Share of advertising revenue of the domestic media by kind 2025

Media	Million ISK	Share
Television	3,309	23%
Web	3,250	22%
Radio	2,433	17%
Billboards	2,322	16%
Daily- and non-daily newpapers	1,864	13%
Magazines and other periodicals	604	4%
Podcast	525	4%
Cinemas and audio books	199	1%

Statistics Iceland