

# FACTS ABOUT DIGITAL DENMARK

DIGITAL URBAN LIVING



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A world map showing various countries with labels in multiple languages. A red pin is placed on Denmark, and a red speech bubble with a black outline points to it from the right. The word "DENMARK" is written in black capital letters inside the speech bubble. The map includes labels for countries in Europe, Africa, Asia, and Oceania, such as Iceland, Norway, Sweden, Finland, Russia, Poland, Germany, France, Spain, Portugal, Italy, Greece, Turkey, Iraq, Iran, Afghanistan, Pakistan, India, China, Japan, South Korea, S. Korea, Thailand, Vietnam, Malaysia, Indonesia, and many others in Africa and the Middle East.

**DENMARK**

# Broadband

#1 in the world (36.7% penetration)

Japan: #17 (23%)



# Facebook

#1 in the world

(38.0% = 2,093,900 of 5,511,451 Danes)

Japan: <1%



# Mobile phones

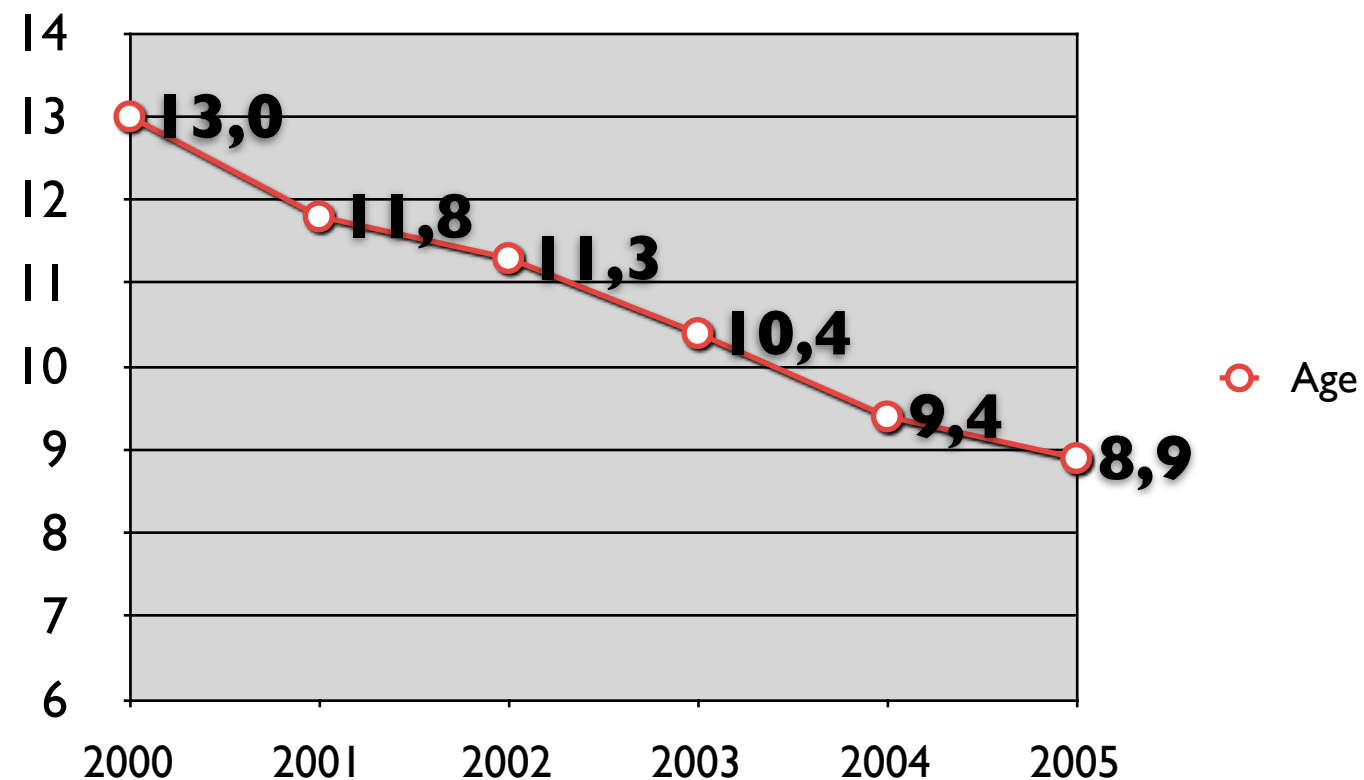
120% (subscriptions per 100 inhabitants)

Japan: 83%



# Children

Among earliest in the world with mobile phones



*Age at which 50% of that year group own a mobile phone  
from 2000 to 2005 in Norway. Denmark comparable.*



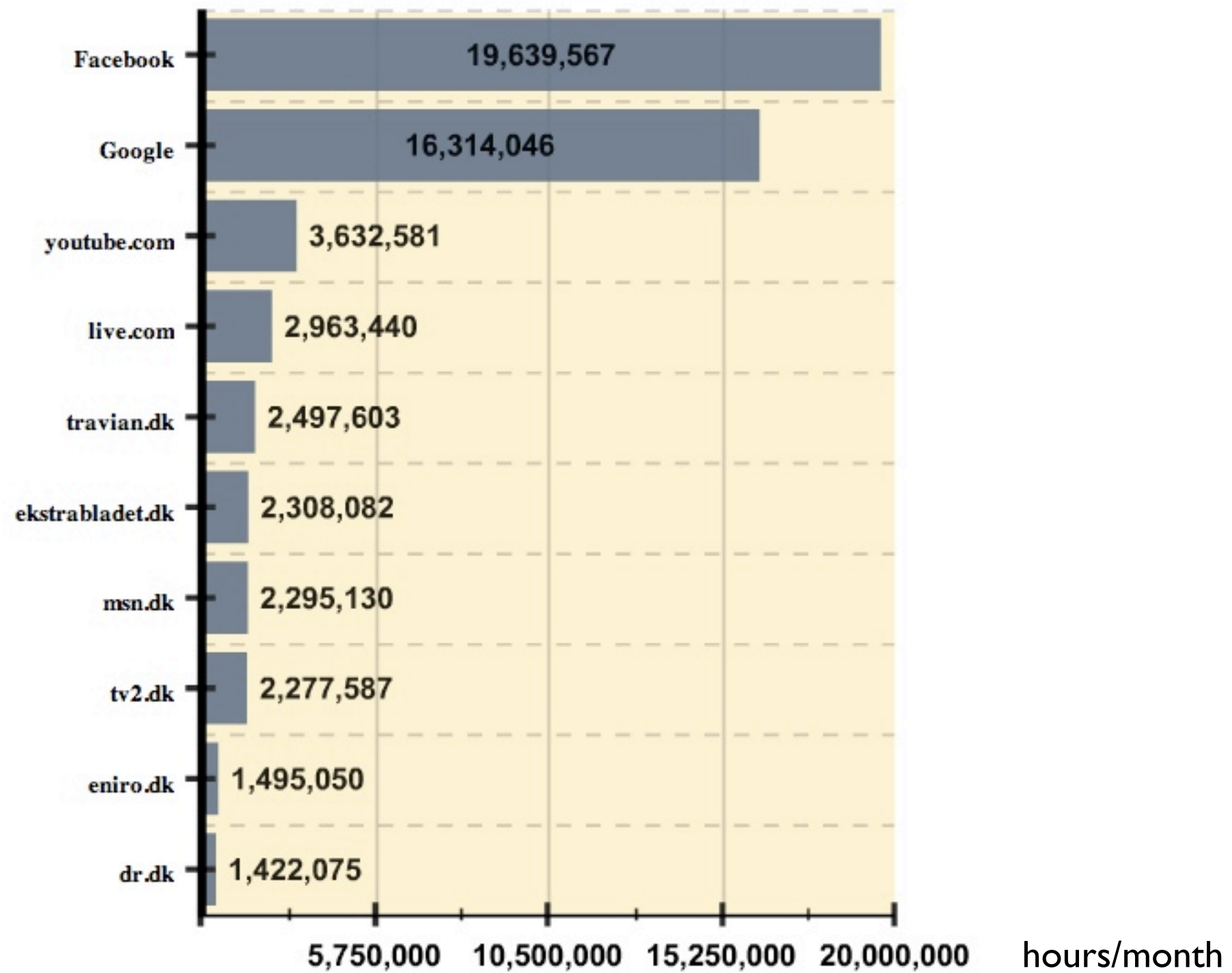


# Danish online publishers

Rank	Publisher	Users/month	Original type of organization
1	Eniro Danmark	2,124,857	Addresses, map, classifieds
2	JP/Politikens Hus	1,847,896	Print media
3	DR	1,716,438	Broadcast, public service
4	Berlingske Media	1,528,544	Print media
5	TV2 Interaktiv	1,442,914	Broadcast, public service, commercial
6	Microsoft Denmark	1,391,592	Search, Social Networking, portal
7	Ebay Classifieds	1,252,636	Classifieds
8	Freeway	1,109,635	Social Networking
9	De Gule Sider	1,098,704	Addresses, map, classified
10	DMI	821,554	Weather (public)

Source: FDIM, February 2009 (**excl.** Facebook, Google and other non-Danish sites)

# Most time spent

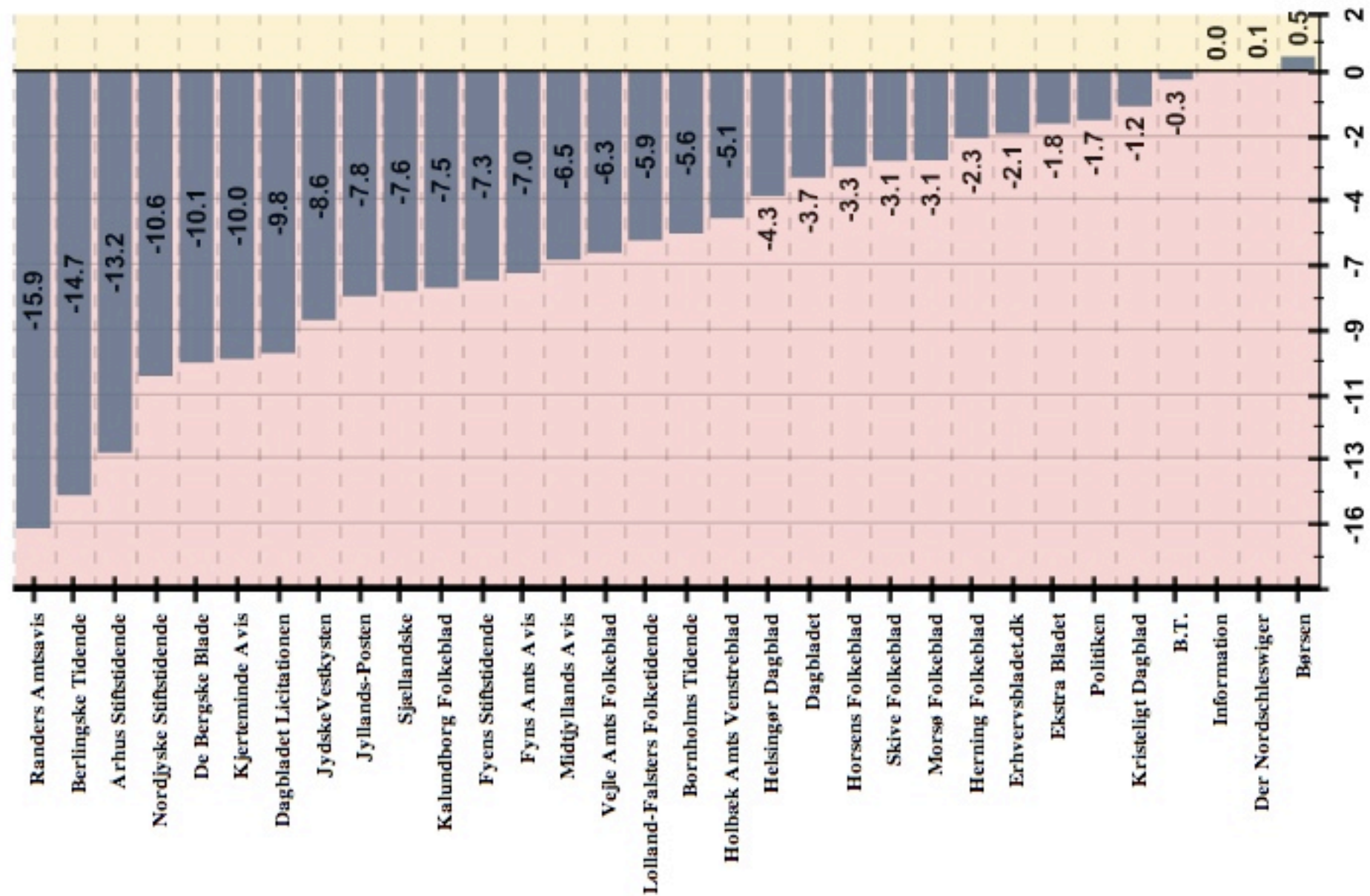


Source: FDIM, January 2009 (all sites)



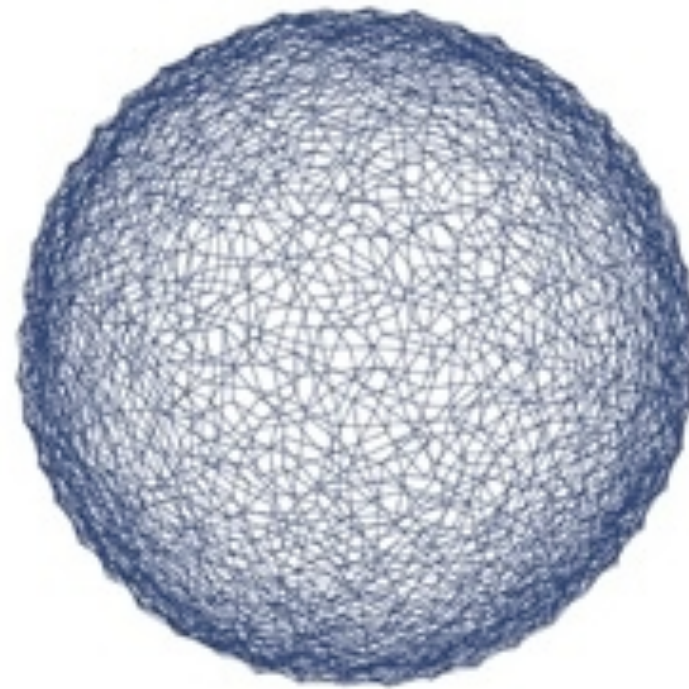
# Print media

Year-over-year growth (2007-2008)



Source: MediaWatch/Dansk Oplagskontrol

# NEXT: CLIMATE CHANGE



COP15  
COPENHAGEN  
UNITED NATIONS CLIMATE CHANGE CONFERENCE 2009

