

Meltwater

Why do marketers use social listening?
according to Meltwater's State of Social Media 2024

55%

To better understand my target audience

43%

To manage brand reputation

30%

To benchmark against competitors

34%

To raise brand awareness

29%

To gather and analyze consumer insights

23%

To identify and manage crises

See how your strategy compares to responses from several thousand marketing professionals in Meltwater's report.

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State of Social Media 2024

Download the report

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Think Forward

THE SOCIAL RECKONING

IN A NEW ERA OF SOCIAL, EVERY BRAND WILL BE JUDGED

Dive into We Are Social's latest trends report.

Attention layering

Everyday Fandom

Mischief Mode

The Offline Internet

Post Representation

Explore the trends:

ThinkForward.WeAreSocial.com

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françaisJan 2024 Population Essentials
Demographics and Other Key Indicators

Total Population

5.93 Million

Female Population

50.2%

Male Population

49.8%

Year-on-Year Change in Total Population

+0.5% +29 Thousand

Median Age of the Population

41.3

Urban Population

88.6%

Population Density (People per km²)

139.8

Overall Literacy (Adults aged 15+)

99.0%

Female Literacy (Adults aged 15+)

99.0%

Male Literacy (Adults aged 15+)

99.0%

Sources:

Kepios Analysis, United Nations, Local Government Authorities, World Bank, UNESCO,
CIA World Factbook, Our World in Data, IND, EuroMun, Endemia

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DENMARK

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.

TOTAL POPULATION

5.93 MILLION

-

YEAR-ON-YEAR CHANGE

+0.5%

+29 THOUSAND

URBANISATION

88.6%

CELLULAR MOBILE CONNECTIONS

9.03 MILLION

-

YEAR-ON-YEAR CHANGE

+1.1%

+100 THOUSAND

TOTAL VS. POPULATION

152.4%

INDIVIDUALS USING THE INTERNET

5.87 MILLION

-

YEAR-ON-YEAR CHANGE

+0.5%

+28 THOUSAND

TOTAL VS. POPULATION

99.0%

SOCIAL MEDIA USER IDENTITIES

4.72 MILLION

-

YEAR-ON-YEAR CHANGE

-4.5%

-220 THOUSAND

TOTAL VS. POPULATION

79.7%

SOURCES: UN: GOVERNMENT AUTHORITIES: GSMA INTELLIGENCE: ITU: EUROSTAT: CISCO: KANTAR & IMRB: PLATFORM RESEARCH: GCD: META:

RESEARCH CENTRES: RFKEN5: ANALYSIS: ADVISORY: SOCIAL MEDIA USER IDENTITIES NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARABILITY: SOURCE INFORMATION AND BASE WEIGHTS FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS: GLOBAL DEMAPS: VARIOUS GOVERNMENT SOURCES. NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE NOT COMPARABLE WITH PREVIOUS REPORTS AND MAY NOT REPRESENT DECREASES IN THE EXTENT OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES. THIS REPORT WILL PRODUCE INACCURATE RESULTS. PLEASE SEE NOTES ON DATA.

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POPULATION OVER TIME POPULATION BY YEAR, WITH YEAR-ON-YEAR CHANGE

Jan 2014: 5.64 M (+0.5%)
Jan 2015: 5.66 M (+0.5%)
Jan 2016: 5.69 M (+0.5%)
Jan 2017: 5.72 M (+0.5%)
Jan 2018: 5.75 M (+0.5%)
Jan 2019: 5.78 M (+0.5%)
Jan 2020: 5.81 M (+0.5%)
Jan 2021: 5.84 M (+0.5%)
Jan 2022: 5.87 M (+0.5%)
Jan 2023: 5.90 M (+0.5%)
Jan 2024: 5.93 M (+0.5%)

Denmark

Sources: United Nations, Local Government Authorities, Kepios analysis. Note: where letters are shown next to figures above bars, "K" denotes thousands (e.g. "123.4K" = 123,400), "M" denotes millions (e.g. "123.4M" = 123,400,000), and "B" denotes billions (e.g. "123.4B" = 123,400,000,000). Where no letter is present, values are shown as-is. Comparability: Source changes and base revisions. Figures may not correlate with values published in our previous reports.

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AGE DISTRIBUTION OF THE POPULATION

THE NUMBER OF PEOPLE IN EACH AGE GROUP, AND ASSOCIATED SHARE OF THE POPULATION

[Chart displaying the age distribution]

- 318K - 5.4% - AGE 0-4
- 307K - 5.2% - AGE 5-9
- 347K - 5.9% - AGE 10-14
- 364K - 6.1% - AGE 15-19
- 404K - 6.8% - AGE 20-24
- 402K - 6.8% - AGE 25-29
- 353K - 6.0% - AGE 30-34
- 334K - 5.7% - AGE 35-39
- 373K - 6.3% - AGE 40-44
- 390K - 6.6% - AGE 45-49
- 414K - 7.0% - AGE 50-54
- 366K - 6.2% - AGE 55-59
- 326K - 5.5% - AGE 60-64
- 297K - 5.0% - AGE 65-69
- 228K - 3.9% - AGE 70-74
- 181K - 3.0% - AGE 75-79
- 94.3K - 1.6% - AGE 80-84
- 36.6K - 0.6% - AGE 85-89
- 9.710 - 0.2% - AGE 90-94
- 1.333 - <0.1% - AGE 100+

[Logo and sources at the bottom]

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[Icons for navigation, language selection (français)]** JAN 2024 - DEVICE OWNERSHIP**

Percentage of Internet users aged 16 to 64 who own each kind of device

****ANY KIND OF MOBILE PHONE****

- 96.2%
- Year-on-Year Change: +0.9% (+90 BPS)

****SMART PHONE****

- 95.4%
- Year-on-Year Change: +1.1% (+100 BPS)

****FEATURE PHONE****

- 12.8%

- Year-on-Year Change: +17.4% (+190 BPS)

****LAPTOP OR DESKTOP COMPUTER****

- 69.9%

- Year-on-Year Change: -0.3% (-20 BPS)

****TABLET DEVICE****

- 48.8%

- Year-on-Year Change: -3.2% (-160 BPS)

****GAMES CONSOLE****

- 29.9%

- Year-on-Year Change: -5.4% (-170 BPS)

****SMART WATCH OR SMART WRISTBAND****

- 31.2%

- Year-on-Year Change: +3.3% (+100 BPS)

****TV STREAMING DEVICE****

- 43.6%

- Year-on-Year Change: [UNCHANGED]

****SMART HOME DEVICE****

- 16.9%

- Year-on-Year Change: +9.7% (+150 BPS)

****VIRTUAL REALITY DEVICE****

- 4.8%

- Year-on-Year Change: -27.3% (-180 BPS)

***Source*:** GWI Q3 2021 figures represent the findings of a broad survey of Internet Users aged 16 to 64 (see GWI.com). ***Notes*:** Percentage change values represent relative change (i.e., an increase of 50% from a starting value of 50% would equal an increase of 25% not 75%). BPS values represent basis points, and indicate absolute change. ***Comparability*:** Methodology changes (see notes on data).

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***Icons:** Home, Search, Settings, Download, Share, Print, Language (Français)*

***Sponsored by*:** We Are Social, Meltwater.Voici la retranscription textuelle de l'image :

JAN 2024

FINANCIAL AND DEVELOPMENTAL INDICATORS
WORLD BANK INDICATORS FOR FINANCIAL DEVELOPMENT, ACCESS TO
ESSENTIAL SERVICES, AND DEVICE OWNERSHIP

[Flag of Denmark]
DENMARK

- GROSS DOMESTIC PRODUCT (CURRENT U.S. DOLLARS)
\$420.8 BILLION

% OF THE POPULATION EARNING LESS THAN \$3.65 (2017 PPP) PER DAY
0.2%

- GROSS DOMESTIC PRODUCT (PPP, CURRENT INTERNATIONAL DOLLARS)
\$441.8 BILLION

% OF THE POPULATION WITH ACCESS TO BASIC DRINKING WATER
100%

- GROSS DOMESTIC PRODUCT PER CAPITA (CURRENT U.S. DOLLARS)
\$71.4 THOUSAND

% OF THE POPULATION WITH ACCESS TO BASIC SANITATION
99.6%

- GROSS DOMESTIC PRODUCT PER CAPITA (PPP, CURRENT INTERNATIONAL
DOLLARS)
\$75.0 THOUSAND

% OF THE POPULATION WITH ACCESS TO ELECTRICITY
100%

- NET NATIONAL INCOME PER CAPITA (CURRENT U.S. DOLLARS)
\$58.8 THOUSAND

% OF THE POPULATION THAT OWNS A MOBILE PHONE (ANY TYPE)
100%

SOURCES: IMF, WORLD BANK (MOST LATEST PUBLISHED DATA UP TO 2021).
DEFINITIONS: *\$3.65 (2017 PPP): REFLECTS LOCAL PURCHASING POWER
PARITY, BASED ON THE WORLD BANK'S 2017 EXCHANGE RATES REFERENCE.
BASIC DRINKING WATER: PERCENTAGE OF THE TOTAL POPULATION USING
IMPROVED WATER SOURCES. BASIC SANITATION: PERCENTAGE OF THE TOTAL
POPULATION USING IMPROVED SANITATION OPTIONS. MOBILE PHONE:
PERCENTAGE OF HOUSEHOLD OWNERS THAT OWN AT LEAST ONE MOBILE

PHONE. COMPARABILITY: FIGURES USE LATEST PUBLISHED DATA AVAILABLE FOR EACH DATA VALUE AND MAY NOT MATCH VALUES SHOWN ELSEWHERE IN THIS REPORT.

[Logos of We Are Social and Meltwater]

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[Slide 22 out of total 131 slides]

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JAN 2024 MEDIA USE
THE PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH MEDIA TYPE

USING THE INTERNET VIA A MOBILE PHONE
97.8% YEAR-ON-YEAR CHANGE +0.4% (+42 BPS)

USING THE INTERNET VIA A LAPTOP, DESKTOP, OR TABLET
96.7% YEAR-ON-YEAR CHANGE +1.1% (+103 BPS)

USING SOCIAL MEDIA
95.5% YEAR-ON-YEAR CHANGE +2.4% (+224 BPS)

WATCHING LINEAR AND BROADCAST TV
91.1% YEAR-ON-YEAR CHANGE +0.2% (+18 BPS)

WATCHING STREAMING AND ON-DEMAND TV
84.9% YEAR-ON-YEAR CHANGE +0.5% (+41 BPS)

READING ONLINE PRESS CONTENT
86.5% YEAR-ON-YEAR CHANGE +0.06% (+5 BPS)

READING PHYSICAL PRESS CONTENT
80.8% YEAR-ON-YEAR CHANGE -2.8% (-234 BPS)

LISTENING TO BROADCAST RADIO
81.5% YEAR-ON-YEAR CHANGE -3.5% (-292 BPS)

LISTENING TO MUSIC STREAMING SERVICES

71.4% YEAR-ON-YEAR CHANGE +2.9% (+200 BPS)

LISTENING TO PODCASTS

68.1% YEAR-ON-YEAR CHANGE +4.7% (+305 BPS)

SOURCE: GWI Q3 2023 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64 (SEE METHODOLOGY). NOTES: PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE IN THE NUMBER OF INTERNET USERS AGED 16 TO 64 WHO CLAIM TO USE EACH FORMAT/DEVICE/MEDIA TYPE THIS YEAR COMPARED WITH THE EQUIVALENT FIGURE IN OUR Q3 2022 BASELINE. ABSOLUTE CHANGE VALUES REPRESENT THE DIFFERENCE IN PERCENTAGE POINTS BETWEEN THE TWO FIGURES. YEAR-ON-YEAR COMPARABILITY OF USE WITHIN "LISTENING TO BROADCAST RADIO" AND "LISTENING TO MUSIC STREAMING SERVICES" FORMATS MAY BE INFLUENCED BY ADJUSTMENTS TO QUESTIONNAIRE DESIGN FOR THE OCTOBER 2023 SURVEY WAVE. FIGURES FOR TIME SPENT CONSUMING EACH MEDIA TYPE AND MEDIA WITHIN THESE FORMATS INCLUDE BEHAVIOUR ON BOTH LINEAR AND ON-DEMAND PLATFORMS.

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Overview of Internet Use

Essential Indicators of Internet Adoption and Use

- Total Number of Internet Users: 5.87 million
- Internet Users vs. Total Population: 99.0%
- Year-on-Year Change in Total Internet Users: +0.5% (+28 thousand)
- Year-on-Year Change in Internet Users vs. Population: 0% [unchanged]
- Indexed Internet Adoption vs. Global Average: 149.6
- Percentage of Internet Users Accessing via Mobile Phones: 92.3%
- Average Daily Time Spent Using the Internet: 5H 08M
- Year-on-Year Change in Daily Time Spent Using the Internet: +3.2% (+9 mins)

Sources: KEPOS Analysis Ltd., GSM Intelligence, Eurostat, CIA World Factbook, GWI, OMDIA, Meltwater.

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DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES

DENMARK

TIME SPENT USING THE INTERNET

5H 08M

YEAR-ON-YEAR CHANGE
+3.2% (+9 MINS)

TIME SPENT WATCHING TELEVISION
(BROADCAST AND STREAMING)
3H 15M
YEAR-ON-YEAR CHANGE
-2.3% (-4 MINS)

TIME SPENT USING SOCIAL MEDIA
1H 50M
YEAR-ON-YEAR CHANGE
+2.7% (+2 MINS)

TIME SPENT READING PRESS MEDIA
(ONLINE AND PHYSICAL PRINT)
1H 50M
YEAR-ON-YEAR CHANGE
-2.9% (-2 MINS)

TIME SPENT LISTENING TO MUSIC STREAMING SERVICES
1H 19M
YEAR-ON-YEAR CHANGE
-7.7% (-6 MINS)

TIME SPENT LISTENING TO BROADCAST RADIO
1H 06M
YEAR-ON-YEAR CHANGE
-6.4% (-4 MINS)

TIME SPENT LISTENING TO PODCASTS
0H 44M
YEAR-ON-YEAR CHANGE
-7.9% (-3 MINS)

TIME SPENT USING A GAMES CONSOLE
0H 44M
YEAR-ON-YEAR CHANGE
+3.6% (+1 MINS)

25

SOURCE: GWI Jan 2024 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64, SEE [GWI.COM/NOTES](https://www.gwi.com/notes). NOTE: PEOPLE MAY CONSUME DIFFERENT MEDIA CONCURRENTLY. TELEVISION INCLUDES LINEAR BROADCAST AND CABLE TELEVISION

CONSUMPTION, BUT VIEWING IS ASCRIBED TO VIDEO-ON-DEMAND SERVICES.
PRESS INCLUDES BOTH ONLINE AND PHYSICAL
PRINT MEDIA. BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO.
COMPARABILITY: METHODOLOGY CHANGES VS. LAST YEAR CAN AFFECT
DIRECT COMPARISONS SEE NOTES ON DATA.

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INTERNET USER PERSPECTIVES

INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

Denmark

Internet Users: ITU

5.85 MILLION

vs. POPULATION

98.8%

Internet Users: CIA World Factbook

5.84 MILLION

vs. POPULATION

98.6%

Internet Users: InternetWorldStats

5.69 MILLION

vs. POPULATION

96.0%

SOURCES: AS STATED ABOVE EACH ICON. NOTES: WHERE SOURCES PUBLISH
INTERNET ADOPTION AS A PERCENTAGE IN PENETRATION, WE COMPARE THE
LATEST PUBLISHED ADOPTION RATES WITH THE LATEST FIGURES FOR
POPULATION TO DERIVE ABSOLUTE USER NUMBERS. WHERE SOURCES
PUBLISH ABSOLUTE USER NUMBERS, WE COMPARE THESE ABSOLUTE USER
FIGURES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE VALUE FOR
PENETRATION. COMPARABILITY: POTENTIAL MISMATCHES, INTERNET USER
FIGURES QUOTED ELSEWHERE IN THIS REPORT DEAL WITH MULTIPLE
SOURCES, INCLUDING SOURCES NOT INCLUDED IN THIS SLIDE.

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UTILISATION D'INTERNET AU FIL DU TEMPS (YOY)

NOMBRE D'INDIVIDUS UTILISANT L'INTERNET, ET CHANGEMENT D'UNE ANNÉE À L'AUTRE

Janvier 2014 : 5,43 M (+0,7 %)
Janvier 2015 : 5,47 M (+1,1 %)
Janvier 2016 : 5,53 M (+0,7 %)
Janvier 2017 : 5,57 M (+1,1 %)
Janvier 2018 : 5,63 M (+0,7 %)
Janvier 2019 : 5,67 M (+1,3 %)
Janvier 2020 : 5,74 M (+0,7 %)
Janvier 2021 : 5,78 M (-0,4 %)
Janvier 2022 : 5,76 M (+1,4 %)
Janvier 2023 : 5,84 M (+0,5 %)
Janvier 2024 : 5,87 M

Sources : Kepios Analysis, ITU, GSMA Intelligence, Eurostat, GWI, Google's advertising resources, Cininc, Kantar, IAMAI, government resources, United Nations. Note: where letters are shown next to figures above, this denotes notes as follows: \$` User = 10,000, 000; \$a User = 1,000,000, 000; \$b User = 10,000,000. All figures use the latest available data, but some sources do not publish regular updates, so figures for recent periods may differ significantly from dates.

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DAILY TIME SPENT USING THE INTERNET AMOUNT OF TIME THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY

DENMARK

DAILY TIME SPENT USING THE INTERNET ACROSS ALL DEVICES
5H 08M

TIME SPENT USING THE INTERNET ON MOBILE PHONES
2H 24M

TIME SPENT USING THE INTERNET ON COMPUTERS AND TABLETS
2H 43M

MOBILE'S SHARE OF TOTAL DAILY INTERNET TIME
46.9%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A LARGE SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM.

COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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** JAN 2024 **

** INTERNET ADOPTION RATE OVER TIME (YOY) **

** Number of individuals using the Internet as a percentage of total population, and year-on-year relative change **

** Denmark ** (drapeau danois)

JAN	% Adoption	Variation annuelle (%)	
-----	-----	-----	
JAN 2014	96.4%	+0.2%	
JAN 2015	96.6%	+0.2%	
JAN 2016	97.1%	+0.6%	
JAN 2017	97.3%	+0.2%	
JAN 2018	97.9%	+0.5%	
JAN 2019	98.0%	+0.2%	
JAN 2020	98.8%	+0.8%	
JAN 2021	99.0%	+0.2%	
JAN 2022	98.1%	-0.9%	
JAN 2023	99.0%	+0.9%	
JAN 2024	99.0%	0%	

Sources:

- TeleGeography
- GSMA Intelligence
- Eurostat
- Google's Advertising Resources
- CNNIC
- Kantar IMAI
- Government Resources
- United Nations

Notes:

- Data is for individuals of any age who use the internet via any device at least once per month.
- Data up to the most recent available year.

- Figures show the relative change in internet adoption.
- We have corrected historical data wherever sources have updated their historical numbers.
- Figures may not equal 100% due to rounding.
- Latest data at January 17, 2024.

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MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE THE INTERNET

1. FINDING INFORMATION: 64.6%
2. KEEPING UP TO DATE WITH NEWS AND EVENTS: 59.8%
3. WATCHING VIDEOS, TV SHOWS OR MOVIES: 55.8%
4. STAYING IN TOUCH WITH FRIENDS AND FAMILY: 55.4%
5. RESEARCHING HOW TO DO THINGS: 54.4%
6. FINDING NEW IDEAS OR INSPIRATION: 47.8%
7. ACCESSING AND LISTENING TO MUSIC: 45.9%
8. RESEARCHING PRODUCTS AND BRANDS: 42.5%
9. FILLING UP SPARE TIME AND GENERAL BROWSING: 42.1%
10. RESEARCHING PLACES, VACATIONS AND TRAVEL: 40.8%
11. MANAGING FINANCES AND SAVINGS: 27.5%
12. RESEARCHING HEALTH ISSUES AND HEALTHCARE PRODUCTS: 25.9%
13. GAMING: 22.1%
14. BUSINESS-RELATED RESEARCH: 21.8%
15. EDUCATION AND STUDY-RELATED PURPOSES: 20.2%

Source: GWI (Q3 2023). Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM. Comparability: Methodology changes, see notes on data.

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****JAN 2024****

****INTERNET CONNECTION SPEEDS****

****MEDIAN** SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS**

Median Speed of Mobile Internet Connections

- ****Download (Mbps)****: 147.03
- ****Upload (Mbps)****: 19.67
- ****Latency (ms)****: 18

Year-on-Year Change in Median Speed of Mobile Internet Connections

- ****Download****: +29.6%
- ****Upload****: +4.1%
- ****Latency****: -5.3%

Median Speed of Fixed Internet Connections

- ****Download (Mbps)****: 209.52
- ****Upload (Mbps)****: 114.44
- ****Latency (ms)****: 7

Year-on-Year Change in Median Speed of Fixed Internet Connections

- ****Download****: +11.2%
- ****Upload****: +9.6%
- ****Latency****: 0%

SOURCE: OOKLA. NOTE: FIGURES REPRESENT MEDIAN DOWNLOAD AND UPLOAD SPEEDS IN MEGABITS PER SECOND, AND MEDIAN CONNECTION LATENCY IN MILLISECONDS IN NOVEMBER 2023. TIP: A NEGATIVE VALUE FOR YEAR-ON-YEAR CHANGE IN LATENCY REPRESENTS AN IMPROVEMENT, BECAUSE LOWER LATENCY SHOULD RESULT IN FASTER CONTENT DELIVERY.

****DENMARK****

![Flag of Denmark]

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- **[Buttons for navigation, grid view, download, and sharing]**

- ***français* JAN 2024**

DEVICES USED TO ACCESS THE INTERNET

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH KIND OF DEVICE TO ACCESS THE INTERNET

DENMARK

MOBILE PHONE (ANY)

92.3%

YEAR-ON-YEAR CHANGE +2.9% (+260 BPS)

LAPTOP OR DESKTOP (ANY)

73.3%

YEAR-ON-YEAR CHANGE -3.7% (-280 BPS)

SMART PHONE

89.4%

YEAR-ON-YEAR CHANGE +1.8% (+160 BPS)

FEATURE PHONE

5.5%

YEAR-ON-YEAR CHANGE +3.8% (+20 BPS)

TABLET DEVICE

39.1%

YEAR-ON-YEAR CHANGE +1.0% (+40 BPS)

PERSONAL LAPTOP OR DESKTOP

63.4%

YEAR-ON-YEAR CHANGE -9.3% (-650 BPS)

WORK LAPTOP OR DESKTOP

30.3%

YEAR-ON-YEAR CHANGE +6.7% (+190 BPS)

CONNECTED TELEVISION

33.5%

YEAR-ON-YEAR CHANGE -3.5% (-120 BPS)

SMART HOME DEVICE

13.9%

YEAR-ON-YEAR CHANGE +6.1% (+80 BPS)

GAMES CONSOLE

11.7%

YEAR-ON-YEAR CHANGE -5.6% (-70 BPS)

SOURCE: GWI Q4 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM/METHODOLOGY](https://www.gwi.com/methodology) FOR MORE INFORMATION. NOTES: "MOBILE PHONE (ANY)" INCLUDES USERS

WHO ACCESS VIA A SMARTPHONE OR FEATURE PHONE. "LAPTOP OR DESKTOP (ANY)" INCLUDES USERS WHO ACCESS VIA THE SAME COMPUTER FOR WORK AND PERSONAL PURPOSES. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE. PPS VALUES SHOW THE CHANGE IN BASIS POINTS AND REFLECT ABSOLUTE CHANGE.

COMPARABILITY METHODOLOGY CHANGES: SEE NOTES ON DATA

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SHARE OF WEB TRAFFIC BY DEVICE
PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON EACH KIND OF DEVICE

DENMARK

MOBILE PHONES
28.07%
YEAR-ON-YEAR CHANGE
-25.5% (-962 BPS)

LAPTOP AND DESKTOP COMPUTERS
70.63%
YEAR-ON-YEAR CHANGE
+16.9% (+1,022 BPS)

TABLET DEVICES
1.29%
YEAR-ON-YEAR CHANGE
-31.0% (-58 BPS)

OTHER DEVICES
0.02%
YEAR-ON-YEAR CHANGE
[MINIMAL]

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON EACH TYPE OF DEVICE COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON ANY DEVICE IN DECEMBER 2023. PERCENTAGE CHANGE VALUES REPRESENT THE CHANGE IN SHARE IN A NUMBER OF BPS. FOR EXAMPLE, AN INCREASE OF 50% FROM A STARTING VALUE OF 30% WOULD EQUAL +15%,

NOT +15 PTS. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100 DUE TO ROUNDING.

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TOP TYPES OF WEBSITES VISITED AND APPS USED

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE VISITED OR USED EACH KIND OF DIGITAL PROPERTY IN THE PAST MONTH

- 1) SOCIAL NETWORKS - 95.4%
- 2) CHAT AND MESSAGING - 89.1%
- 3) SEARCH ENGINES OR WEB PORTALS - 85.9%
- 4) EMAIL - 69.6%
- 5) WEATHER - 60.3%
- 6) MAPS, PARKING, OR LOCATION-BASED SERVICES - 59.1%
- 7) NEWS - 49.2%
- 8) MUSIC - 44.7%
- 9) BANKING, INVESTING, OR INSURANCE - 38.1%
- 10) ENTERTAINMENT - 37.9%
- 11) SHOPPING, AUCTIONS, OR CLASSIFIEDS - 35.8%
- 12) GAMES - 30.6%
- 13) TRAVEL - 27.0%
- 14) SPORTS - 26.2%
- 15) HEALTH AND FITNESS - 21.5%

Source: GWI (Q3 2023). Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM. Comparability: Methodology changes. See notes on data.

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SHARE OF WEB TRAFFIC BY BROWSER

PERCENTAGE OF TOTAL WEB PAGES SERVED TO EACH BRAND OF WEB BROWSER RUNNING ON ANY DEVICE

CHROME: 61.2%
SAFARI: 22.7%
EDGE: 7.3%
FIREFOX: 5.6%
OPERA: 1.6%
SAMSUNG INTERNET: 1.2%
IE: 0.1%
OTHERS: 0.3%

Source: Statcounter. Notes: Figures represent the number of page views served to each browser as a percentage of total page views served to web browsers running on any kind of device in December 2023.

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Icônes en bas (de gauche à droite) :
 Voir en plein écran, Partager sur Facebook, Télécharger PDF, Imprimer, Partager sur LinkedIn, Partager sur Twitter, français** JAN 2024**

MOBILE'S SHARE OF WEB TRAFFIC (YOY)

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES

Denmark flag

DENMARK

DEC 2013

12.84%

+121%

DEC 2014

28.40%

-32.7%

DEC 2015

19.11%

+48.9%

DEC 2016

28.46%

-32.3%

****DEC 2017****

19.28%

+35.8%

****DEC 2018****

26.19%

+22.4%

****DEC 2019****

32.05%

-3.3%

****DEC 2020****

30.99%

+3.5%

****DEC 2021****

32.08%

+17.5%

****DEC 2022****

37.69%

-25.5%

****DEC 2023****

28.07%

****Source:**** STATCOUNTER. NOTES: FIGURE REPRESENT THE NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE. PERCENTAGE CHANGE VALUES IN THE WHITE CIRCLES REPRESENT RELATIVE CHANGE IN (YOY) FROM A STARTING VALUE OF (YOY) WOULD EQUAL 0% (NOT YOY).

Logos of Datareportal, We Are Social, Meltwater

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Français

JAN 2024

SHARE OF SEARCH ENGINE REFERRALS

PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES THAT ORIGINATED FROM EACH SEARCH SERVICE

DENMARK

GOOGLE - 93.8%

BING - 3.9%

YAHOO! - 1.1%

DUCKDUCKGO - 0.6%

YANDEX - 0.3%

ECOSIA - 0.1%

BAIDU - 0.04%

OTHERS - 0.07%

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF PAGE VIEW REFERRALS ORIGINATING FROM EACH SERVICE AS A PERCENTAGE OF TOTAL PAGE VIEW REFERRALS ORIGINATING FROM SEARCH ENGINES IN DECEMBER 2023. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). 'BPS' VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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JAN 2024
TOP GOOGLE SEARCHES
QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY
BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	GOOGLE	100
02	TV2	99
03	BT	84
04	EKSTRA BLADET	79

05	DANMARK	77	
06	NYHEDER	66	
07	TRANSLATE	60	
08	VEJRET	59	
09	FACEBOOK	58	
10	OVERSÆT	57	
11	YOUTUBE	53	
12	EB	47	
13	DR	46	
14	IKEA	31	
15	DMI	31	
16	MAPS	26	
17	TRUSTPILOT	25	
18	JEM OG FIX	25	
19	E BOKS	24	
20	TRANSLATE GOOGLE	23	

SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023

NOTES: ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN “AS IS” TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT RELEASE ABSOLUTE SEARCH QUERY VOLUMES; THE INDEX, “TOP QUERY” COLUMN COMPARES THE SEARCH QUERIES TO EACH OTHER USING A COMBINATION OF THEIR RELATIVE SEARCH VOLUME COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. FURTHER DETAILS ON GOOGLE TRENDS (INCLUDING SAMPLING, TOOLS, SEARCH ORDER AND INDEX VALUES) MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME SEARCH QUERY AND QUERY TIME PERIOD.

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JAN 2024

ACCESSING ONLINE INFORMATION

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN EACH

KIND OF ONLINE ACTIVITY

Use a search engine (e.g. Google, Bing, DuckDuckGo) each month
85.9%

Use voice assistants (e.g. Siri, Google Assistant) to find information each week
9.6%

Visit social networks to look for information about brands and products
30.0%

Use image search tools (e.g. Google Lens, Pinterest Lens) on mobile each month
15.6%

Scan a QR code on a mobile phone each month
43.7%

Use online tools to translate text into different languages each week
28.1%

Source: GWI (Q3 2023). Figures represent the findings of a broad survey of Internet users aged 16 to 64. See GWI.com. Comparability: Methodology changes. See notes on data.

Logos: We Are Social, Meltwater.

Flag: Denmark

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Icons for languages: English, Français JAN 2024

WATCHING ONLINE VIDEO CONTENT

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH EACH KIND
OF VIDEO CONTENT VIA THE INTERNET EACH WEEK

DENMARK

ANY KIND OF VIDEO

86.3%

YOY: +1.3% (+110 BPS)

MUSIC VIDEO

29.1%

YOY: +3.9% (+110 BPS)

COMEDY, MEME, OR VIRAL VIDEO

27.1%

YOY: +1.5% (+40 BPS)

VIDEO LIVESTREAM

13.6%

YOY: -11.1% (-170 BPS)

TUTORIAL OR HOW-TO VIDEO

19.1%

YOY: -6.8% (-140 BPS)

EDUCATIONAL VIDEO

13.3%

YOY: -6.3% (-90 BPS)

PRODUCT REVIEW VIDEO

11.8%

YOY: -16.9% (-240 BPS)

SPORTS CLIP OR HIGHLIGHTS VIDEO

15.1%

YOY: [UNCHANGED]

INFLUENCER VIDEOS AND VLOGS

13.3%

YOY: -2.2% (-30 BPS)

GAMING VIDEO

11.7%

YOY: -19.9% (-290 BPS)

SOURCE: GWI (2H 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM/NOTES](https://www.gwi.com/notes). "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE. PERCENTAGE CHANGE VALUES REPRESENT THE CHANGE IN PERCENTAGE POINTS FROM A STARTING VALUE OF 0%; YOY FIGURES REPRESENT THE RELATIVE CHANGE. "+/- BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES SEE NOTES ON DATA.

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JAN 2024

TOP WEBSITES: SEMRUSH RANKING

SEMRUSH'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023.

DENMARK

#	WEBSITE	TOTAL VISITS (MONTH AVG.)	UNIQUE VISITORS (MONTH AVG.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	469 M	20.0 M	22M 21S	3.3
02	YOUTUBE.COM	376 M	14.2 M	36M 25S	6.0
03	EKSTRABLADET.DK	120 M	4.32 M	13M 43S	6.3
04	TV2.DK	105 M	5.23 M	13M 50S	3.3
05	FACEBOOK.COM	92.6 M	8.72 M	27M 50S	2.7
06	DR.DK	70.3 M	5.02 M	14M 34S	2.5
07	BT.DK	59.2 M	3.10 M	12M 01S	6.1
08	PORNHUB.COM	37.0 M	4.21 M	10M 23S	7.8
09	MITID.DK	35.7 M	8.25 M	4M 09S	4.1
10	GOOGLE.DK	30.7 M	2.47 M	14M 50S	3.5

#	WEBSITE	TOTAL VISITS (MONTH AVG.)	UNIQUE VISITORS (MONTH AVG.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	WIKIPEDIA.ORG	29.3 M	6.08 M	08M 37S	1.9
12	REDDIT.COM	27.8 M	4.30 M	18M 57S	3.3
13	EB.DK	26.1 M	810 K	33M 51S	1.3
14	BOLD.DK	23.8 M	950 K	16M 58S	4.9
15	BERLINGSKE.DK	18.6 M	1.44 M	14M 40S	3.8
16	DUCKDUCKGO.COM	17.9 M	948 K	22M 47S	2.6
17	XVIDEOS.COM	17.5 M	2.47 M	12M 15S	8.8
18	DBA.DK	16.7 M	3.35 M	11M 59S	6.2
19	POLITIKEN.DK	16.6 M	1.41 M	14M 05S	4.1
20	INSTAGRAM.COM	16.6 M	4.21 M	15M 54S	2.1

****SOURCE:**** SEMRUSH FIGURES REPRESENT TRAFFIC VALUES BETWEEN 01 SEPTEMBER 2023 AND 30 NOVEMBER 2023. NOTE: VALUES IN THE "UNIQUE

VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT IDENTIFIED ACCESSING PEOPLE, BUT MAY NOT REPRESENT INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES. SOME WEBSITES FOLLOWED BEGINNING IN KEY ARE IN ENGLISH, EXCLUDING OTHER TECHNOLOGICAL SOURCES DEFINED AS PERSONAL IDENTIFIABLE INFORMATION. THE LIST ABOVE DOES NOT DISCOVER ACCURACY AND THEY MAY CONTAIN ADULT CONTENT, VIRUSES, MALWARE, OR OFFENSIVE CONTENT. READERS SHOULD AVOID VISITING UNKNOWN DOMAINS. COMPARABILITY: SOUR EMPTHODOLOGY CHANGES.JAN 2024

TV CONSUMPTION AND STREAMING
EXPLORING THE TV VIEWING BEHAVIOURS OF INTERNET USERS AGED 16 TO 64

DENMARK
(Flag of Denmark)

PERCENTAGE OF INTERNET USERS WHO WATCH ANY KIND OF TV EACH MONTH
99.0%

YEAR-ON-YEAR CHANGE IN INTERNET USERS WHO WATCH ANY KIND OF TV
+0.1%
+10 BPS

DAILY TIME THAT INTERNET USERS SPEND WATCHING ANY KIND OF TV
3H 15M

YEAR-ON-YEAR CHANGE IN DAILY TV VIEWING TIME (ALL FORMS OF CONTENT DELIVERY)
-2.3%
-4 MINS

INTERNET USERS WHO STREAM TV CONTENT vs. INTERNET USERS WHO WATCH ANY KIND OF TV
95.2%

DAILY TIME SPENT WATCHING TV CONTENT STREAMED OVER THE INTERNET
1H 22M

YEAR-ON-YEAR CHANGE IN DAILY TIME SPENT WATCHING STREAMING TV CONTENT
+5.2%
+4 MINS

TIME SPENT WATCHING STREAMING TV CONTENT AS A PERCENTAGE OF
TOTAL TV TIME
42.2%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD
SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY:
METHODOLOGY CHANGES: SEE NOTES ON DATA.

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Meltwater (Logo)

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MOST STREAMED CONTENT ON NETFLIX

FlixPatrol's ranking of the most streamed content on Netflix for full-year 2023

Most Streamed Movies on Netflix

#	MOVIE NAME	INDEX
01	PAW PATROL: THE MOVIE	100
02	A BEAUTIFUL LIFE	39
03	ELSKER DIG FOR TIDEN	38
04	LUTHER: THE FALLEN SUN	35
05	ENGLEMAGEREN	35
06	THE MOTHER	35
07	PRETTY YOUNG THING	34
08	GLASS ONION: A KNIVES OUT MYSTERY	32
09	EXTRACTION 2	32
10	REPTILE	31

Most Streamed TV Shows on Netflix

#	TV SHOW NAME	INDEX
01	LOVE IS BLIND	100
02	THE NIGHT AGENT	79
03	BECKHAM	69
04	THE WITCHER	68
05	GINNY & GEORGIA	66
06	TOUR DE FRANCE: UNCHAINED	66
07	THE LINCOLN LAWYER	62
08	THE CROWN	57
09	YOU	56
10	QUEEN CHARLOTTE: A BRIDGERTON STORY	50

Source: Flixpatrol.com

****Notes:**** The same content may have different titles in different countries. Rankings based on FlixPatrol's analysis of viewing activity for full-year 2023. "Index" values comprise the FlixPatrol "points" value for each title. FlixPatrol "points" value of the top-ranked title in each platform's ranking.

****Denmark****

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MOST STREAMED CONTENT ON AMAZON PRIME

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON AMAZON PRIME VIDEO FOR FULL-YEAR 2023

MOST STREAMED MOVIES ON AMAZON PRIME VIDEO

#	MOVIE NAME	INDEX	
01	CULPA MÍA	100	
02	GUY RITCHIE'S THE COVENANT		69
03	THE GENTLEMEN	62	
04	OPERATION FORTUNE: RUSE DE GUERRE		61
05	SHOTGUN WEDDING	57	
06	DIE HART THE MOVIE	52	
07	UNCHARTED	52	
08	JOHN WICK: CHAPTER 4	42	
09	AIR	41	
10	RED, WHITE & ROYAL BLUE	40	

MOST STREAMED TV SHOWS ON AMAZON PRIME VIDEO

#	TV SHOW NAME	INDEX	
01	REACHER	100	
02	THE LORD OF THE RINGS: THE RINGS OF POWER		74
03	THE SUMMER I TURNED PRETTY		74
04	TOM CLANCY'S JACK RYAN	67	
05	CLARKSON'S FARM	65	
06	GOOD LUCK GUYS DANMARK		59
07	THE BOYS	50	
08	THE GRAND TOUR	47	
09	NICKLAS PRANKER	40	
10	STAR TREK: PICARD	36	

SOURCE: FLIXPATROL (SEE FLIXPATROL.COM). NOTES: THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF VIEWING ACTIVITY FOR FULL-YEAR 2023.

'INDEX' VALUES COMMMMPARE THE RELATIVE 'POINTS' VALUE OF EACH TITLE IN THE FLIXPATROL 'POINTS' VALUE TO THE TOP-RANKED TITLE IN EACH PLATFORM'S RANKING.

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MOST STREAMED CONTENT ON DISNEY+

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON DISNEY+ FOR FULL-YEAR 2023

MOST STREAMED MOVIES ON DISNEY+

\#	MOVIE NAME	INDEX
01	FROZEN	100
02	MOANA	97
03	AVATAR: THE WAY OF WATER	92
04	ELEMENTAL	85
05	GUARDIANS OF THE GALAXY VOLUME 3	50
06	HOME ALONE	50
07	BLACK PANTHER: WAKANDA FOREVER	44
08	AVATAR	42
09	THE LITTLE MERMAID	38
10	HOME ALONE 2: LOST IN NEW YORK	37

MOST STREAMED TV SHOWS ON DISNEY+

\#	TV SHOW NAME	INDEX
01	GREY'S ANATOMY	100
02	MODERN FAMILY	90
03	FAMILY GUY	77
04	HOW I MET YOUR MOTHER	51
05	THE SIMPSONS	48
06	CRIMINAL MINDS	41
07	THE KARDASHIANS	33
08	BLUEY	26
09	THE MANDALORIAN	19
10	DESPERATE HOUSEWIVES	16

Source: FLIXPATROL (SEE FLIXPATROL.COM)

Notes: The same content may have different titles in different countries. Rankings based on FlixPatrol's analysis of viewing activity for full-year 2023. "Index" values combine the FlixPatrol "points" value for each title into the FlixPatrol "points" value of the top-ranked title in each platform's ranking.

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MOST STREAMED CONTENT ON HBO

FlixPatrol's ranking of the most streamed content on HBO for full-year 2023

MOST STREAMED MOVIES ON HBO (left column)

#	MOVIE NAME	INDEX
01	ELVIS	100
02	DON'T WORRY DARLING	94
03	THE BATMAN	79
04	BLACK ADAM	75
05	MAGIC MIKE'S LAST DANCE	74
06	KIMI	68
07	FATHER OF THE BRIDE	51
08	KING RICHARD	48
09	SHAZAM! FURY OF THE GODS	47
10	DUNE	43

MOST STREAMED TV SHOWS ON HBO (right column)

#	TV SHOW NAME	INDEX
01	THE LAST OF US	100
02	AND JUST LIKE THAT...	66
03	FRIENDS	41
04	SUCCESSION	41
05	HOUSE OF THE DRAGON	40
06	THE IDOL	39

07	GOTHAM KNIGHTS	39
08	BILLIONS	38
09	LOVE & DEATH	34
10	30 COINS	33

| Source: flixpatrol.com |

| Notes: The same content may have different titles in different countries. Rankings based on FlixPatrol's analysis of viewing activity for full-year 2023. "Index" values compare the FlixPatrol "points" value for each title to the FlixPatrol "points" value of the top-ranked title in each platform's ranking. |

| Denmark flag image |

| Digital 2024 Denmark |

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| Icones at the bottom (left to right): pie chart, eye, magnifying glass, folder with download arrow, chain link, and globe, filled speech bubble, Twitch logo |

| Languages: English (underline), français |JAN 2024

ONLINE AUDIO

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH KIND OF AUDIO CONTENT VIA THE INTERNET EACH WEEK

DENMARK

WATCH OR LISTEN TO ONLINE MUSIC VIDEOS

GW

29.1%

YEAR-ON-YEAR CHANGE

+3.9% (+110 BPS)

LISTEN TO MUSIC STREAMING SERVICES

GW

46.0%

YEAR-ON-YEAR CHANGE

-1.5% (-70 BPS)

LISTEN TO ONLINE RADIO SHOWS OR STATIONS

GW

22.1%

YEAR-ON-YEAR CHANGE

-9.4% (-230 BPS)

LISTEN TO PODCASTS

KANTAR

26.2%
YEAR-ON-YEAR CHANGE
-1.5% (-40 BPS)

LISTEN TO AUDIO BOOKS
GWI
15.7%
YEAR-ON-YEAR CHANGE
-8.7% (-150 BPS)

SOURCE: GWI Jan 2024. Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.com. Notes: Year-on-year change values represent the relative change: e.g. an increase of 27% from a starting value of 50% would equal $0.27/0.50 = +54\%$. *BPS values represent the absolute change in basis points. Comparability: Methodology changes, see notes on data.

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DEVICES USED TO PLAY VIDEO GAMES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PLAY VIDEO GAMES ON EACH KIND OF DEVICE

DENMARK

- **Any Device**
 - 81.4%
 - YOY: +9.6% (+710 BPS)
- **Smartphone**
 - 54.9%
 - YOY: +6.0% (+310 BPS)
- **Laptop or Desktop**
 - 28.4%
 - YOY: -16.5% (-560 BPS)
- **Games Console**
 - 24.1%
 - YOY: +13.1% (+280 BPS)
- **Tablet**

- 23.3%
- YOY: +39.5% (+660 BPS)
- ****Hand-held Gaming Device****
 - 5.8%
 - YOY: +5.5% (+30 BPS)
- ****Media Streaming Device****
 - 6.9%
 - YOY: +27.8% (+150 BPS)
- ****Virtual Reality Headset****
 - 4.6%
 - YOY: -4.2% (-20 BPS)

Source: GWI Jan 2024 figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM. Notes: "YOY" figures represent year-on-year change percentage change values; "Comparative" change, i.e., an increase of 20% from a starting value of 10% would equal 2,0% not 12%. "BPS" values represent basis points, and indicate the absolute change. Comparability & Methodology changes; see Notes on Data.

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 ONLINE PRIVACY AND SECURITY
 PERSPECTIVES AND ACTIVITIES OF ONLINE ADULTS RELATING TO THEIR
 ONLINE DATA PRIVACY AND SECURITY

Flag of Denmark

1. Express concern about what is real vs. what is fake on the internet:
 - 36.1%
2. Worry about how companies might use their online data:
 - 38.1%
3. Decline cookies on websites at least some of the time:
 - 49.8%
4. Use a tool to block advertisements on the internet at least some of the time:
 - 26.6%
5. Use a virtual private network (VPN) to access the internet at least some of the time:
 - 21.8%

Sources:

- Data for "Concerns about what is real vs. what is fake on the internet" via Reuters Institute 2023 Digital News Report.
- Figures represent the findings of a study conducted by Digital News Report 2023.
- Data for all other data points via GWI Q3 2023. Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.com

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Logos: We Are Social, Meltwater``

JAN 2024

AVERAGE ANNUAL REVENUE PER SMART HOME

AVERAGE ANNUAL SPEND ON SMART HOME DEVICES PER SMART HOME (U.S. DOLLARS)

Penetration of Smart Home Devices

41.9%

Year-on-year change

+13.5% (498 BPS)

ARPU: Spend on all Smart Home Devices

\$796

Year-on-year change

+7.7% (+\$57.00)

ARPU: Smart Home Appliances

\$1,071

Year-on-year change

+5.6% (+\$57.00)

ARPU: Smart Home Control and Connectivity Devices

\$582

Year-on-year change

+2.2% (+\$12.50)

ARPU: Smart Home Security Devices

\$350

Year-on-year change

-1.5% (-\$5.20)

ARPU: Smart Home Entertainment Devices

\$143

Year-on-year change

-5.4% (-\$8.20)

ARPU: Smart Home Comfort & Lighting

\$189

Year-on-year change

+1.1% (+\$2.00)

ARPU: Smart Home Energy Management

\$245

Year-on-year change

-4.3% (-\$10.90)

SOURCE: Statista Digital Market Outlook, see [statista.com](https://www.statista.com). Notes: "smart home devices" includes digitally connected and controlled home devices that can be remotely controlled, monitored, automated and deliver services that enhance home automation. Numbers refer to connected devices and an attempt to remote control speb by reach other consumer devices such as smartphones and electronic tablets (NextGen Digital Sponsors: 1-2015 provision parts) Statista 2024.

For scaling U.S. dollars for total conversion to annual amount. Comparator basis changes to market and consumption data

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SMART HOME MARKET OVERVIEW

VALUE OF THE MARKET FOR SMART HOME DEVICES (U.S. DOLLARS)

Denmark

NUMBER OF HOMES WITH SMART HOME DEVICES

1.15 MILLION

YEAR-ON-YEAR CHANGE

+13.9% (+140 THOUSAND)

TOTAL ANNUAL VALUE OF THE SMART HOME DEVICES MARKET

\$916.6 MILLION

YEAR-ON-YEAR CHANGE

+22.8% (+\$170 MILLION)

VALUE OF SMART HOME APPLIANCES MARKET

\$266.5 MILLION

YEAR-ON-YEAR CHANGE

+23.1% (+\$50 MILLION)

VALUE OF SMART HOME CONTROL & CONNECTIVITY DEVICE MARKET

\$253.4 MILLION

YEAR-ON-YEAR CHANGE

+28.2% (+\$56 MILLION)

VALUE OF SMART HOME SECURITY DEVICE MARKET

\$124.6 MILLION
YEAR-ON-YEAR CHANGE
+20.5% (+\$21 MILLION)

VALUE OF SMART HOME ENTERTAINMENT DEVICE MARKET
\$91.14 MILLION
YEAR-ON-YEAR CHANGE
+13.0% (+\$10 MILLION)

VALUE OF SMART HOME COMFORT & LIGHTING MARKET
\$97.71 MILLION
YEAR-ON-YEAR CHANGE
+24.0% (+\$19 MILLION)

VALUE OF SMART HOME ENERGY MANAGEMENT MARKET
\$83.37 MILLION
YEAR-ON-YEAR CHANGE
+20.2% (+\$14 MILLION)

SOURCE:

statista DIGITAL MARKET OUTLOOK, SEE STATISTA.COM.

NOTES:

"SMART HOME DEVICES" INCLUDE DIGITALLY CONNECTED AND CONTROLLED HOME DEVICES THAT CAN BE REMOTELY CONTROLLED. THIS INCLUDES BOTH DEVICES USING WI-FI TECHNOLOGY AND DEVICES USING NETWORK TECHNOLOGIES SUCH AS ZIGBEE, Z-WAVE, AND/OR BLUETOOTH. SMART HOME DEVICES AND SOLUTIONS INCLUDED IN THESE SEGMENTS HAVE INDEPENDENT CONNECTIVITY AND INTELLIGENCE TO SOME DEGREE AND CAN TALK TO EACH OTHER, WHETHER VIA THE CLOUD OR A LOCAL HUB.

EXCLUDING: DEVICES THAT ARE NOT CONNECTED AND CONTROLLED; INDIRECT REVENUES FROM THE SALE OF CONSUMABLES; PAYMENTS BY CONSUMERS TO VENDORS OUTSIDE OF SALES (E.G., PROFESSIONAL INSTALLATION FEES).

2023 IS AN ESTIMATE, COMPARABILITY ISSUES DUE TO IMPACTING GUIDELINES AND VAT REDUCTION.

All revenue values are showing only end-user (B2C) revenues to allow comparability. B2B (system integrators, etc.) revenues might differ significantly.

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USE OF ONLINE FINANCIAL SERVICES

****PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN OR USE EACH KIND OF DIGITAL FINANCIAL SERVICE****

****DENMARK****

1. **USE A BANKING, INVESTMENT, OR INSURANCE WEBSITE OR MOBILE APP EACH MONTH**

- ****38.1%****

- ****YOY: -11.8% (-510 BPS)****

(Illustration: Green icon with a bank symbol)

2. **USE A MOBILE PAYMENT SERVICE (E.G., APPLE PAY, SAMSUNG PAY) EACH MONTH**

- ****37.7%****

- ****YOY: -0.8% (-30 BPS)****

(Illustration: Blue icon with a mobile payment symbol)

3. **OWN ANY FORM OF CRYPTOCURRENCY (E.G., BITCOIN, ETHER)**

- ****7.8%****

- ****YOY: -9.3% (-80 BPS)****

(Illustration: Red icon with a cryptocurrency symbol)

****SOURCE: GWI Q4 2021 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTES: "YOY" FIGURES REPRESENT YEAR-ON-YEAR CHANGE PERCENTAGE CHANGE VALUES REPRESENT THE CHANGE IN PERCENTAGE OF PTS FROM A STARTING VALUE OF 0%. WOULD EQUAL A 0% YOY. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.****

(Logos: Digital 2024 Denmark, 53 sur 131, We Are Social, Meltwater)

(Icons for settings, search, and other navigational tools are displayed at the bottom) Jan 2024****

****Demographic Profile of Meta's Ad Audience****

Share of combined, deduplicated potential advertising reach across Facebook, Instagram, and Messenger, by age and gender

(Denmark flag image)

****Denmark****

| Age Group | Female | Male |

Age Group	Source 1	Source 2
18 – 24 years old	9.9%	8.4%
25 – 34 years old	11.4%	10.6%
35 – 44 years old	8.2%	7.4%
45 – 54 years old	8.5%	7.5%
55 – 64 years old	7.6%	6.2%
65+ years old	7.9%	6.2%

Sources: Kepios analysis; Meta’s advertising resources. Note: Meta only permits people aged 13 and above to use its platforms, so while there may be users below the age of 13, they do not feature in the available data. Meta’s advertising resources only publish gender data for “female” and “male”. Comparability: Important base data revisions and source reporting changes mean it’s not comparable with values published in our previous reports.

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Logos: We Are Social, Meltwater

_Icons for navigation and language selection at the bottom of the image_JAN 2024

MAIN REASONS FOR USING SOCIAL MEDIA PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS

DENMARK

KEEPING IN TOUCH WITH FRIENDS AND FAMILY
58.4%

FILLING SPARE TIME
41.6%

READING NEWS STORIES
30.0%

FINDING INSPIRATION FOR THINGS TO DO AND BUY
29.7%

FINDING CONTENT (E.G. ARTICLES, VIDEOS)
21.6%

FINDING LIKE-MINDED COMMUNITIES AND INTEREST GROUPS
21.0%

FINDING PRODUCTS TO PURCHASE

20.9%

SEEING WHAT'S BEING TALKED ABOUT

19.4%

WATCHING OR FOLLOWING SPORTS

17.4%

AVOIDING MISSING OUT ON THINGS (FOMO)

16.3%

POSTING ABOUT YOUR LIFE

15.2%

MAKING NEW CONTACTS

14.6%

SEEING CONTENT FROM YOUR FAVOURITE BRANDS

14.2%

WORK-RELATED NETWORKING OR RESEARCH

13.0%

FOLLOWING CELEBRITIES OR INFLUENCERS

13.0%

SOURCE: GWI Q4 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. NOTE: FIGURES REPRESENT THE SHARE OF INTERNET USERS AGED 16 TO 64 WHO REPORT USING AT LEAST ONE SOCIAL MEDIA OR MESSENGER PLATFORM IN THE PAST MONTH. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

wearesocial wearesocial.com MeltwaterJAN 2024

OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE [NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS]

DENMARK

NUMBER OF SOCIAL MEDIA USER IDENTITIES

4.72 MILLION

SOCIAL MEDIA USER IDENTITIES vs. TOTAL POPULATION

79.7%

QUARTER-ON-QUARTER CHANGE IN SOCIAL MEDIA USER IDENTITIES
0% [UNCHANGED]

SOCIAL MEDIA USER IDENTITIES AGED 18+ vs. POPULATION AGED 18+
87.1%

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USER IDENTITIES
-4.5% -220 THOUSAND

SOCIAL MEDIA USER IDENTITIES vs. INDIVIDUALS USING THE INTERNET
80.5%

AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA
1H 50M YOY: +2 MINS

FEMALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER
IDENTITIES
50.0%

AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH
5.9

MALE SOCIAL MEDIA USER IDENTITIES vs. TOTAL SOCIAL MEDIA USER
IDENTITIES
50.0%

SOURCES (KPBCS ANALYSIS COMPANY ADVERTISING RESOURCES, GWI, PEW
RESEARCH CENTER. OCED, GWI Q4 2023. NOTE: AVERAGE NUMBER OF
PLATFORMS INCLUDES DATA FOR YOUTUBE. ADVISORY: SOCIAL MEDIA USER
IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS, SO COMPARISONS
WITH POPULATION AND INTERNET USERS MAY BE DIFFERENT TO FIGURES
INDEPENDENTLY SOURCED. USERS AGED 18+ ADVISED) USERS AGED 16-64.

Data from official reporting periods, and differences between census counts and
resident populations. COMPARABILITY: Source and Methodology changes. USER
AGED 13. NOTES ON DATA.

(GWI)
(Meltwater)
(we are social)Jan 2024

MOST USED SOCIAL MEDIA PLATFORMS
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM
EACH MONTH

(Note: YouTube is not offered as an answer option for this question in GWI's survey, so it will not appear in this ranking)

1. Facebook: 82.2%
2. Facebook Messenger: 75.9%
3. Instagram: 65.3%
4. Snapchat: 49.9%
5. LinkedIn: 33.7%
6. TikTok: 32.6%
7. iMessage: 30.9%
8. Pinterest: 30.5%
9. WhatsApp: 25.7%
10. X (Twitter): 24.8%

Source: GWI (Q3 2023). Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM. Note: YouTube is not offered as an answer option for this question in GWI's survey. Comparability: A version of the question that asked about YouTube was based on a previous question in GWI's survey that included YouTube as a responding answer choice. However, YouTube has not been offered as an answer option while other changes to the question's wording may mean that the values and rank orders shown here are not directly comparable with those shown in similar charts in previous reports.

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TIME SPENT USING SOCIAL MEDIA APPS
AVERAGE TIME PER MONTH THAT ACTIVE USERS SPENT USING EACH
PLATFORM'S ANDROID APP BETWEEN 01 JULY AND 30 SEPTEMBER 2023.
DENMARK

TIKTOK: 30H 18M
YOUTUBE: 16H 30M
FACEBOOK: 15H 31M
INSTAGRAM: 8H 52M
SNAPCHAT: 7H 03M
WHATSAPP: 6H 16M
X (TWITTER): 3H 36M
FACEBOOK MESSENGER: 3H 23M
TELEGRAM: 2H 02M
LINE: 1H 11M

PINTEREST: 1H 02M

LINKEDIN: 0H 39M

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI. NOTE: FIGURES REPRESENT AVERAGE NUMBER OF HOURS SPENT PER USER, PER MONTH USING EACH PLATFORM'S MOBILE APP ON ANDROID PHONES BETWEEN 01 JULY AND 30 SEPTEMBER 2023.

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FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF ACTIVE SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM

DENMARK

1. FACEBOOK - 25.4%
2. INSTAGRAM - 19.7%
3. FACEBOOK MESSENGER - 12.9%
4. SNAPCHAT - 7.2%
5. TIKTOK - 7.1%
6. WHATSAPP - 3.6%
7. DISCORD - 3.1%
8. LINKEDIN - 3.0%
9. X (TWITTER) - 2.7%
10. PINTEREST - 2.4%

SOURCE: GWI Q3 2023 | SEE GWI.COM NOTES: ONLY INCLUDES INTERNET USERS AGED 16 TO 64 WHO HAVE USED AT LEAST ONE SOCIAL MEDIA PLATFORM IN THE PAST MONTH. SURVEY RESPONDENTS COULD CHOOSE FROM OTHER OPTIONS NOT SHOWN ON THIS CHART, SO VALUES MAY NOT SUM TO 100%. YOUTUBE IS NOT AVAILABLE AS AN ANSWER TO THIS QUESTION IN GWI'S SURVEY. WE EXCLUDE GWI'S VALUES FOR TIKTOK IN CHINA STARTING AT 10Q3 – AS PER BYTEDANCE'S CORPORATE REPORTING OF USER NUMBERS FOR EACH PLATFORM. COMPARABILITY: METHODOLOGY CHANGES SEE NOTES ON DATA

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AVERAGE NUMBER OF TIMES THAT ACTIVE USERS OF EACH PLATFORM'S

ANDROID APP OPEN THE RESPECTIVE APP **EACH MONTH**

1. **SNAPCHAT**: 369.7

2. **FACEBOOK**: 320.1
3. **TIKTOK**: 282.3
4. **WHATSAPP**: 274.3
5. **FACEBOOK MESSENGER**: 269.2
6. **INSTAGRAM**: 224.4
7. **YOUTUBE**: 150.1
8. **TELEGRAM**: 103.1
9. **X (TWITTER)**: 102.6
10. **LINE**: 99.7
11. **LINKEDIN**: 43.3
12. **PINTEREST**: 29.0

Source: Data.ai Intelligence.

****Notes:****

1. "ACTIVE USERS" DENOTE USERS WHO OPEN THE RESPECTIVE PLATFORM'S APP ON AN ANDROID PHONE AT LEAST ONCE IN A GIVEN CALENDAR MONTH.
2. FIGURES REPRESENT THE AVERAGE NUMBER OF TIMES THAT ACTIVE USERS OF THE RESPECTIVE PLATFORM'S ANDROID APP OPENED THAT APP EACH MONTH BETWEEN 01 JULY AND 30 SEPTEMBER 2023.JAN 2024

USE OF SOCIAL MEDIA FOR BRAND RESEARCH
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH SOCIAL MEDIA CHANNEL TO FIND INFORMATION ABOUT BRANDS AND PRODUCTS

DENMARK

Any Kind of Social Media Platform

54.7%

YOY: +0.4% (+20 BPS)

Social Networks

30.0%

YOY: +2.4% (+70 BPS)

Question & Answer Sites (e.g. Quora)

16.9%

YOY: +1.8% (+30 BPS)

Messaging and Live Chat Services

5.6%

YOY: -11.1% (-70 BPS)

Forums and Message Boards

8.3%

YOY: -15.3% (-150 BPS)

Micro-Blogs (e.g., X / Twitter)

3.1%

YOY: -31.1% (-140 BPS)

Vlogs (Blogs in a Video Format)

4.9%

YOY: -5.8% (-30 BPS)

Online Pinboards (e.g., Pinterest)

8.2%

YOY: +9.3% (+70 BPS)

Source: GWI Q4 2023. Figures represent the findings of a broad survey of internet users aged 16 to 64. See [GWI.com/Notes](https://www.gwi.com/Notes). Values for any kind of social media platform include at least one of social networks, question and answer sites (e.g., Quora), forums and message boards, messaging and live chat services, micro-blogs (e.g., Twitter), vlogs (technology, i.e., blogs recorded in a video format) and online pinboards (e.g., Pinterest). Comparability of methodology changes, see notes on data.

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WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA

SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED IN SOCIAL MEDIA PLATFORMS (ANY DEVICE)

DENMARK

FACEBOOK	66.6%
PINTEREST	12.0%
INSTAGRAM	10.1%
X (TWITTER)	6.1%
YOUTUBE	1.9%
REDDIT	1.5%
LINKEDIN	0.9%
OTHERS	0.8%

SOURCE: STATCOUNTER. NOTES: SHARE DOES NOT INCLUDE TRAFFIC FROM MESSENGER PLATFORMS. DATA ARE ONLY AVAILABLE FOR A SELECTION OF

PLATFORMS, AND PERCENTAGES REFLECT SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED ON EACH PLATFORM AS A PERCENTAGE OF TOTAL WEB TRAFFIC ARRIVING FROM THE AVAILABLE SELECTION OF SOCIAL PLATFORMS IN DECEMBER 2023.

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JAN 2024

SOCIAL MEDIA ACCOUNT TYPES FOLLOWED

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO FOLLOW EACH TYPE OF ACCOUNT ON SOCIAL MEDIA

1. FRIENDS, FAMILY, OR OTHER PEOPLE YOU KNOW - 54.9%
2. BANDS, SINGERS, OR OTHER MUSICIANS - 26.1%
3. ACTORS, COMEDIANS, OR OTHER PERFORMERS - 24.6%
4. EVENTS YOU'RE ATTENDING - 22.2%
5. COMPANIES AND BRANDS YOU PURCHASE FROM - 22.0%
6. ENTERTAINMENT, MEMES, OR PARODY ACCOUNTS - 21.1%
7. SPORTS PEOPLE AND TEAMS - 20.8%
8. RESTAURANTS, CHEFS, OR FOOD PERSONALITIES - 20.3%
9. TV SHOWS OR CHANNELS - 20.2%
10. INFLUENCERS OR OTHER EXPERTS - 19.2%
11. JOURNALISTS OR NEWS COMPANIES - 18.6%
12. COMPANIES AND BRANDS YOU'RE CONSIDERING PURCHASING FROM - 18.3%
13. CONTACTS RELEVANT TO YOUR WORK - 15.9%
14. POLITICIANS, ROYALTY, OR OTHER PEOPLE OF STANDING - 15.9%
15. WILDLIFE ORGANISATIONS OR ANIMALS - 14.7%

SOURCE : GWI (Q3 2023) FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

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- français

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FACEBOOK'S SHARE OF SOCIAL MEDIA REFERRALS
WEB TRAFFIC REFERRED BY FACEBOOK AS A PERCENTAGE OF WEB TRAFFIC
REFERRED BY SOCIAL MEDIA PLATFORMS (ANY DEVICE)

DENMARK

DEC 2013: 73.45% +25.1%
DEC 2014: 91.88% -8.9%
DEC 2015: 83.70% +1.5%
DEC 2016: 84.95% -23.7%
DEC 2017: 64.85% +19.8%
DEC 2018: 77.70% -17.7%
DEC 2019: 63.96% -5%
DEC 2020: 60.79% -27.6%
DEC 2021: 44.02% +33.7%
DEC 2022: 58.86% +13.2%
DEC 2023: 66.65%

SOURCE: STATCOUNTER. NOTES: DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT FACEBOOK'S SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ONTO PEOPLE'S WEBSITES VIA LINKS TO IS ON POSTS PUBLISHED ON FACEBOOK AS A PERCENTAGE OF TOTAL WEB TRAFFIC ARRIVING FROM THE AVAILABLE SELECTION OF SOCIAL MEDIA PLATFORMS. 'PERCENTAGE CHANGE' VALUES PRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E., AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%), NOT ABSOLUTE CHANGE.

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FACEBOOK ENGAGEMENT RATES: LOCOWISE
FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF TOTAL PAGE
FANS, AS REPORTED BY LOCOWISE

DENMARK (flag icon)

Average Facebook Page Post Engagements vs. Page Fans: All Post Types
0.09% (Icon: Facebook post with pen)

Average Facebook Page Post Engagements vs. Page Fans: Photo Posts
0.20% (Icon: Photo)

Average Facebook Page Post Engagements vs. Page Fans: Video Posts
0.15% (Icon: Video play button)

Average Facebook Page Post Engagements vs. Page Fans: Link Posts
0.06% (Icon: Linking rings)

Average Facebook Page Post Engagements vs. Page Fans: Status Posts
0.42% (Icon: Translation)

SOURCE: LOCOWISE FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 1 SEPTEMBER AND 30 NOVEMBER 2023. NOTES: PERCENTAGES COMPARE THE COMBINED TOTAL OF REACTIONS, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF PAGE FANS. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCE SIZES, IN VARIOUS COUNTRIES AROUND THE WORLD.

(Logo: wearesocial) (Logo: Meltwater)

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FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

DENMARK

TOTAL POTENTIAL REACH OF ADS ON FACEBOOK
3.40 MILLION

FACEBOOK AD REACH VS. TOTAL POPULATION
57.4%

FACEBOOK AD REACH VS. TOTAL INTERNET USERS
58.0%

QUARTER-ON-QUARTER CHANGE IN REPORTED FACEBOOK AD REACH

-5.6%
-200 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED FACEBOOK AD REACH
-2.9%
-100 THOUSAND

SHARE: FEMALE FACEBOOK AD REACH VS. OVERALL FACEBOOK AD REACH
51.5%

SHARE: MALE FACEBOOK AD REACH VS. OVERALL FACEBOOK AD REACH
48.5%

ADOPTION: OVERALL FACEBOOK AD REACH (AGED 18+) VS. OVERALL
POPULATION (AGED 18+)
71.2%

ADOPTION: FACEBOOK AD REACH (AGED 18+) VS. FEMALE POPULATION (AGED
18+)
72.4%

ADOPTION: MALE FACEBOOK AD REACH (AGED 18+) VS. MALE POPULATION
(AGED 18+)
70.0%

SOURCES: Meta advertising resources, Kepios analysis.

NOTES: Based on company's self-service tools, published figures. Gender data only
available for "female" and "male"; source data for reach by gender vary vs. totals due to
rounding.

ADVISORY: Reported reach may over report audience sizes due to rounding and data
updates. Comparability: Numbers may differ from those reported elsewhere in this
report due to different definitions, data updates, and changes in reported populations.

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françaisVoici la retranscription textuelle de l'image fournie :

JAN 2024

YOUTUBE: ADVERTISING AUDIENCE OVERVIEW

The potential audience that marketers can reach with ads on YouTube

_Note: Please read the important notes on comparing data at the start of this report
before comparing data on this chart with previous reports._

****Total potential reach of ads on YouTube****

YouTube icon - 4.72 million

****YouTube ad reach vs. total population****

Icons of 4 people - 79.7%

****YouTube ad reach vs. total internet users****

Icon of a globe - 80.5%

****Quarter-on-quarter change in reported YouTube ad reach****

Clock icon with number 90 - 0% [Unchanged]

****Year-on-year change in reported YouTube ad reach****

Calendar icon with number 365 - -4.5% (-220 thousand)

****Share: female YouTube ad reach aged 18+ vs. the overall YouTube ad reach aged 18+****

Female icon - 50.0%

****Share: male YouTube ad reach aged 18+ vs. the overall YouTube ad reach aged 18+****

Male icon - 50.0%

****Adoption: overall YouTube ad reach aged 18+ vs. overall population aged 18+****

Icons of men and women - 87.1%

****Adoption: female YouTube ad reach aged 18+ vs. female population aged 18+****

Female icon - 86.0%

****Adoption: male YouTube ad reach aged 18+ vs. male population aged 18+****

Male icon - 88.2%

We Are Social icon _Meltwater icon_

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****Sources:**** Google's advertising resources; census agencies

****Notes:**** Data are not available for all locations; values based on available data only; age and gender data are only available for "female" and "male" users aged 18+; adoption figures represent the share of each audience segment that uses YouTube.

****Important notes:**** Values used in this report are based on data reported by Alphabet (the parent company of Google). Audience figures represent monthly active users of YouTube and/or viewers of YouTube content for "longer than one minute" unless stated otherwise. Values include subscribers to YouTube Premium unless stated otherwise. Differences vs. earlier data may be due to changes in definitions, underlying sources, differences in research dates, and/or changes in reporting methodologies and comparability.

JAN 2024

TOP YOUTUBE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF YOUTUBE SEARCH ACTIVITY
BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023

DENMARK

#	SEARCH QUERY	INDEX
01	THE	100
02	SONG	31
03	MUSIC	25
04	LIVE	24
05	ASMR	13
06	NEW	13
07	MINECRAFT	13
08	SONGS	12
09	MUSIK	12
10	BABY	11
11	FORTNITE	11
12	ROBLOX	11
13	LYRICS	10
14	TIKTOK	9
15	FUNNY	9
16	NEWS	8
17	UKRAINE	7
18	GAMING	7
19	MEME	6
20	MRBEAST	5

SOURCE: GOOGLE TRENDS BASED ON SEARCHES CONDUCTED ON YOUTUBE
BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023. NOTE: ANY SPELLING
ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS

PUBLISHED BY GOOGLE TRENDS, AND ARE REPORTED "AS IS" TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE ENTER WRITTEN LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES FOR THE "TOP" GOOGLE TRENDS SEARCH QUERIES, SO EACH QUERY IS COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. ADVISORY: GOOGLE TRENDS USES RANDOM SAMPLING, SO DATA ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

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TIKTOK: ADVERTISING AUDIENCE OVERVIEW

****THE POTENTIAL AUDIENCE AGED 18+ THAT MARKETERS CAN REACH WITH ADS ON TIKTOK****

Note: Please read the important notes on comparing data at the start of this report before comparing data on this chart with previous reports.

****TOTAL POTENTIAL REACH OF ADS ON TIKTOK****
- ****1.45 MILLION****

****TIKTOK AD REACH vs. TOTAL POPULATION****
- ****24.4%****

****TIKTOK AD REACH vs. TOTAL INTERNET USERS****
- ****24.7%****

****QUARTER-ON-QUARTER CHANGE IN REPORTED TIKTOK AD REACH****
- ****+14.8%****
- ****+187 THOUSAND****

****YEAR-ON-YEAR CHANGE IN REPORTED TIKTOK AD REACH****
- ****+7.2%****
- ****+97 THOUSAND****

****SHARE: FEMALE TIKTOK AD REACH AGED 18+ vs. OVERALL TIKTOK AD REACH AGED 18+****
- ****52.2%****

****SHARE: MALE TIKTOK AD REACH AGED 18+ vs. OVERALL TIKTOK AD REACH AGED 18+****
- ****47.8%****

****ADOPTION: OVERALL TIKTOK AD REACH AGED 18+ vs. OVERALL POPULATION**

AGED 18+**

- **30.3%**

ADOPTION: FEMALE TIKTOK AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+

- **31.2%**

ADOPTION: MALE TIKTOK AD REACH AGED 18+ vs. MALE POPULATION AGED 18+

- **29.3%**

Sources: TikTok's advertising resources; Kepios analysis; Notes: Does not include Douyin; Reach data are only available for "female" and "male" users aged 18+; Data are not available for "all" users aged 18+ options; Values based on ad audience reach data collected in January 2024, compared with values collected in Q1 and Q4 2023; Adoption values based on monthly active user data and ad audience reach data collected in early 2023; Note that significant changes in reach data could result from platform updates as well as real user growth; For more detailed notes see the full report.

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**

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Legends:

- Digital 2024 Denmark flag icon
- TikTok icon
- Male and Female audience icon
- Quarterly and Yearly change arrows icons
- Adoption icons** JAN 2024**

MESSENGER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK MESSENGER

Total Potential Reach of Ads on Messenger

2.95 Million

Messenger Ad Reach vs. Total Population

49.8%

****Messenger Ad Reach vs. Total Internet Users****

50.3%

****Quarter-on-Quarter Change in Reported Messenger Ad Reach****

-9.2%

-300 Thousand

****Year-on-Year Change in Reported Messenger Ad Reach****

-3.3%

-100 Thousand

****Share: Female Messenger Ad Reach Aged 18+ vs. Overall Messenger Ad Reach Aged 18+****

52.5%

****Share: Male Messenger Ad Reach Aged 18+ vs. Overall Messenger Ad Reach Aged 18+****

47.5%

****Adoption: Overall Messenger Ad Reach Aged 18+ vs. Overall Population Aged 18+****

61.8%

****Adoption: Female Messenger Ad Reach Aged 18+ vs. Female Population Aged 18+****

64.1%

****Adoption: Male Messenger Ad Reach Aged 18+ vs. Male Population Aged 18+****

59.4%

SOURCES: META ADVERTISING RESOURCES; KEPIOS ANALYSIS.

NOTES: BASED ON ANALYSIS OF PUBLISHED RANGES; GENDER DATA ONLY AVAILABLE FOR 'FEMALE' AND 'MALE'; SOURCE DATA FOR 'FEMALE' AND 'MALE' FIGURES MAY NOT SUM TO PUBLISHED TOTALS.

ADVISORY: INTERNET USER FIGURES MAY INCLUDE FALSE OR DUPLICATE ACCOUNTS; FIGURES FOR ANONYMOUS INTERNET USE MAY NOT BE COMPARABLE WITH GENDER AND AGE DATA.

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****Icons:****

(Various icons representing reports, social media, and analytics companies: Kepios, We Are Social, Meltwater).

BOTTOM RIGHT NOTABLE MENTIONS:

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INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON
INSTAGRAM

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE
START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH
PREVIOUS REPORTS

[Flag of Denmark] DENMARK

TOTAL POTENTIAL REACH OF ADS ON INSTAGRAM
2.50 MILLION

INSTAGRAM AD REACH vs. TOTAL POPULATION
42.2%

INSTAGRAM AD REACH vs. TOTAL INTERNET USERS
42.6%

QUARTER-ON-QUARTER CHANGE IN REPORTED INSTAGRAM AD REACH
-7.4%
-200 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED INSTAGRAM AD REACH
-3.8%
-100 THOUSAND

[Icon of female] SHARE: FEMALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL
INSTAGRAM AD REACH AGED 18+
59.2%

[Icon of male] SHARE: MALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL
INSTAGRAM AD REACH AGED 18+
40.8%

[Icons of male and female] ADOPTION: OVERALL INSTAGRAM AD REACH AGED
18+ vs. OVERALL POPULATION AGED 18+
52.3%

[Icon of female] ADOPTION: FEMALE INSTAGRAM AD REACH AGED 18+ vs.
FEMALE POPULATION AGED 18+
62.1%

[Icon of male] ADOPTION: MALE INSTAGRAM AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
43.8%

SOURCES: META ADVERTISING RESOURCES; KEPIOS ANALYSIS. NOTES: BASED ON QUOTABLE PUBLISHED FIGURES. GENDER DATA ONLY AVAILABLE FOR 'FEMALE' AND 'MALE'; SOURCE DATA FOR 'FEMALE' AND 'MALE' INCLUDES PEOPLE OF ALL GENDERS THAT USE THE RELEVANT LABEL. AD REACH FIGURES BASED ON THE LATEST BASE POPULATIONS (AGED 18+)
PENETRATION FIGURES ARE BASED ON THE TOTAL POPULATIONS OF INTERNET USERS, REGARDLESS OF AGE (I.E., USING A BASE POPULATION AGED 0+).
ADVISORY: BASED ON PEOPLE TARGETABLE WITH ADVERTISING VIA META ACCOUNTS, OTHER AUDIENCE FIGURES IN THIS REPORT MAY REQUIRE INDIVIDUALS TO BE LOGGED INTO THEIR OWN ACCOUNTS. FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR UNIQUE ACCOUNTS. DEMOGRAPHIC TARGETING DATA ONLY AVAILABLE BASED ON TOTAL ADDRESSABLE ACCOUNTS, AND CHANGES IN ADDRESSABILITY DUE TO USERS DEACTIVATING ACCOUNTS. COMPARABILITY.

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[Icons: printer, magnifying glass, download, share]

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LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

[Flag of Denmark]

DENMARK

TOTAL POTENTIAL REACH OF ADS ON LINKEDIN

3.30 MILLION

LINKEDIN AD REACH VS. TOTAL POPULATION
55.7%

LINKEDIN AD REACH VS. TOTAL INTERNET USERS
56.3%

QUARTER-ON-QUARTER CHANGE IN REPORTED LINKEDIN AD REACH
+3.1%
+100 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED LINKEDIN AD REACH
+6.5%
+200 THOUSAND

SHARE: FEMALE LINKEDIN AD REACH AGED 18+ VS. OVERALL LINKEDIN AD
REACH AGED 18+
46.7%

SHARE: MALE LINKEDIN AD REACH AGED 18+ VS. OVERALL LINKEDIN AD
REACH AGED 18+
53.3%

ADOPTION: OVERALL LINKEDIN AD REACH AGED 18+ VS. OVERALL
POPULATION AGED 18+
69.1%

ADOPTION: FEMALE LINKEDIN AD REACH AGED 18+ VS. FEMALE POPULATION
AGED 18+
57.9%

ADOPTION: MALE LINKEDIN AD REACH AGED 18+ VS. MALE POPULATION AGED
18+
67.8%

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; EUROSTAT; ANALYSIS:
NOTE: VALUES RELATE TO REGISTERED 'MEMBERS,' SO ARE NOT
COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT: GENDER DATA
INTERPOLATED FROM LATEST MA: ADVISOR MARKET: NEWAUD USERS; DATA
ON INTERNET USERS, ACTIVE USERS BASED ON SURVEYS &
EXTRAPOLATIONS; HOOTSUITE FORM: COMPARABILITY; BASE JANUARY 2024.
'MEMBERS' ARE NOT THE SAME AS MONTHLY ACTIVE USERS; VALUES SHOWN
REPRESENT ACTUAL VALUES & CHANGES IN REPORTED POTENTIAL AD
REACH DEPENDENT ON CHANGES: NEW ACCOUNTS, DELETIONS, CHANGES IN
RESIDENT POPULATIONS; COMPARABILITY BASED ON REPORT SIGNIFIER

NOTES WE

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****JAN 2024****

****X: ADVERTISING AUDIENCE OVERVIEW****

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON X (TWITTER)

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

****TOTAL POTENTIAL REACH OF ADS ON X (TWITTER)****

- 1.06 MILLION

****X AD REACH vs. TOTAL POPULATION****

- 18.0%

****X AD REACH vs. TOTAL INTERNET USERS****

- 18.1%

****QUARTER-ON-QUARTER CHANGE IN REPORTED X AD REACH****

- +1.4%

- +14 THOUSAND

****YEAR-ON-YEAR CHANGE IN REPORTED X AD REACH****

- +13.2%

- +124 THOUSAND

****SHARE: FEMALE X AD REACH AGED 18+ vs. OVERALL X AD REACH AGED 18+****

- 28.9%

****SHARE: MALE X AD REACH AGED 18+ vs. OVERALL X AD REACH AGED 18+****

- 71.1%

ADOPTION: OVERALL X AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+

- 19.3%

ADOPTION: FEMALE X AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+

- 11.0%

ADOPTION: MALE X AD REACH AGED 18+ vs. MALE POPULATION AGED 18+

- 27.7%

SOURCES: IT'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. NOTES: VALUES USE MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR 'FEMALE' AND 'MALE'. ADVISORY: SIGNIFICANT FIGURES IN SOURCE DATA CAN MASK A BROAD RANGE OF POTENTIAL VARIANCE IN DATA REPORTING. POPULATION DATA ARE BASED ON LATEST UNITED NATIONS ESTIMATES. INTERNET USER DATA ARE BASED ON OUR ANALYSIS OF ITU DATA. EXTERNAL SOURCES: ILO, UN, IMF, CIA. INCLUDES ESTIMATES FOR INDEFINITE DATA. INCLUDES IDENTIFIERS SUCH AS FACEBOOK FOR MARITAL STATUS. INCLUDES DATA FROM VARIOUS PUBLISHED REPORTS AND VERIFIED EXTERNAL SOURCES. COMPARABLE DATA: NOTES AND SOURCES ABOVE APPLY. NOTES: WE USE UNDEFINED TERMS.

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PINTEREST: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON PINTEREST

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS.

TOTAL POTENTIAL REACH OF ADS ON PINTEREST
1.38 MILLION

PINTEREST AD REACH vs. TOTAL POPULATION
23.3%

QUARTER-ON-QUARTER CHANGE IN REPORTED PINTEREST AD REACH
+18.5%
+215 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED PINTEREST AD REACH
+29.6%
+315 THOUSAND

PINTEREST AD REACH vs. TOTAL INTERNET USERS
23.5%

PINTEREST AD REACH vs. POPULATION AGED 13+
27.0%

FEMALE PINTEREST AD REACH vs. TOTAL PINTEREST AD REACH
75.3%

MALE PINTEREST AD REACH vs. TOTAL PINTEREST AD REACH
20.2%

SOURCES: PINTEREST ADVERTISING RESOURCES; KEPLOS ANALYSIS. NOTES:
DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; VALUES BASED ON MIDPOINTS
OF AVAILABLE DATA ONLY; GENDER DATA ARE ALSO AVAILABLE FOR
'UNSPECIFIED' SO VALUES FOR 'FEMALE' AND 'MALE' MAY NOT SUM TO 100%.
ADVISORY: REACH MAY VARY DEPRESSION UPON INDIVIDUAL OR UNIQUE
DUPLICATIVE USAGE. PAID RESEARCH INCLUDES ADVERTISING REPORTED ON
MOBILE DEVICES ONLY; ANALYSIS EXCLUDES PLATFORM PROPERTIES
BELONGING TO THE PRIMARY PLATFORM; SOURCES OF ALTERNATIVE DATA
MAY CONTRARY A RESULT RATIO OF THE 18+ AUDIENCE OF THE PRIMARY
PLATFORM.

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SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON
SNAPCHAT

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE

START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS.

TOTAL POTENTIAL REACH OF ADS ON SNAPCHAT
2.67 MILLION

SNAPCHAT AD REACH vs. TOTAL POPULATION
45.0%

SNAPCHAT AD REACH vs. TOTAL INTERNET USERS
45.4%

QUARTER-ON-QUARTER CHANGE IN REPORTED SNAPCHAT AD REACH
-4.1%
-115 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED SNAPCHAT AD REACH
+0.6%
+15 THOUSAND

SHARE: FEMALE SNAPCHAT AD REACH AGED 18+ vs. OVERALL SNAPCHAT AD REACH AGED 18+
54.4%

SHARE: MALE SNAPCHAT AD REACH AGED 18+ vs. OVERALL SNAPCHAT AD REACH AGED 18+
45.2%

ADOPTION: OVERALL SNAPCHAT AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+
48.8%

ADOPTION: FEMALE SNAPCHAT AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+
52.5%

ADOPTION: MALE SNAPCHAT AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
44.7%

SOURCES: SNAP'S ADVERTISING RESOURCES; KEPOS ANALYSIS.

NOTES: DATA AREN'T AVAILABLE FOR ALL LOCATIONS; VALUES BASED ON INDICATORS IF AVAILABLE; DATA ONLY; GENDER DATA ARE VALUES FOR "FEMALE" AND "MALE" BUT GENDER OPTIONS MIGHT NOT SUM TO 100%; VALUES REPRESENT AUDIENCES, OR UNIQUE INDIVIDUALS, NOT DEVICES OR

ACCOUNTS; VALUES EXCLUDE USERS OUTSIDE AGE OR LOCATION CRITERIA OR WHO SHARE ACCOUNT WITHIN HOME OR HOUSEHOLD. ADDITIONAL IMPORTANT NOTES ON DATA COVERAGE, ESTIMATES, AND COMPARABILITY ARE IN THE APPENDIX.

Icons: Various icons representing statistics, such as a Snapchat logo, user figures, internet user icon, and calendar icons for quarterly and yearly changes.

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MOBILE CONNECTIVITY
USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS

DENMARK

NUMBER OF CELLULAR MOBILE CONNECTIONS
(EXCLUDING IOT)
9.03 MILLION

NUMBER OF CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION
152.4%

YEAR-ON-YEAR CHANGE IN THE NUMBER OF CELLULAR MOBILE CONNECTIONS
+1.1%
+100 THOUSAND

SHARE OF CELLULAR MOBILE CONNECTIONS THAT ARE BROADBAND (3G, 4G, 5G)
99.0%

SOURCE: GSMA INTELLIGENCE NOTES: TOTAL CELLULAR CONNECTIONS INCLUDE DEVICES OTHER THAN MOBILE PHONES, BUT EXCLUDE CELLULAR IOT CONNECTIONS. FIGURES MAY SIGNIFICANTLY EXCEED FIGURES FOR

POPULATION DUE TO MULTIPLE CONNECTIONS AND CONNECTED DEVICES PER PERSON. COMPARABILITY: EACH CHANGE'S VERSION OF THIS CHART PUBLISHED IN SOME OF OUR PREVIOUS REPORTS FEATURED CELLULAR CONNECTION FIGURES THAT INCLUDED CELLULAR IOT CONNECTIONS. FIGURES SHOWN HERE DO NOT INCLUDE CELLULAR IOT CONNECTIONS.

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[Icons indicating PDF features like download, search, sharing, language]Digital 2024 Denmark

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CELLULAR MOBILE CONNECTIONS OVER TIME

NUMBER OF MOBILE CELLULAR CONNECTIONS OVER TIME

8.86 M Q4 2021

+0.3% Q1 2022

8.88 M

+0.1% Q2 2022

8.90 M

+0.2% Q3 2022

8.91 M

+0.04% Q4 2022

8.93 M

0.04% Q1 2023

8.93 M

+0.7% Q2 2023

8.99 M

+0.3% Q3 2023

9.02 M

+0.2% Q4 2023

9.03 M

Source: GSMA Intelligence. Note: Excludes cellular IoT connections. Where letters are shown next to figures above bars, "K" denotes thousands (e.g. "125.1K" = 125,000), "M" denotes millions (e.g. "1.23M" = 1,230,000), and "B" denotes billions (e.g. "1.23B" = 1,230,000,000). Where no letters are present, values are shown as is. Comparability: Base changes. See notes on data.

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DATAREPORTAL

MeltwaterJAN
2024

SHARE OF MOBILE TIME BY APP CATEGORY
TIME SPENT USING APPS IN EACH APP CATEGORY AS A PERCENTAGE OF
TOTAL TIME SPENT USING ANDROID PHONES OVERALL

[Illustration of Denmark flag]
DENMARK

TOTAL TIME SPENT USING SMARTPHONES EACH DAY

2H 49M

SHARE OF SMARTPHONE TIME: SOCIAL MEDIA APPS
30.5%

SHARE OF SMARTPHONE TIME: ENTERTAINMENT APPS
28.2%

SHARE OF SMARTPHONE TIME: UTILITY & PRODUCTIVITY
22.7%

SHARE OF SMARTPHONE TIME: MOBILE GAMES (ALL GENRES)
10.9%

SHARE OF SMARTPHONE TIME: SHOPPING APPS
1.1%

SHARE OF SMARTPHONE TIME: ALL OTHER APPS
6.6%

SHARE OF SMARTPHONE TIME: WEB BROWSERS & SEARCH ENGINES*
10.0%

SOURCE: DATA. AI INTELLIGENCE. SEE DATA. AI
NOTES: FIGURES REPRESENT SHARE OF TIME SPENT USING APPS ON
ANDROID PHONES BETWEEN 01 JANUARY AND 31 DECEMBER 2023. CATEGORY
DEFINITIONS REPRESENT DATA. AI US CLASSIFICATIONS AND MAY NOT MATCH
INDIVIDUAL APP STORE DEFINITIONS. * WEB BROWSERS AND SEARCH
ENGINES IS A SUBCATEGORY OF THE "UTILITY & PRODUCTIVITY" PRIMARY US
CLASSIFICATION. **COMPARABILITY: SIGNIFICANT CHANGES IN THE
DEFINITIONS USED FOR EACH APP CATEGORY. FIGURES ARE NOT
COMPARABLE WITH PREVIOUS REPORTS.

[Logos of various organizations]

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SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

**PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE
HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM IN DECEMBER 2023**
DENMARK

- **SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES**

- **33.41%**

- Year-on-year change

- **-1.2% (-39 BPS)**

- [Android Icon]

- **SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE iOS DEVICES**

- **66.17%**

- Year-on-year change

- **+0.8% (+51 BPS)**

- [Apple Icon]

- **SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS
DEVICES**

- **0.34%**

- Year-on-year change

- **-30.6% (-15 BPS)**

- [Samsung Icon]

- **SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES**

- **0%**

- Year-on-year change

- **[UNCHANGED]**

- [Kai OS Icon]

- **SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES**

- **0.08%**

- Year-on-year change

- **+60.0% (+3 BPS)**

- [Other OS Icon]

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Source: StatCounter. Notes: Figures represent the number of web pages served to

browsers on mobile phones running each operating system compared with the total number of web pages served to mobile browsers in December 2023. Figures may include some web traffic from device running an operating system developed by Samsung's Bix, Bada and Tizen, and from "other" OS. Values for iOS devices represent an aggregate total for all versions of Apple's mobile operating system. Consequently, the year-on-year change figures may be somewhat higher or lower. Year-on-year change figures were calculated using data as of 30 December 2022; all year-on-year figures include an additional decimal for reference. Any adjustment to a starting value of 50% would equal 1%. 100 BPS = 1%.

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MOBILE APP MARKET OVERVIEW

HEADLINES FOR MOBILE APP DOWNLOADS AND CONSUMER SPEND (IN U.S. DOLLARS) BETWEEN 01 JANUARY AND 31 DECEMBER 2023

DENMARK

TOTAL NUMBER OF MOBILE APP DOWNLOADS

180.3 MILLION

YEAR-ON-YEAR CHANGE IN THE TOTAL NUMBER OF MOBILE APP DOWNLOADS

-1.1%

-2 MILLION

ANNUAL CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES (USD)

\$434.4 MILLION

YEAR-ON-YEAR CHANGE IN CONSUMER SPEND ON MOBILE APPS AND IN-APP PURCHASES

+23.7%

+\$83 MILLION

SOURCE: DATA AI INTELLIGENCE. SEE DATA.AI NOTES: FIGURES PRESENT COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE, APPLE IOS APP STORE, AND THIRD-PARTY ANDROID APP STORES BETWEEN JANUARY AND DECEMBER 2023. "CONSUMER SPEND" ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE TRANSACTIONS OR MOBILE ADVERTISING. CONSUMER SPEND FIGURES ARE IN U.S. DOLLARS.

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** JAN 2024 **

** APP RANKING: MONTHLY ACTIVE USERS **

MOBILE APPS AND GAMES RANKED BY AVERAGE MONTHLY ACTIVE USERS
BETWEEN 01 JANUARY AND 31 DECEMBER 2023

Mobile Apps

#	Mobile App	Company
01	MOBILEPAY	DNB
02	YOUTUBE	GOOGLE
03	FACEBOOK	META
04	GOOGLE MAPS	GOOGLE
05	FACEBOOK MESSENGER	META
06	E-BOKS.DK	E-BOKS
07	EMAIL	GOOGLE
08	GOOGLE	GOOGLE
09	CHROME BROWSER	GOOGLE
10	INSTAGRAM	META

Mobile Games

#	Mobile Game	Company
01	POKÉMON GO	NIANTIC
02	ROBLOX	ROBLOX
03	CANDY CRUSH SAGA	ACTIVISION BLIZZARD
04	WORDFEUD	BETHEHUSSEN
05	ASPHALT 8: AIRBORNE	VIVENDI
06	SUBWAY SURFERS	TENCENT
07	HAY DAY	TENCENT
08	GEOMETRY DASH	ROBLOX
09	AMONG US!	INNERSLOTH
10	STUMBLE GUYS	SCOPELY

Source: Data AI Intelligence. See Data AI Notes, Rankings based on combined monthly active users across iPhones and Android phones between 01 January and 31 December 2023.

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JAN 2024

APP RANKING: DOWNLOADS

RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL NUMBER OF
DOWNLOADS BETWEEN 01 JANUARY AND 31 DECEMBER 2023

#

MOBILE APP

COMPANY

01 TEMU	PDD HOLDINGS
02 MIN LÆGE	PRAKTISERENDE LÆGERS ORGANISATION
03 DIGITAL POST	DIGITALISERINGSSTYRELSEN
04 MICROSOFT AUTHENTICATOR	MICROSOFT
05 POSTNORD SWEDEN	POSTNORD
06 ØNSKESKYEN	ØNSKESKYEN APS
07 SHEIN	SHEIN
08 WOLT	DOORDASH
09 MIT.DK	NETCOMPANY A/S
10 CHATGPT	OPENAI

#

MOBILE GAME

COMPANY

01 BLOCK BLAST ADVENTURE MASTER	HUNGRY STUDIO
02 ROBLOX	ROBLOX
03 MY PERFECT HOTEL	SAYGAMES
04 ROYAL MATCH	DREAM GAMES
05 MONOPOLY GO! FAMILY BOARD GAME	SCOPELY
06 EATVENTURE	LESSMORE
07 CHESS.COM	CHESS.COM
08 GARDENSCAPES BY PLAYRIX	PLAYRIX
09 STUMBLE GUYS	SCOPELY
10 MAGIC TILES 3	AMANOTES

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI NOTES: RANKINGS BASED ON
CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP
STORE

BETWEEN 01 JANUARY AND 31 DECEMBER 2023.

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Note: The elements such as bullet points or lines have been replaced with dashes or underscores to maintain a coherent representation in text form. JAN 2024•

APP RANKING: CONSUMER SPEND•

RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL CONSUMER SPEND
BETWEEN 01 JANUARY AND 31 DECEMBER 2023

DENMARK

MOBILE APP COMPANY

01 DISNEY+ DISNEY

02 DISCOVERY PLUS WARNER BROS. DISCOVERY

03 TINDER MATCH GROUP

04 PODIMO PODIMO

05 YOUTUBE GOOGLE

06 TIKTOK BYTEDANCE

07 VIAPLAY VIAPLAY GROUP

08 MAX: STREAM HBO, TV, & MOVIES WARNER BROS. DISCOVERY

09 STORYTEL STORYTEL

10 GOOGLE ONE GOOGLE

MOBILE GAME COMPANY

01 CANDY CRUSH SAGA ACTIVISION BLIZZARD

02 ROBLOX ROBLOX

03 COIN MASTER MOON ACTIVE

04 POKÉMON GO NIANTIC

05 GARDENSCAPES BY PLAYRIX PLAYRIX

06 HAY DAY TENCENT

07 ROYAL MATCH DREAM GAMES

08 HOMESCAPES PLAYRIX

09 SOLITAIRE - GRAND HARVEST PLAYTIKA

10 CANDY CRUSH SODA SAGA ACTIVISION BLIZZARD

SOURCE: DATA AI INTELLIGENCE, SEE DATA AI. NOTES: RANKINGS BASED ON
COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND
APPLE IOS APP STORE BETWEEN 01 JANUARY AND 31 DECEMBER 2023.

CONSUMER SPEND ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES
VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE OR
MOBILE ADVERTISING.

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WEEKLY ONLINE SHOPPING ACTIVITIES
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN
SELECTED ECOMMERCE ACTIVITIES EACH WEEK

DENMARK

PURCHASED A PRODUCT OR SERVICE ONLINE
44.3%

ORDERED GROCERIES VIA AN ONLINE STORE
11.0%

BOUGHT A SECOND-HAND ITEM VIA AN ONLINE STORE
18.0%

USED AN ONLINE PRICE COMPARISON SERVICE
24.7%

USED A BUY NOW, PAY LATER SERVICE
7.7%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD
SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM COMPARABILITY.
METHODOLOGY CHANGES: SEE NOTES ON DATA.

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FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE TOTAL POPULATION AGED 15+ THAT OWNS OR USES
EACH PRODUCT OR SERVICE

****ACCOUNT WITH A FINANCIAL INSTITUTION****

- Female: 100.0%
- Male: 100.0%

****CREDIT CARD OWNERSHIP****

- Female: 54.2%
- Male: 62.8%
- Total: 58.5%

****DEBIT CARD OWNERSHIP****

- Female: 98.9%
- Male: 99.1%
- Total: 99.0%

****MOBILE MONEY ACCOUNT (E.G. MPESA, GCASH)****

- Female: [N/A]
- Male: [N/A]

****MADE A DIGITAL PAYMENT (PAST YEAR)****

- Female: 100.0%
- Male: 99.9%
- Total: 99.9%

****MADE A PURCHASE USING A MOBILE PHONE OR THE INTERNET (PAST YEAR)****

- Female: 88.9%
- Male: 84.2%
- Total: 86.6%

****USED A MOBILE PHONE OR THE INTERNET TO SEND MONEY (PAST YEAR)****

- Female: 91.1%
- Male: 87.0%
- Total: 89.0%

****USED A MOBILE PHONE OR THE INTERNET TO PAY BILLS (PAST YEAR)****

- Female: 82.4%
- Male: 83.9%
- Total: 83.2%

****SOURCE:****

World Bank. Notes: Some figures have not been updated in the past year, so may be less representative of current behaviours. Percentages are of adults aged 15 and above, not total population. Mobile money accounts only refer to services that offer banking via a mobile phone number, such as MPESA, GCASH, and Tigo Pesa. Figures for mobile money accounts do not include people who use 'neobank' mobile payment services such as Apple Pay, Google Pay, or Samsung Pay.

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ONLINE PURCHASE DRIVERS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY EACH FACTOR

WOULD ENCOURAGE THEM TO COMPLETE AN ONLINE PURCHASE

- ****FREE DELIVERY****: 61.4%
- ****SIMPLE ONLINE CHECKOUT****: 45.3%
- ****EASY RETURNS POLICY****: 44.6%
- ****NEXT-DAY DELIVERY****: 37.5%
- ****CLICK AND COLLECT****: 30.5%
- ****COUPONS AND DISCOUNTS****: 30.2%
- ****CUSTOMER REVIEWS****: 25.8%
- ****GUEST CHECKOUT****: 23.8%
- ****LOYALTY POINTS****: 21.5%
- ****ECO-FRIENDLY CREDENTIALS****: 15.0%
- ****INTEREST-FREE PAYMENTS****: 11.5%
- ****SOCIAL LIKES & COMMENTS****: 7.9%
- ****SOCIAL BUY BUTTONS****: 5.6%
- ****EXCLUSIVE CONTENT OR SERVICES****: 4.4%

Source: GWI (Q3 2023). Figures represent the findings of a broad survey of internet users aged 16 to 64. See gwi.com. Comparability: Methodology changes – see notes on data.

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PAYMENT METHODS USED FOR ECOMMERCE

PERCENTAGE OF ALL B2C ECOMMERCE TRANSACTIONS IN 2022 COMPLETED USING EACH TYPE OF PAYMENT METHOD

DENMARK

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO
DIGITAL AND MOBILE WALLETS
29.0%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO DEBIT
AND CREDIT CARDS
49.0%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO BANK
TRANSFERS
7.0%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO CASH-
ON-DELIVERY

1.0%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO
OTHER PAYMENT METHODS

14.0%

SOURCE: PPRO NOTE: FIGURES REPRESENT SHARE OF THE TOTAL NUMBER
OF B2C ECOMMERCE TRANSACTIONS IN 2022.

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ECOMMERCE: CONSUMER GOODS CATEGORIES
ESTIMATED ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE
CATEGORY (B2C ONLY, U.S. DOLLARS, FULL-YEAR 2023)

****Electronics****

\$1.72 BILLION

YEAR-ON-YEAR CHANGE

-6.0% (-\$110 MILLION)

****Fashion****

\$1.77 BILLION

YEAR-ON-YEAR CHANGE

7.3% (\$120 MILLION)

****Food****

\$950.0 MILLION

YEAR-ON-YEAR CHANGE

28.4% (\$210 MILLION)

****Beverages****

\$360.0 MILLION

YEAR-ON-YEAR CHANGE

9.1% (\$30 MILLION)

****DIY & Hardware****

\$390.0 MILLION

YEAR-ON-YEAR CHANGE

[UNCHANGED]

****Furniture****

\$890.0 MILLION
YEAR-ON-YEAR CHANGE
12.7% (\$100 MILLION)

****Physical Media****
\$240.0 MILLION
YEAR-ON-YEAR CHANGE
-7.7% (-\$20 MILLION)

****Beauty & Personal Care****
\$350.0 MILLION
YEAR-ON-YEAR CHANGE
9.4% (\$30 MILLION)

****Tobacco Products****
\$110.0 MILLION
YEAR-ON-YEAR CHANGE
37.5% (\$30 MILLION)

****Toys & Hobby****
\$170.0 MILLION
YEAR-ON-YEAR CHANGE
13.3% (\$20 MILLION)

****Household Essentials****
\$70.0 MILLION
YEAR-ON-YEAR CHANGE
16.7% (\$10 MILLION)

****Over-the-Counter Pharmaceuticals****
\$40.0 MILLION
YEAR-ON-YEAR CHANGE
[UNCHANGED]

****Luxury Goods****
\$220.0 MILLION
YEAR-ON-YEAR CHANGE
10.0% (\$20 MILLION)

****Eyewear****
\$60.0 MILLION
YEAR-ON-YEAR CHANGE
[UNCHANGED]

****SOURCE:**** STATISTA ECOMMERCE MARKET SIZE STATISTA.COM. NOTES:
FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES IN B2C SALES,

DOLLARS, AND COMPARISON WITH THE PREVIOUS CALENDAR YEAR. THE NEWSPAPERS CATEGORY ENCOMPASSES ONLINE DIGITAL DOWNLOADS OR STREAMING. COMPARABILITY: SIGNIFICANT BASE REVISIONS AND MAJOR CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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****Sources:****

- statista
- we are social
- MeltwaterJAN 2024

TOP GOOGLE SHOPPING SEARCHES

SHOPPING QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023

#1 SEARCH QUERY - INDEX vs. TOP QUERY

01. NIKE - 100
02. SKO - 73
03. LEGO - 56
04. JORDAN - 55
05. ADIDAS - 51
06. IKEA - 48
07. TØJ - 42
08. BILKA - 36
09. HARALD NYBORG - 36
10. JEM OG FIX - 31

#2 SEARCH QUERY - INDEX vs. TOP QUERY

11. ELGIGANTEN - 31
12. JYSK - 30
13. ZALANDO - 27
14. POWER - 26
15. PC - 25
16. SOFA - 24
17. ØRERINGE - 23
18. NEW BALANCE - 23
19. DBA - 23
20. MATAS - 22

SOURCE: GOOGLE TRENDS BASED ON SHOPPING SEARCHES CONDUCTED ON GOOGLE SEARCH BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023.

NOTES: ANY LANGUAGE ANOMALIES OR SPELLING ERRORS IN QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN "AS IS" TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE ARE LANGUAGE IN THEIR SEARCH ACTIVITIES. GOOGLE DOES NOT PUBLISH ABSOLUTE

SEARCH VOLUMES BUT THE "INDEX" VALUE SHOWN PROVIDES RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. ADVISORY: GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

[logos and branding of "we are social" and "Meltwater"]

[symbol of the Danish flag]

[page number 94 in circle at bottom left, total page count 131]JAN 2024

ONLINE RIDE-HAILING OVERVIEW

HEADLINES FOR THE ADOPTION AND USE OF ONLINE RIDE-HAILING SERVICES

NUMBER OF PEOPLE USING ONLINE RIDE-HAILING SERVICES:

850.0 THOUSAND

YEAR-ON-YEAR CHANGE IN THE NUMBER OF ONLINE RIDE-HAILING SERVICE USERS:

+2.4% +20 THOUSAND

TOTAL ANNUAL VALUE OF ONLINE RIDE-HAILING BOOKINGS (USD, 2023):

\$231.9 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE ONLINE RIDE-HAILING BOOKINGS:

+14.3% +\$29 MILLION

AVERAGE ANNUAL VALUE PER USER (USD, 2023):

\$272

Source: STATISTA 'MOBILITY MARKET OUTLOOK', SEE STATISTA.COM, NOTES: IN THIS CONTEXT 'RIDE-HAILING' ENCOMPASSES ON-DEMAND TRANSPORTATION FACILITATED VIA MOBILE APPS AND ONLINE PLATFORMS. VALUES INCLUDE THE BOOKING OF PERSON PRIVATE VEHICLES (E.G., UBER, GRAB) AND TRADITIONAL TAXI SERVICES, ONLY INCLUDE BOOKINGS THAT ARE MADE VIA ONLINE SERVICES. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023. VALUES ARE IN U.S. DOLLARS. COMPARABILITY: BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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ONLINE TRAVEL AND TOURISM

ANNUAL ONLINE SPEND ON TRAVEL AND TOURISM SERVICES (U.S. DOLLARS, FULL-YEAR 2023)

****FLIGHTS****

\$1.44 BILLION

Year-on-Year Change

+30.5% (+\$336 MILLION)

****TRAINS****

\$124.4 MILLION

Year-on-Year Change

+50.4% (+\$42 MILLION)

****CAR RENTALS****

\$153.6 MILLION

Year-on-Year Change

+13.4% (+\$18 MILLION)

****LONG-DISTANCE BUSES****

\$39.85 MILLION

Year-on-Year Change

+32.7% (+\$9.8 MILLION)

****HOTELS****

\$1.43 BILLION

Year-on-Year Change

+15.1% (+\$188 MILLION)

****PACKAGE HOLIDAYS****

\$1.76 BILLION

Year-on-Year Change

+27.8% (+\$383 MILLION)

****VACATION RENTALS****

\$272.1 MILLION

Year-on-Year Change

+13.9% (+\$33 MILLION)

****CRUISES****

\$12.09 MILLION

Year-on-Year Change

+39.4% (+\$3.4 MILLION)

****Source:**** Statista Digital Market Outlook, Statista Mobility Market Outlook. See Statista.com. Notes: Figures represent estimates for full-year revenues for 2023 in U.S. dollars, and comparisons with equivalent values for the previous calendar year. Values do not include revenues associated with public transport/non-commercial flights, ferries, taxis, ride-sharing, ride-hailing, or commuter services. Comparability: Base and category definitions and reporting structures have been updated. Therefore, figures are

not comparable with previous reports.

****Digital 2024 Denmark****

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**DIGITAL HEALTH TREATMENT & CARE OVERVIEW
HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED
HEALTHCARE TREATMENTS AND CARE**

**1. NUMBER OF PEOPLE USING DIGITAL HEALTH TREATMENT & CARE
1.60 MILLION**

**2. YEAR-ON-YEAR CHANGE IN USERS OF DIGITAL TREATMENT & CARE
+3.9%
+60 THOUSAND**

**3. TOTAL ANNUAL VALUE OF THE DIGITAL TREATMENT & CARE MARKET (USD,
2023)
\$110.7 MILLION**

**4. YEAR-ON-YEAR CHANGE IN MARKET VALUE: DIGITAL TREATMENT & CARE
MARKET
+9.6%
+\$9.7 MILLION**

**5. AVERAGE ANNUAL VALUE PER USER: DIGITAL TREATMENT & CARE (USD,
2023)
\$69.11**

Source: Statista Digital Market Outlook. See [statista.com](https://www.statista.com)

Notes: Includes digital tools that are used to diagnose, treat, and manage medical conditions, including biometric sensors and digital care management. Does not include smartwatches, smart glasses, or smart apparel. Figures represent estimates for full-year 2023, and comparisons to equivalent values for the previous calendar year. Financial values are in US dollars. Percentage change values are year-on-year. "Y-o-Y" values show absolute change

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ONLINE DOCTOR CONSULTATIONS OVERVIEW HEADLINES FOR THE ADOPTION AND USE OF ONLINE DOCTOR CONSULTATION SERVICES

DENMARK

NUMBER OF PEOPLE USING ONLINE DOCTOR CONSULTATION SERVICES
200.0 THOUSAND

YEAR-ON-YEAR CHANGE IN USERS OF ONLINE DOCTOR CONSULTATION SERVICES
+5.3%
+10 THOUSAND

TOTAL ANNUAL VALUE OF ONLINE DOCTOR CONSULTATIONS (USD, 2023)
\$56.02 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: ONLINE DOCTOR CONSULTATIONS
+11.5%
+\$5.8 MILLION

AVERAGE ANNUAL VALUE PER USER: ONLINE DOCTOR CONSULTATIONS (USD, 2023)
\$274

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES: INCLUDES TELEMEDICINE AND OTHER DIGITAL TOOLS THAT ENABLE PATIENTS TO CONSULT WITH DOCTORS REMOTELY. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS TO EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE; “#” VALUE SHOW ABSOLUTE CHANGE.

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DIGITAL CONTENT PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PAY FOR EACH TYPE OF DIGITAL CONTENT EACH MONTH

DENMARK

- MOVIE OR TV STREAMING SERVICE: 45.3%

- MUSIC STREAMING SERVICE: 33.2%
- MOBILE APP: 10.0%
- MUSIC DOWNLOAD: 8.4%
- IN-APP PURCHASES: 7.8%
- MOBILE GAME: 7.8%
- E-BOOK: 7.0%
- SOFTWARE PACKAGE: 5.3%
- NEWS SERVICE: 4.9%
- DATING SERVICE: 4.7%
- STUDY PROGRAMS AND LEARNING MATERIALS: 4.4%
- PREMIUM WEB SERVICE: 4.1%
- ONLINE MAGAZINE SUBSCRIPTION: 3.0%
- DIGITAL GIFTS: 2.3%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM.
COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

we are social | MeltwaterJAN 2024 DIGITAL FITNESS & WELL-BEING OVERVIEW
HEADLINES FOR THE ADOPTION AND USE OF DIGITAL FITNESS & WELL-BEING
DEVICES AND SERVICES

DENMARK

NUMBER OF PEOPLE USING DIGITAL FITNESS & WELL-BEING DEVICES AND
SERVICES
3.09 MILLION

YEAR-ON-YEAR CHANGE IN THE NUMBER OF DIGITAL FITNESS & WELL-BEING
USERS
+12.0% +330 THOUSAND

TOTAL ANNUAL VALUE OF THE DIGITAL FITNESS & WELL-BEING MARKET (USD,
2023)
\$288.2 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: DIGITAL FITNESS & WELL-BEING
MARKET
+12.2% +\$31 MILLION

AVERAGE ANNUAL VALUE PER USER: DIGITAL FITNESS & WELL-BEING (USD,
2023)
\$93.39

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES:
INCLUDES WEARABLES, FITNESS AND ACTIVITY TRACKING WEARABLES,

SMART SCALES, FITNESS APPS THAT TRACK PARAMETERS, NUTRITION APPS (E.G. CALORIE COUNTING, MACRO TRACKING) AND MEDITATION AND MINDFULNESS APPS. DOES NOT INCLUDE SMART CLOTHING, SMART SUITS, SMART JEWELRY, HEALTH TRACKING APPS, WEARABLE HEARING AIDS, EYEWEAR, OR CONNECTED HOME GYM EQUIPMENT OR ASSOCIATED SUBSCRIPTIONS UNLESS OTHERWISE STATED. WE VALUES REFLECT CONSUMER SPEND AND EXCLUDE SPEND BY ORGANIZATIONS. VALUES FOR THE 'FITNESS' SEGMENT INCLUDE FINANCIAL VALUES IN AND ACROSS DOLLARS. PROJECTIONS MADE BY WE ARE SOCIAL AND MELTWATER. THE VALUES SHOW ABSOLUTE CHANGE.

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****DIGITAL MEDIA SPEND****

FULL-YEAR 2023 SPEND ON DIGITAL MEDIA SUBSCRIPTIONS AND DOWNLOADS
(IN U.S. DOLLARS)

****Denmark****

****TOTAL ****

\$1.30 BILLION
YEAR-ON-YEAR CHANGE
+15.0% (+\$170 MILLION)

****VIDEO GAMES****

\$470.0 MILLION
YEAR-ON-YEAR CHANGE
+14.6% (+\$60 MILLION)

****\VIDEO-ON-DEMAND****

\$460.0 MILLION
YEAR-ON-YEAR CHANGE
+21.1% (+\$80 MILLION)

****EPUBLISHING****

\$240.0 MILLION
YEAR-ON-YEAR CHANGE
+9.1% (+\$20 MILLION)

****DIGITAL MUSIC****

\$120.0 MILLION
YEAR-ON-YEAR CHANGE
+9.1% (+\$10 MILLION)

Source: Statista Digital Market Outlook. See Statista.com. Notes: Figures represent

estimates for full-year spend in 2023 in U.S. dollars, and comparisons with equivalent values for the comparable year. Values include content downloadings and subscriptions to streaming services and online publishers. Does not include physical media or user-generated content. Comparability: Base and category definition changes; figures not comparable with previous reports.

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****Digital 2024 Denmark****

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****JAN 2024****

****ENGAGEMENT WITH DIGITAL MARKETING****

****PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THEY ENGAGE IN EACH KIND OF ONLINE ACTIVITY****

****DENMARK****

****RESEARCH BRANDS ONLINE BEFORE MAKING A PURCHASE****

![[Icon: Magnifying glass over a box]

****44.3%****

****YOY: -9.4% (-460 BPS)****

****VISITED A BRAND'S WEBSITE IN THE PAST 30 DAYS****

![[Icon: Globe]

****44.5%****

****YOY: -9.9% (-490 BPS)****

****CLICKED OR TAPPED ON A BANNER AD ON A WEBSITE IN THE PAST 30 DAYS****

![[Icon: Finger tapping a button]

****14.6%****

****YOY: +24.8% (+290 BPS)****

****CLICKED OR TAPPED ON A SPONSORED SOCIAL MEDIA POST IN THE PAST 30 DAYS****

![[Icon: Finger tapping a social media post]

****12.1%****

****YOY: -2.4% (-30 BPS)****

****DOWNLOADED OR USED A BRANDED MOBILE APP IN THE PAST 30 DAYS****

![[Icon: Mobile phone]

****11.0%****

****YOY: -1.8% (-20 BPS)****

Source: GWI Q3 2023. Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.com Notes: "YOY" figures represent year-on-year change. Percentage change values = comparative change (i.e., an increase of 20% from a starting value of 10% would equal 12%, not 30%). "BPS" values represent basis points, and indicate the absolute change. Comparability: methodology changes. See notes on data.

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Voilà la retranscription textuelle de l'image.JAN 2024

SOURCES OF BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM

1. SEARCH ENGINES (40.4%)
2. WORD-OF-MOUTH (31.4%)
3. SOCIAL MEDIA ADS (21.7%)
4. TV ADS (17.9%)
5. PRODUCT COMPARISON WEBSITES (16.6%)
6. PRODUCT SAMPLES OR TRIALS (15.3%)
7. SOCIAL MEDIA COMMENTS (15.0%)
8. CONSUMER REVIEW SITES (14.8%)
9. TV SHOWS AND FILMS (14.0%)
10. EMAILS OR PHYSICAL MAIL (13.9%)
11. BRAND WEBSITES (13.2%)
12. ADS IN MOBILE APPS (13.1%)
13. ADS ON WEBSITES (12.7%)
14. IN-STORE PROMOS (12.6%)
15. PERSONALISED PURCHASE RECOMMENDATIONS ON WEBSITES (12.6%)

Source: GWI (Q3 2023). Figures represent the findings of a brand survey of internet users aged 16 to 64. See GWI.COM. ****Comparability: Methodology changes; see notes on data.****

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** JAN 2024 **

** ADVERTISING SPEND: TOTAL vs. DIGITAL **

TOTAL AD SPEND ACROSS ALL CHANNELS, WITH DETAIL FOR DIGITAL AD SPEND (U.S. DOLLARS, FULL-YEAR 2023)

[Image of Denmark flag]

** TOTAL AD SPEND (INCLUDING ONLINE AND OFFLINE CHANNELS) **
\$3.00 BILLION

** YEAR-ON-YEAR CHANGE IN TOTAL AD SPEND (ALL CHANNELS) **
+4.9% +\$140 MILLION

** DIGITAL AD SPEND (INCLUDING SEARCH AND SOCIAL MEDIA) **
\$2.07 BILLION

** YEAR-ON-YEAR CHANGE IN DIGITAL AD SPEND **
+7.6% +\$146 MILLION

** DIGITAL AD SPEND AS A PERCENTAGE OF TOTAL AD SPEND **
68.9%

SOURCE: STATISTA MARKET OUTLOOKS. SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. INDIVIDUAL VALUES IN CHARTS & FIGURES REPRESENT GROSS VALUES AND MAY DIFFER FROM THE ADDITIVE VALUES OF UNITS SHOWN IN THE CHART. NOT 1:1 COMPARABLE (\$BX,E) FRAMEWORK MAY USE A DIFFERENT DEFINITION OF 'ADVERTISING'. ADVISORIES FOR DATA MANAGEMENT: THIS CHART INCLUDES A BROADER VARIETY OF CHANNELS AND ACTIVITIES THAN THE DEFINITION USED IN OTHER MARKET SECTIONS WITHIN THIS REPORT.

[Statista logo] [We Are Social logo] [Meltwater logo]

Digital 2024 Denmark [Chart indicating slide 106 out of 131]

Note: The flags, icons, and logos are represented in text for clarity. JAN 2024
MAIN CHANNELS FOR ONLINE BRAND RESEARCH
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH CHANNEL
AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS

[Bandeau avec le drapeau du Danemark]

1. SEARCH ENGINES : 58.4%
2. SOCIAL NETWORKS : 30.0%
3. CONSUMER REVIEWS : 29.3%
4. PRICE COMPARISON SITES : 28.4%
5. PRODUCT & BRAND WEBSITES : 23.3%
6. SPECIALIST REVIEW SITES : 19.4%
7. Q&A SITES : 16.9%
8. MOBILE APPS : 16.1%
9. DISCOUNT VOUCHER SITES : 9.4%
10. FORUMS & MESSAGE BOARDS : 8.3%
11. ONLINE PINBOARDS : 8.2%
12. BRAND & PRODUCT BLOGS : 7.1%
13. VIDEO SITES : 6.1%
14. MESSENGER SERVICES : 5.6%
15. MICRO-BLOGS : 3.1%

Source: GWI (Q3 2023). Figures represent the findings of a broad survey of internet users aged 16 to 64. See GWI.COM. Comparability & methodology changes: see notes on data.

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SEARCH ADVERTISING OVERVIEW

SPEND ON ONLINE SEARCH ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET

Annual Spend on Online Search Advertising (USD)
- \$1.02 Billion

Year-on-Year Change in Online Search Advertising Spend
- +7.6%
- +\$72 Million

Online Search's Share of Total Digital Advertising Spend
- 49.3%

Year-on-Year Change in Online Search's Share of Total Digital Advertising Spend
- -0.02%
- -0.7 BPS

Denmark

Source: Statista Advertising & Media Outlook. See Statista.com. Notes: Figures represent estimates for full-year 2024 and comparisons with equivalent values for the previous calendar year. Financial values are in U.S. dollars. Percentage change values are based on difference in spend. For example: a starting value of \$955 would equal 60%, not 7%. "BPS" values represent basis points, and indicate absolute change. Comparability: Base changes means are not comparable with previous reports.

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DIGITAL ADVERTISING SPEND

ANNUAL SPEND ON DIGITAL ADVERTISING BY FORMAT (U.S. DOLLARS, FULL-YEAR 2023)

Denmark

Total Annual Spend on Digital Ads (All Types)

\$2.07 Billion

Y-O-Y Change in Spend

+7.6% (+\$146 Million)

Annual Spend on Online Search Ads

\$1.02 Billion

Y-O-Y Change in Spend

+7.6% (+\$72 Million)

Annual Spend on Digital Video Ads

\$295.0 Million

Y-O-Y Change in Spend

+7.6% (+\$21 Million)

Annual Spend on Digital Banner Ads

\$433.5 Million

Y-O-Y Change in Spend

+8.8% (+\$35 Million)

Annual Spend on Online Influencer Activities

\$75.36 Million

Y-O-Y Change in Spend

+12.8% (+\$8.6 Million)

Annual Spend on Online Classifieds

\$105.4 Million

Y-O-Y Change in Spend

+0.8% (+\$800 Thousand)

Annual Spend on Digital Audio Ads

\$13.48 Million

Y-O-Y Change in Spend

+15.3% (+\$1.8 Million)

Share of Total Digital Ad Spend: Mobile Devices*

46.6%

Y-O-Y Change in Spend

+3.5% (+156 BPS)

Share of Total Digital Ad Spend: Social Media

22.2%

Y-O-Y Change in Spend

+2.6% (+56 BPS)

Share of Total Digital Ad Spend: Programmatic

82.7%

Y-O-Y Change in Spend

+0.5% (+43 BPS)

Sources: Statista Advertising & Media Outlook, see [statista.com](https://www.statista.com), Notes: comparatives with equivalent spending figures refer to figures for previous year, i.e., benchmarks must compare with absolute spending. All figures are rounded to the nearest appropriate unit. Currency conversions were based on the current annual currency exchange rate for the year published in Statista's Global Consumer Outlook. * Share of digital ad spend for banner, video, native & social media ads.

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** JAN 2024 **

** PROGRAMMATIC ADVERTISING OVERVIEW **

_ SPEND ON PROGRAMMATIC ADVERTISING AND ITS SHARE OF THE DIGITAL
ADVERTISING MARKET _

Ø<ÝéØ<Ýð DENMARK

****Annual Spend on Programmatic Advertising (USD)****

[Icône du dollar]

****\$1.71 BILLION****

****Year-on-Year Change in Programmatic Advertising Spend (USD)****

[Icône de changement]

****+8.2%****

****+ \$129 MILLION****

****Programmatic's Share of Total Digital Advertising Spend****

[Icône de paramètre]

****82.7%****

****Year-on-Year Change in Programmatic's Share of Total Digital Advertising Spend****

[Icône de changement]

****+0.5%****

****+ 43 BPS****

****SOURCE:****

STATISTA ADVERTISING & MEDIA OUTLOOK.

SEE STATISTA.COM

****NOTES:****

FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE GIVEN IN U.S. DOLLARS.

PERCENTAGE CHANGE VALUES HAVE BEEN CALCULATED BASED ON THE DIFFERENCE BETWEEN PREVIOUS AND NEW VALUES. FIGURES HAVE BEEN ROUNDED. 1 BP (BASIS POINT) = 0.01%. FOR CONTEXT, A PERCENTAGE INCREASE OF 50 BPS WOULD EQUAL 0.5%, AND 100 BPS WOULD EQUAL 1%.

PREVIOUS VALUES REPRESENT FINAL OUTPUTS, AND INDICATE ABSOLUTE CHANGE.
COMPARABILITY: BASE CHANGES FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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[Icône de site web]

[Réglages]

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Fin de la retranscription.JAN 2024

SOCIAL MEDIA ADVERTISING OVERVIEW
SPEND ON SOCIAL MEDIA ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET
DENMARK

ANNUAL SPEND ON SOCIAL MEDIA ADVERTISING (USD)
\$457.9 MILLION

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA ADVERTISING SPEND
+10.4% +\$43 MILLION

SOCIAL MEDIA'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND
22.2%

YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND
+2.6% +56 BPS

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM.
NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGES ARE BASED ON VALUES REPRESENTED IN U.S. DOLLARS. FIGURES MAY HAVE BEEN CONVERTED TO USD USING CONSTANT ANNUAL AVERAGE EXCHANGE RATES TO AVOID CURRENCY FLUCTUATIONS.

COMPARABILITY: BASE CHANGES (E.G. INCLUSION AND EXCLUSION OF CATEGORIES OR COUNTRIES) MEAN THAT SOME VALUES ARE NOT COMPARABLE WITH PREVIOUS RELEASES.

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INFLUENCER ADVERTISING OVERVIEW

SPEND ON INFLUENCER ADVERTISING ACTIVITIES (IN U.S. DOLLARS) AND THEIR SHARE OF THE DIGITAL ADVERTISING MARKET

DENMARK

ANNUAL SPEND ON INFLUENCER ADVERTISING (USD)
\$75.36 MILLION

YEAR-ON-YEAR CHANGE IN INFLUENCER ADVERTISING SPEND
+12.8%
+\$8.6 MILLION

INFLUENCER ADVERTISING'S SHARE OF TOTAL DIGITAL AD SPEND
3.6%

YEAR-ON-YEAR CHANGE IN INFLUENCER ADVERTISING'S SHARE OF TOTAL DIGITAL AD SPEND
+4.8%
+17 BPS

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM

NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024 AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS; FIGURES REPRESENT THE NOMINAL GROSS REVENUE PAID DIRECTLY TO INFLUENCERS OR THEIR AGENTS, AND DO NOT INCLUDE THE VALUE OF PRODUCT GRANTS, SERVICE BARTERS, OR OTHER FORMS OF IN-KIND SUPPORT; FIGURES FOR VALUES DENOTED IN LOCAL CURRENCY HAVE BEEN CONVERTED TO U.S. DOLLARS USING THE AVERAGE OF PUBLISHED EXCHANGE RATES DURING THE PERIOD IN QUESTION.

BPS = BASIS POINTS, EQUALING 1/100 OF A PERCENTAGE POINT. DUE TO ROUNDING, FIGURES MAY NOT ADD UP TO 100.

MAJOR UPDATES TO DEFINITIONS IN THE BEGINNING OF 2023 MEAN THAT THE LATEST FIGURES ARE NOT COMPARABLE WITH PREVIOUS EDITIONS.

