

Share of the five largest in media revenue 2024

	Media revenue, total	Users fees	Advertisements
All media companies*			
Five largest	88%	94%	79%
Others	12%	6%	21%
Private media			
Five largest	85%	93%	75%
Others	15%	7%	25%
No. of media operators*	127	60	119

Figures refer to share of media owners in media revenue (users fees and advertisements, incl. sponsoring).

* Including The Icelandic National Broadcasting Service.