The Media Barometer 2022

Basic Tables
ACCESS: Media Equipment in Households, 9-85 years, 2022 (per cent)

- Smartphone: 97%
- TV: 95%
- Radio: 88%
- Laptop: 88%
- Tablet: 69%
- Apple tv/Chrome-cast: 68%
- DVD-player/blu-ray: 54%
ACCESS: Subscriptions, 9-85 years, 2022 (per cent)

- Streaming services for TV / SVOD: 76%
- Subscription to newspaper (total): 50%
- Digital subscription to newspaper: 42%
- Subscription to printed newspaper: 27%
- Subscription to magazine/periodical: 38%
- Subscription to service for e-books / audiobooks: 25%
MEDIA DAY: Daily reach, 9-85 years, 2022 (per cent)

- TV/Online video services (total): 93 per cent
- Social network services (total): 85 per cent
- Radio (total): 78 per cent
- Newspaper (total): 73 per cent
- Recorded music (total): 58 per cent
- Book (total): 48 per cent
- Magazine/periodical (total): 37 per cent
- Tele-text (total): 15 per cent
- Cinema: 1 per cent
MEDIA DAY: Daily reach, 9-85 years, 2022 (per cent)

- TV/Online video (total): 93
  - Television, tv set: 56
  - TV, streamed: 61
  - Youtube: 41

- Social network services (total): 85
  - Facebook: 54
  - Instagram: 60

- Radio (total): 78
  - Radio, radio set: 71
  - Podcast: 28
  - Online radio: 24

- Newspaper (total): 73
  - Digital newspaper: 61
  - Newspaper, printed: 27

- Recorded music (total): 58
  - Streamed music: 57
  - CD/vinyl record: 8

- Book (total): 48
  - Book, printed: 35
  - Audio book: 14
  - E-book: 7

- Magazine/periodical (total): 37
  - Digital Magazine: 18
  - Magazine, printed: 25
MEDIA DAY: The time allocated to different media, 9-85 years, 2022 (per cent)

Total time allocated: 413 minutes

- Sound Media: 33%
- Social network services: 15%
- Text Media: 18%
- TV/Online video services: 34%