

POLARIS



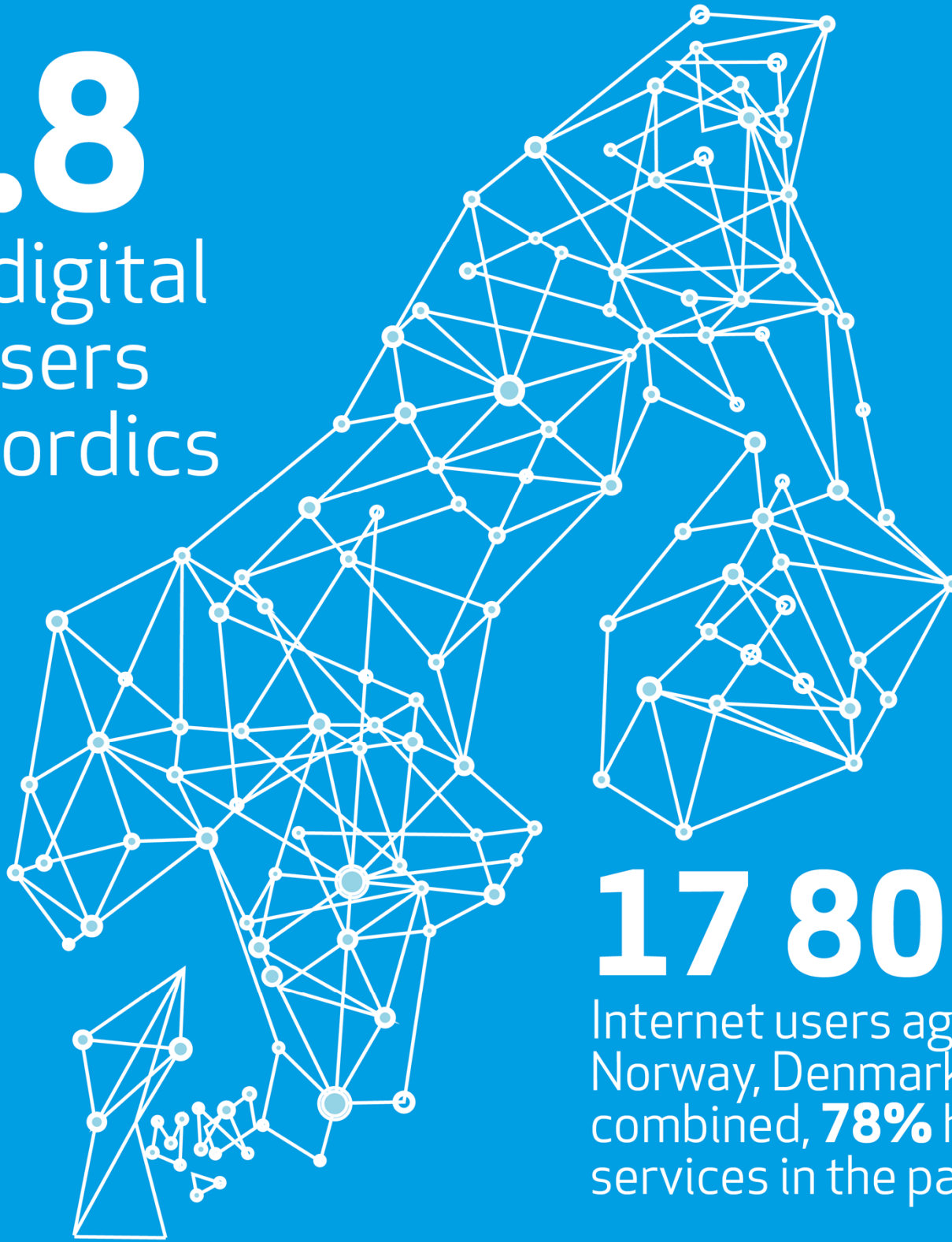
Together for higher value NORDIC

www.polarisnordic.org

Polaris Nordic Digital Music Survey 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 used 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%

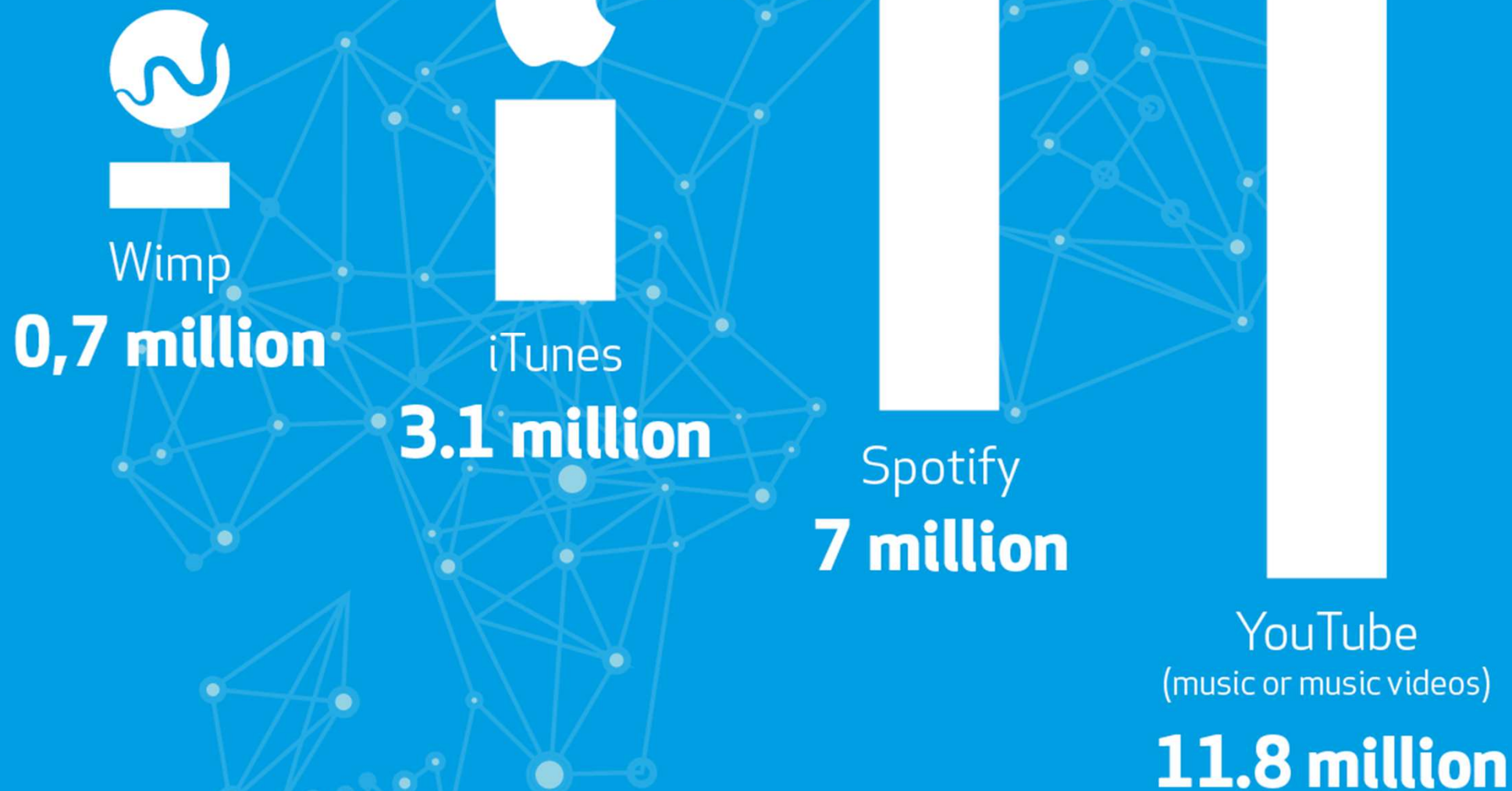


watched TV
or movie
content online

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

The background of the entire image is a solid blue color. It features a repeating pattern of white icons, each consisting of a pair of headphones with a globe in the center. These icons are arranged in a grid-like fashion, covering the entire background.

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

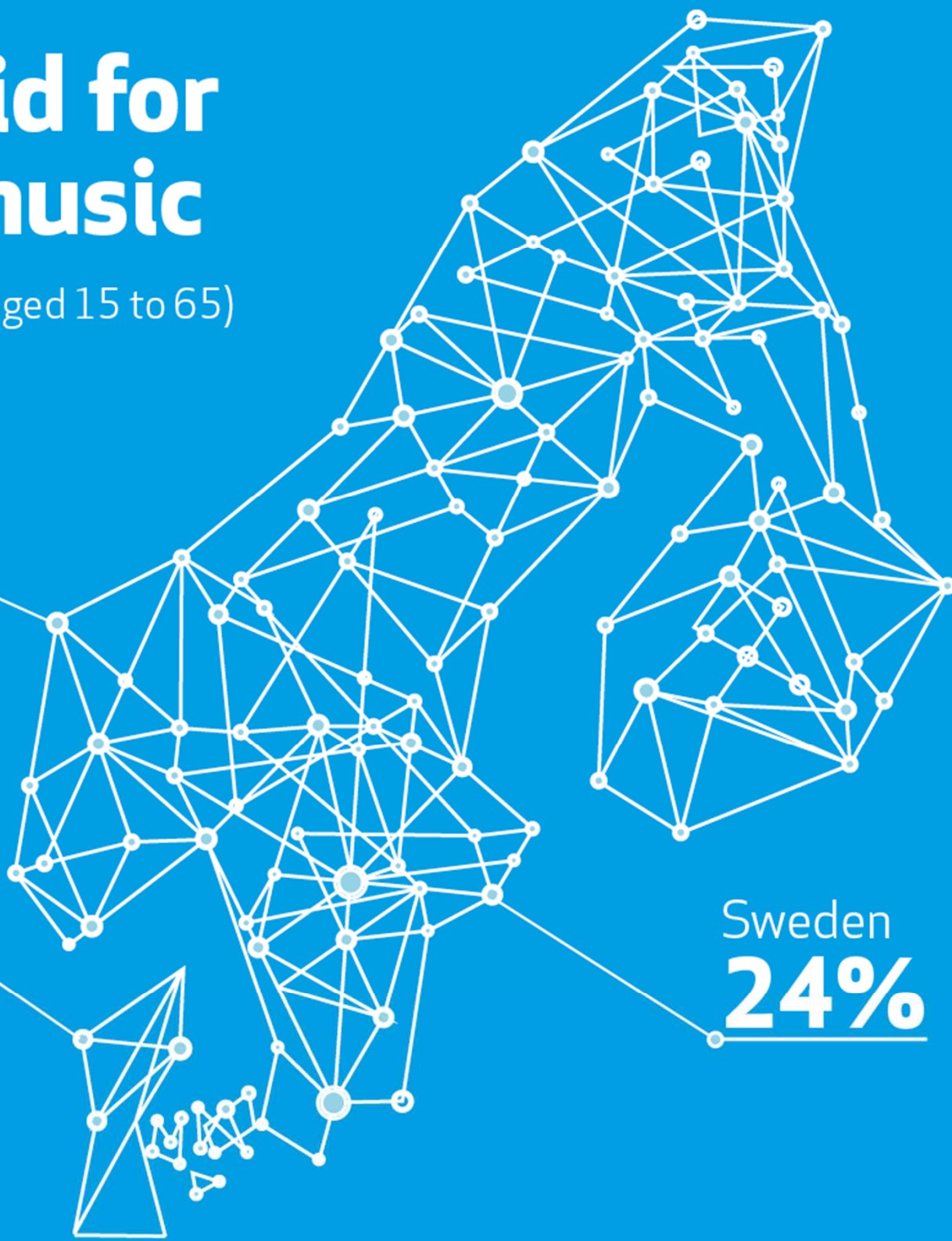
23%

Sweden

24%

Finland

13%



POLARIS



Together for higher value NORDIC

www.polarisnordic.org