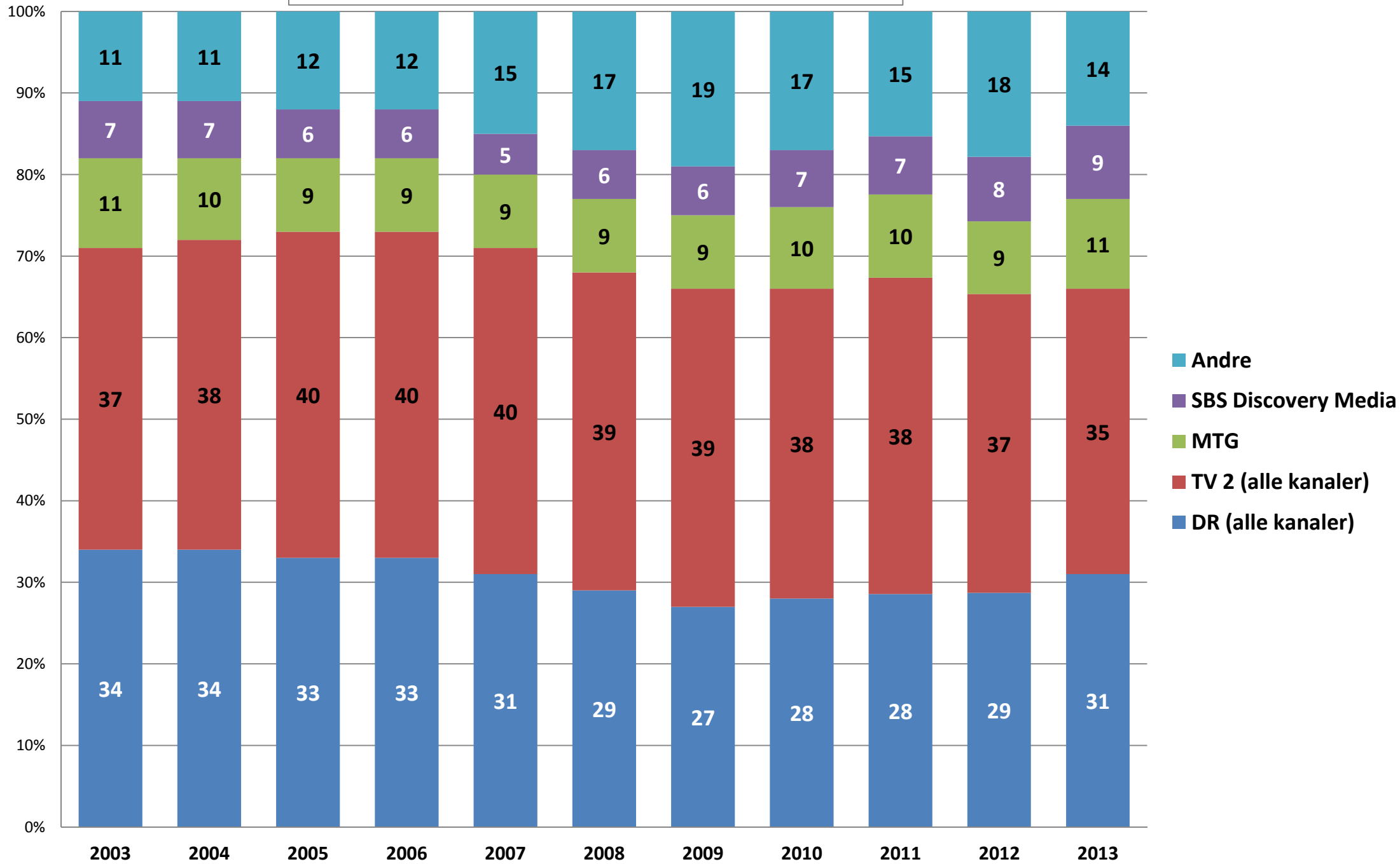


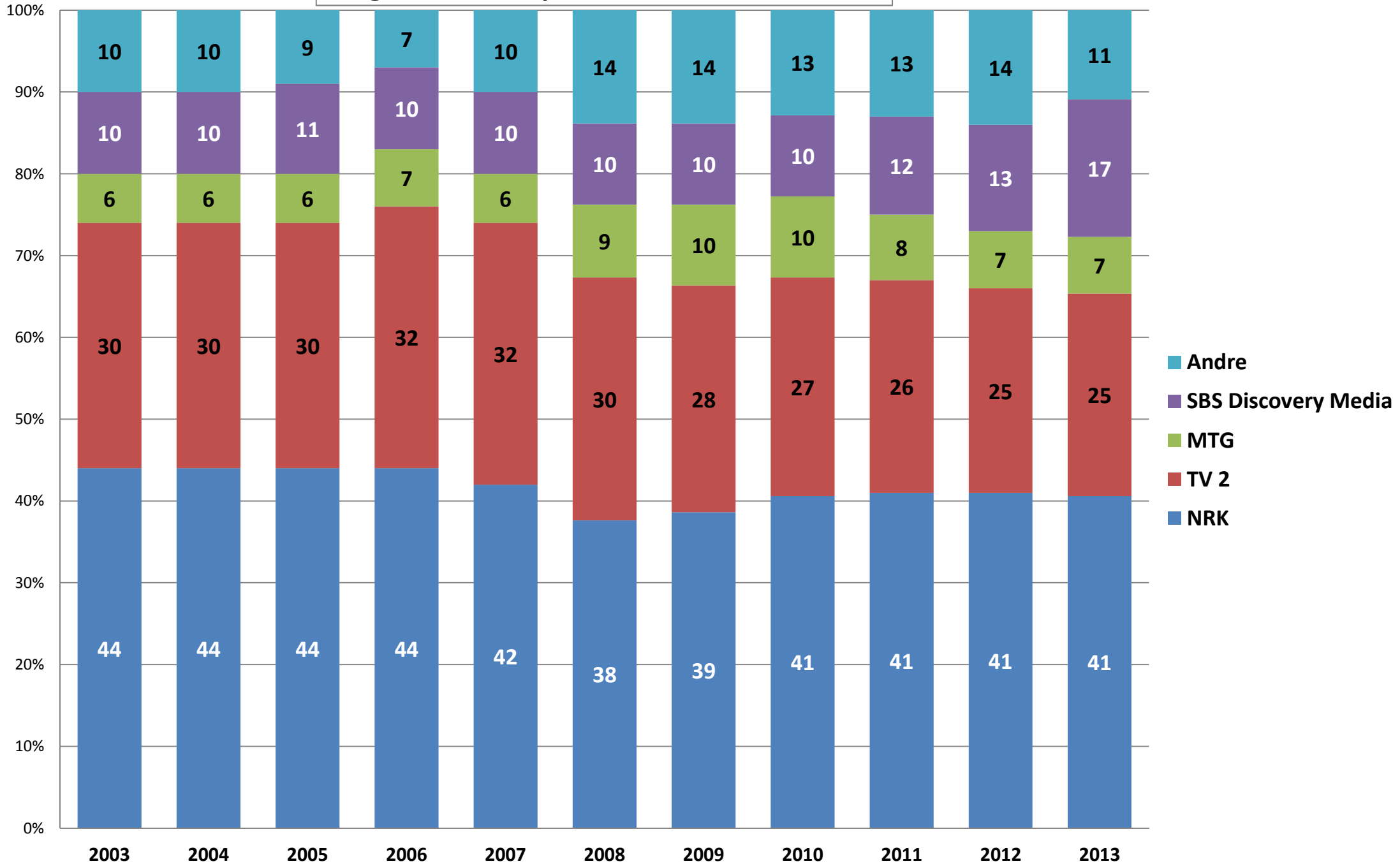
Kilde: Nordicom Mediestatistik, Tabel: "The TV channel with the largest audience shares 2013."

**Danmark - share i % på kanalfamilier 2003-2013**



Kilde: Nordicom Mediestatistik  
Tabel: "The TV channel families with the largest audience shares 2013. Shares 2003-2013"

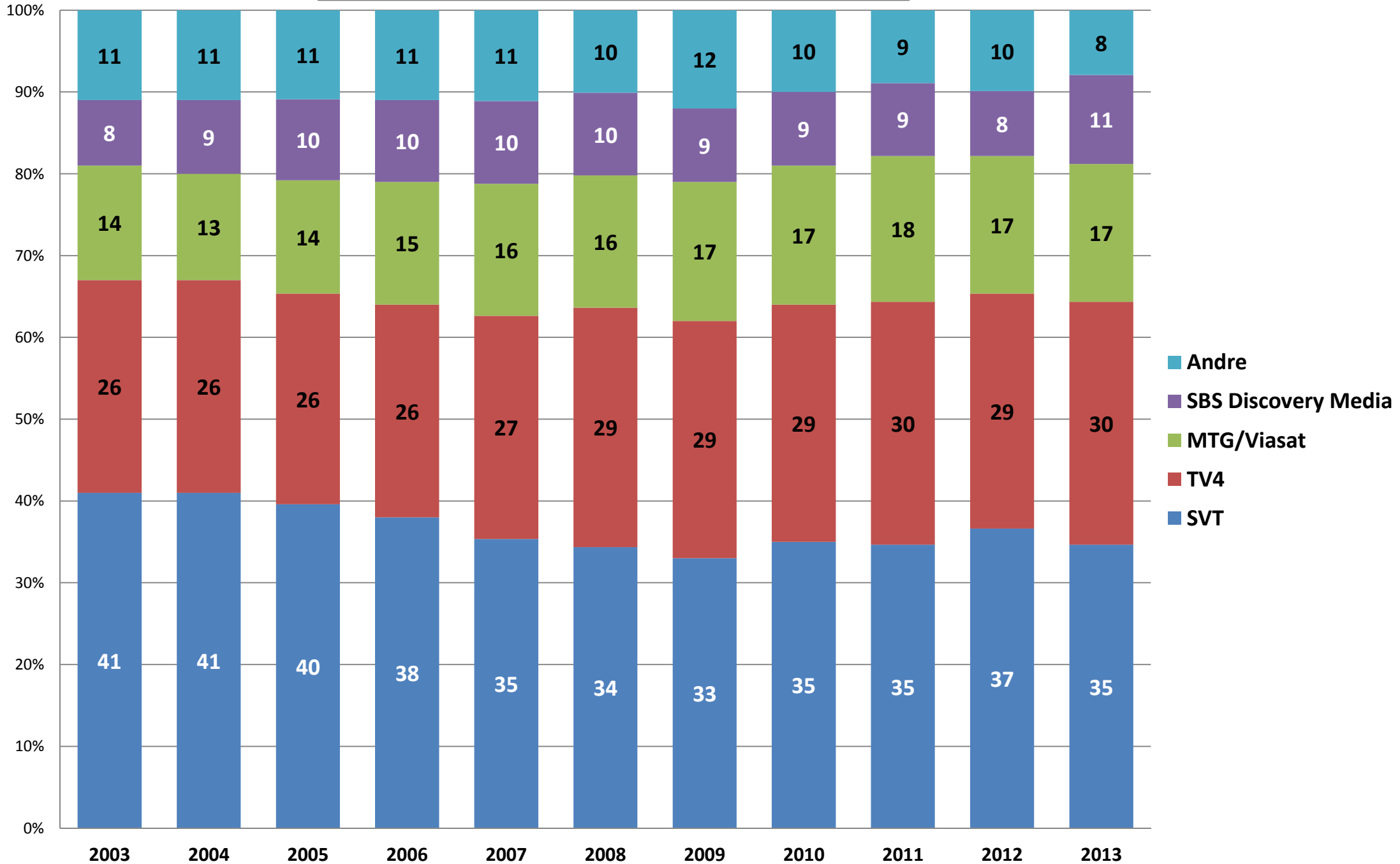
Norge - share i % på kanalfamilier 2003-2013



Kilde: Nordicom Mediestatistik

Tabel: "The TV channel families with the largest audience shares 2013. Shares 2003-2013"

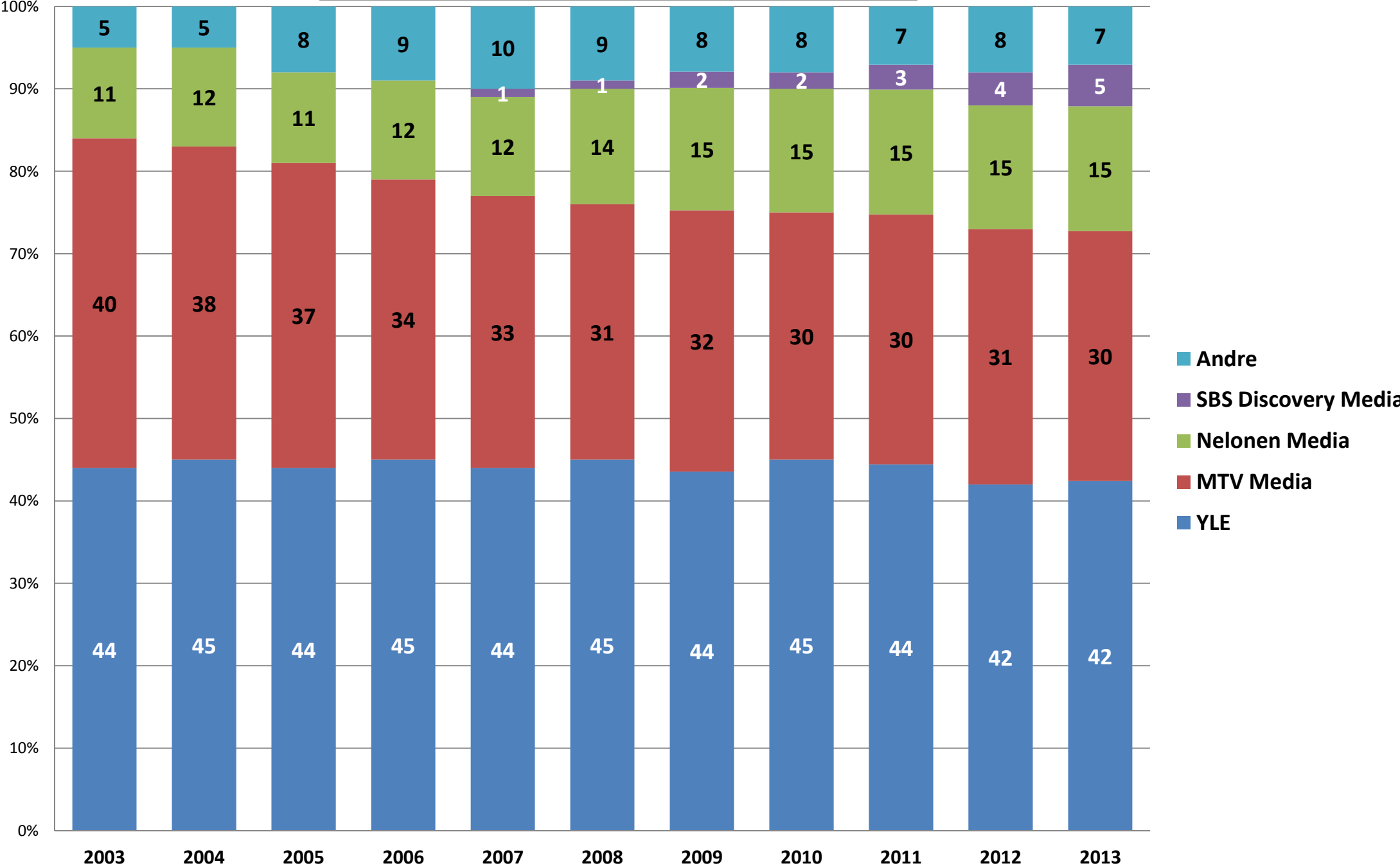
Sverige - share i % på kanalfamilier 2003-2013



Kilde: Nordicom Mediestatistik

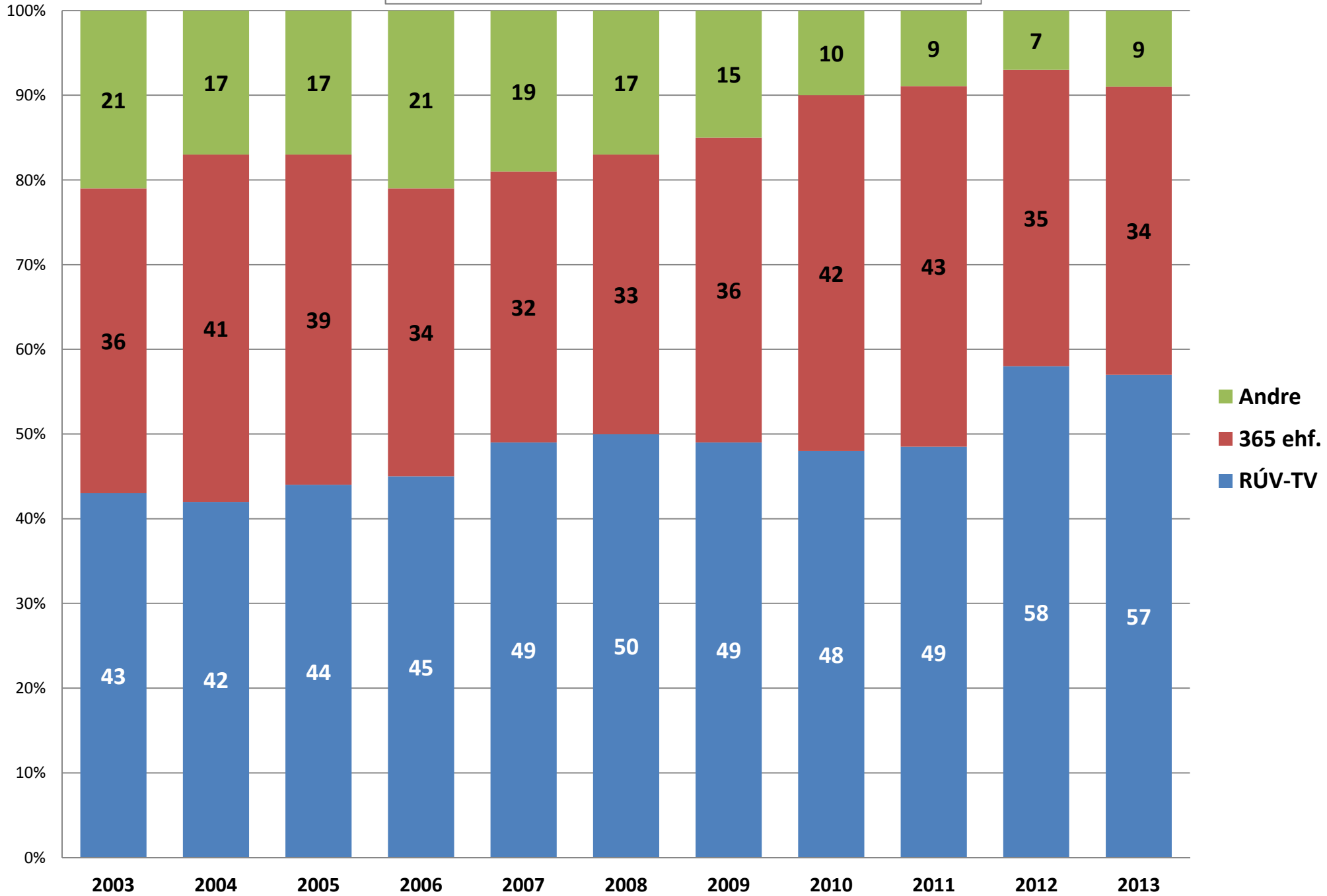
Tabel: "The TV channel families with the largest audience shares 2013. Shares 2003-2013"

Finland - share i % på kanalfamilier 2003-2013



Kilde: Nordicom Mediestatistik  
 Tabel: "The TV channel families with the largest audience shares 2013. Shares 2003-2013"

Island - share i % på kanalfamilier 2003-2013



Kilde: Nordicom Mediestatistik  
 Tabel: "The TV channel families with the largest audience shares 2013. Shares 2003-2013"

Tabel til figur 22: Share (%) på de største kanalfamilier i Danmark, Norge, Sverige, Finland og Island 2003-2013

Land	Kanalfamilie	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Danmark	TV 2 <sup>1</sup>	37	38	40	40	40	39	39	38	38	37	35
	DR	34	34	33	33	31	29	27	28	28	29	31
	MTG <sup>1,2</sup>	11	10	9	9	9	9	9	10	10	9	11
	SBS Discovery Media <sup>3</sup>	7	7	6	6	5	6	6	7	7	8	9
	Other	11	11	12	12	15	17	19	17	15	15	18
	<b>Total</b>	100	100	100	100	100	100	100	100	100	100	100
Finland	YLE	44	45	44	45	44	45	44	45	44	42	42
	MTV Media	40	38	37	34	33	31	32	30	30	31	30
	Nelonen Media	11	12	11	12	12	14	15	15	15	15	15
	SBS Discovery Media <sup>3</sup>	*	*	*	0	1	1	2	2	3	4	5
	Other	5	5	8	9	10	9	8	8	7	8	7
	<b>Total</b>	100	100	100	100	100	100	100	100	100	100	100
Island <sup>4</sup>	RÚV-TV	43	42	44	45	49	50	49	48	49	58	57
	365 ehf.	36	41	39	34	32	33	36	42	43	35	34
	Other	21	17	17	21	19	17	15	10	9	7	9
	<b>Total</b>	100	100	100	100	100	100	100	100	100	100	100
Norge	NRK	44	44	44	44	42	38	39	41	41	41	41
	TV 2 <sup>5</sup>	30	30	30	32	32	30	28	27	26	25	25
	SBS Discovery Media <sup>3</sup>	10	10	11	10	10	10	10	10	12	13	17
	MTG <sup>2</sup>	6	6	6	7	6	9	10	10	8	7	7
	Other	10	10	9	7	10	14	14	13	13	14	11
	<b>Total</b>	100	100	100	100	100	100	100	100	100	100	100
Sverige	SVT	41	41	40	38	35	34	33	35	35	37	35
	TV4	26	26	26	26	27	29	29	29	30	29	30
	MTG/Viasat	14	13	14	15	16	16	17	17	18	17	17
	SBS Discovery Media <sup>3</sup>	8	9	10	10	10	10	9	9	9	8	11
	Other	11	11	11	11	11	10	12	10	9	10	8
	<b>Total</b>	100	100	100	100	100	100	100	100	100	100	100

Kilde: Nordicom Mediestatistik

Tabel: "The TV channel families with the largest audience shares 2013. Shares 2003-2013"

<sup>1</sup> TV 2 Sport, a joint venture between TV 2 Denmark and MTG 2007-2012, is not included.

<sup>2</sup> MTG's domestic channels. Pay TV channels and other Viasat channels of more pan-Nordic or pan-European character are not included.

<sup>3</sup> Discovery Communications acquired SBS Nordic from the ProSiebenSat.1 Group by the end of 2012 and formed SBS Discovery Media (from 2013). In January 2014 Discovery Communications acquired a majority share of Eurosport, increasing its share from 20% to 51%. The Eurosport channels are not included above.

<sup>4</sup> Diary data 2003, 2005-2006 according to surveys in October; 2004 survey in March; 2007 in June. Electronic measurement (ppm) 2008-2013 with data for week 42 each year.

<sup>5</sup> Note that the number of channels is not total for each year. TV 2 Sport which was launched in 2007 is included first time in 2012 (0,1%). TV 2 Premier League (2010-2012) is not included, nor is TV 2 Sport Premium (launched 2013). TV 2 Film (launched 2005) is not included for 2012-2013.

Note: Electronic measurement (peoplemeter) except for Iceland 2003-2007 (see note 4). Timeshift within 7 days included in Finland and Norway in 2008, and in Sweden 2010.

For Iceland, with the introduction of electronic measurement (ppm) in 2008, catch-up-channel viewing was included. If not specified in notes, all channels per family are included.

Sources: TNS Gallup Denmark, Danish Agency for Culture, Finnpanel and YLE Audience Research, Ministry of Transport and Communications (Finland), Capacent (Iceland), Statistics Iceland, TNS Gallup Norway, medianorway, www.kampanje.com 02/01/2014, MMS, Nordicom-Sweden.

Aldersgrupper: Danmark: 3 år + Finland: 10 år + Island: 12-80 år Norge: 12 år+ Sverige: 3 år +