

DMJX

Danmarks Medie- og Journalisthøjskole

Media Structures in Denmark

August 2025

Asbjørn Jørgensen



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The Danish Media Landscape – – – –



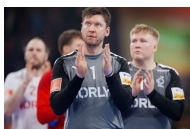
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2175 2125

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The Danish *Handball* Landscape – – – – Paris 2024 - gold



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The Danish *Handball* Landscape – Paris 2024 - bronze



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Euro 2024 – Austria+ CH+ Hu – Denmark: Silver



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The Danish Handball Landscape – Euro 2024 – Austria+ CH+ Hu



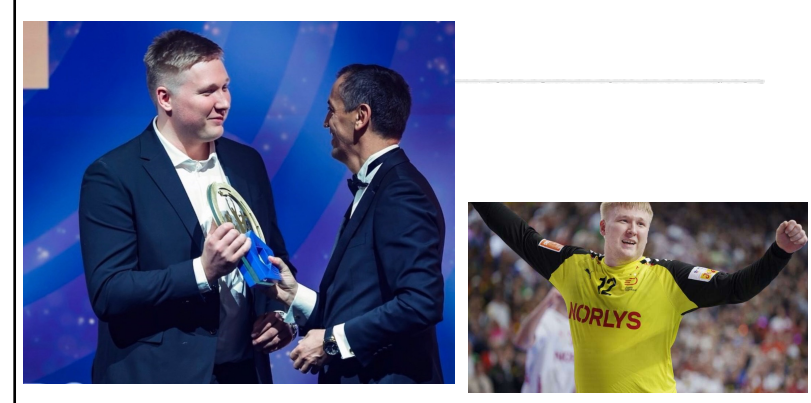
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The Danish Handball Landscape – – World Ch 2025



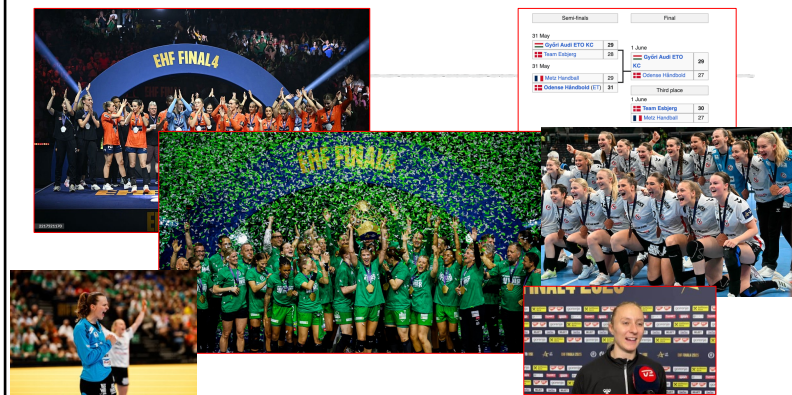
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The Danish Handball Landscape – – World Ch 2025



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The Danish Handball Landscape – – Women's CL 2025



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The Danish Handball Landscape – – Men's CL 2025



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Handball – Danish Women's 2. League – Aarhus Haandbold *the local elite team*



Home arena:
"Stadionhallen"
(part of the Ceres
Park sports facility)

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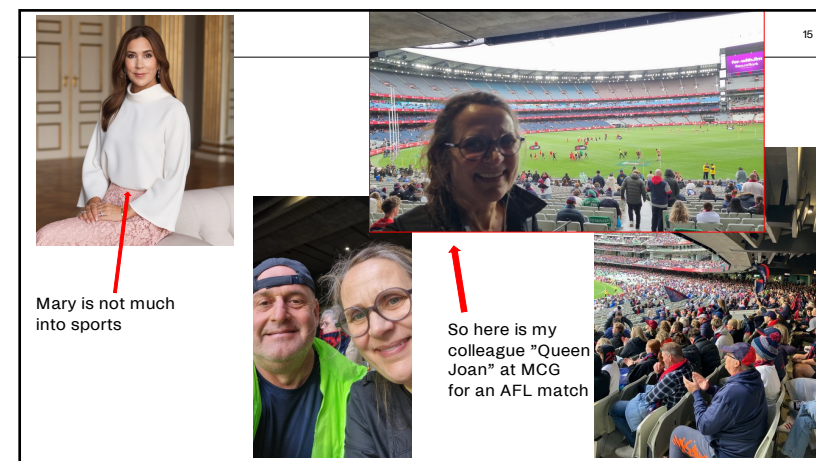
Badminton ☺ Victor Axelsen



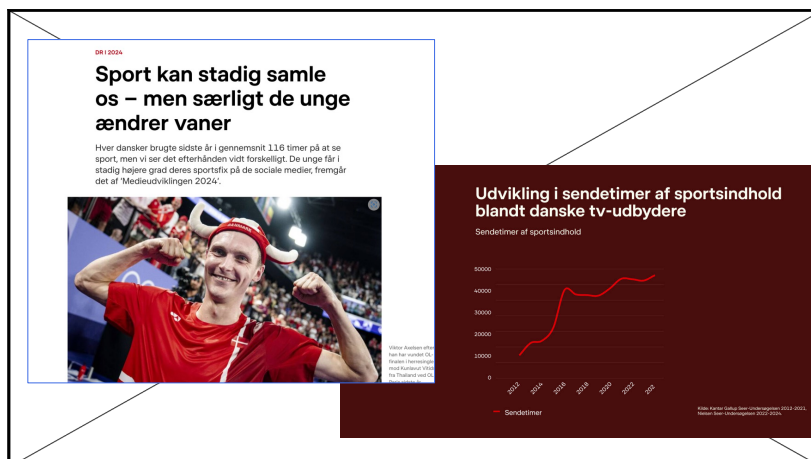
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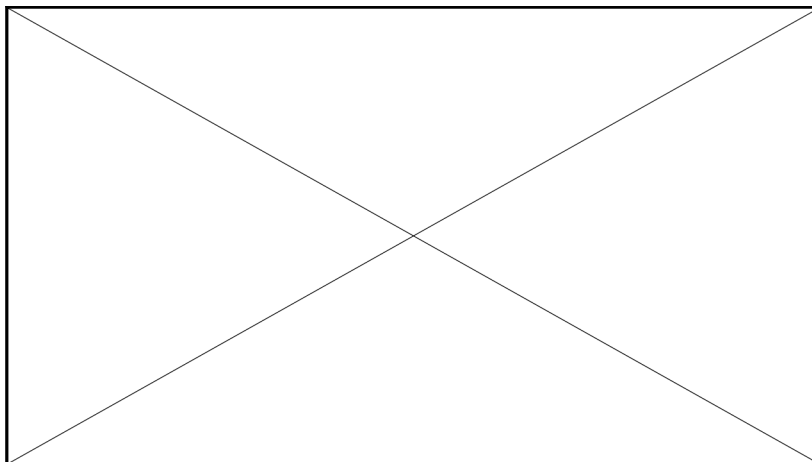
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The Danish Constitution

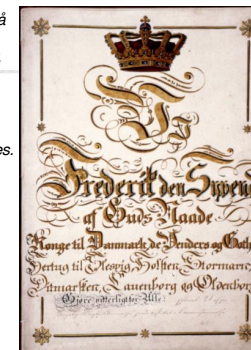
- 1849 (latest edition 1953)

- § 77

- “Any person shall be at liberty to publish her/his ideas in print, in writing and in speech, subject to her/him being held responsible in a court of law.”

- “Censorship and other preventive measures shall never again be introduced.”

§ 77
Enhver er berettiget til på tryk, i skrift og tale at offentliggøre sine tanker, dog under ansvar for domstolene. Censur og andre forebyggende forholdsregler kan ingensinde på ny indføres.



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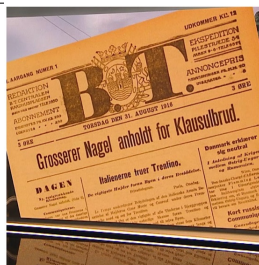
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Media Trends (in short)

- Paid newspapers: Going down, slowly disappearing
- Online subscriptions: Going up
- Free newspapers: Up -> down -> stable -> down
- Broadcast consumption (TV and Radio): Rather stable, going down
- Streaming and podcasts: Going up and up
- All media consumption: Stable and up
 - Status: Depression and development – focus on mobile devices, building relationships

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Media Trends (in short)



Avisens første forsider i 1916. Foto: TV 2

Paid print newspapers: Going down, slowly disappearing
 B.T.: 1992 record = 345.000 / day
 2019 print: 76.000 / day
 2022 sold: 4.000 / day
 2023: only digital

Blandt andet genoptrykkes en første fra 2002, hvor avisen afslørede den tidligere Farum-borgmester Peter Brixtoftes svig og store vinforbrug.



B.T. driver en række afslørende historier om Peter Brixtoft i 2002. Foto: TV 2



Førsteften 27. juni 1992 blæste tykt i et blæst i morgendagens avis. Foto: TV 2

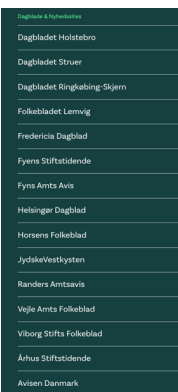


DMJX Daily Newspapers, national



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DMJX Daily Newspapers, regional/ local



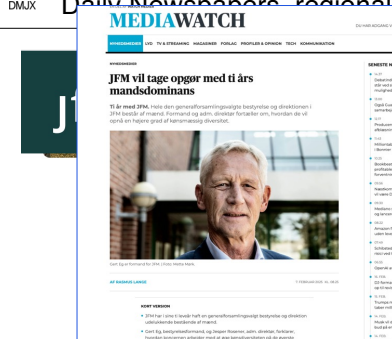
Fælles udgivererklæring

21 sep 2023

Tirsdag d. 19. september 2023 blev dagen, hvor samtlige chefredaktører i JFM underskrev en fælles udgivererklæring på Rødding Højskole.

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DMJX Daily Newspapers, regional/ local



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The decrease in print?

The price reason? subscription Politiken or Jyllands-Posten 365 days:
> 1000 EUR

One week peak season skiing holiday in Austrian Alps (1/2 pension):
ungefähr 1000 EUR

In the newsstand: 1 issue: 30-40 DKK = 4-5 EUR

... and then: Moving from paper to web-subscriptions!

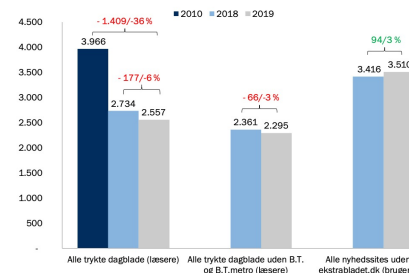


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Power balance shift 10 years ago

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Ugentlige læsere (tryk) og brugere (sites), 12 år+



Kilde: Index Danmark/Gallup og Dansk Online Index/Kantar Gallup

- I 2019 havde de målte nyhedssites 3.510.000 ugentlige brugere, hvilket udgør en stigning på 3 % i forhold til 2018.
- De trykte dagblade nåede dermed, med en ugentlig dækning på 2.557.000 læsere i 2019, næsten en million færre danskere end de målte nyhedssites.

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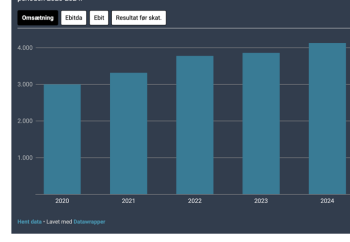
MEDIAWATCH

Annoncesalget levede ikke op til de i forvejen nedjusterede forventninger.

"Det er klart der, hvor vi ser et forbedringspotentiale," siger Stig Ørskov.

JP/Politikens Hus når omsætning på fire milliarder kr.

Tallene viser udvikling i omsætning, årligt og resultat for skat for JP/Politikens Hus i mio. kr. i perioden 2020-2024.



Test data - Lavet med Datawrapper

Stig Ørskov meddelte, at annoncerne ikke har nået de forventede niveauer, og at annoncesalget levede ikke op til de i forvejen nedjusterede forventninger.

mediawatch, 30jan2025.

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et.

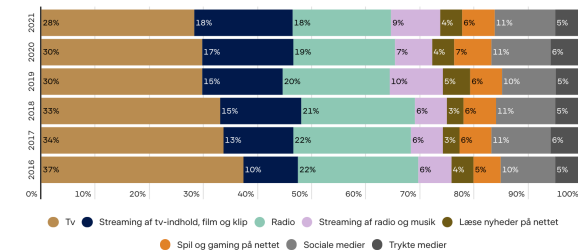
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Media Trends

- ❑ National, regional and local paid newspapers are decreasing – only few are stable.
- ❑ Subscriptions digital newspapers – quite positive
- ❑ A lot of newcomers and start-ups!
- ❑ Weekly magazines, gossip, specialist, niche – growing or steady.
- ❑ All former newspaper houses are now media houses (many and multiple platforms/devices).

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Fordeling af danskernes mediebrug



Målgruppe: 15-75 år. Kilde: DR Medieforskning. Estimater er baseret på en række forskellige kilder, heriblandt de officielle markedsmålinger på radio og tv, men også en række spørgesmaundersøgelser, hvor tidforbruget ikke måles direkte, men opgøres på baggrund af respondenternes besvarelser.

COVID didn't change much:

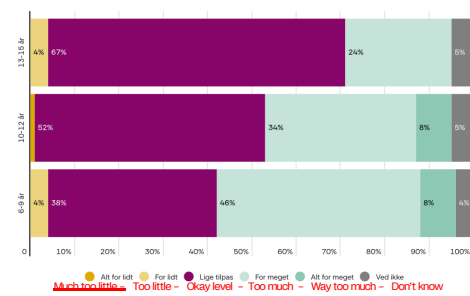
"Corona er en parentes i mediehistorien"

På trods af corona-relaterede genåbninger og -nedlukninger bruger danskerne nogenlunde lige så meget tid på medier i 2021 som i 2020: rundt regnet 7 timer hver dag. Overordnet set har corona mest af alt vist sig at være en parentes i mediehistorien, men den måde, vi ser, lytter og interagerer med medierne, ændrer sig gradvist." (kilde: DR Medieforskning 2022)

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"My parents are phone addicts"

Hvor meget synes du, dine forældre bruger deres telefon?

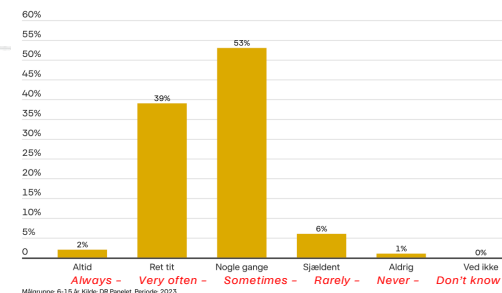


(DR: Medieudviklingen 2023)

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"My parents are phone addicts"

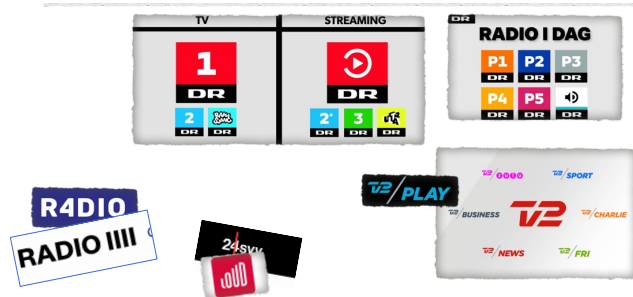
Bruger dine forældre deres telefon, når du er i nærheden?



(DR: Medieudviklingen 2023)

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TV and radio in Denmark



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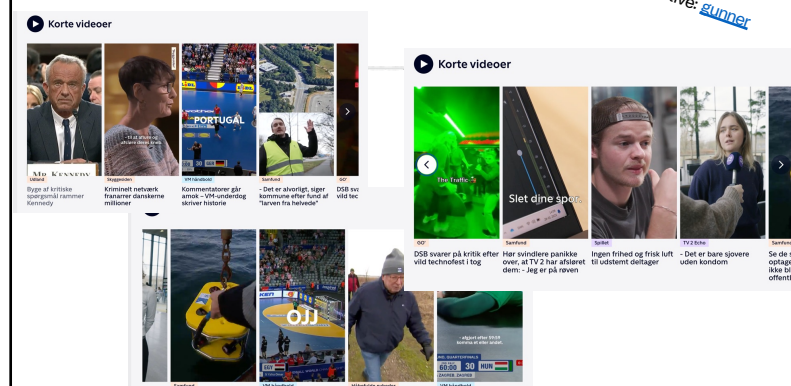
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Danish legacy media houses
try to keep their audience on
'own' platforms:

36

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TV2 examples: <https://tv2.dk/>



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DR.dk examples: 38

NYHEDER DRTV DR LVD LIVE DR Kontakt DR

Seneste nyt >

2 min. video | Kort nyt
Skan for udgifter til minkerstøtninger nedj-
steres

45 min. video | Udsend
Mulligt antisemitisk komplot ryster Australien:
Campsvogn pakket med sprængstof fundet
nær Sydney

1 dag kl. 10:42 | Udsend
Donald Trump fik ikke sin vilje: Den ameri-
kanse centralbank fastholder renten

Breaking: Koranabrænder dræbt i Sverige

Liveblik

Videoclip | Dansk
Forældre til frigivet israelsk kvinde:
Vores helt er kommet hjem til os efter
462 dage i hendes hænder

13 min. video
Håndledet blev holdt på et 18 år gammel barn

10 min. video
Forældre til frigivet israelsk kvinde: Vores helt er
kommet hjem til os efter 462 dage i hendes
hænder

Se alle opdateringer >

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Foreign news have a big
share in Danish news media

With a Danish angle, that is:

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Information

Ukrainsk politiker: Vjer længere fra
freden efter Trumps diplomatiske flakso-

Andre verdensorden får DIF til at skifte
kurs

Israelske firmaer på dansk våbenmesse vækker
harme: Træk invitationen tilbage

Politikere holder 17-årig streng på flugt
efter dødelig påkørsel i København

Hun vil fjerne fortidens
skam - og altså Trump

Ekspert: Rosenkrantz
skal se Danmark som et land

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Kommentar af
De danske medier har mistet perspektivet og
interessen for resten af verden

**The Danish media has lost
perspective and interest in the
rest of the world**

Trump's inaugural speech on January 20 has
naturally made headlines in the Danish
media. What is less natural is the types of
headlines it has created.

We have talked a lot about Greenland and
about customs duties on Danish goods.
Trump touched on the punitive tariffs in his
inaugural speech – not in relation to
Denmark, but in relation to Europe in
general.
He did not mention Greenland with a word.

Still, the Danish news media were loaded
with stories about Greenland that night. In
TV Avisen, there were several times a
switch to DR's political editor who stood –
all alone – at Christiansborg, because no
politicians wanted to make a statement.

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TV in Denmark



- ☐ DR and TV2 are public service = they have obligations (they are also among the largest news sites)
- ☐ No national *commercial* news TV
- ☐ Local television since 1983, back then with no broadcast advertising and no networking
- ☐ Advertising permitted in 1988 (not DR)
- ☐ Big players also: for example MTG/Viasat (TV3, TV3+, etc) and Discovery Networks (Kanal 4, 5, 6, 9, etc)

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TV in Denmark

- ☐ 1951: DR, Danmarks Radio (Danish Broadcasting Corp.), began transmissions
 - DR added: DR2 (1996), Update (news) (2007-2013) Ramasjang (children 3-6 years) and DR K (culture) (2009-2020), DR3 og Ultra (children 7-12 years) (2013), and more – and shifts
- ☐ 1988: TV 2 began transmissions
 - TV2 added: Zulu (2000), Charlie (2004), Film (2005-2015), News (24 hours) (2006), Fri (2013), Sport (2015), Sport X (2020)

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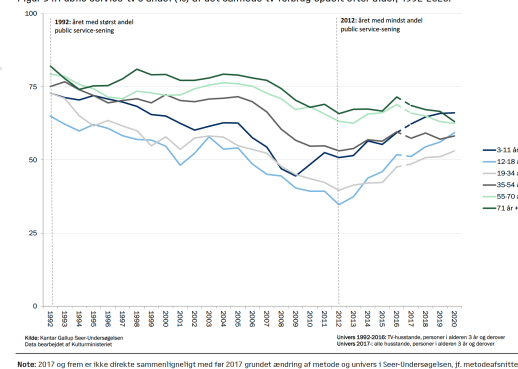
TV in Denmark

- ❑ More channels, but rather stable consumption
- ❑ The public service TV stations - DR and TV2 - have as much as >70 percent of the total viewing.
- ❑ Streaming companies like Netflix are having significant market shares.
- ❑ **2022:** New law/ regulation forcing streaming to pay "taxes" and follow some public service requirements.

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public service tv
strong in DK
(and in all Nordic
countries)

Figur 51: Public service-tv's andel (%) af det samlede tv-forbrug opdelt efter alder, 1992-2020.



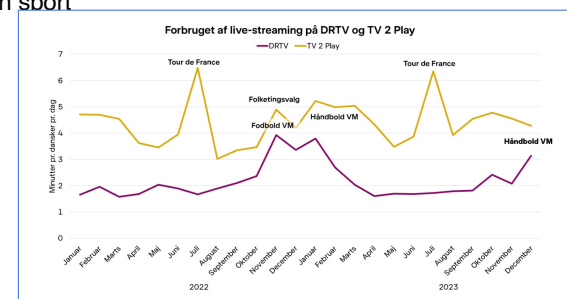
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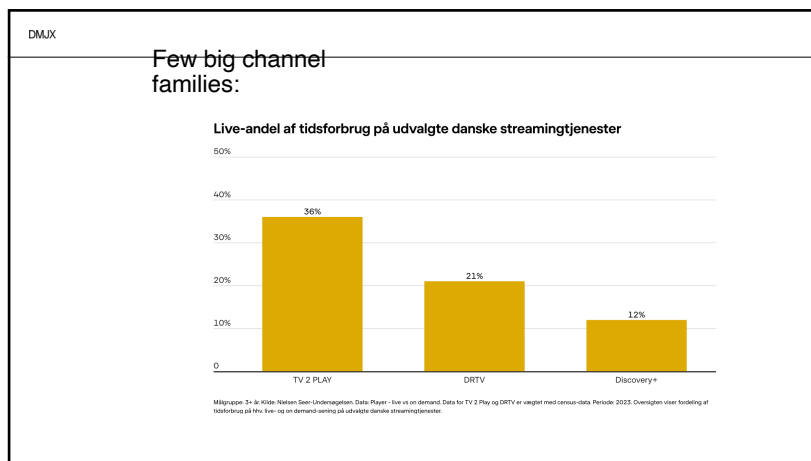
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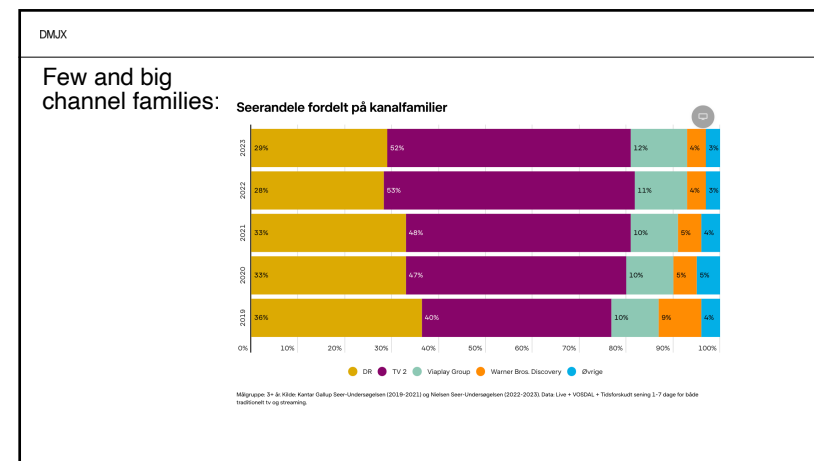
Live-live is very
often sport



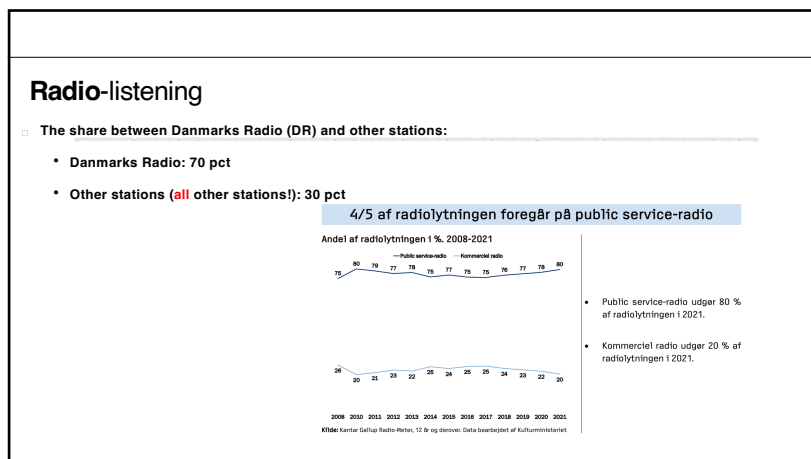
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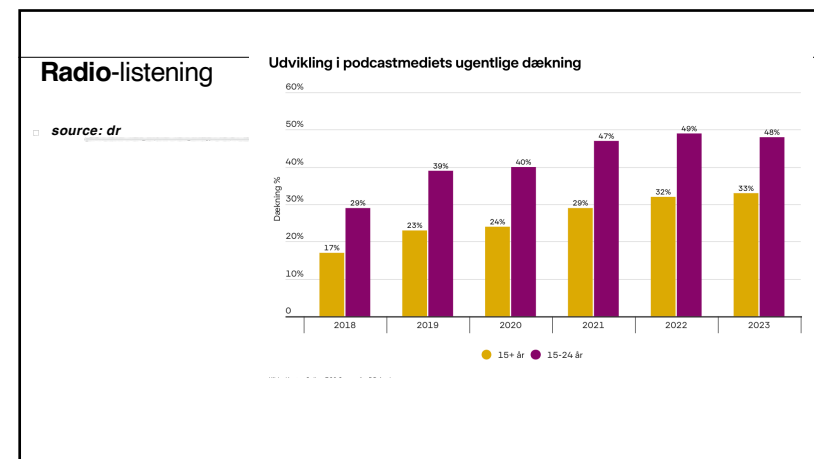
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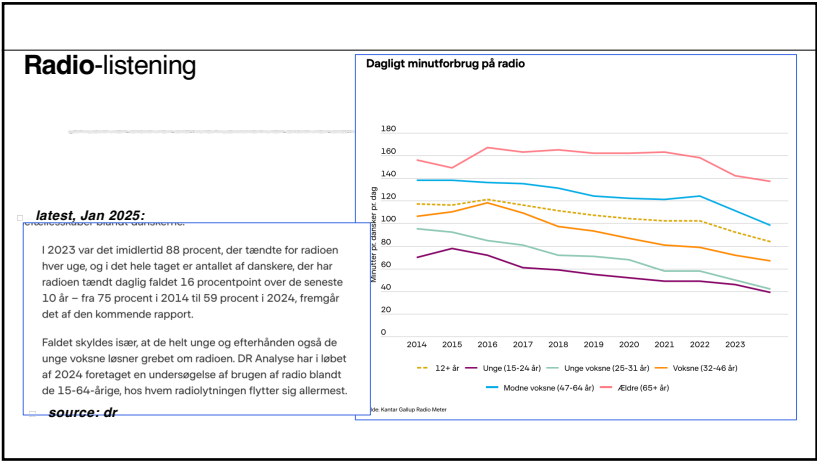
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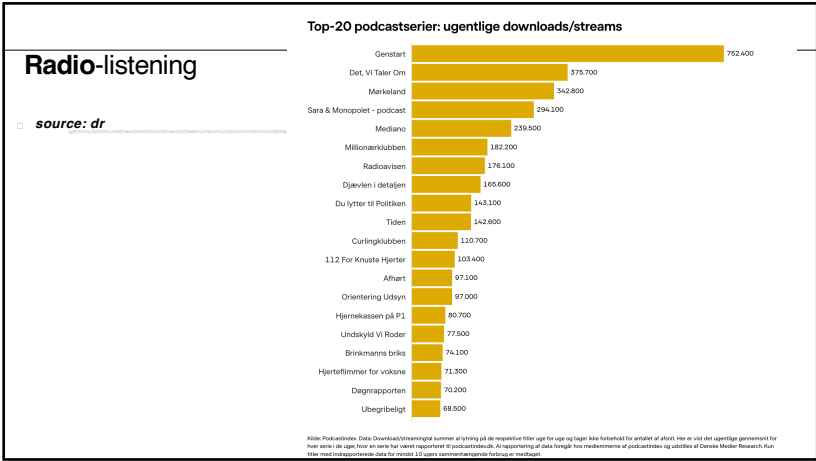
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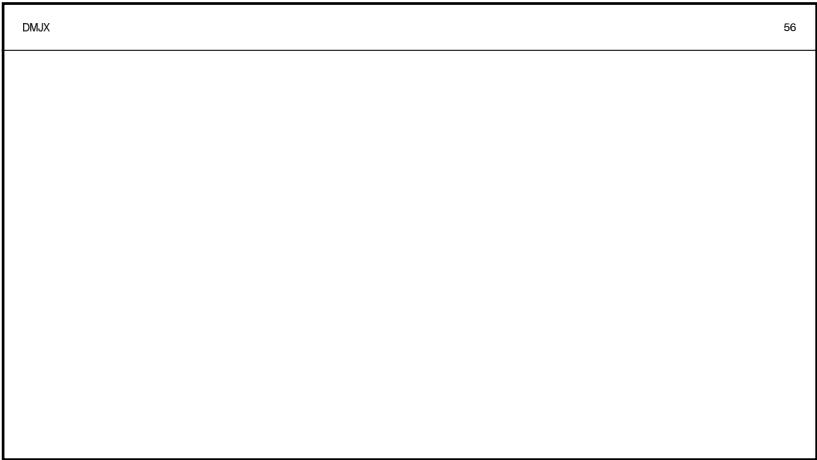
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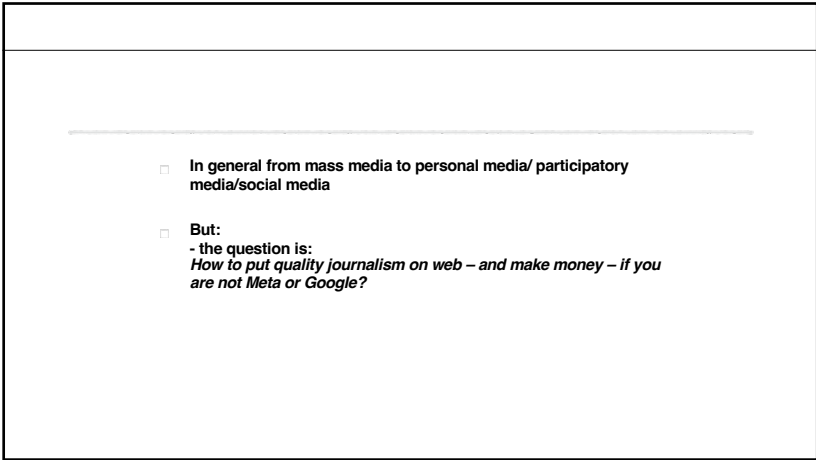
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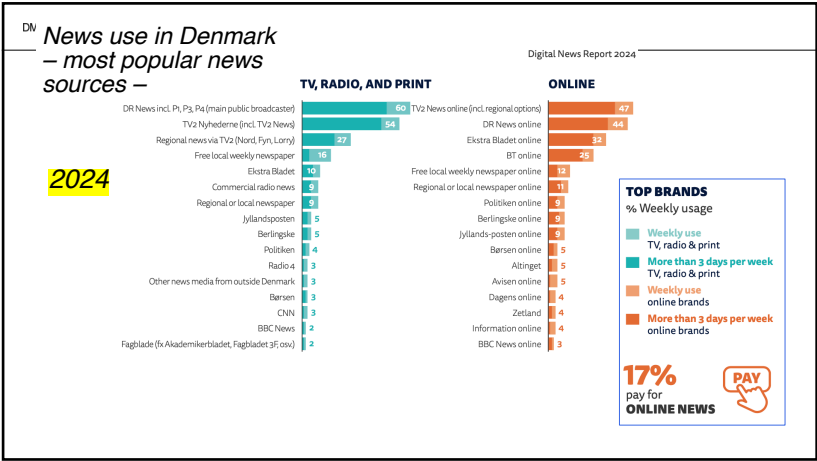
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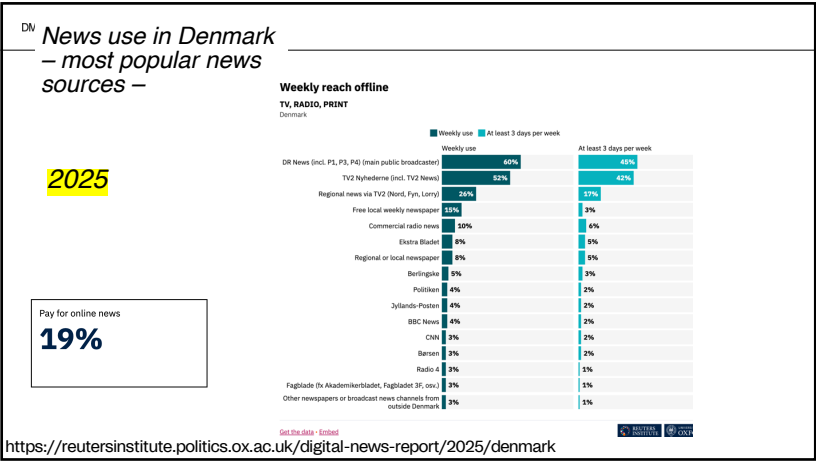
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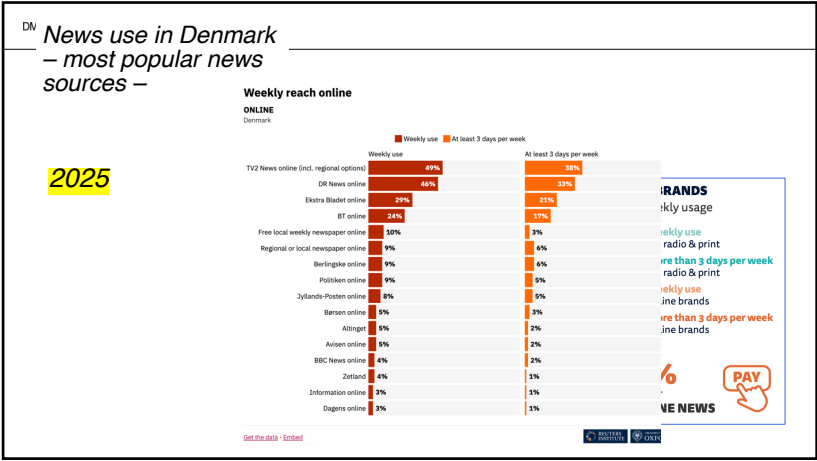
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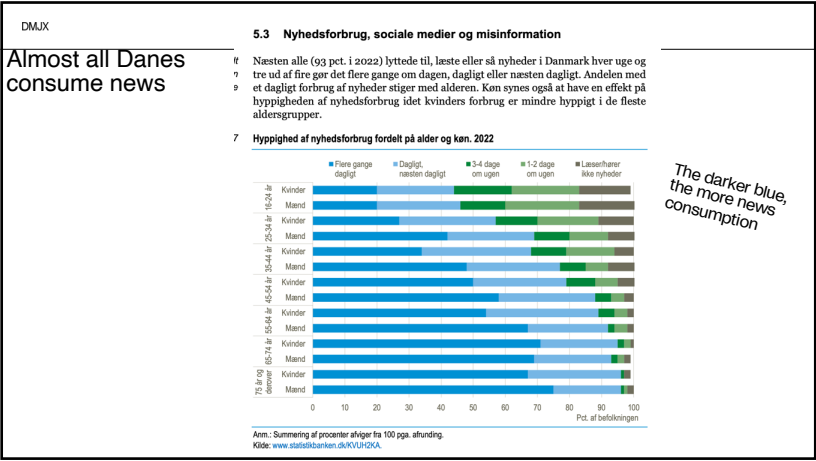
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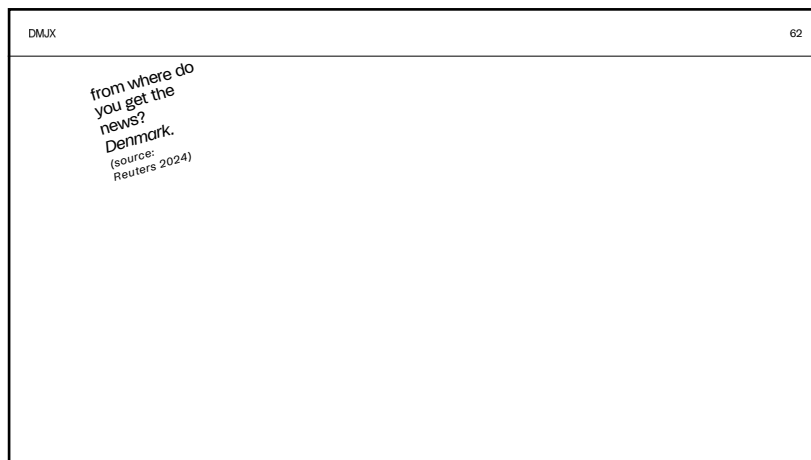
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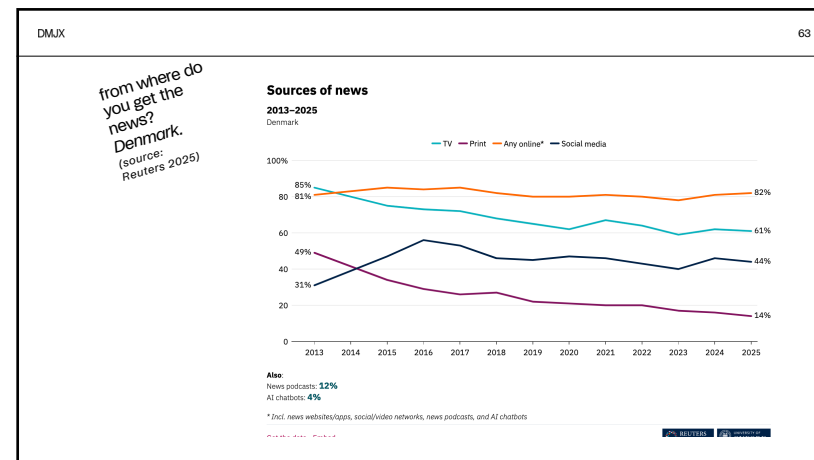
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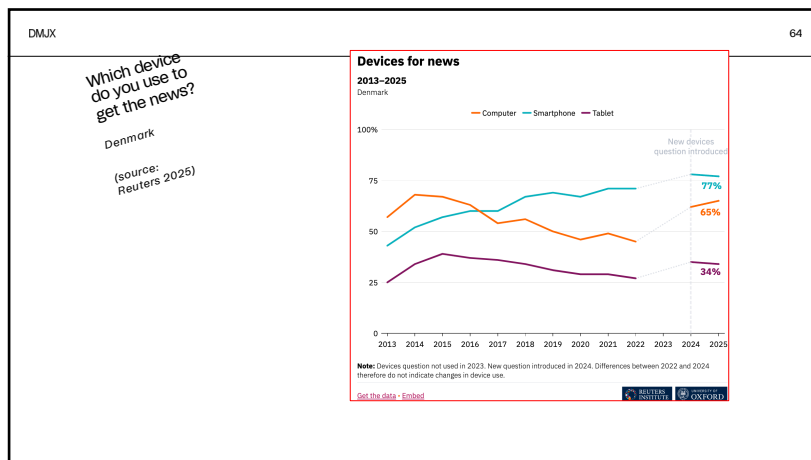
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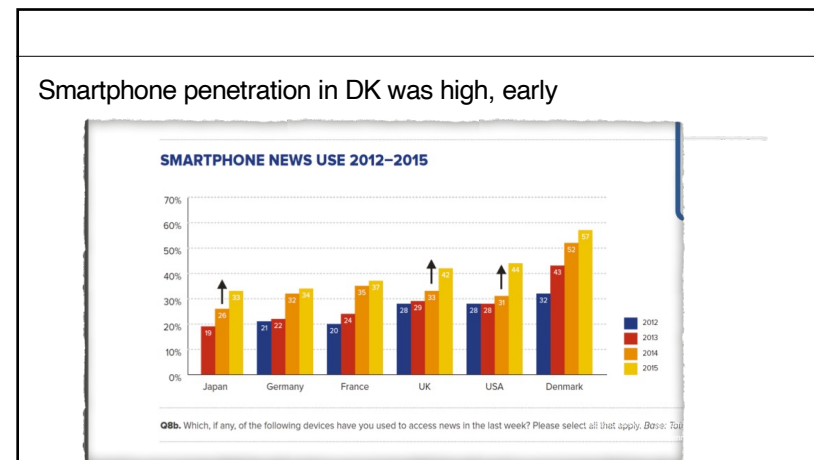
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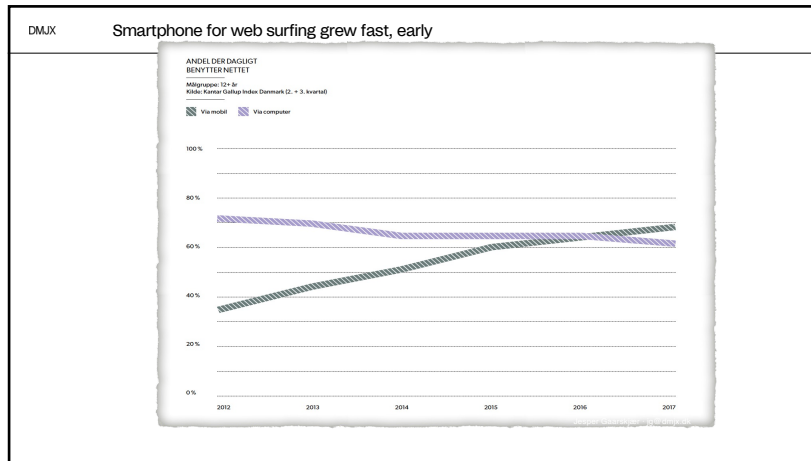
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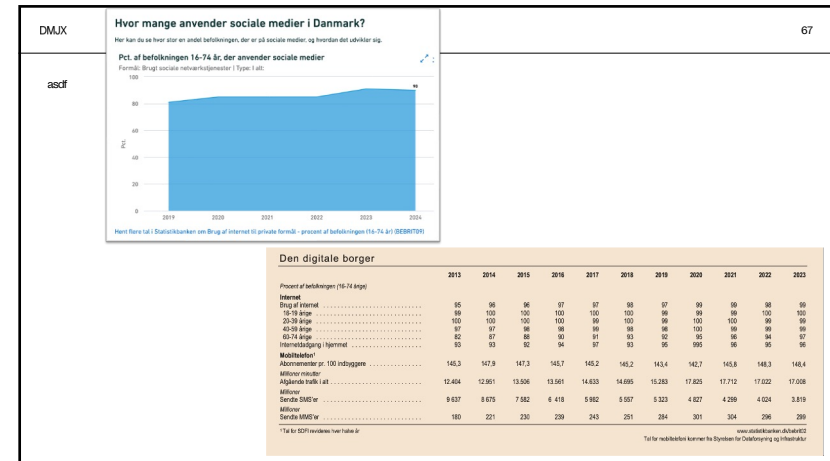
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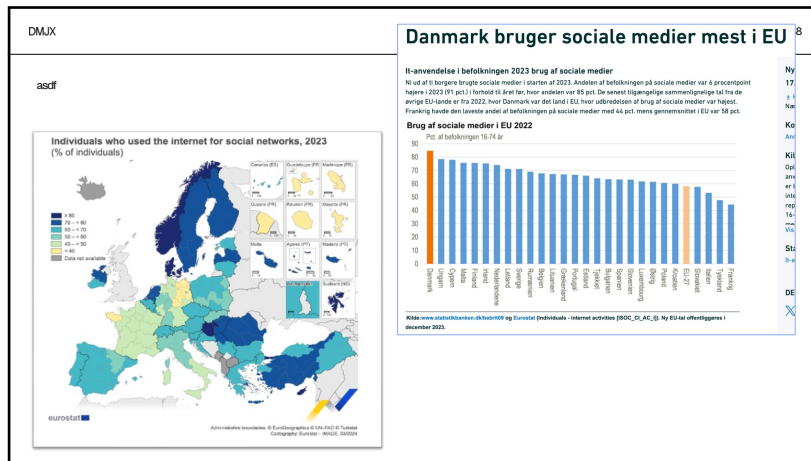
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