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Free news from public service broadcasters prevents subscription sales

Many Norwegians and Swedes point to free news from public service broadcasters as the main reason why they do not pay for news subscriptions themselves.

The survey is conducted by Norstat for Tinius Trust in Norway and Sweden.

[Read more about the survey.](#)

Three things you should know:

1. 45 percent of Norwegians and 37.5 percent of Swedes say free content from their largest public service broadcasters (NRK and SVT) is why they won't pay for digital news subscriptions.
2. Almost half of those between the ages of 18 and 29 do not think they will pay for digital news in the future.
3. About 45 percent of Norwegians and Swedes say they only want one or two digital news subscriptions in the future.



Esports will soon have its breakthrough in Denmark

79 percent of Danes under 30 say they are interested in computer games – and 16 percent want to watch esports on TV.

A new report from DR Media Research states that esports is on the edge of a national breakthrough in Denmark. The report contains information about danish media consumption.

[Download the report.](#)

Here are five main findings:

1. 46 per cent of Danes under the age of 29 say they are 'very interested' in computer games, while another 33 percent are somewhat interested.
2. DR Media Research defines as much as 14 percent of the Danish population as esports fans. But the interest beyond this group is small.
3. According to the report, it is only a matter of time (a few years) before a Danish esports team achieves success, which will create even more interest and a breakthrough in Denmark.
4. One in three children under the age of three streams content from the public broadcaster DR weekly.
5. The Danes are increasingly watching TV news (!), And TV Newspaper had a record number of viewers on average in 2019.



Data sharing 'out of control'

Apps share sensitive user data with countless ad networks. The Norwegian Consumer Council believes the collection and use of personal data through check apps is out of control.

In January the council released a report presenting how countless companies collect large amounts of sensitive information via apps, which are then used to target advertising and other messages – in violation of privacy laws.

[Download the report.](#)

Four main findings:

1. The council looked into data sharing among ten popular apps, including Grindr, which is a dating app for lesbians, gays, bisexuals and transgender people, Tinder and OkCupid.
2. The ten apps were observed transmitting user data to at least 135 different third parties involved in advertising and/or behavioral profiling.
3. The data includes information about sexual activity, use of medication, political opinions, GPS coordinates, IP addresses, age, gender and so on.
4. Google's advertising service DoubleClick was receiving data from eight of the apps, while Facebook was receiving data from nine apps.



Confident publishers bet strongly on reader revenue

The Reuters Institute for the Study of Journalism has published its annual report on the state of the industry.

The report is based on a closed survey completed by 233 senior executives from 32 countries.

[Download the report.](#)

Six key findings:

1. 73 percent say they feel confident or very confident about their company's prospects in 2020. But only 46 percent feel confident about journalism in general and public interest journalism in particular.
2. Publishers continue to bet strongly on reader revenue, with half (50%) saying this will be their main income stream going forward.
3. Publishers remain more positive about Google and Twitter than Apple, Facebook, Snapchat and Amazon when it comes to initiatives to support journalism.
4. Publishers feel that interventions by policymakers are more likely to hurt (25%) rather than help (18%) journalism with the majority feeling that they will make no difference (56%).
5. Podcasting revenue is projected to grow by around 30 percent a year to reach over \$1bn by 2021 in the US.
6. Only a minority of publishers felt that robo-journalism (12%) or newsgathering (16%) would be important areas to explore this year.

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Researchers find no proof of the harmful effects of social media and smartphones on children

Two different studies in January suggest that the link between social media use and both depression and anxiety among adolescents is small and inconsistent.

After combing through findings from about 120 studies the researchers question whether policy is made based on fear and prejudice – not facts.

[Download study 1.](#)

[Download study 2.](#)

Four main findings

1. The correlation between adolescents' use of mobile phones and cases of depression and anxiety is weak.
2. The studies cannot demonstrate a causal relationship: We do not know whether mobile phones are the cause of depression and anxiety, or whether people with depression and anxiety choose to spend some more time with phones.
3. There is a very weak correlation between the use of social media and mental health challenges.
4. The effect of technology on your mental and physical health is nowhere near as significant as eating, exercising and sleeping well.



GDPR: 17.481 Nordic data breaches in one year

Global law firm DLA Piper has published its annual GDPR data breach survey. The report takes a look at key GDPR metrics across the 28 member states of the EU plus Norway, Iceland and Liechtenstein.

[Download the report.](#)

Five key findings:

1. For the period from January 28th 2019 to January 27th 2020 there were on average 278 breach notifications per day (+12.6%).
2. The Netherlands, Germany and the UK had the most data breaches notified for the 20 months from May 25th 2018 to January 27th 2020, with 40.647, 37.636 and 22.181, respectively.
3. During the same period, 9.806 breaches were reported in Denmark, compared to Sweden (7.333 breaches), Finland (6.355) and Norway (2.824).
4. The total (reported) fines for the full 20 month period across all countries surveyed was just over €114 million (SEK1,2mrd/NOK1,1mrd/DKK852 mill.).
5. In the Nordic countries, GDPR-related fines have been rare: Norway (€406.210), Denmark (€360.000) and Sweden (€53.630).



YouTube leads to less radicalization

A new UC Berkley study claims the YouTube recommendation algorithm actively discourages viewers from visiting radicalizing or extremist content. The finding seems to confirm a similar study from Penn State University last October.

The new study analyzed 760 politically oriented YouTube channels. Please note: YouTube is constantly changing its algorithms, and the findings describe what the situation is now – not how it was a few years ago.

[Download the study.](#)

Four main findings:

1. The research suggests that YouTube's recommendation algorithm fails to promote inflammatory or radicalized content, as previously claimed by several outlets.
2. Instead, the algorithm is shown to favor mainstream media and cable news content over independent YouTube channels with slant towards left-leaning or politically neutral channels.
3. This is important because 70 percent of all views on YouTube are based on recommendations.
4. YouTube algorithms rarely recommend content that challenges viewers' political attitudes.



Facebook still in decline in Norway

The number of daily active users on Facebook in Norway is in decline. And Snapchat is now the largest social media platform among Norwegians under the age of 30.

The findings are a part of Kantars annual trend analysis.

[Download the report.](#)

Four key findings:

1. Today 74 percent of Norwegians use Facebook daily. This is a decline of five percentage points in two years.
2. In the age group of 15-29 years, the daily use of Facebook drops from 86 percent to 76 percent in six months.
3. Snapchat (79%) is now larger than Facebook among young Norwegians.
4. While 57 percent of Norwegians used Facebook several times a day in 2016, the proportion is now 39 percent.



Billion in revenues from free-to-play games

The gaming industry generates 80 percent of its revenue from free-to-play games.

According to SuperData (Nielsen) the most valuable gaming platforms are mobile (53%), PC (24%) and game consoles (13%).

[Download the report.](#)

Three key findings:

1. Games and interactive media earned a record \$120.1 billion (SEK1.157mrd/NOK1.101mrd/DKK814mrd.) in 2019. That's a growth of three percent year-over-year.
2. Free-to-play games accounted for 4 out of every 5 dollars spent on digital games in 2019 thanks to strong performances from mobile games.
3. Fortnite clinched the top spot for the second year in a row, generating \$1.8 billion (SEK17mrd/NOK16mrd/DKK12mrd) in 2019.