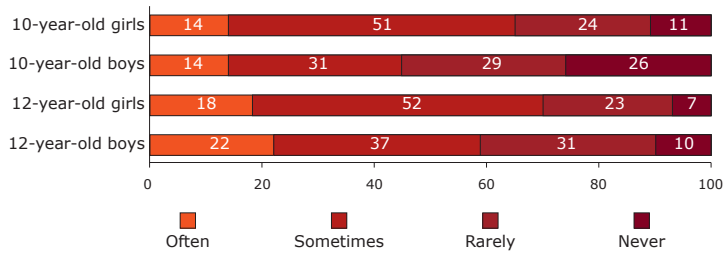
**Norway: Parents' interests in children's media use 2012 (%)**



Source: *Barn og medier 2012* (Norwegian Media Authority).

**Finland: Parents' interests in children's media use 2012 (%)**

*Do you think that your parents are interested in hearing about your media favorites?*



Source: *Lasten mediabarometri 2012* (Finnish Youth Research Network).

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*Barn og medier 2012 – Fakta om barn og unges (9-16 år) bruk og opplevelser av medier.* Fredrikstad 2012: Medietilsynet (Norwegian Media Authority).

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### *medianorway/medienorge*

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## Other Statistical Sources

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### *TNS Gallup Norway*

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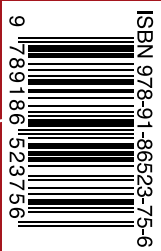
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ISBN 978-91-86523-75-6  
9 789186 523756