

Eight million streaming music services users in the Nordic countries

Joint Nordic Digital Music Survey 2014

THE FOUR Nordic countries – Denmark, Norway, Finland and Sweden, with a combined population of 26 million – are forerunners in the shift to digital music consumption, a new study finds.

An estimated 8 million Nordic consumers (Internet users aged 15 to 65) have used music streaming services such as Spotify or Wimp in the past 12 months.

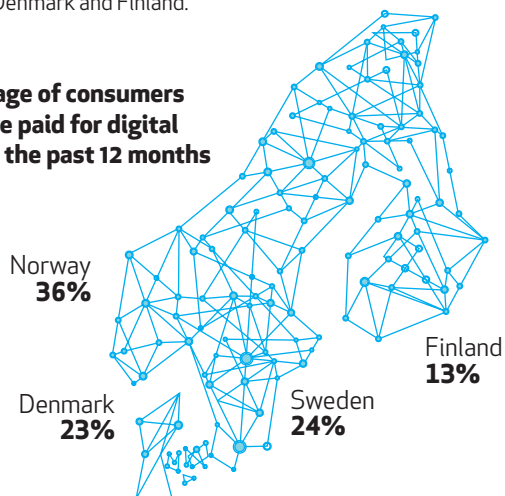
SPOTIFY alone is estimated to have 7 million users in Denmark, Norway, Finland and Sweden. While the survey reports use in the past 12 months, this is nevertheless a significant number compared to Spotify's 40 million active monthly users worldwide¹.

All in all, 78% of Nordic Internet users aged 15 to 65 are digital music consumers (an estimated 13.8 million), having used services such as YouTube, Spotify, Wimp or iTunes for accessing music content at some time in the past 12 months.

The Nordic countries: one of the leading digital music markets in the world

More than 3.5 million consumers in the Nordic countries, 20% of the target group of the study, have paid for digital music (downloads or streaming) in the past 12 months, with Norway taking the lead before Sweden, Denmark and Finland.

Percentage of consumers that have paid for digital music in the past 12 months



NORDIC Internet users are seasoned digital consumers, with 66% of respondents saying they have watched TV or movie content online, 57% having read newspapers on their smartphones or tablet devices, and 48% having accessed their bank account on mobile devices.

NORDIC consumers also actively engage with music in the social media and share music tracks and playlists with their friends: 27% of respondents follow one or several artists in the social media, and 31% of all respondents (48% of respondents aged 15 to 24) report that they have shared links to individual tracks or playlists.

Music as a Nordic way of life

All four Nordic countries have a strong local music repertoire that is also available online: a third of the survey respondents say it is easy to find local music in digital music services. The countries also share a strong interest in music-making and an active interest in live music. For many, listening to music plays an important role in their lives: over half of the respondents say they would find it difficult or impossible to give up music listening.

Polaris Nordic Digital Music Survey 2014

The Polaris Nordic Digital Music Survey was conducted in Denmark, Norway, Finland and Sweden in June 2014. The online survey targeted Internet users aged 15 to 65, with 4,000 respondents (1,000 per country).

THE SURVEY was commissioned by the three Nordic collecting societies for music authors – Koda (Denmark), Teosto (Finland) and Tono (Norway) – that in 2013 formed the Polaris Nordic Alliance. The purpose of the collaboration is to reduce administration costs and to increase the efficiency of their rights administration business.

Koda, Teosto and Tono license digital music services in Denmark, Finland and Norway. The three collecting societies represent a combined total of 95 000 thousand music authors and publishers and in 2013 distributed 195 million euros to authors and publishers for the use of their music.

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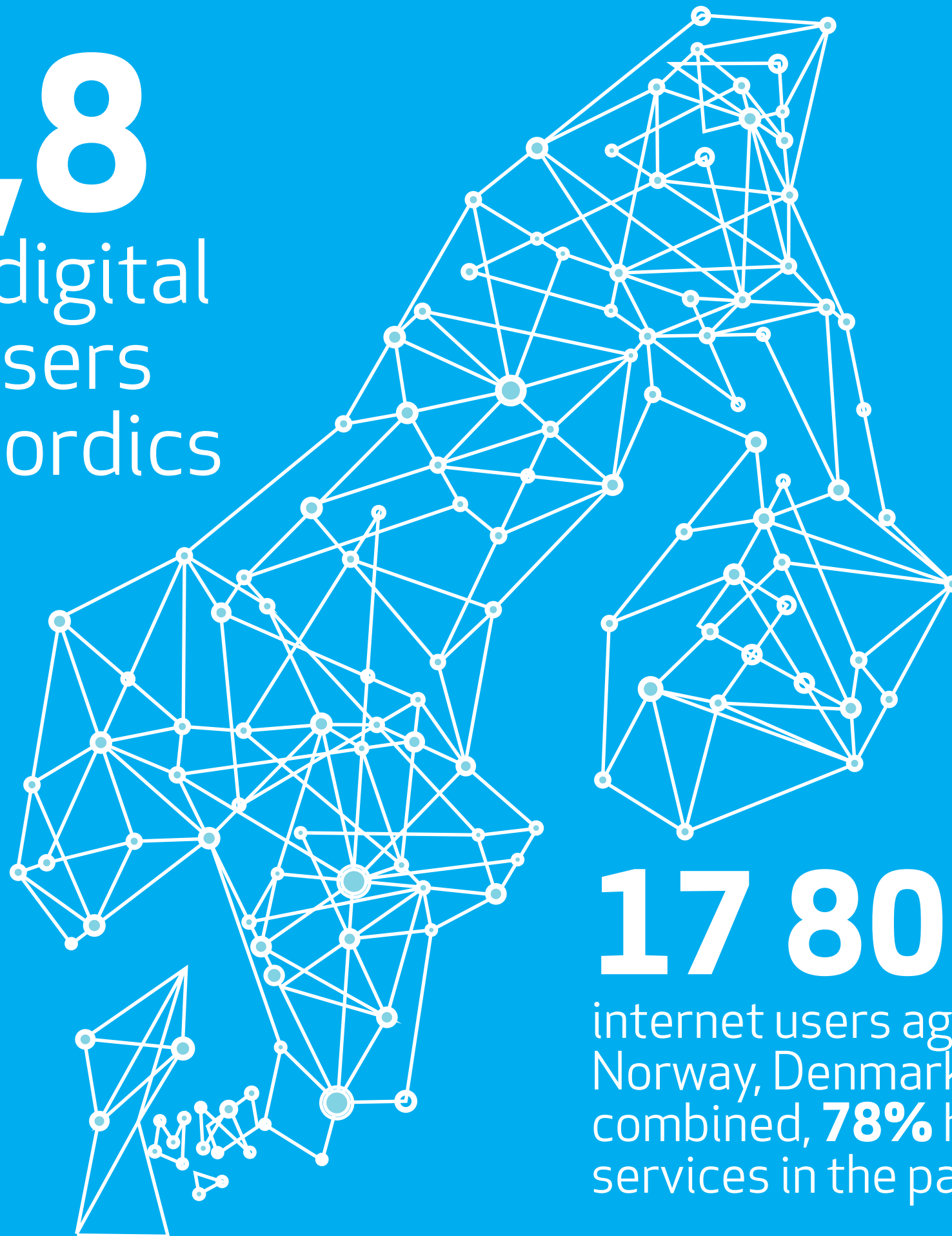
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1. SOURCE: SPOTIFY, MAY 2014

13,8
million digital
music users
in the Nordics



17 800 000

internet users aged 15 to 65 in
Norway, Denmark, Sweden and Finland
combined, **78%** have user digital music
services in the past 12 months

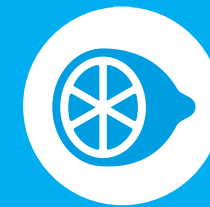
Within past 12 months, have you...



read a newspaper
or a magazine in
digital format on
a smartphone
or tablet
57%



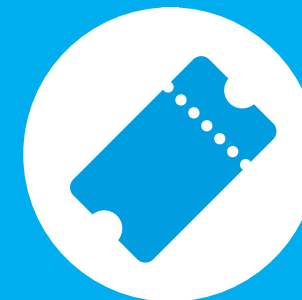
used digital
music services
78%



shopped for
groceries online
12%



accessed your
bank account on
a smartphone
or a tablet
48%



shopped for
concert tickets
online
28%



subscribed
to a newspaper
or magazine in
a digital format
12%



shopped for
clothes online
47%



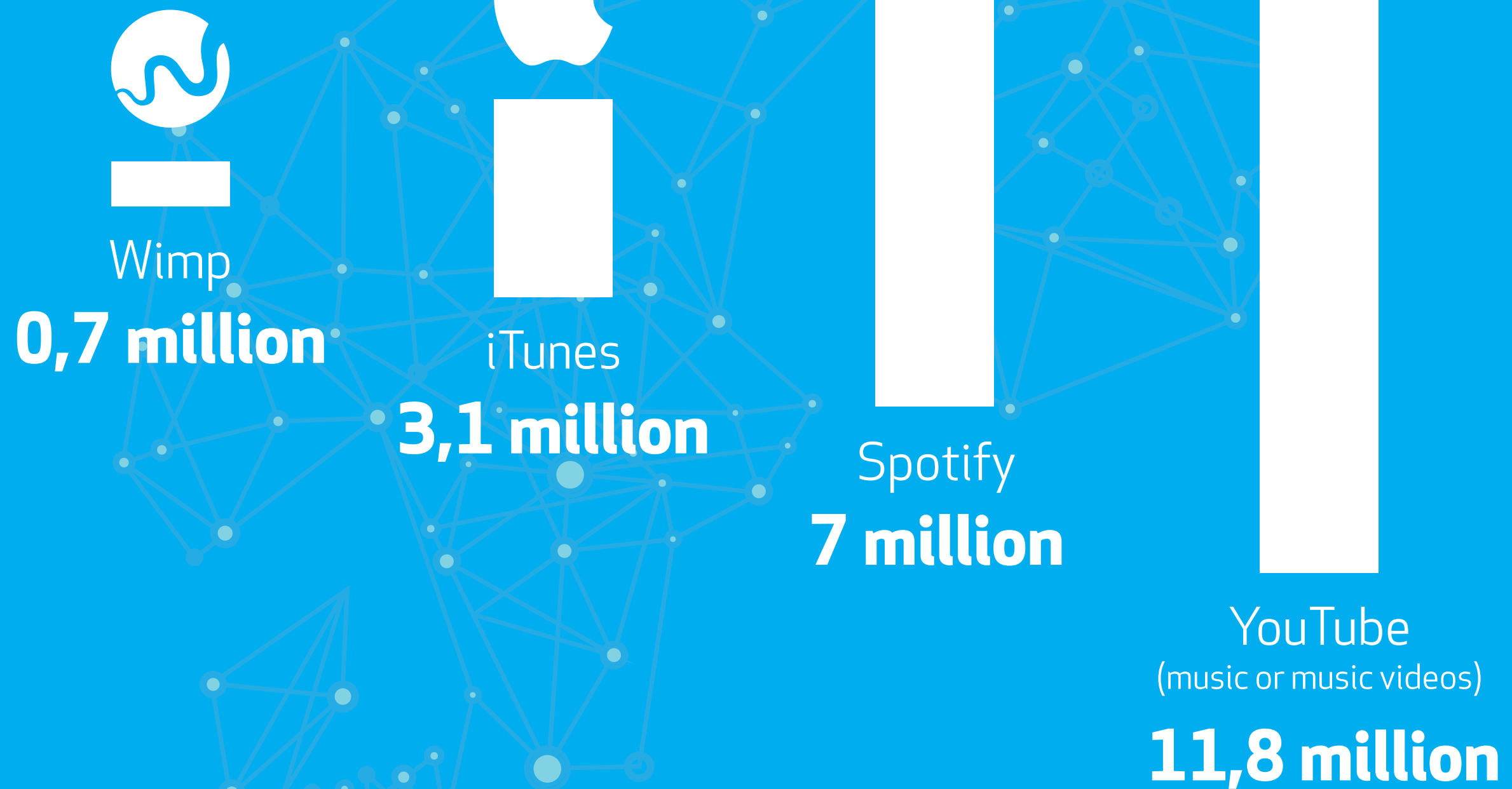
paid for music in
digital format
(download/
streaming)
20%



watched TV
or movie
content online
66%

Number of users for different music services in the Nordics

Have used service within past 12 months.
Base: internet users aged 15 to 65 in Norway,
Denmark, Sweden and Finland.





8 000 000

streaming music users
in the Nordics

20%
of Nordic internet users
(3,5 million) **have paid**
for digital music within
past 12 months



Have paid for digital music

(% of internet users aged 15 to 65)

Norway
36%

Denmark
23%

Sweden
24%

Finland
13%

