

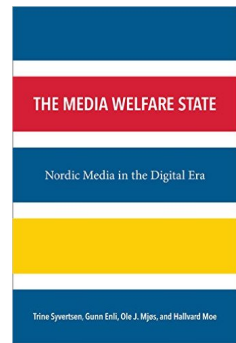
The University of Michigan Press | 2014

# THE MEDIA WELFARE STATE

## Nordic Media in the Digital Era

Trine Syvertsen, Gunn Enli, Ole J. Mjøs, and Hallvard Moe

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## Statistical Appendix

DECEMBER 2016 | *Updated statistics and resources for further study*

Jessica Yarin Robinson, University of Oslo

### Book Summary

Norway, Sweden, Denmark, Finland, and Iceland have earned an international reputation for creating societies that promote equality, openness, and a shared responsibility for the well-being of citizens. The Nordic Model refers to the range of political, social, and economic solutions offered by the national welfare state systems of the region – particularly within healthcare, education, the labor market, and family support. However, as this book argues, there is also a distinct Nordic approach in another area of society central to the common good, namely, media and communications. The Media Welfare State as constructed in the Nordic region rests on four pillars: *universal services, editorial freedom, a cultural policy for the media*, and a tendency to *choose policy solutions that are consensual and durable, based on consultation with both public and private stakeholders*. This book examines how these principles came to be, how they have shaped the mass dissemination of information and entertainment, and how they might be challenged or reinforced by a media system no longer constrained by page space, time of day, or national borders.

This appendix is designed to be a companion to the book. It provides updated figures on media use, industry trends, and public policy in the Nordic countries, as well as a summary of how this data fits into the book's key points on the Media Welfare State concept. In addition, resources provided here are intended to help students and researchers make their own international comparisons. Some country-to-

country comparisons can be made from the charts and graphs included in this appendix. However, much more information can be found by following the links to the original sources, where the reader can ask their own specific questions of the data. This appendix ends with a list agencies, research institutes, and industry groups that continually track how media and the ways we consume it are changing.

// ONE //

## The Nordic Model and the Media Welfare State

Thanks to an early emphasis on universal literacy, newspapers in the Nordic region were able to proliferate despite relatively small populations and large geographic spaces. The democratic societies that grew out of this environment recognized the importance of the free press to society and laid the groundwork for policies and institutions that today make up the Media Welfare State. This chapter explains how this model came to be and examines the conditions that allow the Media Welfare State to continue to exist.

### Social trust

(see book: p. 5)

The Nordic region has high social trust – that is, a shared belief that strangers will not harm or deceive you. The book cites a study (Delhey & Newton, 2005) in which researchers examined data from the World Values Survey. More recent figures are now available from this and its sister survey, the European Values Study. Social trust in the Nordic countries continues to be uniquely high and in fact it has increased compared with the 1990s surveys Delhey and Newton examined (although this is true of many other countries as well).

Country	Most people can be trusted (%)
<b>1 Denmark*</b>	<b>76.0</b>
<b>2 Norway*</b>	<b>75.1</b>
3 Netherlands	67.4
<b>4 Finland*</b>	<b>64.7</b>
5 China	63.1
<b>6 Sweden</b>	<b>61.8</b>
7 New Zealand	56.8
8 Switzerland*	55.4
9 Australia	51.8
<b>10 Iceland*</b>	<b>51.4</b>
11 Hong Kong	48.3
12 Germany	45.3
13 Yemen	40.4
14 Great Britain*	40.3
15 Estonia	40.1
16 Ireland*	38.9
17 Japan	38.8
18 Kazakhstan	38.3
19 Kyrgyzstan	38.0
20 Singapore	37.4
21 Austria*	36.8
22 Belarus	35.2
23 United States	35.1
24 Belgium*	34.6
25 Bahrain	34.2

### World Values & European Values Surveys

In response to the question: "Generally speaking, would you say that most people can be trusted or that you can't be too careful in dealing with people?"

Note: Countries that were not included in WVS Wave 6 or EVS Wave 4 are not ranked.

\*Data for these countries come from the European Values Study, Wave 4, conducted between 2008 and 2010. All other data are from Wave 6 of the World Values Survey, conducted 2010-2014

Online analysis tools:

[World Values Survey](#)

[European Values Study](#)

Citations:

WORLD VALUES SURVEY Wave 6 2010-2014 OFFICIAL AGGREGATE v.20150418. World Values Survey Association (www.worldvaluessurvey.org). Aggregate File Producer: Asep/JDS, Madrid SPAIN.

EVS (2016): European Values Study 2008: Integrated Dataset (EVS 2008). GESIS Data Archive, Cologne. ZA4800 Data file Version 4.0.0, doi:10.4232/1.12458

Likewise, surveys find high trust in the media. Europeans in general tend to put their highest trust in radio and television; this is also true in the Nordic countries, though at higher levels than anywhere else in Europe, according to the 2015 Eurobarometer. Three-fourths of people in Denmark and Sweden say they trust broadcast media (Norway and Iceland were not included in the survey.) A majority trust the written press as well. When it comes to the internet, however, Nordic citizens are more skeptical. Swedes in particular have very low trust in the internet and social media as media institutions.

See: European Commission - [Standard Eurobarometer](#) (under Reports, choose Media Use in the EU) ANNUAL REPORT  
Nordicom/Eurobarometer - [Europeans' trust in press, radio, TV, the internet, and online social networks 2015](#) EXCEL

A 2016 survey by the Reuters Institute found more divergence between the Nordic countries on the subject of trust in *news* media. Respondents were asked if “you can trust most news most of the time.” While 65 percent in Finland were in agreement – the highest among countries surveyed – just under half in Norway and Denmark agreed. Further down the list, 40 percent of Swedish respondents agreed – roughly on par with Italy and Turkey, though above the United States and France.

See: Reuters Institute - [Digital News Report 2016](#) (see p. 25 for trust in news) PDF

### *'Most livable countries'*

(see book: pp. 5-6)

The Nordic countries are perennial high-rankers in the U.N.'s Human Development Index, which takes into account health and well-being, access to knowledge, and standard of living. In the 2015 report, Norway again ranked No. 1, followed closely by Denmark. Sweden, Iceland, and Finland appear farther down the list, but all are what the U.N. Development Programme calls “very high human development” countries.

European surveys from Eurostat also show that levels of overall life satisfaction and financial satisfaction are not markedly different between people of different educational attainment in the Nordic region. These are indicators that media in the Nordic region serve a highly egalitarian, wealthy, and cohesive society.

See: United Nations - [Human Development Index \(HDI\)](#) ANNUAL REPORT  
Eurostat - [Average rating of satisfaction by domain, sex, age, and educational attainment level](#) DATABASE

## Human Development Index, 2015 (top 25 countries)

HDI rank	Country	Human Development Index (HDI)	Life expectancy at birth	Expected years of schooling	Mean years of schooling	Gross nat'l income (GNI) per capita
		Value 2014	(years) 2014	(years) 2014	(years) 2014	(2011 PPP \$) 2014
<b>1</b>	<b>Norway</b>	<b>0.944</b>	<b>81.6</b>	<b>17.5</b>	<b>12.6</b>	<b>64,992</b>
2	Australia	0.935	82.4	20.2	13.0	42,261
3	Switzerland	0.930	83.0	15.8	12.8	56,431
<b>4</b>	<b>Denmark</b>	<b>0.923</b>	<b>80.2</b>	<b>18.7</b>	<b>12.7</b>	<b>44,025</b>
5	Netherlands	0.922	81.6	17.9	11.9	45,435
6	Germany	0.916	80.9	16.5	13.1	43,919
6	Ireland	0.916	80.9	18.6	12.2	39,568
8	United States	0.915	79.1	16.5	12.9	52,947
9	Canada	0.913	82.0	15.9	13.0	42,155
9	New Zealand	0.913	81.8	19.2	12.5	32,689
11	Singapore	0.912	83.0	15.4	10.6	76,628
12	Hong Kong, China (SAR)	0.910	84.0	15.6	11.2	53,959
13	Liechtenstein	0.908	80.0	15.0	11.8	79,851
<b>14</b>	<b>Sweden</b>	<b>0.907</b>	<b>82.2</b>	<b>15.8</b>	<b>12.1</b>	<b>45,636</b>
14	United Kingdom	0.907	80.7	16.2	13.1	39,267
<b>16</b>	<b>Iceland</b>	<b>0.899</b>	<b>82.6</b>	<b>19.0</b>	<b>10.6</b>	<b>35,182</b>
17	Korea (Republic of)	0.898	81.9	16.9	11.9	33,890
18	Israel	0.894	82.4	16.0	12.5	30,676
19	Luxembourg	0.892	81.7	13.9	11.7	58,711
20	Japan	0.891	83.5	15.3	11.5	36,927
21	Belgium	0.890	80.8	16.3	11.3	41,187
22	France	0.888	82.2	16.0	11.1	38,056
23	Austria	0.885	81.4	15.7	10.8	43,869
<b>24</b>	<b>Finland</b>	<b>0.883</b>	<b>80.8</b>	<b>17.1</b>	<b>10.3</b>	<b>38,695</b>
25	Slovenia	0.880	80.4	16.8	11.9	27,852

Source: [Human Development Index: 2015 Report](#)

Note: Authors of the HDI caution against comparing reports published in different years because of frequent data revisions and changes in methodologies. This means that a country's change in rank from one report to the next may not be accurate reflection of their "true" change in rank (Denmark, for example, has fluctuated frequently). Refer instead to Table 2 in the most recent report, which shows how each country's rank has changed over time in real terms.

// TWO //

## Media Use

User patterns of print, broadcast, and digital media help reveal how the Media Welfare State plays out in the lives of citizens. Traditionally, the Nordic countries have exhibited high rates of newspaper readership and use of public service broadcasting. Avid media consumption persists into the 21<sup>st</sup> century, though the platforms are changing. People in the Nordic region are interested in global sources of information and entertainment, threatening to undermine support for long-standing national media products. Nevertheless, some familiar patterns appear to be holding.

## MEDIA USE | KEY SOURCES USED IN THIS CHAPTER

*NORDICS* Nordicom - [Media Statistics](#) DATABASE

*EUROPE* Eurostat - [Database on cultural participation](#) DATABASE

European Commission - [Eurobarometer](#) ANNUAL REPORT

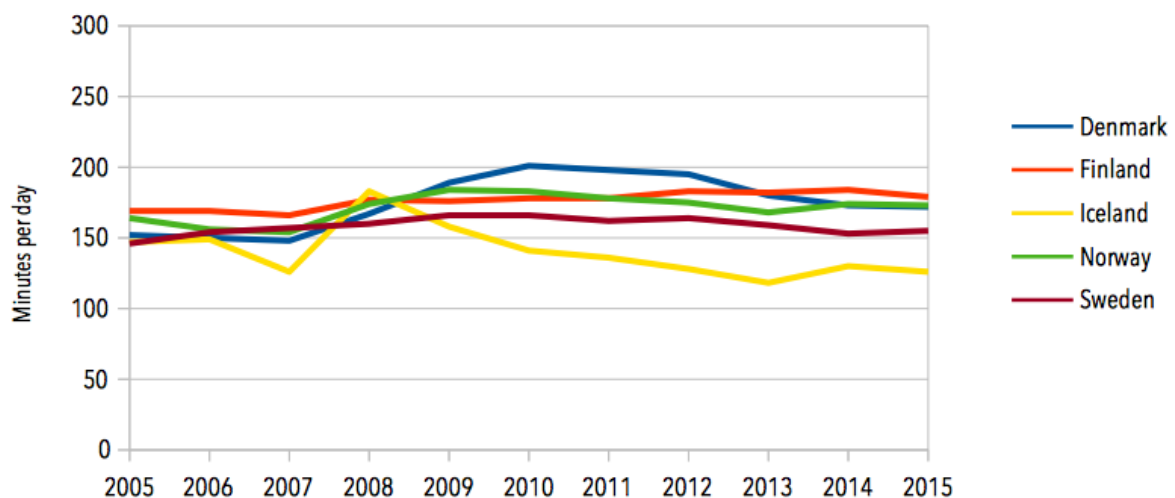
*WORLDWIDE* Reuters Institute - [Digital News Report](#) (selected countries) ANNUAL REPORT

## Television

(see book: p. 26)

People in the Nordic region have traditionally watched less television than their European and North American neighbors. Still, their consumption of television grew steadily over the last couple of decades, accelerated more recently by the digitization of terrestrial broadcast. Between 2005 and 2010, Danes added almost an hour to their daily viewing schedule.

Daily TV viewing time, 2005-2015



Source: Nordicom: "Total daily TV viewing time 2005-2015 (minutes)"

But the rise only went so far. Sweden, Finland, Denmark, and Austria were the only four countries with national viewership averaging under three hours a day in 2014, according to a report by the European Audiovisual Observatory (the report does not include Norway or Iceland.) Sweden had the lowest overall television viewing.

See: European Audiovisual Observatory - [Measurement of Fragmented Audiovisual Audiences](#) (see Tables 2, 5, 6) PDF

More recently, there has been another change: a decline in viewership, at least in some demographics. Among Danish youth ages 15-24, television viewership declined by 50 percent – amounting to an hour a day – between 2011 and 2014.

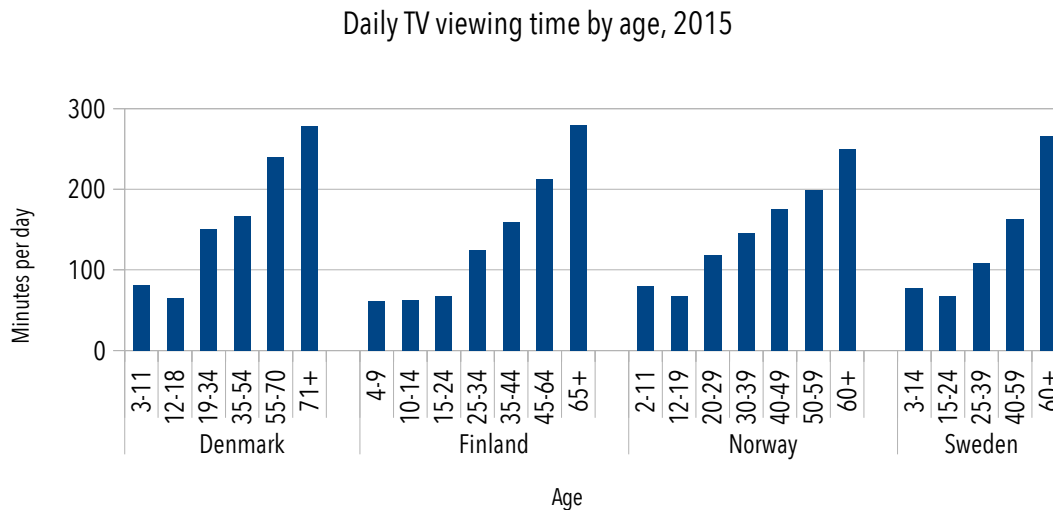
The trend is more pronounced in the Nordic region, but this reflects a larger trend in Europe. Television viewing in many countries is starting to plateau. While older viewers are watching more, younger viewers in many parts of Europe are devoting less of their time each day to traditional TV. However, they may be replacing – or more than replacing – TV watching with use of on-demand video services like Netflix. (This is discussed further in the section on streaming.)

See: Nordicom - [Daily TV viewing time by age 2005-2015](#) EXCEL

Nordicom - [Report on news media consumption in Denmark](#) WEBPAGE

Nordicom - [Media Trends in the Nordic Countries No. 1, 2016 \(April\)](#) (see p. 4) PDF

European Audiovisual Observatory - [Origin and availability of TV services in the European Union](#) (see p. 75) PDF



Source: Nordicom: "Daily TV viewing time by age 2005-2015"

Nevertheless, television continues to function as an important information source. Although the web has overtaken television as the news platform with the largest reach, people in Denmark, Finland, and Sweden – as in other European countries – prefer to get most of their news on *national political* matters from television, according to the 2015 Eurobarometer (Norway and Iceland are not included).

See: European Commission - [Eurobarometer](#) (under First Results, choose Annex) ANNUAL REPORT

Overall, national surveys in Sweden, Norway, and Finland, find news news is the most popular television genre. This is true even among the 25-34 age group in Norway and the 25-44 age group in Sweden. (In Denmark, surveys find television drama generally outpaces news and current affairs.)

See: Nordicom - [Sweden: Viewing of different program categories 2015](#) (lang: Swedish) EXCEL

Statistics Norway - [Norsk Mediebarometer 2015](#) (see Tabell 36, p. 56) PDF

Statistics Denmark - [Viewing time \(share in percent\) by channel and type of program](#) DATABASE

Statistics Finland - [Table 5.23 - Breakdown of total viewing time by type of programme 2000-2015](#) DATABASE

## TELEVISION USE | ADDITIONAL RESOURCES

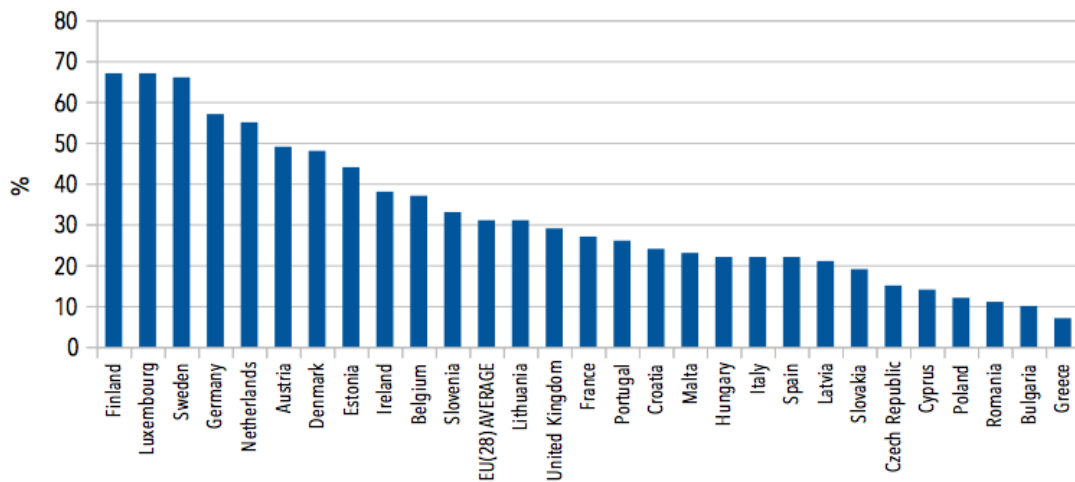
NORWAY	MediaNorway - <a href="#">Total TV viewing the average day</a> DATABASE
	Kantar TNS/ComScore - <a href="#">Interactive data</a> (lang: Norwegian) DATABASE
	Kantar TNS - <a href="#">Annual reports on TV viewing in Norway</a> (lang: Norwegian) ANNUAL REPORT
SWEDEN	MMS - <a href="#">Media Measurements Yearly Reports</a> (lang: Swedish) ANNUAL REPORT
DENMARK	DR - <a href="#">Media Development</a> ANNUAL REPORT
	Kantar Gallup - <a href="#">Danish Readership Survey</a> QUARTERLY REPORT
FINLAND	Finnpanel - <a href="#">Television and radio use in Finland</a> ANNUAL REPORT

## Newspapers

(see book: p. 26)

Print news has long held a central role in the public sphere of the Nordic countries, where reading the daily paper is practically a cultural expectation. Even though today the written press is no longer the leading source of news, the Nordic countries continue to stand out for their relatively high rates of newspaper reading.

Daily readership of the written press, 2015

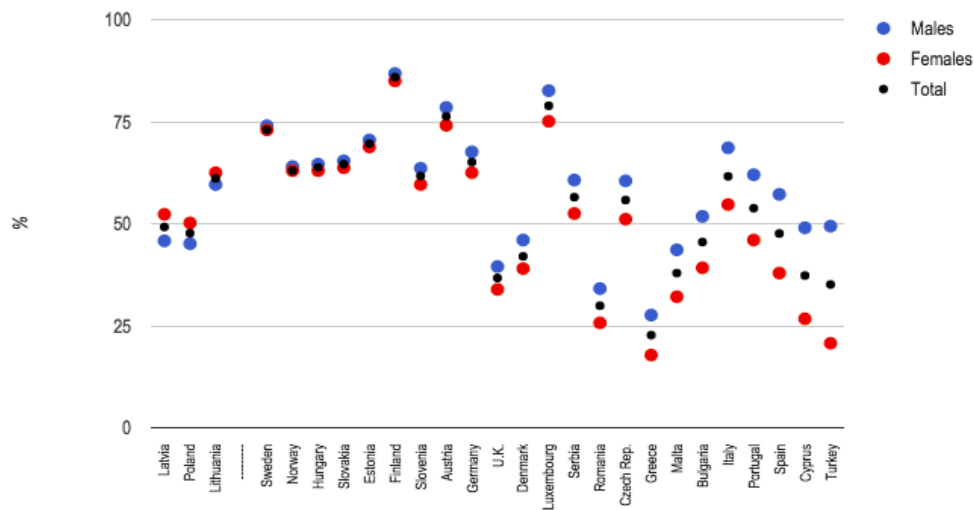


Source: Eurobarometer via [Nordicom: "Use of written press, radio, TV, the Internet and online social networks in the European Union 2015 \(Autumn\)"](#)

Newspaper consumption in the Nordic region continues to follow egalitarian patterns, despite declines. Readership – both in print and online – is not very different between men and women or across education levels. Norwegian data even show that as readership drops, these drops occur at about the same rates among men and women.

See: Statistics Norway - [Percentage newspaper readers and daily reading time by sex, age, and education](#) DATABASE

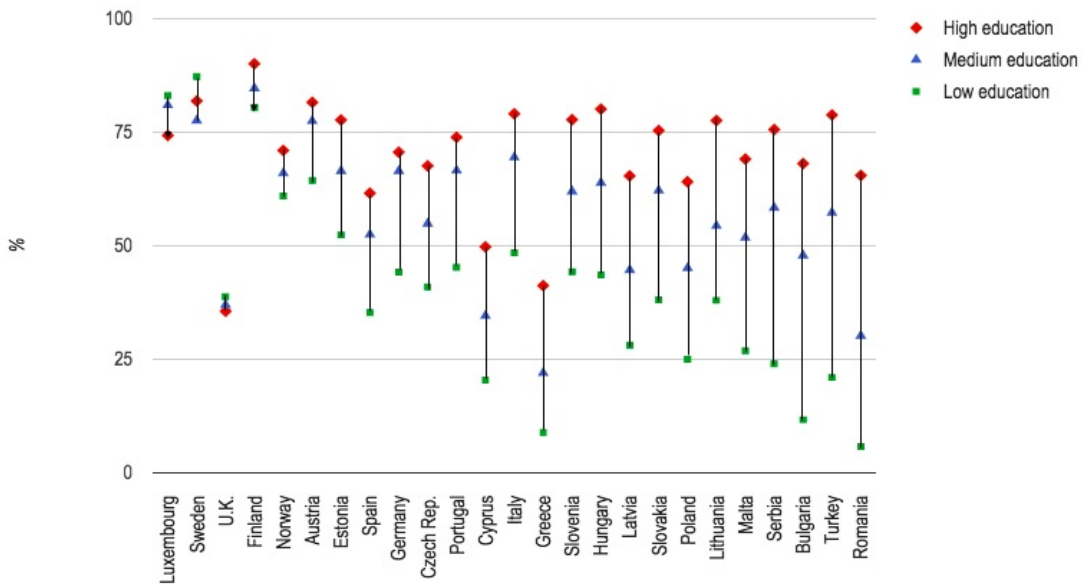
## Gender gap in percent of people who read a newspaper daily, 2011



Sources: [Statistics Norway](#), [Mediabarometer \(Sweden\)](#), [Statistics Denmark](#), [Eurostat](#)

The line between Lithuania and Sweden represents complete equality between sexes. Countries to the left of the line have higher readership rates among women. Countries to the right of the line have higher readership rates among men. Note: This survey does not ask respondents to distinguish between online and print newspapers.

## Education gap in percent of people who read a newspaper daily, 2011

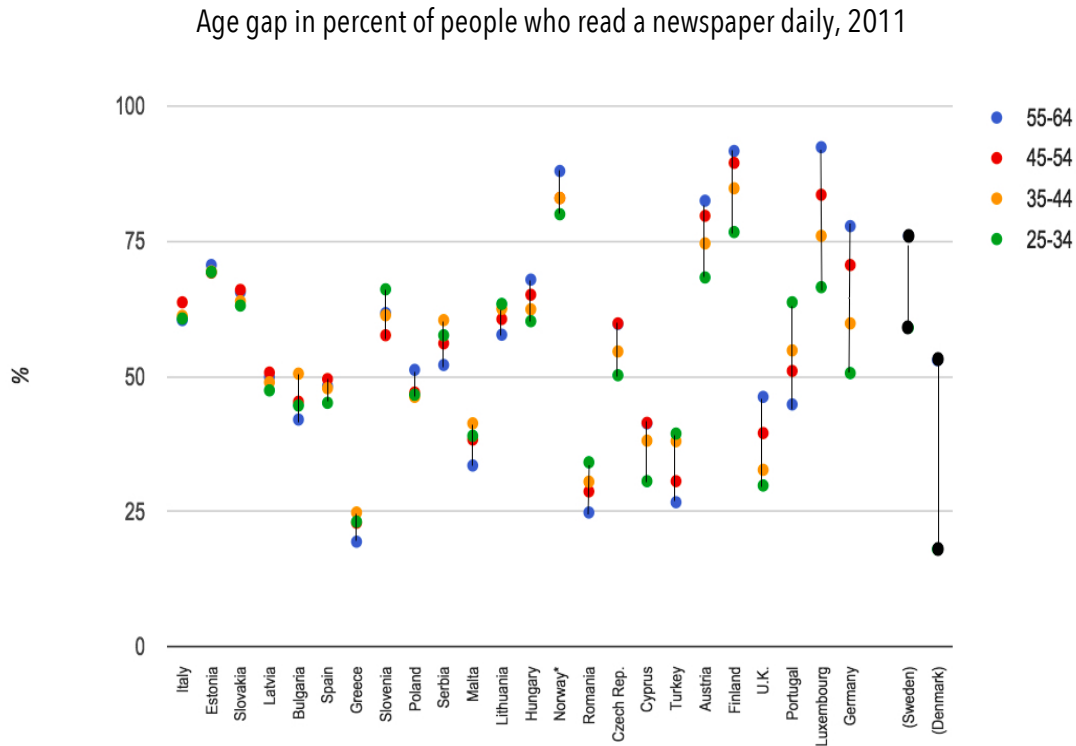


Sources: [Statistics Norway](#), [Mediabarometer \(Sweden\)](#), [Eurostat](#)

The black lines indicate the range between those who read papers the most and the least. In some countries, including Sweden, lower education levels are associated with higher levels of newspaper reading. Note: This survey does not ask respondents to distinguish between online and print newspapers.



However, there is a wider gap between different age groups when it comes to newspaper use. The difference is more pronounced in the Nordic countries than in parts of eastern and southern Europe, even though young people in Finland, Sweden, and Norway still read newspapers at relatively high rates.



\*Norway's upper age range goes to 66.

Sources: [Statistics Norway](#), [Nordicom](#) (Sweden), [Statistics Denmark](#), [Eurostat](#)

Note: National surveys on newspaper use in Denmark and Sweden separate age demographics into different groupings than in the other countries. The upper and lower age groups are included here so that the gap between ages can be roughly compared with other countries. For Denmark, the lower age group is 20-20 and the upper is 50-59. For Sweden, the lower age group is 25-44 and the upper is 45-64. Denmark's data is from 2012. This survey does not ask respondents to distinguish between online and print newspapers.

The age gap is especially notable in print versions – an important trend because print is still the biggest source of advertising revenue for most newspapers. Fewer than half of people under 40 in Norway, Sweden, and Denmark pick up a paper every day. Compared with newspapers, television, radio, and the web now have a wider reach than print in all but Finland, where radio still lags behind print, according to the Reuters Institute's 2016 Digital News Report.

See: Reuters Institute – [Digital News Report](#) ANNUAL REPORT

### Daily reach of print newspapers, 2014 (%)

Denmark (%)	Finland (%)	Norway (%)	Sweden (%)
<i>All</i> 45	<i>All</i> 66	<i>All</i> 49	<i>All</i> 54
<i>Sex</i>		<i>Sex</i>	
Men 46	Men n/a	Men 47	Men 51
Women 44	Women n/a	Women 50	Women 56
<i>Age</i>		<i>Age</i>	
12-18 26	12-19 45	9-15 15	9-14 18
19-34 31	20-24 45	16-24 26	15-24 27
35-54 39	25-29 45	25-44 40	25-44 37
55-70 61	30-34 48	45-66 68	45-64 63
71+ 68	35-39 56	67-79 82	65-79 79
	40-44 65		
	45-49 71		
	50-54 76		
	55-64 80		
	65+ 84		

Source: [Nordicom \(Denmark, Norway, Sweden\)](#), [Nordicom \(Finland\)](#)

#### NEWSPAPER USE | ADDITIONAL RESOURCES

Eurostat – Daily newspaper readership [total](#), [by age](#), [by sex](#), [by education level](#) DATABASE

Statistics Denmark – [Newspaper readership](#) DATABASE

Statistics Finland – [Mass Media Statistics](#) DATABASE

Statistics Norway – [Media Barometer](#) DATABASE, ANNUAL REPORT

Nordicom – [Sweden's Media Barometer](#) ANNUAL REPORT

*See Chapter 3 for more on the press and digital adaptation.*

### Digital infrastructure

(see book: pp. 27-28)

With each new mass communication medium, the Nordic states have taken a strong hand in establishing the necessary infrastructure. The principle of universalism that applied to telephone wires and broadcast towers was extended to fixed and mobile broadband internet. The Nordic countries are now some of the most technologically equipped in the world, according to several annual rankings. More than 90 percent of households in Norway, Finland, Denmark, and Sweden have internet access, achieving near-universal connectivity.

See: Eurostat – [Internet Connectivity](#) MAP

Table 2.1 on page 28 of the book shows how the Nordic countries compare in international indices of technological advancement. The World Economic Forum's Networked Readiness Index assesses business environment, infrastructure, policy, usage, and social factors in over 130 countries. Norway, Sweden, and Finland regularly congregate at the top of the list, although Finland has been knocked out of its No. 1 spot by Singapore. Denmark and Iceland also rank high.

See: World Economic Forum – [Networked Readiness Index](#) ANNUAL REPORT

Another measurement of information societies is the International Telecommunication Union's ICT Development Index. This annual study examines the progress made in 180 countries in expanding digital access, use, and the technological competence of the population. The Nordic countries consistently rank in the top 10. (While not the only factor, it's worth noting that the ITU awards more points to countries with high numbers of fixed telephone subscriptions – that is, landlines. This number has been dropping in the Nordic countries, as in many parts of Europe and North America, as people “cut the cord” and use only a mobile phone.)

See: International Telecommunication Union – [ICT Development Index](#) ANNUAL REPORT

Internet in the Nordic countries is both plentiful and fast. One frequently cited measurement of internet speed is a quarterly analysis the U.S.-based company Akamai does of its worldwide networks. Norway, Sweden, and Finland rank in the top 10 countries on average connection speed. Other countries with high internet speeds include South Korea (consistently No. 1), Hong Kong, Japan, Latvia, the Netherlands, Switzerland, Czech Republic.

See: Akamai – [State of the Internet/Connectivity](#) QUARTERLY REPORT

## *Use of online media*

(see book: p. 31-33)

Thanks to almost universal connectivity and widespread technological adoption by citizens, the Nordic countries have experienced a huge shift toward digital media. Readers and viewers are now reaching the traditional Nordic media institutions on new platforms, blurring the previous distinctions between “broadcast” and “print.” Surveys of Sweden and Finland show the internet – including social media – overtook television around 2013 as the mostly commonly used platform for news, according to the Reuters Institute.

See: Reuters Institute – [Digital News Report](#) ANNUAL REPORT

Percent of individuals who use the internet daily, 2015

	<b>Country</b>	<b>(%)</b>
1	<b>Iceland*</b>	<b>94</b>
2	Luxembourg	92
3	<b>Norway</b>	<b>89</b>
4	<b>Denmark</b>	<b>87</b>
5	<b>Finland</b>	<b>85</b>
6	Netherlands	85
7	United Kingdom	83
8	<b>Sweden</b>	<b>82</b>
9	Estonia	77
10	Germany	75
11	Belgium	73
12	Malta	69
13	Austria	68
14	France	68
15	Ireland	67
16	Latvia	66
17	Spain	64
18	Cyprus	63
19	Czech Republic	63
20	Hungary	63
21	Italy	62
22	Slovenia	61
23	Croatia	60
24	Macedonia	60
25	Slovakia	60
26	Lithuania	56
27	Greece	55
28	Portugal	55
29	Poland	52
30	Bulgaria	46
31	Turkey	40
32	Romania	37
	<b>EU (28) average</b>	<b>67</b>

Source: [Eurostat: Internet use and activities](#)

\*Iceland data are from 2014

Percent of individuals who read news online in the last 3 months, 2015

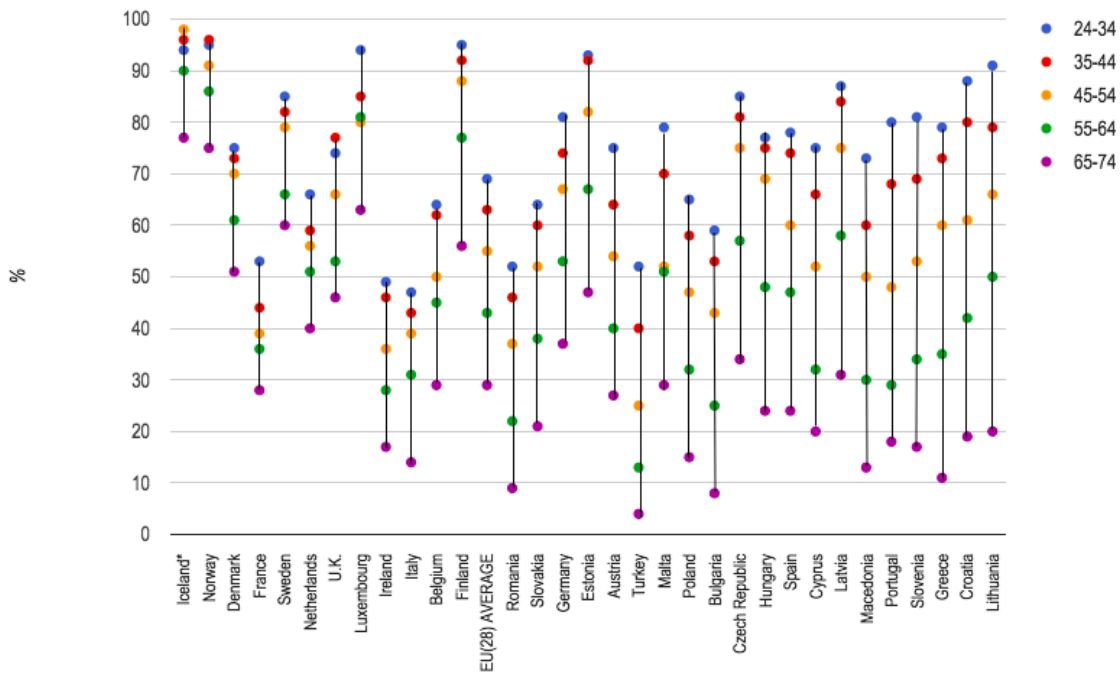
	<b>Country</b>	<b>(%)</b>
<b>1</b>	<b>Iceland*</b>	<b>93</b>
<b>2</b>	<b>Norway</b>	<b>90</b>
<b>3</b>	<b>Finland</b>	<b>84</b>
4	Luxembourg	82
5	Estonia	80
<b>6</b>	<b>Sweden</b>	<b>76</b>
7	Czech Republic	70
8	Latvia	69
9	Lithuania	67
<b>10</b>	<b>Denmark</b>	<b>66</b>
11	United Kingdom	65
12	Germany	63
13	Spain	62
14	Croatia	62
15	Hungary	62
16	Malta	61
17	Greece	57
18	Cyprus	57
19	Austria	57
20	Slovenia	56
22	Netherlands	55
26	Portugal	53
27	Macedonia	53
28	Belgium	52
29	Slovakia	51
30	Poland	47
31	France	42
32	Bulgaria	40
33	Ireland	38
34	Italy	37
35	Romania	37
36	Turkey	36
	<b>EU (28) average</b>	<b>54</b>

Source: [Eurostat: Internet use and activities](#)

\*Iceland data are from 2014

Yet digital media consumption still follows a familiar Nordic recipe. The gaps between men and women and between people with different education levels are low. Age is still a factor; younger people are much more likely to have read news online than those in older age brackets. Even so, the distinction between ages in the Nordic region is narrower than in most other European countries.

## Age gap in use of the internet to read news, 2015



\*Iceland data are from 2014

Source: [Eurostat](#)

Note: These figures show the percentage of the population who say they used the internet to read news over the *previous three months*. For more information, see the 2015 Eurostat [questionnaire](#).

Traditional Nordic media institutions have met users in this new online environment. Yet here, they find themselves in a competition on an international scale. The top websites in the Nordic countries are the same as in the rest of the world: Google, YouTube, Facebook, and Wikipedia. According to Alexa, an arm of Amazon that tracks web traffic, national broadcasters and newspapers typically run the next most popular websites.

See: Alexa - [The 500 Top Sites on the Web, By Country](#) WEBSITE

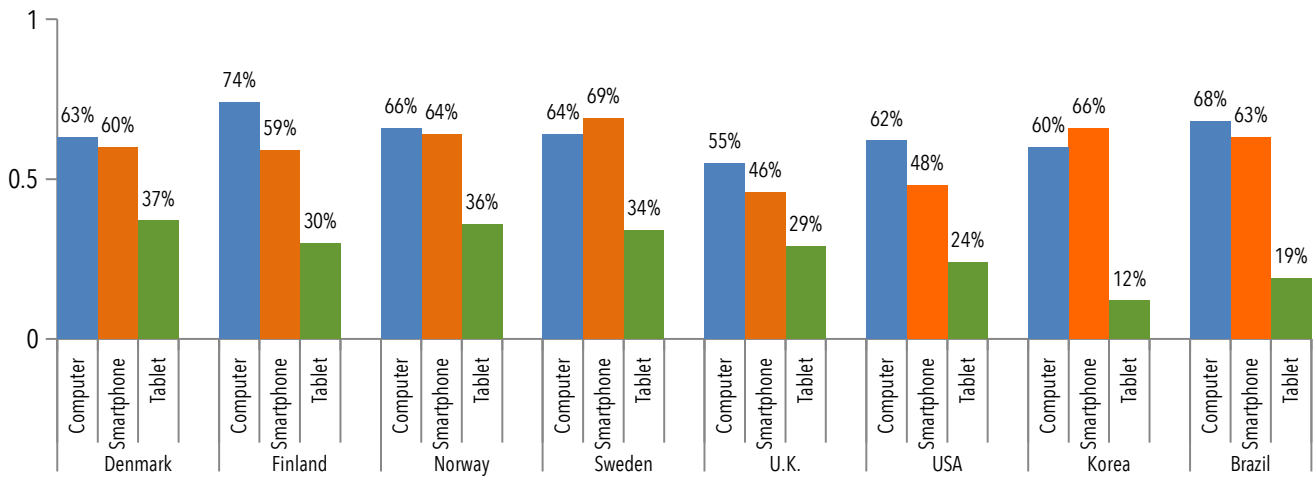
## Use of mobile online media

Smartphones allow digital media to be accessible at almost any moment in daily life. In the Nordic region, these devices are omnipresent. By 2015, 85 percent of Norwegians said they had access to a smartphone.

See: Statistics Norway - [Norwegian Media Barometer](#) DATABASE

Like previous advancements in media technology, mobile devices have become a platform for entertainment, but they are also changing the way people consume news. Smartphones surpassed computers in Sweden in 2016 as the device used most often to access online news.

Top devices for online news, 2016  
selected countries



Sources: Reuters Institute via [Nordicom: "Top devices for online news 2016 in Denmark, Finland, Norway and Sweden"](#)

## DIGITAL MEDIA | ADDITIONAL RESOURCES

The World Bank - [Global development data](#) DATABASE

Eurostat - [Online news reading reading](#) DATABASE

Eurostat - [Internet use and activities](#) DATABASE

Nordicom/Eurobarometer - [Internet users' preferred platforms/services for accessing content online 2016](#) PDF

Nordicom - [News media consumption in Denmark summary](#) WEBPAGE

Internet Foundation in Sweden (IIS) - [Swedes and the Internet \(2015 Report\)](#) ANNUAL REPORT

## Social media

(see book: p. 34)

Digital media of course are not just a one-way conveyor belt of information. They give audiences the opportunity to respond to what they are seeing, as well as to each other. People in the Nordic region have been eager adopters of social media, with surveys finding the vast majority of citizens have a Facebook profile. While social media play a larger role in how people get their news, social media users in the Nordic region remain skeptical of these platforms as media institutions. Twenty-two percent of Swedes say they trust the internet, but only 8 percent said they trust social networks.

See: Nordicom/Eurobarometer - [Europeans' trust in press, radio, TV, the internet, and online social networks 2015](#) EXCEL

The internet has not been embraced uniformly in the Nordic countries as virtual public square. Eurostat finds people in Denmark and Sweden are above the European average for posting on civic issues (self-reported), while those in Finland and Norway say they comment far less.

See: Eurostat – [Internet use: Participating in social networks](#) DATABASE

Eurostat – [Internet Use: Posting opinions on political or civic issues](#) DATABASE

## **SOCIAL MEDIA** | ADDITIONAL RESOURCES

NORWAY	Ipsos – <a href="#">Social Media Tracker</a> (lang: Norwegian) QUARTERLY REPORT
	Norwegian Media Authority – <a href="#">Children and Media</a> (lang: Norwegian) ANNUAL REPORT
SWEDEN	Nordicom – <a href="#">Social Media reports</a> WEBSITE
DENMARK	Sosialemedier.dk – <a href="#">Social Media in Denmark</a> (lang: Danish) ANNUAL REPORT

## *Online purchases*

(see book: p. 33)

High social trust, plus technological competence, plus access have made the Nordic countries avid users of the web for banking and shopping. In Norway and Sweden, more than half the population has bought something off the internet in the last three months. Denmark is even higher, ranking only below the United Kingdom, where three-fourths of the population shops online. Online purchases are less common among older people, but Scandinavians between 55 and 74 shop online more than those in most parts of Europe. According to Eurostat, the most common online purchases in Scandinavian countries are travel, tickets to events, and films, music and books.

See: Eurostat – [Internet purchases by individuals](#) DATABASE

## *Streaming video*

In early 1980s, people sitting down to watch television in the Nordic countries would mainly see the same thing. The public service broadcasters had a monopoly on the airwaves and television consumption was unifying, if not particularly diverse. Those days are long gone. Young people in the Nordic region are dumping linear television in favor of streaming services and video-on-demand in high numbers. In 2016, one in three Swedes had a Netflix subscription, according to the country's media measurement organization. Norwegians meanwhile spent more money than anyone else in the world on streaming television subscriptions. (This is discussed further in Chapter 4.)

See: MMS – [En av tre har Netflix](#) (lang: Swedish) ARTICLE

Aftenposten – [Nordmenn bruker mest penger på strømme-TV](#) (lang: Norwegian) ARTICLE

## **STREAMING** | ADDITIONAL RESOURCES

European Commission - [Eurobarometer](#) (Reports: Media Use in the EU) ANNUAL REPORT

Nordicom - [Media Trends in the Nordic Countries No. 1, 2016 \(April\)](#) PDF

Nordicom - [Weekly reach of streaming TV services in Denmark, Norway, and Sweden 2015](#) EXCEL

Nordicom/Eurobarometer - [Television viewing via TV set and/or Internet in the EU 2015](#) EXCEL

Eurostat - [Web TV and media downloading](#) DATABASE

Eurostat - [Web-listening to radio](#) DATABASE

## *Changing demographics*

(see book: pp. 40-42)

Migrations from other parts of Europe, Africa, and the Middle East have made the Nordic countries more international societies. Surveys suggest the media habits of immigrants to the Nordic region are likewise more international, and less inclined toward the national, legacy media. Yet there are also signs these newcomers are picking up the habits of the rest of the population.

A 2016 report commissioned by a committee in Norway's Ministry of Culture found people with a national background from Eastern Europe, South America, Asia, and Africa read national newspapers at the same rate as ethnic Norwegians, although they were less inclined to watch public service broadcasting. Immigrants from Western Europe and North America read the paper at lower rates than ethnic Norwegians, although they otherwise tended to have similarly diverse media diets.

See: Media Diversity Committee - [Analysis of Norwegian News Consumption](#) (lang: Norwegian) PDF

Statistics from Eurostat show foreign born residents of Norway, Finland, and Denmark use the internet at rates almost as high as the general population. Sweden on the other hand shows a distinct difference – by 14 percentage points – between the total population and foreign born residents, with the latter much less likely to use the internet on a daily basis.

See: Eurostat - [Internet use and activities among foreign born population](#) PDF

## **NORWAY: IMMIGRANTS & MEDIA** | ADDITIONAL RESOURCES

Statistics Norway - [Culture Habits 1991-2015](#) (lang: Norwegian) PDF

Statistics Norway - [Immigration in Norway, Denmark, and Sweden](#) (lang: Norwegian) PDF

NRK - [Media use among immigrants in 2012](#) (lang: Norwegian) PDF



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// THREE //

## The Press

Contrary to “high-brow” and “low-brow” notions of journalism, newspapers in the Nordic countries tend to be aimed at the entire population. Many feature flashy tabloid-style front pages with headlines on crime, celebrities and political scandals. But the articles inside lean more toward serious reportage on social issues, foreign news, and political and cultural debate. This chapter examines how the Nordic states have balanced a commitment to preserving editorial freedom with a potentially contradictory policy of government press support. At the same time, the question of how to maintain local, regional, and national papers has taken on a new urgency amid global transformations and technological changes.

### *Press freedom*

(see book: p. 49)

According to several measurements of press freedom, journalists in the Nordic region enjoy an unusually high level of freedom. Reporters Without Borders issues an annual Press Freedom Index based on a survey of journalists in 180 countries. Reporters are asked not only about overt barriers – such as the threat of violence – but subtler impediments to their independence, such as political influence, lack of government transparency, and internal pressure from advertisers. In considering journalists' freedom from these threats, the 2016 index puts Finland at No.1, followed, in order, by the Netherlands, Norway, Denmark, and New Zealand. Sweden ranks No. 8 and Iceland No. 19. For comparison, the United Kingdom came in at No. 38 on the list and the United States at No. 41.

See: Reporters Without Borders – [Press Freedom Index](#) ANNUAL REPORT

Freedom House provides another metric for examining restrictions on journalists. In this case, countries are rated on legal, political, and economic factors that affect the media on a scale of 0 to 100, with a lower score indicating greater freedom. Here, Norway achieved the top ranking in 2016, with a score of 9. It's followed by Finland and Sweden, which each received a score of 11 (as did Belgium and the Netherlands). Denmark follows closely with a 12; Iceland scores 15. The United States earned a score of 21 and the United Kingdom a 25.

See: Freedom House – [Freedom of the Press Report](#) ANNUAL REPORT

### *Press support*

(see book: p. 55)

Press policy in the Nordic region is not merely a matter of the state staying out of the newsroom. The Nordic countries have taken an active role in ensuring a healthy free press. Beginning in the late 1960s, Nordic states established programs to directly subsidize newspapers, particularly in local markets at risk of becoming one-paper monopolies. These payments originally went to help cover the cost of paper, but in recent years countries have opened their subsidy programs to online news outlets as well.

## Direct press subsidies, 2015

	Norway	Sweden	Finland	Denmark
National currency	346,171,000 kr	486,700,000 kr	€500,000	397,600,000 kr
Euro	38,677,000	50,235,000	500,000	53,455,000

Sources: [MediaNorway](#), [Swedish Authority for Press, Radio & TV](#), [Finnish Ministry of Transport & Communications](#), [Danish Ministry of Culture](#)

Press subsidies, often viewed as a hallmark of Nordic press policy, are not uniform across the region though. Iceland has never had a direct subsidy. Finland meanwhile recently scaled back its program and now limits direct subsidies to minority language publications and political communication. However, all the Nordic countries, including Iceland, also provide additional *indirect* support to newspapers in the form of tax breaks.

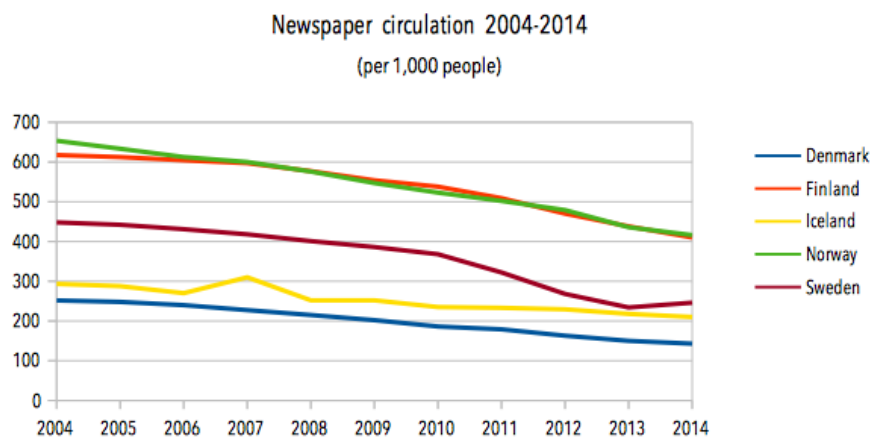
See: Reuters Institute - [Public Support for the Media: A six-country overview of direct and indirect subsidies](#) PDF  
 Media Policy Project, London School of Economics - [Public Funding of Private Media](#) PDF

### Declining circulation

(see book: p. 56)

Overall, circulation is declining. In 1991, more than three-fourths of Norwegians read at least one newspaper. Twenty percent read three or more. In 2015, more than half the population said they don't read print newspapers at all. In Denmark, a quarter of the population say they never read local newspapers, independent of platform.

See: MediaNorway - [Print newspaper readership by number of newspapers read](#) DATABASE  
 Statistics Denmark - [Adults reading habits \(newspaper\) by activity and background](#) DATABASE



Source: [Nordicom: "Paid-for newspapers: Circulation per thousand inhabitants 2000-2014"](#)

While people in the Nordic countries do not read newspapers at the same levels they once did, the Nordic region still has comparatively high readership numbers. Even with declines, the number of print

media outlets in the Nordic region has remained remarkably stable over the last decade. Newspapers revenues have not fallen as precipitously as in some countries – and in fact in Norway, publishers have reported rising profits.

See: Nordicom - [The Media Market](#) ANNUAL REPORT

Nordicom - [Newspaper revenues 2003-2013](#) EXCEL

## *Online news*

(see book: p. 61)

Nordic newspaper publishers serve distinct language populations in wealthy countries and increasingly, they are putting up paywalls that require readers to pay for access. Between 2014 and 2015 the number of Norwegian newspapers using paywalls doubled, according to an annual report from Volda University College. Perhaps not coincidentally, a 2016 survey by the Reuters Institute found a quarter of Norwegians had paid for online news within the last year – the highest rate of countries surveyed. In Sweden, 20 percent reported paying for news, and in both Denmark and Finland, it was 15 percent. Publishers relying on paywalls might wish for yet higher numbers, but by way of comparison, 9 percent of respondents in the United States said they paid, 8 percent in Germany, and at the very end of the spectrum, 7 percent in the United Kingdom reported paying for news.

At the same time, the Reuters Institute survey found that around 25 percent of people in the Nordic countries had installed an ad-blocker on their web browser. Among people under 35, the portion was 40 percent.

See: Nordicom - [Media Trends in the Nordic Countries No. 2, 2016 \(Sept.\)](#) (see p. 5 for paywalls) PDF

Reuters Institute - [Digital News Report](#) ANNUAL REPORT

Online readership and ad revenue are not yet making up for the losses from print, but the same newspapers that dominated news offline now dominate it online. Internet users in Denmark, Sweden, and Finland say they go directly to the app or website of a newspaper or magazine when they want news, rather than search the web, check a news aggregator, or scroll through their friends' social media posts. Denmark is the only Nordic country where the website of the public service broadcasters out-rank the written press in terms of popularity for news content.

See: Nordicom - [Internet users' most preferred platforms/services for accessing content online 2016](#) EXCEL

Kantar TNS/ComScore - [Top Charts of Norwegian websites](#) (lang: Norwegian) DATABASE

KIA-Index - [Daily web traffic to selected Swedish commercial websites](#) (lang: Swedish) WEBSITE

## Public Service Broadcasting

In no other area has the Media Welfare State been more clearly borne out than in public broadcasting. Beginning with radio in the interwar period, the Nordic countries' publicly funded broadcast services became the “voice of the nation.” This chapter discusses how public broadcasters have evolved from terrestrial services to multi-platform enterprises. Despite major changes and new competition, public broadcasters have been able to maintain a high level of popularity through adaptation. However, these adaptations raise questions about the role of public broadcasting in the future.

### **PUBLIC BROADCASTERS** | INFORMATION IN ENGLISH

[Denmark: DR](#)

[Sweden: SR](#) (radio)

[Sweden: SVT](#) (TV)

[Norway: NRK](#)

[Finland: Yle](#)

[Iceland: RÚV](#)

### *Centrality and universality*

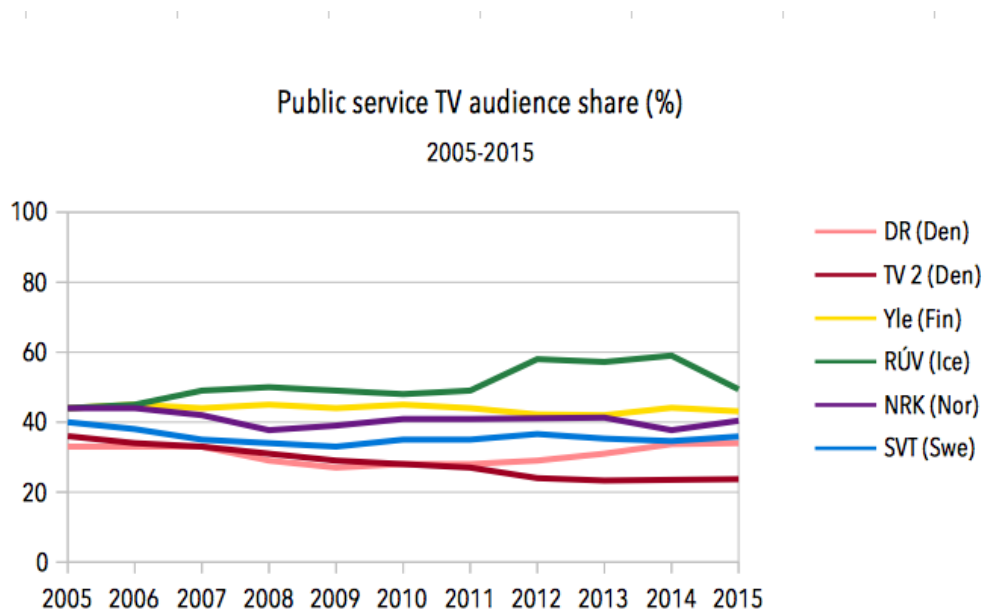
(see book: p. 73)

In all the Nordic countries, the public service broadcaster is the market leader in terms of the share of the national television audience. Viewership has remained fairly steady in the last decade even with the proliferation of commercial offerings. Public service broadcasters have held onto their position in part by spinning off specialty and children's channels, giving viewers different points of access. However, as a media institution, the public service broadcasters continue to be a common, national reference and key source of information and entertainment for the region's citizens.

See: Nordicom - [The TV channel families with the largest audience shares 2005-2015](#) EXCEL

Nordicom - [European public TV daily audience market shares 2001-2012](#) EXCEL (incl. Russia, Turkey)

Nordicom - [A Nordic Public Service Media Map](#) PDF

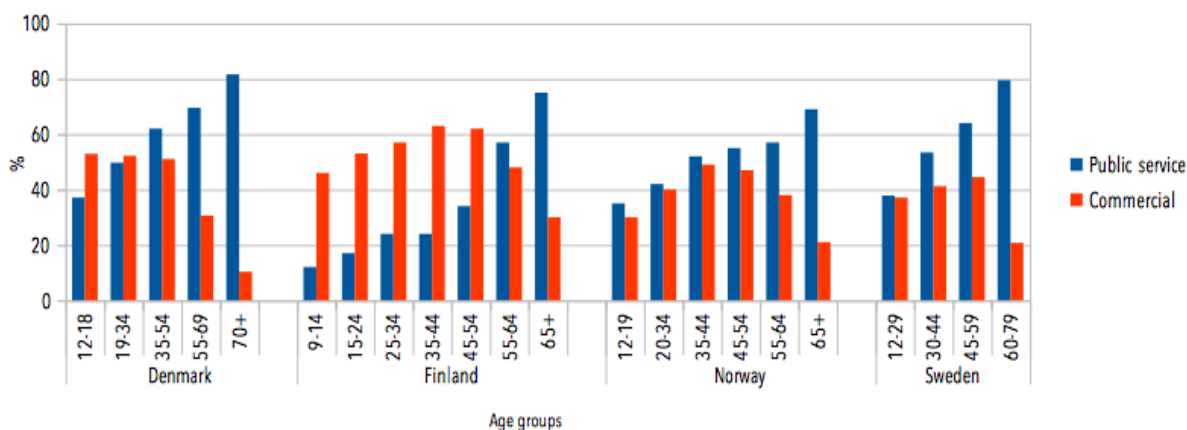


Source: Nordicom: "Public service TV audience shares 2005-2015 (per cent)"

Public service broadcast also leads in Nordic radio markets. In fact, public service radio is even more successful against its commercial competitors than its television counterparts, thanks in part to a wide offering of specialty stations. In Norway and Sweden, the public service radio broadcaster beats out commercial radio in all age demographics.

See: Nordicom - [The five largest radio channels or networks per country by audience share 2015](#) PDF

Public service vs. commercial radio reach by age, 2015



Sources: [Nordicom Media Statistics](#), [MediaNorway](#)

Note: Data include listening to radio, irrespective of platform. Norwegian public service is NRK's P1, P2, and P3; commercial is P4 and RadioNorge. Denmark public service is DR+Radio24syv; commercial is nationwide and local stations. Sweden commercial is MTG Radio and Bauer Media. Data may not provide an accurate comparison between countries as different methods have been used.

## Funding

(see book: p. 77)

Up until recently, funding for public service broadcasters across the Nordic region came from license fees – typically paid by people who own a television. In recent years, the Nordic countries have diverged in their funding approaches. In 2007, Iceland abolished the license fee system. Meanwhile, Finland in 2013 turned the license fee into a tax paid by everyone 18 and older, regardless of use.

Public service broadcast funding, 2016

	Denmark (license fee)	Finland (tax)	Iceland (flat fee)	Norway (license fee)	Sweden (license fee)
Required for ...	households with a tv or any streaming device	individuals 18+, based on income	individuals age 18-70	households with a television receiver	households with a television set
National currency	2,477 kr	€55-140	16,400 kr	2,834 kr	2,216 kr
Euros	333	55-140	130	317	229
Advertising?	no	no	yes	no	no

Sources: [DR \(Denmark\)](#), [Finnish Tax Administration](#), [RUV \(Iceland\)](#), [NRK \(Norway\)](#), [Radiotjänst \(Sweden\)](#)

The entrance of public broadcast into online platforms has led countries to re-evaluate how to collect public funds for the services – if at all. Commercial media accuse the state for interfering in the market by supporting these major public media institutions. Despite frequent political debate, public service

fees and taxes in the Nordic region remain some of the highest in the world, reaching over €300 a year in Denmark and Norway. By comparison, viewers of the BBC pay €134 (£145.50) a year. This has helped put the public service broadcasters in Norway, Sweden, Denmark, and Finland among the region's top 25 largest media companies.

- See: Nordicom - [The 25 largest media companies in the Nordic countries by company revenues in 2014](#) DATA DOWNLOAD  
 Nordicom - [Public service funding systems in the Nordic countries 2015](#) DATA DOWNLOAD  
 CESifo Group - [Public Service Broadcasting in an International Comparison](#) PDF  
 BBC - [License Fee](#) WEBPAGE

## National content

(see book: p. 82)

Television is expensive to produce. For small countries, these costs pose particular challenges. Small populations limit the commercial viability of original national programming. At the same time, high-quality shows – particularly from the United States – can be purchased cheaply on the international market. This has led to a heavy rotation of American products on Nordic commercial channels. While the European average is around 60 percent, in Sweden and Denmark, about 80 percent of what's on private television channels is American.

Portion of time devoted to non-European series and films on *commercial* channels, 2013

European Average	Finland	Denmark	Sweden
62%	75%	81%	78%

Source: [European Audiovisual Observatory](#)

The public service broadcasters act as a kind of backstop to this trend. In the Nordic region, these broadcasters purchase more series and films from within Europe than the commercial broadcasters do and they produce their own content. Original drama, mini-series and films that reflect the national language and culture are part of the public broadcasters' role as “social glue” in the face of the globalized media market.

Original, co-production, and European series and films on *public* channels, 2013

	European Average	Finland	Denmark	Sweden
Original	27%	27%	6%	21%
Other European	26%	40%	29%	36%
Co-productions	8%	7%	8%	6%
American/Non-European	39%	25%	56%	37%

Source: [European Audiovisual Observatory](#)

### **NATIONAL CONTENT** | Reports by the [European Audiovisual Observatory](#) (includes Sweden, Denmark, and Finland)

- [Origin and availability of TV domestic and foreign channels](#) PDF
- [European fiction works on TV channels](#) PDF
- [Investments in original content by audiovisual services](#) PDF
- [Films on television: Origin, age, and circulation](#) PDF

## TV on the web

(see book: p. 86)

Public service broadcasters, like commercial broadcasters, face eroding viewer and listener numbers on their traditional broadcast channels. Younger media consumers in particular are less likely to pick up the remote, preferring to watch series and films online and on-demand. Public broadcasters in the Nordic region have made moves to adapt by launching their own streaming services. Measuring the use of streaming services is difficult, but the public broadcasters have proven to be competitive, ranking above Netflix in some surveys.

### Weekly reach of top 5 streaming services, 2015

Denmark (%)	Norway (%)	Sweden (%)
Netflix (28) <i>paid</i>	NRK Nett-TV (33) <i>free</i>	YouTube (54) <i>free</i>
DR TV (21) <i>free</i>	Netflix (29) <i>paid</i>	SVT Play (36) <i>free</i>
Viaplay (9) <i>paid</i>	VG TV (20) <i>free</i>	TV4 Play (21) <i>free</i>
TV 2 Play (8) <i>paid</i>	DB TV (9) <i>free</i>	Aftonbladet TV (20) <i>free</i>
HBO Nordic (5) <i>paid</i>	TV 2 Sumo (9) <i>paid</i>	Netflix (20) <i>paid</i>
<i>does not include YouTube figures</i>	<i>does not include YouTube figures</i>	

Source: [Nordicom](#)

Note: Due to different methodologies, exact comparisons should not be made between countries.

Yet public service broadcasters are no longer producers of only video and audio. Online, they are multimedia platforms. This puts them in direct competition with previously separate sectors of the media – including the traditional written press. According to the 2016 Digital News Report from the Reuters Institute, public service broadcasters are among the top destinations for news in Finland, Sweden, and Norway but national newspapers continue to dominate the online news market. Only in Denmark does the public service broadcaster beat out traditional print media online. Nevertheless, public broadcasters in the Nordic region, along with those in Ireland and the United Kingdom, are much more successful online than the public broadcasters in most countries.

See: Reuters Institute – [Digital News Report 2016](#) PDF

Nordicom – [Top ten media web sites, ranked by number of unique visitors per week and country 2013](#) EXCEL

European Audiovisual Observatory – [Linear and on-demand audiovisual media services in Europe 2015](#) PDF

### PUBLIC SERVICE BROADCASTING | ADDITIONAL RESOURCES

NORWAY NRK – [Annual Summary](#) (lang: Norwegian) ANNUAL REPORT

DENMARK DR – [Media Development](#) ANNUAL REPORT

SWEDEN SVT – [Public Service Reports](#) (lang: Swedish) ANNUAL REPORT

SR – [Public Service Reports](#) (lang: Swedish) ANNUAL REPORT

FINLAND Reuters Institute – [Public Service News and Digital Media](#) (includes only Finland) PDF

ICELAND RÚV – [Policies, governance, and annual reports](#) (lang: Icelandic) WEBSITE

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// FIVE //

## The Nordic Media Company

Private media and communication companies that start in the Nordic region sometimes rise to major players on the international market. Often, a peek into the backstory of these companies reveals the state played some key role. The interaction between private enterprise and government is ideally consensual and cooperative in the Media Welfare State – although this is not always the case. This chapter follows the paths of three companies, each exemplifying an *adaptive* approach, a *confrontational*, or a *collaborative* approach with the state.

### *Adaptive: Schibsted*

(see book: p. 100)

The Schibsted Media Group's role in public life can be traced back to the 19<sup>th</sup> century when the company launched the Norwegian newspaper *Aftenposten*. Since then, Schibsted has maintained its reputation as a cornerstone Nordic institution, sometimes by making decisions that appear to clash with its bottom line, such as when it sold off holdings amid public debate over media monopolies. The company has been responsive to market shifts as well. When online classified ads began to eat into the profits of newspaper publishers, Schibsted invested in these marketplaces. Schibsted now operates Finn.no in Norway and similar websites in 30 countries, while continuing to own some of the biggest newspapers in the Nordic region.

See: Schibsted – [Key financial figures](#) WEBSITE

Financial Times – [Profile of Schibsted](#) WEBSITE

Table 5.1 Schibsted

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Established	1839 in Norway by Christian Michael Schibsted
Original business	Family-owned publishing company
Key businesses	Subscription and single-copy newspapers, online news, online classified marketplaces
Employees	Approximately 6,900 in 30 countries
Operating revenues (2015)	15.117 billion NOK / €1.7 billion
Geographical key areas	Norway, Sweden, France, Spain, Italy, Ireland. Also has investments in other European countries, as well as the Philippines, Indonesia, Thailand, Vietnam, Malaysia, Bangladesh, Tunisia, Morocco, Brazil, Chile, Colombia, and Mexico.
Reach, examples	<ul style="list-style-type: none"><li>· Both Norway's largest newspaper, <i>VG</i>, and Sweden's largest newspaper, <i>Aftonbladet</i>, are owned by Schibsted. The company's media products reach approximately 70 percent of the Norwegian population and two-thirds of the Swedish population every day.</li><li>· Schibsted reports its online media and marketplace sites around the world reach 200 million people every month.</li><li>· In 2015, the company announced it would focus on digital products and shed its investments in the free newspapers <i>20 Minutos</i> in Spain and <i>20 Minutes</i> in France, as well as the original Schibsted book publishing house.</li></ul>

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Sources: [Nordicom Media Statistics](#), [Schibsted 2015 Annual Report](#), [Schibsted Presentations](#), [MediaNorway Statistics](#)



## Confrontational: Modern Times Group

(see book: p. 106)

Sweden's MTG successfully took on long-running state television monopolies in 1987 when it launched the first commercial Scandinavian channel via satellite, a move that circumvented government restrictions on traditional broadcast. The company's confrontational approach to the state, its expansion into multiple corners of the media market, and its aggressive appeal to consumer tastes earned its owner, Jan Stenbeck, a reputation as the Rupert Murdoch of Nordic media. MTG is now the largest commercial player in the Nordic broadcast market and has a significant presence in the Baltics and parts of Eastern Europe.

See: MTG – [Investor Information](#) WEBSITE

Financial Times – [Profile of MTG](#) WEBSITE

Table 5.2 Modern Times Group (MTG)

Established	1936 in Sweden by Hugo Stenbeck as Kinnevik
Original business	Investment company (forest and steel industry)
Key businesses	Free TV, subscription TV packages and channels, radio, online streaming services, original productions
Employees	Approximately 3,900 in more than 18 countries
Net sales (2015)	16.218 billion SEK / €1.8 billion
Geographical key areas	The Nordic region, the Baltics, the Czech Republic, Bulgaria, Ghana, and Tanzania. Additionally, the company has redistribution of television channels in 36 countries across Central and Eastern Europe, Africa, and the United States.
Reach, examples	<ul style="list-style-type: none"><li>· The company's television offerings, including free-to-air, subscription packages and channels, are seen in over 140 countries.</li><li>· Modern Times Group's Swedish free-to-air television channels had a combined share of viewing among its target audience of just under 30 percent in 2015. In the Baltic countries, the Modern Times Group's share of viewing was around 50 percent. (Target audience: 15– 49.)</li><li>· In 2014, MTG acquired Trace, a music and entertainment TV platform distributed across all African countries, France and the Caribbean.</li></ul>

Sources: [MTG 2015 Annual Report](#), [MTG 2014 Annual Report](#), [MediaNorway](#)

## Collaborative: Nokia

(see book: p. 112)

With the benefit of Finland's investment in technology, what began as a paper company in 1865 turned into a technological pioneer by the turn of the millennium. Nokia – and its iconic ringtone – became synonymous with mobile phones. The company lost significant ground to Apple, Samsung, and other manufacturers when it didn't act nimbly enough on smartphones. However, a licensing deal struck in mid-2016 is set to bring Nokia branded smartphones and tablets back to the market. The original company – not itself manufacturing the new generation of Nokia-brand phones – now focuses on infrastructure products less visible to consumers but still central to mobile networks.

See: Nokia – [About Us](#) WEBSITE

Financial Times – [Profile of Nokia](#) WEBSITE

Table 5.3 Nokia Group

Established	1865 in Finland by Fredrik Idestam
Original business	Paper products manufacturer
Key businesses	mobile networks, fixed broadband networks, cloud computing, apps and data analysis, research
Employees	Approximately 106,000 in more than 100 countries
Net sales (2015)	€12.5 billion
Geographical key areas	In order of descending size: Europe, Asia-Pacific, North- America, Greater China, Middle East and Africa, Latin America
Reach, examples	<ul style="list-style-type: none"><li>· For 14 years after 1998, Nokia was the world's biggest manufacturer of mobile phones, shipping 83 million in 2012 alone.</li><li>· In 2005, Nokia sold its billionth phone in Nigeria, and global mobile phone subscriptions pass 2 billion. Two years later, Nokia is recognized as the fifth most valued brand in the world.</li><li>· In 2016, Nokia acquired Bell Labs, the 90-year-old American research and development company, as part of an effort to position itself as international leader in new technology development</li></ul>

Sources: [Nokia 2015 Annual Report](#), [Nokia: About Us](#)

### **MEDIA INDUSTRY** | ADDITIONAL RESOURCES

Nordicom – [The Nordic Media Market](#) ANNUAL REPORT

Nordicom – [The 25 largest media companies in the Nordic countries by company revenues in 2014](#) EXCEL

MediaNorway – [Largest Media Groups in Norway](#) DATABASE

Norwegian Communications Authority – [Norwegian electronic communications market](#) ANNUAL/BIANNUAL REPORT

Swedish Post and Telecom Agency – [Statistics](#)

Danish Energy Agency – [Figures on the Telecommunications Market](#) (lang: Danish) WEBSITE

Finnish Communications Regulatory Authority – [Statistics](#) WEBSITE

Nordic-Baltic Telecom Market – [Telecommunication statistics](#) ANNUAL REPORT

European Audiovisual Observatory – [Linear and on-demand audiovisual media services in Europe 2015](#) PDF

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// SIX //

## Conclusion

While Nordic media systems develop and change, they maintain key features. This chapter ties together the empirical findings of the book and summarizes how they form the basis of the Media Welfare State concept. While it's true that marketization, globalization, and audience fragmentation pose threats to the institutions of the Media Welfare State, the authors argue against declaring a state of crisis. A “crisis” implies inevitable breakdown, when in fact deliberate action in the face of upheaval has always been part of the Media Welfare State.

## DATA RESOURCES

### Nordics

Nordicom: Media Statistics

*best source of Nordic region statistics on newspapers, television, radio, and digital media*

<http://www.nordicom.gu.se/en/media-trends/media-statistics>

Nordicom: Media Trends Newsletters

*released a few times a year, these updates provide analysis of the latest figures on Nordic media*

<http://www.nordicom.gu.se/en/media-trends/media-trends-newsletters>

Norway: Media Barometer

*annual report on newspapers, television, internet, social media, books, films and other media products, including demographic breakdowns; the full report is in Norwegian but statistics and a summary are available in English*

<https://www.ssb.no/en/kultur-og-fritid/statistikker/medie/>

Norway: Media Barometer Database

*find and download data and build graphs on media use in Norway*

<https://www.ssb.no/statistikkbanken/selecttable/hovedtabellHjem.asp?KortNavnWeb=medie&CMSSubjectArea=kultur-og-fritid&PLanguage=1&checked=true>



Sweden: Media Barometer (lang: Swedish)

*annual report on newspapers, television, internet, social media, books, films and other media products, including demographic breakdowns; the full report is in Swedish but a summary is available in English*

<http://www.nordicom.gu.se/sv/mediefakta/tema-rapporter-och-presentationer>

<http://www.nordicom.gu.se/en/media-trends/media-barometer> (selected figures in English)

Statistics Sweden

*figures on book reading, internet use, and other cultural consumption (look under: Living conditions  Living Conditions Surveys  Leisure)*

[http://www.statistikdatabasen.scb.se/pxweb/en/ssd/START\\_LE/?rxid=fe6f9fa6-d525-4aa7-b7c5-926bea2624c6](http://www.statistikdatabasen.scb.se/pxweb/en/ssd/START_LE/?rxid=fe6f9fa6-d525-4aa7-b7c5-926bea2624c6)

Sweden: Authority for the press, radio and television (lang: Swedish)  
*information on media use, companies, and media policy in Sweden*  
<http://www.mprt.se/sv/mer-om-media/medieutveckling/mediestatistik1/>

Swedish Post and Telecom Agency (PTS)  
*statistics on media use through internet and mobile phone; some statistics in English*  
[http://statistik.pts.se/start\\_en/](http://statistik.pts.se/start_en/)

Statistics Denmark: Culture statistics  
*includes figures on broadcast and print media; register for free (look for media statistics under "Culture and National Church" in the StatBank)*  
<http://www.statbank.dk/10257>

DR: Media Development Report  
*report from Denmark's public broadcaster includes figures on general electronic media use in the country*  
<http://www.dr.dk/om-dr/about-dr/media-development-2009-2015>

Danish Ministry of Culture (lang: Danish)  
*information on newspapers, television, the internet and advertising in Denmark*  
<http://slks.dk/medier/>

Statistics Finland: Mass media economy and consumption  
*database on the use and business of newspapers, magazines, radio and television (for data downloads, choose the link "Mass media statistics' table service")*  
[http://tilastokeskus.fi/til/klt\\_en.html](http://tilastokeskus.fi/til/klt_en.html)

Finland Ministry of Education and Culture  
*information on film, gaming, literature, music, performance and the visual arts*  
[http://www.minedu.fi/OPM/Kulttuuri/taiteen\\_ja\\_kulttuurin\\_alat/audiovisuaalinen\\_kulttuuri/?lang=en](http://www.minedu.fi/OPM/Kulttuuri/taiteen_ja_kulttuurin_alat/audiovisuaalinen_kulttuuri/?lang=en)

Finnish Communications Regulatory Authority  
*information and analysis on broadcast and the internet*  
<https://www.viestintavirasto.fi/en/ficora.html>

Statistics Iceland  
*limited statistics on newspaper circulation, broadcast, and advertising; English version not frequently updated*  
<http://www.statice.is/statistics/society/media/media/>

Iceland Post and Telecom Administration  
*statistics on Iceland's telecommunications and electronic communications market*  
<https://www.pfs.is/english/telecom-affairs/statistics/>

Gallup Iceland (lang: Icelandic)  
*summaries of surveys on use of newspapers, television, radio, and the web*  
<http://www.gallup.is/nidurstodur/fjolmidlar/>

## Europe

Ofcom: Research and data

<https://www.ofcom.org.uk/research-and-data>

*U.K. communication regulatory agency; provides data and reports on British media markets and regulation*

Eurostat: Database

*database and interactive web tool; statistics on frequency of media use, types of use; many tables include breakdowns by age, sex, educational attainment, and country of origin;*

<http://ec.europa.eu/eurostat/data/database>

Eurostat: Culture Statistics

*includes statistics on consumption of news media, as well as books, film, concerts and music in European countries; with the exception of Finland, data on the Nordic countries is limited*

<http://ec.europa.eu/eurostat/en/web/products-statistical-books/-/KS-04-15-737>

Eurostat: Listing of statistical bureaus by country

*find government statistics for European and select countries outside of Europe*

[http://ec.europa.eu/eurostat/web/links/national\\_statistical\\_offices](http://ec.europa.eu/eurostat/web/links/national_statistical_offices)

European Commission: Standard Eurobarometer

*extensive reports on media use and trust in media in Europe (additional statistics available in Annex PDFs under "First Results")*

<http://ec.europa.eu/COMMFrontOffice/publicopinion/index.cfm/Survey/index#p=1&instruments=STANDARD>

European Audiovisual Observatory

*reports on television, film, and video-on-demand (go to drop-down menu labeled "Markets")*

<http://www.obs.coe.int/web/obs-portal/home>

European Social Survey

*free registration required; includes figures on TV watching and trust levels in society and media; older data on TV, radio, newspaper, and internet use*

<http://nesstar.ess.nsd.uib.no/webview/>

Media Pluralism Monitor

*tracks ownership and media variety in E.U. member countries; user-friendly overview on the state of media in Europe*

<http://monitor.cmpf.eui.eu/mpm2015/results/>

European Journalism Observatory

*research on media politics, economics, ethics, and digital use in Europe*

<http://en.ejo.ch/>

European Journalism Center: Media Landscapes

*country profiles of the state of the media and media policy in European countries; includes overview of the major media outlets and links to more information*

[http://ejc.net/media\\_landscapes](http://ejc.net/media_landscapes)

## World

Reuters Institute: Annual Digital News Report

*international comparison of news consumption, leading news outlets, and trust in media; includes Sweden, Denmark, Norway and Finland*

<http://www.digitalnewsreport.org/#previous-reports>

World Bank: Economic indicators

*includes figures on internet use, broadband hookups, telephone subscriptions, mobile phones*

<http://data.worldbank.org/indicator?tab=all>

Alexa: Top websites by country

*Amazon.com-owned site that lists the most frequently visited websites; includes listings for most countries*

<http://www.alexa.com/topsites/countries>

UNESCO

*database on media use and access worldwide; not frequently updated*

<http://data.uis.unesco.org/Index.aspx?queryid=230>

Pew Research Center – Global

*reports from worldwide surveys; includes social media (select the “Topics” tab at the top)*

<http://www.pewglobal.org/>

United States: Pew Research Center

<http://www.journalism.org/> – *leading resource for statistics on American media consumption and media influence; includes data on the news industry, perceptions of the media, and news consumption*

<http://www.pewinternet.org/> – *statistics on internet culture, social media, the digital economy, and political discourse online*