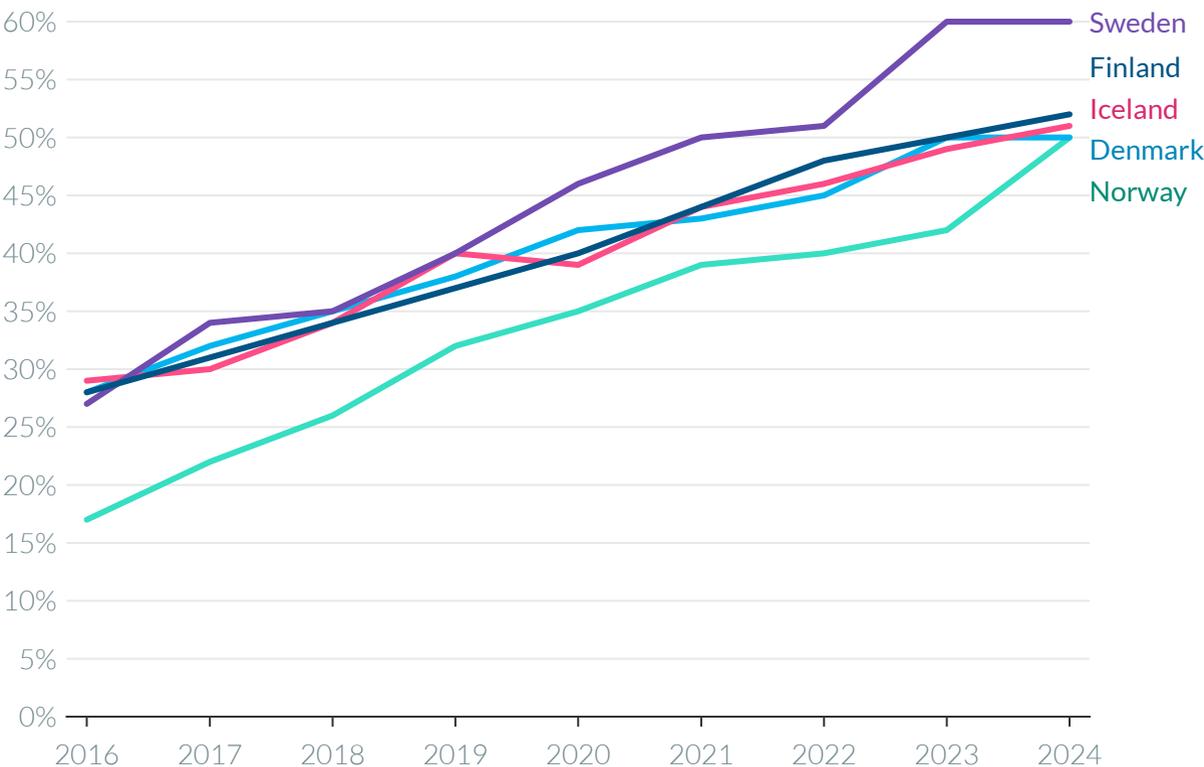


Estimated share of advertising expenditure to foreign media in the Nordic countries 2016–2024



Sources: IAB Finland, Kantar Media, Kultur Ministeriet, Medietilsynet, Myndigheten för press, radio och tv/NORDICOM.