

# SUMMARY AND DISCOURSE 2020

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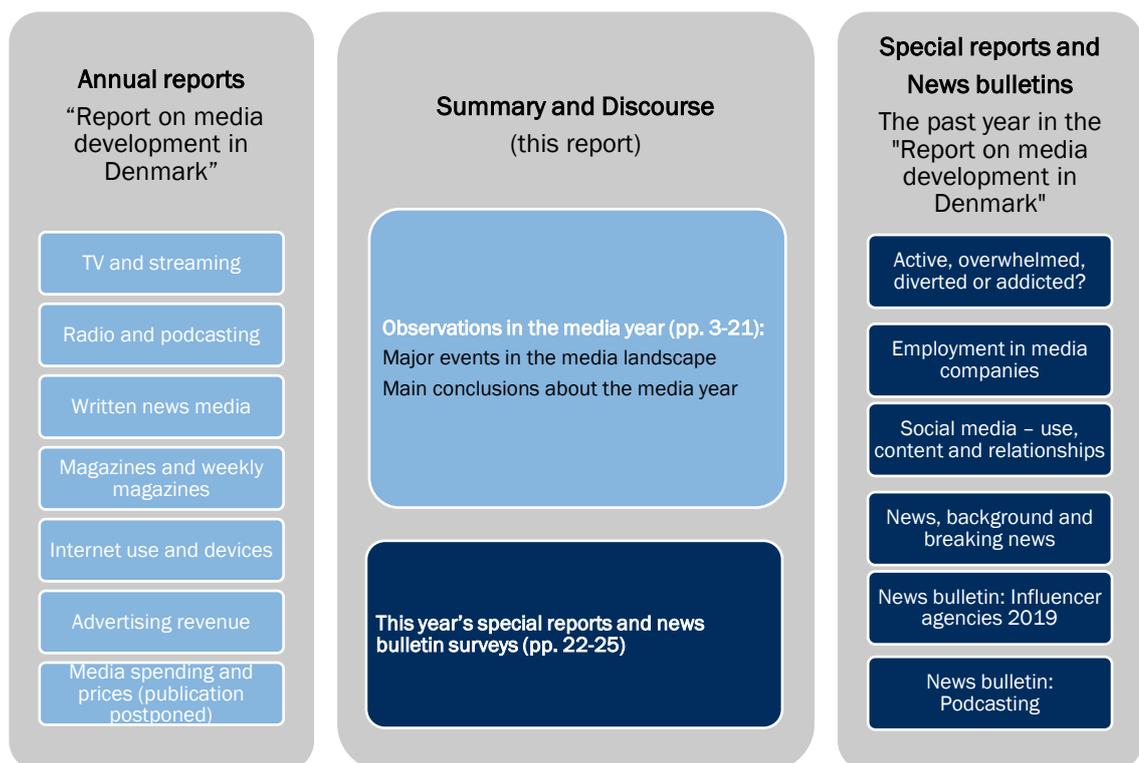
# 1 INTRODUCTION

This is the seventh edition of the Danish Agency for Culture and Palaces' "Report on media development in Denmark" (Rapportering om mediernes udvikling i Danmark), the first of which was published in 2014.

The media development report for 2020 was prepared in consultation with an [external editorial panel set up specifically for the "Report on media development in Denmark"](#). The editorial panel consists of seven media professionals – experts, researchers and industry representatives – who have provided advice and suggestions regarding development and prioritisation as well as quality assurance throughout.

"Summary and Discourse 2020" is intended to highlight and discuss the most important conclusions in this year's surveys from not only regular analyses of media usage in Denmark, but also special reports published in the past year. However, this year part of "Summary and Discourse" is dedicated to important events that took place in 2019 and 2020 and that were of significance to media developments, including in particular the outbreak of COVID-19 that hit most of the world in the first quarter of 2020.

The structure of the "Report on media development in Denmark" is illustrated in the model below: The Media spending and prices chapter is postponed. In future, this chapter will be published and based on the newest data towards the end of the year.



For details, read about media developments in the chapters about the individual platforms.

- [TV and streaming](#)
- [Radio and podcasting](#)
- [Written news media](#)
- [Magazines and weekly magazines](#)
- [Internet use and devices](#)
- [Advertising revenue](#)

## 2 MAJOR EVENTS IN THE MEDIA LANDSCAPE

In 2019 and 2020, a number of events within and outside the media landscape has affected the Danes' media use and developments in the media sector. For example, two radio tenders, acquisitions, several TV channel closures, changes in the TV distribution market, new players in the podcasting market and the outbreak of COVID-19 that shut down large parts of society.

These are all events that affect media development in some way. However, due to the fact that this report covers media year 2019, the repercussions of only a minority of these events are traceable in this year's "Report on media development in Denmark". The report covers the media year 2019, whereas most of the events mentioned above took place in 2019 or the early months of 2020.

In the following, we describe some of the events that have a bearing on the Danish media landscape.

### 2.1 The effects of COVID-19 on the media landscape

When most of the world was hit by the outbreak of COVID-19 in the first quarter of 2020, countries across the globe locked down much of society. This was also the case in Denmark.

The lockdown brought important changes to the daily lives of many Danes, e.g. people had to work from home while caring for small children and educating schoolchildren in the home. Most people were forced to spend more time at home. Everything was closed: childcare institutions, schools and workplaces, leisure activities, shopping centres, cinemas, cultural institutions, etc.

The lockdown has also had considerable impact on Danish companies and employment. Danish media companies faced challenges especially with regard to falling advertising revenue and in connection with restrictions imposed on public gatherings and events. For example, unemployment swelled by almost 50,000 during the lockdown and around 170,000 people were sent home and paid wage compensation.<sup>i</sup>

Even though much of Danish society has now reopened, it is still too early to establish the full extent of COVID-19 repercussions, including the pandemic's effects on the Danish media landscape. In the following, we will list some of the pandemic's immediate repercussions on the Danes' media use and on the Danish media sector players as well as some of the largest foreign players. NB: The reader is asked to read this chapter with caution. The situation continues to change and the various areas are not described on equal terms.

#### 2.1.1 The effects of COVID-19 on the Danes' media use and Danish media sector players

##### 2.1.1.1 The effects on TV viewing

Figure 1 (below) shows that lockdown in Denmark had obvious impact on TV viewing. In the early weeks of 2020, daily viewing time was significantly lower than the 2019 level, a situation which could be attributed partly to the fact that the World Handball Championships were screened in January 2019 – and Denmark won.

In the week of the lockdown, daily viewing time increased significantly and remained significantly higher in week nos. 11-16 than in the corresponding period in 2019 and in the weeks prior to the lockdown:

- In week no. 10 (before the lockdown), Danes watched an average of 139 minutes' TV per day.
- In week no. 11, daily viewing time increased by 29 minutes to 168 minutes (corresponding to a 21 % increase).

- In the following week, TV viewing time was at 169 minutes a day only to fall steadily in subsequent weeks.
- In week no. 18, daily viewing time fell back to 138 minutes a day, i.e. to the pre-lockdown level.

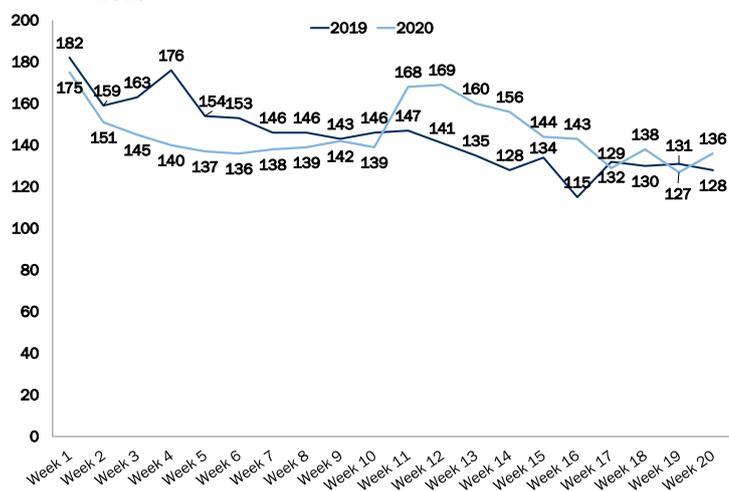
In week no. 18, daily viewing time was still eight minutes higher than in the same week in 2019.

The significant increase in daily viewing time from week no. 10 to week no. 11 applied to every age group.

The percentage increase in viewing time in the week of the lockdown was in double figures for every age group.

Highest increase was seen among 35-54 year olds who spent 33 % more minutes watching TV in week no. 11 than in week no. 10.

Figure 1: Average daily viewing time in minutes. Week nos. 1-18, 2019 and 2020



Source: Kantar Gallup Viewer Survey Data processed by the Danish Agency for Culture and Palaces  
 Universe: The Danish population aged 3+

### 2.1.1.2 The effects on radio and podcast use

Unlike TV viewing, radio listening declined during the lockdown. Figure 2 (below) shows that the average daily reach of radio was relatively stable in 2019 as 72-74 % of Danes aged 12+ listened to radio on a daily basis. There were isolated fluctuations in the schools' winter holiday (week no. 7) and in Easter week (week no. 16).

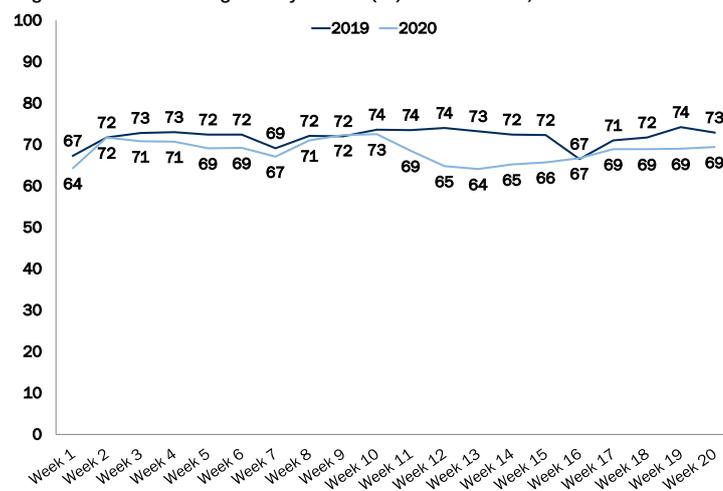
If we look at pre-lockdown radio listening in 2020, the share of Danes who listened to radio on a daily basis was generally slightly lower than in the previous year.

There was therefore no clear fluctuation in the winter holiday week (week no. 7) as the share of daily radio listeners decreased steadily from week no. 2 to week no. 7.

On the other hand, the share increased to the same level as in 2019 in the weeks after week no. 7 and until week no. 10.

In the week of the lockdown in Denmark (week no. 11), the share of radio listeners decreased again. The decline persisted in subsequent weeks and in week no. 13, 64 % of Danes listened to the radio on a daily basis.

Figure 2: Radio average daily reach (%) Weeks 1-20, 2019 and 2020



Source: Kantar Gallup Radio-Meter Data processed by the Danish Agency for Culture and Palaces  
 Universe: The Danish population aged 12+

After week no. 13, the share of daily radio listeners increased gradually to 69 % in week no. 20. This means that there was no fluctuation in connection with Easter week (week no. 15).

The fall in radio reach during the lockdown is probably partly explained by the fact that Danes often listen to the radio on their way to and from work. As many Danes worked from home during the lockdown, they simply did not listen to the radio as much as they would have done without the lockdown.

The share of radio listening that took place in the home was therefore also higher in the weeks following the lockdown. Before the lockdown, 52 % of radio listening took place at home. In week no. 12, this share had increased to 63 %.

Similarly, figures from the Danish Podcast Index show that podcast listening decreased during the lockdown. In week nos. 12-18, the average weekly number of downloads/streams was 11 % lower than in the weeks prior to the lockdown (week nos. 1-11). The decline in the use of podcasts may indicate that podcasts – like radio – are largely a media used “on the fly”.<sup>ii</sup>

Note however that DR (public service organisation) put many of its regular radio programmes on hold in response to the lockdown<sup>iii</sup>, which means that there were generally fewer new podcasts available to download/stream. Meanwhile, the Danish Podcast Index does not include all Danish podcasts but primarily podcasts from major radio players, such as DR, Bauer Media and Radio4, and a couple of other podcast suppliers.

### **2.1.1.3 The effect on news use**

A survey conducted by Trygfonden in the period 18-20 March 2020 shows that, during the COVID-19 pandemic, 53 % of the population aged 17+ kept up with the news media *much more* than they were accustomed to while 32 % kept up with the news media *slightly more*. The survey also shows that 59 % of the population considered the Danish media to be among the most important sources of information about coronavirus, whereas 54 % assessed that the state authorities’ websites were among the most important sources.<sup>iv</sup>

Furthermore, Trygfonden’s survey shows that 51 % of the population aged 17+ agrees wholeheartedly that they feel well-informed about the coronavirus, whereas 36 % agree partly. Meanwhile, 82 % disagree wholeheartedly or partly that they find it difficult to understand information about the coronavirus.<sup>v</sup>

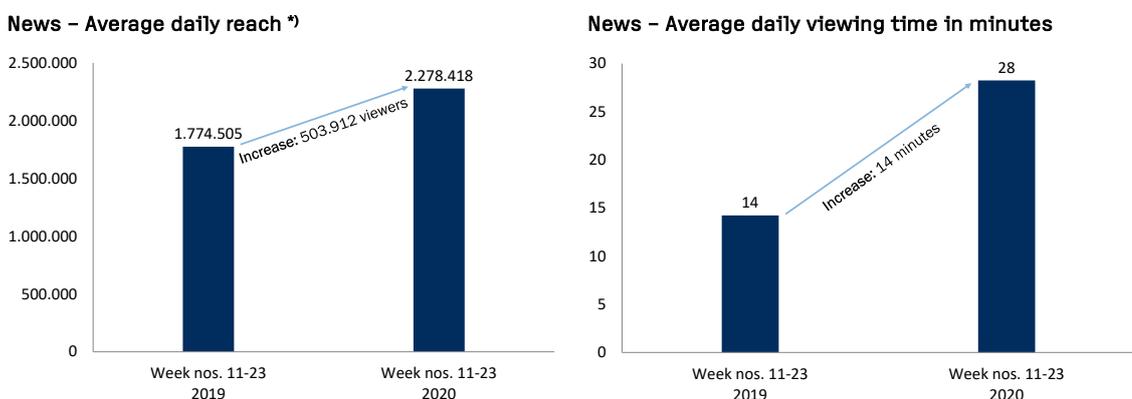
This being so, several media have also reported significantly increased traffic on their news sites. For example, according to their own respective figures, B.T., Ekstra Bladet and TV 2 had more than 500 million page views during March. See also the chapter on [Written news media](#). By way of comparison, in 2019 B.T. averaged 318 million monthly page views and TV 2 117 million. Although Ekstra Bladet’s site is not included in the official survey, according to EB’s own figures, its site averaged 374 million page views a month in 2019. Several other media report that increased traffic figures have driven growth in the number of subscribers.<sup>vi</sup>

COVID-19 has also clearly affected the Danes’ use of TV news. Even though there were elections to the Danish (5 June) and European (26 May) Parliaments in 2019, daily TV viewing was significantly higher during the COVID-19 pandemic. More people watched the TV news during a day and they watched for significantly longer. See Figure 3 below.

The figure shows the total number of Danes (aged 3+) who watched news for at least five consecutive minutes in a day (24 hours) on DR1, TV 2 or TV 2 News in week nos. 11-23 of 2019 (11.03-09.06) and 2020 (09.03-07.06), respectively. In 2020, almost 500,000 more people watched the news at some point during the day compared to the same period of 2019, and viewers watched for twice as long – 28 minutes in 2020 compared to 14 minutes in 2019.

These developments coincide with the results of a report, [News, background and breaking news. The role of social media in Danes’ news use](#). The report shows that the Danes prefer TV for news and background, and they find TV most trustworthy when it comes to supplying news and background material.

Figure 3: News – Average daily reach (viewers who have watched for at least five consecutive minutes) and average daily viewing time per day (24 hours) in minutes on DR 1, TV 2 and TV 2 NEWS in week nos. 11-23, 2019 and 2020.



Source: Kantar Gallup Viewer Survey. Data processed by the Danish Agency for Culture and Palaces

Universe: The Danish population aged 3+

\*) Reach is an accumulated figure for the total number of individuals who, during a 24-hour period, watched at least five consecutive minutes of news on DR 1, TV 2 or TV 2 News. The term "news" includes all broadcasts that DR1, TV 2 and TV 2 News coded as "general news".

#### 2.1.1.4 Immediate consequences for media financial and employment situation

Although the outbreak of COVID-19 brought about increased use of some parts of the media, the pandemic has significant repercussions that affect players in the media sector

In particular, advertising-financed media have reported significant reductions in advertising sales. Under normal market conditions, advertising sales are sensitive to changes in the economic climate, and also therefore sensitive to the lockdown in Denmark. Due to restrictions, companies in general lost much of their business platform or were forced to close down for a period, during which their marketing activities were limited.<sup>vii</sup>

Although the sector cannot yet assess the full effect of the COVID-19 outbreak, figures released by interest group Kreativitet & Kommunikation show a 5 % slump in media agencies' media purchasing in the first quarter of the year. The figures also show a 30 % decline in the agencies' revenue during the lockdown. Although it is too early to assess the full impact of the COVID-19 outbreak on the advertising market, several agencies claim that the advertising market is on the mend and that the figures for the summer months look promising.<sup>viii</sup>

Moreover, certain restrictions, including those on social gatherings, have reduced the level of activity at many media companies. This applies to e.g. media agencies and other players' events, although film and TV production companies are also affected. Many planned recording sessions were postponed. Where film and TV production companies are concerned, the current situation contrasts sharply with 2019, when the sector reported increased competition for rights and talents, and a labour shortage.<sup>ix</sup>

As a result of these developments, many media companies were obliged to either send staff home or lay them off. Companies who laid off staff include Berlingske Media, Sjællandske Medier, Benjamin Media, Altinget, Aars Avis, Heartbeats, Hovedstadens Mediehus (including Helsingør Dagblad), Mediehuset Herning Folkeblad and SAM Productions.

Meanwhile, in an attempt to avoid layoffs, at several other companies, such as Jysk Fynske Medier, TV 2, Metronome and Mediehuset Herning Folkeblad, the employers and employees have agreed to temporary wage cuts, surrendering days off and taking part in training courses. Despite a wage cut agreement, Jysk Fynske Medier has since announced that the group will implement cuts that could lead to as many as 100 redundancies. The cuts are intended to offset the consequences of the COVID-19 crisis.<sup>x</sup>

To offset the negative repercussions of the outbreak of COVID-19, a number of rescue packages have been introduced. These packages compensate for loss of revenue, fixed costs and wage costs. For example, a rescue package for the media sector compensates companies for loss of advertising income.<sup>xi</sup>

### 2.1.2 The international players' immediate response to the effects of COVID-19

International players, such as Google, Facebook and Netflix, play an important role in the Danish media landscape, with regard to not only users' time but also the Danish advertising market. However, the Danes' use of streaming services and social media is not measured in the same way as e.g. TV and radio use. This means that it is not yet possible to establish how the use of streaming and social media is affected by the lockdown.

According to the international players' own reports issued with their financial statements for Q1 2020, the COVID-19 outbreak has had impact on their businesses, although in different ways.

- **Netflix:** At the global level, Netflix' financial statement for Q1 2020 reports a significant increase in the number of subscribers. During the first three months of 2020, there were 15.7 million new subscribers to Netflix at the global level. Netflix had forecast that 7 million would sign up in Q1. According to Netflix, subscriptions have accelerated due to the COVID-19 pandemic and isolation at home. Netflix shares boomed during the corona crisis in an otherwise gloomy share market. By mid-May, Netflix shares were worth 40 % more than at New Year.<sup>xii</sup>
- **Facebook:** In its financial statement for Q1 2020, Facebook, which also owns Instagram, Messenger and WhatsApp, ascribes increased use of all its platforms to the COVID-19 pandemic. However, Facebook expects part of the additional use to disappear in line with the lifting of various restrictions. Facebook also reports a significant backslide in the demand for advertising and a fall in the group's advertising prices in the last three weeks of Q1 2020. From Q1 2019 to Q1 2020, Facebook's advertising revenue increased by 17 %, which is less than in the period from Q1 2018 to Q1 2019 (26 %). However, Facebook states that there were signs of advertising revenue reaching a plateau in the first three weeks of Q2 2020.<sup>xiii</sup>
- **Google:** From Q1 2019 to Q1 2020, parent company Alphabet reported double-figure growth in Google's advertising revenue (10 %). However, like Facebook, growth was slower than in the period Q1 2018 to Q1 2019 (15 %). Google expects Q2 2020 to be a difficult quarter for its advertising business, and the company will track the macroeconomic situation as this typically impacts on advertising consumption.<sup>xiv</sup>
- **Amazon:** In recent years, Amazon has seen significant growth in sectors of its business that include advertising services. The term "advertising services" refers to advertising on the company's own platforms and via advertising networks. Unlike Google and Facebook, Amazon enjoyed 44 % growth in this sector of its business during the period Q1 2019 to Q1 2020, compared with 34 % growth in the period Q1 2018 to Q1 2019. <sup>xv</sup>

## 2.2 Other events in the media landscape

COVID-19 was not the only factor to affect the Danish media landscape. In recent years, a number of major events in the media landscape have changed media supply and the ownership of the enterprises behind it.

### 2.2.1 New players in the media landscape

During 2019 and 2020, a number of new players entered the Danish media landscape. For example, two recent radio tenders, i.e. the repeat tender of the FM4 frequency and the tender of a new national DAB channel, resulted in two new talk radio channels.

The FM4 frequency was assigned to the Radio4 radio channel, which took over the frequency from Radio24syv on 1 November 2019. Consequently, Radio24syv ended eight years at this frequency

when it shut down on 31 October 2019. The new DAB channel was assigned to Radio LOUD, a youth radio service that began broadcasting on 1 April 2020. With DR's P1, there are therefore now three public service talk radio channels in Denmark.

In addition to the two new talk channels, several other new radio channels opened in 2019. These include NRJ, MTV Radio and DK4 Radio. This last was also one of three applicants for the DAB channel tender.<sup>xvi</sup>

However, the new radio channels were not the only new players to emerge in the past year. In 2019, two new podcast platforms saw the light of day: Egmont Publishing's Talk Town and Podimo. As described in the [Radio and podcasting](#) chapter, the Danes have widely accepted podcasts, and both new services seek to create a business platform for podcasts by getting users to pay for content via subscriptions.<sup>xvii</sup>

Parallel with the more widespread use of podcasts, increasing numbers of Danes are now streaming audio-visual content. Here too, there is a continual flow of new players and the supply of streaming services accessible to the Danish users is therefore increasing all the time. For example, Apple TV+ was launched in Denmark in autumn 2019, and Disney+, which is Disney's streaming service, is on its way. The launch of this service in Denmark is preliminarily postponed until September 2020.<sup>xviii</sup>

#### **2.2.1.1 TV distributors' new role**

In recent years, TV distributors, such as Norlys (SE and Eniig) and TDC (YouSee/Nuuday) have played a more active role in the sector. For example, they offer media products – to include e.g. streaming services HBO Nordic and Viaplay – bundled with e.g. mobile telephony and internet subscription services.<sup>xix</sup> In 2020, Telmore (owned by TDC) announced that it would include Netflix in its subscription products, while Wao bundled Amazon's Prime Video into its subscription packages.<sup>xx</sup> It is interesting to note that Netflix and Amazon, two of the largest international players on the market, have never previously entered into distribution partnerships. These developments suggest that both players believe partnerships with Danish distributors are essential if they are to ensure broad distribution of their services in Denmark.

Similarly, YouSee's own channel, Xee (new in 2019) has content partnerships with Nordisk Film, TV 2 and C More, indicating that TV distributors seek increasingly to deliver content. Thus, conventional telecom and TV distributors are gaining a different and broader-based role in the media landscape. This may be an attempt to future-proof their business in a market where conventional forms of TV distribution are challenged by a growing supply of digital streaming services.

#### **2.2.2 Consolidation**

While new players move into the media landscape, many parts of the sector are consolidating. This applies in particular to the weeklies market that has seen many acquisitions and mergers in recent years. Consolidation means that a small number of large players now pulls the strings of a large number of different media.

For example, in spring 2020, Jysk Fynske Medier acquired North Media's newspapers, including Helsingør Dagblad that risked closure and a number of other Zealand local weeklies.<sup>xxi</sup>

In autumn 2019, Sjællandske Medier acquired Politikens Lokalaviser's 13 Zealand publications, and Politiken then transferred its remaining 12 Jutland publications to Jyllands-Posten. In spring 2020, Sjællandske Medier acquired Sydsjællands Tidende and concomitantly closed down a competing newspaper of its own, Ugebladet Sydsjælland.<sup>xxii</sup>

Furthermore, in autumn 2019 Aller Media, whose core business is publishing magazines and weekly magazines, acquired the majority holding in Heartbeats, a cultural media house.<sup>xxiii</sup>

### 2.2.3 Changes in media supply

In addition to new players and consolidation in the sector, there were a number of other significant changes in the media landscape in 2019 and 2020 that either changed or reduced the supply of media or capped media reach.

As mentioned above, Radio24syv closed on 31 October 2019. This was the end of eight years' presence as a public service radio channel. However, Radio24syv was not the only radio channel to close. Bauer Media, Denmark's largest commercial radio player, closed its Radio Klassisk, a national DAB channel that was broadcast for three years. However, Bauer Media opened two new regional DAB channels at New Year, i.e. RadioVinyl and Mix 7.<sup>xxiv</sup>

Meanwhile, cost-cutting measures at DR adopted in the most recent media agreement entailed the closure of P7 Mix at the end of 2020. The original decision was to close P6 Beat, P7 Mix and P8 Jazz. However, in autumn 2019 the politicians decided to return some funding to DR so that DR could continue to run P6 Beat and P8 Jazz in 2020. Only P7 Mix closed at the New Year.

Cuts at DR also brought about changes in the TV market. In the early months of 2020, DR shut down three flow TV channels – DR Ultra, DR 3 and DR K. DR K was merged with DR 2 and the DR K brand discontinued, whereas DR Ultra and DR 3 continue as exclusively digital channels.<sup>xxv</sup>

At the New Year, many Danes lost access to Discovery Networks' channels, including Kanal 4 and Kanal 5. This was due to failure on the part of Discovery Networks and YouSee, this country's largest TV distributor, to reach a new distribution agreement for Discovery Networks' channels. The dispute left about 1.1 million YouSee TV customers without Discovery Networks' channels. As a result, YouSee lost about 61,000 customers in the first quarter of 2020.<sup>xxvi</sup>

In the absence of Discovery Networks' channels in YouSee's TV packages, three of TV 2 Danmark's channels ascended in the YouSee package hierarchy, leading to a greater reach for each of these three channels.<sup>xxvii</sup> Combined with the closure of the three DR flow channels and narrower distribution of Discovery Networks' channels, in the first five months of 2020, TV 2 Danmark's share of TV viewing reached 47 % (Kantar Gallup Viewer Survey, data processed by the Danish Agency for Culture and Palaces, aged 3+). By way of comparison, TV 2 Danmark's share of viewing in 2019 was 41 %. See also the [TV and streaming](#) chapter.

Supply of the written news media also changed in 2019 and 2020. For example, in autumn 2019, Nordjyske Medier shut down Morsø Folkeblad as an independent newspaper. Content regarding the island of Mors will now be covered in the Thy and Mors section of Nordjyske Stiftstidende. Similarly, B.T. and B.T.metro merged in January 2020 under the one title: B.T.<sup>xxviii</sup>

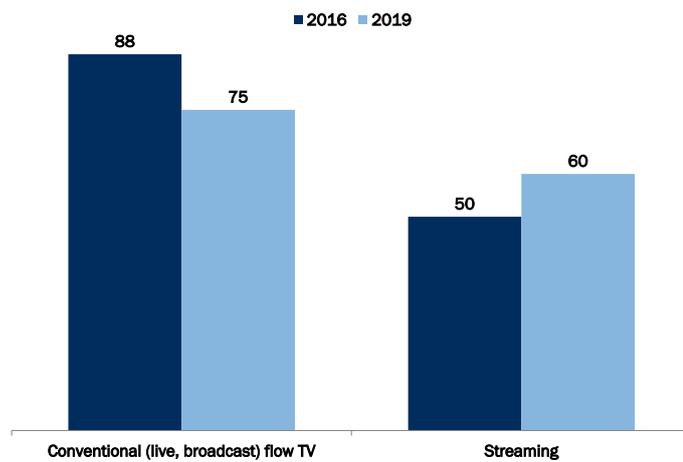
# 3 MAIN CONCLUSIONS ABOUT THE MEDIA YEAR

This year's "Report on media development in Denmark" contains six chapters describing developments in 2019. In the following, we draw selected main conclusions from the individual chapters.

## 3.1 TV and streaming

### TV reach is decreasing, streaming reach increasing

Average weekly reach (%) TV and streaming



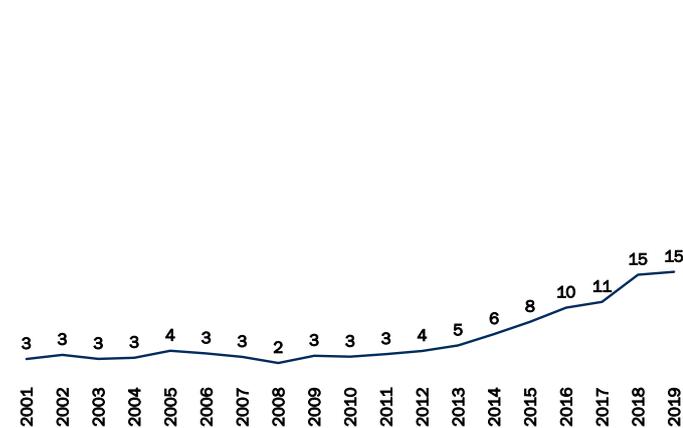
Source: Kantar Gallup Viewer Survey and Index Danmark/Gallup – Annual Data 2018 and 2019. Universe: The Danish population aged 12+. Data processed by the Danish Agency for Culture and Palaces

- From 2017 to 2019, the share of Danes who watch conventional TV every week has fallen by 5 percentage points.
- In the same period, the number of Danes who stream films, series/programmes, live TV or news at least weekly has increased by 6 percentage points.

Although increasingly fewer people watch conventional TV, this does not necessarily mean that the viewing of audio-visual content is declining. The fall in conventional TV viewing from 2017-2019 (6 %) is lower than the increase in streaming (11 %). Moreover, in 2019, three in every four Danes still watched conventional TV on a weekly basis.

### Share of households that have no TV signal retriever is levelling off

Percentage share of households that have no TV signal retriever, 2001-2019



Source: Kantar Gallup Viewer Survey – Annual Survey/Establishment Survey. Universe: The Danish population, aged 3+ Data processed by the Danish Agency for Culture and Palaces

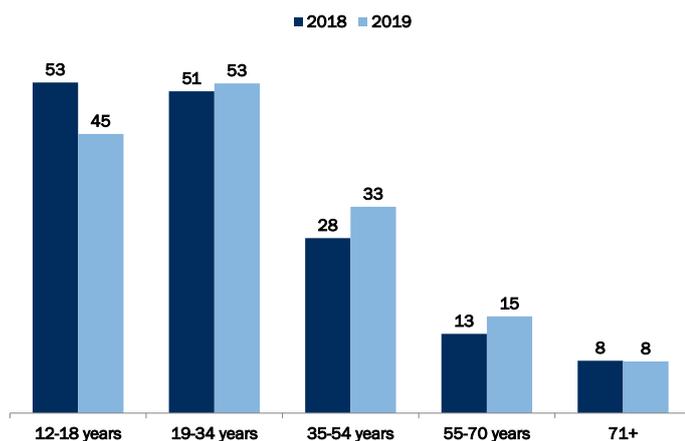
- Since 2011, increasing numbers of households have no TV signal retriever.
- However, from 2018 to 2019, the share of households that have no TV signal retriever is unchanged.

From 2011 to 2017, the share of households that have no TV signal retriever increased 1-2 percentage points each year. However, this share leapt 4 percentage points from 11 % in 2017 to 15 % in 2018.

Conversely, the share of households that do not have a TV signal retriever was unchanged from 2018 to 2019. In 2019, 15 % of Danish households do not have a TV signal retriever. The remaining 85% do.

### Fewer young people stream on a daily basis

Percentage share that streams daily/almost daily, 2018 and 2019



Source: Index Danmark/Gallup – Annual data 2018-2019 Universe: All households, aged 12+ Data processed by the Danish Agency for Culture and Palaces

- Generally speaking, more and more of the Danes are streaming increasingly often.
- From 2018 to 2019 however, the 12-18s are an exception, as 8 percentage points fewer in this age group stream on a daily basis.

From 2018 to 2019 and in most age groups, more people stream daily and fewer never stream. It is surprising that the 12-18s diverge from the general pattern. In this age group, the share fell from 53 % in 2018 to 45 % in 2019.

The same applies to streaming short videos on e.g. YouTube and Vimeo. Here too, fewer of the 12-18s stream daily.

### Other main conclusions regarding TV and streaming

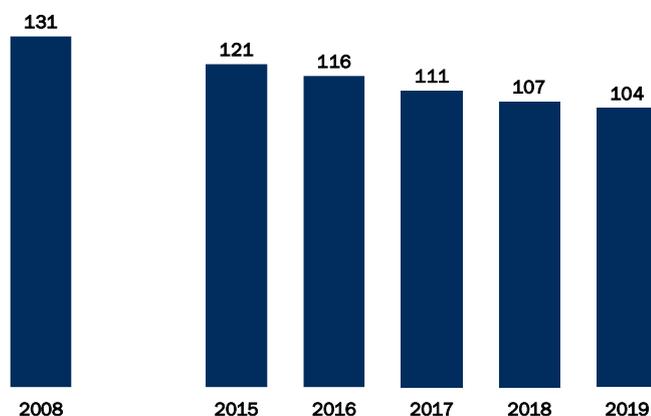
- **Age is decisive for viewing time:** Generally speaking, the older the age group, the more time they spend viewing conventional TV. The differences – seen in the historical data – have become significantly more distinct.
- **Age determines content streamed:** People under 55 years of age most often stream series/programmes on DRTV, Netflix, YouSee, etc. In the 55+ age group, the content most frequently streamed on a weekly basis is news.

[Read more about these developments in the TV and streaming chapter](#)

## 3.2 Radio and podcasting

### Radio listening continues to decrease

Average daily listening time in minutes, 2008-2019



Source: Kantar Gallup Radio-Meter, aged 12+ Data processed by the Danish Agency for Culture and Palaces

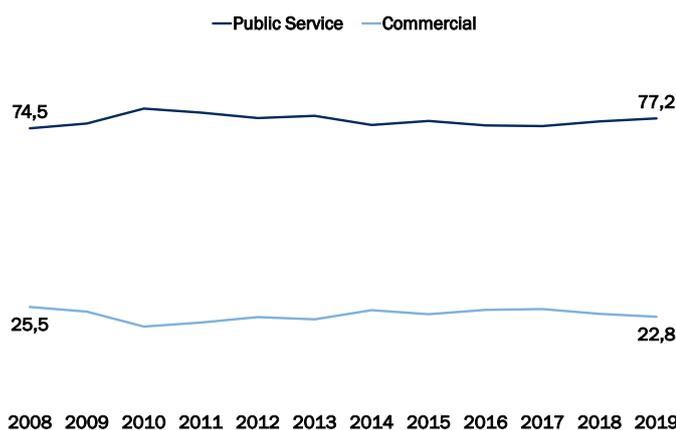
- The average daily listening time fell from 107 minutes in 2018 to 104 minutes in 2019.
- In 2008, the average daily listening time was 131 minutes.

Radio listening time continues to decrease. The figures for 2019 are the lowest ever recorded. Since 2008, daily listening time has fallen by a total of 27 minutes, corresponding to an average annual decrease of 2.4 minutes.

In 2019, the Danish population listened to the radio for 1 hour and 44 minutes (104 minutes) a day on average. This is a fall from 1 hour and 47 minutes (107 minutes) in 2018.

### Public service continues to gain ground

Percentage share of radio listening



Source: Kantar Gallup Radio-Meter, aged 12+ Data processed by the Danish Agency for Culture and Palaces

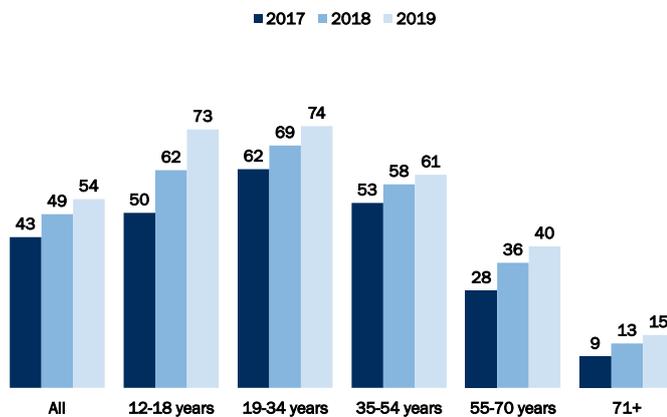
- Public service radio accounts for 77.2 % of radio listening in 2019.
- Commercial radio accounts for 22.8 % of radio listening in 2019.

Public service radio's share increased once again. From 2018 to 2019, the public service radio stations' share increased from 76.4 % to 77.2 %. The commercial stations' share fell correspondingly.

Public service radio listening continues to increase as it did from 2017 to 2018.

## The majority of the Danish population has listened to podcasts

### Percentage share that has listened to podcasts



Source: Kantar Gallup Local Radio Index, data for the second half of the year, aged 12+. Data processed by the Danish Agency for Culture and Palaces

- In 2019, 54 % of the population has listened to podcasts.

Podcasting is gradually becoming a larger part of Danes' everyday lives. In 2019, 54 % of the population has listened to podcasts. This share is an increase from 49 % in 2018 and 43 % in 2017.

So far, it is primarily the younger members of the population that have accepted the podcast medium. In 2019, 73 % of the 12-18s and 74 % of the 19-34s have listened to podcasts. By way of comparison, this applies to only 15 % of the 71+ age group.

## Other main conclusions regarding Radio and podcasting

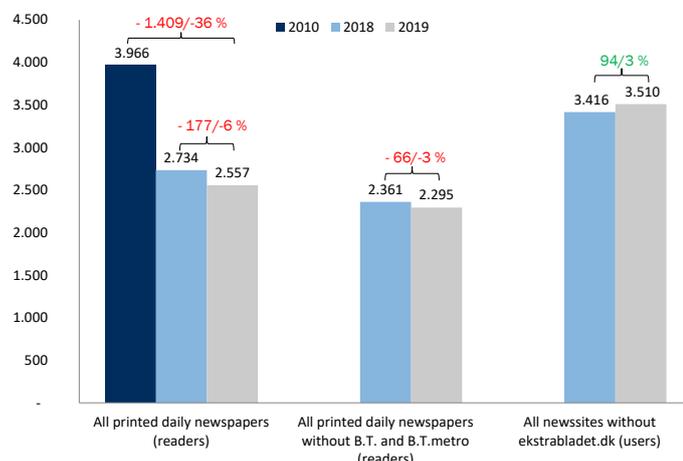
- **Heavy users now listen less to the radio:** The general decline in radio listening is due in particular to the fact that, from 2018 to 2019, the three groups that listen most (vocational background, conventional-individual-orientated and the population in West, East and South Zealand and Bornholm) have reduced their daily listening.
- **Well-educated Danes are listening more:** In 2019, Danes with a higher education qualification listen to the radio for 100 minutes a day. This is 5 minutes more than in 2018 (95 minutes a day).
- **The digital share of radio listening is growing:** In 2019, listening to digital radio increased once again. Since 2017, digital radio listening has increased by 3 percentage points a year, driven by a larger share of listening to DAB and net radio.
- **Public service radio stations also have a large share of podcast use:** In 2019, 19 % of Danish internet users stated that they have listened to a DR podcast within the past week and 11 % that they have listened to one or more podcasts from Radio24syv.

[Read more about these developments in the Radio and podcasting chapter](#)

### 3.3 Written news media

#### Online news sites have significantly more weekly users than the number of readers of printed newspapers

##### Weekly readers (printed newspapers) and users (sites), aged 12+



Source: Index Danmark/Gallup and Dansk Online Index/Kantar Gallup

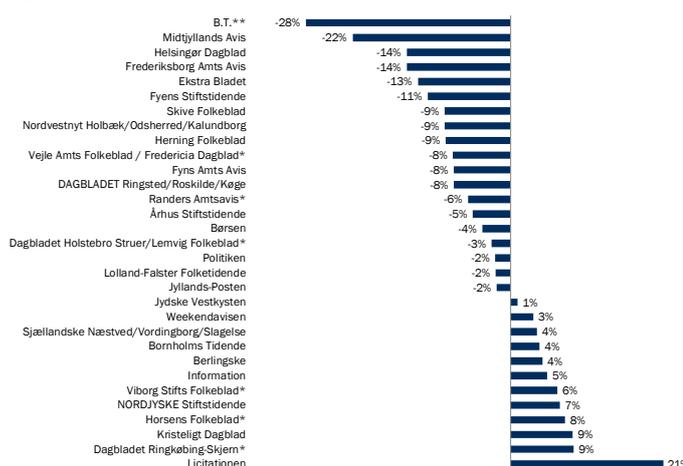
- In 2019, the news sites measured had 3,510,000 weekly users, which corresponds to a 3 % increase compared to 2018.
- Printed daily newspapers had 2,557,000 readers a week in 2019 and therefore reached almost one million Danes fewer than the news sites measured in the survey.

In addition, the fall in daily newspaper reach continued as indeed it has over a period of several years. Weekly reach in 2019 was 1,409,000 lower than in 2010.

Moreover, if we exclude B.T. and B.T.metro whose publication and statistics underwent significant changes in 2019, the daily newspapers' weekly reach was 66,000 lower than in 2018.

#### Especially provincial newspapers lost readers in 2019

##### Change in printed newspapers' weekly reach, 2018-2019, aged 12+



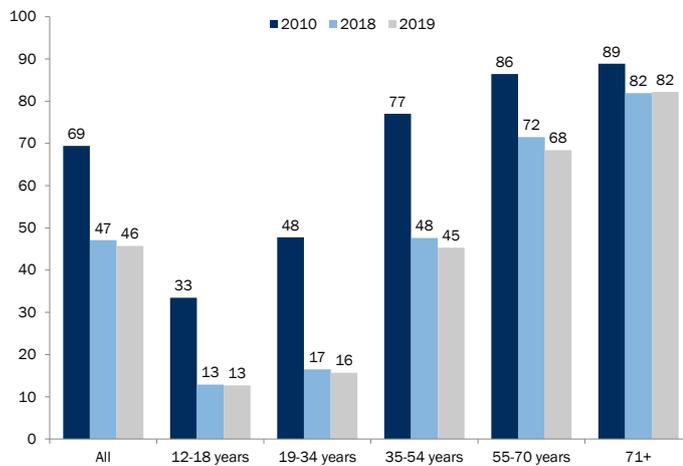
Source: Index Danmark/Gallup \*These titles published no Sunday editions before 2019. \*\*B.T. includes five weekday editions of B.T.metro and B.T.'s Sunday publication

- Compared to 2018, 19 printed dailies had fewer readers in 2019, while 12 had more.
- The 14 publications that lost at least 5 % of their weekly readership from 2018 to 2019 included 12 provincial newspapers.
- However, the readership of seven provincial dailies increased in the same period.

In recent years, the printed daily publications market has changed repeatedly. At the end of 2019, B.T. and B.T.metro merged, switched to transport distribution on weekdays, and became a paid newspaper at weekends. Six publications under the Jysk Fynske Medier umbrella now have Sunday editions. Morsø Folkeblad is no longer an independent publication but is included in Nordjyske Stiftstidende.

## The printed local weeklies' reach has significantly decreased

Printed local weeklies' weekly reach (%), aged 12+



Source: Lokal Index Danmark/Gallup

- Local weekly newspaper reach has decreased by 23 percentage points from 2010 to 2019.
- This development is especially clear among the 12-18s, 19-34s and 35-54s.
- On the other hand, reach among the two oldest age groups is more stable, although still decreasing.

Even though this development is significant, it should be seen in the light of the development of online news sites that publish content from the local weeklies. Lokalavisen.dk is one of the largest news sites and it enjoyed significant growth in the number of users in 2019. Similarly, content from the local weeklies is also included on many of the provincial newspapers' sites, some of which are among the largest news sites. Almost all of these are growing.

## Other main conclusions regarding Written news media

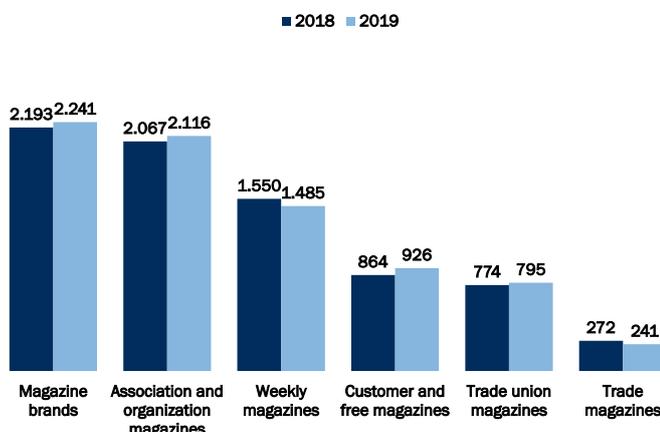
- **Almost all the large news sites grew in 2019:** The vast majority of the large news sites measured in the survey had additional weekly users from 2018 to 2019 – and most grew by 10 % or more. Only three sites had fewer weekly users. These included [avisen.dk](#), whose decline is primarily due to reorganisation of the medium and new ownership.

[Read more about these developments in the Written news media chapter](#)

### 3.4 Magazines and weekly magazines

#### Several publication categories report an increase in readership

Readership (1,000s) by publication category, 2018-2019.



Source: Index Danmark/Gallup – Annual data 2018 and 2019, aged 12+ Data processed by the Danish Agency for Culture and Palaces

- More people read Magazine brands, Association and organisation magazines, Customer and Free publications and Trade union magazines in 2019 than in 2018.
- Weekly and Trade magazines lost readers from 2018 to 2019.

From 2018 to 2019, four of the six publication categories have, to some extent, seen an increase in readership. However, it is important to note that not all publications are included in the survey. Developments should therefore be regarded as indicative.

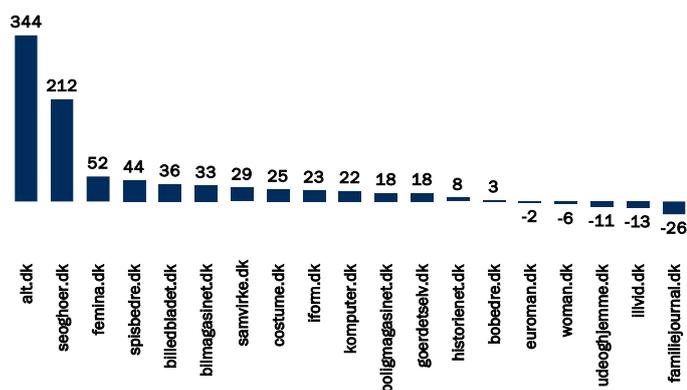
The largest increase is among Customer and Free publications that have 62,000 more readers in 2019 than in 2018. Association and organisation magazines and Magazine brands have 49,000 and 48,000 more readers respectively, while Trade union magazines have 21,000 more readers.

Only the Weekly and Trade magazines lost readership in the past year. Weekly magazines lost 65,000 readers, while Trade magazines lost 31,000 readers.

Positive development for several publication categories should be seen in the light of the fact that all – with the exception of Association and organisation magazines – have seen a significant decrease in readership since 2010. From 2010 to 2018, Customer and Free publications, Magazine brands, Trade union magazines and Weekly magazines had a double-figure percentage point decrease in readership.

#### The vast majority of sites has more users

Development in average no. of weekly users (1,000s). 2016-2019.



Source: Dansk Online Index/Gallup, internet users, aged 12+. Data processed by the Danish Agency for Culture and Palaces

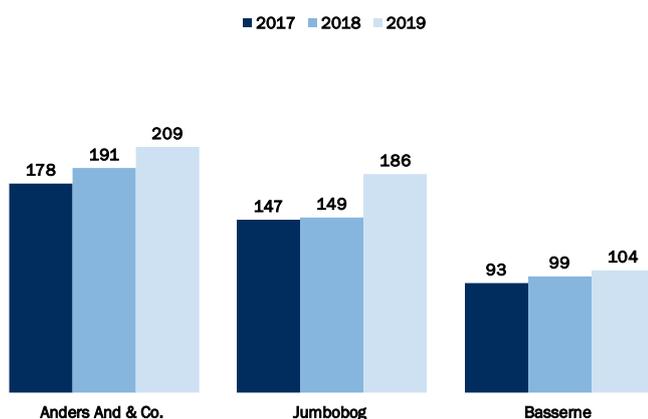
- From 2016 to 2019, 14 of the largest sites have more weekly users.
- Only five of the largest sites had fewer weekly users in 2019 than in 2016.

From 2016 to 2019, two sites in particular, Egmont Publishing's alt.dk and Aller Media's seoghoer.dk, have seen a significant increase in the number of weekly users, i.e. 344,000 and 212,000 more users, respectively.

A 44,000 increase in the number of users of another site, spisbedre.dk, means that the number of its users has more than doubled from 2016 to 2019. However, the number of users has increased significantly for most other sites, almost all of which saw a double-figure percentage point increase in users.

## Comic book publications continue to grow

### Comic book publications' readership (1,000s), 2017-2019



Source: Index Danmark/Gallup – Annual data 2018 and 2019, aged 12+ Data processed by the Danish Agency for Culture and Palaces

- All three comic book publications included in the survey gained readers from 2018 to 2019.
- All three also gained readers from 2017 to 2018.

The readership of all three comic book publications included in the survey increased from 2018 to 2019. Jumbobog has most new readers (37,000). Anders And & Co. comes in second place with 18,000 more readers, followed by Basseme with 5,000 more readers.

Comic book publications' readership also increased from 2017 to 2018 and growth has therefore continued in 2019.

## Other main conclusions regarding Magazines and Weekly magazines

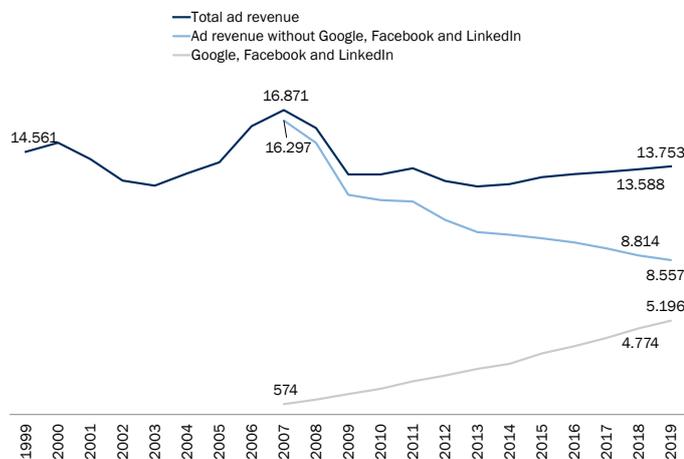
- **Half of the Magazine brands now have more readers:** From 2018 to 2019, about half of the Magazine brands' readership figures have grown. Indeed, seven of the Magazine brands that have more readers have enjoyed double-figure growth.
- **More people with a basic school education read Weekly magazines and Magazine brands:** From 2018 to 2019, there was a small increase (2-3 percentage points) in the share of people with a basic school education who read Weekly magazines and Magazine brands. The increase here contrasts with the remaining education groups, for whom the readership figures are either unchanged or have decreased since 2018.

[Read more about these developments in the Magazines and Weekly magazines chapter](#)

### 3.5 Advertising revenue<sup>1</sup>

**Total advertising (ad) revenue continues to grow – although ad revenue decreased significantly if we leave aside especially Google and Facebook**

Ad revenue in mDKK (real terms)



Source: The Danish Advertising Market 2019, IRM

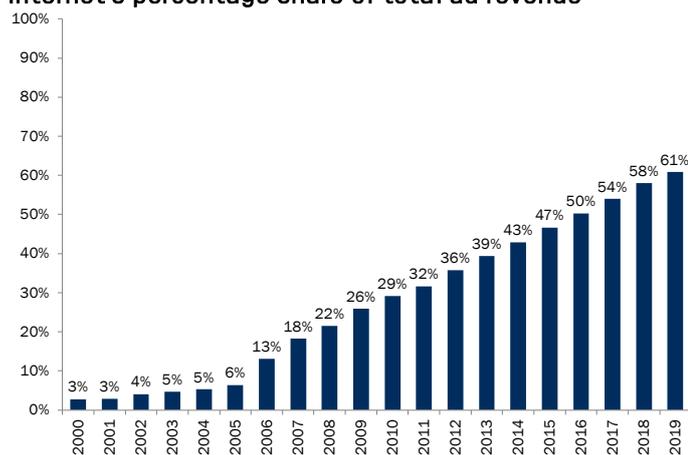
- From 2018 to 2019, total ad revenue increased by mDKK 165 (1 %) in real terms.
- However, the international players, spearheaded by Google and Facebook, have by far most growth. Together, the international players grew by mDKK 422 (9 %) from 2018 to 2019.

Total ad revenue without Google, Facebook and LinkedIn has therefore decreased significantly: From mDKK 8,814 in 2018 to mDKK 8,557 in 2019, corresponding to an mDKK 257 (-3 %) reduction.

In particular, the three written media categories, Daily newspapers, Regional and local weeklies and Magazines/Trade magazines/Journals/Free publications, have lost revenue. Development is more stable among the audio-visual media categories that include TV and radio.

**Ad revenue on the internet now amounts to 61 % of total advertising revenue**

Internet's percentage share of total ad revenue



Source: Danish advertising market 2019 by IRM

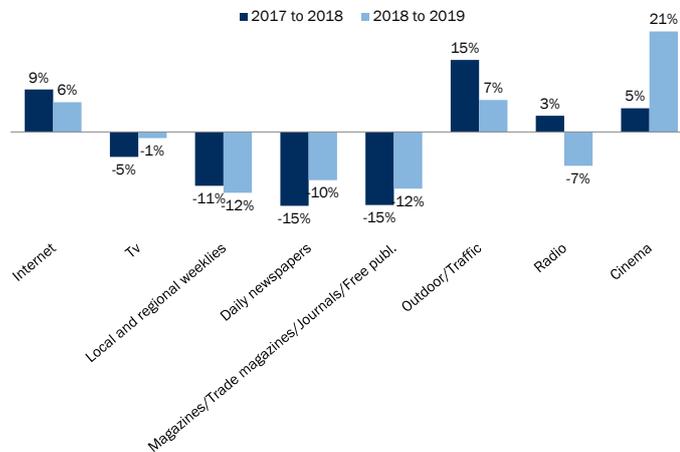
- In 2019, ad revenue on the internet amounts to 61 % of total ad revenue.
- This is 3 percentage points higher than in 2018 and 35 percentage points higher than in 2009.

Growth in the internet's share of ad revenue is primarily due to Google and Facebook's constantly growing ad revenue. For some years, there has been significantly lower growth in ad revenue on the internet that does not end up in international players' pockets.

<sup>1</sup> This chapter of the report describes the Danish advertising market and covers the following media categories: TV, Local and regional weeklies, Daily newspapers, Magazines/trade magazines/journals/free publications, Posters and traffic/Outdoor, Radio, Cinema and Internet

## Great disparities in the development of the individual media categories

### Percentage development in ad revenue by media category and size, real terms, 2017-2018 and 2018-2019.



Source: Danish advertising market 2019 by IRM

- Three media categories had ad revenue growth from 2018 to 2019, including the largest media category, Internet, where ad revenue increased by 6 % in real terms.
- Five media categories generated less ad revenue in 2019 than in 2018. Here, the three printed media categories, Local and regional weeklies (-12 %), Daily newspapers (-10 %) and Magazines/Trade magazines/Journals and Free publications (-12 %), lost most.
- Radio had a backslide in the wake of a period of growth.

Moreover, developments from 2018 to 2019 were unlike developments from 2017 to 2018. For example, internet ad revenue grows less from 2018 to 2019 than from 2017 to 2018, and TV ad revenue fell less from 2018 to 2019 than from 2017 to 2018.

## Other main conclusions regarding Advertising revenue

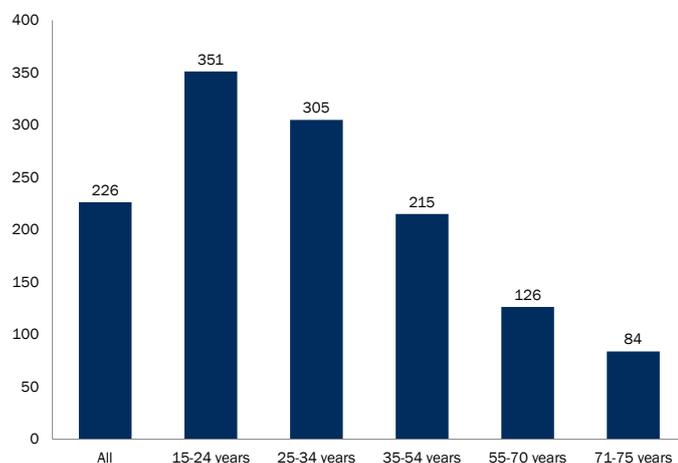
- **The Danish advertising market has radically changed in the past 20 years:** In the year 2000, Daily newspapers were by far the largest media category, followed by Local and regional weeklies. The Daily newspapers category was then more than ten times larger than the Internet. In 2019, the Internet is more than 12 times larger than Daily Newspapers and almost eight times larger than Local and regional weeklies. While the printed media categories have dwindled significantly over many years, TV – now the second largest media category after the Internet – has been more stable and both Radio and Cinema generated more ad revenue in 2019 than in 2000.
- **Growth in ad revenue is below GDP for the fourth consecutive year:** In the period 2016-2019, growth in ad revenue has been positive but it remains below the level of growth of the Danish economy (GDP). If we leave Google, Facebook and LinkedIn out of the equation, the development in ad revenue has been consistently negative.

[Read more about developments in the Advertising revenue chapter](#)

### 3.6 Internet use and devices

There are wide discrepancies between the time used by different age groups to surf the internet on their mobile phone

Age groups' average weekly use of the internet in minutes, use via mobile/smart phone in 2019

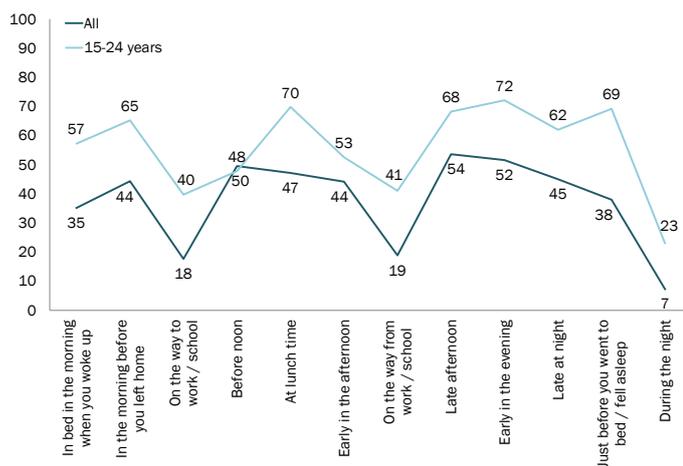


Source: Kantar Gallup/Digital Life - Digital Behavior 2019  
 Universe: The Danish population, aged 15-75, smartphone users.  
 Data processed by the Danish Agency for Culture and Palaces

- In 2019, Danes aged 15-75 who use a smartphone spent 226 minutes a week (corresponding to 3 hours and 46 minutes) on the internet via a mobile/smart phone.
- There is a clear correlation between time spent on the internet via the mobile/smartphone and age. The younger the person, the more time he/she spends on the internet:
- In 2019, the 15-24s spent 351 minutes (5 hours and 51 minutes) a week on the internet via their smartphone, while 71-75 year olds spent 84 minutes (1 hour and 24 minutes).

23 % of 15-24s who own a smartphone use it at night. This is far more than the rest of the population.

Circadian rhythms: When do the Danes use their smartphone? Percentage share, total population and 15-24s

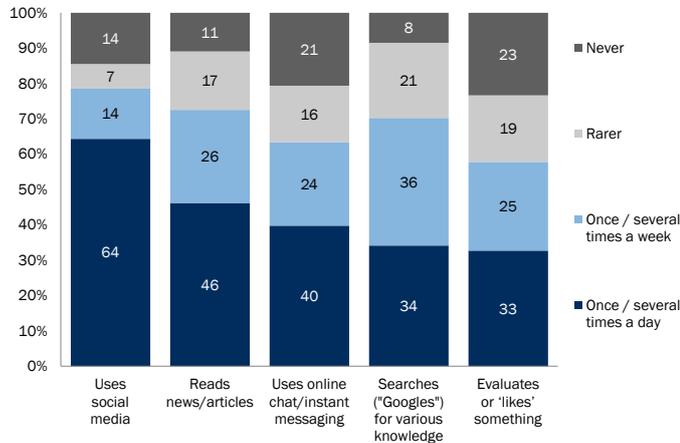


Source: Kantar Gallup/Digital Life 2019  
 Universe: The Danish population aged 15-75, smartphone owners  
 Data processed by the Danish Agency for Culture and Palaces

- 7 % of the population state that they use their smartphone at night.
- The 15-24s generally tend to reach for their smartphone as one of the first things they do when they wake in the morning. 57% use their smartphone *in bed* in the morning when they awake.
- At more or less any time of the day, the young use their smartphone more than other age groups. It is only in the mornings that the same share of the total population uses their smartphone as the youngest group: 50% in the total population and 48% among the 15-24s.

## Danes use social media significantly more frequently than they read news/articles

**Top Five: How often do the Danes access different types of internet content? Percentage distribution, 2019**



**Source:** Kantar Gallup/Digital Life 2019 – Content  
**Universe:** The Danish population aged 15-75  
 Data processed by the Danish Agency for Culture and Palaces

- 64 % of Danes aged 15-75 use social media once or more times a day. A further 14 % use social media once or several times a week.
- By way of comparison, only 46 % read news/articles on the internet on a daily basis, whereas 26 % do so once or several times a week.
- Online chats/instant messaging is popular with the Danes, 40 % of whom use these services once or several times a day, and 24 % use them weekly.

This is more or less comparable with the number of people who surf for general knowledge on a daily basis (34 %) and who evaluate (like) content on the internet (33 %).

## Other main conclusions regarding internet use and devices

- **Almost all Danes have access to the internet:** In 2019, 99 % of Danes aged 12+ had access to the internet. In the last ten years, there has been an increase in the share of the elderly age groups that has internet access. For example, among the oldest (aged 71+), the share of internet users increased from 58 % in 2010 to 93 % in 2019.
- **The internet is an inevitable feature of Danes' everyday lives:** In 2018, 91 % of Danish internet users aged 12+ accessed the internet daily or almost daily. This share is an increase from 79 % in 2012. A further 6 % used the internet weekly in 2019.
- **There are only small differences between the amount of time the different age groups spend on internet news bulletins and other types of news:** The Danes who spend most time on political news are also those who access news most via the internet. They spend about one fifth of their surfing time on news. This applies to all age groups. When it comes to regional and local news, there is an obvious difference between the youngest and oldest internet news users. The oldest users spend most time on regional and local news, while the 15-24s spend most time on crime and accident reports.

[Read more about these developments in the Internet use and devices chapter](#)

# 4 THIS YEAR'S SPECIAL REPORTS

In addition to the regular annual surveys, the Danish Agency for Culture and Palaces also publishes a series of special reports and news bulletins under the auspices of the “Report on media development in Denmark”. In the past year, the agency has published four special reports and two news bulletins.

## 4.1 Active, overwhelmed, diverted or addicted?

In autumn 2019, the Danish Agency for Culture and Palaces published a report entitled *Active, overwhelmed, diverted or addicted?*. The report was prepared by the Danish School of Media and Journalism (DMJX) under the auspices of the “Report on media development in Denmark”.

The DMJX report focuses on how various groups in the population understand and comprehend the terms “nyheder” (news) and “aktualitet” (topicality) and the repercussions for society.

Among other findings, the report shows that young people have a much more personal or network-orientated approach to the news, including social media. Older people are more likely to turn to specific, selected media sources.

However, the report also shows that the Danes’ approach to news is also largely determined by personal factors and factors that are meaningful for them in everyday life. At the same time, many feel that they have an obligation to keep abreast of the news and topical items because they either see this as a social obligation, wish to keep track of such matters or believe that such information is useful or entertaining.

There are therefore four different approaches to news and topical items:

- **Active:** Immersed, sets limits, conscious media user, seeks meaning and engagement.
- **Diverted:** Sees media use as a distraction, finds it difficult to recall content, brain is “diverted”, not conscious of a purpose.
- **Addicted:** Media use is an obsession, sense of wasting time, feels guilty, cannot put the phone away, no longer a choice, rather an impulse.
- **Overwhelmed:** Feels bombarded, news as “something awful going on everywhere”, passive recipient, sense that “too much is going on all the time”.

The report also shows that there are grounds for cautious optimism as many Danes are widely informed about social issues, use the media they trust most, and share their knowledge in close networks with family, friends and colleagues. Moreover, the report concludes that Danish citizens generally exercise critical caution which helps to counteract the negative repercussions of filter bubbles and echo chambers.

[Read the “Active, overwhelmed, diverted or addicted?” report](#)

## 4.2 Employment in media companies

An analysis entitled *Employment in media companies(2020)* describes the development of content-based media companies’ employment in Denmark from 2016 to 2019. The companies included in the analysis are active within eight sectors: Film production companies, publishing houses, magazines and weekly magazines, record companies, radio stations, written news and topical media, TV and streaming, and TV production companies.

The media companies in the analysis employed 18,298 full-time equivalent units (FTE) in the first six months of 2019. This is 831 fewer than in the first six months of 2016 (corresponding to an average annual reduction of 1.3 %) and 329 fewer than in the first half of 2018.

The analysis' most significant conclusions:

- **Backslide among the written media:** For example, employed in the sector, Written news and topical items (e.g. daily newspapers, local weeklies, professional media, internet media, etc.), 6,863 FTE in the first half of 2019. This is 1,097 FTE fewer than in the first six months of 2016, corresponding to a 14 % reduction.
- **Positive development among film and TV production companies:** The film production companies increased employment from 807 FTE in the first six months of 2016 to 1,066 FTE in the first half of 2019. The corresponding development for TV production companies was from 1,190 to 1,421 FTE.
- **Digital growth:** Sub-sectors, Digital professional publications, Other digital written news and topical items and Digital local newspapers have increased total FTE from 247 in the first half of 2016 to 381 in the first half of 2019 – an increase of 134 FTE (54 %).

The analysis also describes a number of significant variations in employment in terms of geographical distribution, male and female shares of employment, development in different educational groups and media companies' employment of people of foreign descent.

Moreover, the analysis also briefly describes several factors that affect employment in Danish media companies and the development thereof. For example, the influence of international players such as Google, Facebook and Netflix, the emergence of free and cheaper media products, the TV distributors' new roles, sector consolidation and new production conditions for TV and film production companies.

[Read the Employment in media companies analysis](#)

### 4.3 Social media – use, content and relationships

A report entitled *Social media – use, content and relationships* focuses on the Danes' use of social media, such as Twitter, Instagram, Snapchat and, especially, Facebook. The report not only illustrates how many people use social media, but also how they use them. The report is effectively based on the opportunities open to users to produce content of their own and to keep in contact with friends and acquaintances.

Among other statistics, the report shows that in 2019, 88 % of the Danish population aged 12+ has a profile on at least one social medium. The vast majority has a profile on several social media. 71 % of the population have a profile on multiple social media while 18 % have a profile on one social medium only. Facebook still has widest reach. 77 % of the population have a Facebook profile.

The survey's most significant conclusions:

- **Fewer post on Facebook:** From 2014 to 2019, the share of weekly Facebook users who post on Facebook fell from 91 % to 81 %. The decrease is sharpest among Facebook users aged 19-34 where the share who post on Facebook fell from 96 % to 72 % in this period.
- **Stories used more widely:** The share of weekly Facebook users who post "stories" on this social medium has increased from 26 % in 2017 to 38 % in 2019. The share who read others' "stories" increased from 35 % to 54 % in the same period.
- **More people use the Messenger function:** In line with fewer users' posting on Facebook, the share of users who use Facebook's Messenger function has grown. In 2019, 89 % of weekly Facebook users used the Messenger function, compared to 75 % in 2014.

The report also shows that the number of Facebook users who post on *other* social media is increasing. For example, in 2019 32 % of Facebook users also post on Instagram. This is an 18 percentage point increase since 2014, when 14 % of Facebook users posted on Instagram.

[Read the Social media – use, content and relationships analysis](#)

#### **4.4 News, background and breaking news**

In its analysis *News, background and breaking news. The role of social media in Danes' news use*, the Danish Agency for Culture and Palaces investigates which media the Danes prefer to use to keep abreast of news and background, and which they believe are best to keep track of breaking news, provide the best national, international and local news, and are the most trustworthy suppliers of news and background. The analysis examines not only social media, but also many other types of media and platforms.

It examines a number of social media individually and how the Danes include these media in their news use. The analysis also investigates social media users' relationship with news media on social media platforms. The social media examined in the survey are Facebook, YouTube, Twitter, Snapchat and Instagram.

The report shows that most Danes prefer to keep track of news and background via TV but also that there are appreciable differences between the different age groups' preferred media/channels.

- 69 % of Danes prefer to source news and background information on TV. 50 % of the 12-18s prefer TV. In this age group, 51 % prefer Facebook but, like TV, preference has waned in recent years. The 19-34s prefer the national daily newspapers' websites.

Every age group believes TV to be the most trustworthy medium to supply news and background (53 % of all Danes). Of all age groups, the 12-18s have most faith in TV (69 %). Conversely, social media score very low on trust. Only 5 % of the population finds Facebook most trustworthy.

With regard to the Danes' news consumption on social media, Facebook is the most important medium. Facebook has most users (77 % of Danes have a Facebook profile) and most users who most often receive news via this platform. 59 % of Facebook users receive news at least once a month via Facebook. Other social media play a more modest role in news use in Denmark. This is either because they have relatively few users (e.g. Twitter) or because users surf them less often in pursuit of news. However, there are differences between the age groups.

[Read the analysis News, background and breaking news. The role of social media in Danes' news use](#)

#### **4.5 News bulletin surveys**

Under the auspices of the "Report on media development in Denmark", the Danish Agency for Culture and Palaces consistently publishes news bulletins, i.e. concise surveys of current topics. During the past year, the agency published two new bulletins, the results of which are presented below:

##### **4.5.1 News bulletin: Podcasting**

In the *News Bulletin: Podcasting*, the Danish Agency for Culture and Palaces focuses on the Danes' use of podcasting. The survey shows that weekly and generally, increasing numbers of Danes are assimilating the podcast medium. In 2019, 49 % of Danes listened to podcasts and 25 % listened to podcasts at least once a week.

However, the survey also indicates that, where listening to podcasts is concerned, there are great differences between different groups in the population.

For example, 44 % of the 25-34s listened to podcasts at least once a week in 2019, whereas only 16 % of 45-64s listened to podcasts weekly or more often. Meanwhile, the well-educated are far more likely to listen to podcasts than other education groups.

As to the types of podcasts the Danes listen to, the survey indicates that:

- Most people listen to podcasts in the Debates category, followed by News & politics, Society, Comedy and Documentary. Music is not one of the subjects most people listen to.
- The podcast that is downloaded/streamed most is “Mads & Monopolet” (podcast version of a radio programme, Mads and the Monopoly), followed by “Den Korte Radioavis” (podcast version of a satirical radio programme, The Radio News in Brief). The highest placed podcast not published by DR or Radio24syv is the Danish true-crime podcast, “Mørkeland” (Dark Country).

[Read more in the News Bulletin survey: Podcasting](#)

#### **4.5.2 News bulletin: Influencer agencies 2019**

In the *News Bulletin: Influencer agencies 2019*, the Danish Agency for Culture and Palaces analyses 18 influencer agencies in Denmark, showing that the agencies' total revenue in 2018 exceeded mDKK 100. Revenue continues to increase, although the sector is now growing more slowly. From Q3 2018 to Q2 2019, revenue grew by mDKK 5, whereas in the previous 12-month period, revenue grew by mDKK 43. Although revenue growth has slowed, this should be seen in the light of the fact that many of the conventional media's ad revenue is stagnant or decreasing.

The survey shows that the 18 influencer agencies' employment is growing sharply. In Q1 2016, the agencies employed 37 FTE. In Q2 2019, employment has increased to 111 FTE, i.e. employment has tripled since baseline year 2016. In the past year alone, employment has increased by 35 FTE (76 FTE in Q2 2018), which contrasts to the limited increase in the bureaux' revenue.

[Read more in the News Bulletin survey: Influencer agencies 2019](#)

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# 5 METHODOLOGY

To read about the methods used, read the method description in each chapter.

- [TV and streaming](#)
- [Radio and podcasting](#)
- [Written news media](#)
- [Magazines and weekly magazines](#)
- [Internet use and devices](#)
- [Advertising revenue](#)

[For detailed information about the methods used, see the "Report on media development in Denmark 2020" website:](#)

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# 6 THE USE OF SURVEY DATA AND RESULTS

All rights to the data used belong to the original sources/data providers.

When using any of the data, the original source (e.g. Dansk Online Index, Statistics Denmark and Kantar Gallup) must be cited. The Danish Agency for Culture and Palaces' "Report on media development in Denmark 2020" must also be cited as a source.

Resale and other commercial exploitation/utilisation of data are not permitted in any shape or form.

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# 8 NOTES

<sup>i</sup> See [The Danish Ministry of Employment](#).

<sup>ii</sup> See Danish Media [Dansk Podcast Index celebrates its first birthday](#).

<sup>iii</sup> See [DR's amended radio podcasting schedule](#).

<sup>iv</sup> See Trygfonden's survey "[The Danes' patterns of behaviour, reliance on the authorities and sense of security during the corona crisis](#)" – questions 23 and 28

<sup>v</sup> See Trygfonden's survey "[The Danes' patterns of behaviour, trust and sense of security during the corona crisis](#)" – questions 48 and 49

<sup>vi</sup> See MediaWatch [The media report a boom in traffic in March: "It's quite extraordinary"](#)

<sup>vii</sup> See Journalisten [First wave of corona crisis hit the media this hard](#).

<sup>viii</sup> Examples: MediaWatch [Kreativitet & Kommunikation: Advertising market slump in April](#), [Kreativitet & Kommunikation: Bureau sector revenue has fallen by 30 percent](#) and [Media agencies say summer is good for advertising – but autumn may bring surprises](#).

<sup>ix</sup> Examples: Producentforeningen (association of TV and film production companies) [Corona crisis hits the film and TV sector](#) and MediaWatch [Production companies competing for the best people, offer permanent contracts and higher wages](#).

<sup>x</sup> Examples: MediaWatch [Three weeks into the corona crisis – an overview of redundancies and austerity measures](#), Journalisten [First wave of corona crisis hit the media this hard](#) and Fyens Stiftstidende [Mass redundancies on the way: Jysk Fynske Medier's austerity plan to offset consequences of corona](#)

<sup>xi</sup> Examples: Altinget [Rescue packages worth billions: an overview of all the measures](#) and The Ministry of Culture Denmark [Overview - how we are helping culture to survive the corona crisis](#).

<sup>xii</sup> See Netflix' financial statements for Q4 2019 and Q1 2020.

<sup>xiii</sup> See Facebook's financial statements for Q1 2018, Q1 2019 and Q1 2020.

<sup>xiv</sup> See Alphabet's financial statements for Q1 2018, Q1 2019 and Q1 2020.

<sup>xv</sup> See Amazon's financial statements for Q1 2018, Q1 2019 and Q1 2020, and CNBC [Amazon's ad business is booming, and there's still room to grow](#) and [Amazon is turning advertising into its next huge business — here's how](#)

<sup>xvi</sup> See MediaWatch [Two radio companies pull signals from national DAB net: The price is too high](#)

<sup>xvii</sup> See MediaWatch [Egmont to cash in on podcasting – sends a new platform onto the market](#).

<sup>xviii</sup> See MediaWatch: [Analyst:Netflix unlikely to win price war](#) and [Disney+ will not arrive in Denmark this summer](#).

<sup>xix</sup> See [Spending and prices, Report on media development in Denmark, the Danish Agency for Culture and Palaces, 2019](#)

<sup>xx</sup> See e.g. MediaWatch: [Waoow adds an extra streaming service to its TV menu](#) and [Telmore enters partnership with Netflix - adds Netflix service to its media offer](#)

<sup>xxi</sup> See MediaWatch [Jysk Fynske drops anchor on Zealand: More a rescue than a profitable acquisition](#).

<sup>xxii</sup> See e.g. MediaWatch: [Politiken's Lokalaviser withdraws from Zealand: Sells 13 weeklies](#) and [Sjællandske Medier acquires South Zealand weekly – and closes competitor](#)

<sup>xxiii</sup> See MediaWatch [Aller Media buys majority share in Heartbeats](#)

<sup>xxiv</sup> See MediaWatch [To radiosekskaber trækker kanaler fra landsdækkende DAB-net: The price is too high](#)

<sup>xxv</sup> See DR: [Additional funding in place: P6 Beat and P8 Jazz to continue](#) and [Changes to TV – which channels close, and which move](#)

<sup>xxvi</sup> See MediaWatch [YouSee loses 61,000 TV customers in first quarter following break with Discovery](#)

<sup>xxvii</sup> See MediaWatch [YouSee agreement boosts TV 2's niche channels in a TV market under pressure](#)

<sup>xxviii</sup> See MediaWatch [Nordjyske shuts down newspaper and pulls the plug on TV channel](#) and [B.T. og B.T.metro to merge and weekday single-copy sales to end](#)