| book | 100% | | | | | | |
|---------------------|------|------|-----|-----|-----|-----|------|
| motion picture | 100% | | | | | | |
| "Le Canard" | 100% | | | | | | |
| "taz" | 85% | | | | | | |
| magazines | 60% | | | | 40% | | |
| scientific journals | 55% | | | | 45% | | |
| "Bild-Zeitung" | | 50% | | | 50% | | |
| "Die Zeit" | | | 50% | | | | |
| US-magazines | | 44% | | 56% | | | |
| newspapers | 36% | | 64% | | | | |
| "Spiegel" | 35% | | 65% | | | | |
| "Yahoo" | 35% | | 65% | | | | |
| "LA Times" | 18% | 82% | | | | | |
| free-sheet | 100% | | | | | | |
| commercial TV | | 100% | | | | | |
| 0% | 6 | 20% | 40% | | 60% | 80% | 100% |

revenue from sales

revenue from advertisers