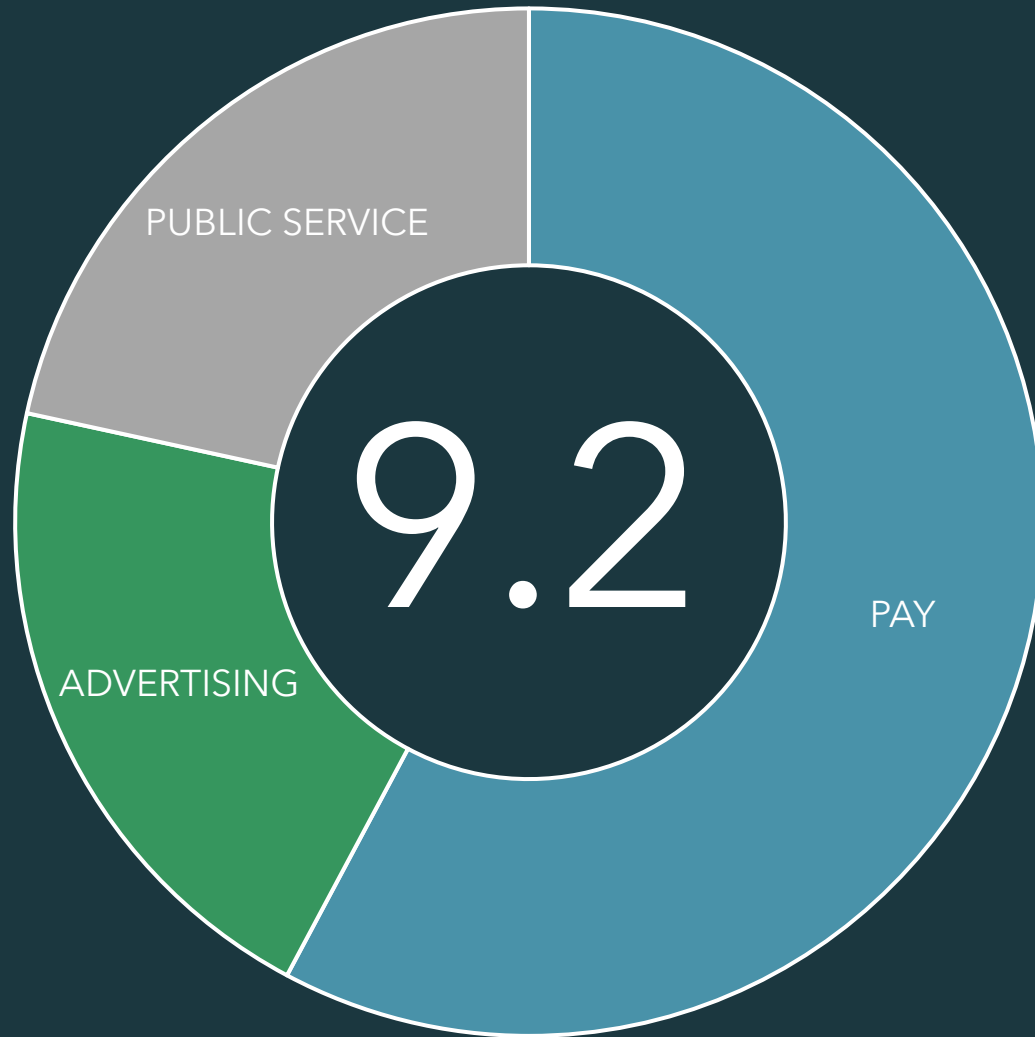


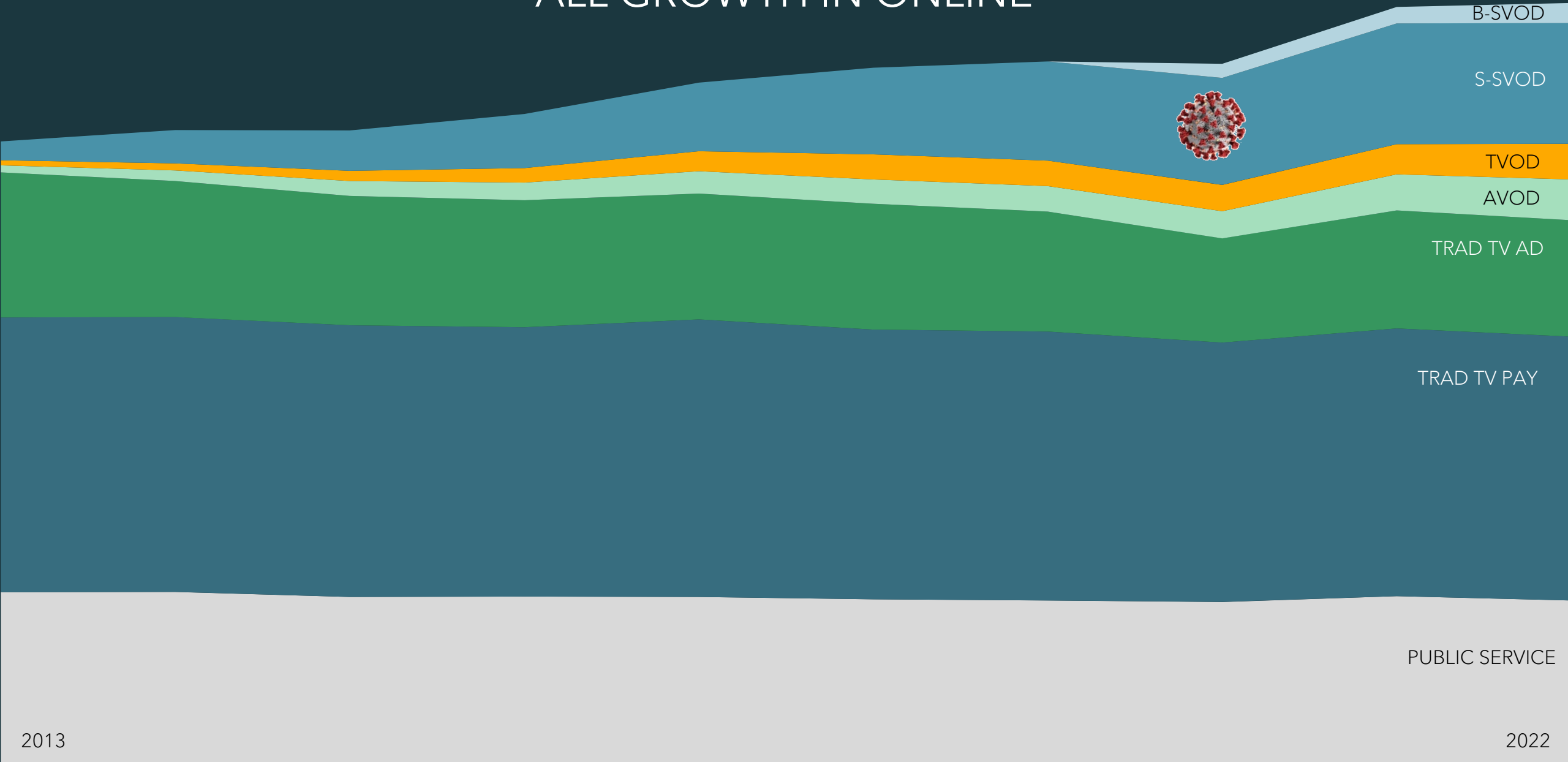


FINNPANEL 26 JAN 2023

NORDIC TV & STREAMING



ALL GROWTH IN ONLINE



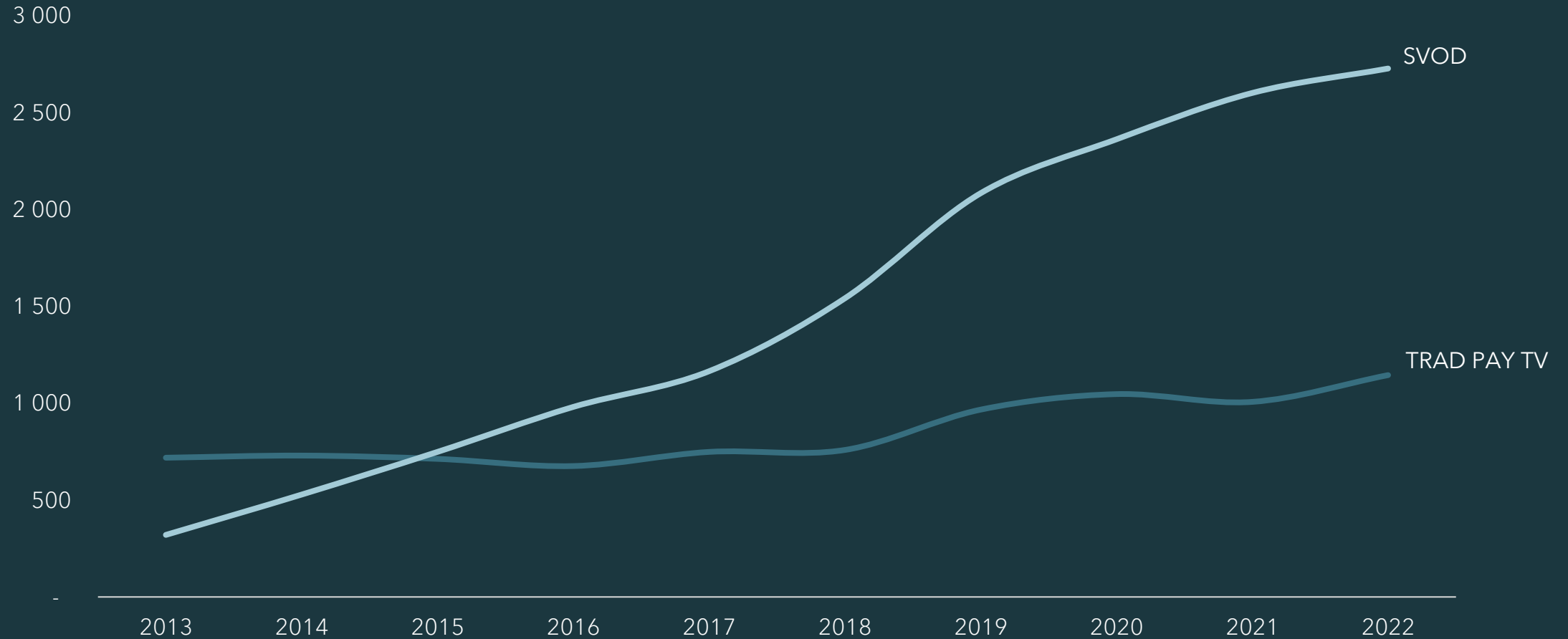
2013

2022

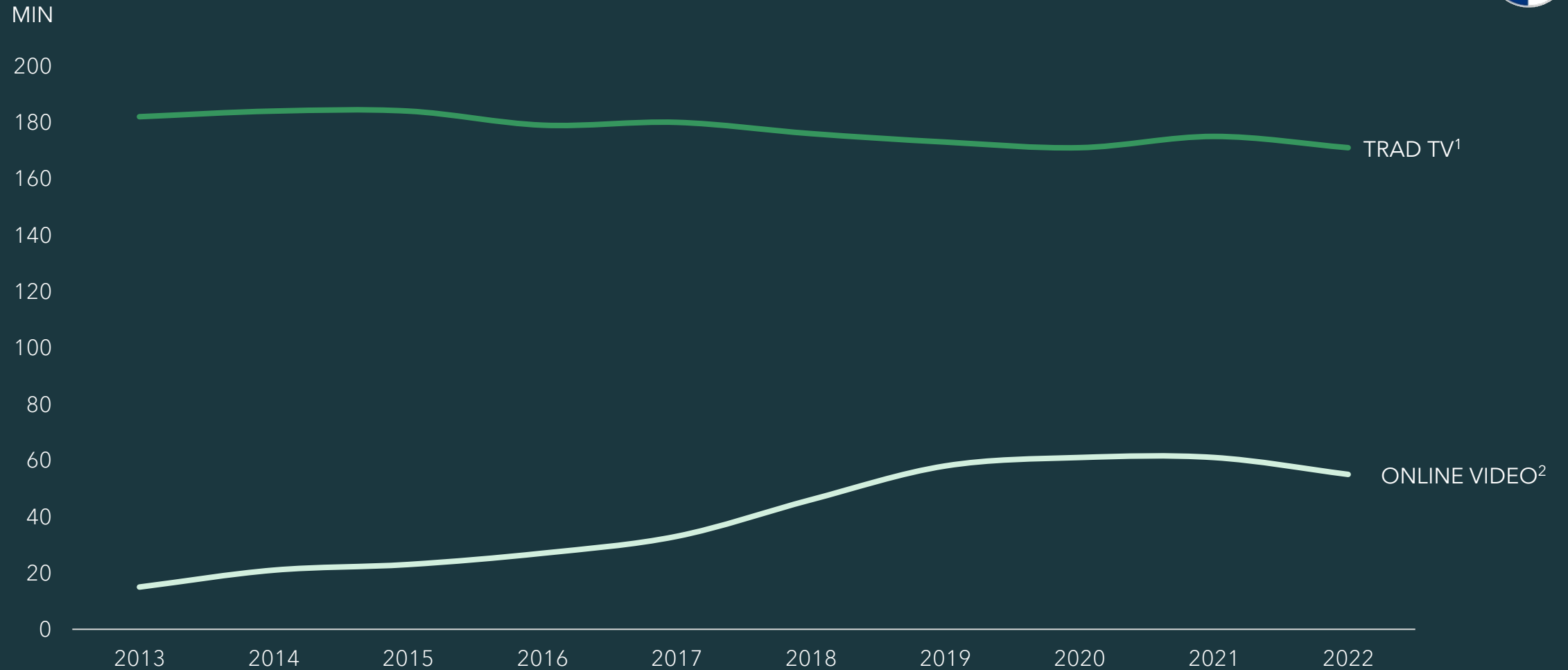
ALL GROWTH IN ONLINE



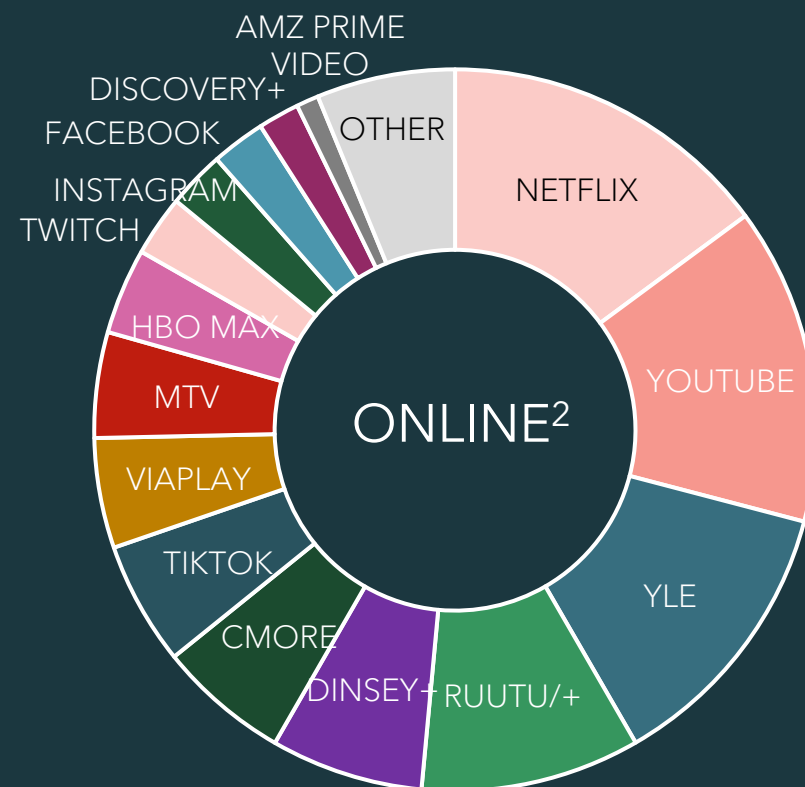
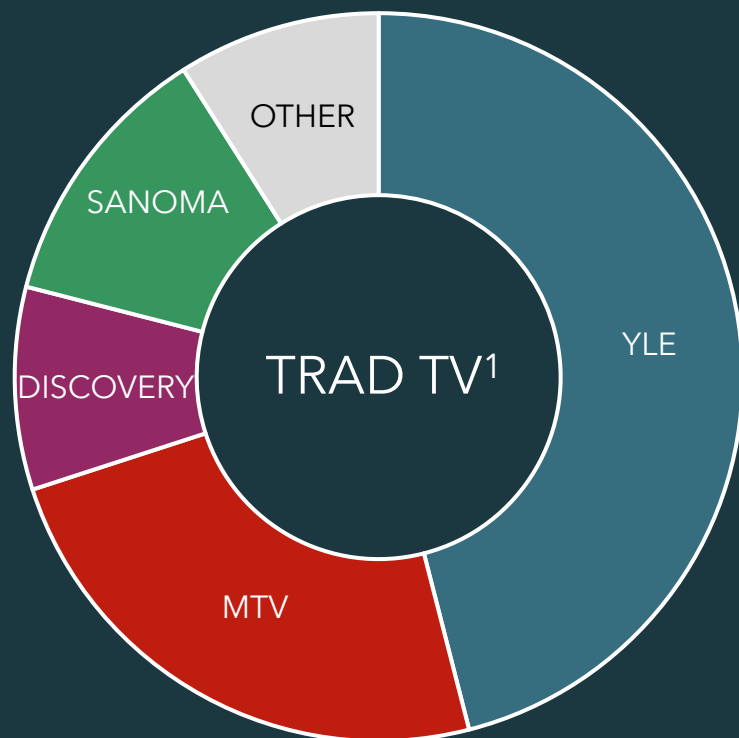
SUBSCRIPTIONS (000)



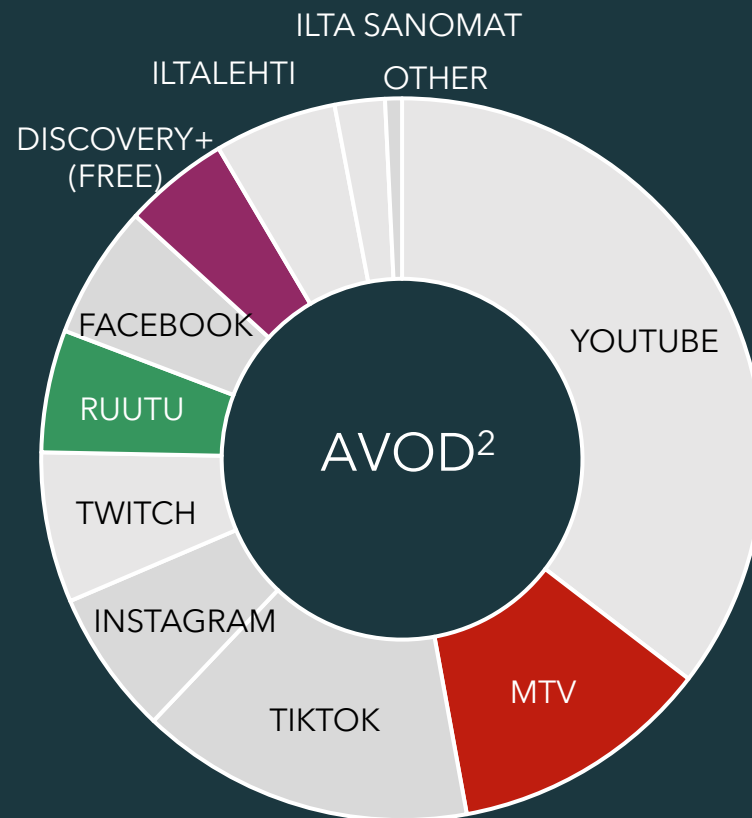
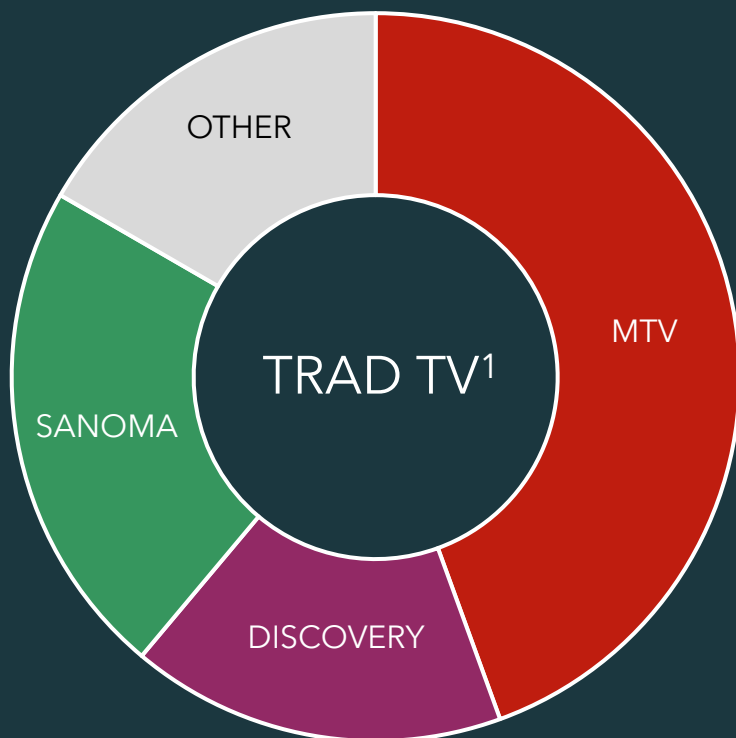
ONLINE VIEWING STABILIZING



TRAD TV ≠ ONLINE VIDEO



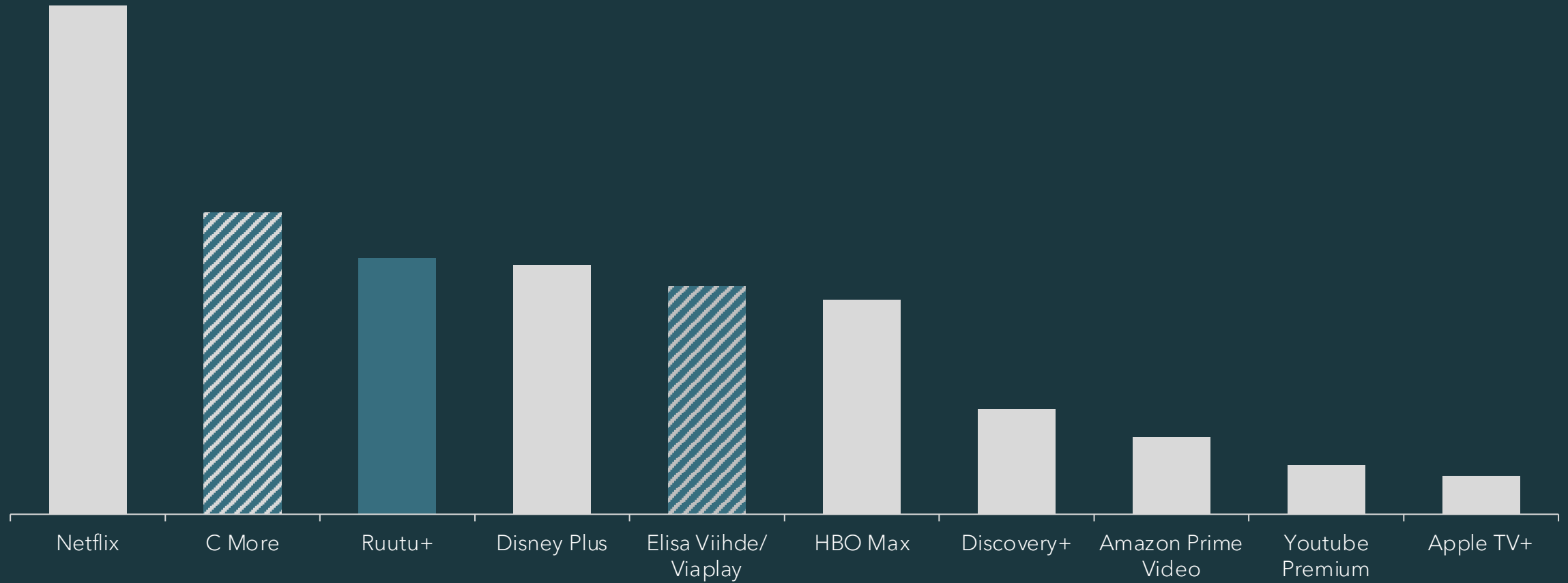
TRAD AD TV $\neq$ AVOD



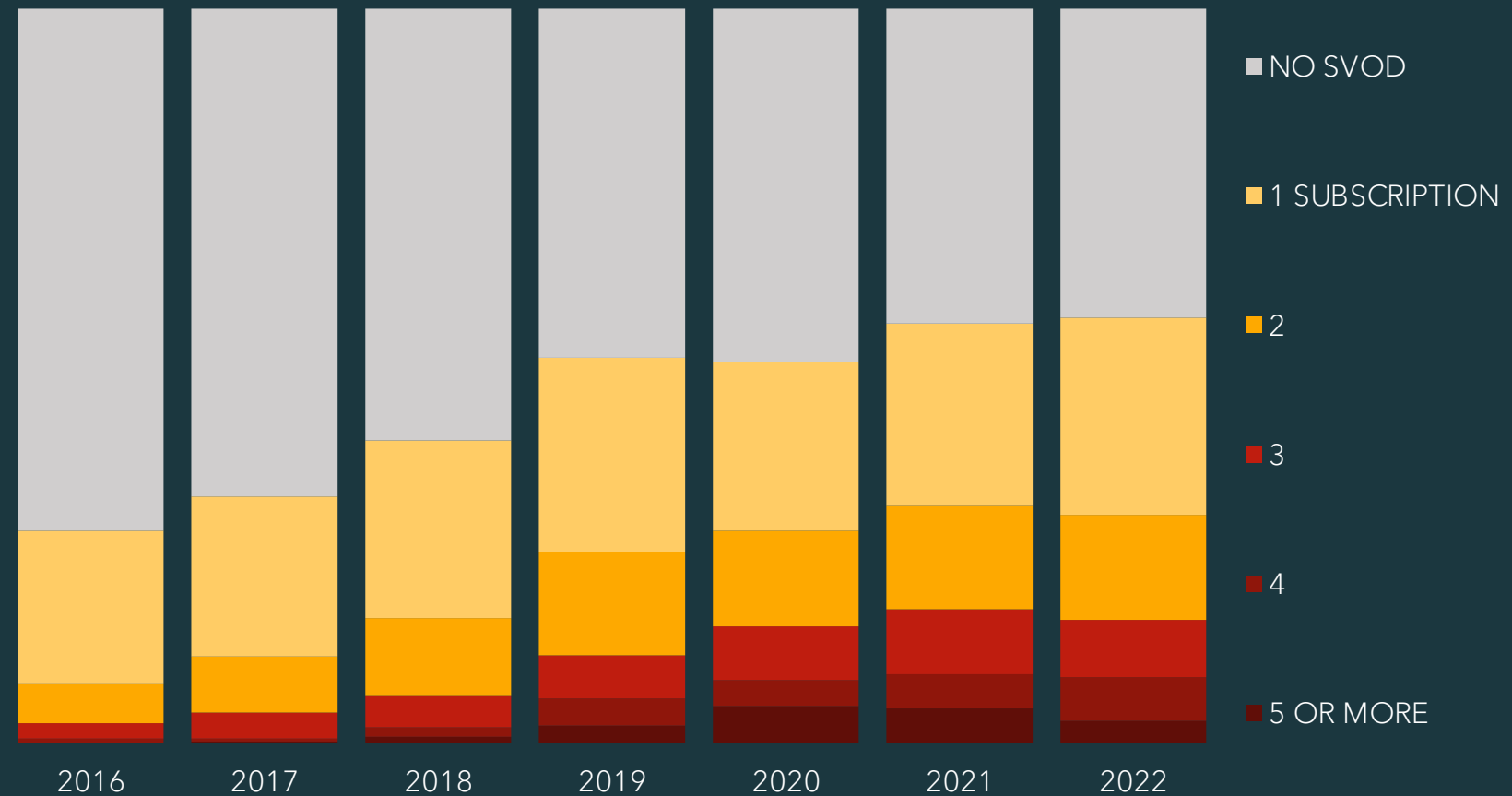
CROWDED STREAMING MARKET



725' HH



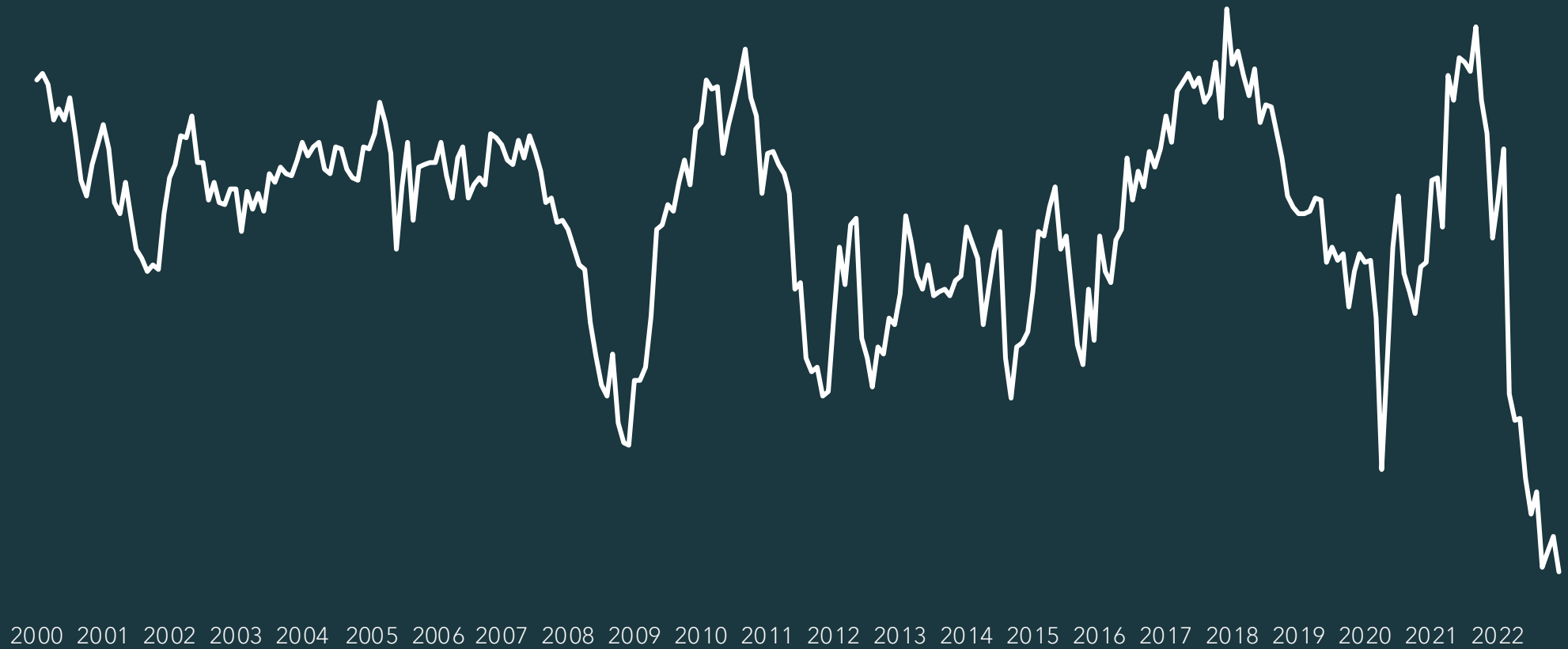
STACKING DRIVES GROWTH ON MATURING SVOD MARKET





19
EUR/M

CONSUMER CONFIDENCE AT "ALL-TIME LOW"





1. ENTERTAINMENT/LEASURE

2. TRAVEL

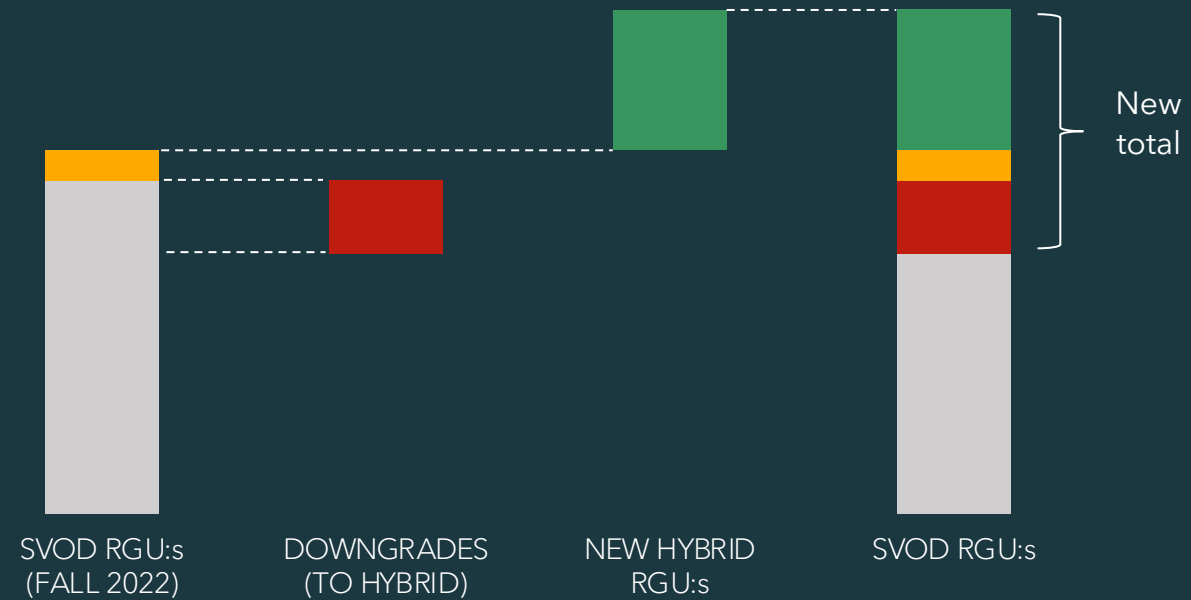
3. OTHER VARIABLE EXPENSES

4. MEDIA

5. COMMODITIES



HVOD NEXT?





260m

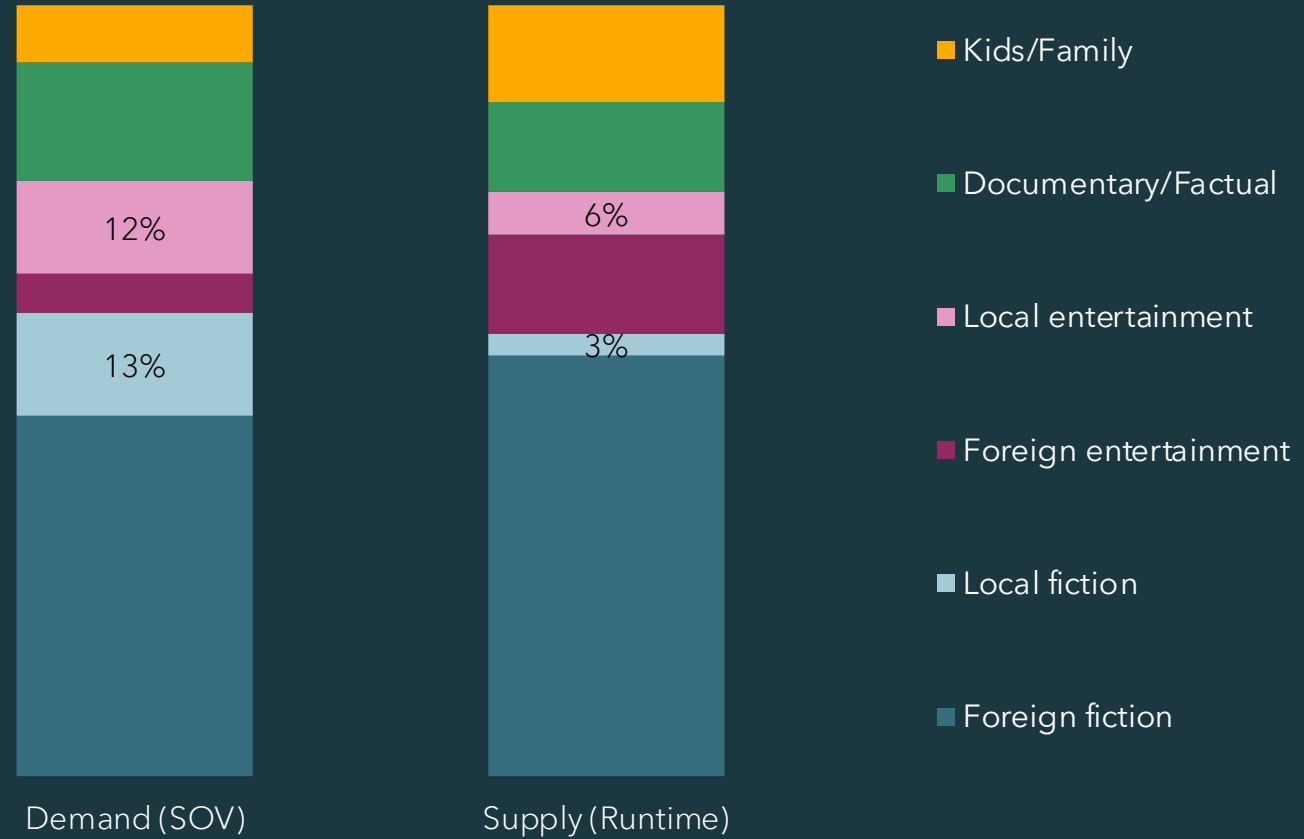
The image features the YouTube logo, which consists of a black rounded rectangle with the word "YouTube" in white. The logo is set against a background of red and yellow squares. A white play button icon is visible in the top right corner of the red square.

YouTube



95 000 h

DEMAND > SUPPLY OF LOCAL CONTENT



IN SUMMARY...

IN SUMMARY...

- NO EFFECT OF ECONOMIC DOWNTURN ON MEDIA SPEND – YET
- ADVERTISING NEXT: BIG POTENTIAL FOR HYBRID AND FAST
- GREAT POTENTIAL FOR LOCAL (ENTERTAINMENT) CONTENT

THANK YOU!

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+46 70 749 59 67

