

Press release

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Negative development for the Nordic advertising market in 2013

The Nordic research institute IRM has just presented the report "The Nordic Advertising Market 2013". Media investment in the Nordic region amounted to 9.6 billion Euros last year, a decline of 2.7 percent compared to 2012.

Norway was the only country with positive growth during 2013 relative to 2012, the growth amounted to 1,3 percent in local currency. All other markets showed a decline in investments and the Finnish market showed the largest decline.

The Swedish advertising and media market is the largest market in terms of annual turnover. The Norwegian market is the second largest market, followed by Denmark, and lastly Finland. Norway has the highest ad spend per capita ratio followed by Sweden, Denmark and Finland.

The three major media categories are internet, newspapers and TV. With a share of 28.0 percent of the total Nordic ad spend in 2013, Internet advertising is now the largest advertising category in the Nordic region. Newspaper advertising is the second largest category at 27.5 percent of the Nordic market. TV advertising is the third largest category with a market share of 18.2 percent.

- It's been a tough year for the Nordic advertising markets, all markets are impacted by the structural shift from print to digital media and that has affected growth negatively, comments Madeleine Thor, Managing Director at IRM.

NB: IRM collaborates with Dansk Oplagskontrol i Denmark and TNS-Gallup in Finland in order to compile statistics for the Nordic advertising market.