

Digital view: Life on the Danish Internet, September 21-27,  
2009

## “Forbrydelsen” (“The killing”)

Popular TV series has significant effects on internet-activity



This work is licensed under the Creative Commons Attribution-Noncommercial 3.0 United States License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc/3.0/us/> or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.

“Digital view: Life on the Danish Internet, August 31-September 6, 2009: General news-sites: cracking open variations and drivers of growth in an all-on-average category” is written by Jon Lund.

You can download your own free copy at [www.jon-lund.com](http://www.jon-lund.com). or order it at

Jon Lund  
Byholmvej 10 // 2720 Vanløse // Copenhagen // Denmark  
[jon@jon-lund.com](mailto:jon@jon-lund.com) // +45 2819 9052  
CVR: 32 17 61 19 // Bank: 2128-7563384616

## INTRODUCTION

Digital view: Life on the Danish Internet provides a weekly overview of the evolution of traffic on Danish websites, as measured for nearly 300 of the largest Danish websites member of the Interactive Bureau of Denmark (Foreningen af Danske Interaktive Medier, FDIM).

Data stems from an ongoing research carried out by Gemius for FDIM, measuring all pageviews of the sites taking part of the survey, and published on [fdim.dk](http://fdim.dk).

Data is collected through a peer-reviewed, automatic, structured and rule-based methodology and is generally of very high quality.

## IMPACT OF POPULAR TV ON WEB-USAGE

### Popular Danish TV-series “Forbrydelsen” as case

The second season of the popular Danish TV-series “Forbrydelsen” (“The killing”) started Sunday, September 27 at 8 p.m. The much-anticipated premiere, send at Danish national television channel DR, drew huge attention and was viewed by 1,7 mio Danies, equalling 60 percent of all TV-viewing during the time-slot. All according to the official ratings. Denmark has a total population of some 5,5 million.

Up until 1988 Denmark had only one TV-station: DR, the national public service channel. This facilitated a very homogeneous TV-culture: since there was no choice, everybody watched the same shows and programs. This gave rise to a particular comprehensive version of the “deserted streets”-phenomenon: When particular popular series were send, the streets were virtually empty.

Todays more liberal TV-market offers lots of choises to the Danish TV-consumer. And “deserted streets” doesn’t occur to the same extend as before, if at all. However the effect of national blockbusters can still be observed - this time on the internet.

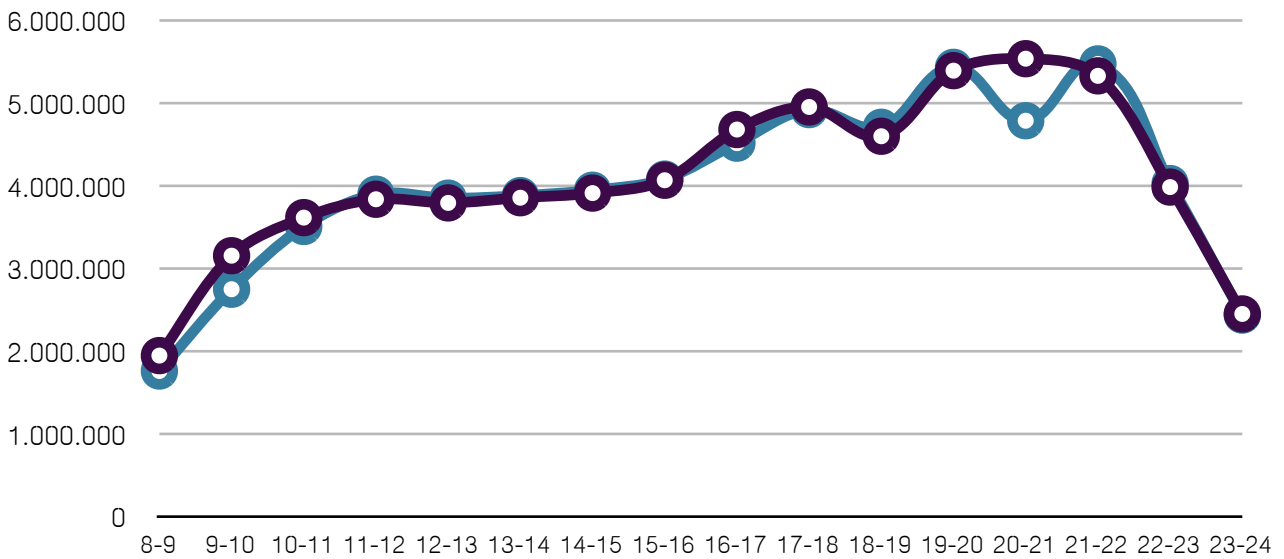
### “Forbrydelsen” cuts off 13 percent of general internet-activity

With a slow start around 8 a.m. the general pattern of internetactivity accross all sites builds up until noon, where it finds a stable level. At 4 p.m. afternoon/evening activity sets in, increasing the traffic peaking between 8 and 9 p.m. (with an dinner-time downcycle between 6 and 7 p.m.) At midnight traffic dies out. On the below figure the dark purple September 21st line marks this standard rythm.

This sundays traffic (September 27) matches the pattern spot on, tough starting out a little slower. That is: there is one significant exception: traffic decreases with 13,5 percent relative to normal between 8 and 9 p.m., when the second season of “Forbrydelsen” premiered.

○ September 21, 2009      ○ September 27, 2009

Hourly activity on the Danish internet (pageviews) Sunday Sept. 21. vs Sept. 27. 2009



Number of hourly pageviews generated on a sample of 300+ dominant Danish websites on Sunday September 21. and 27. Source: FDIM/gemiusAudience realtime application.

Time	Pageviews, September 21, 2009	Pageviews, September 27, 2009
8-9 am	1.947.800	1.761.500
9-10 am	3.155.900	2.750.300
10-11 am	3.616.400	3.509.300
11-12 am	3.838.300	3.899.600
12-13 pm	3.794.100	3.851.700
13-14 pm	3.856.900	3.882.500
14-15 pm	3.912.800	3.947.700

Time	Pageviews, September 21, 2009	Pageviews, September 27, 2009
15-16 pm	4.068.200	4.082.200
16-17 pm	4.681.600	4.516.900
17-18 pm	4.954.500	4.922.600
18-19 pm	4.600.300	4.708.700
19-20 pm	5.393.500	5.433.600
20-21 pm	5.538.200	4.788.000
21-22 pm	5.330.600	5.475.200
22-23 pm	3.985.600	4.028.300
23-24 pm	2.451.500	2.437.700

## Differences in who's being hit by "Forbrydelsen"

Not all sites are hit equally hard by "Forbrydelsen". Directories and marketplaces are generally hit hard. Krak.dk eg, one of the three leading yellowpages-sites, witnessed a decrease of nearly 20 percent.

Specifik news, including sports news, are hit hard. At sporten.dk, a leading Danish sports-news-site, activity decreases nearly 30 percent.

General news sites on the contrary experiences only a minor setback-effect from "Forbrydelsen". At eg jp.dk,

## What's being measured?

The figures used in this survey stems from the audience measurement carried out by Gemius for FDIM, the IAB Denmark. It encompasses more than 300 major Danish websites: news-sites, social networking sites, directories, magazines etc.

Foreign sites like Google, Facebook and Youtube, to mention the most prominent does not participate in the survey. Given the heterogeneity of the sites being measured, the pattern of the curve, including the "Forbrydelsen" downslope is expected to be representative also for the not measured sites.

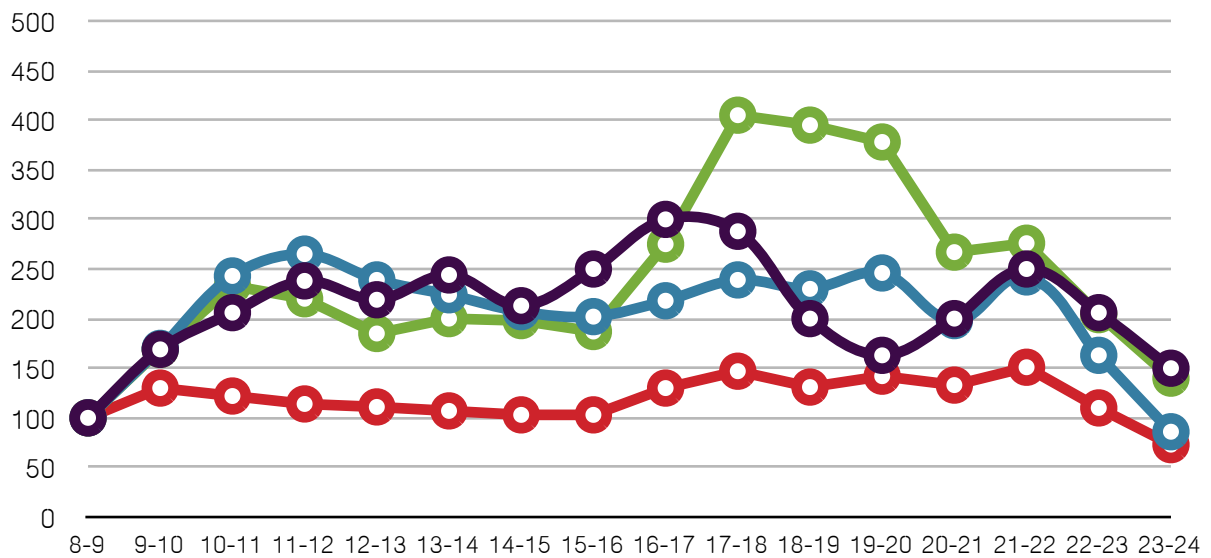
The study measures activity by the number of pageviews seen by users. A new pageview occurs every-time a user clicks a link or a button. Pageviews are therefore more sensitive and reliable for measuring activity than the number of visits or the number of users of the sites in question.

the site of one of the three leading morning newspapers, traffic decreases only 6 percent.

Among the sites who actually increase traffic in the “Forbrydelsen”-hour, you find a handfull of automobile-sites. Biltorvet.dk, eg., a site for buying and selling cars, increased traffic with 23 percent! Also the mens-magazine-site Connory increased traffic with 16 percent.

● biltorvet.dk     
 ● krak.dk     
 ● sporten.dk     
 ● jp.dk

Hourly activity on the Danish internet (indexed pageviews) Sunday Sept. 27. 2009



Hourly traffic on four selected sites. Traffic is measured at indexed pageviews (number of pageviews between 8-9 a.m. is set to 100) in order to compare the different patterns visually in the same graph. Source: FDIM/gemiusAudience realtime application.

Hour/ indexed traffic	biltorvet.dk	krak.dk	sporten.dk	jp.dk
8-9 am	100	100	100	100
9-10 am	169	170	169	130
10-11 am	206	243	233	122
11-12 am	238	265	220	114
12-13 pm	219	239	185	111
13-14 pm	244	224	200	107
14-15 pm	213	207	198	103
15-16 pm	250	202	187	103
16-17 pm	300	218	275	130
17-18 pm	288	239	405	147
18-19 pm	200	230	395	131
19-20 pm	163	246	378	142
20-21 pm	200	198	267	133
21-22 pm	250	242	276	151
22-23 pm	206	163	204	110
23-24 pm	150	86	140	73

Hourly traffic on four selected sites. Traffic is measured at indexed pageviews (number of pageviews between 8-9 a.m. is set to 100) in order to enable comparison. Source: FDIM/gemiusAudience realtime application.



## DATA AND METHODOLOGY

“Digital view: Life on the Danish Internet” provides a weekly overview of the evolution of traffic on Danish websites, as measured for nearly 300 of the largest Danish websites member of the Interactive Bureau of Denmark (Foreningen af Danske Interaktive Medier, FDIM).

The Data stems from an ongoing research carried out by Gemius for FDIM, measuring all pageviews of the sites taking part of the survey, and published on <http://fdim.dk/?pageid=123>

The querying and processing of data, identification of key parameters for selected sites showing significant trends is done by Jon Lund based on a profound experience in traffic-analysis and an in-depth knowledge of the Danish internet-landscape.

Data is collected through a peer-reviewed, automatic, structured and rule-based methodology and is generally of very high quality.

The preliminary number of visits used in this report, has a general uncertainty of +/- 5 % within a 90% level of confidence. This uncertainty is, as FDIM notes, explained as follows: ”In the regular gemiusAudience measurement, the definition of publications (websites) is given in the rules for the said study, especially the concept of “Look & Feel”. The definition hereoff can vary from month to month. The final definition of a given publication for a given month is decided upon, after all data have been gathered for the month in question. For the estimated realtime figures, the last known definition of each site is used - that is the definition stems back to the latest officially published gemiusAudience measurement, being two month prior to the present month (m-2).”

Apart from the preliminary figures for number of visits, FDIM publishes an official statistic, carried out by Gemius, based on monthly reporting. This statistic, which is also been drawn upon in this analysis, includes information on the socio-demographic makeup of audiences of individual websites, and information on websites not being member of FDIM, like Google.com, facebook.com, wikipedia etc. The official statistics are available on [www.fdim.dk](http://www.fdim.dk) and through a special analytics application.



## ABOUT JON LUND

Jon Lund is advising, speaking and analyzing the impact of new media and new technology on business and society. Jon Lund views openness and transparency as factors contributing to the growth of business, the welfare of societies and the well-being of individuals. Open up, give away data, figures, facts and opinions, invite customers, business-partners and society in general to engage with you, in the long term will leave you better off.

From 2004 to 2009 Jon Lund was general manager of IAB Denmark (Foreningen af Danske Interaktive Medier, FDIM) and headed as such the official measurement of activity and ad spend on the internet.

Jon Lund is member of the board of IAB Europe and has held honorary positions as member of the Danish Ministry of Cultures advertising forum, member of the board of directors of the forum of the Danish Media, member of ICC Denmark's marketing committee. He holds a masters degree in Political Science and has worked with internet since starting his own agency in 1995.