

# INSIGHTS 2017

Traditional TV & Streaming  
in the Nordics, UK & US



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# EDITORIAL

## Netflix rules streaming, while regular TV is still going strong

Despite the many death sentences to flow TV, it is still going strong - at least among the older part of the population. Among the young generations streaming is the prime source for on screen entertainment.

Streaming is still on the rise. In the four Nordic countries, where we have historical data, there has been an increase in the use of streaming services from 2016 to 2017. And in the US, streaming is even more widespread.

Perhaps a little surprising, more people are now streaming TV and movies than music. The streaming is led by Netflix across almost all markets. Following the industry leader, the pack of streaming providers is different from country to country, where several national or regional services are playing a role.

Despite losing viewers to streaming, there is still life in the 'old' TV. Among people older than 35 years, the majority are still watching flow TV rather than streaming.

Good news for both companies in streaming and linear TV is the fact that piracy is not a big deal anymore - at least in the Nordics, where only a small fraction has used illegal services lately. The US have more of a problem with 20% of all American men using illegal services to watch TV and movies and 17% pirating music on a weekly basis.

In the following pages, you can learn more about the TV and streaming habits in the Nordics, UK and US. Enjoy!

**Rune Werliin**

Head of Marketing & Communication @ AudienceProject

# TRADITIONAL TV

Despite stories about the death of flow TV, around 80% of the population in the Nordics, UK & US are still watching traditional TV on a weekly basis. However, more than 2 out of 3 use other devices while watching TV. The majority use their 'second screen' often.

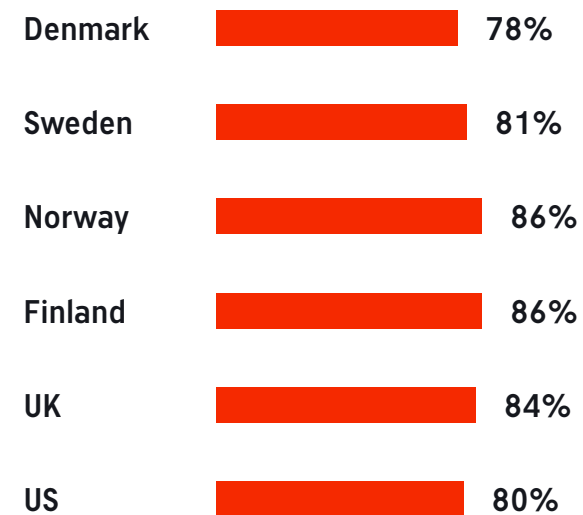
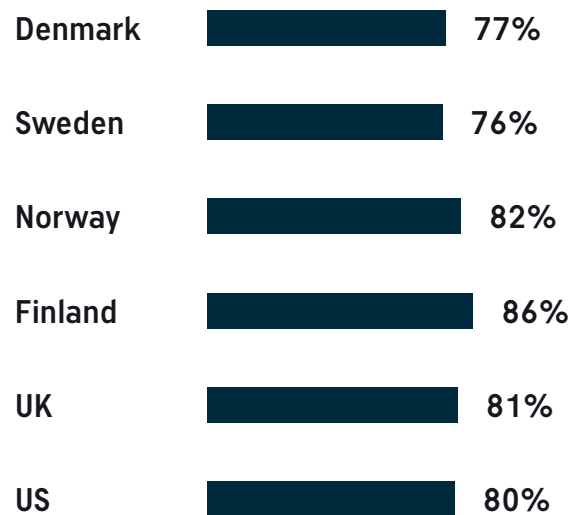
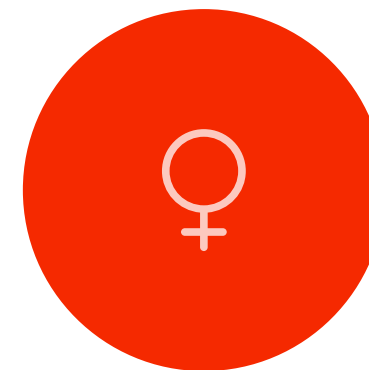


## Watching traditional TV on a weekly basis

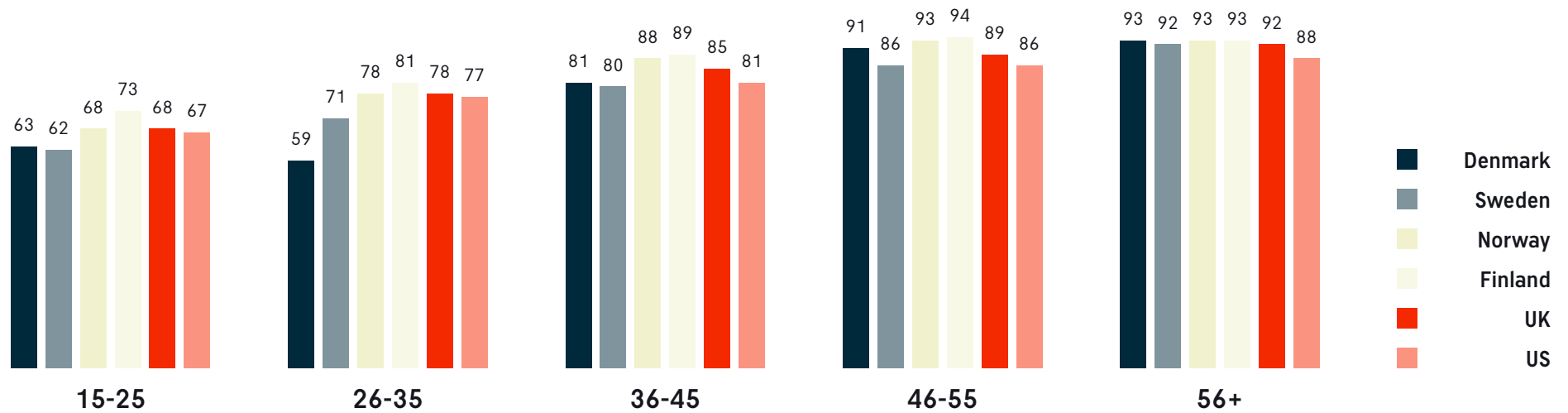




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Watching  
traditional TV on  
a weekly basis

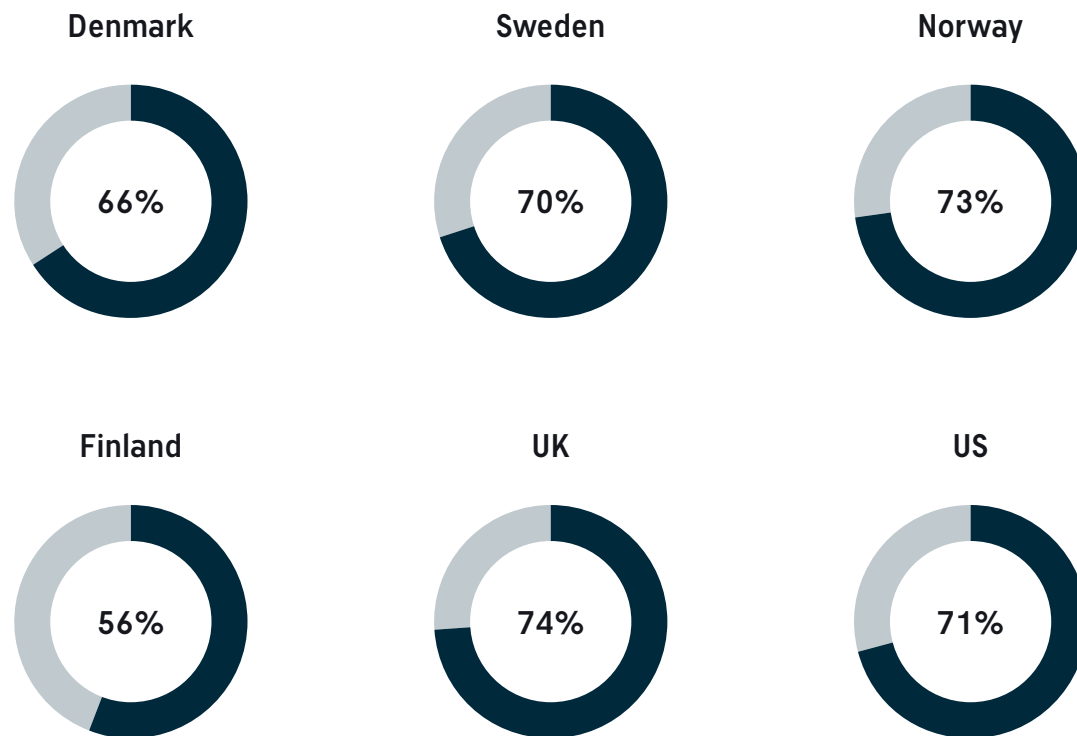


## Watching traditional TV on a weekly basis



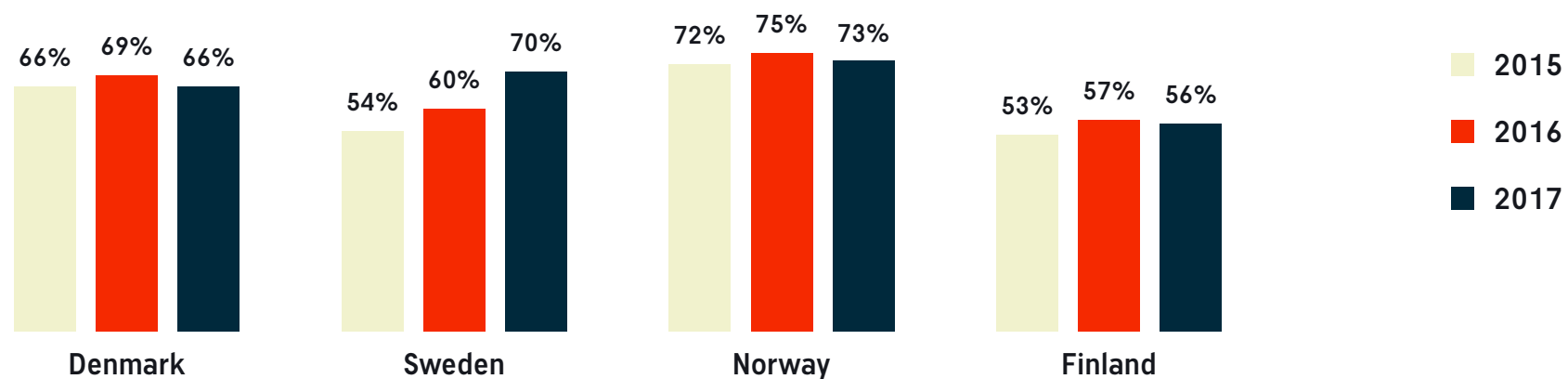


## Use other devices while watching TV



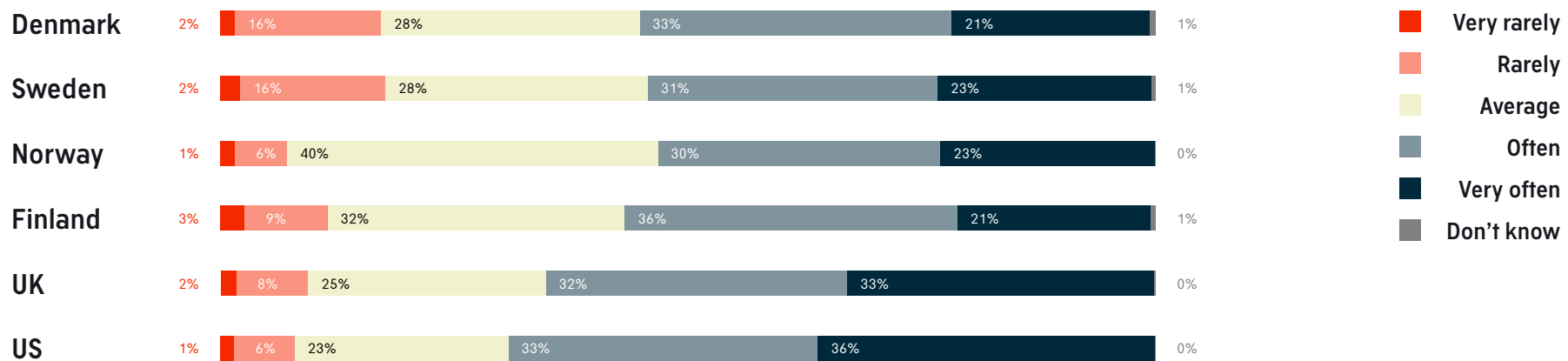


The use of other devices while watching TV has stabilised in Denmark, Norway and Finland and increased in Sweden





## How often other devices are used while watching TV



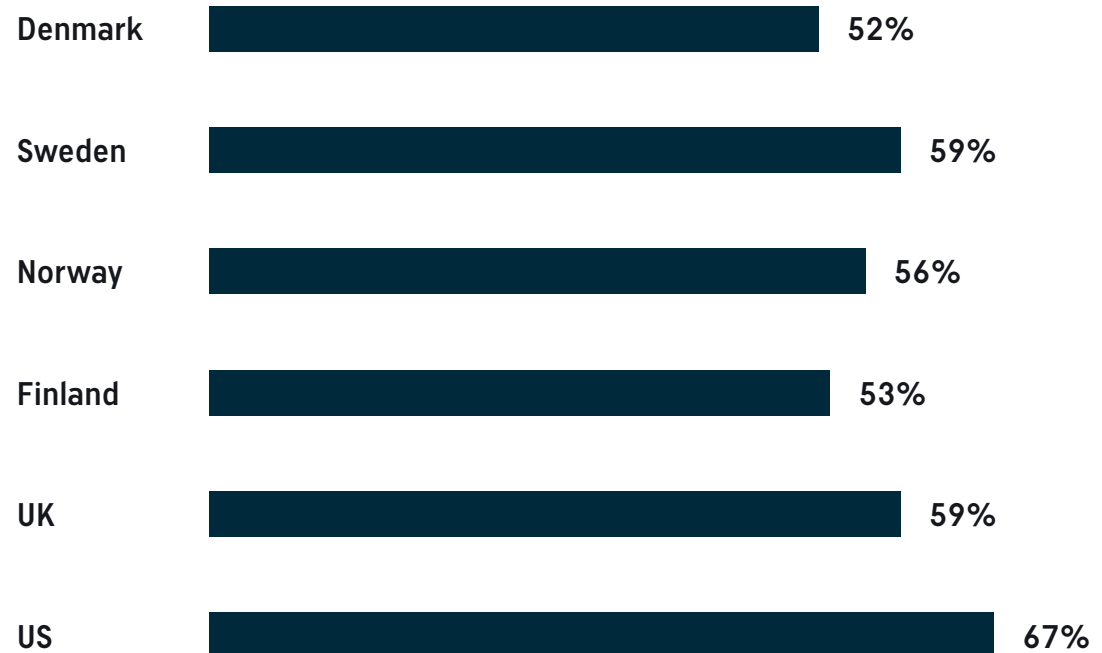


# STREAMING: TV, SERIES & MOVIES

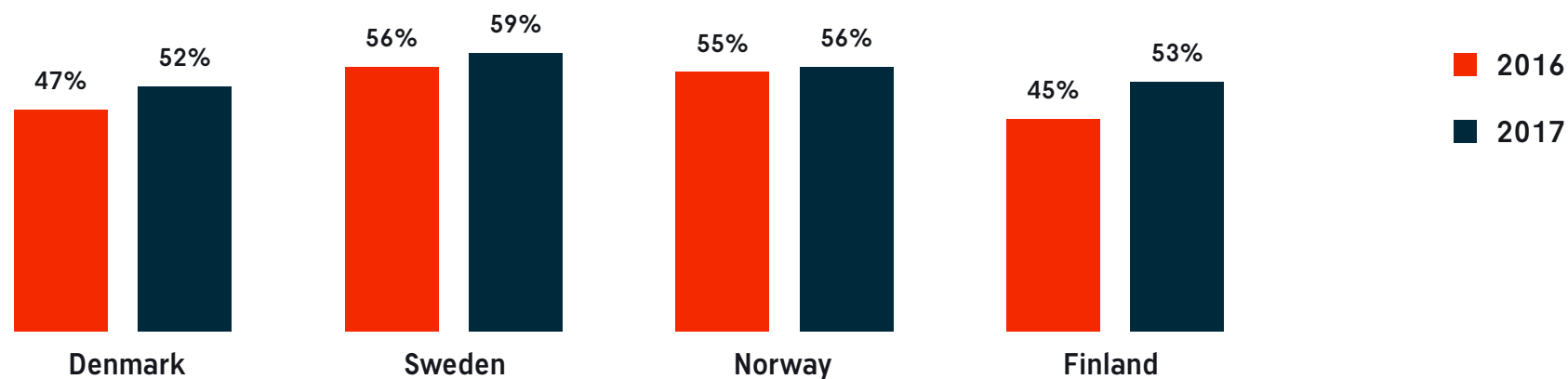
Streaming is on the rise. Now more than half of the population in the Nordics, UK & US are streaming TV, series or movies on a weekly basis. And among the 15-25 year olds, more people are streaming than watching traditional TV. Across all countries, Netflix is the dominating streaming service.



## Streaming or downloading TV, series or movies on a weekly basis



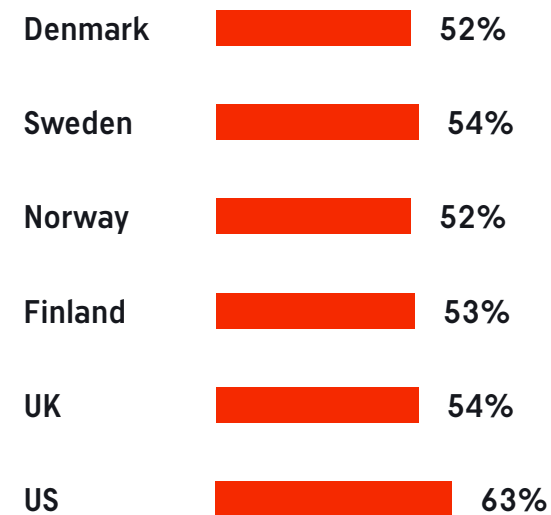
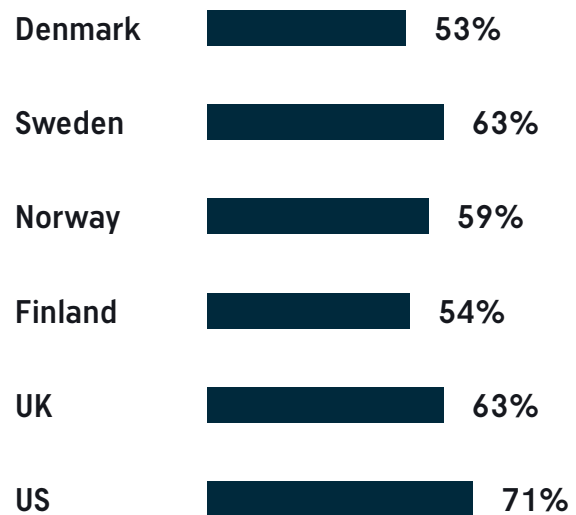
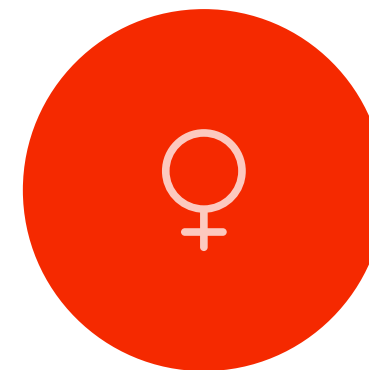
The number of people streaming or downloading TV, series or movies on a weekly basis has increased within the last year





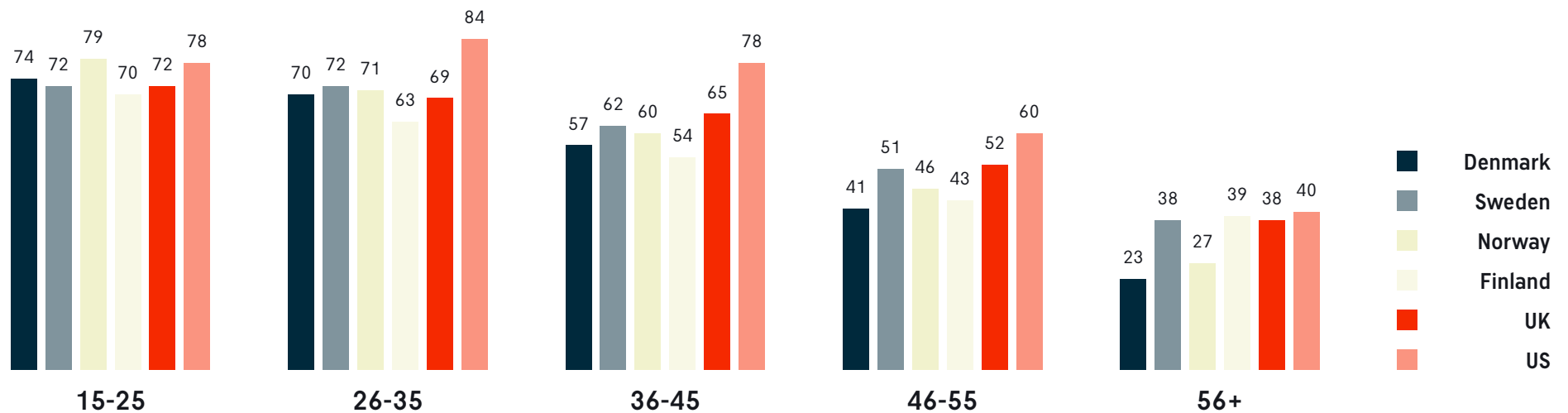


Streaming or  
downloading TV,  
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on a weekly basis

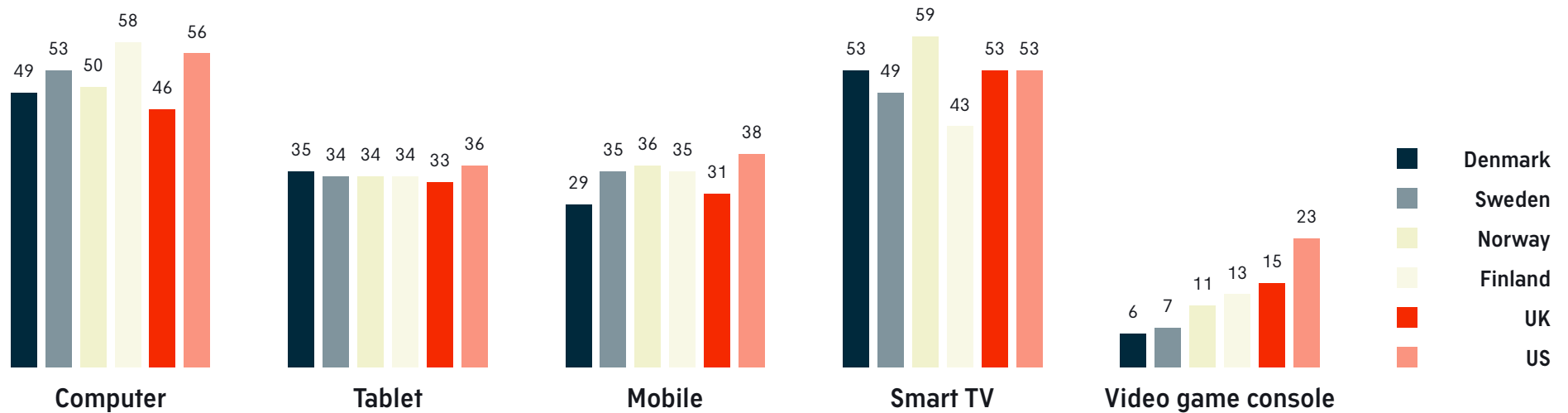




## Streaming or downloading TV, series or movies on a weekly basis



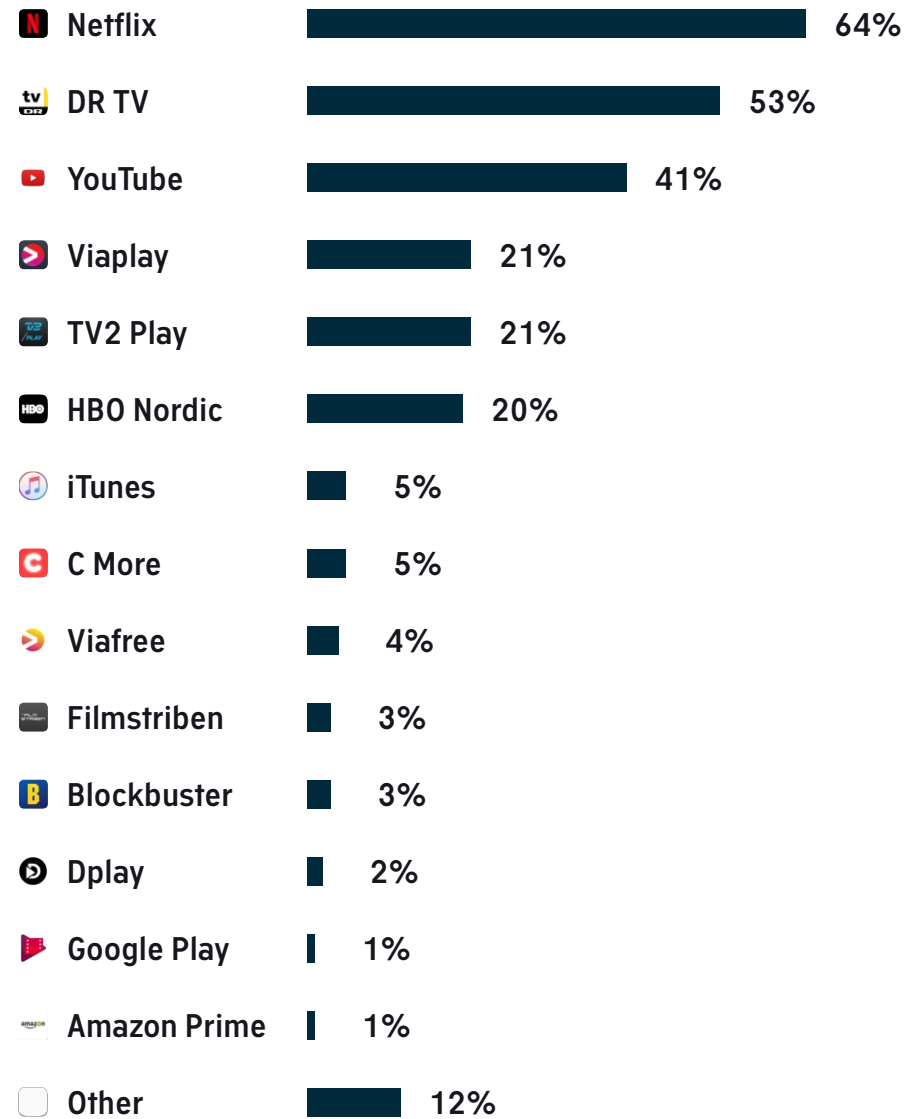
## Devices used to stream or download TV, series or movies





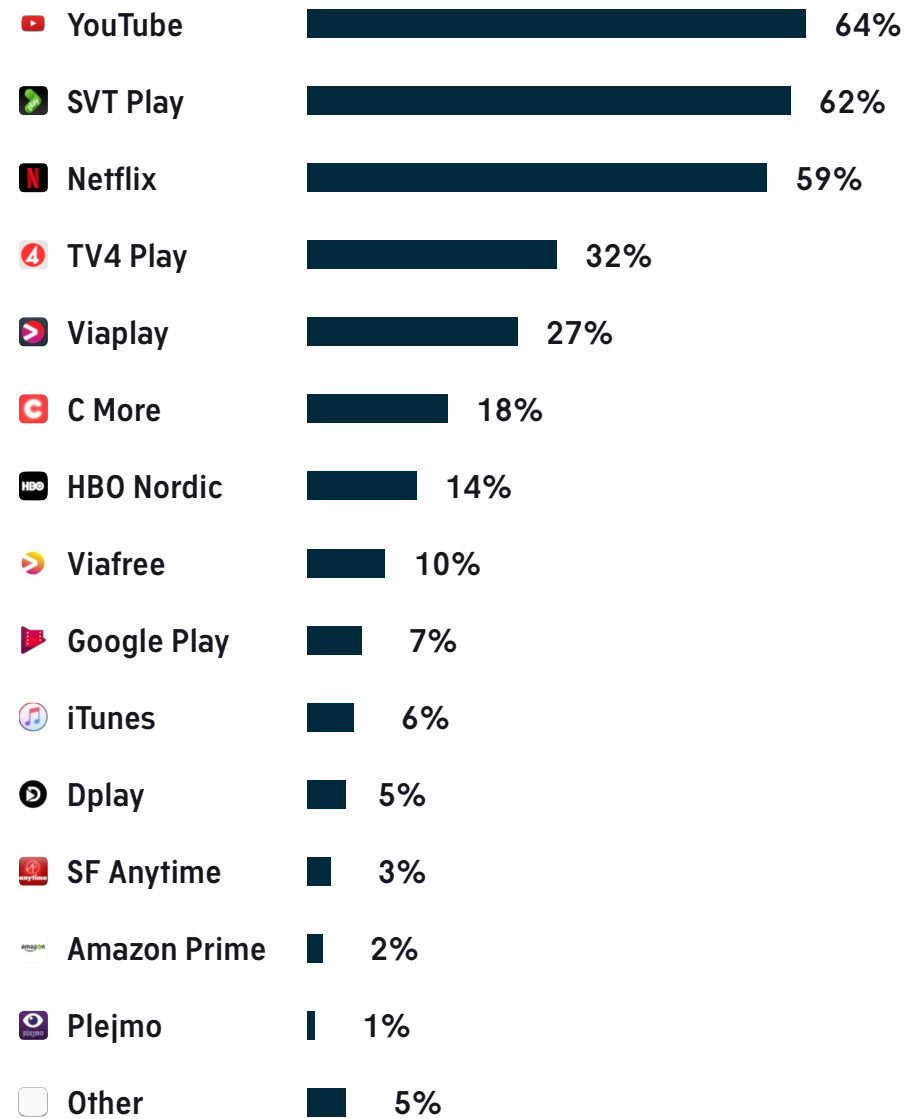
## Streaming and download services used in Denmark

**NOTE:** The figures to the right represent the streaming services that are used by the ones who have used a streaming or download service to watch TV, series or movies within the last week

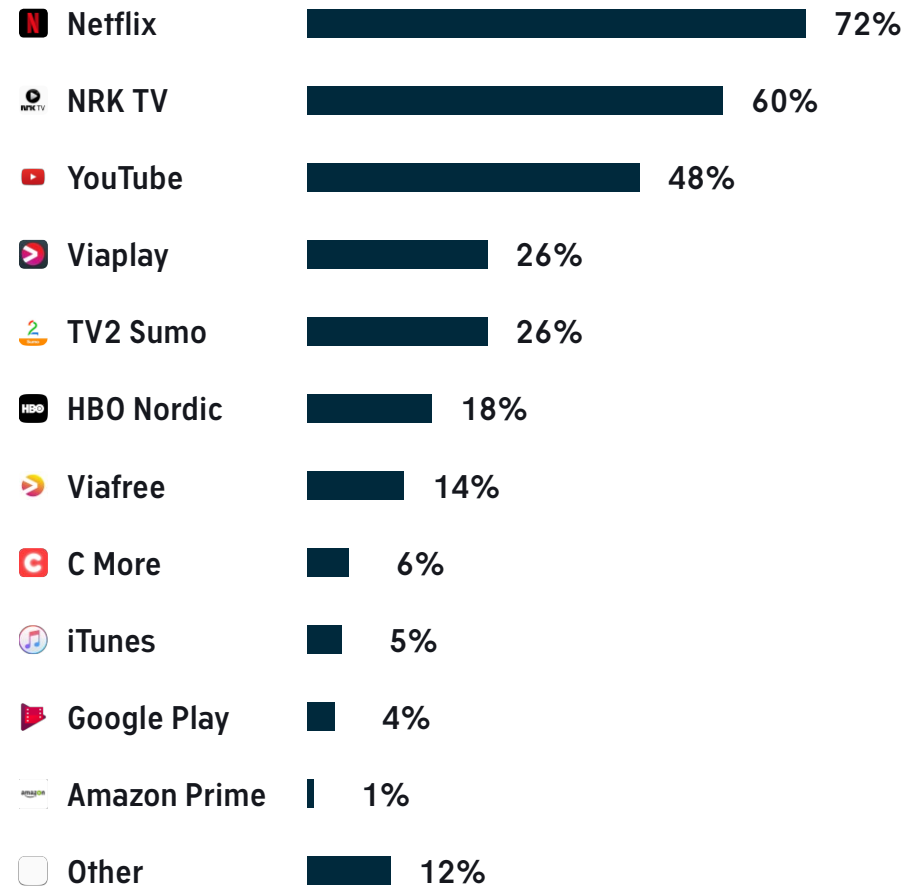


## Streaming and download services used in Sweden

**NOTE:** The figures to the right represent the streaming services that are used by the ones who have used a streaming or download service to watch TV, series or movies within the last week

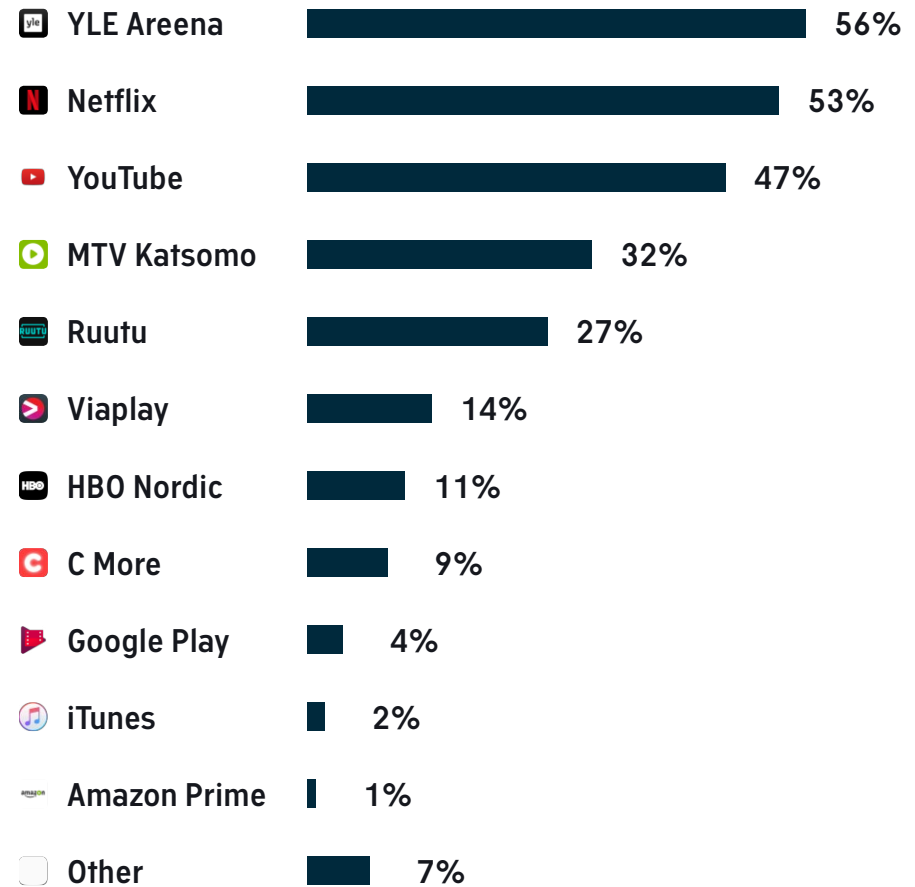


## Streaming and download services used in Norway



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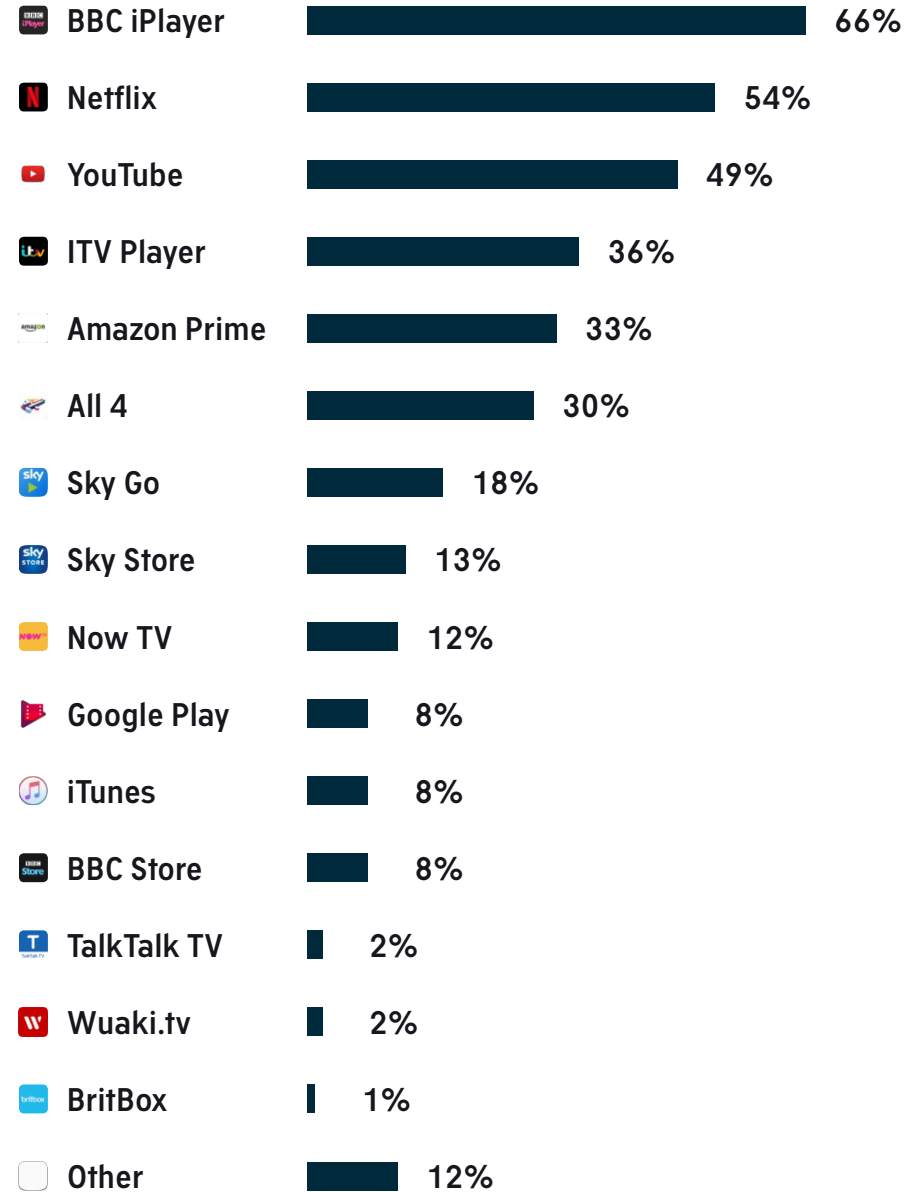
## Streaming and download services used in Finland



**NOTE:** The figures to the right represent the streaming services that are used by the ones who have used a streaming or download service to watch TV, series or movies within the last week

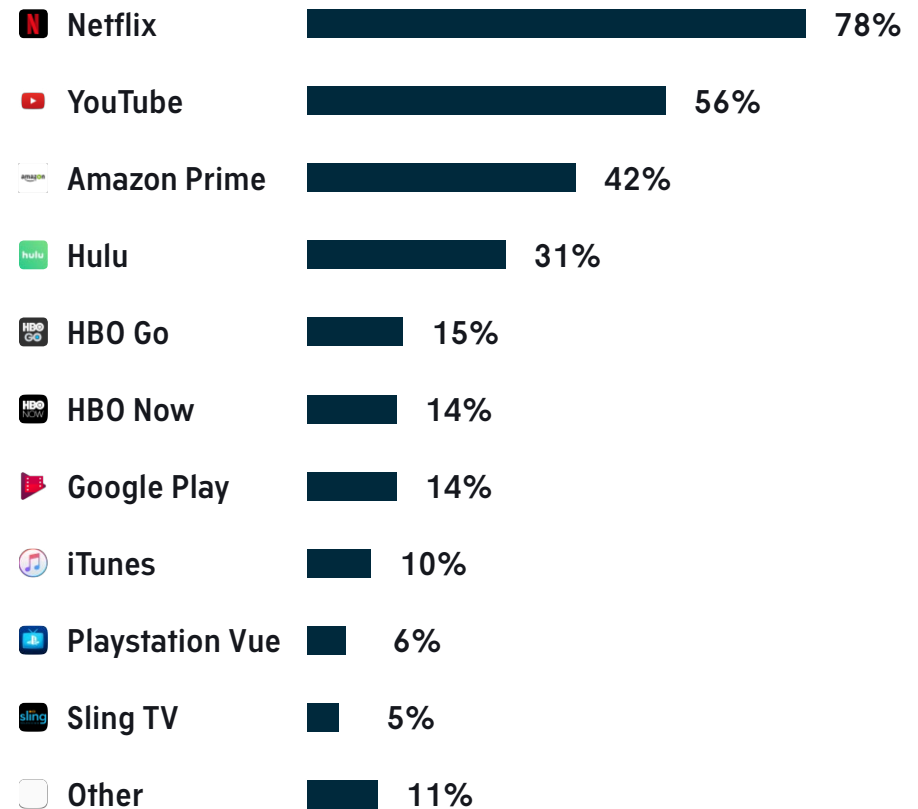
## Streaming and download services used in the UK

**NOTE:** The figures to the right represent the streaming services that are used by the ones who have used a streaming or download service to watch TV, series or movies within the last week





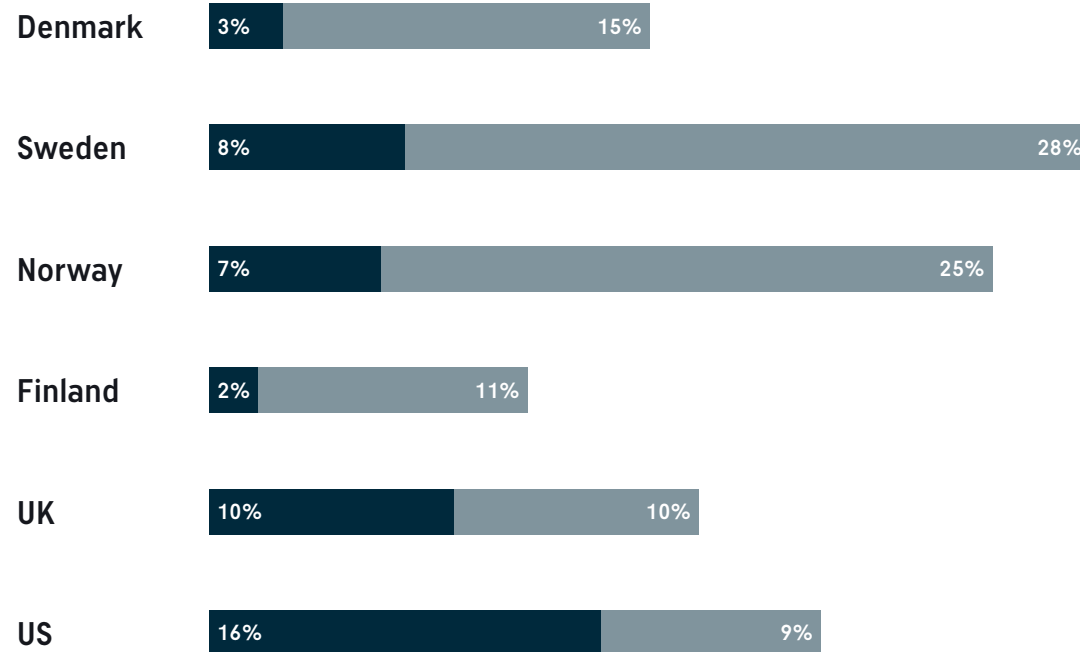
## Streaming and download services used in the US



**NOTE:** The figures to the right represent the streaming services that are used by the ones who have used a streaming or download service to watch TV, series or movies within the last week



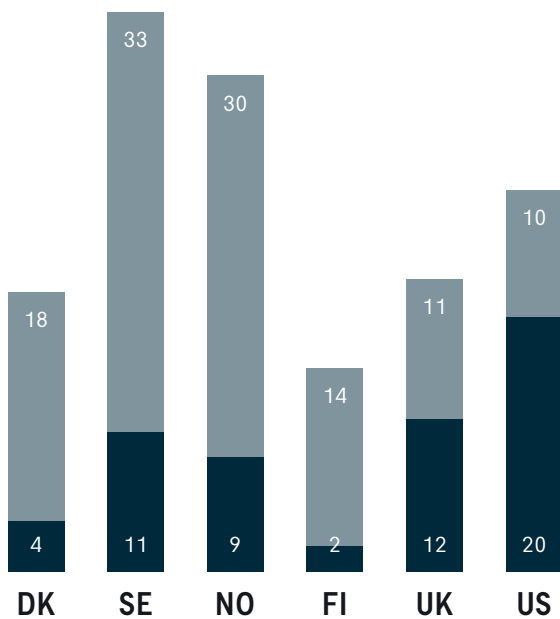
## Streaming or downloading TV, series or movies via illegal file sharing services



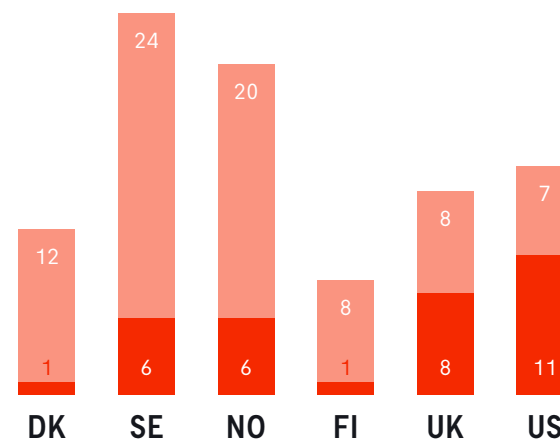
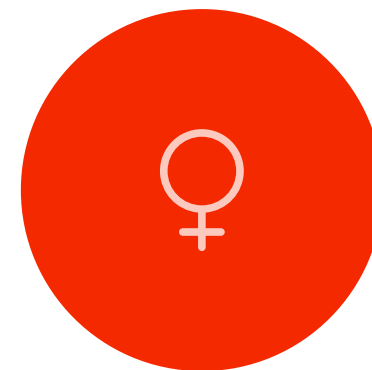
■ Use illegal file sharing services on a **weekly basis**  
■ Have used an illegal file sharing service **at some point**



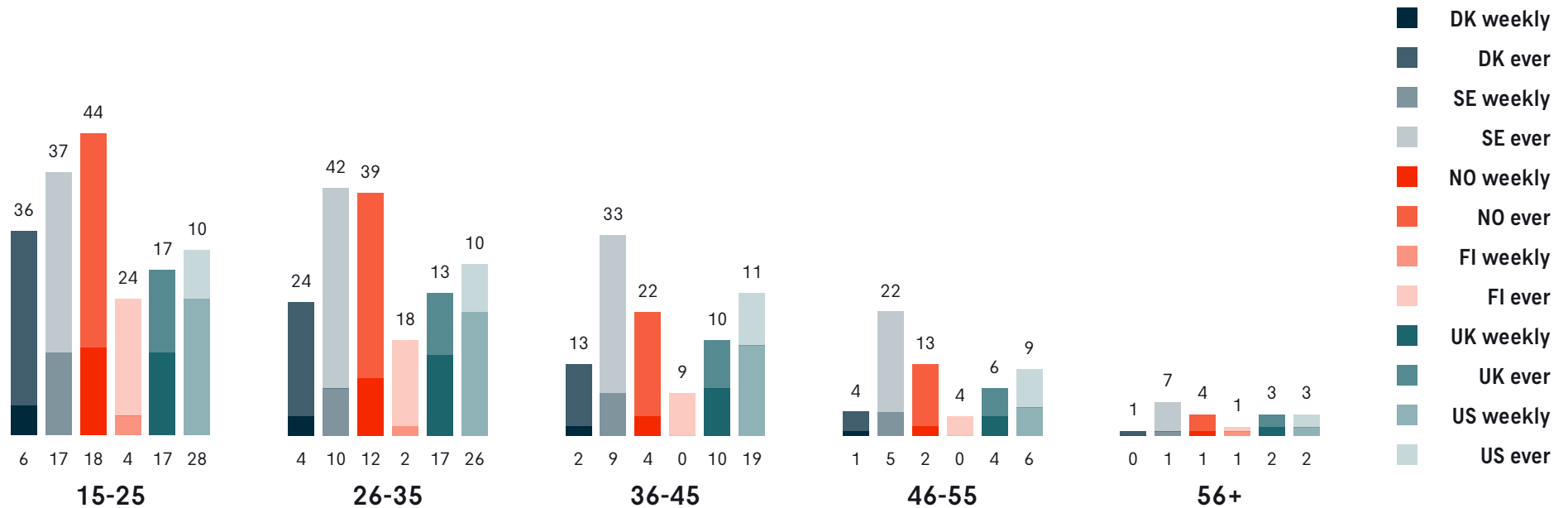
## Streaming or downloading TV, series or movies via illegal file sharing services



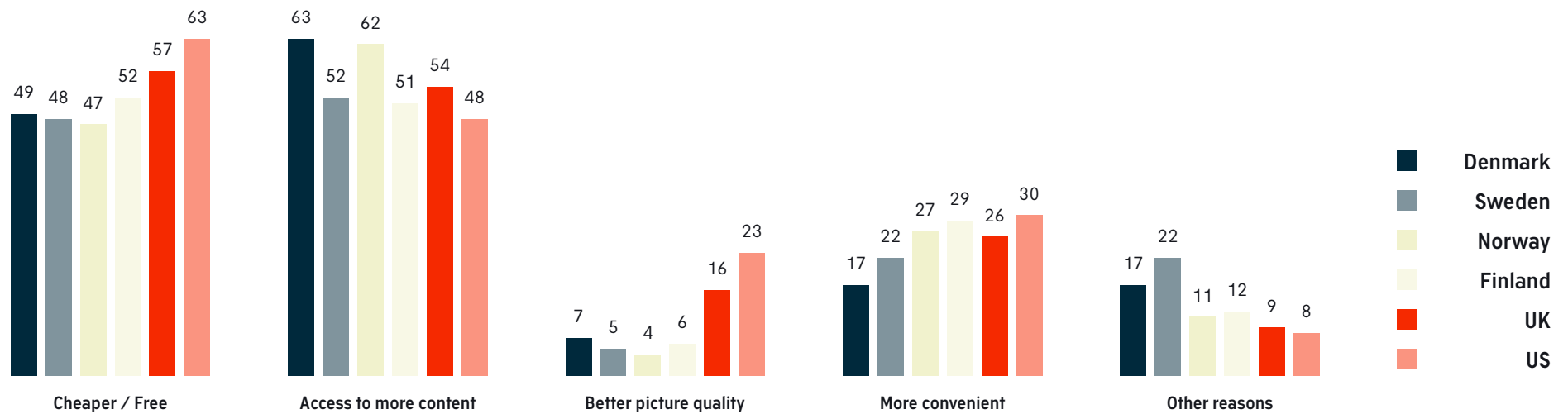
■ Use illegal file sharing services on a weekly basis  
■ Have used an illegal file sharing service at some point



## Streaming or downloading TV, series or movies via illegal file sharing services



## Why illegal file sharing services are used to stream or download TV, series or movies

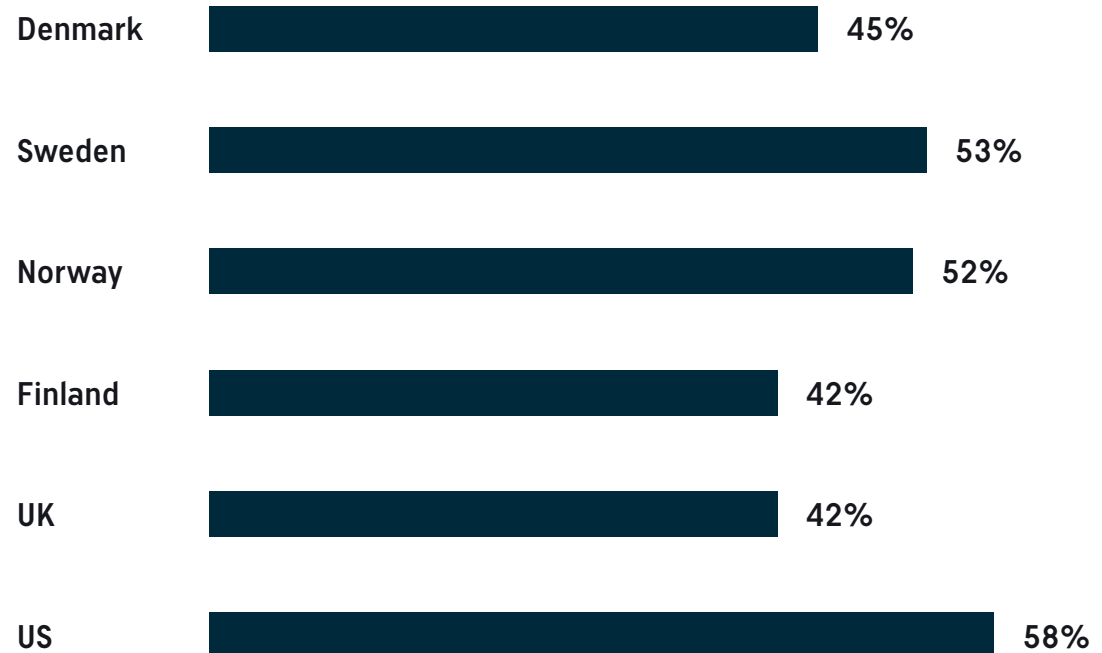


# STREAMING: MUSIC & RADIO

Streaming of music has long ago given the kiss of death to the ordinary record sales. Now, around half of the population in the Nordics, UK and US are streaming music or radio on a weekly basis. YouTube and Spotify are the preferred streaming services across all countries.

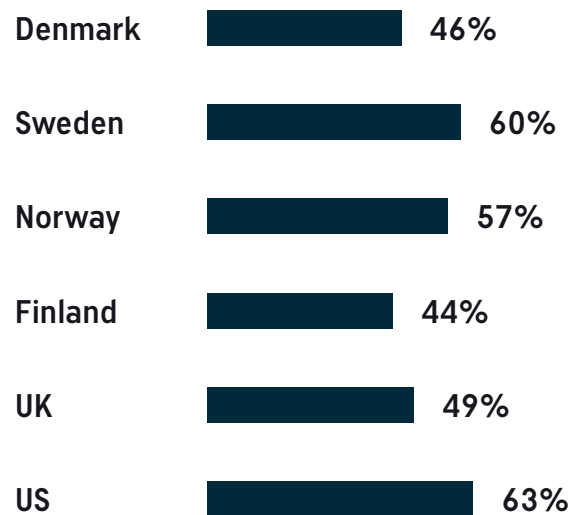
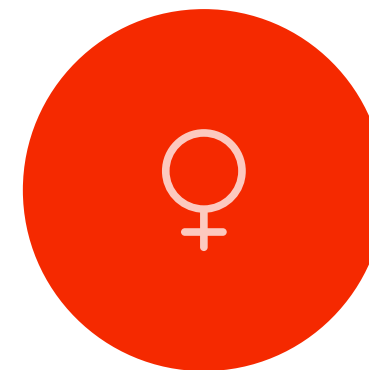


## Streaming or downloading music or radio on a weekly basis



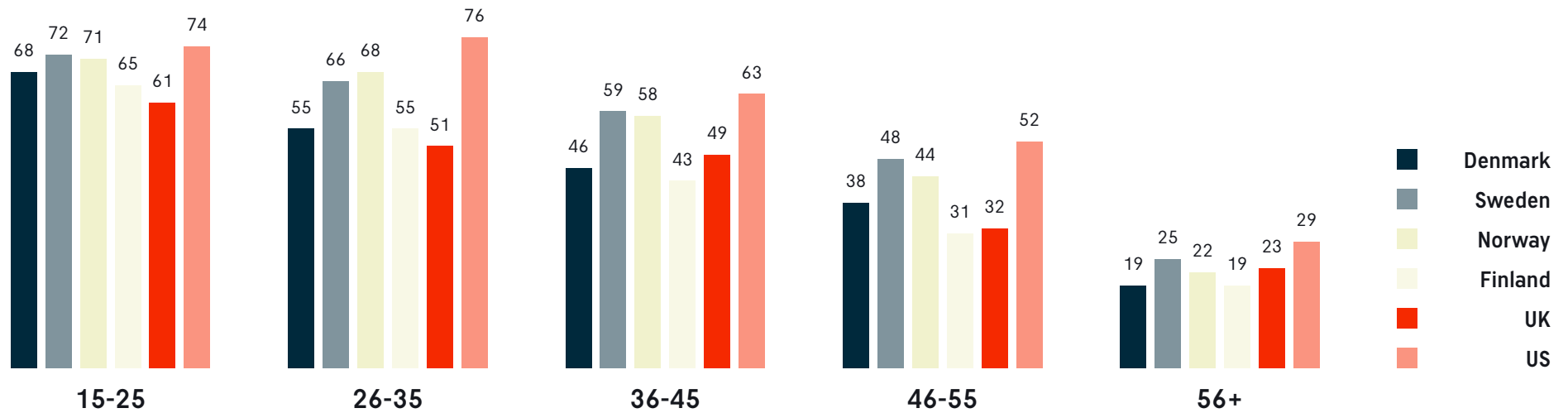


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Streaming or  
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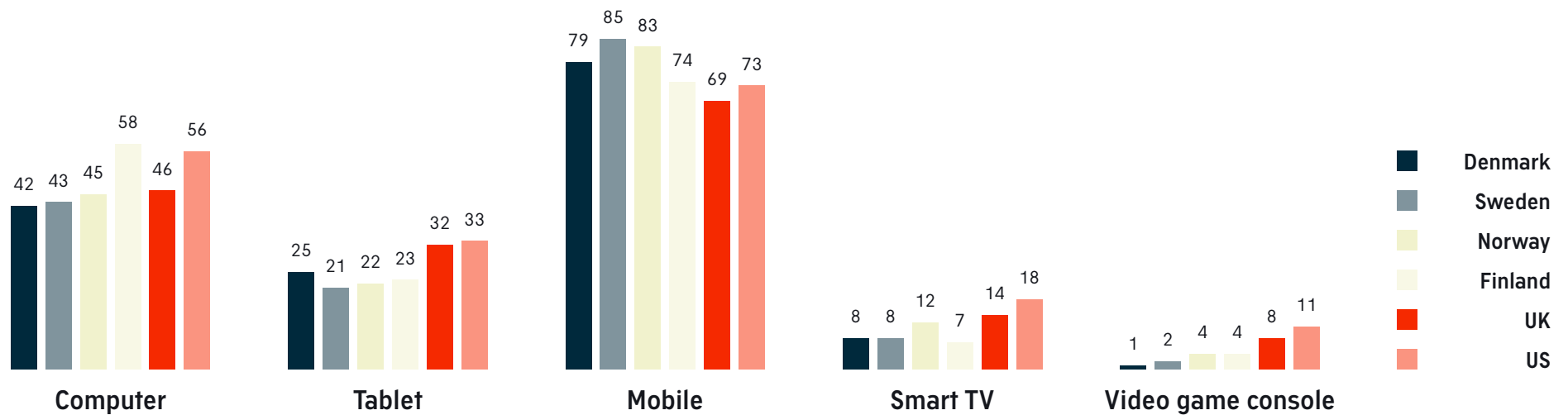




## Streaming or downloading music or radio on a weekly basis



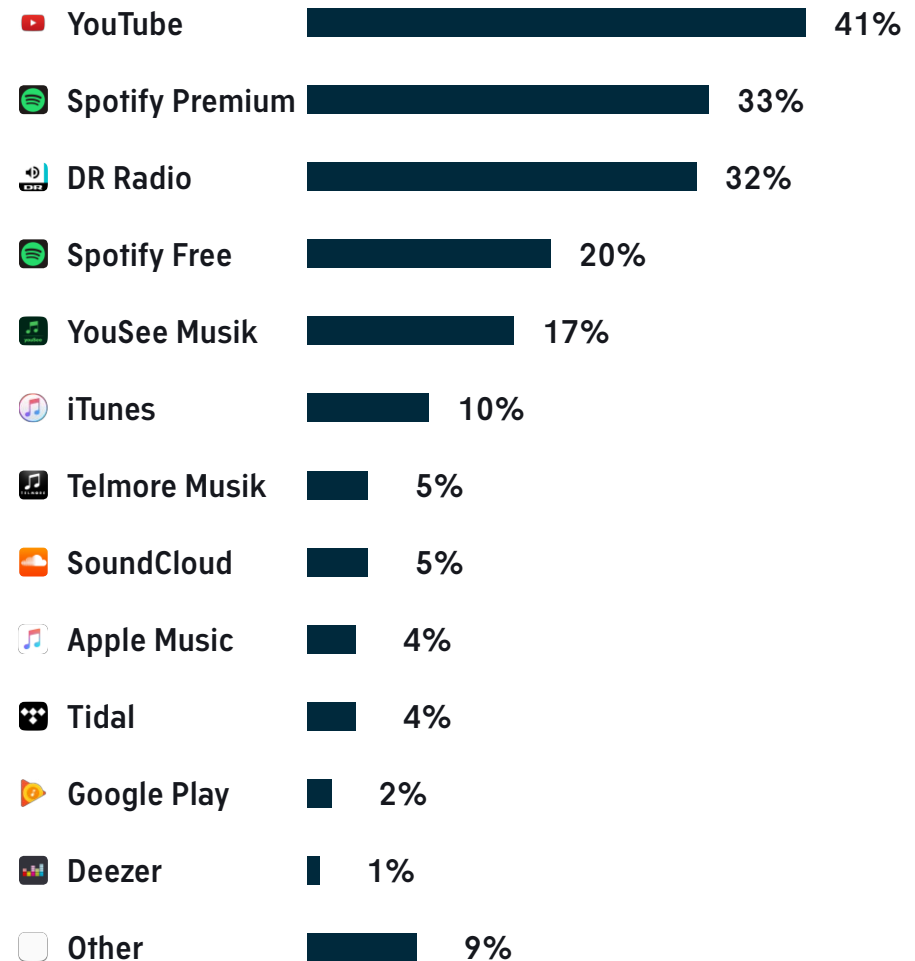
## Devices used to stream or download music or radio



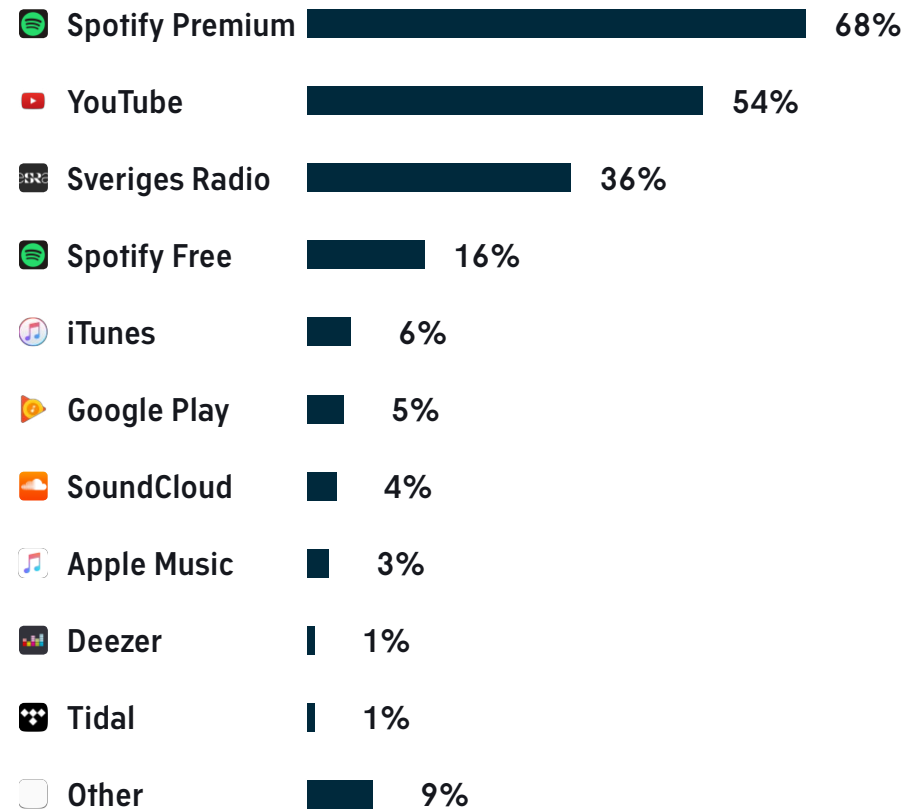


## Streaming and download services used in Denmark

**NOTE:** The figures to the right represent the streaming services that are used by the ones who have used a streaming or download service to listen to music or radio within the last week

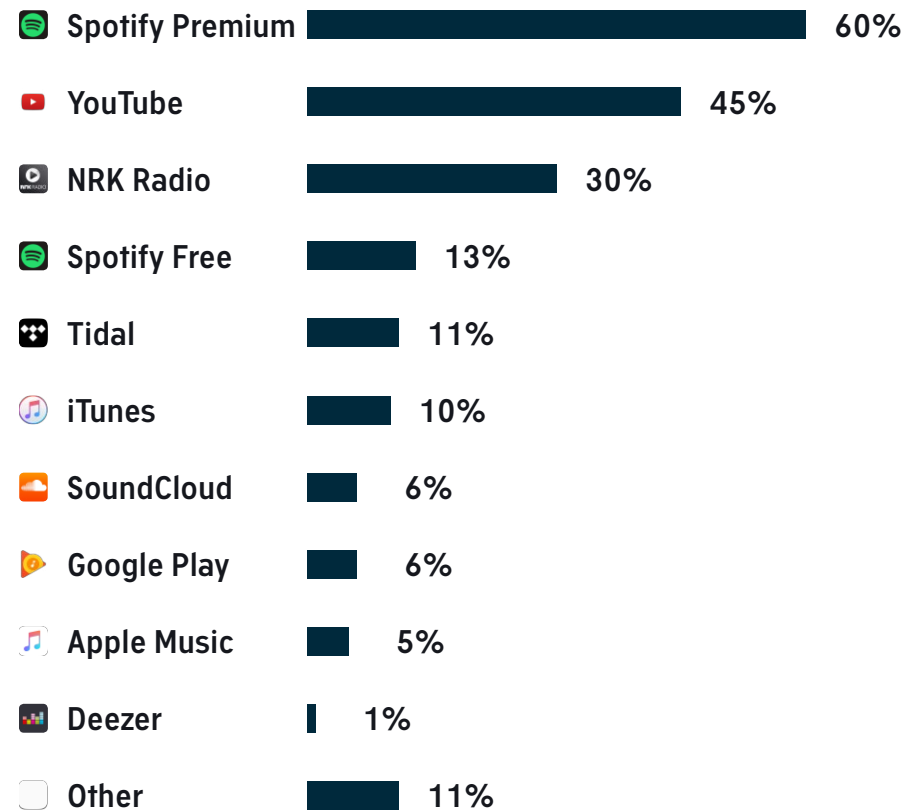


## Streaming and download services used in Sweden



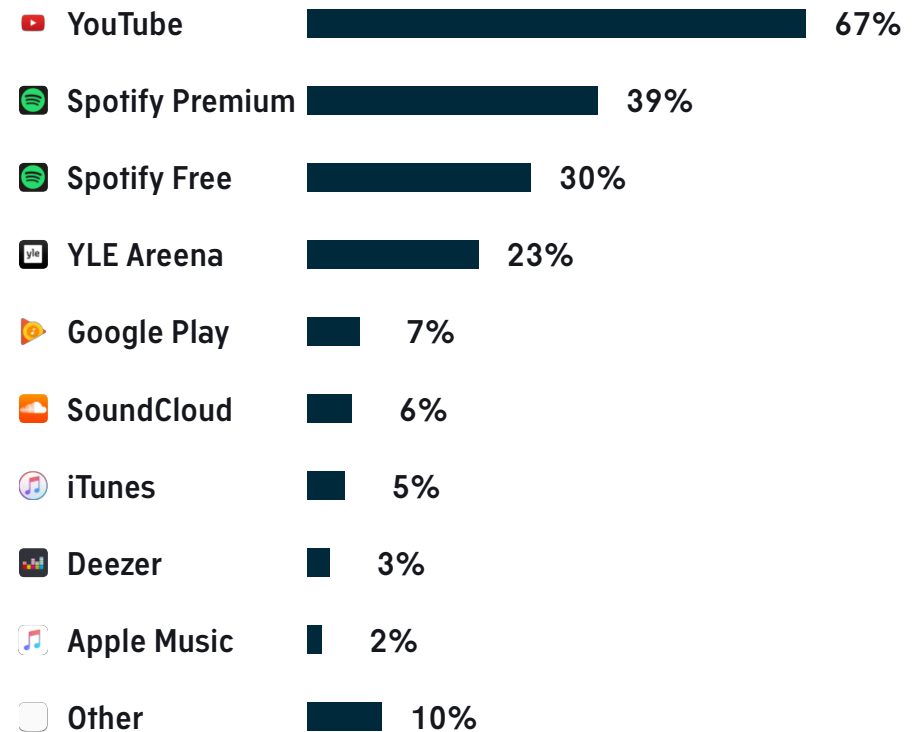
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## Streaming and download services used in Norway



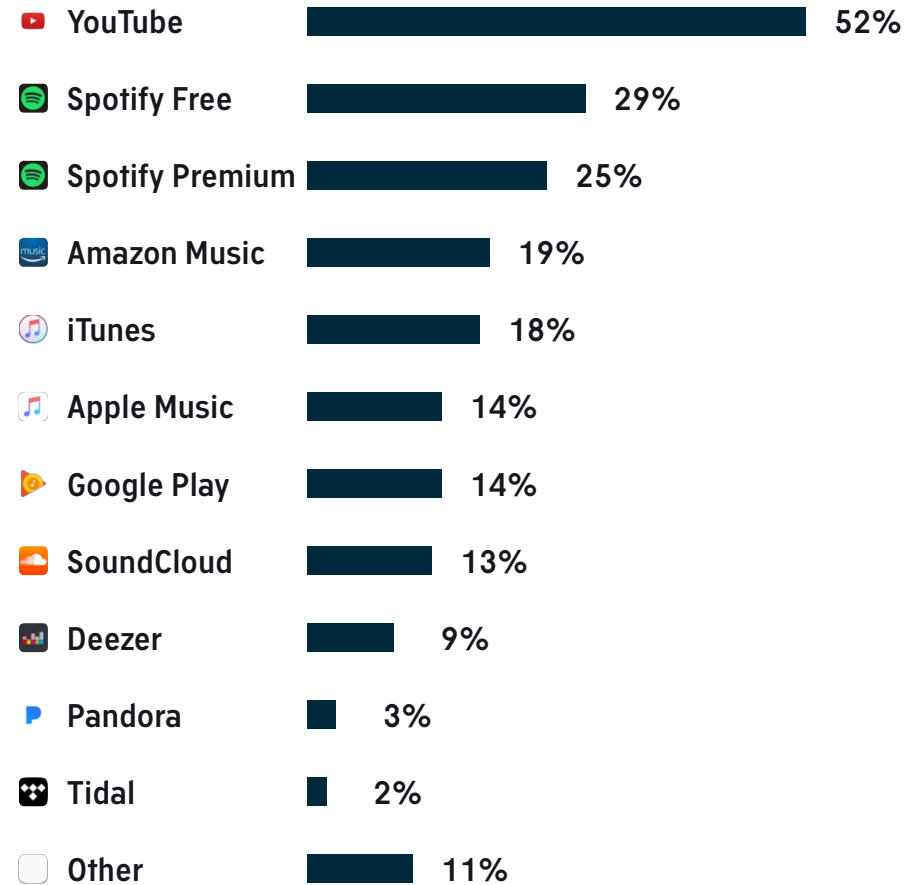
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## Streaming and download services used in Finland



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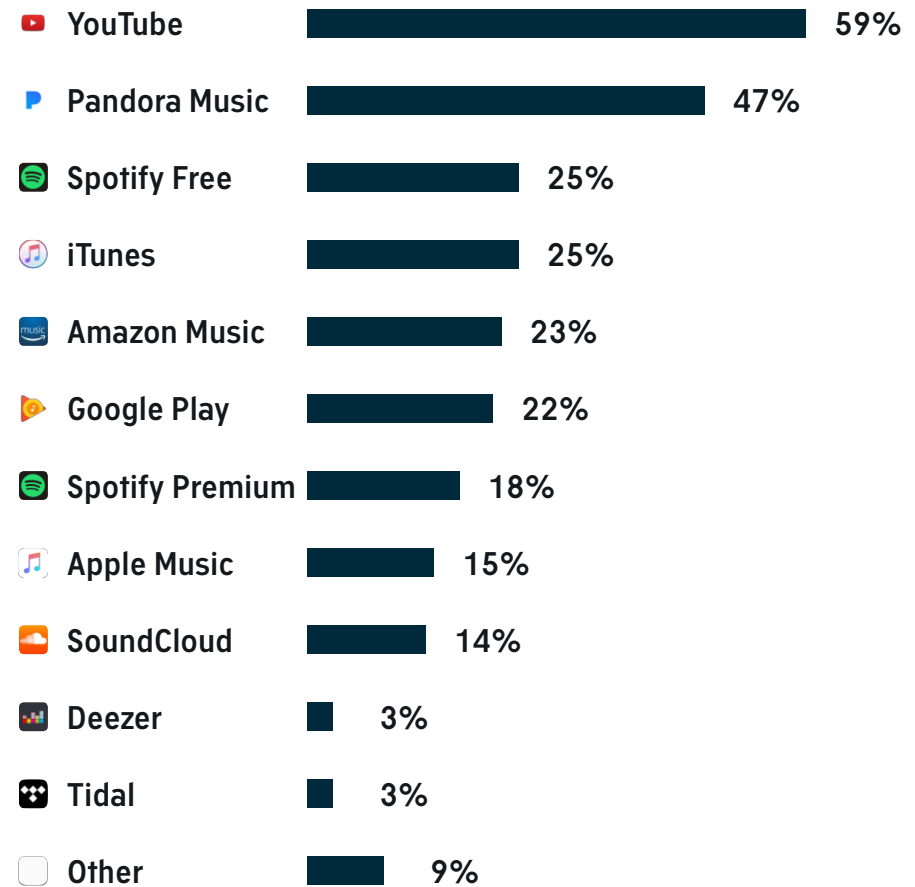
## Streaming and download services used in the UK



**NOTE:** The figures to the right represent the streaming services that are used by the ones who have used a streaming or download service to listen to music or radio within the last week



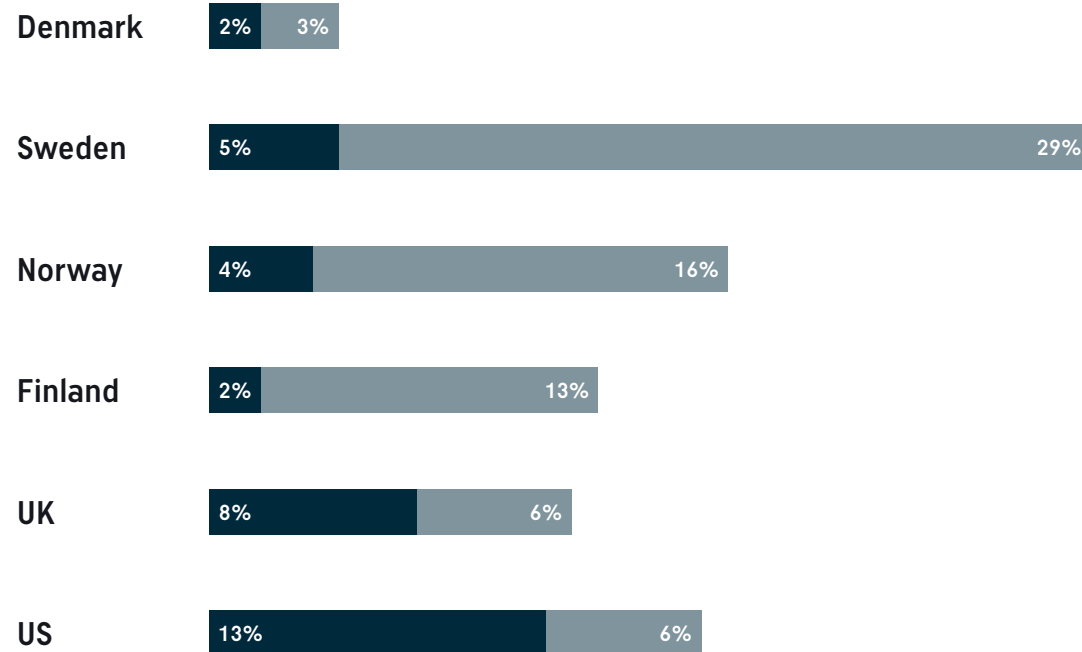
## Streaming and download services used in the US



**NOTE:** The figures to the right represent the streaming services that are used by the ones who have used a streaming or download service to listen to music or radio within the last week



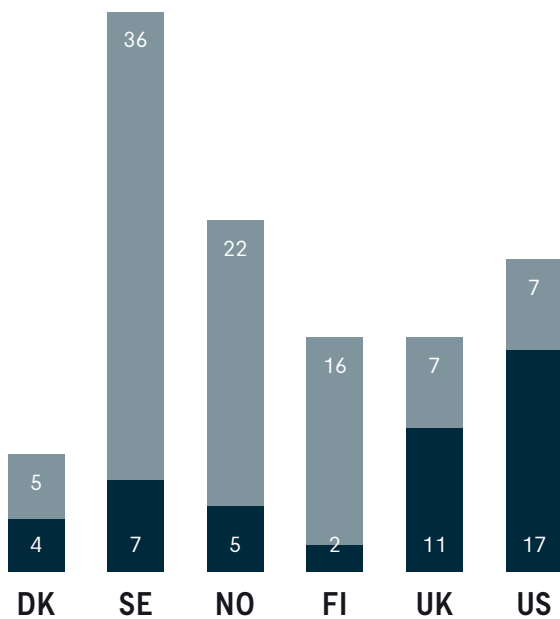
## Streaming or downloading music or radio via illegal file sharing services



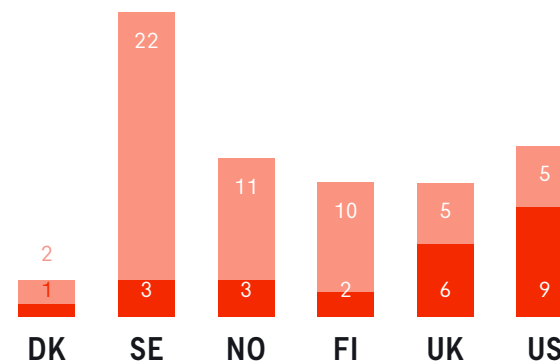
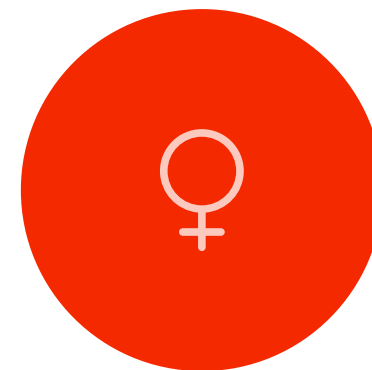
■ Use illegal file sharing services on a **yearly basis**  
■ Have used an illegal file sharing service **at some point**



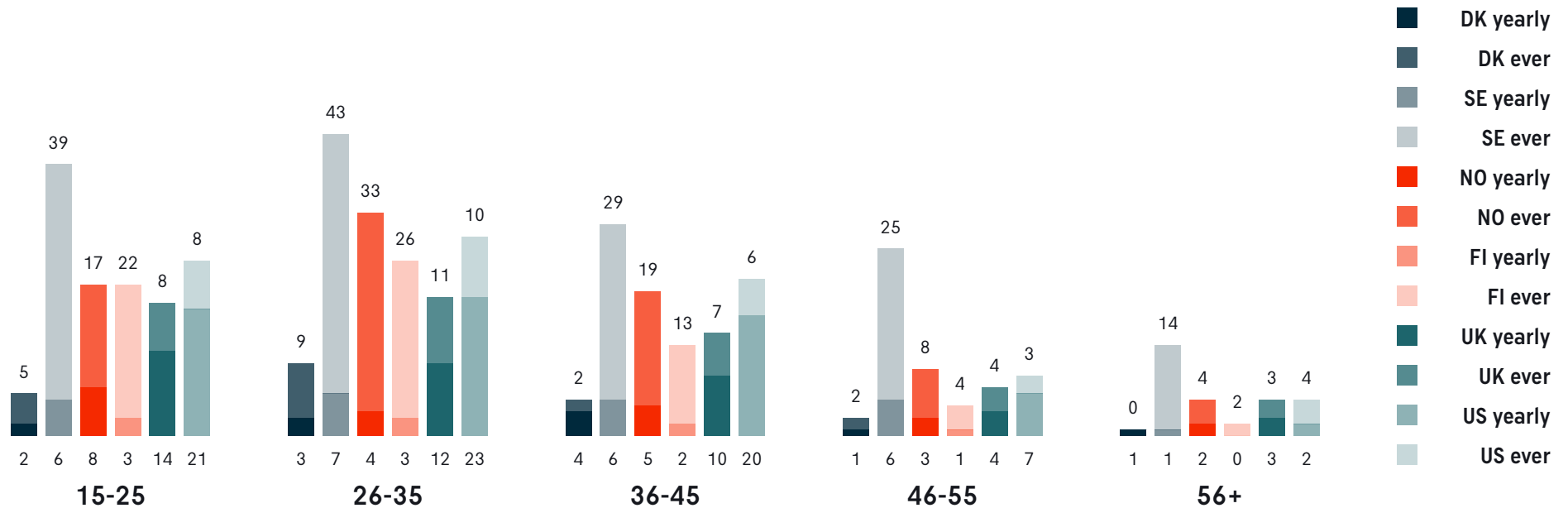
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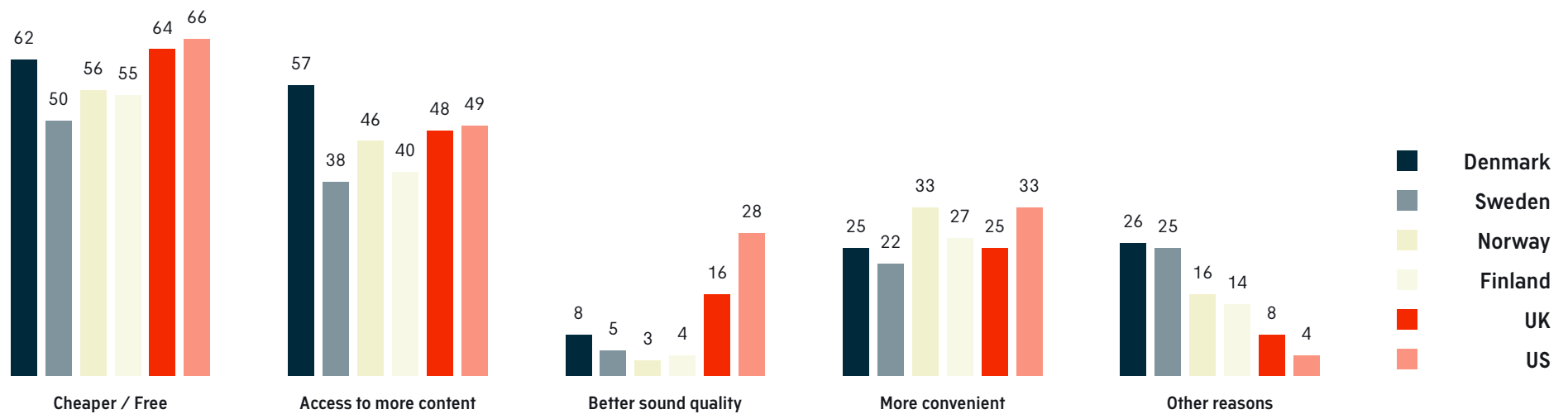
■ Use illegal file sharing services on a yearly basis  
■ Have used an illegal file sharing service at some point



## Streaming or downloading music or radio via illegal file sharing services



## Why illegal file sharing services are used to stream or download music or radio



# ABOUT THE STUDY

## Methodology

The study is a part of AudienceProject Insights 2017. Data is collected through online surveys done in Q1 and Q2 2017. The respondents have been selected from our Nordic, UK and US panels consisting of more than 1 million panelists and weighed to achieve representativity on the more than 14.000 respondents who completed the survey.

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## About AudienceProject

AudienceProject has its roots in market research, technology and large scale data. It helps brands, agencies, publishers and e-commerce companies identify, target and validate audiences. The products range from audience planning, validation and targeting on socio demographics as well as other variables.



**AudienceProject** ➤=