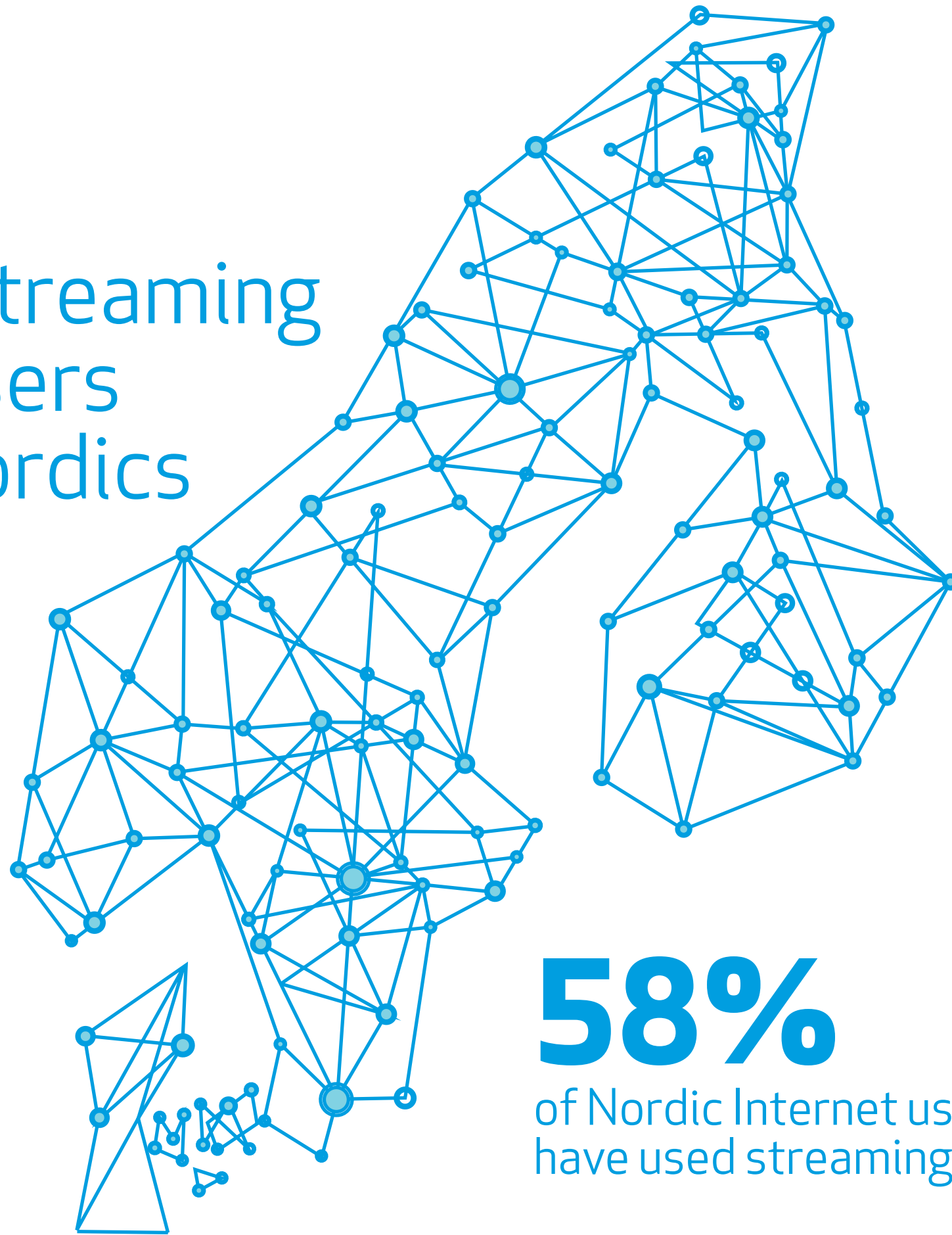


9.4
million streaming
music users
in the Nordics



58%

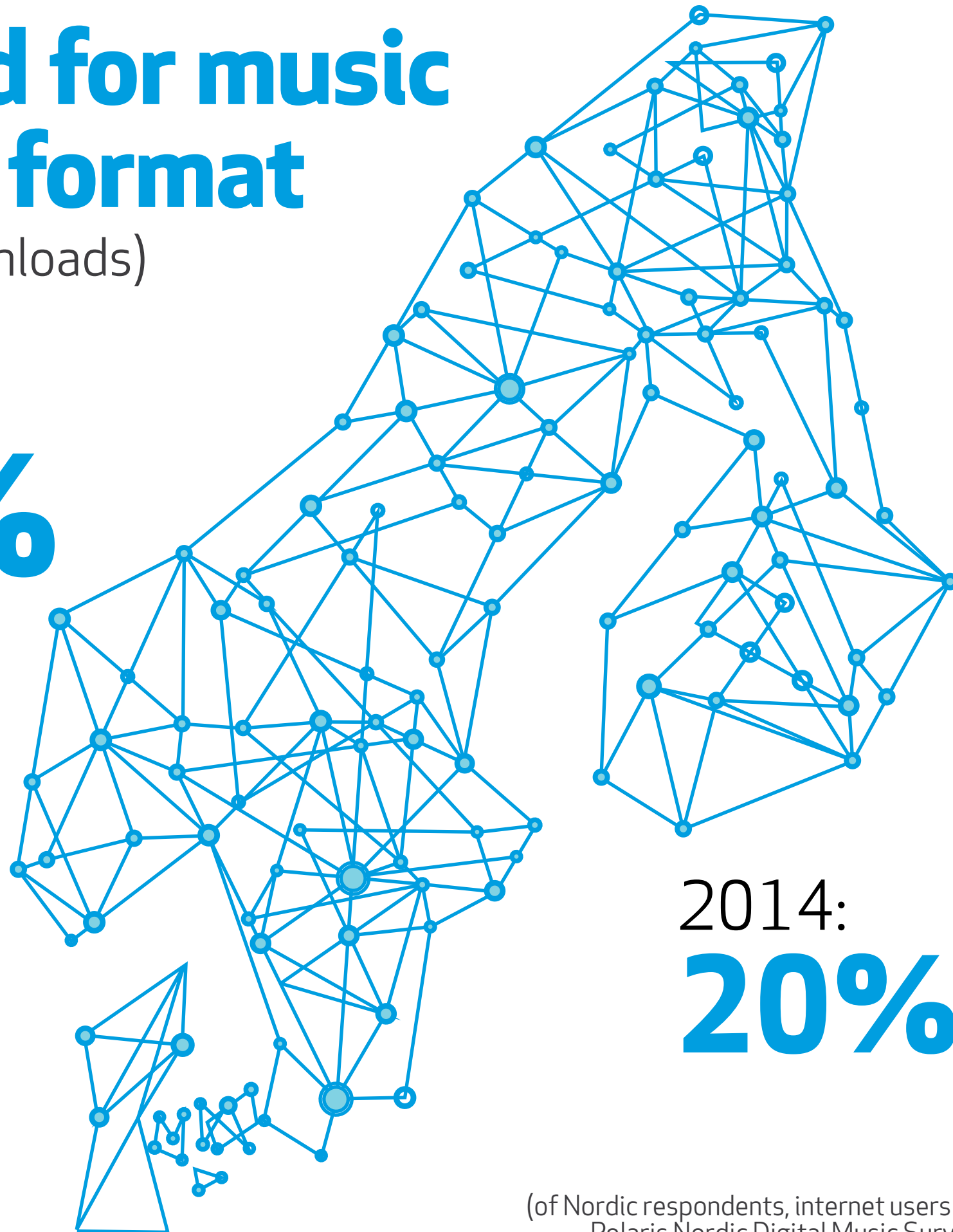
of Nordic Internet users aged 15-65
have used streaming music services

Have paid for music in digital format

(streaming or downloads)

2015:

23%



2014:

20%

(of Nordic respondents, internet users aged 15-65, n=3331,
Polaris Nordic Digital Music Survey, YouGov 09/2015)

Within past 12 months

Nordic respondents 15-65 yrs have...



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

60%



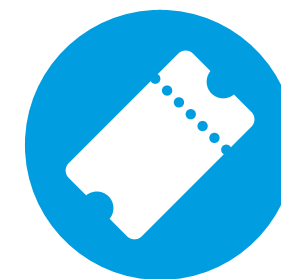
used digital
music services

77%



shopped for
groceries online

14%



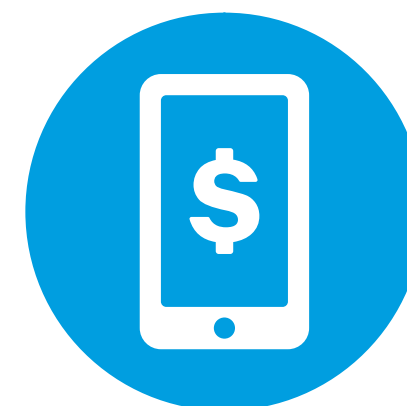
shopped for
concert tickets
online

30%



watched TV
or movie
content online

68%



accessed your
bank account on
a smartphone
or a tablet

66%



paid for music in
digital format
(downloads, streaming)

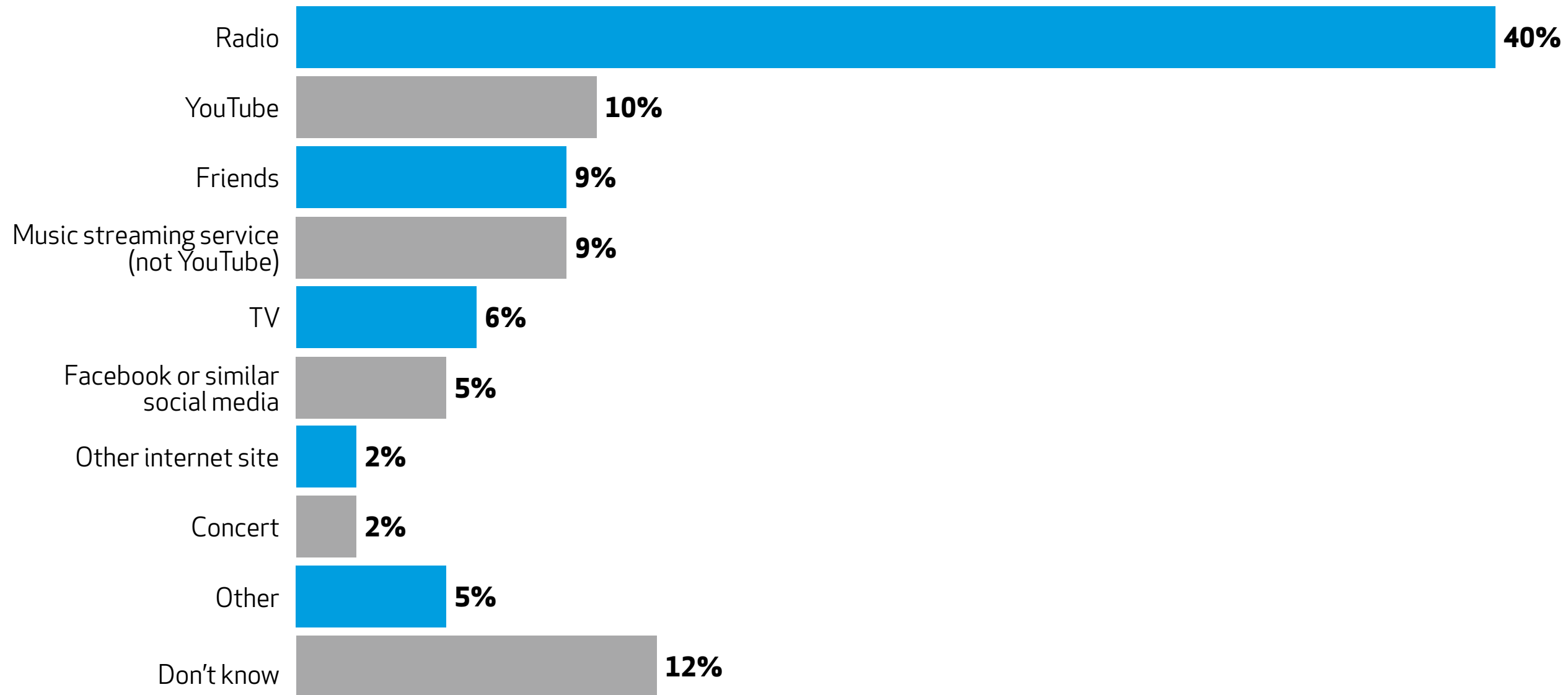
23%



shopped for
clothes or shoes online

57%

Discovering new music: sources



Discovering new music: sources (12-17 yrs)

