DEVICE STUDY 2016
TV vs Streaming and Online Video
In the Nordics, online video watching is now as widespread as watching traditional TV and 2 out of 3 are streaming. Among the young part of the population almost everybody watches online videos and streaming has become more common than traditional TV watching. Furthermore, the Nordics increasingly tend to use other devices while watching TV.

The digitalisation has reached a new milestone. No longer is the old TV set and TV signal the preferred way of watching Paradise Hotel and Game of Thrones among the young part of the population in the Nordics. In the age group between 15-25 years streaming is now the main source when watching TV and this picture is actually the same with the age group between 26-35 years in Denmark and Sweden. However, the older segments still hold on to more classic TV watching habits. Among the 56+ years, almost every person watch traditional TV while just around half are streaming.

When looking at the genders, the differences are less outspoken. That said, the females are watching a bit more online TV compared to the males. Among the females, 66 % are using streaming to watch TV while only 60 % of the males do this. At the same time, 89 % of the males are watching traditional TV while the number is 87 % for the females.

Even more interesting is the clear difference between males and females within the young age group. Far more young women are watching both streaming and traditional TV compared to the young men. Among the males between 15-25 years, 15 % do not watch TV at all, while this is the case with just 4 % of the females of the same age. On the other hand, all the young men watch videos online.

Generally, the young part of the population watch online videos to a very high extent. Almost every person in the age group between 15-25 years watch videos online. But actually more than 8 out of 10 among the older age groups watch videos online as well. The big difference between the younger and older segments is the platform used to watch online videos. Where the mobile is the predominant platform for the youth, the more mature part of the population tend to use their desktop and tablet instead of their mobile.

Regardless of the platform used to watch videos, the extensive online video watching is a testament to the value of cross channel advertising. It really shows how potent online video has become when planning campaigns.

The desktop, tablet and mobile are also widely used while watching TV. In the Nordics, 2 out of 3 are using other devices while watching TV giving advertisers new possibilities to reach audiences across platforms. Not surprisingly, especially the young part of the population is online on some kind of device while watching TV.

In the following you will find further insights on the media habits across the Nordics in regards to traditional TV watching, streaming and online video watching. Enjoy!
88% watch traditional TV

63% are streaming

Traditional TV accounts for a large portion of the media consumption in the Nordics. Across the four major markets in the Nordics; Denmark, Sweden, Norway and Finland almost 9 out of 10 watch traditional TV.

However, 1 out of 4 are considering to terminate their traditional TV package in the near future and nearly half of the Nordic population have watched less traditional TV compared to last year.

Furthermore, streaming has gained ground and now almost 2 out of 3 are streaming. This is especially due to a widespread use of streaming among the younger age groups.

27% consider to terminate their traditional TV package

43% have watched less traditional TV compared to last year

74% watch traditional TV

80% are streaming

TV vs Streaming among the young - 15-25 years

When looking at the media habits of the younger population in the age group of 15-25 years the traditional TV is no longer the preferred way of watching TV.

In this age group, 64% have watched less traditional TV compared to last year and streaming is now bigger than traditional TV.
TV vs Streaming across the Nordics

Traditional TV across the Nordics

The difference in traditional TV watching across the Nordics is limited. In both Denmark and Sweden 86% watch TV in the classical way, while this is the case with 88% in the Norway. However, Finland differs a bit from the rest of the Nordic countries with more than 9 out of 10 watching traditional TV.

The greater proportion of people watching traditional TV in the Finnish population is due to a high amount of people in the younger segments watching traditional TV compared to the other Nordic countries.

- 86% in Denmark watch traditional TV
- 86% in Sweden watch traditional TV
- 88% in Norway watch traditional TV
- 91% in Finland watch traditional TV

Streaming across the Nordics

When looking at the amount of people streaming across the Nordics, Sweden and Norway is a bit ahead of Denmark and Finland. In the Danish and Finnish population, 6 out of 10 are streaming, while this is the case 65% in Sweden and 66% in Norway.

Compared to the numbers on traditional TV watching, this shows that Finland is the country most oriented towards TV in the classical way and that Norway generally watch TV to a high extent.

- 61% in Denmark are streaming
- 65% in Sweden are streaming
- 66% in Norway are streaming
- 60% in Finland are streaming
Online video watching

87 % watch online videos

The amount of people watching videos online is now as high as the amount of people watching traditional TV. Across the four major markets in the Nordics, 88 % watch traditional TV while 87 % watch videos online.

Not surprisingly, the younger segments especially spend time watching videos online. Almost every person in the age group between 15-25 years watch videos online. However, the young Finnish population do it to a bit lesser extent than the younger population in the other Nordic countries.

Among the genders we see no difference as 86 % of the males watch online videos and 87 % of the females do this.

Devices used to watch online videos

When looking at the devices used to watch videos online, desktop is the preferred screen. 78 % use their desktop, 51 % go for the tablet, 65 % tend to use the mobile and finally 9 % watch online videos on their TV.

However, when looking historically at the devices used to watch online videos from 2014-2016, we see a tendency towards a more extensive use of tablet and mobile together with a decreasing use of desktop.

This development has levelled the ratio between the devices used to watch videos online to a far higher extent compared to just two years ago.

96 % of the young between 15-25 years watch videos online
When looking across the Nordics in regards to online video watching, Sweden and Norway is well ahead of Denmark and Finland. 9 out 10 in the Swedish and Norwegian population watch videos online whereas 84% in the Danish population and 82% in the Finnish population spend time watching YouTube, Vimeo and other videos online.

The relatively low number of people watching online videos in Denmark is due to a smaller proportion of the older segments watching videos online compared to the other Nordic countries. Conversely, the low number in Finland is affected by a smaller proportion of the younger segments watching videos online compared to the other Nordic countries.
The so-called 'second screen' phenomenon has certainly become a thing in the Nordics. Now, 2 out of 3 are using either their desktop, tablet, or mobile when watching TV. This is especially due to an extensive use of a second screen in the Danish and Norwegian population as well as among the younger segments in general.

The second screen usage gives advertisers new possibilities to reach audiences across platforms. At the same time, it makes new creative approaches possible.

When looking historically on the device usage while watching TV, we see a clear tendency towards an increased use of a second screen.

85% of the young between 15-25 years use other devices while watching TV.
The study is a part of a yearly device study by AudienceProject. The study is conducted in January 2016. The study covers the four major Nordic markets:
- Denmark
- Sweden
- Norway
- Finland
The study is based on 7,039 respondents.