



Hvor legger annonssørene pengene?

Jarle Thalberg, Executive Director of Partnerships WPP Media

NYHET MEDIEBAROMETER 2.0

- **Ny bransjeinnsikt:** For første gang – medieomsetning fordelt på 22 bransjer, basert på over 1500 annonsører.
- **Sterkere beslutningsgrunnlag:** Månedlige data gir aktuell og relevant innsikt for både medier og byråer.
- **Støttet av bransjen:** 17 mediebyråer rapporterer – gir bredere og mer representativ statistikk enn tidligere.
- **Etterspurt produkt:** Svaret på et tydelig behov for bransjespesifikke tall og andelsdata.
- **Utviklet for fremtiden:** Et verktøy som styrker strategi, budsjettering og markedsforståelse i en ny medievirkelighet, i eget dashboard i power bi.

Identifiser endringer i mediemiks og bransjefokus.

Historiske data fra 2023 gir grunnlag for trender og utviklingsanalyse.

Ferdige Power BI-rapporter for rask analyse og deling.

Mediegrupper

- Digitale Medier
 - Display
 - Influencer marketing
 - Sosiale medier
 - Søk
 - Video
- TV
- Lyd
 - Radio
 - Podcast
- Kino
- Utendørs/plakat
- Dagspresse
- Ukepresse/magasiner
- Fagpresse
- DM
- Andre medier

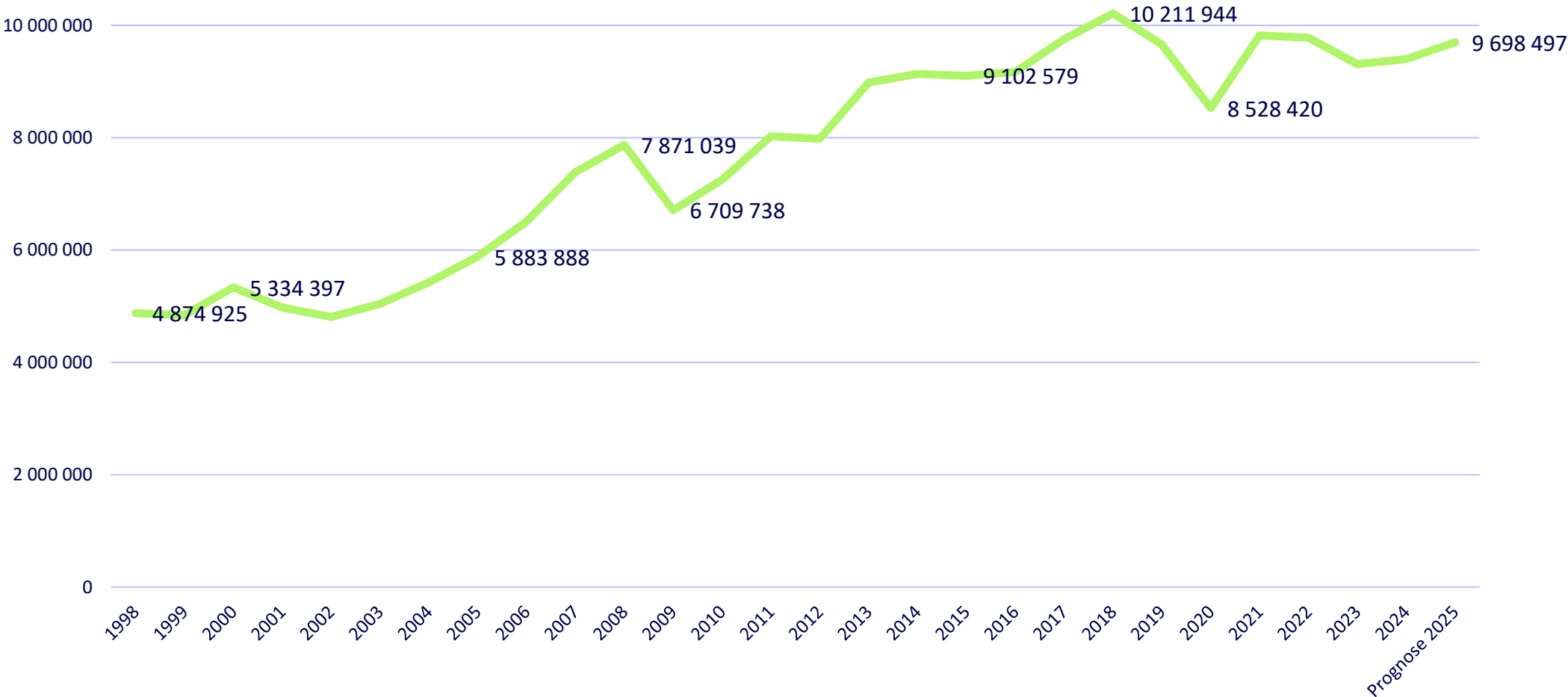
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Bransjekategorier

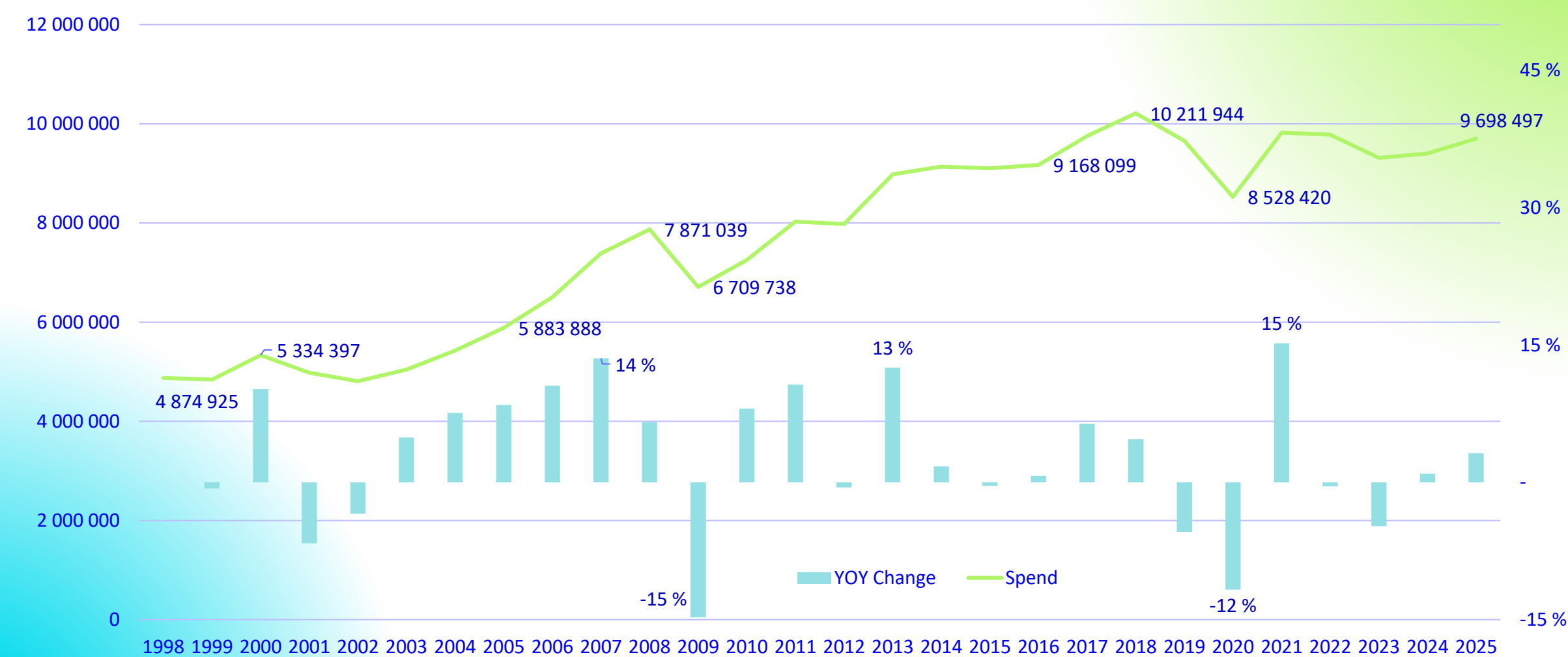
- FMCG
- Dagligvare/Kiosk
- Møbler/Interiør/Hus/Hjem
- Bil/Bilutstyr
- Telecom
- Bank/Finans/Forsikring
- Reiser/Transport/Overnatting
- Medier/Underholdning/Bøker
- Elektronikk/Lyd&Bilde/Data
- Farmasi/Legemiddel/Helse
- Byggevare/Fargehandel/VVS
- Restaurant/Bar
- Klær/Sko/Optikk/Tilbehør
- Organisasjoner/NGO
- Eiendom
- Spill/Gaming/Lotteri
- Offentlige Aktører/Infrastruktur
- Hygiene/Kosmetikk
- Havindustri/Energi/Bensin- og Ladestasjoner
- Sport/Fritid
- Utdanning
- Diverse
- Konsulenttenester

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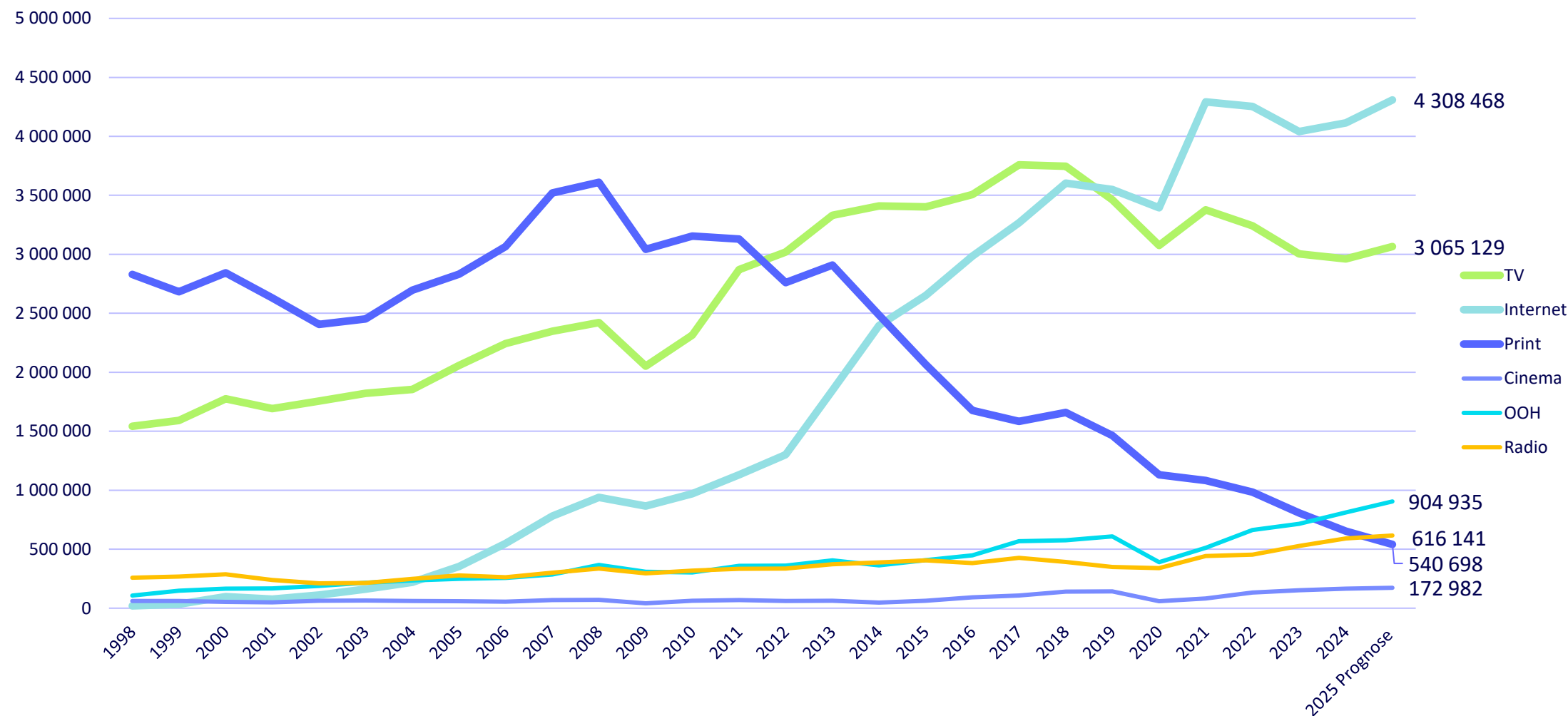
Media Spend 1998 to 2025



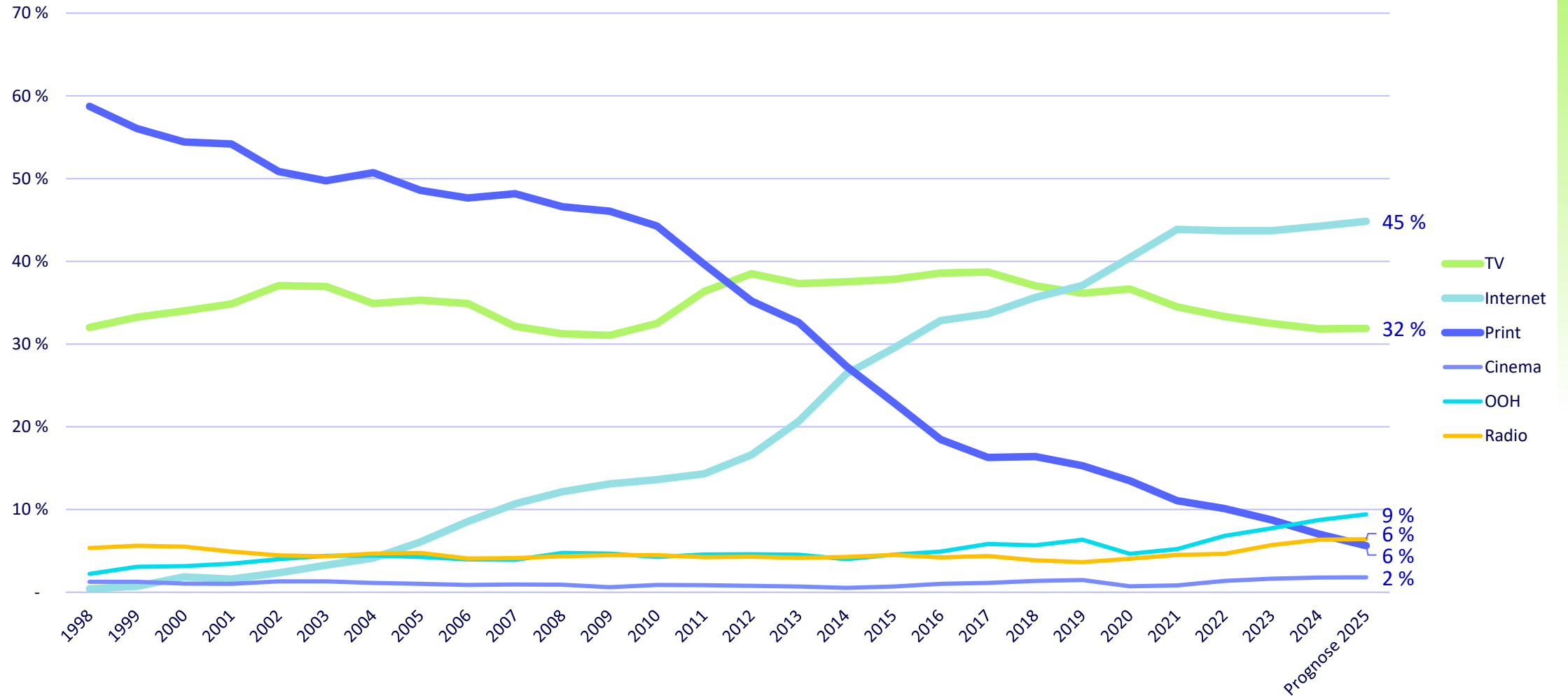
Media Spend 1998 to 2025



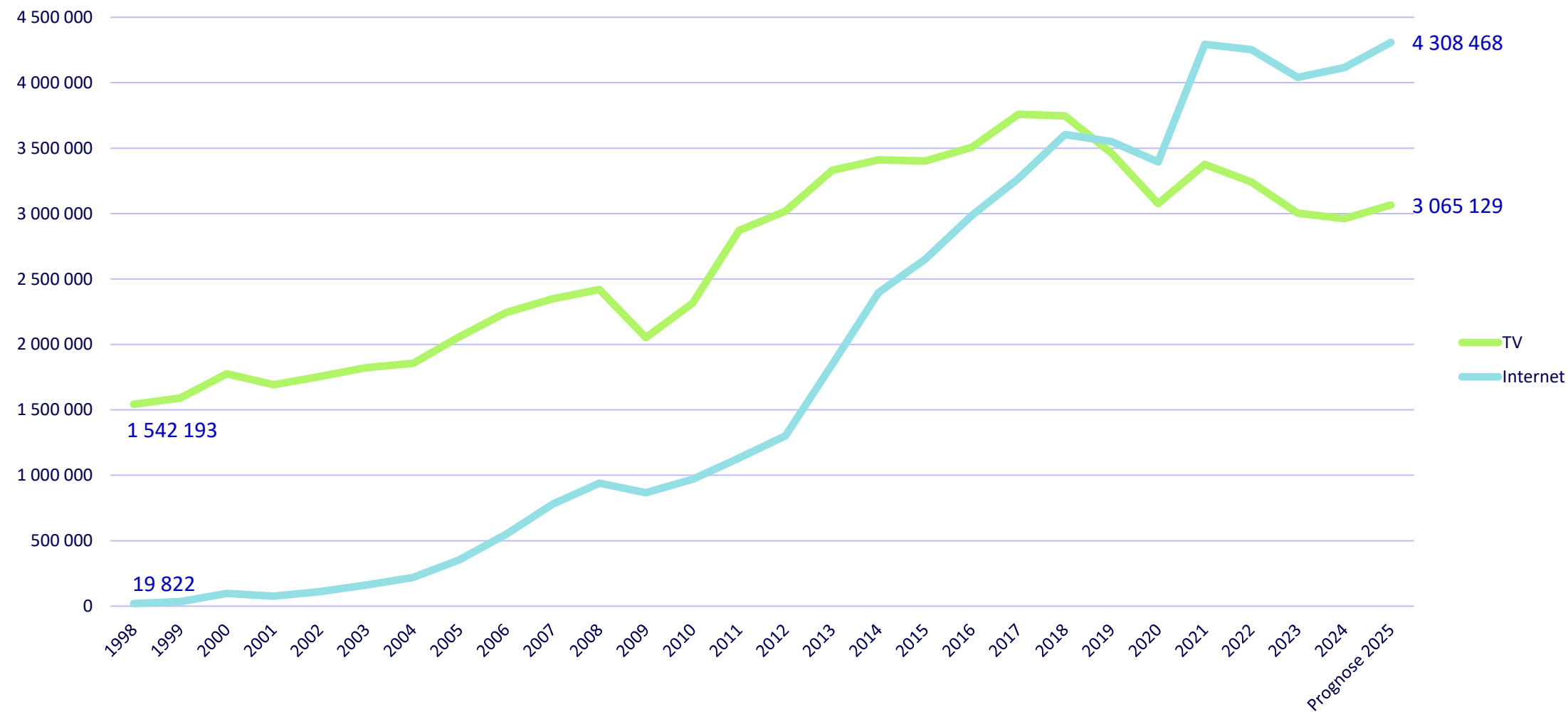
Media Channel Spend from 1998 to 2025



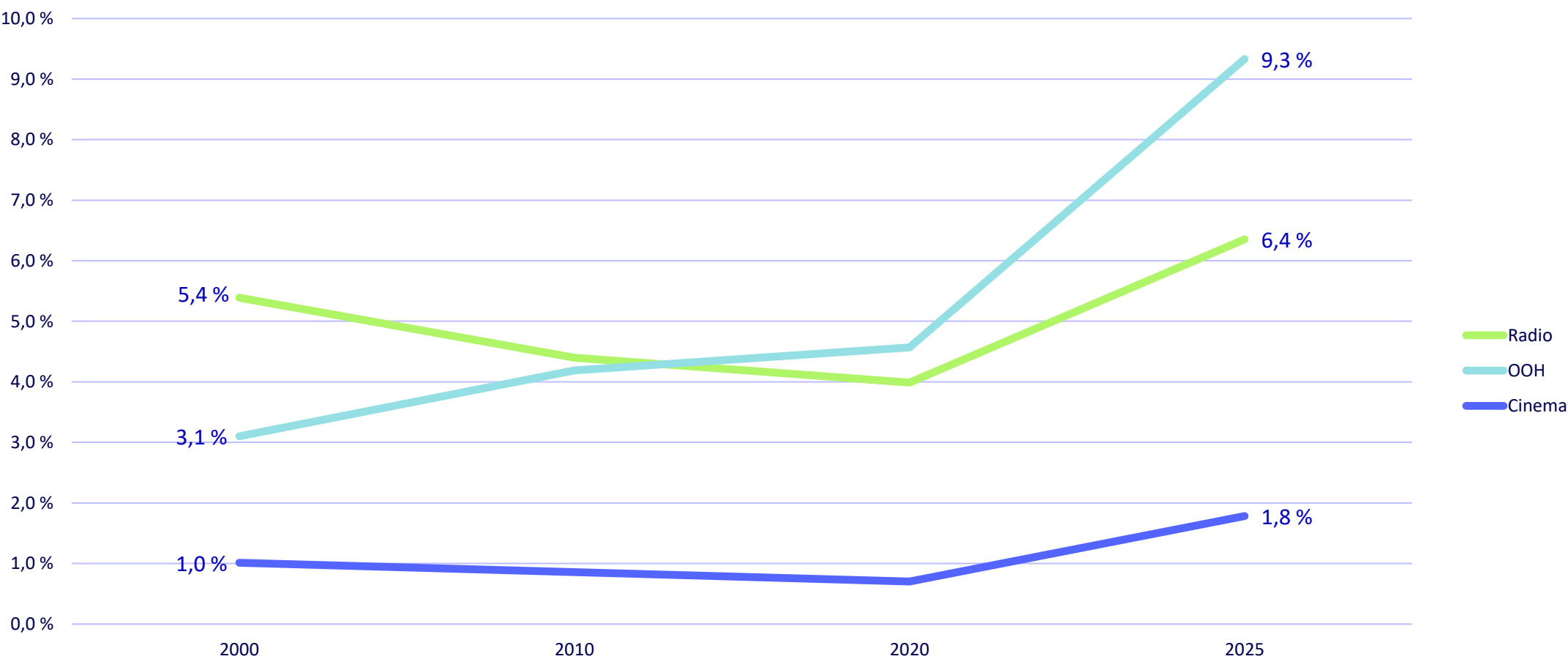
Media Channel Spend Share from 1998 to 2025



TV vs Digital 1998 to 2025



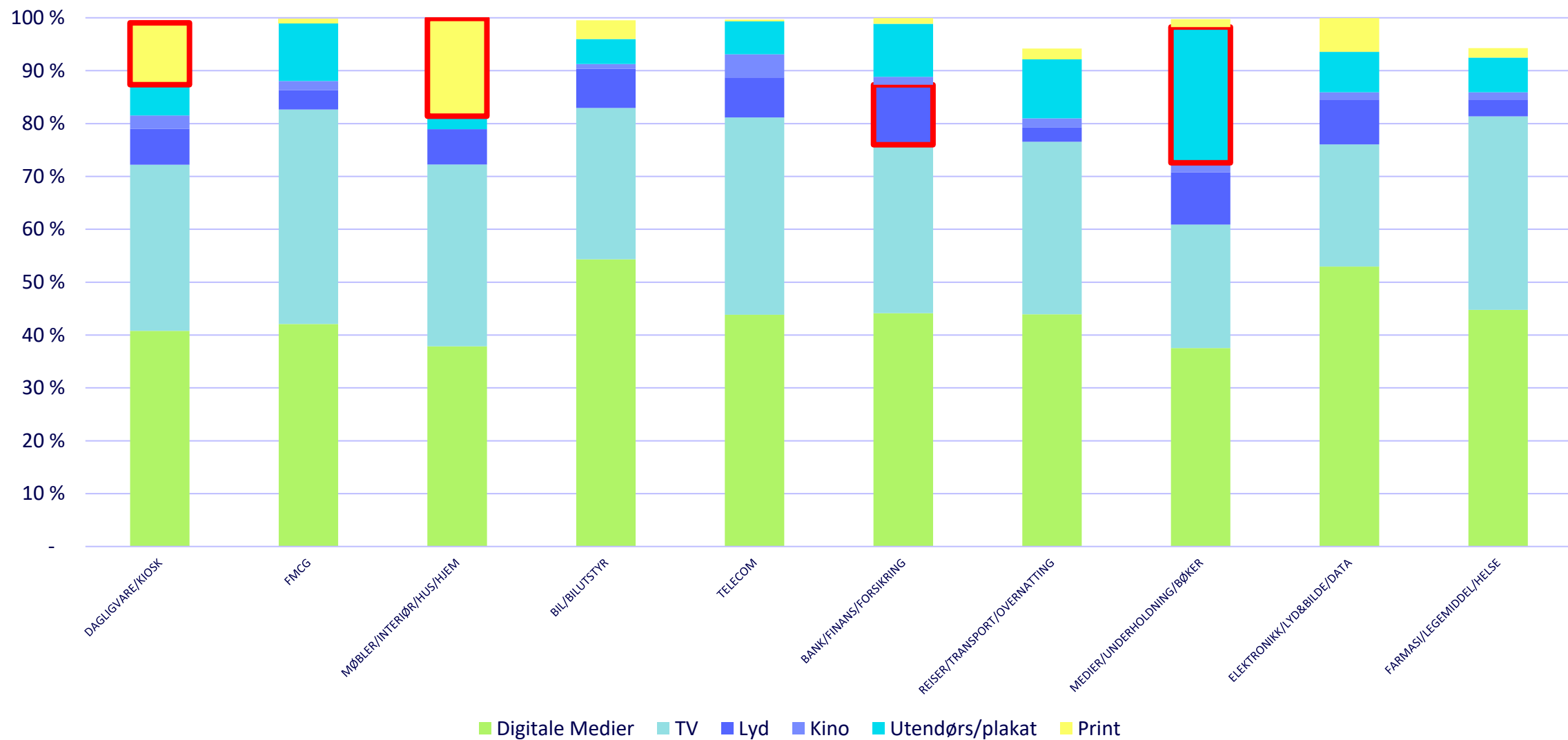
OOH with significant market share gain



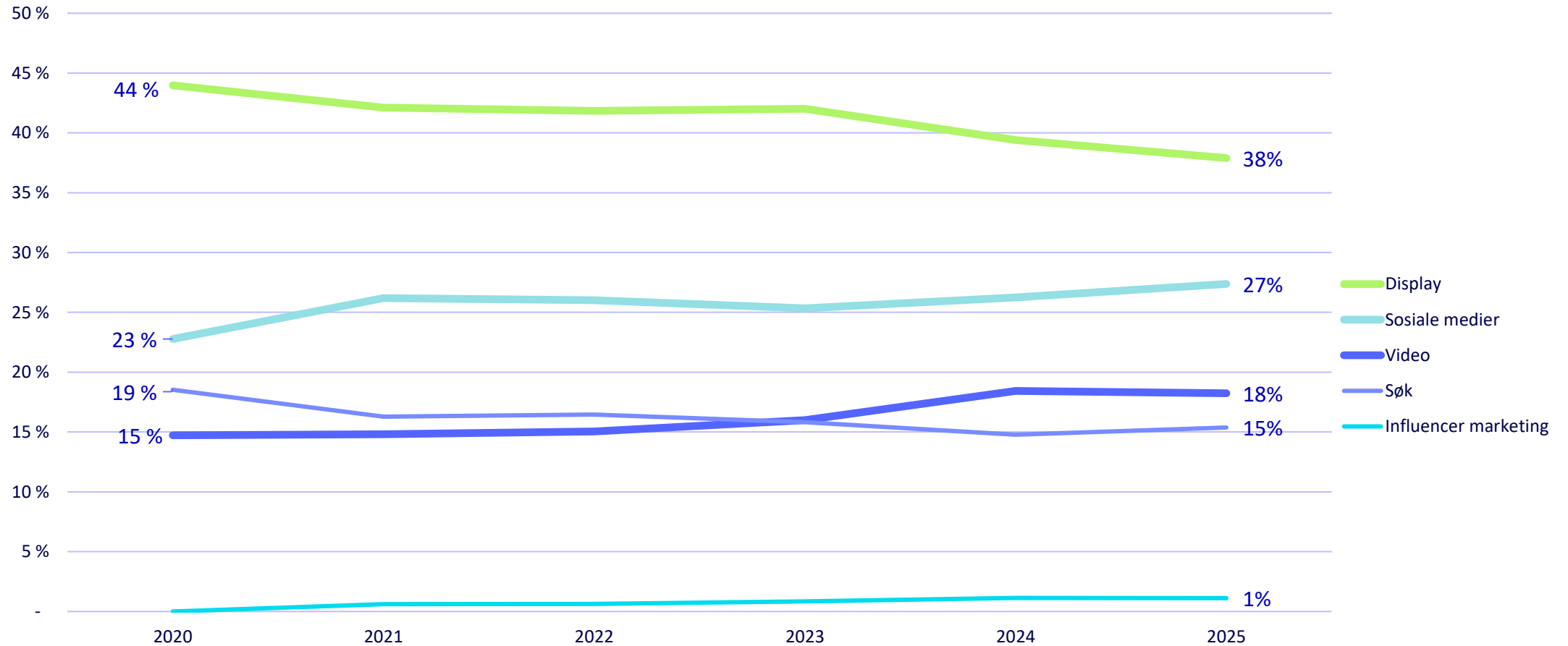
Bransjebarameter – Top 10 Industries



Bransjebarameter – Spend per Channel



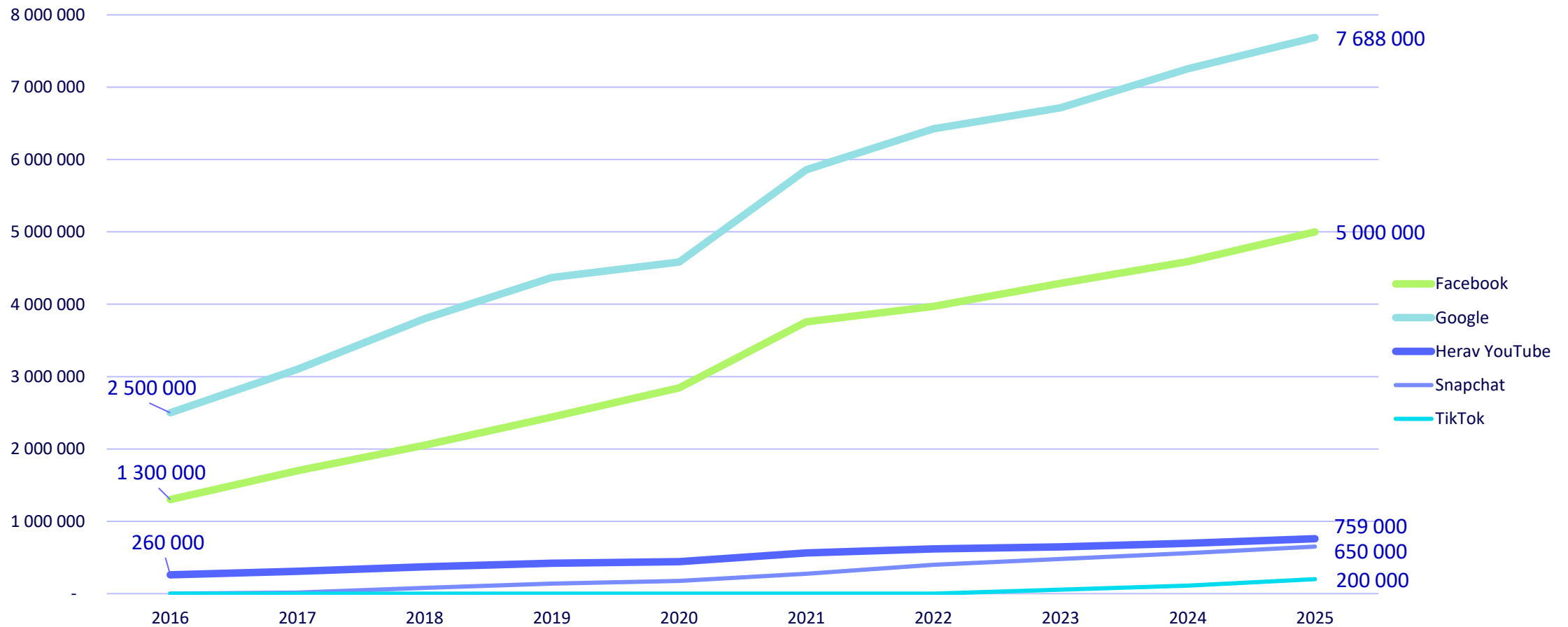
Distribution of digital spend since 2020 – The Fall of Display



Steady growth will make the Media agencies turnover reach more than 10 billion!

Medie	2024	Change to PY	2025	Change to PY	2026	Change to PY
Internet	4,115,060	2 %	4,308,468	5 %	4,523,891	5 %
TV	2,961,477	-1 %	3,065,129	3 %	3,157,083	3 %
OOH	812,329	14 %	904,935	11 %	1,004,477	11 %
Radio/ Lyd	590,739	12 %	616,141	4 %	653,109	6 %
DM	378,980	-18 %	308,490	-19 %	252,962	-18 %
Cinema	165,375	8 %	172,982	5 %	183,361	6 %
Daily press	230,575	-21 %	193,683	-16 %	158,820	-18 %
Other	102,466	57 %	88,121	-14 %	88,121	0 %
Weekly press/magazines	25,954	-24 %	23,307	-10 %	20,044	-14 %
Trade press	17,432	-18 %	15,218	-13 %	13,088	-14 %
Totalt	9,400,387	0.96 %	9,698,497	3.2 %	10,054,955	3.7 %

Norway Big Tech Giants Spend more than 13 billions in 2025!



Big Tech will outgrow the market also in 2026 and take even higher part of The Norwegian Media Market

Medie	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026*	Growth 25 to 26
Facebook	1,300,000	1,700,000	2,050,000	2,440,000	2,842,600	3,757,000	3,972,000	4,289,000	4,590,000	5,000,000	5,400,000	8 %
Google	2,500,000	3,100,000	3,800,000	4,370,000	4,584,130	5,858,000	6,426,000	6,716,000	7,253,200	7,688,000	8,149,280	6 %
Herav YouTube	260,000	310,000	370,000	420,000	440,580	563,000	617,000	645,000	697,000	759,000	819,720	8 %
Snapchat	-	15,000	80,000	140,000	175,000	275,000	400,000	480,000	560,000	650,000	741,000	14 %
TikTok	-	-	-	-	-	-	-	55,000	110,000	200,000	260,000	30 %
Totalt	3,800,000	4,815,000	5,930,000	6,950,000	7,601,730	9,890,000	10,798,000	11,540,000	12,513,200	13,538,000	14,550,280	7 %

* WPP estimates



Spørsmål?

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