

Changing media landscape

Copenhagen Future TV Conference, May 16

MEDIAVISION 

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Insight



Implication

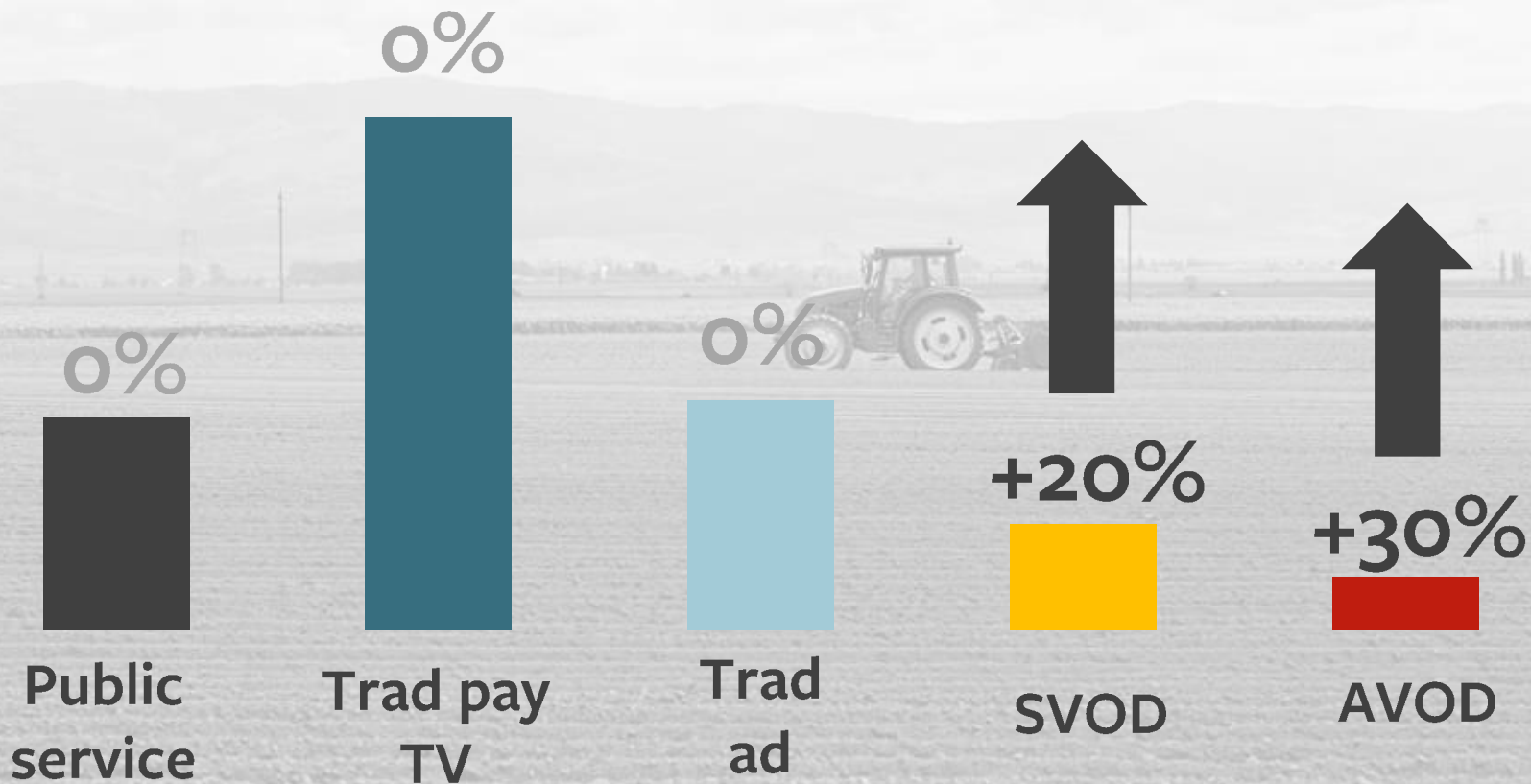


Strategy

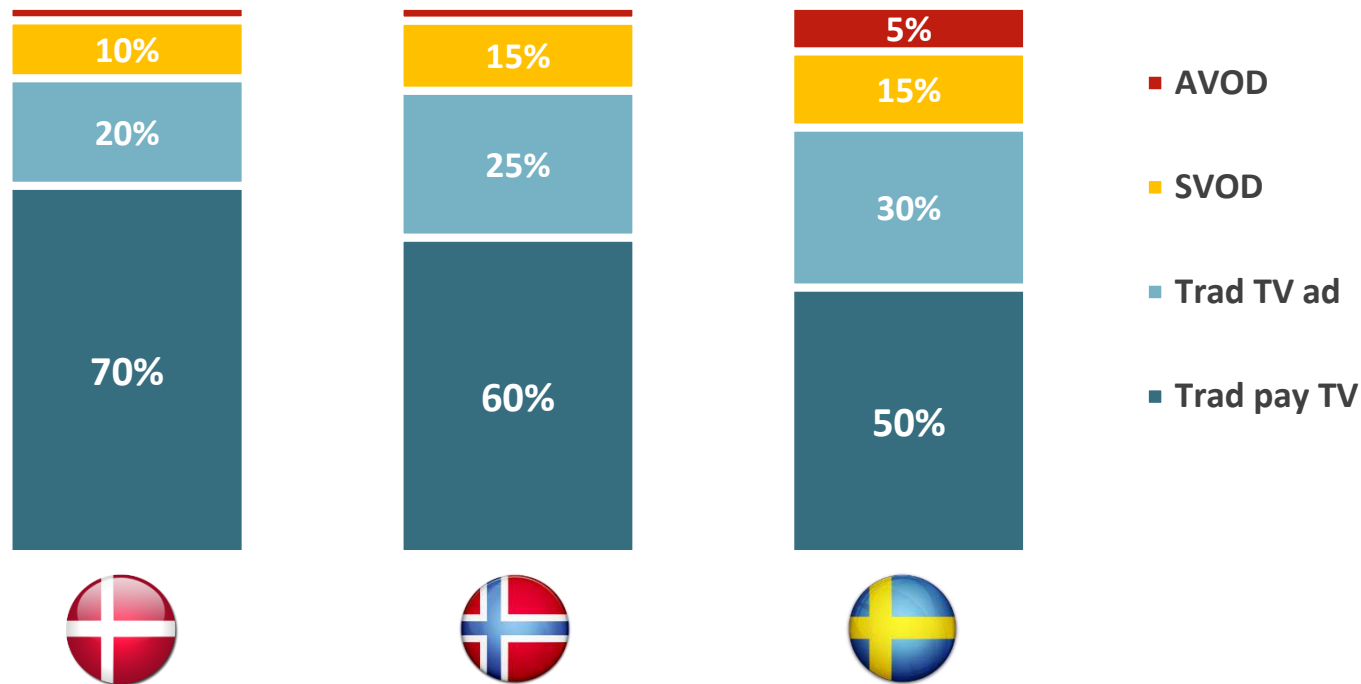
6_{bn}



The Scandinavian TV market



OTT lowest share of revenues in DK

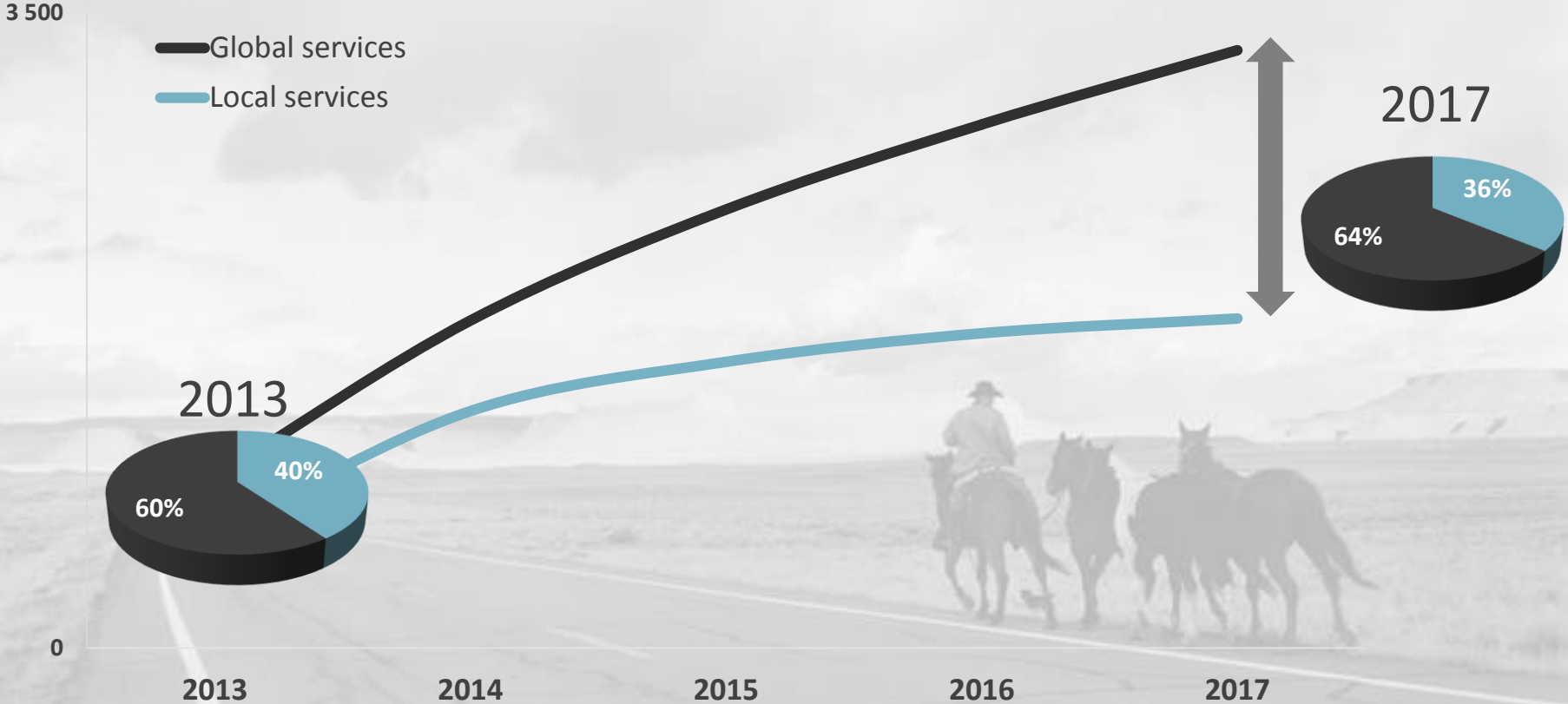


**Content
investments**

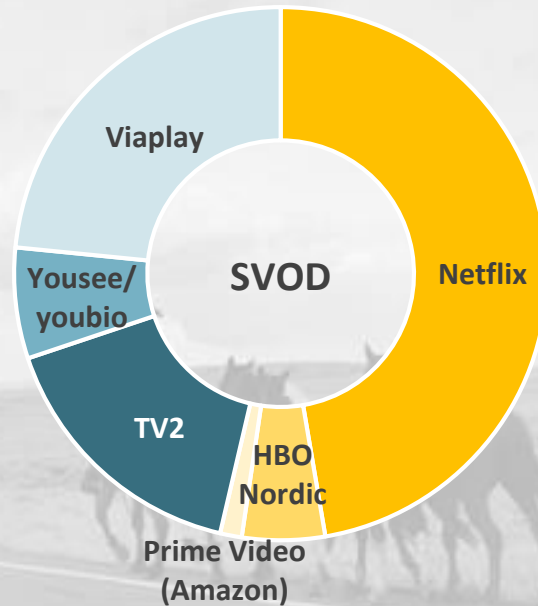
**Scandinavian
TV market**

**Netflix
Amazon
HBO**

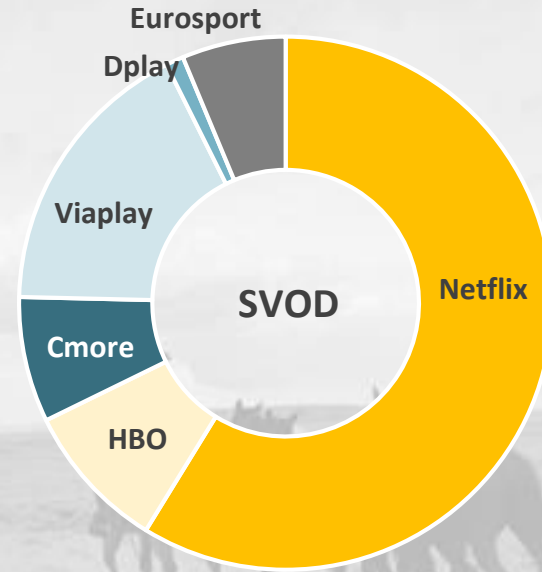
Global players in driver's seat



Global players in driver's seat

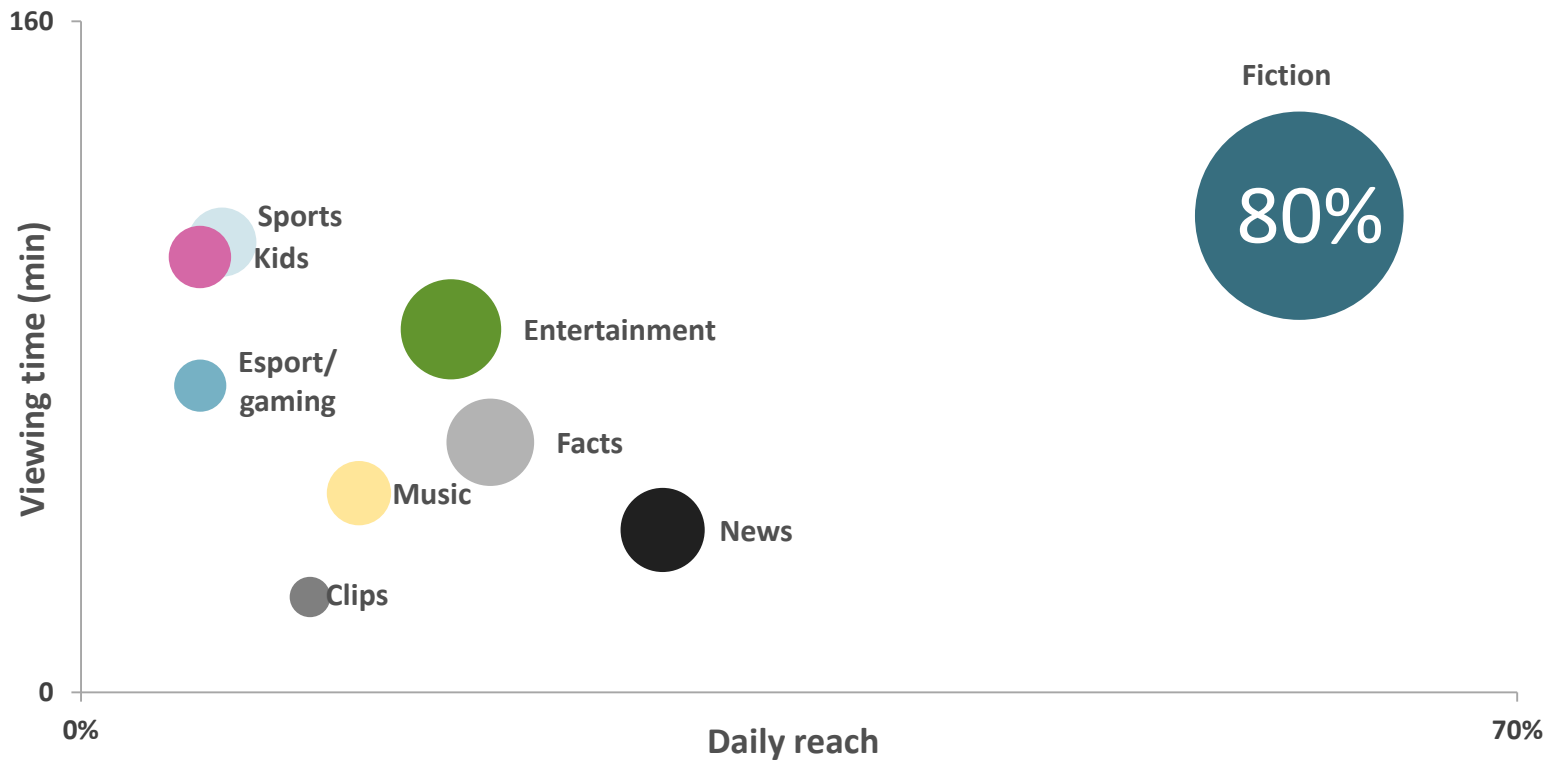


Global players in driver's seat

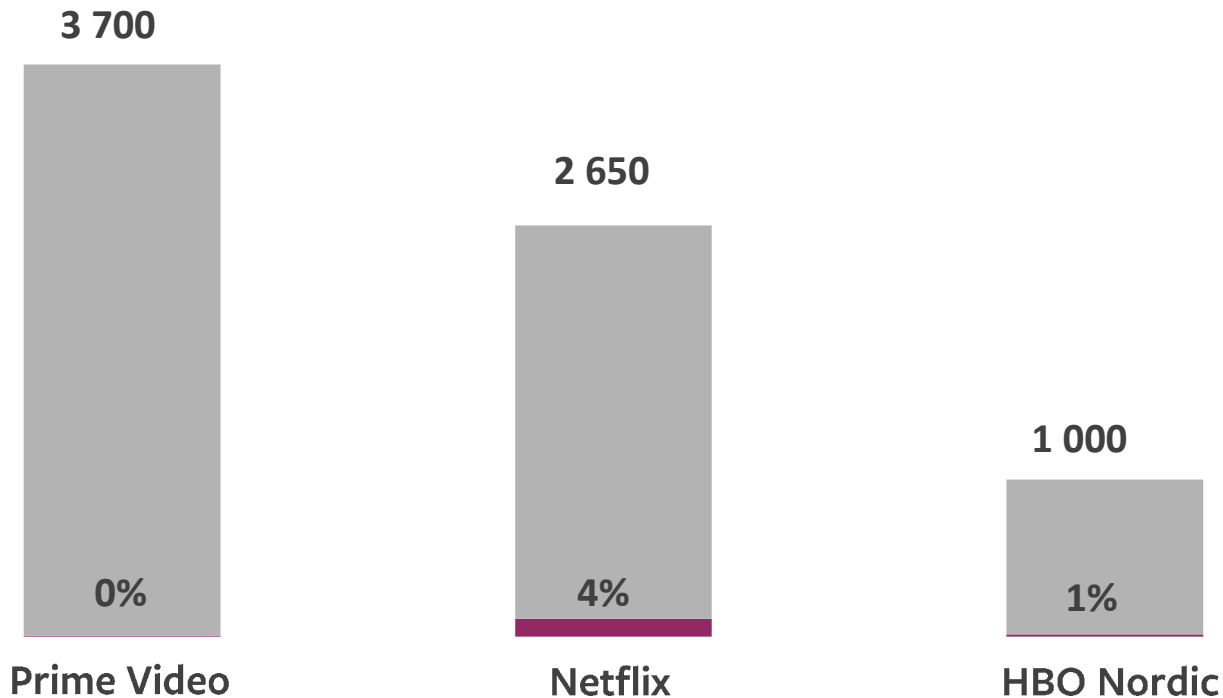




Foreign fiction dominates viewing

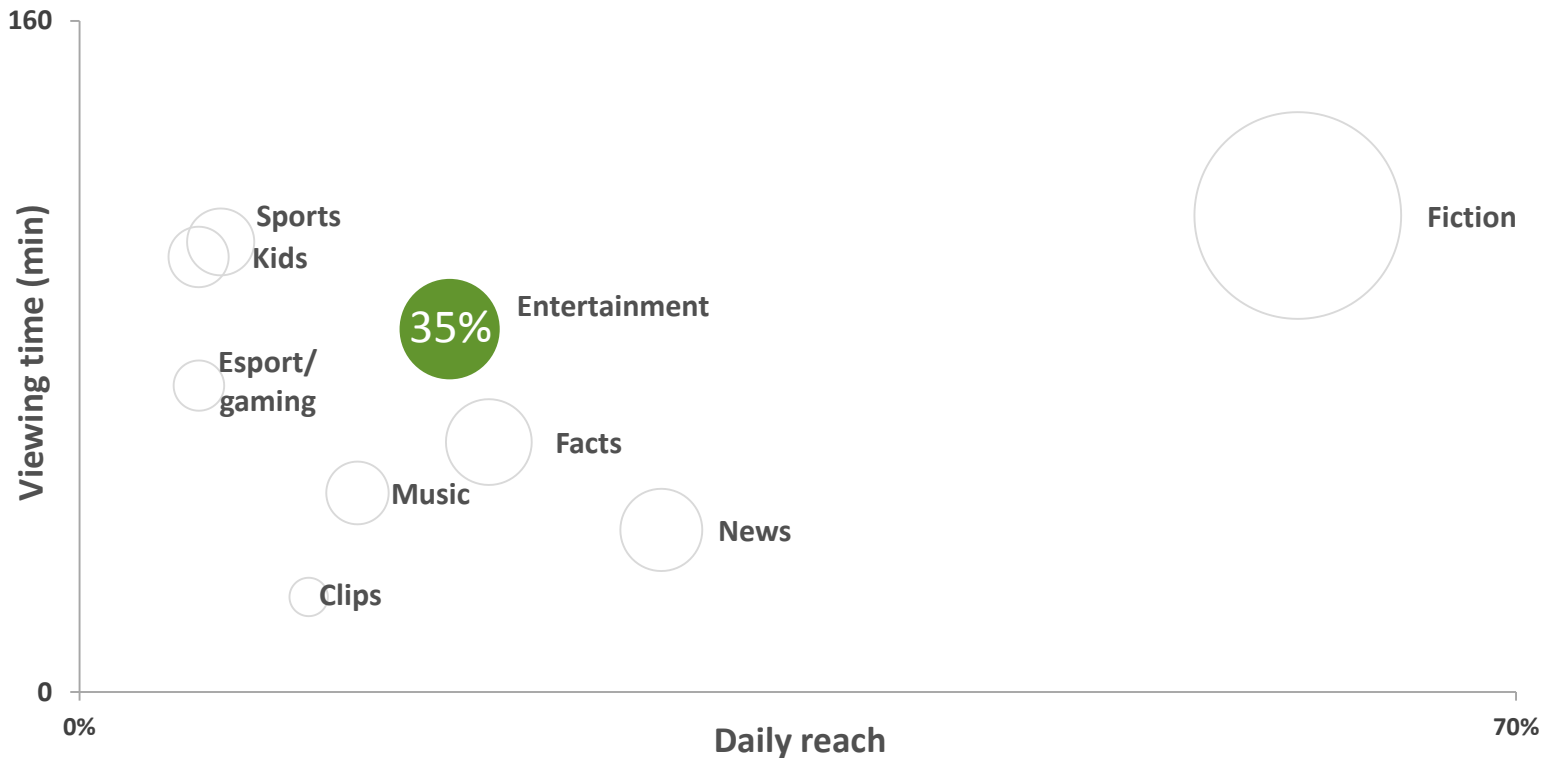


American titles flooding the market

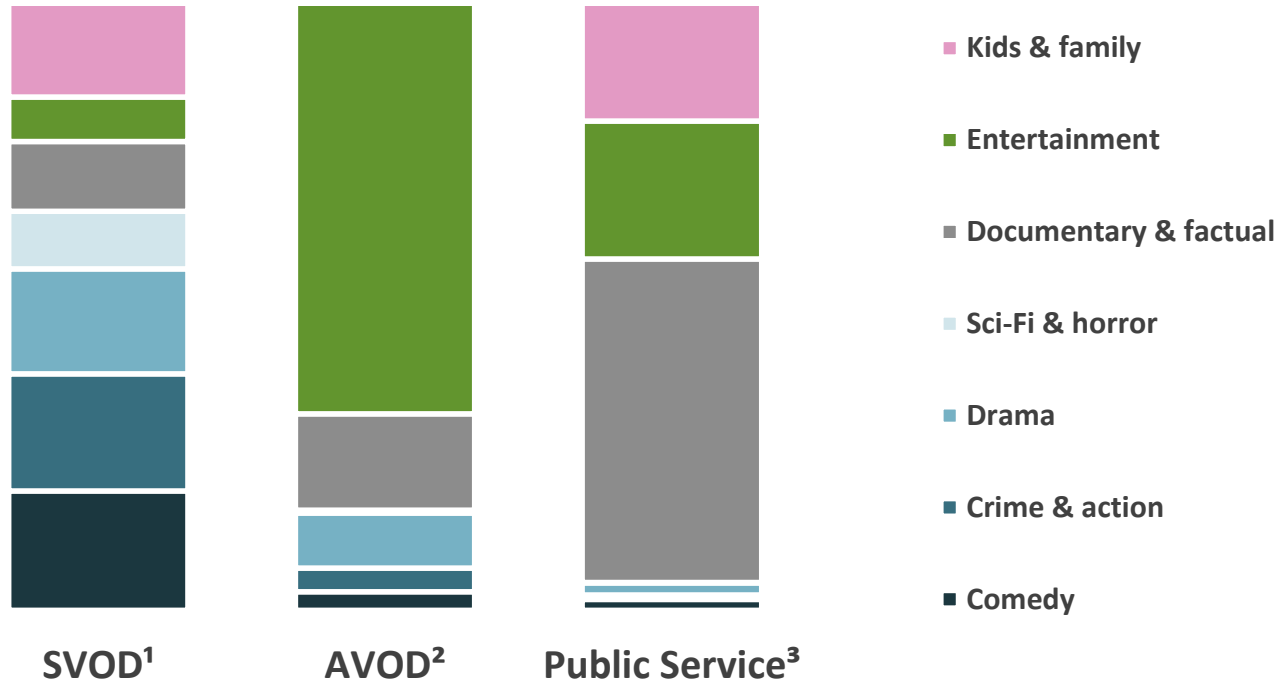




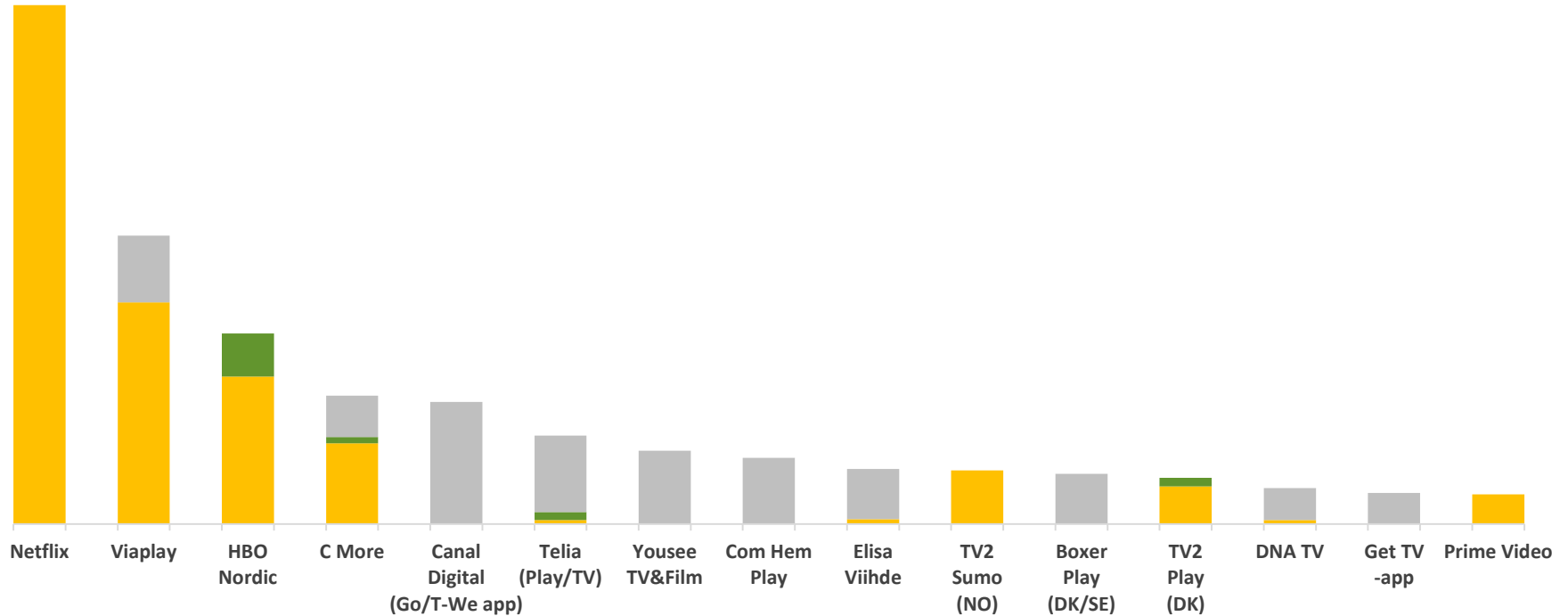
What about local entertainment?



Content polarization, AVOD = entertainment



Hybrid OTT emerging – strengthening locals'





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