JAN 2024 - POPULATION ESSENTIALS
Demographics and Other Key Indicators

1. **TOTAL POPULATION**
   - 5.49 MILLION

2. **FEMALE POPULATION**
   - 49.5%

3. **MALE POPULATION**
   - 50.5%

4. **YEAR-ON-YEAR CHANGE IN TOTAL POPULATION**
   - +0.7%
   - +40 THOUSAND

5. **MEDIAN AGE OF THE POPULATION**
   - 39.9

6. **URBAN POPULATION**
   - 84.1%

7. **POPULATION DENSITY (PEOPLE PER KM^2)**
   - 18.1

8. **OVERALL LITERACY (ADULTS AGED 15+)**
   - 100%

9. **FEMALE LITERACY (ADULTS AGED 15+)**
   - 100%

10. **MALE LITERACY (ADULTS AGED 15+)**
    - 100%

Sources: KEPIOS ANALYSIS, UNITED NATIONS, LOCAL GOVERNMENT AUTHORITIES, WORLD BANK, UNESCO, CIA WORLD FACTBOOK, OUR WORLD IN DATA, INDEXMUNDI, KNOMAD.

Notes:
- Norwegian flag (Norway) present on the top right.

Document Information:
- Digital 2024 Norway
- Page 19 sur 131
- Français

Responsible Organizations/Platforms:
- We Are Social
- Meltwater**JAN 2024**

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

Year	Population	Year-on-Year Change
JAN 2014	5.11 M	+1.1%
JAN 2015	5.17 M	+0.9%
JAN 2016	5.21 M	+0.8%
JAN 2017	5.26 M	+0.7%
JAN 2018	5.30 M	+0.6%
JAN 2019	5.33 M	+0.7%
JAN 2020	5.37 M	+0.7%
JAN 2021	5.39 M	+0.4%
JAN 2022	5.41 M	+0.4%
JAN 2023	5.45 M	+0.7%
JAN 2024	5.49 M	+0.7%

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., 1.2M = 1,200,000), and "B" denotes billions (e.g., 12.3B = 12,300,000,000). 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.

Icons:
We Are Social | Meltwater
Completé par We Are Social | MeltwaterJAN 2024

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

0-4: 274 K (5.0%)
5-9: 298 K (5.4%)
10-14: 323 K (5.9%)
15-19: 328 K (6.0%)
20-24: 335 K (6.1%)
25-29: 360 K (6.6%)
30-34: 398 K (7.1%)
35-39: 306 K (6.8%)
40-44: 357 K (6.3%)
45-49: 354 K (6.4%)

50-54: 378 K (6.9%)
55-59: 324 K (5.8%)
60-64: 320 K (5.8%)
65-69: 293 K (5.3%)
70-74: 257 K (4.7%)
75-79: 229 K (4.2%)
80-84: 163 K (3.0%)
85-89: 126.2 K (2.3%)
90-94: 51.8 K (1.4%)
95-99: 19.953 K (0.7%)
100+: 1.291 (<0.1%)

Sources: Extrapolation of data published by the United Nations and local government authorities. Notes: Percentage values below each bar represent the respective age group's share of the total population. Where these data are shown net figures (i.e., values; 'K' = 1,000; 'M' = 1,000,000) are shown. N denotes notifiable ages. Comparative source changes and base revisions. Figures may not compare with values published in other editions.

Digital 2024 Norway.

21 sur 131

Datareportal.

We Are Social.

Meltwater.

Flag: NorwayVoici 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

NORWAY (Drapeau de la Norvège)

1. **Gross Domestic Product (Current U.S. Dollars)**
   - $546.8 Billion

2. **Gross Domestic Product (PPP, Current International Dollars)**
   - $453.0 Billion

3. **Gross Domestic Product Per Capita (Current U.S. Dollars)**
   - $99.3 Thousand

4. **Gross Domestic Product Per Capita (PPP, Current International Dollars)**
   - $82.2 Thousand

5. **Net National Income Per Capita (Current U.S. Dollars)**
   - $70.0 Thousand

6. **Percentage of the Population Earning Less Than $3.65 (2017 PPP) Per Day**
   - 0.3%

7. **Percentage of the Population With Access to Basic Drinking Water**
   - 100%

8. **Percentage of the Population With Access to Basic Sanitation**
   - 98.0%

9. **Percentage of the Population With Access to Electricity**
   - 100%

10. **Percentage of the Population That Owns a Mobile Phone (Any Type)**
    - 100%

SOURCES: UN; 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 Rate. **BASIC DRINKING WATER:** Percentage of the Total Population Having Drinking Water from an Improved Source. **Broad User:** Includes Those Who Have Mobile Broadband Just for Personal Use. These metrics reflect the most recent data available. **COMPARABILITY:** Figures Use Latest Published Data; Figures and Regional Totals Refer to 2023 World Bank (If No Data from the Same Year, Latest Figures Will Be Used).

Digital 2024 Norway

Page 22 sur 131

(Éléments visuels de la page : logos de We Are Social et Meltwater, icônes représentant les indicateurs)Jan 2024
DEVICE OWNERSHIP
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN EACH KIND OF DEVICE

Norway

- ANY KIND OF MOBILE PHONE:
  - 97.3%
  - YEAR-ON-YEAR CHANGE: +2.3% (+220 BPS)

- SMART PHONE:
  - 97.0%
  - YEAR-ON-YEAR CHANGE: +2.6% (+250 BPS)

- FEATURE PHONE:
  - 5.6%
  - YEAR-ON-YEAR CHANGE: -5.1% (-30 BPS)

- LAPTOP OR DESKTOP COMPUTER:
  - 64.4%
  - YEAR-ON-YEAR CHANGE: +2.5% (+160 BPS)

- TABLET DEVICE:
  - 51.0%
  - YEAR-ON-YEAR CHANGE: +3.0% (+150 BPS)

- GAMES CONSOLE:
  - 36.4%
  - YEAR-ON-YEAR CHANGE: -1.1% (-40 BPS)

- SMART WATCH OR SMART WRISTBAND:
  - 43.1%
  - YEAR-ON-YEAR CHANGE: +16.5% (+610 BPS)

- TV STREAMING DEVICE:
  - 46.9%
  - YEAR-ON-YEAR CHANGE: +13.0% (+540 BPS)

- SMART HOME DEVICE:
  - 17.8%
  - YEAR-ON-YEAR CHANGE: +11.3% (+180 BPS)

- VIRTUAL REALITY DEVICE:
  - 8.6%
  - YEAR-ON-YEAR CHANGE: +6.2% (+50 BPS)

Source: Data from GWI based on a broad survey of internet users aged 16 to 64. Note: Percentage change values represent relative change (i.e., an increase of 10% from a starting value of 50% would equal 55%, not 60%).

we are social Meltwater
Digital 2024 NorwayJAN 2024

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

TIME SPENT USING THE INTERNET
5H 46M
YEAR-ON-YEAR CHANGE
+0.2% (+<1 MIN)

TIME SPENT WATCHING TELEVISION (BROADCAST AND STREAMING)
3H 34M
YEAR-ON-YEAR CHANGE
-3.1% (-6 MINS)

TIME SPENT USING SOCIAL MEDIA
1H 53M
YEAR-ON-YEAR CHANGE
-2.9% (-3 MINS)

TIME SPENT READING PRESS MEDIA (ONLINE AND PHYSICAL PRINT)
1H 45M
YEAR-ON-YEAR CHANGE
-9.9% (-11 MINS)

TIME SPENT LISTENING TO MUSIC STREAMING SERVICES
1H 30M
YEAR-ON-YEAR CHANGE
-7.5% (-7 MINS)

TIME SPENT LISTENING TO BROADCAST RADIO
0H 56M
YEAR-ON-YEAR CHANGE
-21.2% (-15 MINS)

TIME SPENT LISTENING TO PODCASTS
0H 47M
YEAR-ON-YEAR CHANGE
-12.9% (-6 MINS)

TIME SPENT USING A GAMES CONSOLE
0H 48M
YEAR-ON-YEAR CHANGE
-17.6% (-10 MINS)

SOURCE: GWI Q4 2021 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM/NOTES. NOTE: PEOPLE MAY CONSUME DIFFERENT MEDIA CONCURRENTLY, TELEVISION FIGURES INCLUDE BROADCAST AND CABLE TELEVISION, ON-DEMAND, STREAMING, AND VIDEO-ON-DEMAND SERVICES. PRESS INCLUDES BOTH ONLINE AND PHYSICAL PRINT MEDIA. BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO.

COMPARABILITY: METHODOLOGY CHANGES MAY AFFECT DIRECT YEAR-YEAR COMPARABILITY. SEE NOTES ON DATA.

OVERVIEW OF INTERNET USE
ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE

- TOTAL NUMBER OF INTERNET USERS

5.44 MILLION

- INTERNET USERS vs. TOTAL POPULATION
  99.0%

- YEAR-ON-YEAR CHANGE IN TOTAL INTERNET USERS
  +0.7%
  +40 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
  95.7%

- AVERAGE DAILY TIME SPENT USING THE INTERNET
  5H 46M

- YEAR-ON-YEAR CHANGE IN DAILY TIME SPENT USING THE INTERNET
  +0.2%
  +1 MIN

Digital 2024 Norway

27 sur 131

Sources: KEPIOS ANALYSIS, ITU, GSMA INTELLIGENCE, EUROSTAT, CIA WORLD FACTBOOK, OKMN, KANTAR & IBAMA LOCAL GOVERNMENT AUTHORITIES, UNITED NATIONS. TIME SPENT AND MOBILE SHARE DATA FROM GWI (Q4 2023). BASED ON A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM. ADVISORY: FIGURES FOR INTERNET USER GROWTH MAY UNDER-REPRESENT ACTUAL TRENDS. SEE NOTES ON DATA COMPARABILITY, SOURCES AND BASE CHANGES.

we are social © MeltwaterVoici la retranscription textuelle de l'image:

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

NORWAY (drapeau norvégien)

96.8% - JAN 2014 (+0.5%)
97.3% - JAN 2015 (+0.5%)
97.7% - JAN 2016 (+0.4%)
98.1% - JAN 2017 (-0.3%)
97.8% - JAN 2018 (+1.1%)
98.9% - JAN 2019 (-0.8%)
98.1% - JAN 2020 (+1.0%)
99.0% - JAN 2021 (0%)
99.0% - JAN 2022 (0%)
99.0% - JAN 2023 (0%)
99.0% - JAN 2024 (0%)

SOURCES:
KPCB'S INTERNET TRENDS, ITU, US MA INTELLIGENCE, EUROSTAT, GOOGLE'S ADVERTISING RESOURCES, CNNIC, KANTAR IMAI, GOVERNMENT RESOURCES, UNITED NATIONS **NOTES**: DATA IS NOT PROVIDED FOR ALL DATES PREVIOUS, WE USE DATA FROM THE MOST RECENT REPORTED PERIOD. FOR MORE DETAILS, MOMENTIVE SURVEYS SHOW THE RELATIONSHIP CHANGE IN INTERNET ADOPTION, THE DATA REFLECTS POPULATION CHANGES AND SAMPLE SURVEYS OF SUPPORTED RESPONDENTS.
NOTICE: ALL DATA RELIES UPON THE LATEST AVAILABLE DATA, PUBLISHED SOURCES, AND NEWER DATA NOT ALWAYS AVAILABLE FOR ALL DATES, SO FIGURES MAY DIFFER FROM EARLIER YEARS. ALL FIGURES ARE LATEST AVAILABLE. NOT CERTIFICATE DATA.

we are social | Meltwater

Digital 2024 Norway - 29 sur 131

Note: Cette retranscription tente de capturer fidèlement toutes les informations présentes dans l'image, y compris les petites notes en bas.**JAN 2024**

INTERNET USE OVER TIME (YOY)
NUMBER OF INDIVIDUALS USING THE INTERNET, AND YEAR-ON-YEAR CHANGE
JAN 2014
4.94 M
+1.6%
JAN 2015

5.02 M
+1.4%
JAN 2016
5.10 M
+1.2%
JAN 2017
5.16 M
+0.4%
JAN 2018
5.18 M
+1.7%
JAN 2019
5.27 M
-0.1%
JAN 2020
5.26 M
+1.4%
JAN 2021
5.34 M
+0.4%
JAN 2022
5.36 M
+0.7%
JAN 2023
5.40 M
+0.7%
JAN 2024
5.44 M

[SOURCES:](seglist)
KFOS Analysis: ITU, GSMA Intelligence, Eurostat, GfK, Google's advertising resources, CNNIC, Kantar & IMRB, Government resources, United Nations. Note: Where letters are shown next to figures above, refer to the relevant sources listed. (b = 2,000,000,000). MAT indicates numbers for the 12 months ending on 12 / 31 / 202x. AWOW and QWQ = b. MAT 12/ 202x000,000). Where no letters shown next to figures above, see DATAREPORTAL.COM for details. All figures use the latest available data, but some sources do not publish regular updates, so figures for recent periods may under represent actual use.
NOTE ON DATA:
Direct: Most recent aims, MELTWATER SYSTEMS COMPARISONS, 2023. 28 over 131.

INTERNET USER PERSPECTIVES
INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

```
|-|-|-|
|---|---|---|
| **INTERNET USERS: ITU** | **INTERNET USERS: CIA WORLD FACTBOOK** | **INTERNET USERS: INTERNETWORLDSTATS** |
| ![Globe Icon Green](data:image) | ![Globe Icon Blue](data:image) | ![Globe Icon Red](data:image) |
| **5.44 MILLION**<br>vs. POPULATION **99.0%** | **5.35 MILLION**<br>vs. POPULATION **97.3%** | **5.39 MILLION**<br>vs. POPULATION **98.1%** |
| ![Signal Icon](data:image) | ![Bar Graph Icon](data:image) | ![Loading Icon](data:image) |
```

SOURCES:

As stated above each icon.

NOTES:

Where sources publish internet adoption as a percentage 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 relative user numbers in percentage penetration.

COMPARABILITY:

Potential mismatches: Internet user figures quoted elsewhere in this report may not be based on the sources listed here.

we are social | Meltwater | kepios

Digital 2024 Norway

30 sur 131 | françaisJan 2024
Daily Time Spent Using The Internet
Amount of time that Internet Users aged 16 to 64 spend using the internet each day

Daily time spent using the internet across all devices
5H 46M

Time spent using the internet on mobile phones
2H 58M

Time spent using the internet on computers and tablets
2H 48M

Mobile's share of total daily internet time
51.4%

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.

Digital 2024 Norway
We Are Social
Meltwater
31 sur 131
françaisVoici la retranscription textuelle de l'image :

JAN 2024

MAIN REASONS FOR USING THE INTERNET
PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE THE INTERNET

- FINDING INFORMATION: 72.5%
- KEEPING UP TO DATE WITH NEWS AND EVENTS: 67.1%
- STAYING IN TOUCH WITH FRIENDS AND FAMILY: 63.1%
- WATCHING VIDEOS, TV SHOWS OR MOVIES: 60.8%
- RESEARCHING HOW TO DO THINGS: 59.8%
- ACCESSING AND LISTENING TO MUSIC: 55.0%
- FINDING NEW IDEAS OR INSPIRATION: 54.6%
- RESEARCHING PRODUCTS AND BRANDS: 54.0%
- RESEARCHING PLACES, VACATIONS AND TRAVEL: 51.1%
- FILLING UP SPARE TIME AND GENERAL BROWSING: 47.6%
- MANAGING FINANCES AND SAVINGS: 33.4%
- RESEARCHING HEALTH ISSUES AND HEALTHCARE PRODUCTS: 31.2%
- GAMING: 27.4%
- EDUCATION AND STUDY-RELATED PURPOSES: 26.1%
- ORGANISING DAY-TO-DAY LIFE: 25.1%

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.

(Digital 2024 Norway, page 32 of 131, français)

Image with the flag of Norway and logos of Datareportal, GWI, We Are Social, and Meltwater.JAN 2024
MEDIA USE

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

NORWAY

Using the Internet via a mobile phone
98.5%
Year-on-year change +0.4% (+44 BPS)

Using the Internet via a laptop, desktop, or tablet
95.0%
Year-on-year change +1.6% (+152 BPS)

Using social media
95.9%
Year-on-year change +0.2% (+18 BPS)

Watching linear and broadcast TV
91.2%
Year-on-year change -1.2% (-113 BPS)

Watching streaming and on-demand TV
87.1%
Year-on-year change +0.10% (+8 BPS)

Reading online press content
85.5%
Year-on-year change +0.04% (+3 BPS)

Reading physical press content
82.7%
Year-on-year change -0.7% (-54 BPS)

Listening to broadcast radio
82.2%
Year-on-year change -1.8% (-153 BPS)

Listening to music streaming services
73.0%
Year-on-year change +0.05% (+4 BPS)

Listening to podcasts
73.4%
Year-on-year change -0.2% (-17 BPS)

Source: GWI Q3 2021 (Figures represent the findings of a broad survey of internet users aged 16 to 64 (i.e. GWI.com). Notes: Percentage change values represent relative change in the number of people in Norway who report that they do each activity 'every week.' 'Broadcast radio' responses here refer to all radio broadcasts, and not only AM/PM transmissions. As such, these figures reflect people who listen to broadcast radio but does not provide an accurate comparative use of AM/PM vs. streaming, satellite, or internet broadcasts.

Digital 2024 Norway
24 sur 131
françaisJAN 2024
INTERNET CONNECTION SPEEDS
MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS
NORWAY

Median speed of mobile internet connections:
- Download (Mbps): 153.18
- Upload (Mbps): 22.94
- Latency (ms): 25

Year-on-year change in median speed of mobile internet connections:
- Download: +16.5%
- Upload: +22.0%
- Latency: -7.4%

Median speed of fixed internet connections:
- Download (Mbps): 134.61
- Upload (Mbps): 102.57
- Latency (ms): 6

Year-on-year change in median speed of fixed internet connections:
- Download: +20.6%
- Upload: +9.0%
- 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.

DATA PARTNERS: We Are Social, Meltwater```
JAN 2024

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

MOBILE PHONES:
55.73%
YEAR-ON-YEAR CHANGE
+25.8% (+1,143 BPS)

LAPTOP AND DESKTOP COMPUTERS:
42.18%
YEAR-ON-YEAR CHANGE
-21.6% (-1,165 BPS)

TABLET DEVICES:
2.07%
YEAR-ON-YEAR CHANGE
+11.9% (+22 BPS)

OTHER DEVICES:
0.03%
YEAR-ON-YEAR CHANGE
+200% (+2 BPS)

NORWAY

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 THE FIGURE IN PERCENTAGE POINTS, FROM A STARTING VALUE OF 50%. FROM A STARTING VALUE OF 50%, 6% NOT -11%, -16% WOULD EQUAL 6%. “BPS” VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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

MOBILE PHONE (ANY)
95.7%
YEAR-ON-YEAR CHANGE
+8.3% (+730 BPS)

LAPTOP OR DESKTOP (ANY)
67.8%
YEAR-ON-YEAR CHANGE
-0.9% (-60 BPS)

SMART PHONE
93.3%
YEAR-ON-YEAR CHANGE
+7.1% (+620 BPS)

FEATURE PHONE
3.4%
YEAR-ON-YEAR CHANGE
-5.6% (-20 BPS)

TABLET DEVICE
44.4%
YEAR-ON-YEAR CHANGE
+1.4% (+60 BPS)

PERSONAL LAPTOP OR DESKTOP
56.9%
YEAR-ON-YEAR CHANGE
-2.1% (-120 BPS)

WORK LAPTOP OR DESKTOP
30.8%
YEAR-ON-YEAR CHANGE
+15.4% (+410 BPS)

CONNECTED TELEVISION
48.1%
YEAR-ON-YEAR CHANGE
+1.3% (+60 BPS)

SMART HOME DEVICE
17.0%
YEAR-ON-YEAR CHANGE
+29.8% (+390 BPS)

GAMES CONSOLE
21.8%
YEAR-ON-YEAR CHANGE
-4.8% (-110 BPS)

SOURCE:
GWI Q4 2023 FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM/QUOTES FOR MORE DETAILS. NOTES: “MOBILE PHONE (ANY)” INCLUDES USERS WHO ACCESS VIA A SMARTPHONE OR FEATURE PHONE; “LAPTOP OR DESKTOP (ANY)” INCLUDES USERS WHO ACCESS WITH EITHER A COMPUTER FOR PERSONAL USE OR A COMPUTER PROVIDED BY THEIR EMPLOYER. PERCENTAGE CHANGE VALUES REFLECT RELATIVE CHANGE; "BPS" VALUES SHOW THE CHANGE IN BASIS POINTS, AND REFLECT ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

MOBILE'S SHARE OF WEB TRAFFIC (YOY)
PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES

Norway (Flag)

Bars and percentages:
- **DEC 2013**: 9.73% (+141%)
- **DEC 2014**: 23.41% (-16.8%)
- **DEC 2015**: 19.48% (+30.3%)
- **DEC 2016**: 25.38% (+28.1%)
- **DEC 2017**: 32.50% (+11.8%)
- **DEC 2018**: 36.32% (+23.8%)
- **DEC 2019**: 44.96% (+0.8%)
- **DEC 2020**: 45.31% (-8.8%)
- **DEC 2021**: 41.32% (+7.2%)
- **DEC 2022**: 44.30% (+25.8%)
- **DEC 2023**: 55.73%

SOURCE: STATCOUNTER. NOTES: FIGURES 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 CHANGES VALUES IN

THE WHITE CIRCLES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 10% WOULD EQUAL 12%). (NOT YOY).

Logos:
we are social
Meltwater

Digital 2024 Norway
36 sur 131 (Navigation symbols)
Language: françaisBien sûr, voici la retranscription textuelle de l'image :

JAN 2024 - SHARE OF WEB TRAFFIC BY BROWSER

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

1. **CHROME**: 45.9%
2. **SAFARI**: 39.7%
3. **EDGE**: 5.4%
4. **SAMSUNG INTERNET**: 4.1%
5. **FIREFOX**: 2.5%
6. **OPERA**: 2.1%
7. **IE**: 0.09%
8. **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.

Digital 2024 Norway - Slide 38 sur 131 - *we are social* - *Meltwater*JAN 2024

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 - 97.6%
2. CHAT AND MESSAGING - 93.5%
3. SEARCH ENGINES OR WEB PORTALS - 88.6%
4. EMAIL - 71.2%
5. WEATHER - 66.6%
6. MAPS, PARKING, OR LOCATION-BASED SERVICES - 61.6%
7. NEWS - 57.9%

8. MUSIC - 51.6%
9. BANKING, INVESTING, OR INSURANCE - 50.9%
10. SHOPPING, AUCTIONS, OR CLASSIFIEDS - 48.2%
11. ENTERTAINMENT - 44.9%
12. TRAVEL - 34.0%
13. GAMES - 33.6%
14. COUPONS, DEALS, OR PRICE COMPARISONS - 29.0%
15. SPORTS - 28.2%

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.

Logos: We Are Social, Meltwater

Flag: Norway**Jan 2024**
SHARE OF SEARCH ENGINE REFERRALS
PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES THAT ORIGINATED FROM EACH SEARCH SERVICE

Search Engine	Share of Referrals (%)
GOOGLE	95.6%
BING	2.6%
YAHOO!	1.1%
DUCKDUCKGO	0.4%
YANDEX	0.1%
ECOSIA	0.05%
BAIDU	0.02%
OTHERS	0.1%

Source: GSIQ, DataReportal

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 (e.g., an increase of 20% from a starting value of 50% would equal 60%, not 70%). 181%* values represent basis points, and indicate the absolute change. Figures may not sum to 100% due to rounding.

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	VG	100
02	GOOGLE	72
03	TRANSLATE	58
04	YR	54
05	NRK	51
06	DAGBLADET	42
07	YOUTUBE	37
08	FINN	35
09	GOOGLE TRANSLATE	30
10	FACEBOOK	27

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	TV2	25
12	IKEA	20
13	NAV	18
14	DNB	18
15	NORWEGIAN	18
16	OVERSETTER	17
17	KINO	17
18	1881	16
19	MAPS	16
20	BILTEMA	16

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 honest reporting. Potential changes in how people use language in digital environments Google does not publish absolute search volumes, but the Index vs. Top Query column shows the 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, for both the same search query and query time period.

logos: _we are social_, _Meltwater_Bien sûr, voici la retranscription textuelle de l'image:

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**
  88.6%

- **USE VOICE ASSISTANTS (E.G. SIRI, GOOGLE ASSISTANT) TO FIND INFORMATION EACH WEEK**
  9.5%

- **VISIT SOCIAL NETWORKS TO LOOK FOR INFORMATION ABOUT BRANDS AND PRODUCTS**
  35.5%

- **USE IMAGE SEARCH TOOLS (E.G. GOOGLE LENS, PINTEREST LENS) ON MOBILE EACH MONTH**
  15.1%

- **SCAN A QR CODE ON A MOBILE PHONE EACH MONTH**
  35.9%

- **USE ONLINE TOOLS TO TRANSLATE TEXT INTO DIFFERENT LANGUAGES EACH WEEK**
  31.5%

SOURCE: GWI (Q3 2021). 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 | Meltwater

Digital 2024 Norway
page 43 sur 131

Note: L'image contient également des drapeaux de la Norvège et diverses icônes illustrant chacun des types d'activités en ligne mentionnés.Bien sûr, voici une retranscription textuelle de l'image :

JAN 2024

TOP WEBSITES: SIMILARWEB RANKING
SIMILARWEB'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN DECEMBER 2022 AND NOVEMBER 2023
(Norway Flag)

#	WEBSITE	TOTAL VISITS (MONTHLY AVG.)	UNIQUE VISITORS (MONTHLY AVG.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	130 M	4.86 M	14M 42S	11.2
02	YOUTUBE.COM	115 M	3.44 M	21M 33S	12.4
03	FACEBOOK.COM	39.9 M	3.20 M	11M 05S	8.7
04	VG.NO	33.9 M	2.93 M	26M 43S	7.5
05	NRK.NO	21.7 M	2.73 M	6M 03S	5.5
06	FINN.NO	21.5 M	2.98 M	10M 51S	28.1
07	DAGBLADET.NO	13.5 M	1.98 M	20M 02S	7.3
08	TV2.NO	12.2 M	2.20 M	14M 02S	4.7
09	TWITTER.COM	11.0 M	945 K	14M 38S	11.0
10	NETFLIX.COM	10.7 M	1.03 M	4M 44S	3.9
11	YR.NO	9.97 M	2.17 M	2M 06S	3.9
12	TWITCH.TV	9.26 M	345 K	8M 18S	4.0
13	WIKIPEDIA.ORG	8.95 M	2.23 M	5M 11S	4.1
14	REDDIT.COM	8.78 M	680 K	11M 39S	7.5
15	GOOGLE.NO	8.31 M	1.07 M	7M 54S	3.3
16	NETTAVISEN.NO	6.98 M	2.11 M	4M 13S	3.3
17	LIVE.COM	6.91 M	921 K	6M 12S	8.0
18	INSTAGRAM.COM	6.71 M	1.49 M	8M 33S	15.4
19	BANKID.NO	6.42 M	4.17 M	4M 01S	

4.8 |
| 20 | MICROSOFTONLINE.COM | 6.36 M | 1.02 M | 2M
22S | 2.5 |

NOTES: Values in the "Unique Visitors" column represent the number of distinct internet accessing devices, but may not represent real individual users. As some people are multiple users on one device, values for "Total Visits" and "Unique Visitors" represent monthly averages figured by the year ending in November 2023. Data from SimilarWeb. Average time spent on site and average page views are reflected as the hours, minutes and seconds.

Advisory: Some sites featured in this ranking may contain adult content, viruses, malware or offensive content. Readers should avoid visiting unknown domains.

SOURCE: SIMILARWEB. RANKING AND VALUES BASED ON TRAFFIC BETWEEN DECEMBER 2022 AND NOVEMBER 2023.

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•
™•
WEBSITE' TOTAL VISITS •Tä• UE VISITORS AVERAGE TIME " VERAGE ™
™(MONTHLY AVG.) (MONTHLY AVG.) PER VISIT• AGES™
™ ' ™ PER VISIT
01 GOOGLE.COM' SƒR Ù 31.3 M' # Ò # 2 3.4
02 YOUTUBE.COM' Ssb Ù 21.8 M' 3tÒ U2 6.2
03 VG.NO' C, Ù 7.81 M' dÒ # 9 3.2
04 NRK.NO' ƒ ã2 Ù 6.00 M' DÒ 3 9 2.7
05 FACEBOOK.COM"s,ãr Ù 10.8 M' #4Ò 59 2.3
06 PORNHUB.COM "cRã, Ù 8.59 M' C Ò 9 7.5
07 DAGBLADET.NO"c ã" Ù 4.23 M' 4Ò 3…9 4.3
08 FINN.NO' S ãB Ù 7.89 M' dÒ 3U9 6.5
09 WIKIPEDIA.ORG"3,ãr Ù 7.64 M' "Ò #…9 1.9
10 REDDIT.COM' 3bã' Ò 7.02 M' TÒ SU9 2.4

WEBSITE•@OTAL VISITS•Tä• UE VISITORS" VERAGE TIME• AGES
' (MONTHLY AVG.) (MONTHLY AVG.) PER VISIT• U" VISIT
11 TV2.NO' 32ãr Ù 4.21 M' dÒ 9 3.2

12 YR.NO’ 3"ãb Ù 3.34 M’ „Ò 3•9 1.2
13 BANKID.NO “#’ãB Ù 9.06 M’ 4Ò # 9 3.4
14 E24.NO’ #bã Ù 3.50 M’ dÒ SU9 1.8
15 DUCKDUCKGO.COM“#Bã, Ù 1.76 M’ ”Ò 3 9 2.3
16 NETTAVISEN.NO“#RãR Ù 2.60 M’ Ò 9 4.1
17 XVIDEOS.COM“#Rã2 Ù 4.73 M’ $Ò 9 8.1
18 DIFI.NO’ # ãR Ù 5.80 M’ $Ò 3 9 2.7
19 BING.COM’ ’ã Ù 3.69 M’ DÒ U9 3.2
20 GOOGLE.NO “ ,ãb Ù 2.08 M’ TÒ #•9 3.6

SOURCE: SEMRUSH FIGURES REPRESENT TRAFFIC VALUES BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. NOTE: VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT INTERNET-ACCESSIBLE PEOPLE, BUT MAY NOT REPRESENT INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR CONNECTIONS. SOURCES: WE ARE SOCIAL ANALYSIS OF SEMRUSH FIGURES BASED ON INTERNET ACCESS ONLINE DATA. DOES NOT INCLUDE TRAFFIC RESULTING FROM SPAM, BOTS, OR KNOWN NON-HUMAN TRAFFIC. SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT, VIRUSES, MALWARE, OR OFFENSIVE CONTENT. READERS SHOULD AVOID VISITING UNKNOWNS DOMAINS. COMPARABILITY: SOURCES METHODOLOGY CHANGES.

wearesocial.com
<&>
Meltwater

Digital 2024 Norway
40 sur 131
françaisVoici la retranscription textuelle de l'image:

JAN 2024
TV CONSUMPTION AND STREAMING
Exploring the TV viewing behaviours of Internet users aged 16 to 64

98.1%
Percentage of Internet users who watch any kind of TV each month

+0.5%
(+50 BPS)
Year-on-year change in Internet users who watch any kind of TV

3H 34M
Daily time that Internet users spend watching any kind of TV

-3.1%
(-6 MINS)
Year-on-year change in daily TV viewing time (all forms of content delivery)

93.5%
Internet users who stream TV content vs. Internet users who watch any kind of TV

1H 34M
Daily time spent watching TV content streamed over the internet

+5.2%
(+4 MINS)
Year-on-year change in daily time spent watching streaming TV content

43.8%
Time spent watching streaming TV content as a percentage of total TV time

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 Note on Data.

Digital 2024 Norway

45 sur 131

---Voici la retranscription textuelle de l'image :

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

!\[NO_FLAG\](path/to/image)

ANY KIND OF VIDEO
89.9%
YOY: +2.4% (+210 BPS)

MUSIC VIDEO
35.6%
YOY: -2.5% (-90 BPS)

COMEDY, MEME, OR VIRAL VIDEO

37.0%
YOY: +6.9% (+240 BPS)

VIDEO LIVESTREAM
15.0%
YOY: -17.1% (-310 BPS)

TUTORIAL OR HOW-TO VIDEO
18.7%
YOY: +10.7% (+180 BPS)

EDUCATIONAL VIDEO
9.6%
YOY: -8.6% (-90 BPS)

PRODUCT REVIEW VIDEO
16.5%
YOY: -13.2% (-250 BPS)

SPORTS CLIP OR HIGHLIGHTS VIDEO
18.3%
YOY: -9.0% (-180 BPS)

INFLUENCER VIDEOS AND VLOGS
17.9%
YOY: +13.3% (+210 BPS)

GAMING VIDEO
18.5%
YOY: [UNCHANGED]

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 REPRESENT RELATIVE CHANGE IN PERCENTAGE OF POP FROM A STARTING VALUE OF 0.0%. YOY: YEAR ON YEAR. BPS: VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA.

***
JAN 2024 - 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	LUTHER: THE FALLEN SUN	63
03	EXTRACTION 2	53
04	THE MOTHER	51
05	GLASS ONION: A KNIVES OUT MYSTERY	51
06	REPTILE	47
07	MURDER MYSTERY 2	46
08	CHRISTMAS AS USUAL	45
09	ROALD DAHL'S MATILDA THE MUSICAL	42
10	YOUR PLACE OR MINE	41

MOST STREAMED TV SHOWS ON NETFLIX

#	TV SHOW NAME	INDEX
01	LOVE IS BLIND	100
02	THE NIGHT AGENT	92
03	THE WITCHER	79
04	BECKHAM	77
05	GINNY & GEORGIA	74
06	THE LINCOLN LAWYER	74
07	YOU	64
08	THE DIPLOMAT	60
09	THE CROWN	60
10	OUTER BANKS	58

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 CONVERT THE PLATFORM "POINTS" VALUE OF THE TOP-RANKED ITEM. THE PLATFORM "POINTS" VALUE OF THE TOP-RANKED ITEM IN EACH PLATFORM'S RANKING.

- **Linguistics Options:** françaisJan 2024
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	Avatar: The Way of Water	97
03	Moana	97
04	Elemental	89
05	Guardians of the Galaxy Volume 3	53
06	Home Alone	52
07	Black Panther: Wakanda Forever	49
08	Avatar	47
09	The Little Mermaid	40
10	Home Alone 2: Lost in New York	39

Most Streamed TV Shows on Disney+:

#	TV Show Name	Index
01	Grey's Anatomy	100
02	Modern Family	90
03	Family Guy	76
04	How I Met Your Mother	52
05	The Simpsons	48
06	Criminal Minds	41
07	The Kardashians	32
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. The Flixpatrol “points” value of the top-ranked title in each platform's ranking.

[Flag: Norway]**JAN 2024 MOST STREAMED CONTENT ON AMAZON PRIME**

Flipkartol'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	99
03	OPERATION FORTUNE: RUSE DE GUERRE	88
04	THE LORD OF THE RINGS: THE FELLOWSHIP OF THE RING	73
05	UNCHARTED	69
06	DIE HART THE MOVIE	60
07	SHOTGUN WEDDING	52
08	JOHN WICK: CHAPTER 4	52
09	THE HOBBIT: AN UNEXPECTED JOURNEY	51
10	AIR	51

MOST STREAMED TV SHOWS ON AMAZON PRIME VIDEO

#	TV SHOW NAME	INDEX
01	REACHER	100
02	TOM CLANCY'S JACK RYAN	96
03	CLARKSON'S FARM	90
04	THE LORD OF THE RINGS: THE RINGS OF POWER	76
05	GOOD LUCK GUYS – NORGE	51
06	THE SUMMER I TURNED PRETTY	51
07	THE GRAND TOUR	48
08	THE BOYS	47
09	GEN V	38
10	THE WHEEL OF TIME	37

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

MOST STREAMED CONTENT ON HBO

JAN 2024

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

NORWAY

MOST STREAMED MOVIES ON HBO

#	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

#	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.**JAN 2024**
ONLINE AUDIO
Percentage of Internet users aged 16 to 64 who consume each kind of audio content

via the Internet **each week**

WATCH OR LISTEN TO ONLINE MUSIC VIDEOS
35.6%
Year-on-year change
-2.5% (-90 BPS)

LISTEN TO MUSIC STREAMING SERVICES
46.8%
Year-on-year change
-3.9% (-190 BPS)

LISTEN TO ONLINE RADIO SHOWS OR STATIONS
19.0%
Year-on-year change
-10.0% (-210 BPS)

LISTEN TO PODCASTS
30.2%
Year-on-year change
+12.3% (+330 BPS)

LISTEN TO AUDIO BOOKS
14.3%
Year-on-year change
+1.4% (+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: Year-on-year change values represent the relative change at an increase of 2% from a starting value of 50% would equal 0.0%, not 1.0%. *BPS values represent the absolute change in basis points).

COMPARABILITY: Methodology changes. See notes on data.

< **** **>**

P: **Q:/** **...**

f **I**
******JAN 2024**

DEVICES USED TO PLAY VIDEO GAMES
Percentage of internet users aged 16 to 64 who play video games on each kind of device

ANY DEVICE
78.5%
YOY: +8.0% (+580 BPS)

SMARTPHONE
50.6%
YOY: +3.3% (+160 BPS)

LAPTOP OR DESKTOP
18.7%
YOY: -28.4% (-740 BPS)

GAMES CONSOLE
28.8%
YOY: -1.0% (-30 BPS)

TABLET
20.2%
YOY: [UNCHANGED]

HAND-HELD GAMING DEVICE
13.3%
YOY: +41.5% (+390 BPS)

MEDIA STREAMING DEVICE
11.4%
YOY: +171.4% (+720 BPS)

VIRTUAL REALITY HEADSET
6.6%
YOY: -9.6% (-70 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 represent relative change. An increase of 100% from a starting value of 10% would equal 20%, not 110%. "BPS" values represent basis points, and indicate the absolute change. Comparability: Methodology changes. See NOTES ON DATA.

Icons and logos at the bottom:
- "we are social"
- Meltwater

Digital 2024 Norway
51 sur 131JAN 2024

USE OF ONLINE FINANCIAL SERVICES

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

[Image of green circle with financial institution icon]
USE A BANKING, INVESTMENT, OR INSURANCE WEBSITE OR MOBILE APP EACH MONTH
50.9%
YOY: +9.0% (+420 BPS)

[Image of blue circle with mobile payment icon]
USE A MOBILE PAYMENT SERVICE (E.G. APPLE PAY, SAMSUNG PAY) EACH MONTH
19.1%
YOY: +26.5% (+400 BPS)

[Image of red circle with cryptocurrency icon]
OWN ANY FORM OF CRYPTOCURRENCY (E.G. BITCOIN, ETHER)
13.3%
YOY: +1.5% (+20 BPS)

[Right side of the image]
Flag of Norway

[Bottom of the image]
SOURCE: GWI (Q4 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 REPRESENT THE CHANGE IN PERCENTAGE POINTS, OR P.P. FROM A STARTING VALUE OF 100. WOULD EQUAL 64%. NOT +64%. "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. COMPARABILITY: METHODOLOGICAL CHANGES. SEE NOTES ON DATA.

we are social Meltwater

Digital 2024 Norway

54 sur 131

[Icons at the bottom]
[Image of computer screen] [Image of grid] [Image of vertical bars] [Image of share symbol] [Image of mobile phone] [Image of heart] [Image of magnifying glass]
françaisJAN 2024

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

(Norway flag) NORWAY

EXPRESS CONCERN ABOUT WHAT IS REAL VS. WHAT IS FAKE ON THE INTERNET
44.7%

WORRY ABOUT HOW COMPANIES MIGHT USE THEIR ONLINE DATA
31.9%

DECLINE COOKIES ON WEBSITES AT LEAST SOME OF THE TIME
42.2%

USE A TOOL TO BLOCK ADVERTISEMENTS ON THE INTERNET AT LEAST SOME OF THE TIME
32.4%

USE A VIRTUAL PRIVATE NETWORK (VPN) TO ACCESS THE INTERNET AT LEAST SOME OF THE TIME
26.0%

Sources:
DATA FOR "CONCERNING 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 OF ONLINE NEWS CONSUMERS AGED 18-65. BITLY: BIT.REUTERSNEWSREPORT.IO, 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

we are social

Digital 2024 Norway 55 sur 131

icônes contact, barre de menu:
%Àþ '¡þ
5 icônes : search, B, mail, disquette, lien
language: françaisVoici la retranscription textuelle de l'image demandée :

JAN 2024

AVERAGE ANNUAL REVENUE PER SMART HOME
(Average annual spend on smart home devices per smart home (U.S. Dollars))

NORWAY

Penetration of Smart Home Devices
46.2%
Year-on-year change
+13.9% (564 BPS)

ARPU: Spend on all Smart Home Devices
$843
Year-on-year change
+2.7% ($22.40)

ARPU: Smart Home Appliances
$764
Year-on-year change
-4.4% (-$35.00)

ARPU: Smart Home Control & Connectivity Devices
$596
Year-on-year change
-4.4% (-$27.50)

ARPU: Smart Home Security Devices
$182
Year-on-year change
-9.9% (-$19.90)

ARPU: Smart Home Entertainment Devices
$154
Year-on-year change
-13.7% (-$24.50)

ARPU: Smart Home Comfort & Lighting
$175
Year-on-year change
-7.7% (-$14.70)

ARPU: Smart Home Energy Management
$168
Year-on-year change
-11.9% (-$22.70)

SOURCE: Statista Digital Market Outlook. See statista.com.

NOTES: "Smart Home Devices" includes digitally connected and controlled home devices that can be remotely controlled, monitored, and also send a notification to their terminal device (smartphone, tablet, or PC) due to recommendations and warnings (e.g., self-maintenance, energy-saving). Requisites are a network connectivity of the device itself to other devices and components and a cloud interface. In addition, the device is able to act autonomously and operate interactively with the user possible. Numbers that do not connect series are averages. ARPU (average revenue per user) spend per smart home.

DEFINITIONS: See Appendix.

COMPARABILITY: Base changes and definition changes between historical and forecast data impair the comparability of both figures.

---

we are social logo *statista logo* *Meltwater logo*Voici la retranscription textuelle de l'image :

Jan 2024
Overview of Social Media Use

Headlines for Social Media Adoption and Use [Note: User Identities May Not Represent Unique Individuals]

Norway

Number of Social Media User Identities
4.49 million

Quarter-on-Quarter Change in Social Media User Identities
0% [Unchanged]

Year-on-Year Change in Social Media User Identities
-2.8% -130 thousand

Average Daily Time Spent Using Social Media
1h 53m YOY: -3 mins

Average Number of Social Platforms Used Each Month
6.6

Social Media User Identities vs. Total Population
81.7%

Social Media User Identities aged 18+ vs. Population aged 18+
90.4%

Social Media User Identities vs. Individuals Using the Internet
82.5%

Female Social Media User Identities vs. Total Social Media User Identities
49.2%

Male Social Media User Identities vs. Total Social Media User Identities
50.8%

Sources: (Ipsos, Analysis, Company Advertising Reports, Online Data, Research, Interctie, ODRI-UNI-GWI Q4 2023) Note: Average number of platforms includes data for YouTube.
Advisory: Social Media User Identities have been reported through proprietary analysis with population and internet user metrics. Compared by sourced and metrology.
Cautions: Metrics have been derived from report findings, and differences between census counts and resident populations.

Notes: Data
57 sur 131
---Jan 2024

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

NUMBER OF HOMES WITH SMART HOME DEVICES
1.18 MILLION
YEAR-ON-YEAR CHANGE +15.7% (+160 THOUSAND)

TOTAL ANNUAL VALUE OF THE SMART HOME DEVICES MARKET
$992.0 MILLION
YEAR-ON-YEAR CHANGE +18.6% (+$156 MILLION)

VALUE OF SMART HOME APPLIANCES MARKET
$281.3 MILLION
YEAR-ON-YEAR CHANGE +18.3% (+$44 MILLION)

VALUE OF SMART HOME CONTROL & CONNECTIVITY DEVICE MARKET
$278.9 MILLION
YEAR-ON-YEAR CHANGE +24.3% (+$55 MILLION)

VALUE OF SMART HOME SECURITY DEVICE MARKET
$132.0 MILLION
YEAR-ON-YEAR CHANGE +16.6% (+$19 MILLION)

VALUE OF SMART HOME ENTERTAINMENT DEVICE MARKET
$101.8 MILLION
YEAR-ON-YEAR CHANGE +9.7% (+$9.0 MILLION)

VALUE OF SMART HOME COMFORT & LIGHTING MARKET
$106.0 MILLION
YEAR-ON-YEAR CHANGE +18.8% (+$17 MILLION)

VALUE OF SMART HOME ENERGY MANAGEMENT MARKET
$92.0 MILLION
YEAR-ON-YEAR CHANGE +17.1% (+$13 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, GESTURE-CONTROLLED, OR VOICE-CONTROLLED ELECTRONIC HOME DEVICES. THIS EXCLUDES SMART COUNTRY NUMBERS. THE NUMBERS REFLECT REVENUES GENERATED IN END USER SALES THROUGH ONLINE & OFFLINE SALES CHANNELS. THE OTT TV STREAMING SERVICES MARKET IS EXCLUDED. NUMBERS HAVE BEEN CONVERTED INTO U.S. DOLLARS WHERE NECESSARY BASED ON THE EXCHANGE RATE IN JANUARY 2023. FOR MORE DETAILED INFORMATION & NUMBERS SEE STATISTA.COM/DIGITAL-MARKETS. WE ARE

SOCIAL USES STATISTA DATA ALONGSIDE GWI INPUTS TO EVALUATE EMPIRICAL DATA. FIGURES REPRESENT THE RESULTS OF FILTERED REVENUES FOR 2023 IN ORDER TO MAINTAIN CORRECT CALCULATIONS AS SOME COUNTRIES HAVE HIGH CONSUMPTION RATES. FOR MORE DETAILS ON COMPARABILITY, BEST CASES AND FURTHER EXAMPLES REFER TO STATISTA.COM.

Digital 2024 Norway
Meltwater
52 sur 131Jan 2024
DEMPGRAPHIC PROFILE OF META'S AD AUDIENCE
SHARE OF COMBINED, DEDUPLICATED POTENTIAL ADVERTISING REACH ACROSS FACEBOOK, INSTAGRAM, AND MESSENGER, BY AGE AND GENDER

(Flag of Norway)
Norway

FEMALE | MALE
18 - 24 YEARS OLD
9.5% | 8.5%

FEMALE | MALE
25 - 34 YEARS OLD
11.2% | 10.7%

FEMALE | MALE
35 - 44 YEARS OLD
9.1% | 8.3%

FEMALE | MALE
45 - 54 YEARS OLD
8.4% | 7.6%

FEMALE | MALE
55 - 64 YEARS OLD
7.0% | 6.0%

FEMALE | MALE
65+ YEARS OLD
7.5% | 6.1%

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 means are not comparable with values published in our previous reports.

(Logo of We Are Social) | (Logo of Meltwater)

Digital 2024 Norway

58 sur 131JAN 2024
MAIN REASONS FOR USING SOCIAL MEDIA
PRIMARY REASONS WHY SOCIAL MEDIA USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS

- Keeping in touch with friends and family 59.1%
- Filling spare time 44.3%
- Reading news stories 29.9%
- Finding inspiration for things to do and buy 25.6%
- Seeing what's being talked about 24.4%
- Avoiding missing out on things (FOMO) 23.9%
- Finding content (e.g., articles, videos) 22.8%
- Finding products to purchase 20.4%
- Finding like-minded communities and interest groups 19.2%
- Making new contacts 18.2%
- Posting about your life 17.1%
- Watching or following sports 16.8%
- Sharing and discussing opinions with others 16.7%
- Following celebrities or influencers 15.2%
- Work-related networking or research 14.4%

SOURCE: GWI Q4 2023. FIGURES REPRESENT THE REASONS 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.

Digital 2024 Norway 59 sur 131

We are social MeltwaterVoici la retranscription textuelle de l'image :

JAN 2024

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

1. SNAPCHAT - 20.9%

2. FACEBOOK - 18.7%
3. INSTAGRAM - 15.9%
4. TIKTOK - 12.7%
5. FACEBOOK MESSENGER - 8.5%
6. WHATSAPP - 3.8%
7. X (TWITTER) - 3.1%
8. PINTEREST - 2.3%
9. DISCORD - 1.8%
10. TELEGRAM - 1.7%

SOURCE: GWI Jan 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 might not sum to 100%. YouTube is not available as an answer for this question in GWI's survey. We deduct GWI’s values for TikTok in China separately as ‘Douyin’. As GWI rebalances comparability of user numbers for each platform, comparability methodology changes. See notes on data.

Norway

We are social - Meltwater

Digital 2024 Norway

61 sur 131

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

Facebook - 83.6%
Facebook Messenger - 77.9%
Instagram - 72.7%
Snapchat - 72.7%
TikTok - 47.2%
iMessage - 37.5%
X (Twitter) - 33.7%
Pinterest - 31.7%
WhatsApp - 31.5%
LinkedIn - 23.6%

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64.
SEE GWI.COM/VO. NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY.
COMPARABILITY: A VERSION OF THIS CHART THAT APPEARED IN OUR PREVIOUS REPORTS WAS BASED ON A PREVIOUS QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER OPTION. CURRENT SURVEY FIGURES REPRESENT INTERNET USERS AGED 16 TO 64 WHO SAY THEY USE EACH PLATFORM EACH MONTH. WHILE CHANGES TO THE SURVEY'S QUESTION WORDING MAY MEAN THAT THE VALUES AND RANK ORDERS SHOWN ABOVE ARE NOT DIRECTLY COMPARABLE WITH THOSE SHOWN IN SIMILAR CHARTS IN PREVIOUS REPORTS.

[We Are Social logo] [Meltwater logo]Bien sûr. Voici la retranscription textuelle de l'image:

JAN 2024

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

Norway

TIKTOK 37H 19M

YOUTUBE 21H 53M

FACEBOOK 13H 53M

LINE 13H 16M

SNAPCHAT 8H 24M

INSTAGRAM 7H 38M

TELEGRAM 4H 48M

WHATSAPP 4H 46M

FACEBOOK MESSENGER 4H 13M

X (TWITTER) 3H 37M

PINTEREST 1H 07M

LINKEDIN 0H 23M

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.

Digital 2024 Norway 62 sur 131

français

We Are Social | MeltwaterBien sûr, voici la retranscription textuelle de l'image :

JAN 2024
MONTHLY SOCIAL MEDIA APP SESSIONS
AVERAGE NUMBER OF TIMES THAT ACTIVE USERS OF EACH PLATFORM'S ANDROID APP OPEN THE RESPECTIVE APP EACH MONTH

- SNAPCHAT: 439.9
- TIKTOK: 433.9
- FACEBOOK: 303.5
- LINE: 302.0
- FACEBOOK MESSENGER: 247.0
- WHATSAPP: 235.8
- INSTAGRAM: 189.2
- YOUTUBE: 175.7
- TELEGRAM: 171.9
- X (TWITTER): 78.8
- PINTEREST: 27.7
- LINKEDIN: 20.5

SOURCE: DATA.AI INTELLIGENCE. SEE [DATA.AI](https://www.data.ai)
NOTES: "ACTIVE USERS" DENOTE USERS WHO OPEN THE RESPECTIVE PLATFORM'S APP ON AN ANDROID PHONE AT LEAST ONCE IN A GIVEN

CALENDAR MONTH. FIGURES REPRESENT THE AVERAGE NUMBER OF TIMES THAT ACTIVE USERS OF THE RESPECTIVE PLATFORM'S ANDROID APP OPENED THAT APP EACH MONTH BETWEEN 1 JULY AND 30 SEPTEMBER 2023.

WE ARE SOCIAL | Meltwater

Digital 2024 Norway
63 sur 131**JAN 2024**

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))

FACEBOOK: 64.8%
PINTEREST: 13.2%
INSTAGRAM: 12.7%
X (TWITTER): 6.8%
YOUTUBE: 1.2%
REDDIT: 0.8%
TUMBLR: 0.3%
OTHERS: 0.3%

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.

Digital 2024 Norway
66 sur 131

Logos: We Are Social, MeltwaterVoici la retranscription textuelle de l'image :

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

(NORWAY flag icon) NORWAY

- ANY KIND OF SOCIAL MEDIA PLATFORM
  - 64.3%
  - YOY: -0.3% (-20 BPS)

- SOCIAL NETWORKS
  - 35.5%
  - YOY: +8.9% (+290 BPS)

- QUESTION & ANSWER SITES (E.G. QUORA)
  - 21.9%
  - YOY: [UNCHANGED]

- MESSAGING AND LIVE CHAT SERVICES
  - 9.9%
  - YOY: -7.5% (-80 BPS)

- FORUMS AND MESSAGE BOARDS
  - 15.3%
  - YOY: -6.1% (-100 BPS)

- MICRO-BLOGS (E.G. X / TWITTER)
  - 6.7%
  - YOY: -1.5% (-10 BPS)

- VLOGS (BLOGS IN A VIDEO FORMAT)
  - 7.6%
  - YOY: [UNCHANGED]

- ONLINE PINBOARDS (E.G. PINTEREST)
  - 8.0%
  - YOY: +23.1% (+150 BPS)

(64 icon, page number)

SOURCE: GWI Q4 2023. FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE GWI.COM/QUOTES FOR MORE DETAILS.

NOTE: 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), BLOGS (TECHNOLOGY RECORDED IN A VIDEO FORMAT), ONLINE PINBOARDS (E.G. PINTEREST). VALUES MAY NOT SUM TO TOTALS DUE TO ROUNDING. COMPARABILITY WITH PREVIOUS YEARS DATA MAY BE AFFECTED BY CHANGES TO DATA SOURCES AND INDIVIDUAL

PLATFORM USE. YOY: YEAR-ON-YEAR. BPS: BASIS POINTS. METHODOLOGY CHANGES SEE NOTES ON DATA.

(we are social icon) we are social

(Meltwater icon) Meltwater

Digital 2024 Norway

Voilà le texte de l'image retranscrit de manière textuelle.Jan 2024

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)

Norway

Data:
- Dec 2013: 67.19% (+31.1%)
- Dec 2014: 88.08% (-5.5%)
- Dec 2015: 83.24% (-0.3%)
- Dec 2016: 82.96% (-15.3%)
- Dec 2017: 70.25% (+5.7%)
- Dec 2018: 74.26% (-14.8%)
- Dec 2019: 63.27% (-5.9%)
- Dec 2020: 59.53% (+18.4%)
- Dec 2021: 70.48% (-1.2%)
- Dec 2022: 69.65% (-6.9%)
- Dec 2023: 64.82%

Source: DataReportal
Produced by: We Are Social, Meltwater

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 overall web traffic among the reported channels via click or app installs published on Facebook. As a percentage of total web traffic arriving from multiple available, not the selection of social media platforms.
- Percentage change values in circles represent the year-on-year change.
- An increase of 30% from a starting value of 50% would equal 65%. “2013”, “2023”, values represent basis points, and indicate the absolute change.

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 - 58.7%
2. BANDS, SINGERS, OR OTHER MUSICIANS - 30.4%
3. TV SHOWS OR CHANNELS - 28.4%
4. EVENTS YOU'RE ATTENDING - 26.9%
5. INFLUENCERS OR OTHER EXPERTS - 25.3%
6. ACTORS, COMEDIANS, OR OTHER PERFORMERS - 25.0%
7. COMPANIES AND BRANDS YOU PURCHASE FROM - 24.6%
8. ENTERTAINMENT, MEMES, OR PARODY ACCOUNTS - 23.1%
9. SPORTS PEOPLE AND TEAMS - 22.8%
10. COMPANIES AND BRANDS YOU'RE CONSIDERING PURCHASING FROM - 20.1%
11. CONTACTS RELEVANT TO YOUR WORK - 18.9%
12. RESTAURANTS, CHEFS, OR FOOD PERSONALITIES - 18.8%
13. COMPANIES RELEVANT TO YOUR WORK - 16.0%
14. JOURNALISTS OR NEWS COMPANIES - 15.4%
15. WILDLIFE ORGANISATIONS OR ANIMALS - 15.3%

SOURCE: GWI Q3 2023. FIGURES REPRESENT THE FINDINGS OF A BINARY SURVEY OF INTERNET USERS AGED 16 TO 64.
SEE GWI.COM. COMPARABILITY: METHODOLOGY CHANGES. SEE NOTES ON DATA
We Are Social Meltwater

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

#	SEARCH QUERY	INDEX
01	THE	100
02	MUSIC	48
03	HOW TO	46
04	SONGS	31
05	BEST	26
06	SONG	24
07	MUKBANG	11
08	MINECRAFT	11
09	ASMR	9
10	DANCE	9

#	SEARCH QUERY	INDEX
11	ROBLOX	9
12	FORTNITE	8
13	BABY	8
14	FUNNY	7
15	TIKTOK	6
16	TUTORIAL	5
17	NORWAY	5
18	MEME	5
19	PODCAST	4
20	KARAOKE	4

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 RETAINED AS-IS IN THE REPORTS IN ORDER TO REFLECT AUTHENTIC CHANGES IN HOW PEOPLE ENTER KEYWORDS. LARGE FLUCTUATIONS IN DIGITAL ENVIRONMENTS, GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES. SINCE "THE TOP" GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES THE SEARCH QUERIES SHOULD BE EVALUATED WITH THE SEARCH VOLUME OF THE TOP QUERY. ADVISORY: GOOGLE TRENDS USES SAMPLE SIZING, SO DATA, ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

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

TOTAL POTENTIAL REACH OF ADS ON YOUTUBE
4.49 MILLION

YOUTUBE AD REACH VS. TOTAL POPULATION
81.7%

YOUTUBE AD REACH VS. TOTAL INTERNET USERS
82.5%

QUARTER-ON-QUARTER CHANGE IN REPORTED YOUTUBE AD REACH
0% [UNCHANGED]

YEAR-ON-YEAR CHANGE IN REPORTED YOUTUBE AD REACH
-2.8%
-130 THOUSAND

SHARE: FEMALE YOUTUBE AD REACH AGED 18+ VS. OVERALL YOUTUBE AD REACH AGED 18+
49.2%

SHARE: MALE YOUTUBE AD REACH AGED 18+ VS. OVERALL YOUTUBE AD REACH AGED 18+
50.8%

ADOPTION: OVERALL YOUTUBE AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+
90.4%

ADOPTION: FEMALE YOUTUBE AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+
89.5%

ADOPTION: MALE YOUTUBE AD REACH AGED 18+ VS. MALE POPULATION AGED 18+
91.3%

Sources:
Google's advertising resources; Kepios analysis

Note:
Data are not available for all countries. Values based on available data only. Age and gender data are only available for internet users aged 18 and above. Social network user numbers may include some duplicate accounts. Values represent advertising audience and not monthly active users (MAUs).

Adaptors and comparability:
Values represent audience aged 18+. Available values may include undisclosed members and unmeasured devices, retrospective diagnostics, updates of previous estimates, and changes in reporting platform.

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

1.80 MILLION

TIKTOK AD REACH vs. TOTAL POPULATION

32.7%

TIKTOK AD REACH vs. TOTAL INTERNET USERS

33.0%

QUARTER-ON-QUARTER CHANGE IN REPORTED TIKTOK AD REACH

+15.8% +245 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED TIKTOK AD REACH

+9.1% +151 THOUSAND

SHARE: FEMALE TIKTOK AD REACH AGED 18+ vs. OVERALL TIKTOK AD REACH AGED 18+

51.3%

SHARE: MALE TIKTOK AD REACH AGED 18+ vs. OVERALL TIKTOK AD REACH AGED 18+

48.7%

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

40.8%

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

42.1%

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

39.6%

SOURCES: TIKTOK'S ADVERTISING RESOURCES; KEPOS ANALYSIS NOTES: DOES NOT INCLUDE DUPLICATES REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. DATA ARE NOT AVAILABLE FOR ALL GENDERS VALUES BASED ON MIDPOINTS OF APPLICABLE RANG AS DEFINED BY TIKTOK'S AD PLANNING TOOLS AUDIENCE INVENTORIES CHANGE FREQUENTLY, SO VALUES PRESENTED IN THIS REPORT MAY DIFFER FROM THOSE VISIBLE IN TIKTOK'S OWN PLANNING TOOLS TIKTOK'S AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS COMPARATIVE BENCHMARK: GLOBAL POPULATION AGED 18+; GLOBAL INTERNET USERS AGED 18+

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

TOTAL POTENTIAL REACH OF ADS ON INSTAGRAM
2.60 MILLION

INSTAGRAM AD REACH vs. TOTAL POPULATION
47.3%

INSTAGRAM AD REACH vs. TOTAL INTERNET USERS
47.8%

QUARTER-ON-QUARTER CHANGE IN REPORTED INSTAGRAM AD REACH
-7.1%
-200 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED INSTAGRAM AD REACH
-5.5%
-150 THOUSAND

SHARE FEMALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD REACH AGED 18+
56.9%

SHARE MALE INSTAGRAM AD REACH AGED 18+ vs. OVERALL INSTAGRAM AD REACH AGED 18+
43.1%

ADOPTION: OVERALL INSTAGRAM AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+
59.1%

ADOPTION: FEMALE INSTAGRAM AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+
66.2%

ADOPTION: MALE INSTAGRAM AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
49.7%

SOURCES: META ADVERTISING RESOURCES; KEPOS ANALYSIS. NOTES: BASED ON Q4 2023 POPULATION, INTERNET, AND ADVERTISING RESOURCES FROM LOCAL, REGIONAL, AND INTERNATIONAL SOURCES INCLUDING THE UNITED NATIONS, EUROSTAT, AND INTERNETWORLDSTATS. POPULATION DATA FROM THE UNITED NATIONS AND LOCAL OFFICIAL SOURCES. INTERNET USE DATA FROM THE INTERNATIONAL TELECOMMUNICATION UNION AND LOCAL OFFICIAL SOURCES. SOCIAL MEDIA
USER NUMBERS ARE BASED ON THE LIKELIHOOD THAT A USER IS AT LEAST 18 YEARS OLD; AD AUDIENCE VALUES MAY NOT REPRESENT UNIQUE INDIVIDUALS; METHODOLOGY CHANGES MAY MEAN SPECIFIC FIGURES ARE NOT COMPARABLE WITH PREVIOUS YEARS. NOTE: DUE TO UPDATES TO BASELINES AND CHANGES IN REPORTED VALUES, CHANGES VS. PREVIOUS QUARTER (Q3 2023) REFLECT A LIKE-FOR-LIKE COMPARISON OF THE LATEST AUDIENCE FIGURES WITH THE AUDIENCE FIGURES THAT WE
REPORTED IN OUR DIGITAL 2023 OVERVIEW REPORT. COMPARABILITY: ONE-CLICK COMPARISON TOOL.

Jan 2024
LinkedIn: Advertising Audience Overview
The potential audience that marketers can reach with ads on LinkedIn

Total Potential Reach of Ads on LinkedIn

LinkedIn
- 2.60 million

LinkedIn Ad Reach vs. Total Population
We Are Social
- 47.3%

LinkedIn Ad Reach vs. Total Internet Users
Meltwater
- 47.8%

Quarter-on-Quarter Change in Reported LinkedIn Ad Reach
Meltwater
- 0% [Unchanged]

Year-on-Year Change in Reported LinkedIn Ad Reach
Meltwater
- +8.3% (+200 thousand)

Share: Female LinkedIn Ad Reach Aged 18+ vs. Overall LinkedIn Ad Reach Aged 18+
We Are Social
- 42.9%

Share: Male LinkedIn Ad Reach Aged 18+ vs. Overall LinkedIn Ad Reach Aged 18+
We Are Social
- 57.1%

Adoption: Overall LinkedIn Ad Reach Aged 18+ vs. Overall Population Aged 18+
Kepios
- 59.1%

Adoption: Female LinkedIn Ad Reach Aged 18+ vs. Female Population Aged 18+
We Are Social
- 41.1%

Adoption: Male LinkedIn Ad Reach Aged 18+ vs. Male Population Aged 18+
Kepios
- 54.2%

Sources:
LinkedIn’s advertising resources; Kepios analysis.
Notes:
Values reported in "millions" are not comparable with other platforms in this report.

Gender data only available for users aged 18 and above.
Definitions:
Internet Users - Refers to unique active users.
Variations:
Comparability issues may exist for internet users due to different sources, amendments, and changes in reporting periods.
Country: Norway
Digital 2024 Norway
Report page: 75 sur 131

Additional Icons and Labels
Icons used throughout indicate:
- Total reach (blue LinkedIn icon).
- Gender demographics (red and orange icons for female and male).
- Adoption rates (icon of humans with bars).
- Quarterly and yearly changes (calendar icons with percentage changes in blue).

JAN 2024
MESSENGER: ADVERTISING AUDIENCE OVERVIEW
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK MESSENGER
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 MESSENGER
2.85 MILLION

MESSENGER AD REACH VS. TOTAL POPULATION
51.9%

MESSENGER AD REACH VS. TOTAL INTERNET USERS
52.4%

QUARTER-ON-QUARTER CHANGE IN REPORTED MESSENGER AD REACH
-6.6%
-200 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED MESSENGER AD REACH
0%
[UNCHANGED]

SHARE OF FEMALE MESSENGER AD REACH AGED 18+ VS. OVERALL MESSENGER AD REACH AGED 18+
53.6%

SHARE OF MALE MESSENGER AD REACH AGED 18+ VS. OVERALL MESSENGER AD REACH AGED 18+
46.4%

ADOPTION: OVERALL MESSENGER AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+
64.8%

ADOPTION: FEMALE MESSENGER AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+
68.5%

ADOPTION: MALE MESSENGER AD REACH AGED 18+ VS. MALE POPULATION AGED 18+
58.8%

SOURCES
META ADVERTISING RESOURCES; GSKIS; ALVARS

NOTES:
BASED ON COMPANY FIGURES AND GSKIS DATA. POPULATION DATA: UNITED NATIONS. GENDER DATA ONLY AVAILABLE FOR “FEMALE” AND “MALE”. SOURCE DATA FOR “FEMALE” AND “MALE” GENDERS MAY NOT SUM TO PUBLISHED TOTALS. ADVERTISING REACH DATA HELD BY THESE COMPANIES MAY BE ORGANIZED USING DIFFERENT PARAMETERS FROM THOSE DEPLOYED IN PLATFORMS’ PUBLIC ADVERTISING TOOLS. INTERNET USER NUMBERS LAPSE USERS (NON-INTERNET USERS) AGED 13+. IN SOME CASES, STATISTICAL DIFFERENCES MAY EXIST DUE TO DIFFERENCES IN DATA COLLECTION METHODS, EXCHANGE RATES, INTERPRETATION OF INDUSTRY TERMINOLOGY AND REGION DEFINITION; DATA ROUNDED TO ONE DECIMAL FIGURE IN THE TOP GRAPHICS. REGIONAL SPLITS IN SOCIAL MEDIA DATA MAY NOT ADD UP TO 100%. NOTE: 2023 DATA.

METHODOLOGY NOTES
COMPARABILITY: CAUTION ADVISED WHEN COMPARING DATA FROM OTHER COUNTRIES; PLEASE READ THE FULL REPORT FOR DETAILS.
NO COMPARABILITY ISSUES

LOGOS

Page icons:
First page, previous page, next page, last page, overview, attachments, contact, Français, double page, fullscreenJAN 2024 - 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

1. TOTAL POTENTIAL REACH OF ADS ON SNAPCHAT
   - Icon of a person: 3.49 million

2. SNAPCHAT AD REACH vs. TOTAL POPULATION
   - Icon of people: 63.4%

3. SNAPCHAT AD REACH vs. TOTAL INTERNET USERS
   - Icon of a globe: 64.1%

4. QUARTER-ON-QUARTER CHANGE IN REPORTED SNAPCHAT AD REACH
   - Icon with "90": -2.5% (-90 thousand)

5. YEAR-ON-YEAR CHANGE IN REPORTED SNAPCHAT AD REACH
   - Icon with "365": +1.0% (+35 thousand)

6. SHARE: FEMALE SNAPCHAT AD REACH AGED 18+ vs. OVERALL SNAPCHAT AD REACH AGED 18+
   - Icon of a female symbol: 52.8%

7. SHARE: MALE SNAPCHAT AD REACH AGED 18+ vs. OVERALL SNAPCHAT AD REACH AGED 18+
   - Icon of a male symbol: 47.0%

8. ADOPTION: OVERALL SNAPCHAT AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+
   - Icon of a group of people: 71.1%

9. ADOPTION: FEMALE SNAPCHAT AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+
   - Icon of a female symbol: 75.4%

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

- Icon of a male symbol: 66.4%

Note section:
- SOURCES: SNAP'S ADVERTISING RESOURCES; KEPOS ANALYSIS.
- NOTES: DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; VALUES BASED ON RESPONDENTS OF AVAILABLE DATA ONLY.
- GENDER DATA ARE COMPILED FROM A VARIETY OF SOURCES, NOT JUST SNAPCHAT; VALUES BASED ON MALE & FEMALE AUDIENCES, WHICH MAY NOT SUM TO TOTAL DUE TO ROUNDING.

Additional attribution and credits at the bottom:
- REPORT: DIGITAL 2024 NORWAY
- PAGE NUMBER: 76 sur 131
- ORGANIZATIONS: we are social, Meltwater, KepiosJan 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)
1.89 MILLION

X AD REACH VS TOTAL POPULATION
34.5%

X AD REACH VS TOTAL INTERNET USERS
34.8%

QUARTER-ON-QUARTER CHANGE IN REPORTED X AD REACH
+64.7% +744 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED X AD REACH
+80.4% +884 THOUSAND

SHARE: FEMALE X AD REACH AGED 18+ VS. OVERALL X AD REACH AGED 18+
37.8%

SHARE: MALE X AD REACH AGED 18+ VS. OVERALL X AD REACH AGED 18+
62.2%

ADOPTION: OVERALL X AD REACH AGED 18+ VS. OVERALL POPULATION AGED 18+
27.2%

ADOPTION: FEMALE X AD REACH AGED 18+ VS. FEMALE POPULATION AGED 18+
20.7%

ADOPTION: MALE X AD REACH AGED 18+ VS. MALE POPULATION AGED 18+
33.6%

SOURCES: ITU; ADVERTISING RESOURCES; KEPIOS ANALYSIS. NOTES: VALUES USE MIDPOINTS OF PUBLISHED RANGES. AD REACH DATA CAN ONLY BE AVAILABLE FOR “FEMALE” AND “MALE” AUDIENCES; SIGNIFICANT AVAILABILITY ISSUES REDUCE THE RELIABILITY OF THIS DATA AS AN INDICATOR OF GENDER BIASES. *ADOPTION DATA MAY EXCEED 100% OF THE REPORTED POPULATION IN SOME MARKETS (SEE APPENDIX FOR DETAILS). THIS MAY BE DUE TO DISCREPANCIES IN THIRD-PARTY SOURCES OR ERRORS IN THE ORIGINAL SOURCE DATA.
ADOPTION METRICS USE INTERNET USERS AGED 16 TO 64 AS A PROXY FOR TOTAL INTERNET USE. TREND DATA MAY BE SUBSTANTIALLY AFFECTED BY CHANGES IN THIRD-PARTY DATA SOURCES AND DEFINING MARKETERS SHOULD EXAMINE INDIVIDUAL SOURCES FOR COMPARABILITY AND CONTEXT.

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

Flag of Norway

NUMBER OF CELLULAR MOBILE CONNECTIONS (EXCLUDING IOT)
6.06 MILLION

NUMBER OF CELLULAR MOBILE CONNECTIONS COMPARED WITH TOTAL POPULATION
110.2%

YEAR-ON-YEAR CHANGE IN THE NUMBER OF CELLULAR MOBILE CONNECTIONS
+0.3% +18 THOUSAND

SHARE OF CELLULAR MOBILE CONNECTIONS THAT ARE BROADBAND (3G, 4G, 5G)
99.1%

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 GRAPHIC IN 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.

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
1.12 MILLION

PINTEREST AD REACH vs. TOTAL POPULATION
20.3%

QUARTER-ON-QUARTER CHANGE IN REPORTED PINTEREST AD REACH
+32.0% +270 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED PINTEREST AD REACH
+40.2% +320 THOUSAND

PINTEREST AD REACH vs. TOTAL INTERNET USERS
20.5%

PINTEREST AD REACH vs. POPULATION AGED 13+
23.6%

FEMALE PINTEREST AD REACH vs. TOTAL PINTEREST AD REACH
73.0%

MALE PINTEREST AD REACH vs. TOTAL PINTEREST AD REACH
20.3%

SOURCES: PINTEREST ADVERTISING RESOURCES; KEPOS ANALYSIS.
NOTES: DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; VALUES BASED ON PINTEREST'S "POTENTIAL REACH" DATA ONLY; GENDER DATA ARE ALSO AVAILABLE FOR UNSPECIFIED, SO VALUES FOR "FEMALE" AND "MALE" MAY NOT SUM TO 100%; AD REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR HOUSEHOLDS; DATA WERE REPORTED BY PINTEREST IN DECEMBER 2023; INTERNET USER BASE USED TO CALCULATE REACH RATES SHOWN HERE MAY DIFFER FROM ACTIVE USER BASE CITED ELSEWHERE IN THIS REPORT; COMPARABILITY BASE RESPONSE; VALUES FOR GENDER SEGMENTS BASED ON LATEST AVAILABLE DATA; KEPOS DATA.
ADVISORY: KEEP-IN-MIND THAT NUMBERS USED IN THIS REPORT MAY BE BASED ON ONLY ACTIVE ADVERTISERS IN SOURCES OF THIS REPORT AS WELL AS ACTIVE USER DATA FROM THEIR ADS MANAGER ACCOUNTS, DIFFERING RESEARCH DATA AND CHANGES IN NUMERATOR CALCULATIONS MIGHT ALSO CHANGE NUMERIC PRESENTATION COMPARABILITY; BASE RESPONSIVE. VALUES FOR GENDER SEGMENTS ARE REPORTED AS OFLAST AVAILABLE INFORMATION; NOTES ON DATA.

DIGITAL 2024 | 78 sur 131

We Are Social | MeltwaterVoici la retranscription textuelle de l'image:

JAN 2024

CELLULAR MOBILE CONNECTIONS OVER TIME
NUMBER OF MOBILE CELLULAR CONNECTIONS OVER TIME

Norway

Graphique représentant le nombre de connexions cellulaires mobiles en Norvège de Q4 2021 à Q4 2023 avec les variations en pourcentage d'un trimestre à l'autre.

- **Q4 2021**: 6.04 M (+0.02%)
- **Q1 2022**: 6.05 M (+0.3%)
- **Q2 2022**: 6.07 M (+0.2%)
- **Q3 2022**: 6.08 M (-0.6%)
- **Q4 2022**: 6.04 M (-0.6%)
- **Q1 2023**: 6.03 M (-0.1%)
- **Q2 2023**: 6.04 M (+0.1%)

- **Q3 2023**: 6.05 M (+0.1%)
- **Q4 2023**: 6.06 M (+0.1%)

Sources et notes:
- **Source**: GSMA Intelligence
- **Note**: Excludes cellular IoT connections. Where letters are shown next to figures above bars: "K" denotes thousands (e.g., "124.1K = 124,100"), "M" denotes millions (e.g., "1.24M = 1,240,000"), 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.

Logos: We Are Social & Meltwater

Page navigation indications:
- **Page**: 81 sur 131
- **Icônes de navigation**: Vue du module précédent, Retour, Vue du module suivant, Zoom arrière, Captures d'écran, Langue (français)

Voici la retranscription textuelle de l'image :

```
JAN 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

TOTAL TIME SPENT USING SMARTPHONES EACH DAY
3H 28M

SHARE OF SMARTPHONE TIME: SOCIAL MEDIA APPS
28.7%

SHARE OF SMARTPHONE TIME: ENTERTAINMENT APPS
31.8%

SHARE OF SMARTPHONE TIME: UTILITY & PRODUCTIVITY
23.2%

SHARE OF SMARTPHONE TIME: MOBILE GAMES (ALL GENRES)
8.4%
```

SHARE OF SMARTPHONE TIME: SHOPPING APPS
1.6%

SHARE OF SMARTPHONE TIME: ALL OTHER APPS
6.3%

SHARE OF SMARTPHONE TIME: WEB BROWSERS & SEARCH ENGINES*
10.8%

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


```JAN 2024  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

[Image of Norwegian Flag]  NORWAY

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES
36.05%
YEAR-ON-YEAR CHANGE
-0.6% (-23 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES
63.59%
YEAR-ON-YEAR CHANGE
+0.5% (+31 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES
0.34%
YEAR-ON-YEAR CHANGE
-17.1% (-7 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES
0%
YEAR-ON-YEAR CHANGE
[UNCHANGED]
```

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES
0.02%
YEAR-ON-YEAR CHANGE
-33.3% (-1 BP)

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 INCLUDE WEB PAGES SERVED TO DEVICES RUNNING AN OPERATING SYSTEM DEVELOPED BY SAMSUNG'S "BADA" AND NOKIA'S "MEEGO" OSs. VALUES REPRESENTED IN BASIS POINTS (BPS) AND REMOVED TO ONE DECIMAL PLACE. FOR CONTEXT, A YEAR-ON-YEAR CHANGE OF +/- 5BPs WOULD EQUAL A YEAR-ON-YEAR CHANGE OF +/- 0.05%. VALUES MAY NOT ADD UP TO 100% DUE TO ROUNDING.

[Image: We are social logo] [Image: Meltwater Logo]

Bien sûr, voici la retranscription textuelle de l'image :

JAN 2024
MOBILE APP MARKET OVERVIEW
HEADLINES FOR MOBILE APP DOWNLOADS AND CONSUMER SPEND (IN U.S. DOLLARS) BETWEEN 01 JANUARY AND 31 DECEMBER 2023

Total Number of Mobile App Downloads
169.9 Million

Year-on-Year Change in the Total Number of Mobile App Downloads
+2.1% (+4 Million)

Annual Consumer Spend on Mobile Apps and In-App Purchases (USD)
$581.8 Million

Year-on-Year Change in Consumer Spend on Mobile Apps and In-App Purchases
+13.2% (+$68 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.

we are social
Meltwater

(Le drapeau de la Norvège est présenté en haut à droite avec l'indication "NORWAY.")

---JAN 2024
APP RANKING: DOWNLOADS
RANKING OF MOBILE GAMES BY TOTAL NUMBER OF DOWNLOADS BETWEEN 01 JANUARY AND 31 DECEMBER 2023

NORWAY

#	MOBILE APP	COMPANY
01	BANKID	DNB
02	MYPOSTNORD	POSTNORD
03	RUTER – MOBILITY IN OSLO/VIKEN	RUTER
04	MICROSOFT AUTHENTICATOR	MICROSOFT
05	TEMU	PDD HOLDINGS
06	CAPCUT	BYTEDANCE
07	KLARNA	KLARNA
08	POSTEN	POSTEN & BRING
09	MICROSOFT TEAMS	MICROSOFT
10	WHATSAPP MESSENGER	META

#	MOBILE GAME	COMPANY
01	BLOCK BLAST ADVENTURE MASTER	HUNGRY STUDIO
02	ROBLOX	ROBLOX
03	MONOPOLY GO: FAMILY BOARD GAME	SCOPELY
04	MY PERFECT HOTEL	SAYGAMES
05	ROYAL MATCH	DREAM GAMES
06	CHESS.COM	CHESS.COM
07	EVENTURUE	LESSMORE
08	MAGIC TILES 3	AMANOTES
09	GARDENSCAPES BY PLAYRIX	PLAYRIX
10	GEOMETRY DASH	ROBTOP

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

we are social
Meltwater

Digital 2024 Norway 86 sur 131**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 APP COMPANY
1. YOUTUBE - GOOGLE
2. VIPPS - DNB
3. FACEBOOK - META
4. FACEBOOK MESSENGER - META
5. GOOGLE MAPS - GOOGLE
6. SPOTIFY - SPOTIFY
7. SNAPCHAT - SNAP
8. GOOGLE - GOOGLE
9. INSTAGRAM - META
10. CHROME BROWSER - GOOGLE

MOBILE GAME COMPANY
1. ROBLOX - ROBLOX
2. POKÉMON GO - NIANTIC
3. SUBWAY SURFERS - TENCENT
4. CANDY CRUSH SAGA - ACTIVISION BLIZZARD
5. GEOMETRY DASH - ROBTOP
6. CLASH ROYALE - TENCENT
7. AMONG US! - INNERSLOTH
8. CHESS.COM - CHESS.COM
9. TOCA LIFE: WORLD - SPIN MASTER
10. MINECRAFT POCKET EDITION - MICROSOFT

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.

Digital 2024 Norway - 85 sur 131
We Are Social - MeltwaterJAN 2024

APP RANKING: CONSUMER SPEND

RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL CONSUMER SPEND

BETWEEN 01 JANUARY AND 31 DECEMBER 2023

[#] MOBILE APP | COMPANY
01. TINDER | MATCH GROUP
02. YOUTUBE | GOOGLE
03. DISNEY+ | DISNEY
04. DISCOVERY PLUS | WARNER BROS. DISCOVERY
05. VIAPLAY | VIAPLAY GROUP
06. TIKTOK | BYTEDANCE
07. PODME | SCHIBSTED
08. GOOGLE ONE | GOOGLE
09. MAX: STREAM HBO, TV, & MOVIES | WARNER BROS. DISCOVERY
10. VG | SCHIBSTED

[#] MOBILE GAME | COMPANY
01. CANDY CRUSH SAGA | ACTIVISION BLIZZARD
02. POKÉMON GO | NIANTIC
03. ROBLOX | ROBLOX
04. COIN MASTER | MOON ACTIVE
05. GARDENSCAPES BY PLAYRIX | PLAYRIX
06. ROYAL MATCH | DREAM GAMES
07. HAY DAY | TENCENT
08. HOMESCAPES | PLAYRIX
09. CLASH OF CLANS | TENCENT
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.

JAN 2024
WEEKLY ONLINE SHOPPING ACTIVITIES

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

(Norwegian flag) NORWAY

- PURCHASED A PRODUCT OR SERVICE ONLINE
  49.9%
  (blue circle with a shopping cart icon)

- ORDERED GROCERIES VIA AN ONLINE STORE
  11.6%
  (green circle with a pear icon)

- BOUGHT A SECOND-HAND ITEM VIA AN ONLINE STORE
  19.5%
  (orange circle with a recycling arrows icon)

- USED AN ONLINE PRICE COMPARISON SERVICE
  25.7%
  (red circle with a money exchange icon)

- USED A BUY NOW, PAY LATER SERVICE
  21.5%
  (blue circle with a calendar icon)

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 Meltwater

90

Voici la transcription textuelle de l'image :

JAN 2024
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: 99.0%
- Total: 99.5%

Credit card ownership
- Female: 69.5%
- Male: 64.1%
- Total: 66.7%

Debit card ownership
- Female: 97.3%
- Male: 98.2%
- Total: 97.8%

Mobile money account (e.g. MPESA, GCASH)
- Female: [N/A]
- Male: [N/A]
- Total: [N/A]

Made a digital payment (past year)
- Female: 100.0%
- Male: 98.8%
- Total: 99.4%

Made a purchase using a mobile phone or the internet (past year)
- Female: 88.0%
- Male: 85.3%
- Total: 86.6%

Used a mobile phone or the internet to send money (past year)
- Female: 95.5%
- Male: 85.8%
- Total: 90.5%

Used a mobile phone or the internet to pay bills (past year)
- Female: 87.0%
- Male: 85.4%
- Total: 86.2%

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 of total population. “Mobile Money Accounts” in the referred to services that require using an independent wallet linked directly to a phone number, such as MPESA, GCASH, and Tigo Pesa. Figures for “Mobile Money Accounts” do not include people who use over-the-top mobile payment services such as Apple Pay, Google Pay, or Samsung Pay.

JAN 2024

ONLINE PURCHASE DRIVERS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY EACH FACTOR WOULD ENCOURAGE THEM TO COMPLETE AN ONLINE PURCHASE

1. FREE DELIVERY
   57.3%

2. SIMPLE ONLINE CHECKOUT
   43.5%

3. LOYALTY POINTS
   39.4%

4. COUPONS AND DISCOUNTS
   38.5%

5. CLICK AND COLLECT
   36.9%

6. EASY RETURNS POLICY
   35.4%

7. CUSTOMER REVIEWS
   25.2%

8. NEXT-DAY DELIVERY
   18.6%

9. ECO-FRIENDLY CREDENTIALS
   13.1%

10. INTEREST-FREE PAYMENTS
    12.5%

11. GUEST CHECKOUT
    12.1%

12. SOCIAL LIKES & COMMENTS
    10.5%

13. CASH ON DELIVERY
    9.9%

14. EXCLUSIVE CONTENT OR SERVICES
    6.4%

15. SOCIAL BUY BUTTONS
    5.0%

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.

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

[Flag of Norway]

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO DIGITAL AND MOBILE WALLETS
18.0%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO DEBIT AND CREDIT CARDS
43.0%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO BANK TRANSFERS
17.0%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO CASH-ON-DELIVERY
2.0%

SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO OTHER PAYMENT METHODS
20.0%

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

Digital 2024 Norway
93 sur 131**JAN 2024**
ECOMMERCE: CONSUMER GOODS CATEGORIES
ESTIMATED ANNUAL SPEND IN EACH CONSUMER GOODS ECOMMERCE CATEGORY (B2C ONLY, U.S. DOLLARS, FULL-YEAR 2023)

ELECTRONICS
$1.78 BILLION
YEAR-ON-YEAR CHANGE
-2.3% (-$40 MILLION)

FASHION
$2.15 BILLION
YEAR-ON-YEAR CHANGE
-12.0% (-$300 MILLION)

FOOD
$730.0 MILLION
YEAR-ON-YEAR CHANGE
+15.9% (+$100 MILLION)

BEVERAGES
$590.0 MILLION
YEAR-ON-YEAR CHANGE
+3.3% (+$20 MILLION)

DIY & HARDWARE
$500.0 MILLION
YEAR-ON-YEAR CHANGE
-3.7% (-$30 MILLION)

FURNITURE
$820.0 MILLION
YEAR-ON-YEAR CHANGE
+18.8% (+$130 MILLION)

PHYSICAL MEDIA
$240.0 MILLION
YEAR-ON-YEAR CHANGE
-14.3% (-$40 MILLION)

BEAUTY & PERSONAL CARE
$420.0 MILLION
YEAR-ON-YEAR CHANGE

-2.3% (-$10 MILLION)

TOBACCO PRODUCTS
$100.0 MILLION
YEAR-ON-YEAR CHANGE
+25.0% (+$20 MILLION)

TOYS & HOBBY
$150.0 MILLION
YEAR-ON-YEAR CHANGE
[UNCHANGED]

HOUSEHOLD ESSENTIALS
$80.0 MILLION
YEAR-ON-YEAR CHANGE
+14.3% (+$10 MILLION)

OVER-THE-COUNTER PHARMACEUTICALS
$60.0 MILLION
YEAR-ON-YEAR CHANGE
[UNCHANGED]

LUXURY GOODS
$220.0 MILLION
YEAR-ON-YEAR CHANGE
+10.0% (+$20 MILLION)

EYEWEAR
$90.0 MILLION
YEAR-ON-YEAR CHANGE
[UNCHANGED]

SOURCE: *STATISTA ECOMMERCE MARKET, SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES IN US DOLLARS, AND COMPARISONS WITH THE PREVIOUS CALENDAR YEAR. THE 'PHYSICAL MEDIA' CATEGORY DOES NOT INCLUDE DIGITAL DOWNLOADS OR STREAMING. COMPARABILITY: SIGNIFICANT RATE REVISIONS AND MAJOR CATEGORY DEFINITION CHANGES.*

(Flag symbol: Norway)

Note: Some partial symbols (logos) and decorative icons were not included in the transcription.JAN
2024

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

NORWAY

#	SEARCH QUERY	INDEX vs. TOP QUERY
01	NIKE	100
02	IPHONE	92
03	JORDAN	63
04	LEGO	61
05	BAG	59
06	BILTEMA	55
07	SAMSUNG	54
08	GAMING	47
09	IKEA	47
10	PC	45

#	SEARCH QUERY	INDEX vs. TOP QUERY
11	POWER	40
12	ELKJØP	36
13	JULA	34
14	PRIME	32
15	TV	32
16	EUROPRIS	29
17	XXL	29
18	JORDAN 4	25
19	CLAS OHLSON	25
20	ZALANDO	24

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 USE LANGUAGE IN THEIR SEARCH ACTIVITIES. GOOGLE DOESN'T RELEASE ABSOLUTE SEARCH VOLUMES. BUT THE "INDEX VS. TOP QUERY" COLUMN SHOWS 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.

ONLINE TRAVEL AND TOURISM
Annual online spend on travel and tourism services (U.S. dollars, full-year 2023)

NORWAY

FLIGHTS
$1.79 BILLION
YEAR-ON-YEAR CHANGE
+21.2% (+$312 MILLION)

TRAINS
$186.3 MILLION
YEAR-ON-YEAR CHANGE
+39.2% (+$52 MILLION)

CAR RENTALS
$171.0 MILLION
YEAR-ON-YEAR CHANGE
+3.5% (+$5.8 MILLION)

LONG-DISTANCE BUSES
$57.55 MILLION
YEAR-ON-YEAR CHANGE
+23.1% (+$11 MILLION)

HOTELS
$1.33 BILLION
YEAR-ON-YEAR CHANGE
+13.3% (+$157 MILLION)

PACKAGE HOLIDAYS
$1.91 BILLION
YEAR-ON-YEAR CHANGE
+25.9% (+$392 MILLION)

VACATION RENTALS
$205.0 MILLION

YEAR-ON-YEAR CHANGE
+13.2% (+$24 MILLION)

CRUISES
$30.95 MILLION
YEAR-ON-YEAR CHANGE
+40.1% (+$8.9 MILLION)

SOURCE: Statista, Digital Market Outlook, Statista Mobility Market Outlook, see statista.com. Notes: Figures represent estimates of 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. Comparable base and category definitions in previous reports mean figures are not comparable.
We Are Social Meltwater

françaisJAN 2024
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.

TOTAL POTENTIAL REACH OF ADS ON FACEBOOK
3.15 MILLION

FACEBOOK AD REACH vs. TOTAL POPULATION
57.3%

FACEBOOK AD REACH vs. TOTAL INTERNET USERS
57.9%

QUARTER-ON-QUARTER CHANGE IN REPORTED FACEBOOK AD REACH
-6.0%
-200 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED FACEBOOK AD REACH
-3.1%
-100 THOUSAND

SHARE: FEMALE FACEBOOK AD REACH vs. OVERALL FACEBOOK AD REACH
51.6%

SHARE: MALE FACEBOOK AD REACH vs. OVERALL FACEBOOK AD REACH
48.4%

ADOPTION: OVERALL FACEBOOK AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+
71.6%

ADOPTION: FEMALE FACEBOOK AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+
73.1%

ADOPTION: MALE FACEBOOK AD REACH AGED 18+ vs. MALE POPULATION AGED 18+
67.8%

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

NUMBER OF PEOPLE USING DIGITAL HEALTH TREATMENT & CARE
1.66 MILLION

YEAR-ON-YEAR CHANGE IN USERS OF DIGITAL TREATMENT & CARE
+3.8%
+60 THOUSAND

TOTAL ANNUAL VALUE OF THE DIGITAL TREATMENT & CARE MARKET (USD, 2023)
$115.5 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: DIGITAL TREATMENT & CARE MARKET
-5.3%
-$6.4 MILLION

AVERAGE ANNUAL VALUE PER USER: DIGITAL TREATMENT & CARE (USD, 2023)
$69.57

Source: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. Notes: Includes digital tools that are used to diagnose, treat and manage medical conditions, including biometrics, sensors and digital care management. Does not include smart clothing, smart tools or smart eyewear. 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.

Digital 2024 Norway
97 sur 131JAN 2024
ONLINE DOCTOR CONSULTATIONS OVERVIEW
HEADLINES FOR THE ADOPTION AND USE OF ONLINE DOCTOR CONSULTATION SERVICES

Number of People Using Online Doctor Consultation Services
260.0 Thousand

Year-on-Year Change in Users of Online Doctor Consultation Services
+8.3% +20 Thousand

Total Annual Value of Online Doctor Consultations (USD, 2023)
$86.20 Million

Year-on-Year Change in Market Value: Online Doctor Consultations
+1.9% +$1.6 Million

Average Annual Value per User: Online Doctor Consultations (USD, 2023)
$338

Sources and Notes:
Sources: STATSITA 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 USD DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE. “ABS.” VALUES SHOW ABSOLUTE CHANGE.

Digital 2024 Norway
98 sur 131
françaisJAN 2024
DIGITAL FITNESS & WELL-BEING OVERVIEW
HEADLINES FOR THE ADOPTION AND USE OF DIGITAL FITNESS & WELL-BEING DEVICES AND SERVICES

Number of people using digital fitness & well-being devices and services
3.16 million

Year-on-year change in the number of digital fitness & well-being users
+7.1% (+210 thousand)

Total annual value of the digital fitness & well-being market (USD, 2023)
$317.4 million

Year-on-year change in market value, digital fitness & well-being market
+9.1% (+$26 million)

Average annual value per user, digital fitness & well-being (USD, 2023)
$100

Source: Statista Digital Market Outlook, See statista.com. Notes include: Smartwatches, fitness and activity tracking wristwear, smart scales, fitness apps that track parameters, nutrition apps (e.g. calorie count apps), and meditation and mindfulness apps do not include smart clothing, smart shoes, smart eyewear, health tracking apps, fitness & nutrition insurances, communication equipment, VR, AR, or remote monitoring programs used by healthcare professionals, data is rounded and investment values reflect changes in the exchange rate, financial values in USD. Dollars indicated show absolute change.

We Are Social
We Are Meltwater

Digital 2024 Norway
99 sur 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
1.21 MILLION

YEAR-ON-YEAR CHANGE IN THE NUMBER OF ONLINE RIDE-HAILING SERVICE USERS
+1.7%
+20 THOUSAND

TOTAL ANNUAL VALUE OF ONLINE RIDE-HAILING BOOKINGS (USD, 2023)
$266.8 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: ONLINE RIDE-HAILING BOOKINGS
-1.9%
-$5.1 MILLION

AVERAGE ANNUAL VALUE PER USER: ONLINE RIDE-HAILING BOOKINGS (USD, 2023)
$220

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 PRIVATE-HIRE VEHICLES (E.G., MINIVAN, RIDEPOOL) AND TRADITIONAL TAXI SERVICES. ONLY INCLUDES 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.

Digital 2024 Norway
96 sur 131JAN 2024
DIGITAL CONTENT PURCHASES
PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO PAY FOR EACH TYPE OF DIGITAL CONTENT EACH MONTH

MOVIE OR TV STREAMING SERVICE	51.4%
MUSIC STREAMING SERVICE	42.4%
MOBILE APP	13.1%
PREMIUM WEB SERVICE	13.1%
IN-APP PURCHASES	10.9%
MOBILE GAME	10.4%
MUSIC DOWNLOAD	10.1%
NEWS SERVICE	8.9%
E-BOOK	7.3%
ONLINE MAGAZINE SUBSCRIPTION	6.3%
SOFTWARE PACKAGE	5.6%
STUDY PROGRAMS AND LEARNING MATERIALS	5.2%
DATING SERVICE	4.6%
DIGITAL GIFTS	4.0%

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

Digital 2024 Norway we are social MeltwaterEn-tête gauche:
- JAN 2024

En-tête central:
- SOURCES OF BRAND DISCOVERY
- PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM

Drapeau (en haut à droite):
- Norway

Liste des sources de découverte de marque avec pourcentage (%):

1. Social Media Ads: 32.0%
2. TV Ads: 31.8%
3. Word-of-Mouth: 30.2%
4. Ads on Websites: 27.7%
5. Search Engines: 27.7%
6. Emails or Physical Mail: 26.0%
7. Ads in Mobile Apps: 19.1%
8. In-Store Promos: 19.1%
9. Product Comparison Websites: 18.6%
10. Print Press Ads: 18.0%
11. Social Media Comments: 17.9%
12. Consumer Review Sites: 17.7%
13. TV Shows and Films: 17.1%
14. Brand Websites: 15.6%
15. Online Video Pre-Roll Ads: 15.5%

Bas de la page:
- 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.
- Digital 2024 Norway
- Page 103 sur 131

Logos (en bas à droite):
- We Are Social
- MeltwaterJAN 2024

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

TOTAL
$1.40 BILLION
YEAR-ON-YEAR CHANGE +15.7% (+$190 MILLION)

VIDEO GAMES
$550.0 MILLION
YEAR-ON-YEAR CHANGE +19.6% (+$90 MILLION)

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

EPUBLISHING
$250.0 MILLION
YEAR-ON-YEAR CHANGE +4.2% (+$10 MILLION)

DIGITAL MUSIC
$140.0 MILLION
YEAR-ON-YEAR CHANGE +16.7% (+$20 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 previous calendar year. Includes content downloads and subscriptions to streaming services and online services. Does not include physical media or user-generated content. Comparability issue and category definition changes figures are not comparable with previous reports.

we are social
Meltwater
Digital 2024 Norway
101 sur 131Voici la retranscription textuelle de l'image :

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

1. **Search Engines:** 54.3%
2. **Social Networks:** 35.5%
3. **Price Comparison Sites:** 33.5%
4. **Consumer Reviews:** 32.1%
5. **Product & Brand Websites:** 30.3%
6. **Q&A Sites:** 21.9%
7. **Specialist Review Sites:** 15.9%
8. **Discount Voucher Sites:** 15.5%
9. **Mobile Apps:** 15.5%
10. **Forums & Message Boards:** 15.3%
11. **Video Sites:** 10.9%
12. **Messenger Services:** 9.9%
13. **Brand & Product Blogs:** 9.7%
14. **Online Pinboards:** 8.0%
15. **Micro-Blogs:** 6.7%

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.

Digital 2024 Norway
105 sur 131

Logos: We Are Social, Meltwater, et le drapeau de la Norvège

Boutons d'interface utilisateur : navigation, plein écran, téléchargement, langues, informations

Voici la retranscription textuelle de l'image :

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 d'un haut-parleur)
TOTAL AD SPEND
(INCLUDING ONLINE AND OFFLINE CHANNELS)
$3.40 BILLION

(Image d'une flèche montant et descendant)
YEAR-ON-YEAR CHANGE IN TOTAL AD SPEND (ALL CHANNELS)
+5.3%
+$170 MILLION

(Image d'un globe numérique)
DIGITAL AD SPEND
(INCLUDING SEARCH AND SOCIAL MEDIA)
$2.46 BILLION

(Image d'une flèche circulaire autour d'un dollar)
YEAR-ON-YEAR CHANGE IN DIGITAL AD SPEND
+8.6%
+$194 MILLION

(Image d'un engrenage)
DIGITAL AD SPEND AS A PERCENTAGE OF TOTAL AD SPEND
72.2%

Sources :

Statista
Meltwater

Notes :
Figures represent estimates for full-year 2023 and comparisons with equivalent values for the previous calendar year. Financial values in U.S. dollars. Percentage change values are relative. Abbreviations: YoY = Year-On-Year. Adding values of $US would equal total, not YoY comparable.

Source:
STATISTA MARKET OUTLOOKS, SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATE FOR FULL-YEAR 2023, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE. ABBREVIATIONS: YoY = YEAR-ON-YEAR. ADDING VALUES OF $US WOULD EQUAL TOTAL, NOT YoY COMPARABLE. BASE: ADVERTISING EDITION. THIS CHART INCLUDES A BROADER VARIETY OF CHANNELS AND ACTIVITIES (HENCE THE DEFINITION OF CATEGORIES WITHIN THIS REPORT MAY DIFFER ACROSS CHARTS).

Image d'un drapeau norvégien
NORWAY

Digital 2024 Norway
106 sur 131

We are social
Meltwater

Jan 2024
Digital Advertising Spend
Annual Spend on Digital Advertising by Format (U.S. Dollars, Full Year 2023)
[Flag of Norway]
Norway

Total Annual Spend on Digital Ads (All Types)
$2.46 Billion
Y-O-Y Change in Spend
+8.6% (+$194 Million)

Annual Spend on Online Search Ads
$986.1 Million
Y-O-Y Change in Spend
+10.4% (+$93 Million)

Annual Spend on Digital Video Ads
$329.1 Million
Y-O-Y Change in Spend
+7.7% (+$24 Million)

Annual Spend on Digital Banner Ads
$746.6 Million
Y-O-Y Change in Spend
+7.6% (+$53 Million)

Annual Spend on Online Influencer Activities
$92.51 Million
Y-O-Y Change in Spend
+13.6% (+$11 Million)

Annual Spend on Online Classifieds
$116.1 Million
Y-O-Y Change in Spend
+0.0% (+$100 Thousand)

Annual Spend on Digital Audio Ads
$21.06 Million
Y-O-Y Change in Spend
+16.3% (+$3.0 Million)

Share of Total Digital Ad Spend: Mobile Devices*
47.3%
Y-O-Y Change in Spend
+4.1% (+187 BPS)

Share of Total Digital Ad Spend: Social Media
24.7%
Y-O-Y Change in Spend
-2.6% (-66 BPS)

Share of Total Digital Ad Spend: Programmatic
77.9%
Y-O-Y Change in Spend
+0.3% (+22 BPS)

Source Statista Advertising and Media Outlook: see statista.com. Notes: Figures represent total figures for full year spend in 2023 in U.S. dollars, and comparisons with equivalent spend in 2022. *Including devices operating both traditional and mobile operating systems, as per Statista definitions. BPS = Basis Points. Figures may not correlate with absolute and percentage change values due to rounding.

For more information see Statista’s digital advertising definitions and comparability at www.statista.com.

We Are Social
Meltwater

[List of icons for HQ, search, export, share, download, and languages in small size]
[Languages: Français]JAN 2024
PROGRAMMATIC ADVERTISING OVERVIEW
SPEND ON PROGRAMMATIC ADVERTISING AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET

ANNUAL SPEND ON PROGRAMMATIC ADVERTISING (USD)
$1.91 BILLION

YEAR-ON-YEAR CHANGE IN PROGRAMMATIC ADVERTISING SPEND (USD)
+8.9%
+ $156 MILLION

PROGRAMMATIC'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND
77.9%

YEAR-ON-YEAR CHANGE IN PROGRAMMATIC'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND
+0.3%
+22 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. FINANCIAL GROWTH VALUES ARE BASED ON CURRENT PRICES, AND AVERAGE EXCHANGE RATES FOR EACH YEAR. 1 BPS (BASIS POINT) VALUE EQUALS ONE-HUNDREDTH OF A PERCENT. VALUES REPRESENT ESTIMATES, AND INDICATE ABSOLUTE CHANGE. COMPARABILITY ISSUES: BASE CHANGES FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

we are social
Meltwater

[Flag image: Norway]JAN 2024
SEARCH ADVERTISING OVERVIEW
SPEND ON ONLINE SEARCH ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET

(Flag of Norway)
NORWAY

ANNUAL SPEND ON ONLINE SEARCH ADVERTISING (USD)
$986.1 MILLION

YEAR-ON-YEAR CHANGE IN ONLINE SEARCH ADVERTISING SPEND
+10.4%
+93 MILLION

ONLINE SEARCH'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND
40.2%

YEAR-ON-YEAR CHANGE IN ONLINE SEARCH'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND
+1.7%
+67 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 WERE CALCULATED IN THE INVERSE ORDER (E.G. PRINT A STARTING VALUE OF 50%, WOULD EQUAL 66%, NOT 75%). “BPS” VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. COMPARABILITY: BASE CHANGES FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

JAN 2024
SOCIAL MEDIA ADVERTISING OVERVIEW
SPEND ON SOCIAL MEDIA ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET

(NORWAY FLAG)
NORWAY

Annual Spend on Social Media Advertising (USD)

$610.0 Million

Year-on-Year Change in Social Media Advertising Spend

+7.0%
+ $40 Million

Social Media's Share of Total Digital Advertising Spend

24.8%

Year-on-Year Change in Social Media's Share of Total Digital Advertising Spend

-1.4%
-36 BPS

(logo)

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 IN THE ANNUALIZED GROWTH RATE WITH A STARTING VALUE OF 100. 1BPS WOULD EQUAL 0.01%, NOT 1%. (*) VALUES REPRESENT BPS POINTS AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY** BASE CHANGES: FIGURES ARE NOT COMPARABLE WITH PREVIOUS RESULTS.

(Logo We Are Social, Logo Meltwater)

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

Annual Spend on Influencer Advertising (USD)
$92.51 Million

Year-On-Year Change in Influencer Advertising Spend
+13.6%
+11 Million

Influencer Advertising's Share of Total Digital Ad Spend
3.8%

Year-On-Year Change in Influencer Advertising's Share of Total Digital Ad Spend

+4.7%
+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 MONETARY VALUE PAID DIRECTLY TO INFLUENCERS OR THEIR AGENTS, AND DO NOT INCLUDE THE VALUE OF PRODUCT PAYMENTS, BARTER, OR FORMS OF COMPENSATION OTHER THAN MONEY. THESE FIGURES REPORT SPEND IN THE COUNTRY THAT THE SPEND WAS MADE. SOME VALUES MAY DIFFER FROM U.S. FIGURES. “DIGITAL AD SPED” VALUES INCLUDE SPEND ON ONLINE ADVERTISING ONLY. HISTORIC FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

ATTITUDES: ADS AND AD TRACKING
HOW INTERNET USERS AGED 16 TO 64 FEEL ABOUT ADS, AND THE STEPS THEY TAKE TO AVOID ADVERTISING AND AD TRACKING.

FEEL REPRESENTED IN THE ADVERTISING THAT THEY SEE OR HEAR
8.3%
YEAR-ON-YEAR CHANGE
-15.3% (-150 BPS)

USE AN AD BLOCKER FOR AT LEAST SOME ONLINE ACTIVITIES
32.4%
YEAR-ON-YEAR CHANGE
-1.8% (-60 BPS)

DECLINE COOKIES AT LEAST SOME OF THE TIME
42.2%
YEAR-ON-YEAR CHANGE
+6.6% (+260 BPS)

USE A VIRTUAL PRIVATE NETWORK (VPN) FOR AT LEAST SOME ONLINE ACTIVITIES

26.0%
YEAR-ON-YEAR CHANGE
+19.3% (+420 BPS)

SOURCE: GWI Q3 2023. 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 (E.G., AN INCREASE OF 20% FROM A STARTING VALUE OF 50 WOULD EQUATE 60), NOT POINT “PPT” % VALUES REPRESENT BASEPOINTS, AND INDICATE THE ABSOLUTE CHANGE. COMPARABILITY IS AFFECTED BY METHODOLOGY CHANGES SEE NOTES ON DATA.