

September 2026



TEOSTO



Nordic Digital Music Survey

Conducted by Tono, Teosto and Koda

YouGov®

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► **Background & Methodology**

Background & Methodology



Background and purpose

Koda, TONO and Teosto need knowledge about the use of digital music services in the Nordic region and has conducted a survey in collaboration with YouGov.

The study has previously been conducted in 2015, 2017, 2018, 2020, 2022, and 2024.

This report covers the following topics:

- The market for digital music services
- Artificial intelligence and music creation
- TV / movie streaming



Data collection period

The survey consists of data from the four Nordic countries and was collected from 26th June to 26th July 2026.



Target group and sample size

The survey was carried out as a sample among a national representative sample on gender, region, and age (12-65 years old) in Denmark, Norway, Sweden and Finland. The survey was conducted online in the YouGov panels with a total of 4033 interviews.



Weighting of data

Data is weighted on the dimensions gender, age and geography based on an ideal from local statistical agencies in the countries, so that the results are representative of the population in each country.



Publication of results

On any publication of the results of the survey, YouGov must be stated clearly as the source.

Prior to the publication of the results of the survey, YouGov must have the opportunity to approve the press release or other use of the results. The purpose is solely to ensure that we can vouch for the use of the results in technical analysis terms.

► **Key Findings**

Key Findings

Streaming of Music

- **96%** of the people in the Nordics aged 12-65 **use digital music streaming services**.
- On **average, they spend 3,9 hours per day** listening to digital music.
- **63% pay for at least one streaming service**, while 32% of the Nordic people only use free music streaming services.
- **Spotify and YouTube are the most used streaming services** with Spotify (67%) taking over YouTube (65%) since 2024.
- **Main source** of new music numbers **is still radio**, but the impact of the channel continues to decrease, while social media channels like Instagram, TikTok and Facebook are on the rise.
- **70% consider it easy to find music** from their own country on streaming services.

AI and Music Creation

- **66%** of the people in the Nordics **use AI in their everyday life**, a huge increase from 20% in 2024.
- **77% think** that music created by **artificial intelligence**, without human creativity, **should be labeled** in streaming services. This figure has increased from 58% in 2024. 74% also think it should be possible to filter out AI generated music from recommendations and playlists.
- **77% think artists and music creators should be able to decide whether their music is used as training data for AI services**. Just 9% disagree.
- **53% of Nordic people have heard music made by AI**, and 31% say they can usually tell the difference between AI generated and human-made music.
- **12% across the Nordics have used AI to make music**.

TV/movie Streaming

- **93%** of the people in the Nordics aged 12-65 **use TV / movie content streaming services**, an increase from 89% in 2024.
- Across the Nordics, **55% stream content on Netflix**, which continues to dominate as the most popular streaming service. TV2 Play comes in second in Norway and Denmark.
- **YouTube is third most popular**, overtaking HBO Max and Disney+, especially in Sweden and Finland.
- While **commercial streaming has increased from 83% to 90%**, streaming of **public service channels has only seen slight increases since 2024**, driven mostly by Sweden.

Streaming of Music

- Slightly **more people** in the Nordics **stream music in 2026** (96%) compared to 2024 (95%).
- The share of **paid streamers has increased significantly** from 56% in 2024 to 63% in 2026, while **use of free services has decreased** from 40% to 32%. **Norway leads in paid streamers**, with 72% using paid services vs. 24% using free versions. Though Finland historically has the highest share of free streamers compared to other Nordics, they are also seeing a significant decrease in use of free services, now at less than half the population (46%), while in 2024 the share was 54%. Meanwhile, the share of Finns using paid services has increased from 41% to 50% in 2026.
- On average, **Nordic music streamers spend 3,9 hours per day listening to digital music**, least in Finland (3,7 hour per day) and highest in Sweden (4,2 hours per day). The Nordic average has changed from 3,6 hours per day in 2024 to now 3,9 hours in 2026.
- **Spotify (67%) is now the leading music streaming service**, overtaking YouTube (65%) since 2024. Only in Finland YouTube remains as the leading service, though it has decreased since 2024 while Spotify is on an upward trend. Spotify Premium Family is the most common subscription across the Nordics, but the free version is still most popular in Finland.
- **26% of all time spent listening to music on streaming services belongs to Spotify**, followed by 18% for YouTube. Social media channels like TikTok, Instagram and Facebook are gaining ground.

AI and Music Creation

- **Use of AI in everyday life has increased exponentially.** Where just 20% used AI daily in 2024, the share is now 66% across the Nordics.
- Despite increasing AI usage overall, **attitudes towards AI in music creation remain largely negative. 77% believe that music created by artificial intelligence, without human creativity, should be clearly labeled in streaming services**, an opinion that has increased significantly since 2024, when 58% believed so. Another **74% think it should be possible to filter out AI generated music from recommendations and playlists.**
- Majority of the Nordics (**74%**) **believe composers and songwriters should be paid if AI companies use their music to create new AI generated content**, and 77% think composers and songwriters should be able to decide whether their music is used as training data for AI services. **54% agree that politicians should ensure that AI services do not undermine the economy of people who create music.**
- **53% of Nordic people have heard music created by AI**, and 31% believe they can tell the difference between human-made and AI generated music.
- **12% have used artificial intelligence to create music** in the Nordics.

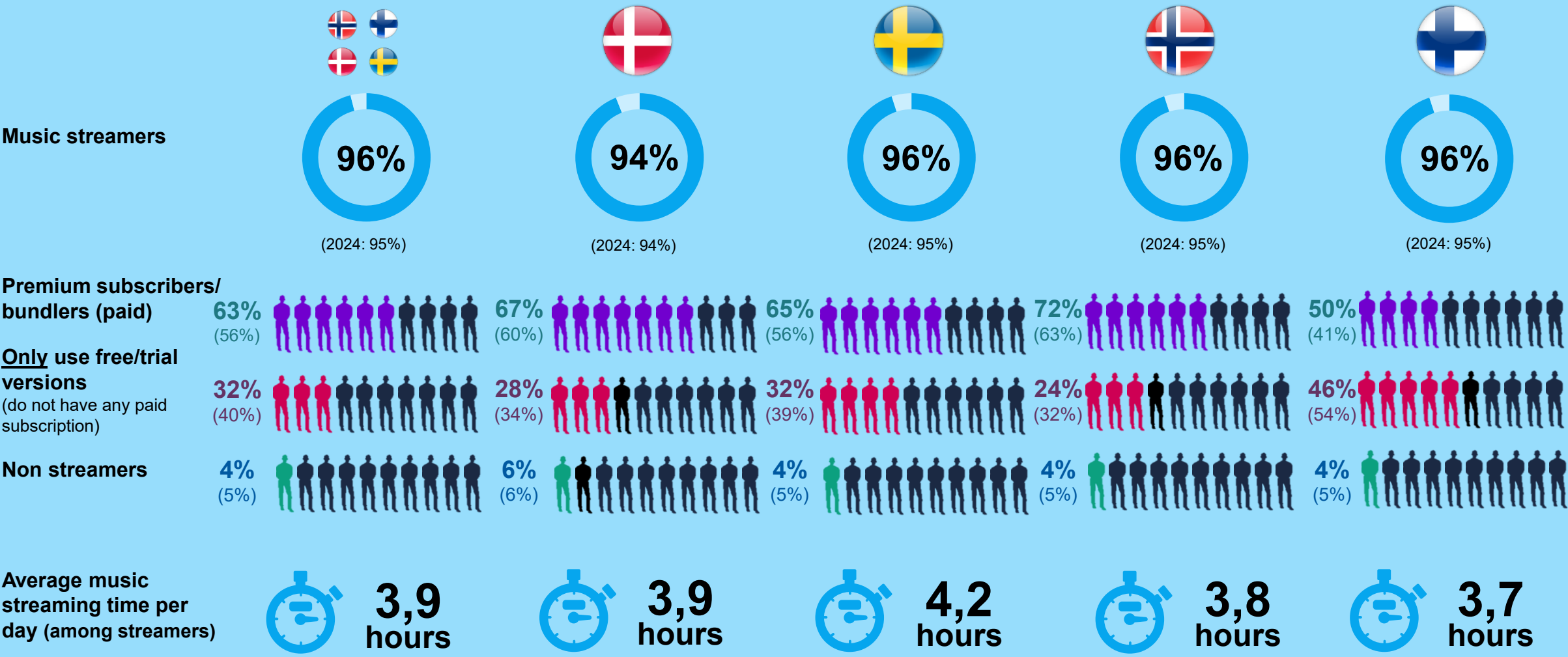
TV/movie Streaming

- Across the Nordics, **93% use TV/movie content streaming services**, a 4% increase from 89% in 2024. The **increase is mostly seen in commercial streaming services**, which saw a rise from 83% in 2024 to 90% in 2026, though use of public streaming services has increased slightly as well (51% in 2024, 53% in 2026). Use of public services has decreased only in Finland.
- Across the Nordics, **Netflix is the leader of streaming services on the market**, but **TV2 Play is not far behind** in Norway and Denmark. **YouTube is third most popular**, overtaking HBO Max and Disney+ overall, but mostly driven by streaming in Sweden and Finland. Public services like DR TV, SVT PLAY and Yle Areena continue to dominate local markets in Denmark, Sweden and Finland.

➤ Streaming of music

Music consumption – Nordic and countries

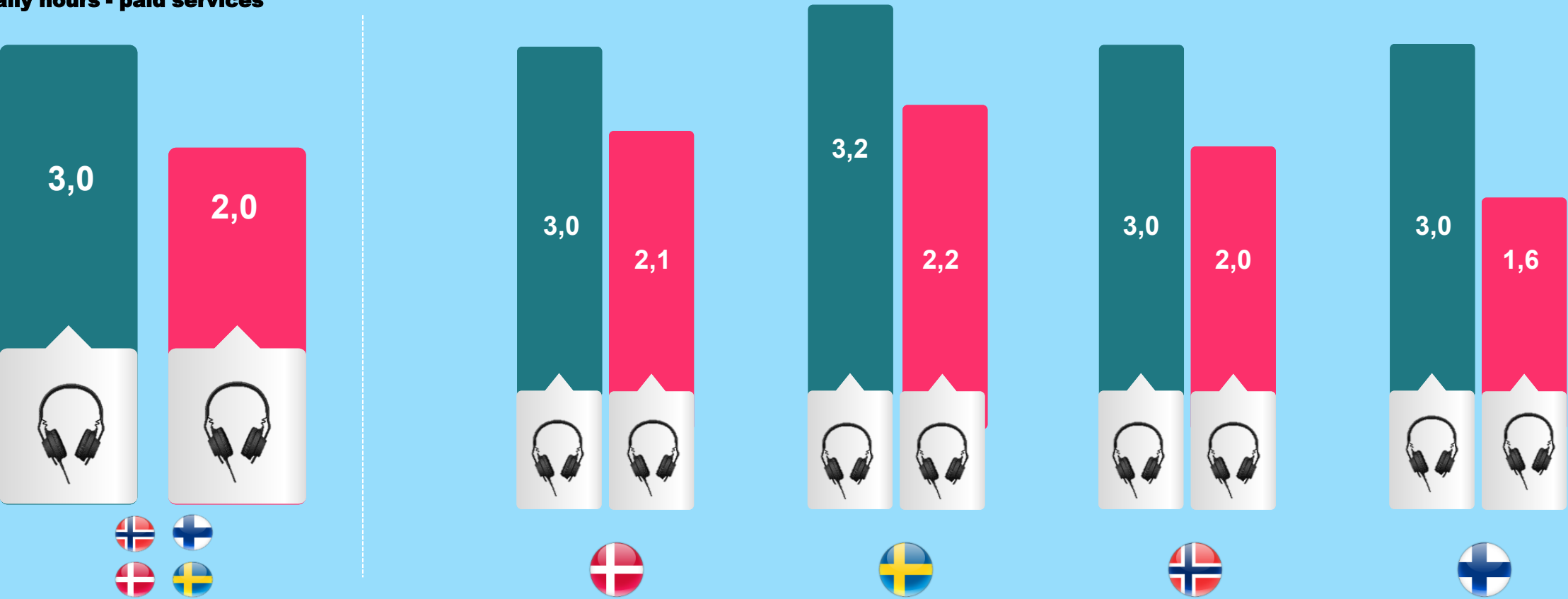
Across the Nordics, 96% stream digital music, a 1%-point increase in using music streaming service since 2024. Use of paid streaming services has increased in all countries, while free versions have declined. On average, people in the Nordics spend 3,9 hours a day listening to digital music.



Daily hours used on paid and free audio streaming services – Nordic and countries

Free music listeners spend more time per day (3 hours) on average than paid music streamers (2 hours). Even though more people use paid services, the difference between paid and free streaming is driven by more heavy usage of free streaming services like TikTok, Snapchat, Facebook and Instagram.

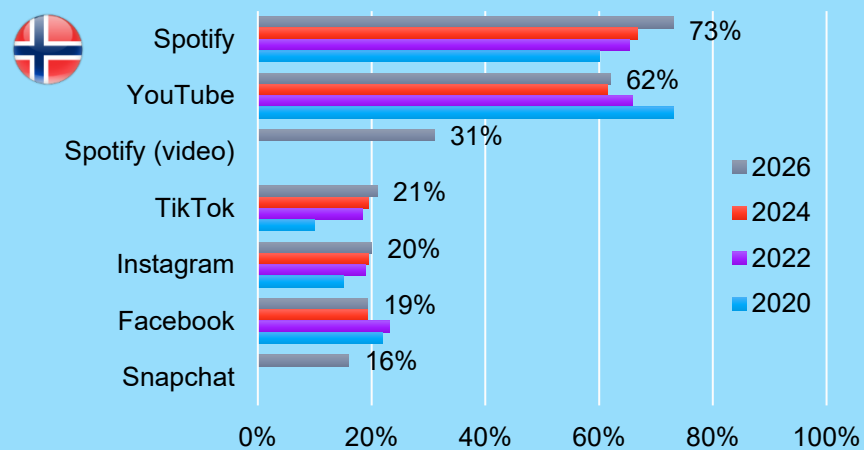
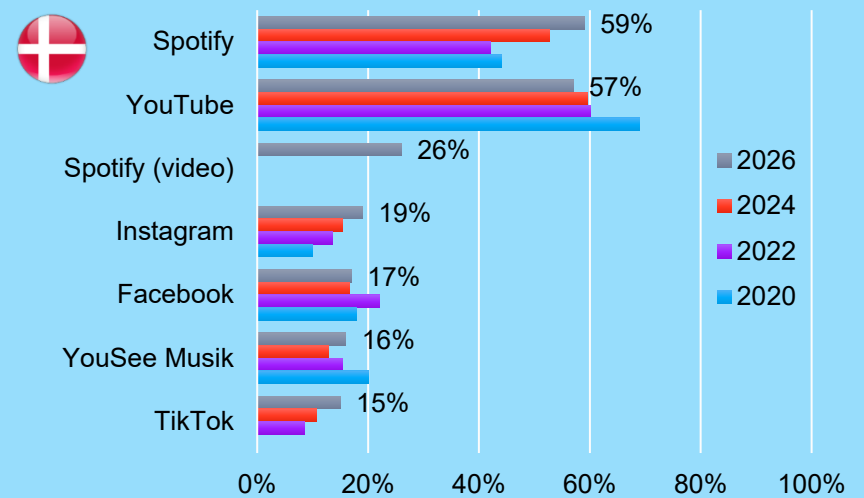
 **Daily hours - free/trial versions**
 **Daily hours - paid services**



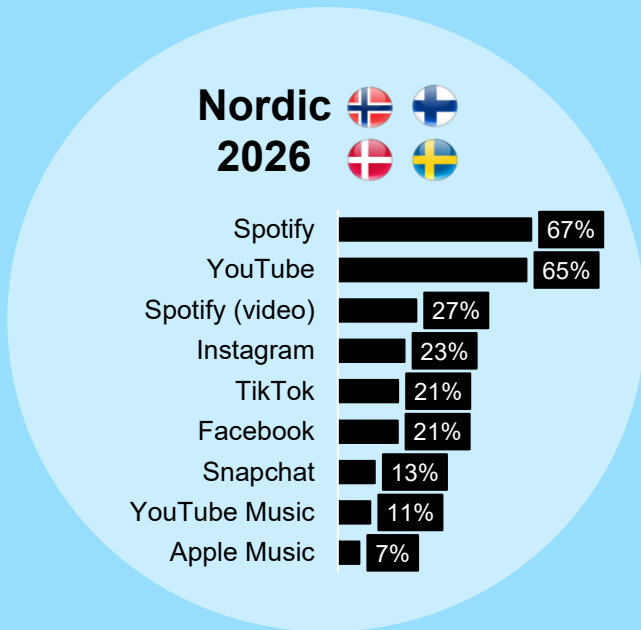
Time spent includes all paid and free / trial digital audio streaming services incl. social media
Remark: Bases for free/trial versions also include the use of free music from people using both paid and free music services
Nordic bases: Users of paid services: 3073. Users of free services: 3220 (users are not the same as payers, and users can be using both free and paid services)

Top audio and video services used for streaming of music – Nordic and countries

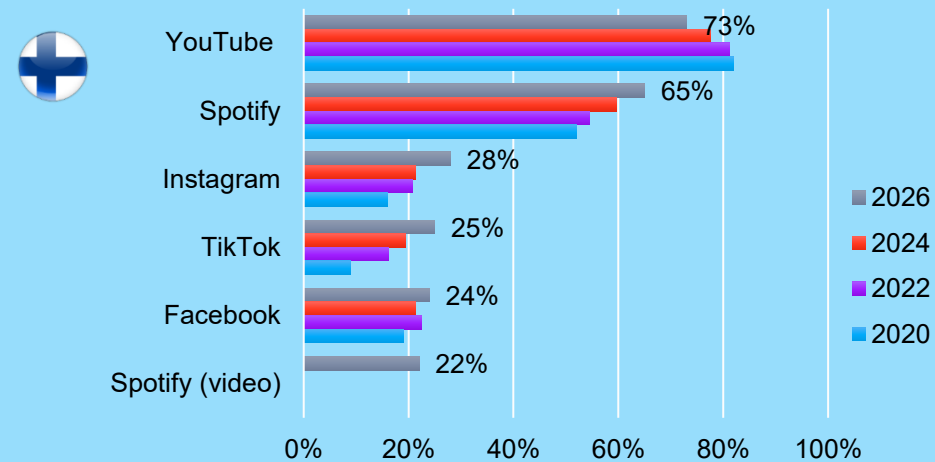
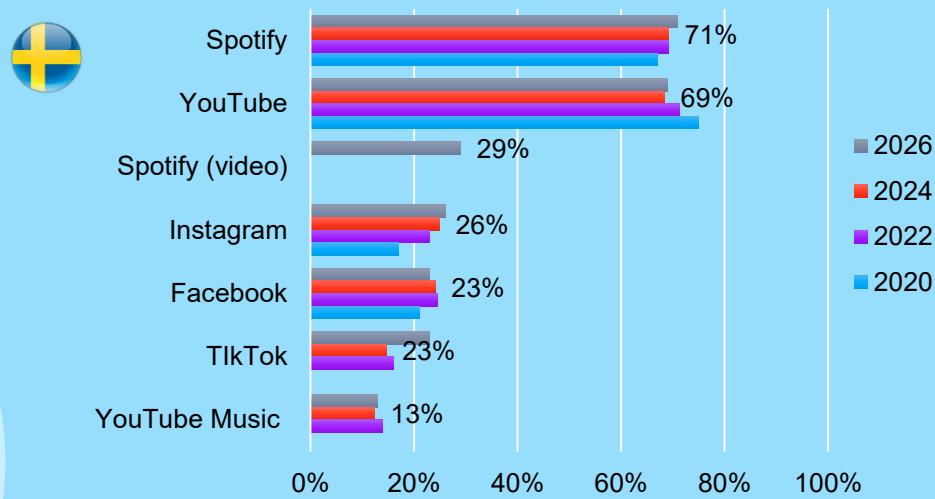
Across the Nordics, Spotify is now the most used digital music service, overtaking YouTube since 2024. Only Finland still listens to more YouTube than Spotify. TikTok and Instagram have surpassed Facebook overall, but Facebook is still more popular than TikTok in Denmark and Sweden.



Which digital music services do you use when listening to music?
Base: All



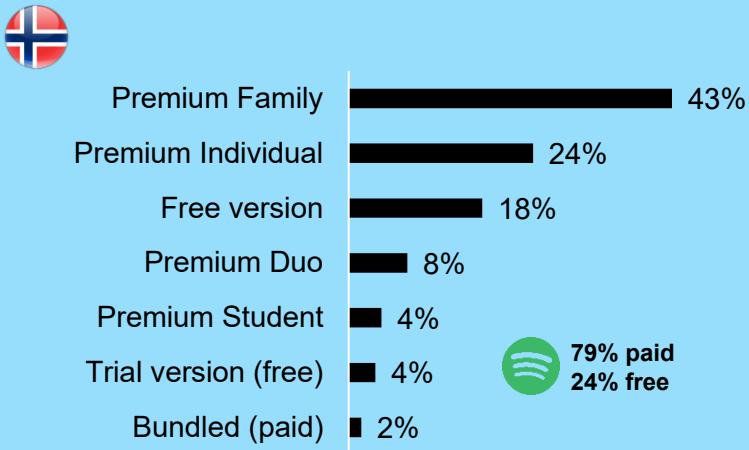
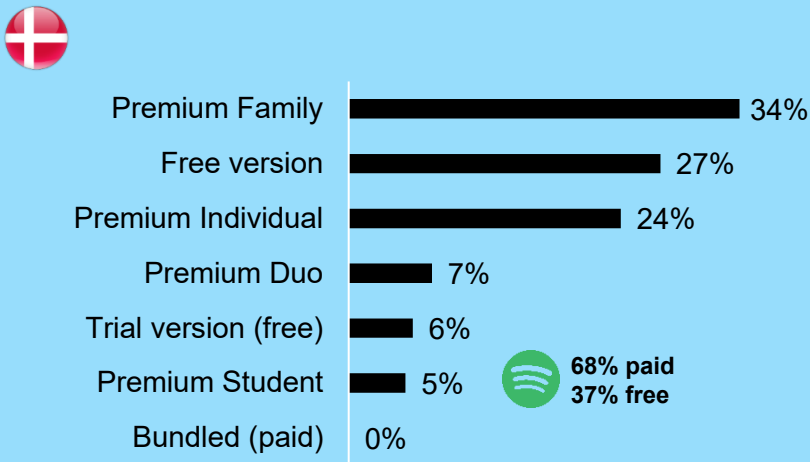
Which of the following digital services/social media do you use to watch or listen to music or music videos?
Base: All



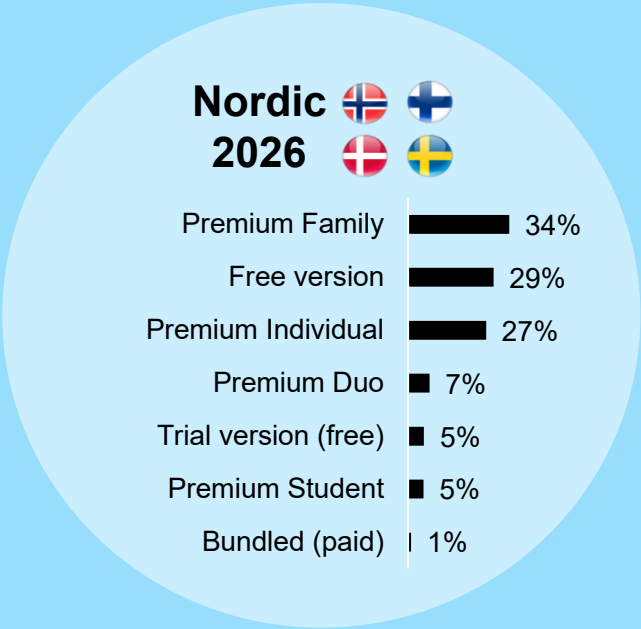
2026
2024
2022
2020

Version of Spotify used in the past 12 months – Nordic and countries

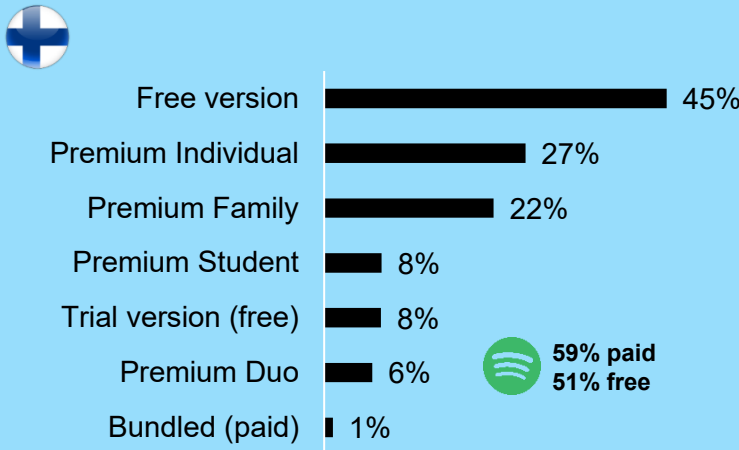
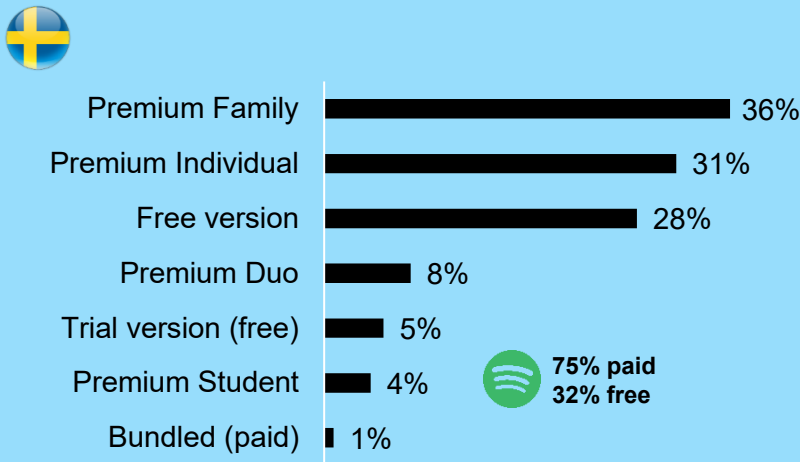
The Premium Family version of Spotify is now the most used version in the Nordics, but many also use the free version and Premium Individual subscription. In Finland most people still use the free version. Just 1% across the Nordics have a bundled subscription.



Which version of Spotify have you used within the last 12 months?
Base: Users of Spotify

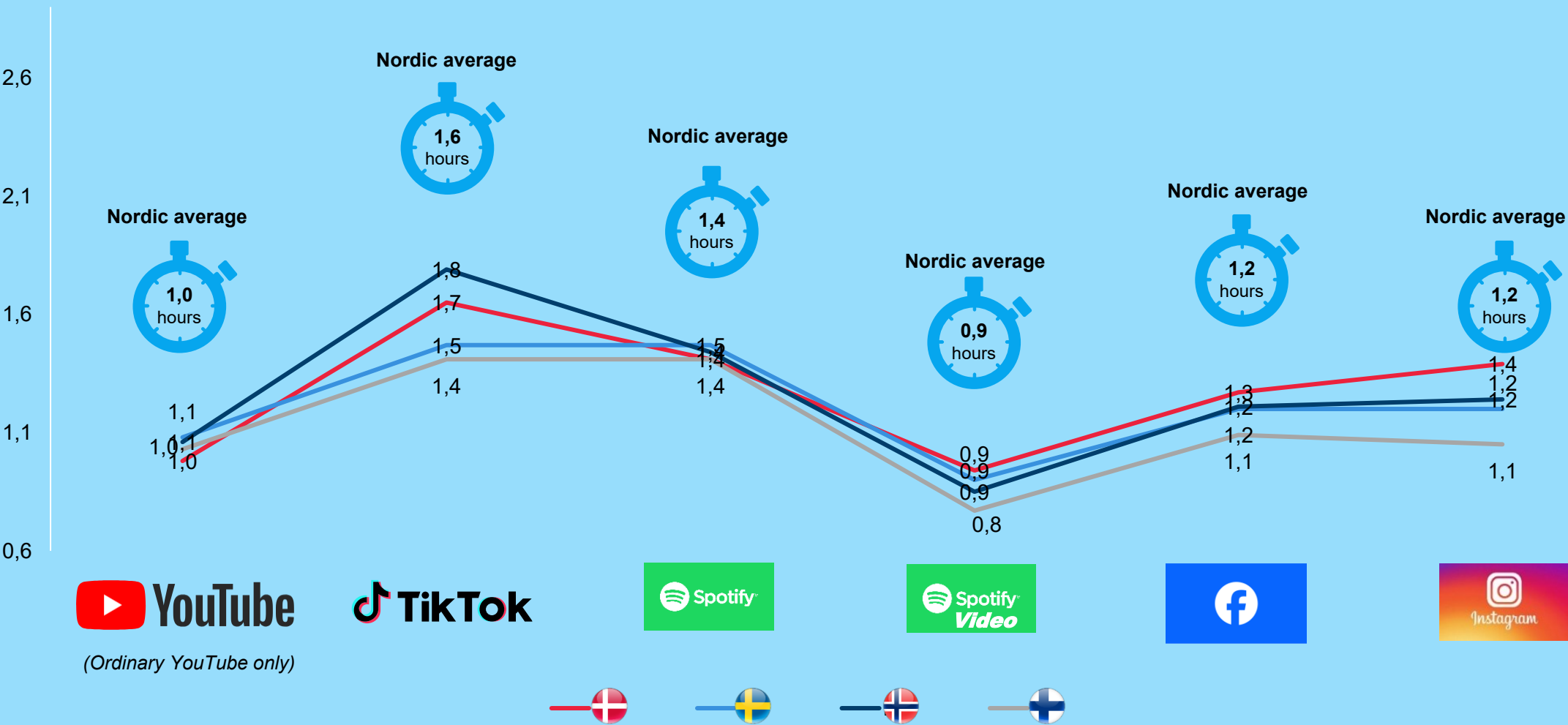


Spotify usage
Note! The question is a multiple-choice question, so the total percentages sums to more than 100%



Daily time spend on the top audio and video streaming of music – Nordic and countries

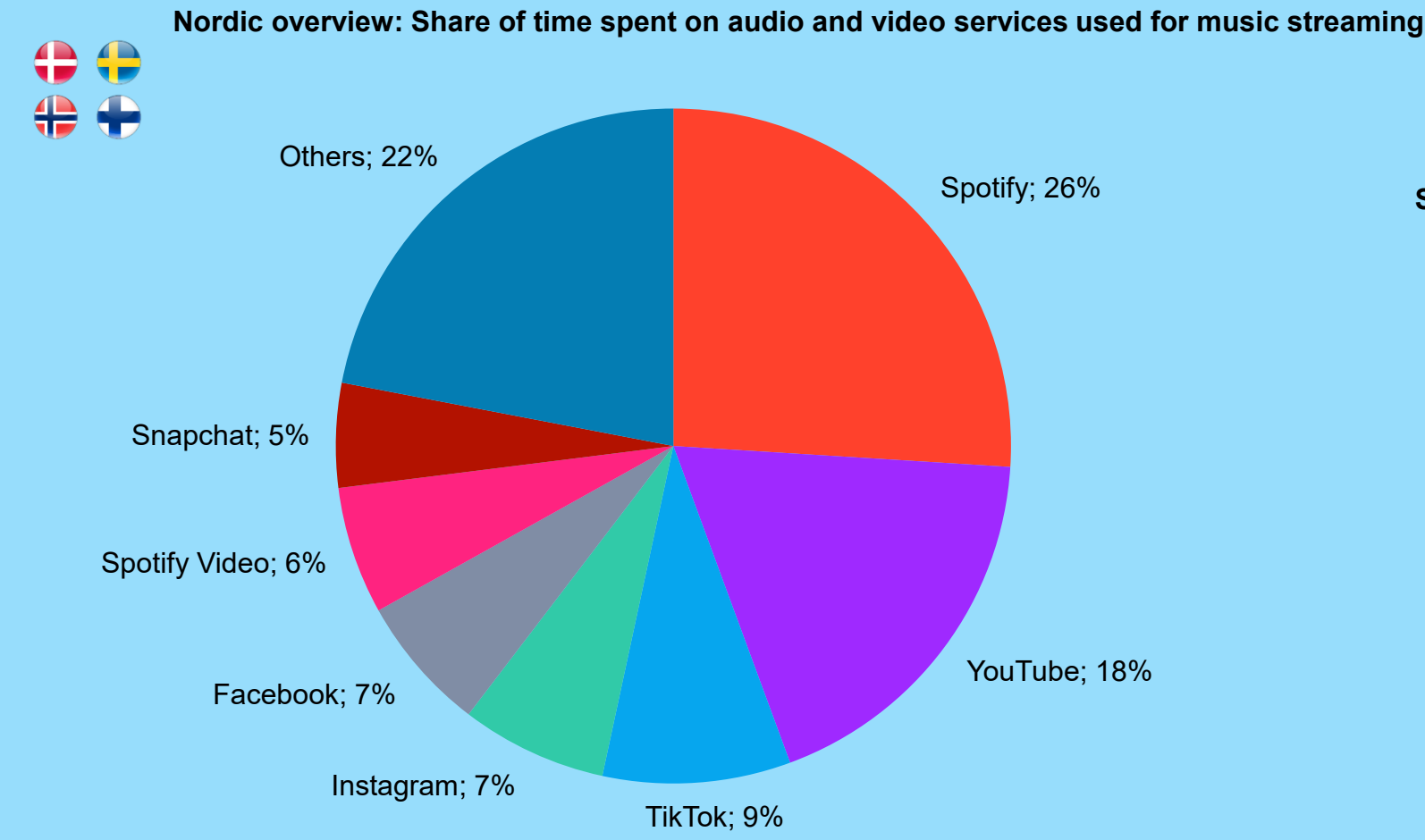
TikTok takes the most listening time among the Nordics, but has a relatively large variety among the countries. Spotify follows in second place. Norwegians spend the most time on TikTok, while Finns spend the least time on most of the services.



How many hours per day do you spend listening to music or watching music videos on the following digital services in a typical week?
Base: Using the digital service when listening to music or watching music videos

Daily time spend on the top audio and video streaming of music – Nordic overview

Across the Nordics, Spotify accounts for 26% of all time spent on daily music streaming. YouTube takes almost a fifth (18%) and comes in second, followed by TikTok at 9%.



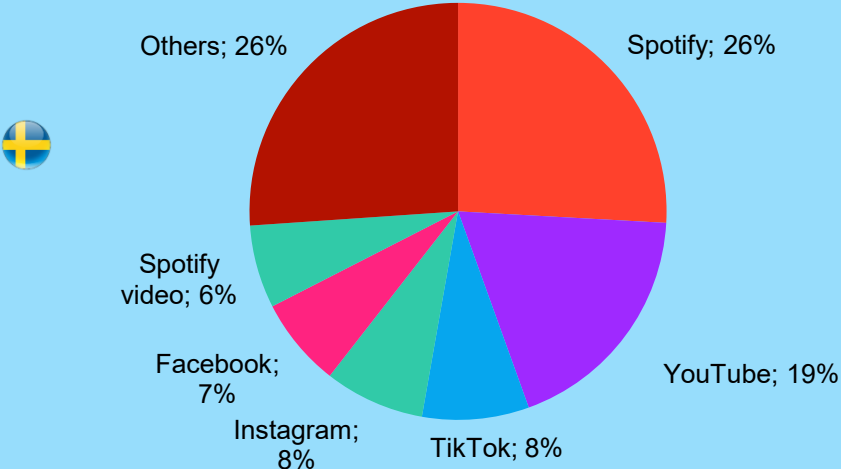
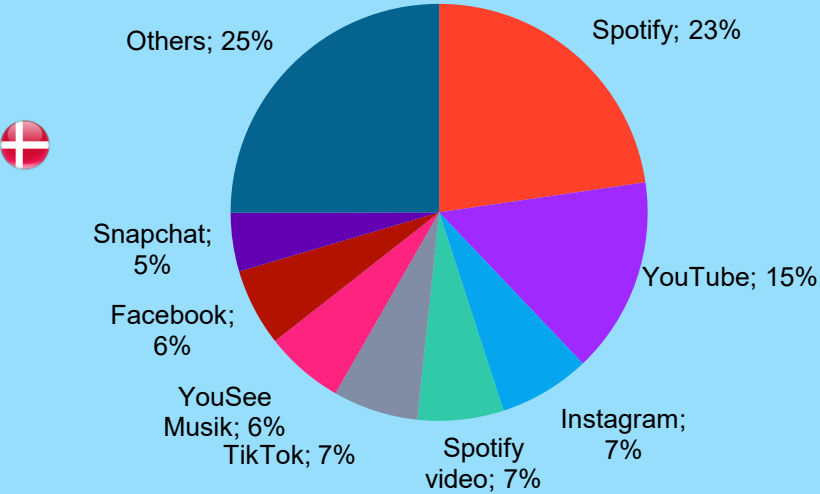
Share of time used on paid vs. free music streaming:



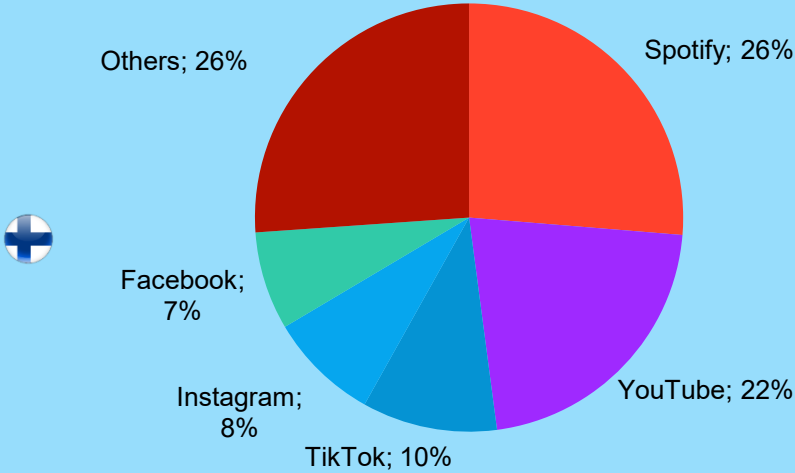
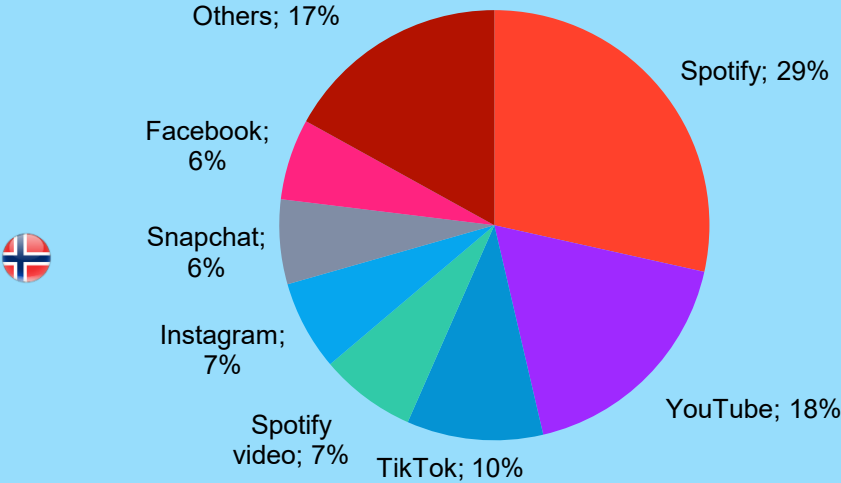
Remark: Bases for free/trial versions also include the use of free music from people using both paid and free music services

Daily time spend on the top audio and video streaming of music – Nordic countries

Across the Nordics YouTube and Spotify accounts for a more than a quarter of all time spent on daily music streaming.



Share of time spent on audio and video services used for music streaming



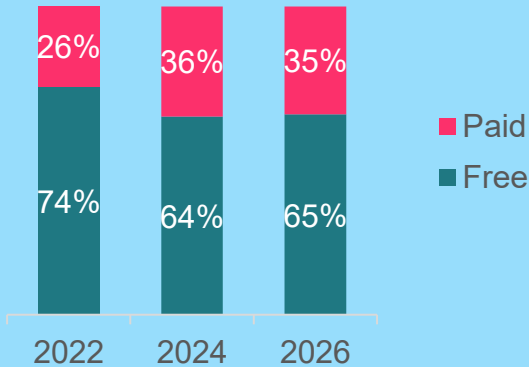
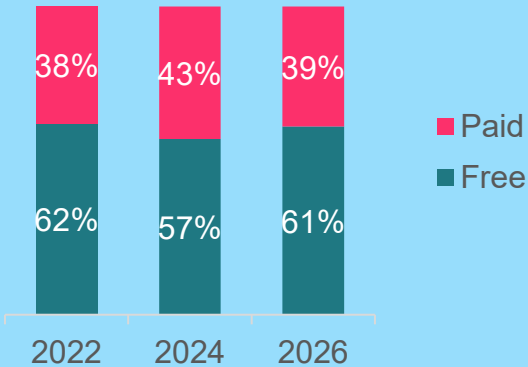
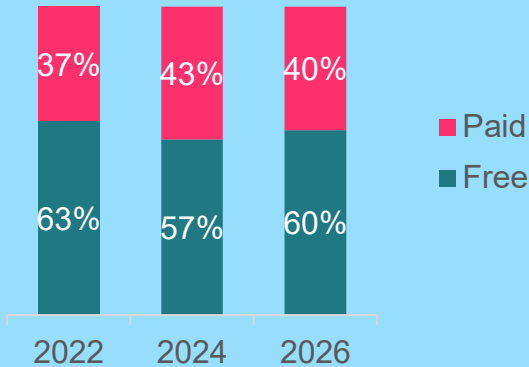
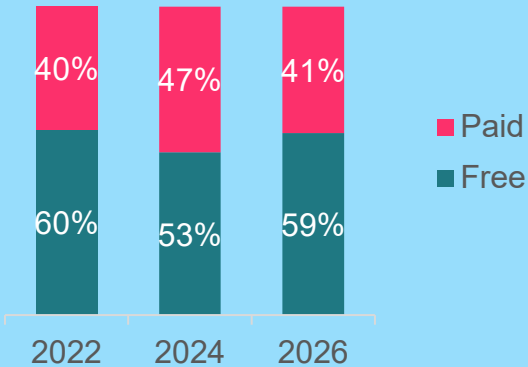
How many hours per day do you spend listening to music or watching music videos on the following digital services in a typical week?
Base: Using the digital service when listening to music or watching music videos

Note: Others = All services with 5% or below share of daily time spend

Share of daily time spent on paid and free streaming of music – Nordic countries

Across the Nordics, time spent on paid music streaming has decreased relative to time spent on free music. Finland has a slightly larger share of time spent on free services compared to other Nordic countries.

Share of time used on paid vs. free music streaming

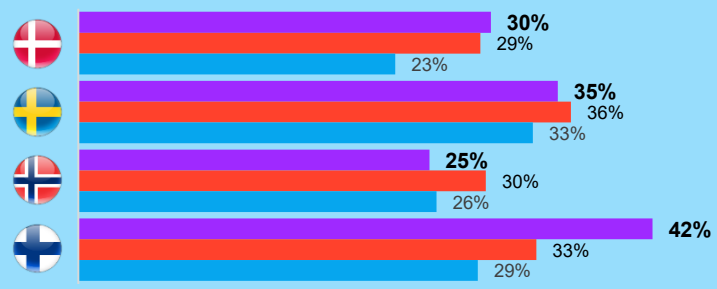


How many hours per day do you spend listening to music or watching music videos on the following digital services in a typical week?
Base: Use digital service to listen to music

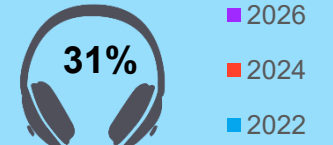
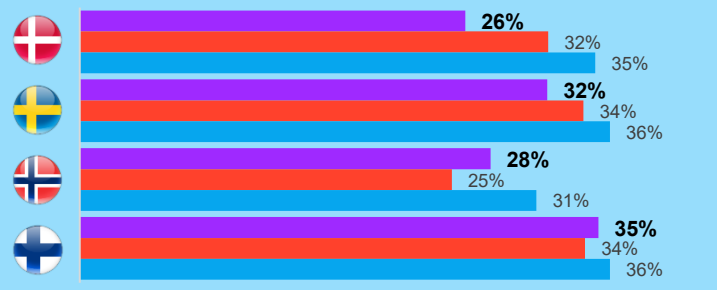
Reasons to not subscribing to a music streaming service – Nordic countries

Across the Nordics, more than a third do not subscribe to a paid streaming service because it is too expensive. In Finland this figure has increased significantly from 33% in 2024 to 42% in 2026. Another third of people listen too little to music so they don't need a paid version and further a third of people think they have so many options for streaming music for free that they don't see why they should pay.

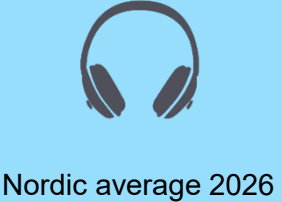
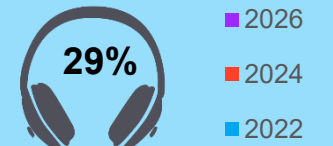
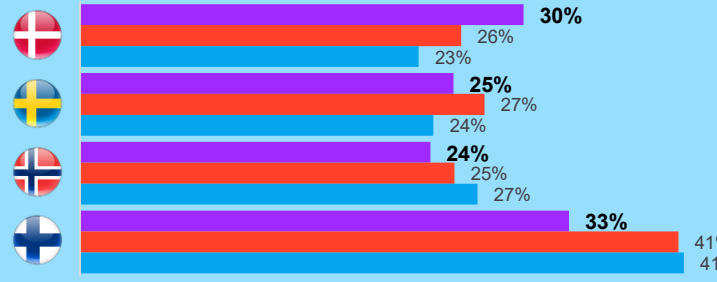
“Paid services are too expensive”



“I listen to so little music that I don't need a paid version”



“There are so many free streaming alternatives that I don't see the point of paying”

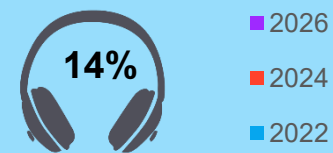
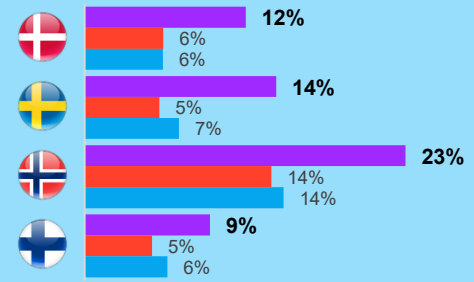


Why don't you have a (paid) subscription to a music streaming service such as Spotify or Apple Music?
Base: Does not have a subscription to a music streaming service

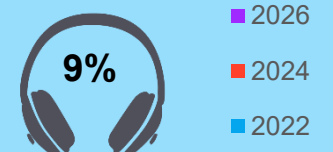
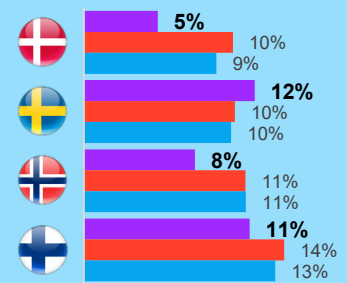
Reasons to not subscribing to a music streaming service – Nordic countries

The share of Nordics using someone else’s paid service to listen to music has doubled since 2024. 1 out of 10 think that the features of paid services are not worth spending money on, while 7% spend their money for music on LPs/ concerts/CDs instead.

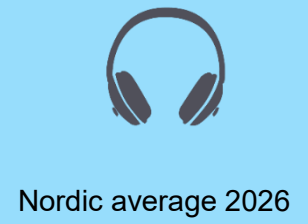
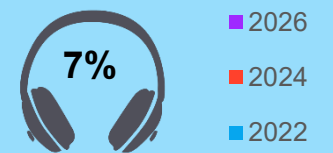
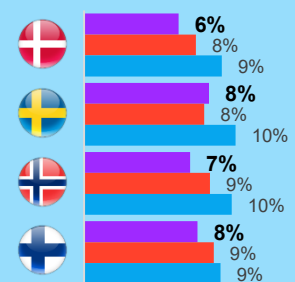
“I use someone else's paid subscription but don't pay myself”



“The content in a paid service isn't good enough for me to pay for it”



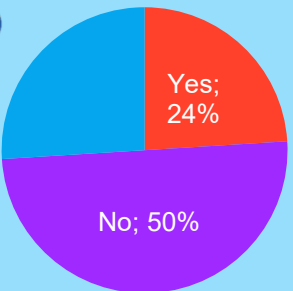
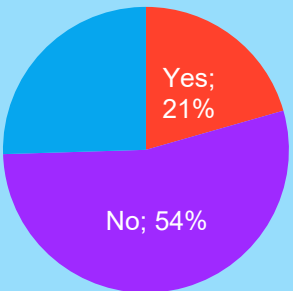
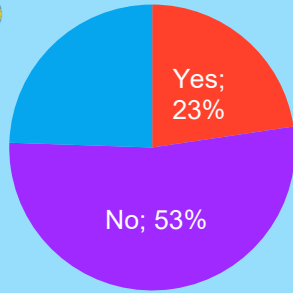
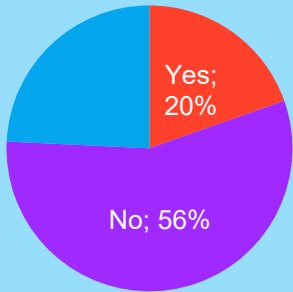
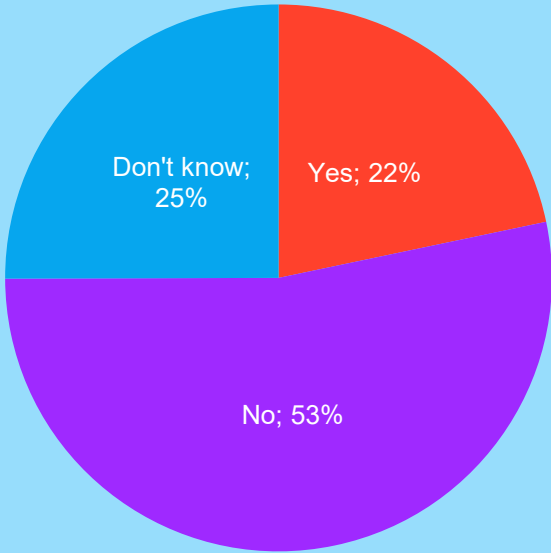
“I spend my music budget on LPs/ concerts/CDs”



Why don't you have a (paid) subscription to a music streaming service such as Spotify or Apple Music?
Base: Does not have a subscription to a music streaming service

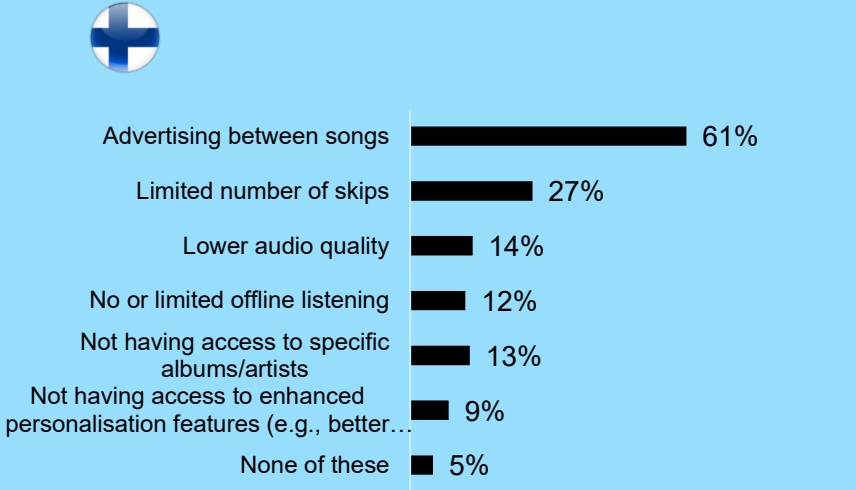
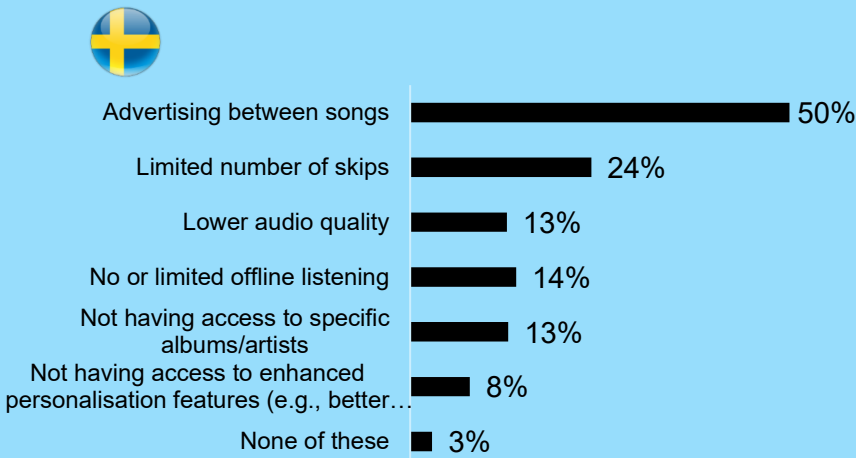
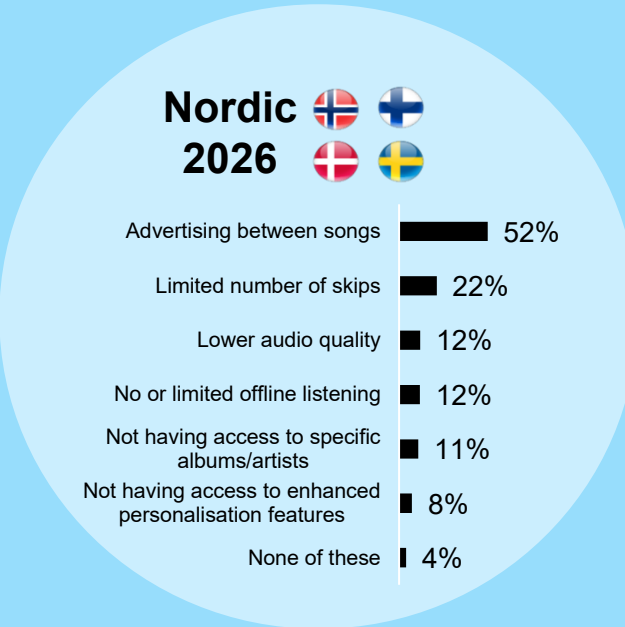
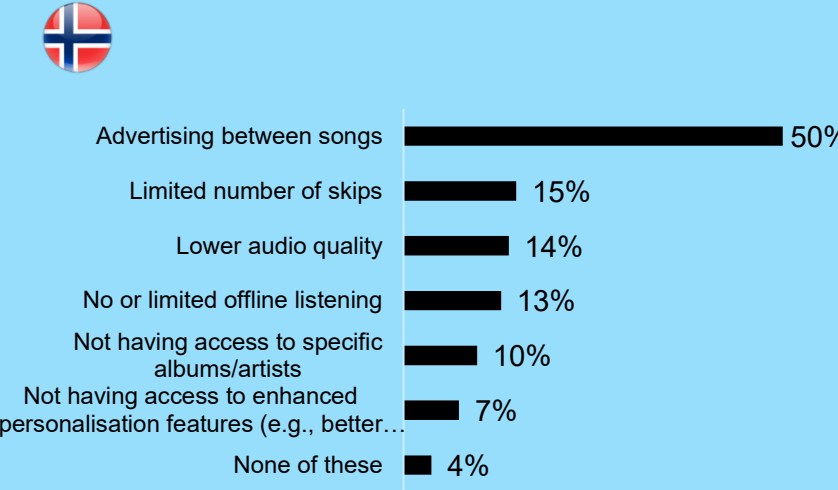
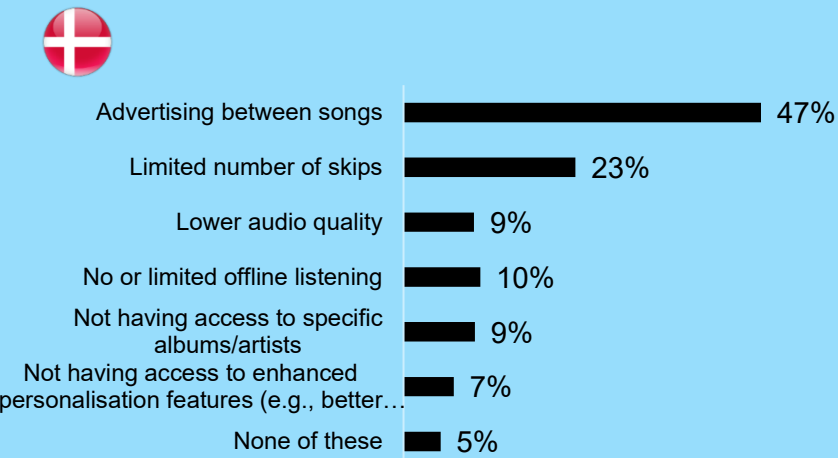
Willingness to pay (more) for subscriptions if artists were paid better

Across the Nordics, more than half would not pay more for music streaming subscriptions even if that meant the artists and composers received a better compensation for their work.



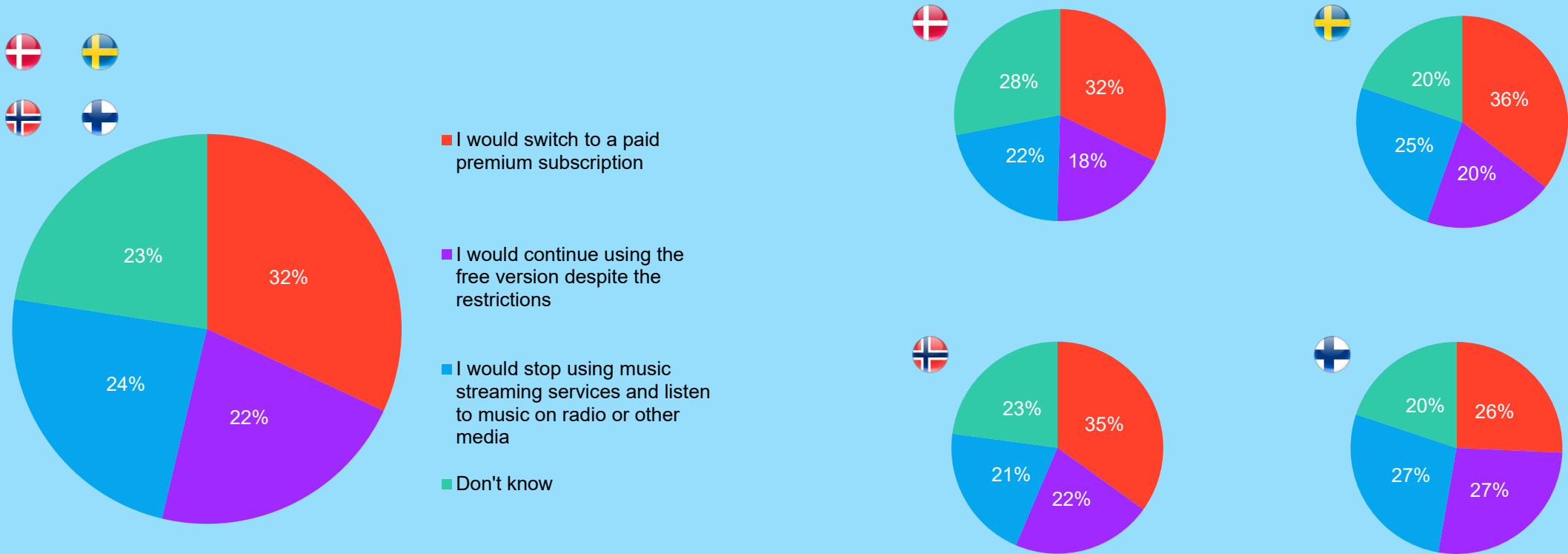
Aspects most bothersome on free version music streaming

Across all countries, most fin advertising between songs most bothersome when using free versions of music streaming services.



Actions if free music streaming services added more restrictions

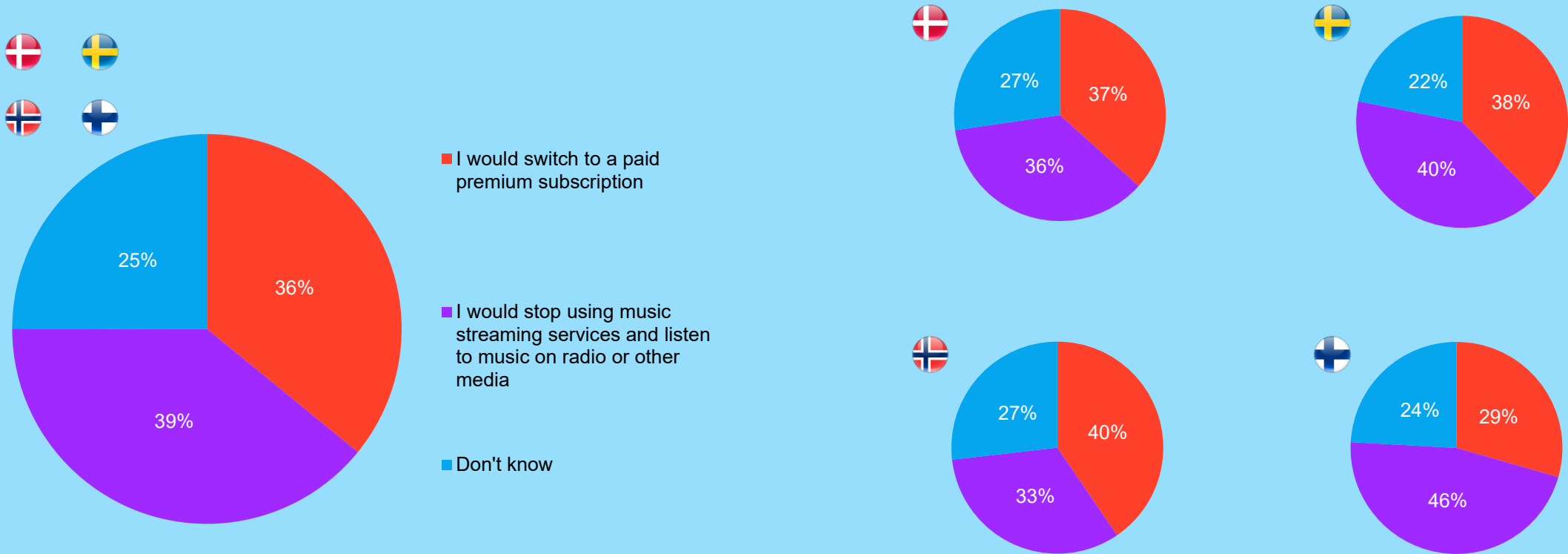
A third of Nordic users of free versions of music streaming services would switch to a paid premium subscription service if it came with more restrictions.



If free, ad-supported subscriptions remained available but with significantly more restrictions (e.g., more ads, fewer skips, lower quality), what would you most likely do?
Base: Using free version of music streaming services

Actions if free music streaming services were removed entirely

More than a third of Nordic users of free versions of music streaming services would switch to a paid premium subscription service if free versions were removed completely. In Finland almost half would stop using music streaming services and listen on other media.



If free, ad-supported subscriptions on all music streaming services were removed entirely, what would you most likely do?
Base: Using free version of music streaming services

Channels where a new song was discovered – Nordic overview

Radio is still the main channel for discovering new songs but continues the significant downward trend over the past four years. TikTok, Instagram and Facebook have increased as sources for new music, while YouTube has decreased. Discovering music through TV/movies, concerts and other internet sources have all experienced decreases.



	2015	2017	2018	2020	2022	2024	2026
I heard it first on the radio	39%	37%	36%	36%	25%	23%	18%
I heard it in a playlist or as a recommendation on a streaming service	-	-	-	13%	11%	11%	12%
I discovered the song through TikTok	-	-	-	-	6%	9%	12%
I first heard it on YouTube	10%	12%	11%	13%	11%	11%	10%
A friend played the song	11%	9%	11%	10%	9%	8%	8%
I discovered the song through Instagram	-	-	-	-	3%	4%	6%
I heard it in a TV series or film	6%	7%	6%	8%	6%	6%	6%
I discovered the song through Facebook	-	-	-	-	3%	2%	3%
I heard it first at a concert	2%	2%	2%	2%	2%	2%	2%
I first heard it on some other website/social media	3%	2%	2%	1%	3%	2%	2%
I first heard it in a video game or on a gaming platform	-	-	-	-	-	-	2%

Change of
3%-points or
more



How did you last discover a new song you really liked?
Base: All

“-” Indicates not previously measured in the current formulation

Channels where a new song was discovered – Nordic countries

Radio is still the main channel for discovering new songs in all countries, but continues to decrease in importance. The role of social media in music discovery is rising in all countries, especially TikTok. Video games is a new addition in 2026, but has already overtaken concerts and other internet sites in Norway and Finland.



	2015	2017	2018	2020	2022	2024	2026
I heard it first on the radio	46%	44%	45%	42%	30%	30%	24%
I discovered the song through TikTok	-	-	-	-	4%	9%	11%
I heard it in a playlist or as a recommendation on a streaming service	-	-	-	9%	8%	9%	10%
A friend played the song	9%	9%	8%	12%	7%	9%	8%
I first heard it on YouTube	9%	9%	10%	12%	9%	8%	7%
I discovered the song through Instagram	-	-	-	-	4%	4%	6%
I heard it in a TV series or film	5%	6%	4%	5%	4%	4%	4%
I discovered the song through Facebook	-	-	-	-	3%	2%	3%
I heard it first at a concert	3%	3%	3%	3%	2%	3%	2%
I heard it first on some other Internet site	3%	5%	5%	2%	2%	2%	1%
I first heard it in a video game or on a gaming platform	-	-	-	-	-	-	0%



	2015	2017	2018	2020	2022	2024	2026
I heard it first on the radio	36%	32%	30%	31%	20%	19%	15%
I heard it in a playlist or as a recommendation on a streaming service	-	-	-	14%	12%	13%	14%
I discovered the song through TikTok	-	-	-	-	8%	9%	13%
I first heard it on YouTube	9%	9%	12%	14%	12%	12%	10%
A friend played the song	10%	12%	11%	9%	8%	7%	9%
I heard it in a TV series or film	8%	7%	8%	11%	8%	9%	6%
I discovered the song through Instagram	-	-	-	-	3%	3%	6%
I discovered the song through Facebook	-	-	-	-	2%	1%	4%
I first heard it in a video game or on a gaming platform	-	-	-	-	-	-	2%
I heard it first at a concert	3%	3%	3%	3%	3%	2%	2%
I heard it first on some other Internet site	6%	7%	5%	1%	3%	3%	2%



	2015	2017	2018	2020	2022	2024	2026
I heard it first on the radio	33%	33%	31%	31%	24%	18%	15%
I heard it in a playlist or as a recommendation on a streaming service	-	-	-	16%	12%	11%	15%
I discovered the song through TikTok	-	-	-	-	5%	7%	12%
I first heard it on YouTube	12%	9%	11%	13%	10%	11%	10%
A friend played the song	12%	11%	11%	9%	11%	9%	8%
I heard it in a TV series or film	7%	7%	6%	9%	8%	7%	7%
I discovered the song through Instagram	-	-	-	-	4%	6%	6%
I discovered the song through Facebook	-	-	-	-	3%	2%	4%
I heard it first at a concert	1%	1%	2%	2%	2%	2%	3%
I heard it first on some other Internet site	5%	5%	3%	1%	3%	2%	2%
I first heard it in a video game or on a gaming platform	-	-	-	-	-	-	2%



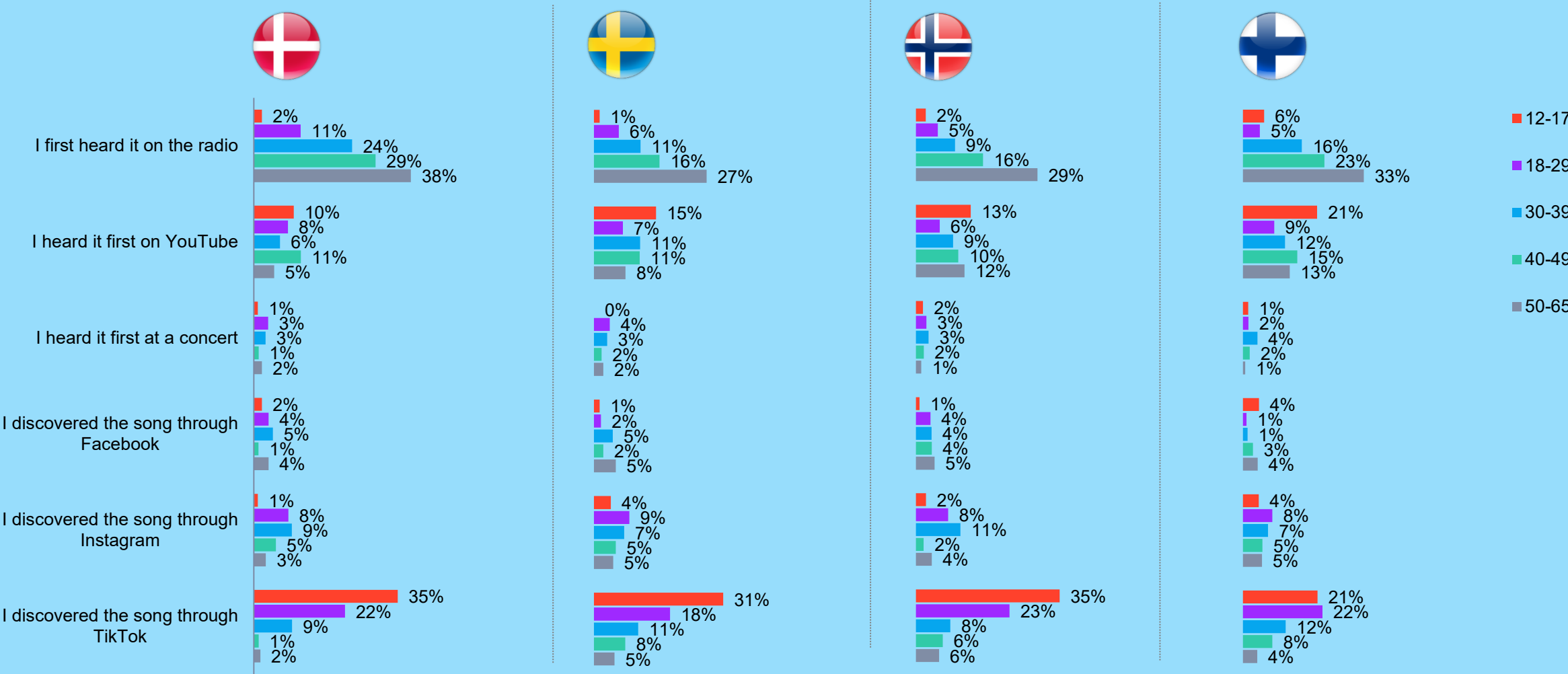
	2015	2017	2018	2020	2022	2024	2026
I heard it first on the radio	41%	37%	37%	38%	28%	26%	19%
I first heard it on YouTube	10%	10%	10%	15%	13%	13%	13%
I discovered the song through TikTok	-	-	-	-	7%	9%	12%
I heard it in a playlist or as a recommendation on a streaming service	-	-	-	13%	11%	13%	11%
A friend played the song	12%	15%	15%	9%	8%	7%	8%
I discovered the song through Instagram	-	11%	10%	9%	2%	4%	6%
I heard it in a TV series or film	5%	6%	6%	7%	5%	5%	5%
I first heard it in a video game or on a gaming platform	-	-	-	-	-	-	3%
I heard it first on some other Internet site	5%	5%	4%	1%	3%	2%	3%
I discovered the song through Facebook	-	5%	5%	5%	2%	2%	3%
I heard it first at a concert	2%	2%	2%	1%	1%	2%	2%

How did you last discover a new song you really liked?

Base: All

Channels where a new song was discovered – By age (1/2)

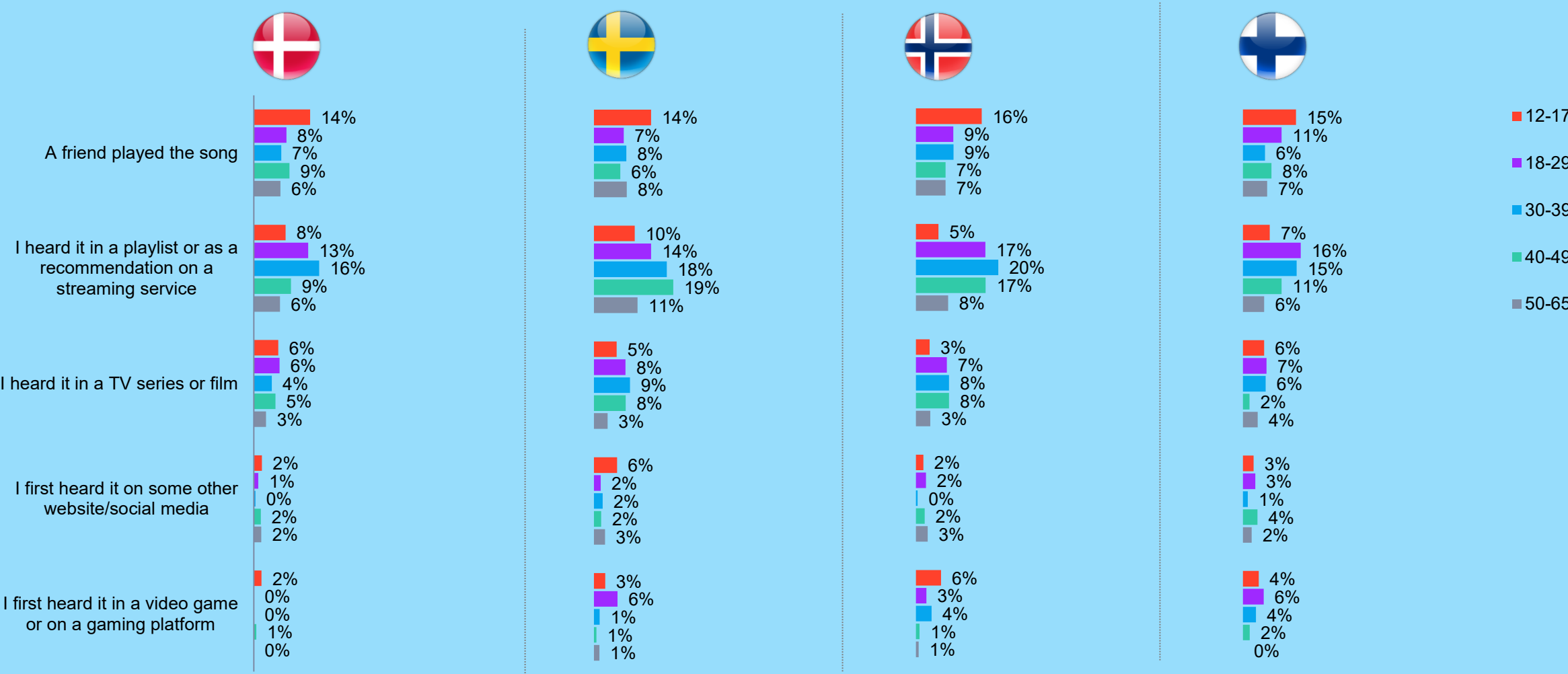
Radio is primarily used to discover new music by people above 30 years old. Young people under 18 years primarily discover new music on TikTok, YouTube and through friends.



How did you last discover a new song you really liked?
Base: All

Channels where a new song was discovered – By age (2/2)

Radio is primarily used to discover new music by people above 30 years old. Young people under 18 years primarily discover new music on TikTok, YouTube and through friends.

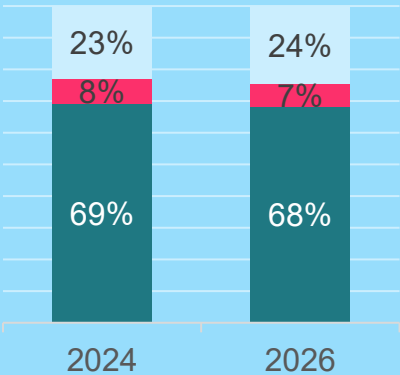


How did you last discover a new song you really liked?
Base: All

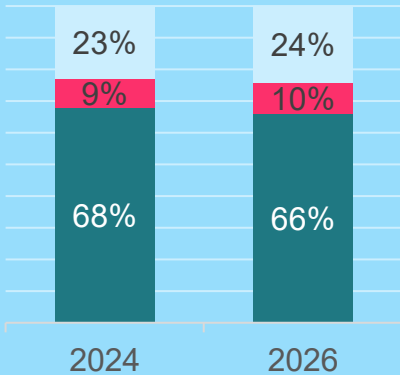
Easy to find music from own country on streaming services – Nordic countries

In all Nordic countries, around 7 out of 10 find it is easy to find music from their own country on streaming services. Only 9% on average say they don't find it easy, while the rest do not know.

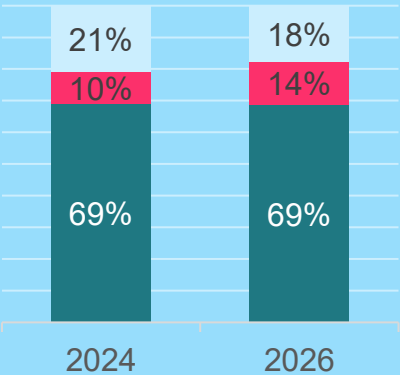
Do you think it is easy to find music from own country on streaming services?



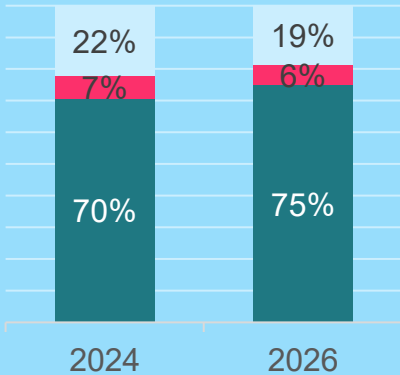
Don't know
No
Yes



Don't know
No
Yes



Don't know
No
Yes

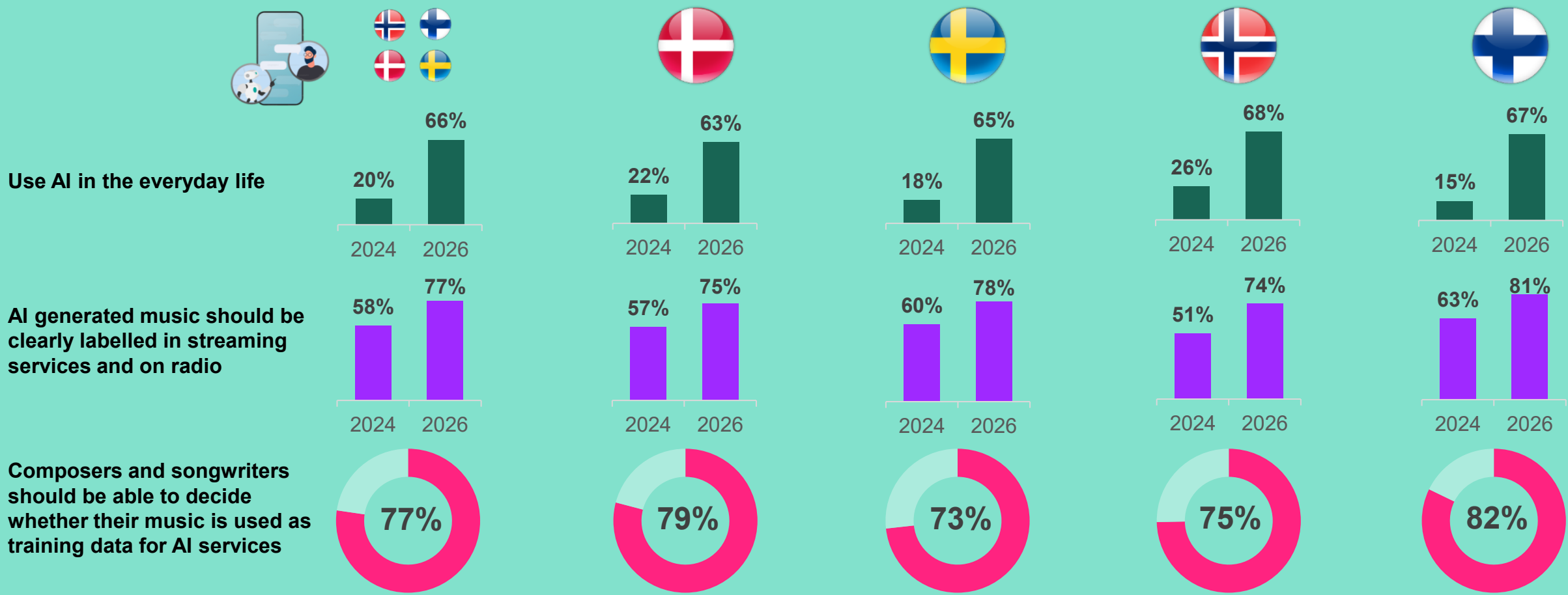


Don't know
No
Yes

➤ **AI and music creation**

Use of Artificial Intelligence in the everyday life – Nordic and countries

Since 2024, use of AI in everyday life has increased by 46% across the Nordics, with most users in Norway and Finland. 77% think music created by AI should be labelled by streaming services, a 19% increase from 2024. 77% believe composers and songwriters should be able to decide whether their music is used as training data for AI services.



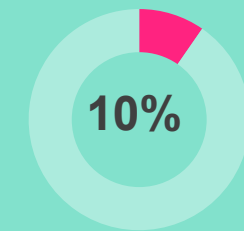
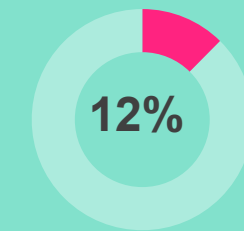
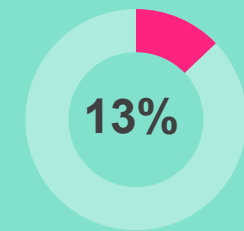
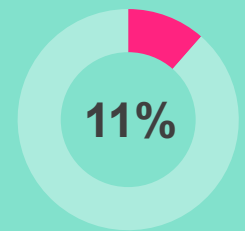
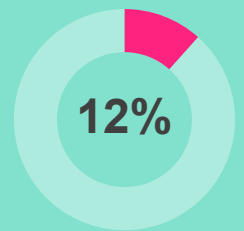
Have you used artificial intelligence in everyday life or at work (e.g. ChatGPT, midjourney)?
Do you think AI generated music should be clearly labelled in streaming services and on radio?
Do you believe composers and songwriters should be able to decide whether their music is used as training data for AI services?
Base: All

Use of Artificial Intelligence to create music – Nordics and countries

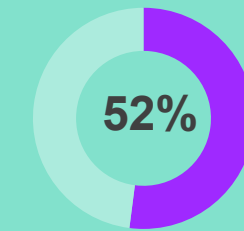
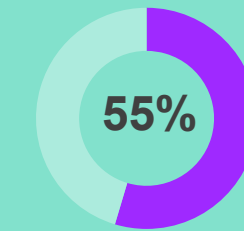
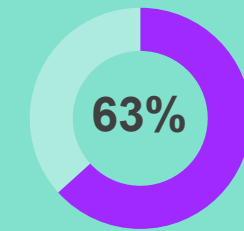
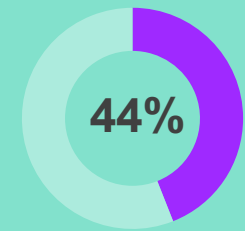
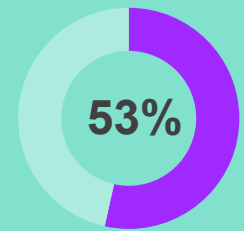
Across the Nordics, 12% have tried using AI to create music, while more than half have heard music created by AI. Around one third believe they can usually tell the difference between AI generated and human-made music.



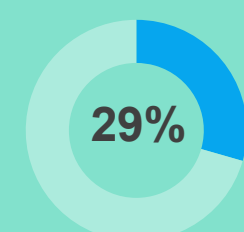
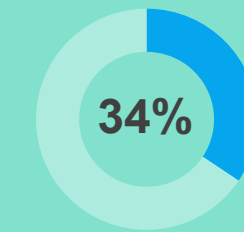
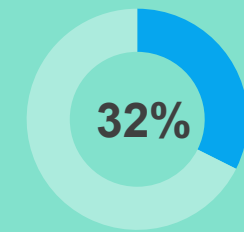
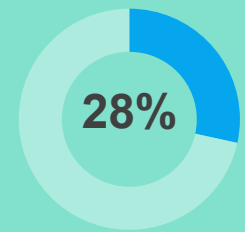
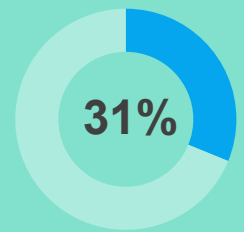
Used artificial intelligence to make music



Heard music that was created using AI



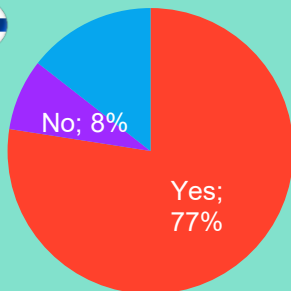
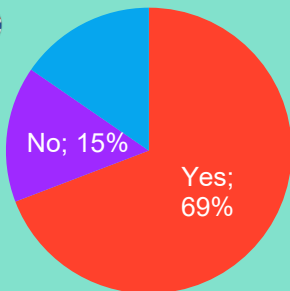
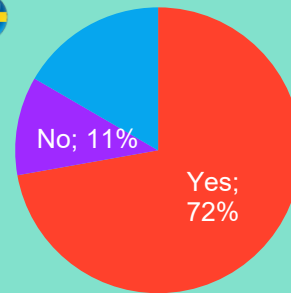
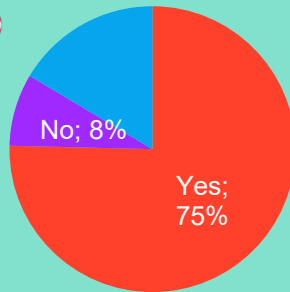
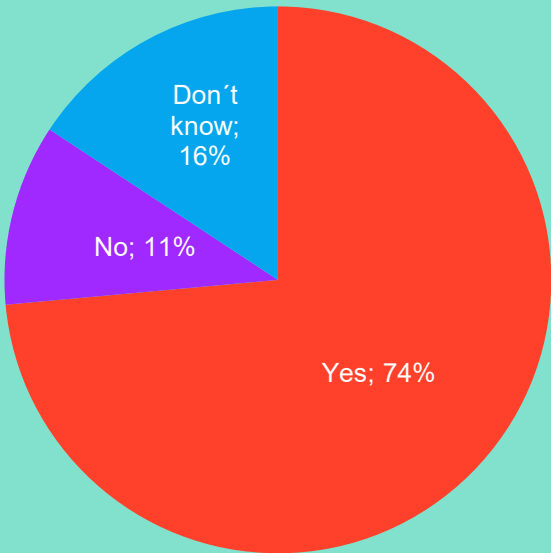
Can usually tell the difference between AI generated music and music made by humans



Have you used artificial intelligence to make music (e.g. Suno, Udio)?
Have you ever heard music that you know or believe was created using AI?
Do you think you can usually tell the difference between AI generated music and music made by humans?
Base: All

Views on paying artists if AI companies use their music or voice

Across the Nordics, an overwhelming majority (74%) believe composers and songwriters should be paid if AI companies use their music or voice to create new AI generated content. 16% say they do not know.

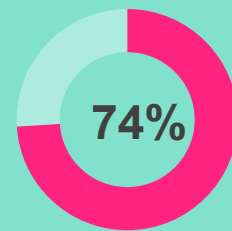
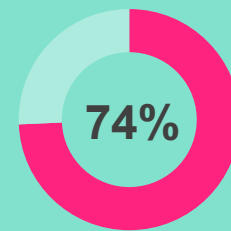
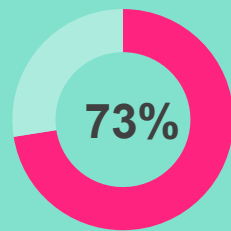
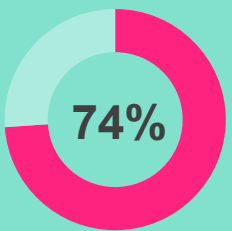
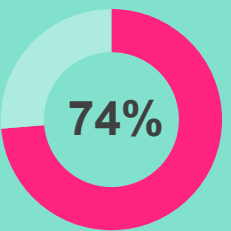


Views on excluding AI-generated music from streaming subscriptions – Nordics

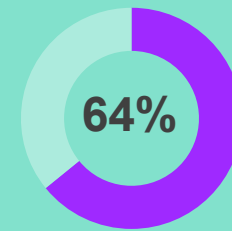
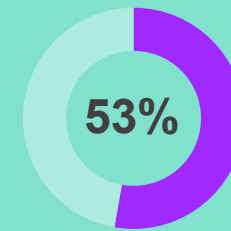
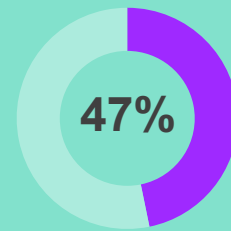
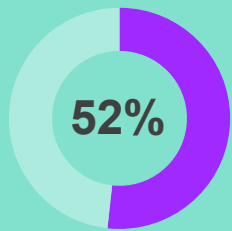
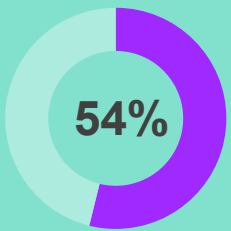
Across the Nordics, 74% think it should be possible to filter out AI-generated music from recommendations and playlists, and over half would prefer a subscription that excludes AI-generated music entirely. However, only 1 in 5 would be ready to pay more for this feature.



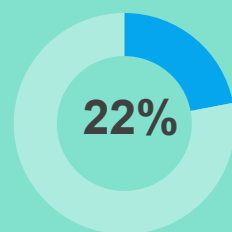
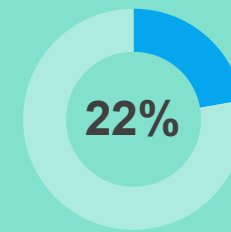
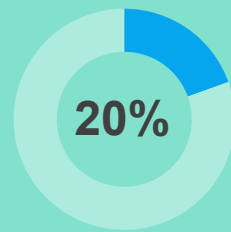
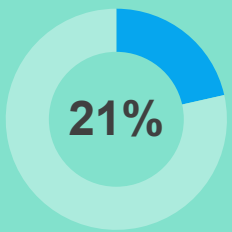
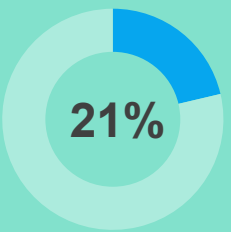
It should be possible to filter out AI generated music from recommendations and playlists



Would prefer a subscription with only human made music, not AI generated music



Would be willing to pay more for such a streaming service

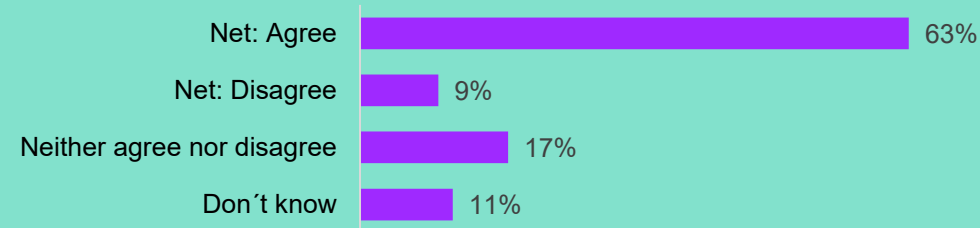


Do you think it should be possible to filter out AI generated music from recommendations and playlists?
Would you prefer a subscription that only offers human made music, and not AI generated music?
Would you be willing to pay more for such a streaming service?
Base: All

Views on politicians ensuring musicians are protected from AI undermining their economy – Nordics

When it comes to politicians ensuring that AI services do not undermine the economy of music creators, nearly two-thirds of the Nordic people (63%) believe politicians should take action. Just 9% disagree, while 17% are neutral and 11% don't know.

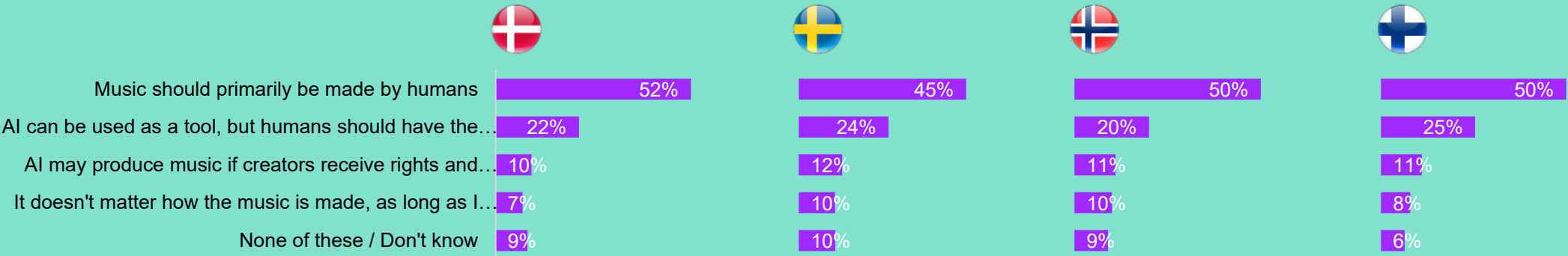
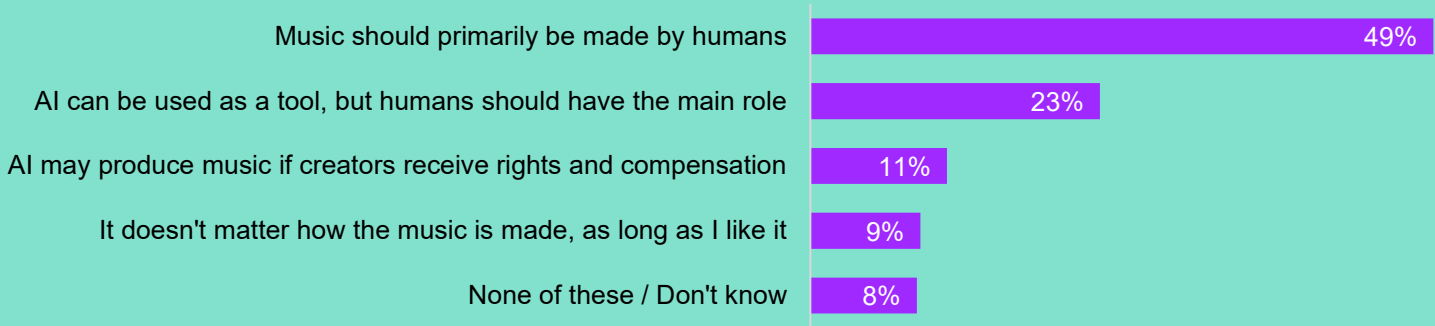
“Politicians should ensure that AI services do not undermine the economy of people who create music.”



Overall views on AI and music – Nordics

Across the Nordics, almost half believe music should primarily be made by humans. 23% accept using AI as a tool as long as humans remain as the main role, and 11% accept AI in music if human creators receive proper recognition and compensation. Only 9% of Nordic people don't care if AI is involved if they enjoy the music.

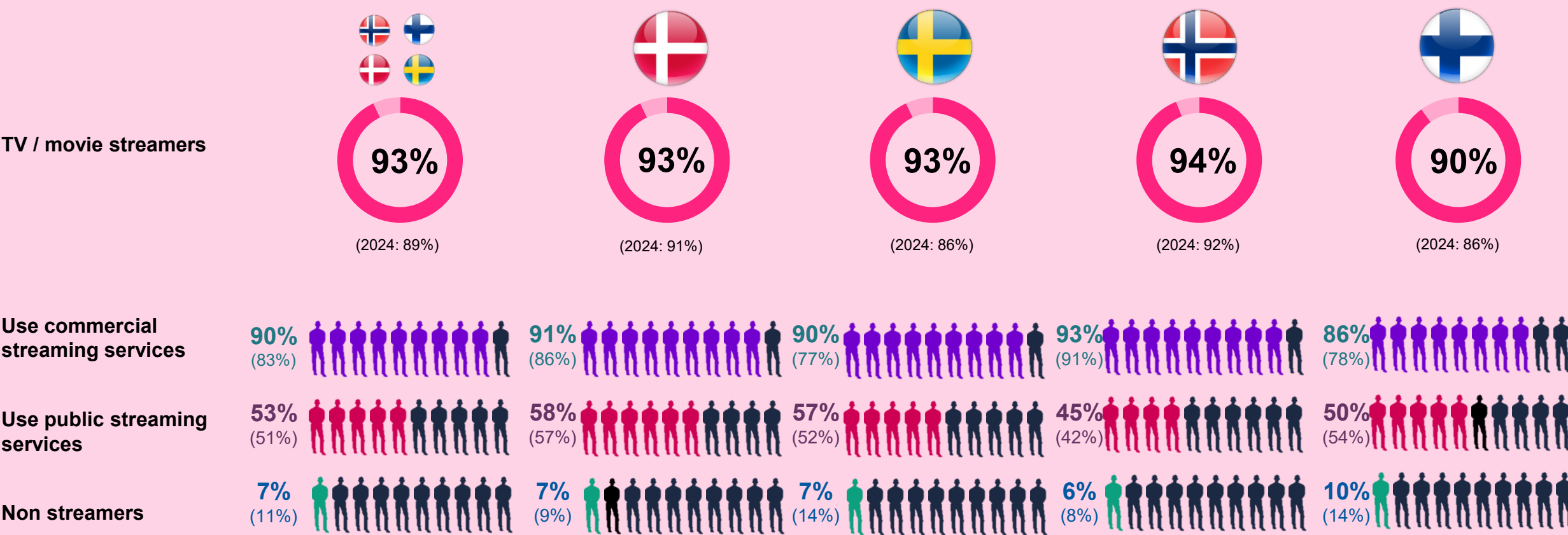
Which statement best reflects your view of AI in music?



▶ **TV/Movie streaming**

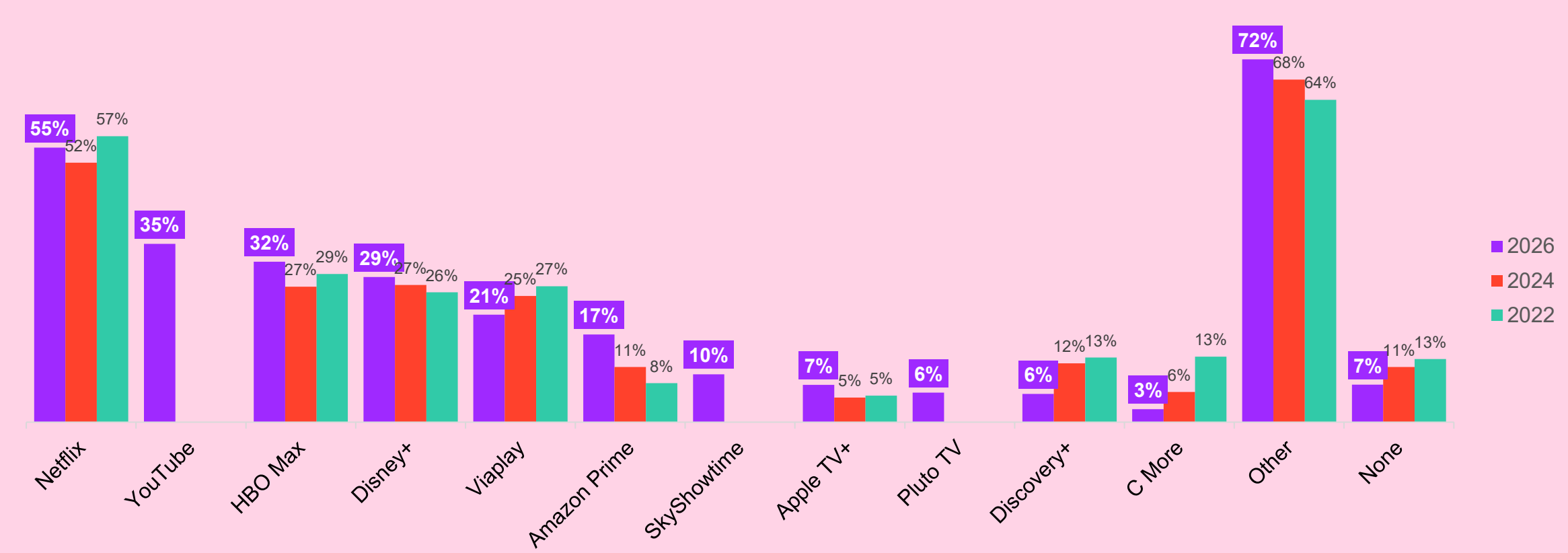
Streaming of TV / movie content – Nordic and countries

Across the Nordics, 93% stream TV / movie content on streaming services, an increase from 89% in 2024. The share of public TV/movie content streamers have increased slightly in all countries except Finland, but commercial streaming continues to dominate TV and movie streaming.



Streaming of TV / movie content – Nordic overview

Across the Nordics, Netflix remains as the most used digital services for streaming TV and movie content. TV2 Play in Norway and Denmark are second, followed by YouTube. HBO Max overtakes Disney+ once more. The addition of several new channels in 2026 has increased the share of services under “Other”.

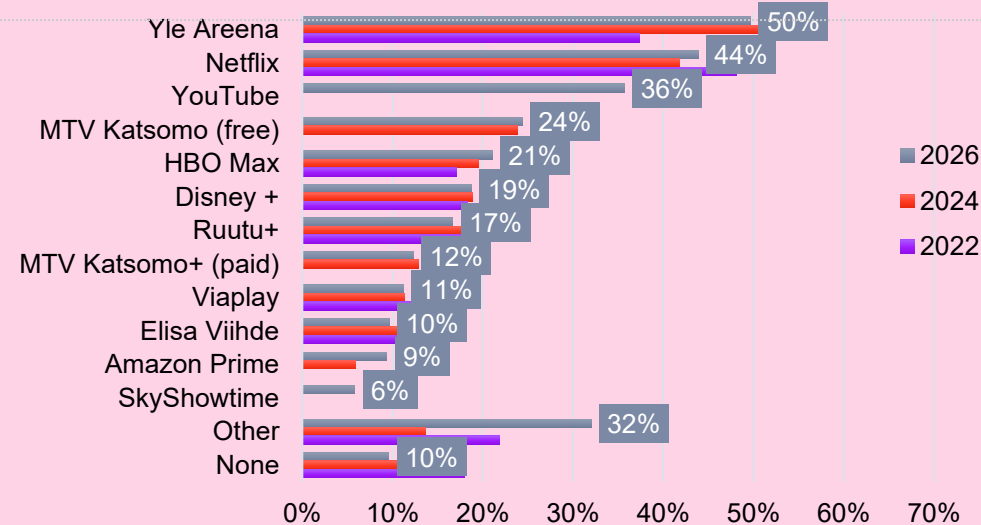
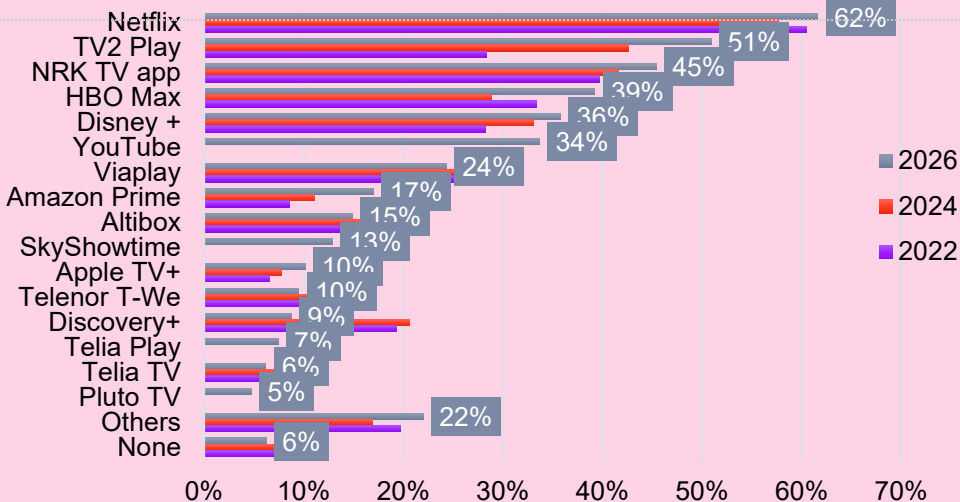
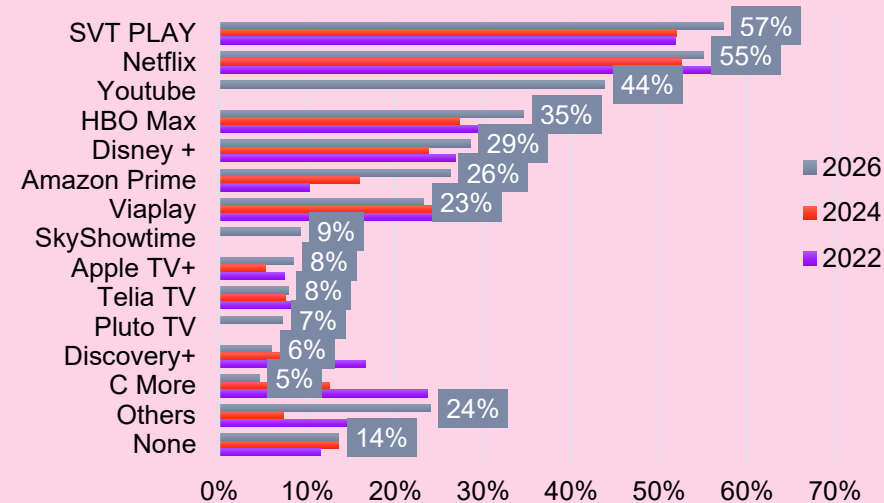
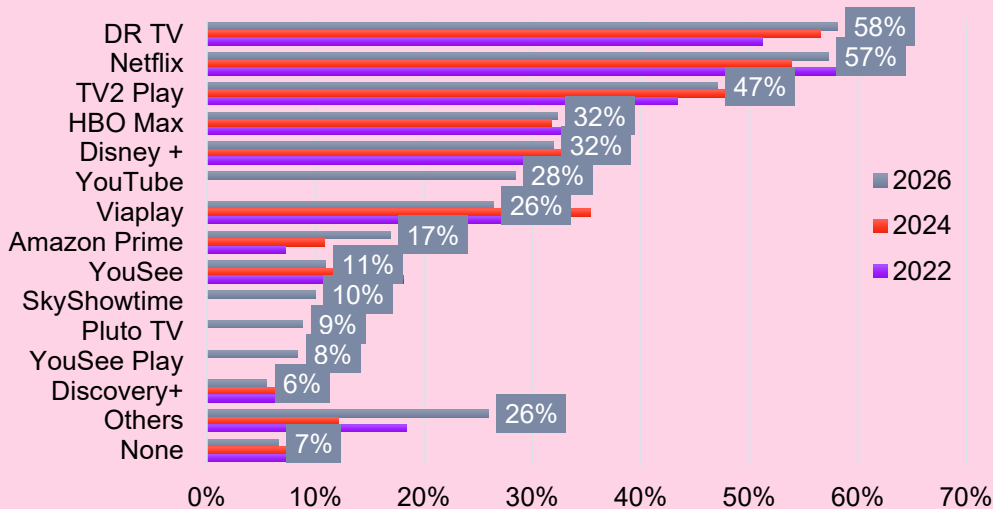


Do you currently use any digital services that provide TV and/or film content?
Base: All

Note: Others = all digital services in 2026 with less than 5%. All streaming services are calculated as the share of the Nordic total and does not reflect local country shares.

Streaming of TV / movie content – Nordic countries

Netflix continues to compete strongly with the local public digital service providers in all markets and is the top provider in Norway. YouTube is a new addition to the tracking in 2026 and is no. 3 in Sweden and Finland, beating providers like HBO Max and Disney+.



Do you currently use any digital services that provide TV and/or film content?

Base: All

Note: Others = All digital services in 2026 with less than 5%.

Commercial Services: Streaming of TV / movie content – Nordic countries

The share of people using commercial streaming services has increased from 83% to 90% since 2024, and has especially increased in Sweden and Finland.

Use at least one commercial TV / movie content streaming service

 **91%** (86%)  **90%** (77%)

 **93%** (91%)  **86%** (78%)

Nordic total

90% (83%) 

Public Services: Streaming of TV / movie content – Nordic countries

The share of people using public streaming services has increased slightly since 2024, driven mainly by increased use of SVT PLAY (SE). A total of 53% of the Nordic people between 12-65 years use at least one public TV streaming service.

Use at least one public TV / movie content streaming service

 **58%** (57%)  **57%** (52%)

 **45%** (42%)  **50%** (54%)

Nordic total

53% (51%) 

Nordic Digital Music Survey

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