

DENMARK: media scene

- combination of strong domestic broadcasters and newspapers
- 2 state-owned, public-service broadcasters dominate broadcast news
- diverse national press with strong position online
- regional and local papers important in their markets but limited digital reach
- Denmark is FACEBOOK country
- 1 free daily newspaper

Digital reach

- Newspapers 70%
- Broadcasters 55%
- Pure online players 25%

Digital news platforms 2015

- 13% paid for online news in last year
- 28% say the smartphone is the main way of accessing online news
- 20% say the tablet is the main way of accessing online news

Denmark: Preliminary inventory of repertoires

Labels encapsulate the groups' news use

- F1: Online quality omnivore
- F2: Hybrid PSM lover
- F3: '(Light) News Snacker'
- F4: Mainstream Networker
- F5: The intellectual/professional networker
- F6: Print addict

F1 Online quality omnivore

- Top 2: Online news media
 - *National quality newspaper online; Born-online news sites*
- Top3-5: Online news media
 - *PSB online; YouTube; International news provider online*

Profile: Prefers online news from both legacy and born-online news providers. Except for free print newspaper, the Top-10 is online only and includes legacy online, social media, aggregators, email alerts and blogs. TV and radio news are given low priority, approaching non-use. International outlook. Tend towards quality-conscious: National quality newspaper online no.1); PBS online no.3; International online no.5.

F2 Hybrid PSB lover

- Top 2: *Radio PSB; Online PSB news*
- Top 3-5: *National quality newspaper online; National PSB TV; PSB Text-TV*

Profile: 7 news media in the Top-10 are PSB institutional origin, 6 of them broadcast, 1 online, penchant for radio (no. 1). All of Top-10 are legacy news media. Social media are outside the staple news diet. Not at all averse to 'familiar' online news sources. Tend towards quality-conscious – PSB online+broadcast; national quality newspaper online; Current affairs TV + Radio.

F3 (Light) News Snacker

- Top 2: *Tabloid newspaper online; 24-hour TV news*
- Top 3-5: *National PSB TV; Facebook; Text-TV*

Profile: Goes for frequent news updates in the brief and light genres, on a versatile range of technological platforms. TV formats dominate. Print platforms play a minor role, print media are at the bottom of the ranks. But newspapers online play an important role (no.1). A fairly salient taste for depth of information (TV current affairs as no. 6 and 9). PSB TV formats are nos. 3, 5, 6, 8. Newspapers across platforms are nos. 1, 7, 8

F4 Mainstream Networker

- Top 2: *National quality daily print; Other social media*
- Top 3-5: *International TV news; National PSB TV; Facebook*

Profile: Another versatile repertoire (cf. F1), with several news consumption strategies: One finding news through one's networks; another searching for news through mainstream national and international news providers, incl. lean-forward news aggregators (no.10) that supplement a variety of lean-back quality suppliers (national print daily quality (no.1), national PSB TV news (no.4). Conspicuous absence of legacy media online.

F5 The intellectual/professional networker

- Top 2: *Facebook; Radio current affairs*
- Top 3-5: *Professional magazines; TV current affairs serious; News on Twitter*

Profile: Shares with F4 key strategy to find news through social media networks. Unusual in a Danish context is the prominence of Twitter. The difference from F4 lies mainly in the prominence of two kinds of current affairs programs (radio, TV serious) - radio current affairs signals 'niche intellectual community'. High ranking of professional/party-political magazines is unusual. Mainstream news media come in a second tier of importance.

F6 Print addict

- Top 2: *Free daily print; National quality newspaper print*
- Top 3-5: *Local weekly print; Local daily print; National PSB TV*

Profile: Dominated by printed national + local newspapers, incl. paid + free newspapers. Supplemented with PSB TV news, followed by diverse supplementary sources incl. 2 sources of TV news (Regional, TV current aff.) and two online-based services (Email alerts; Aggreg.). Apart from these two differently personalized online news providers, online news media are conspicuous by their 'absence', both legacy media online news and social media.

News as democratic resources

Key points:

- Public service media loom large: 'public knowledge' is high
- Social media for news are widespread: people encounter greater diversity of news sources

Thank you!