ACCESS: Media Equipment in Households, 9-85 years, 2023 (per cent)

- Smartphone: 98%
- TV: 95%
- Radio: 88%
- Laptop: 88%
- Apple tv/Chrome-cast: 71%
- Tablet: 69%
ACCESS: Subscriptions, 9-85 years, 2023 (per cent)

- Streaming services for TV / SVOD: 76%
- Subscription to newspaper (total): 49%
- Digital subscription to newspaper: 40%
- Subscription to printed newspaper: 21%
- Subscription to magazine/periodical: 34%
- Subscription to service for e-books / audiobooks: 25%
MEDIA DAY: Daily reach, 9-85 years, 2023 (per cent)

- TV/Online video services (total): 95%
- Social network services (total): 85%
- Radio (total): 77%
- Newspaper (total): 66%
- Recorded music (total): 64%
- Book (total): 49%
- Magazine/periodical (total): 35%
- Tele-text (total): 14%
- Cinema: 1%
### MEDIA DAY: Daily reach, 9-85 years, 2023 (per cent)

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<tbody>
<tr>
<td>TV/Online video (total)</td>
<td>95</td>
<td>51</td>
<td>48</td>
<td>65</td>
<td>85</td>
<td>77</td>
<td>70</td>
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MEDIA DAY: The time allocated to different media, 9-85 years, 2023 (per cent)

Total time allocated: 407 minutes

- Sound Media: 32%
- Social network services: 15%
- TV/Online video services: 35%
- Text Media: 18%