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# Radio Listening in Finland 2013



Tennispalatsi, 13.2. 2013  
Lena Sandell, Finnpanel Oy



## Some facts about Radio in Finland 2012

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- This was Year One of the new licence period (2012-2019) for private radios
  - Larger listening area for Radio Nostalgia and Bassoradio
  - Radio City started in Capital area, and spread to Tampere, Turku, Oulu and Jyväskylä
- Renewal of Yle Puhe content
  - Eg. broadcasting sporting events
- Sanoma bought Metroradio
  - SuomiPOP, GrooveFM and MetroFM became part of Nelonen radioportfolio
- KRT365: From January 2012 radio listening has been surveyed on an everyday basis.



# National Radio Survey (KRT)

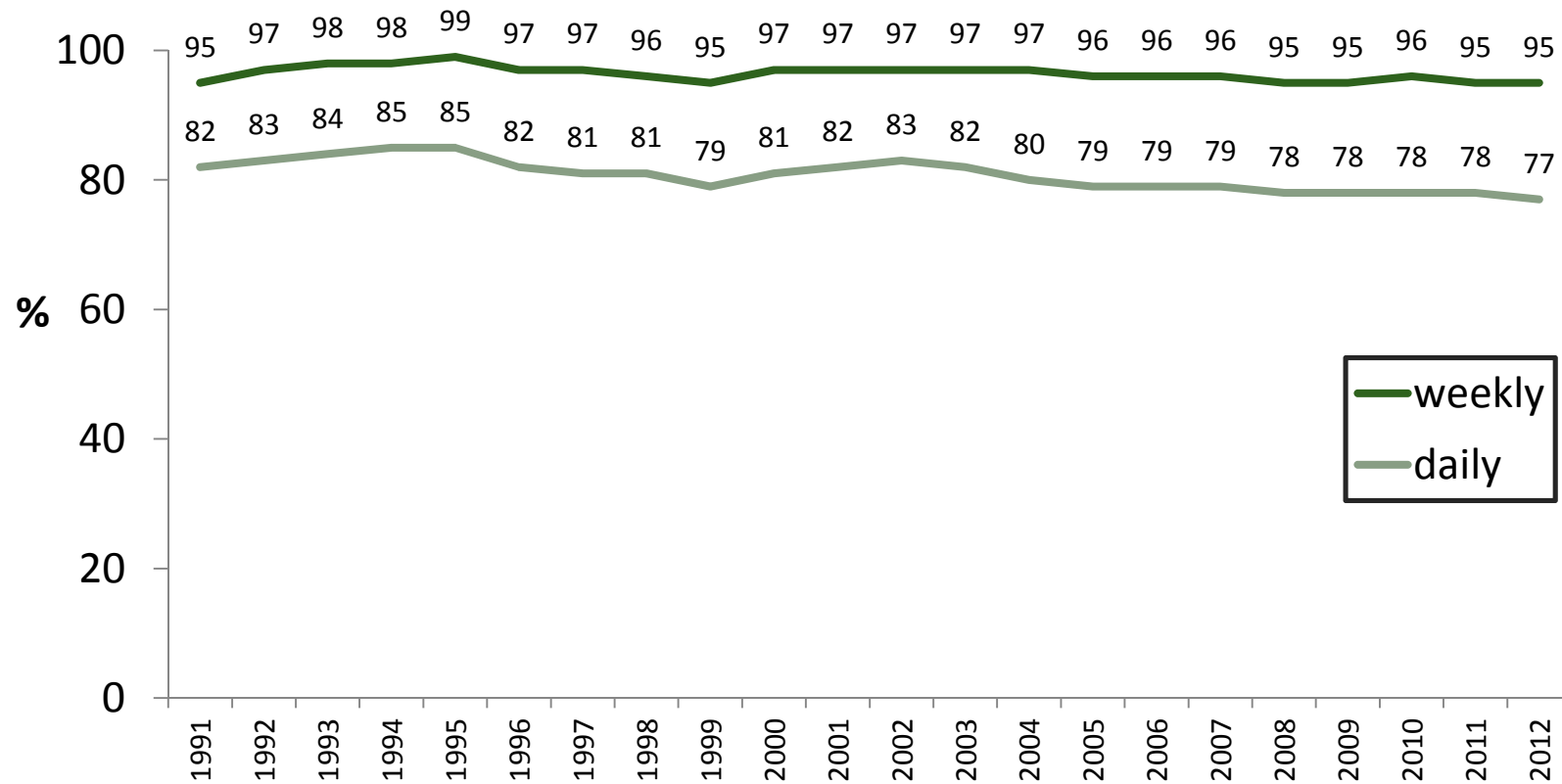
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- Population: 9+ aged Finnish and Swedish speaking people
- 20 regional diaries
  - Preprinted channel lists
- Ongoing 7-days survey
- Monthly sample of ca 1500 persons
  - 2012 yearly national sample: 18.426 persons 9+
- Subscribers: Yleisradio Oy, RadioMedia and MTL (Media agencies)
  - Almost all Finnish radio stations are part of the subscriber pool



# Daily and weekly reach during 1991-2012

Total population 9+ years



Reach = listened to at least one quarter-hour during the day/week

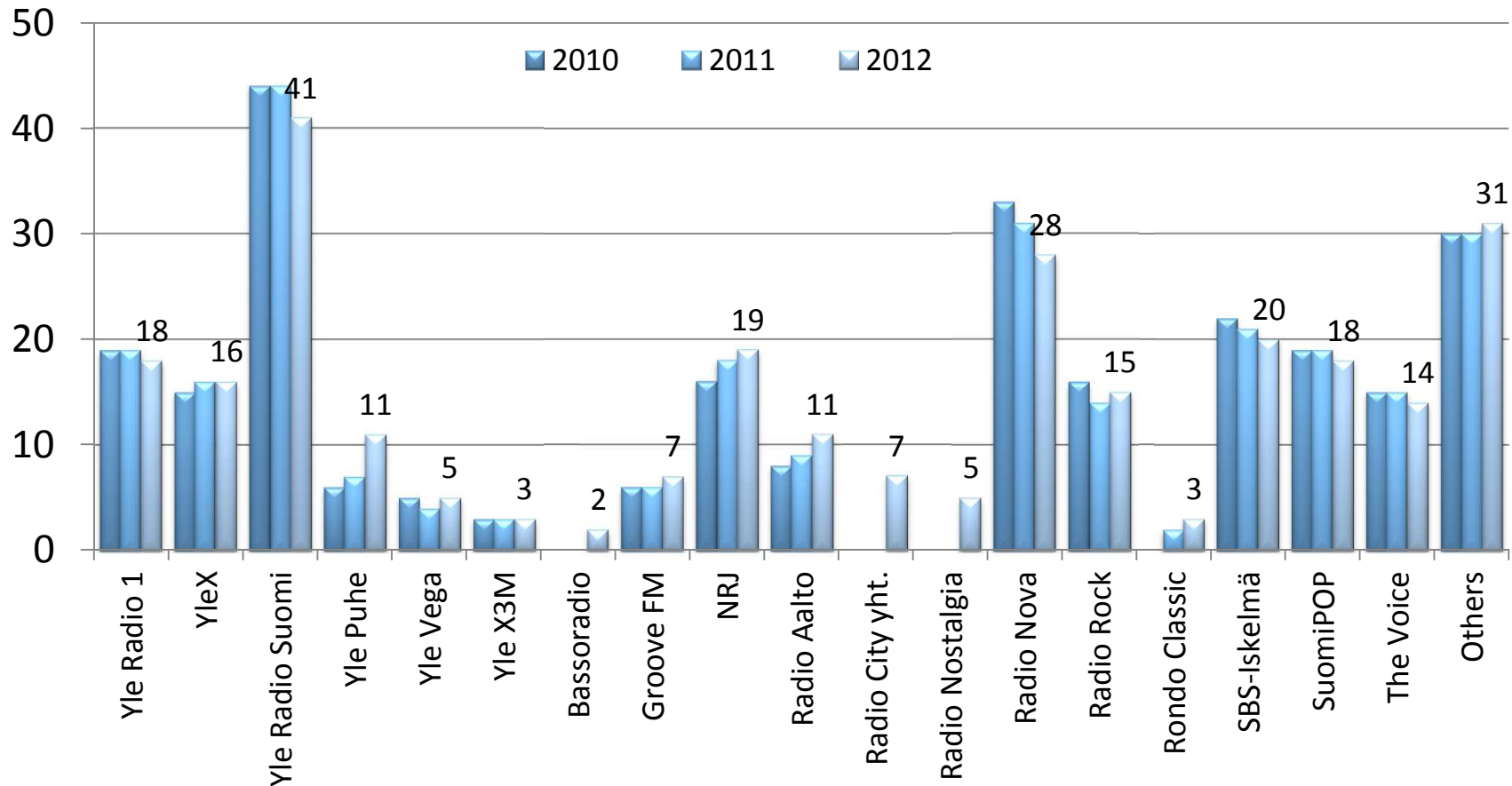
Source: Finnpanel Oy, Kansallinen Radiotutkimus



# Weekly reach for radio stations 2009-2012

Total population, 9+ years

%



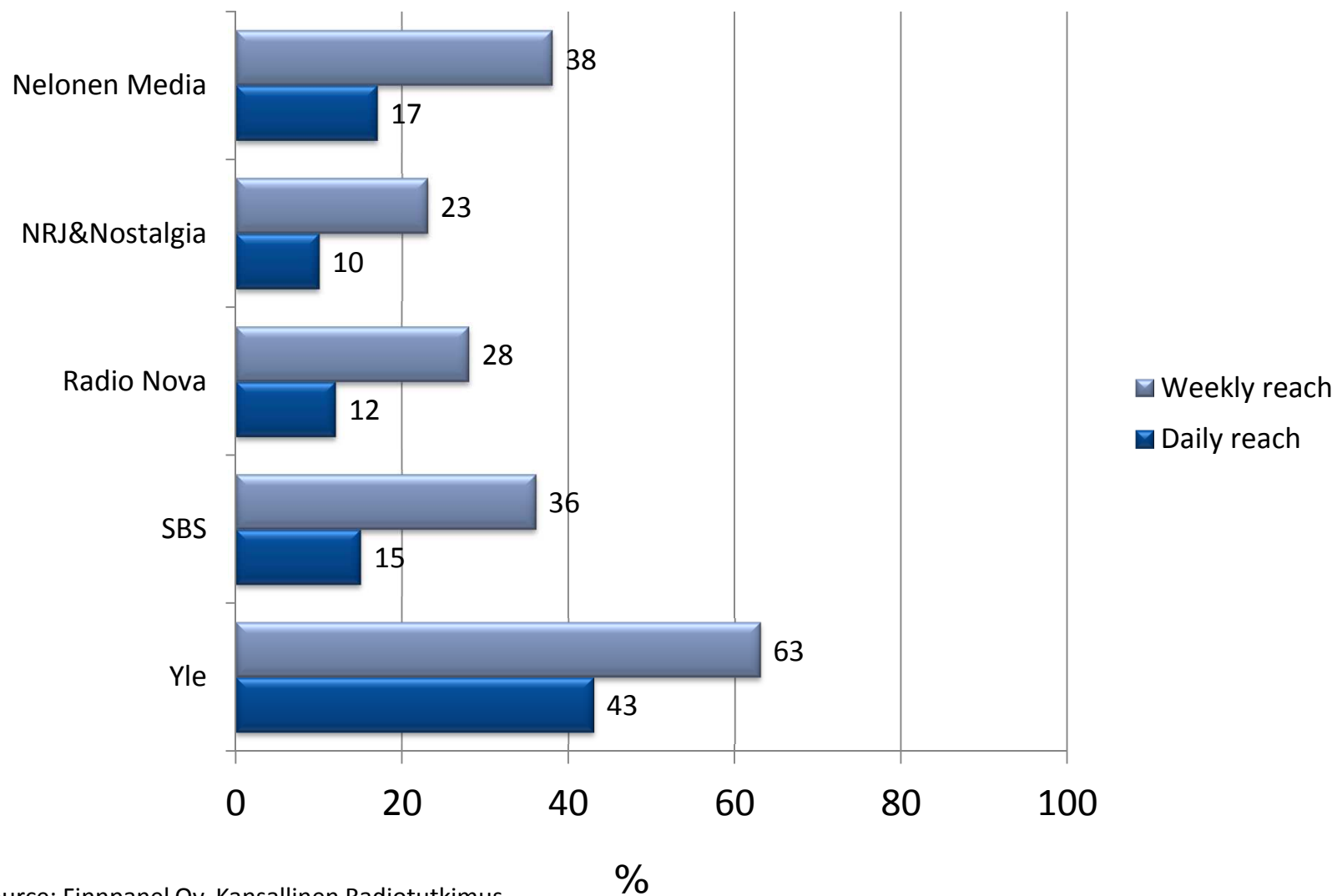
Reach = listened to at least one quarter-hour during the week

Source: Finnpanel Oy, Kansallinen Radiotutkimus



# Radio reaches 80 % of the Finnish population on a daily basis

Total population 9+ years



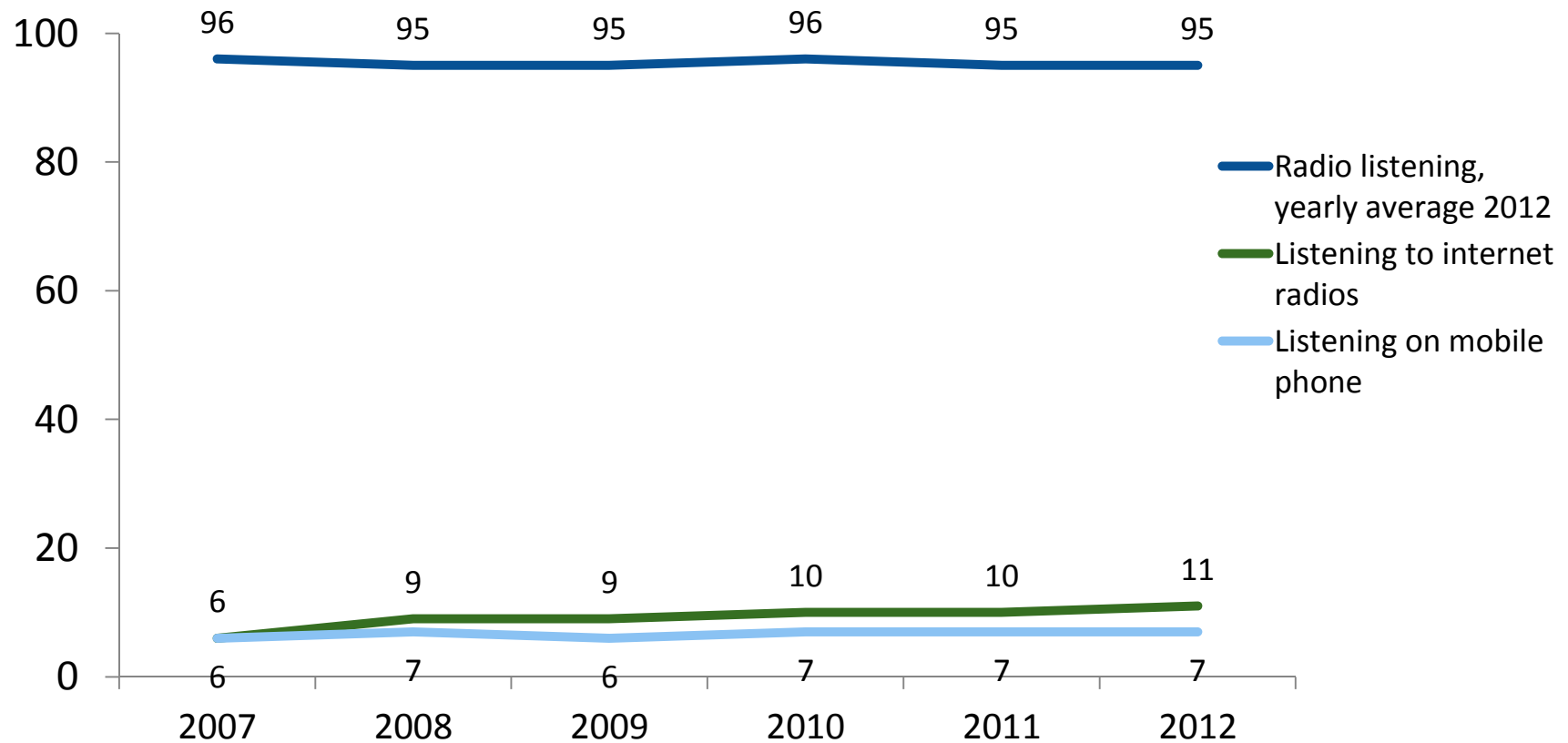
Source: Finnpanel Oy, Kansallinen Radiotutkimus

# Most listening is still to traditional FM-radio

Total population 9+ years

**Weekly reach of Spotify 10 %  
(October 2012)**

Weekly reach %



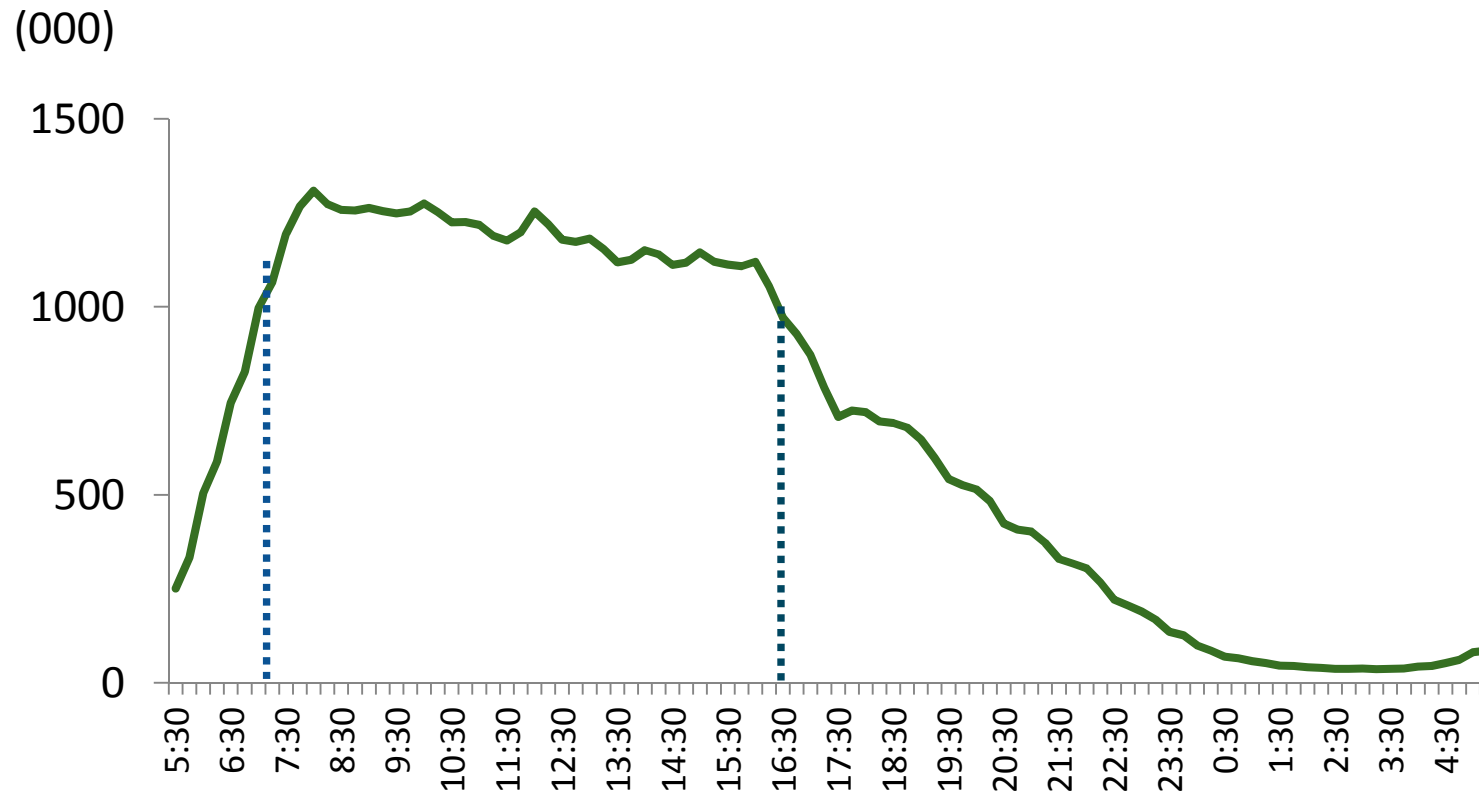
Radio in mobile: 36 % 46 % 55 % 57 % 64 % 69 %

Source: Finnpanel Oy, Kansallinen Radiotutkimus



# Listening by quarter-hours on weekdays 2012

Total population 9+ years



Radio's 'prime time' is 9 hours a day - at least a million listeners between 7:15 – 16:30.





# Content in radio on weekdays 7.15 – 16.30:

**RADIO | VÄLITUNTI 10:00-12:00 | NYT SOI: RAMSEY LEWIS FEAT. EARTH WIND & FIRE - SUN GODDESS |**

- 07.15 Aamusoitto.
- 07.45 Hartaita säveliä.
- 07.50 Aamuhartaus.
- 08.00 Yle Uutiset ja sää.
- 08.15 Ykkösaamu.
- 09.00 Yle Uutiset.
- 09.05 Muistojen bulevardi.
- 10.00 Yle Uutiset.
- 10.05 Kalle Haatanen.
- 11.00 Valkoista valoa.
- 11.45 Valomusiikkia.



09:00 - 12:00 Helsingin aamuradio

12:00 - 13:00 Junantuomat

13:00 - 15:00 Helsingin Henki

15:00 - 16:00 Paskalista



*Jokisen eväät*

- 11:03 ▶ YleX Etusivu: Etusivu pe klo 11.00
- 13:00 ▶ YleX Uutiset: Yle Uutiset pe klo 13.00
- 13:02 ▶ YleX Iltapäivä: YleX Iltapäivä pe

**Radio Aallon Iltapäivä**  
14:00-18:00  
Ellen Jokikunnas ja Akseli Ahola



**RADIOSSA NYT**  
ILTAPÄIVÄ -  
EMILIA HOWELLS

**AAMUPOJAT - ARKISIN KLO 6-10**



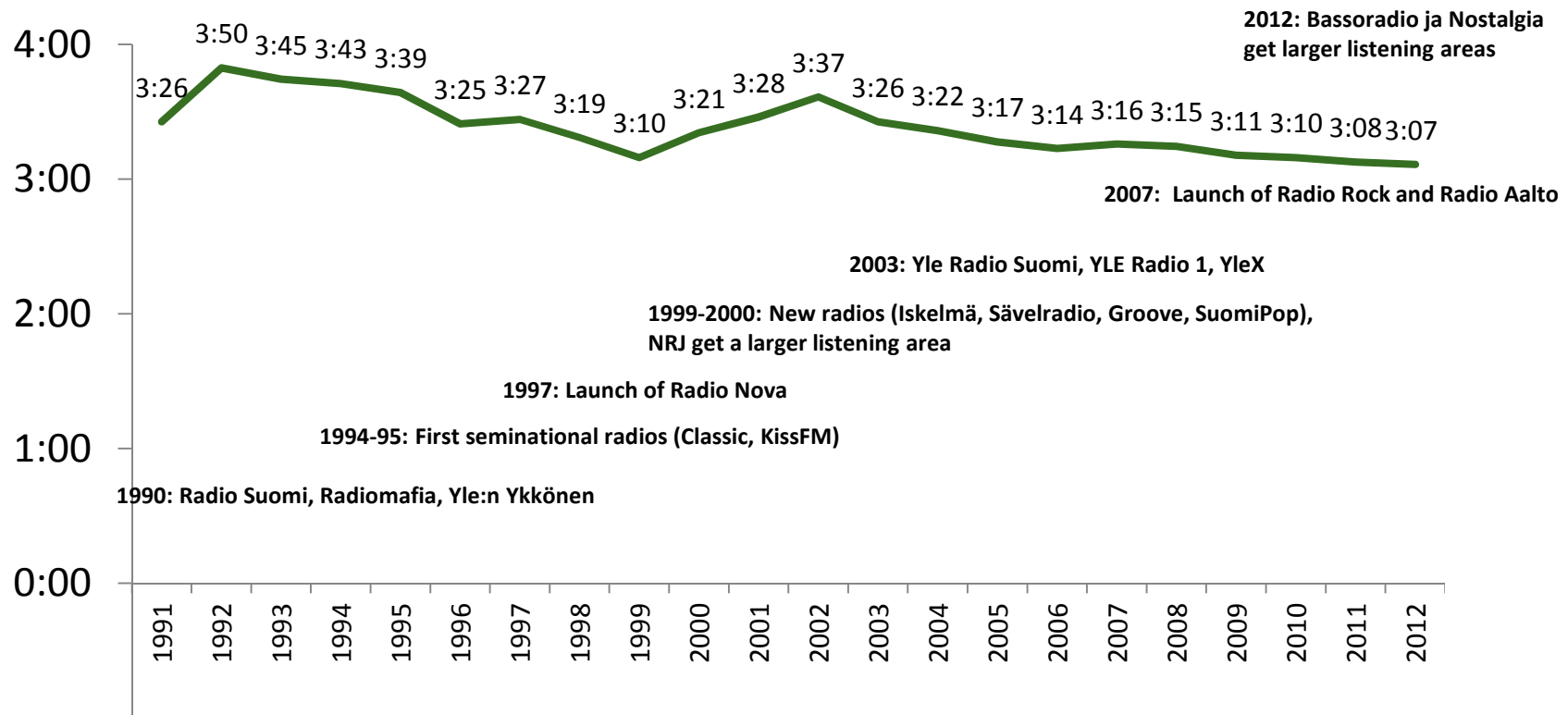
- 12.15 Maakuntaradio.
- 12.45 Merisää.
- 12.55 Suomi tänään.
- 13.00 Yle Uutiset.
- 13.03 Urheiluradio.
- 13.06 Maakuntaradio.
- 14.00 Yle Uutiset.
- 14.03 Ajantasa.

- 12.05 Puheen Päivä - Tiina Lundberg
- 12.30 Poliitikkaradio
- 13.00 Yle Uutiset
- 13.02 Ali ja Husu
- 14.00 Yle Uutiset
- 14.03 Puheen Iltapäivä - Salla Vuolteenaho

# Daily listening time during 1991-2012

Total population 9+ years

hours:min



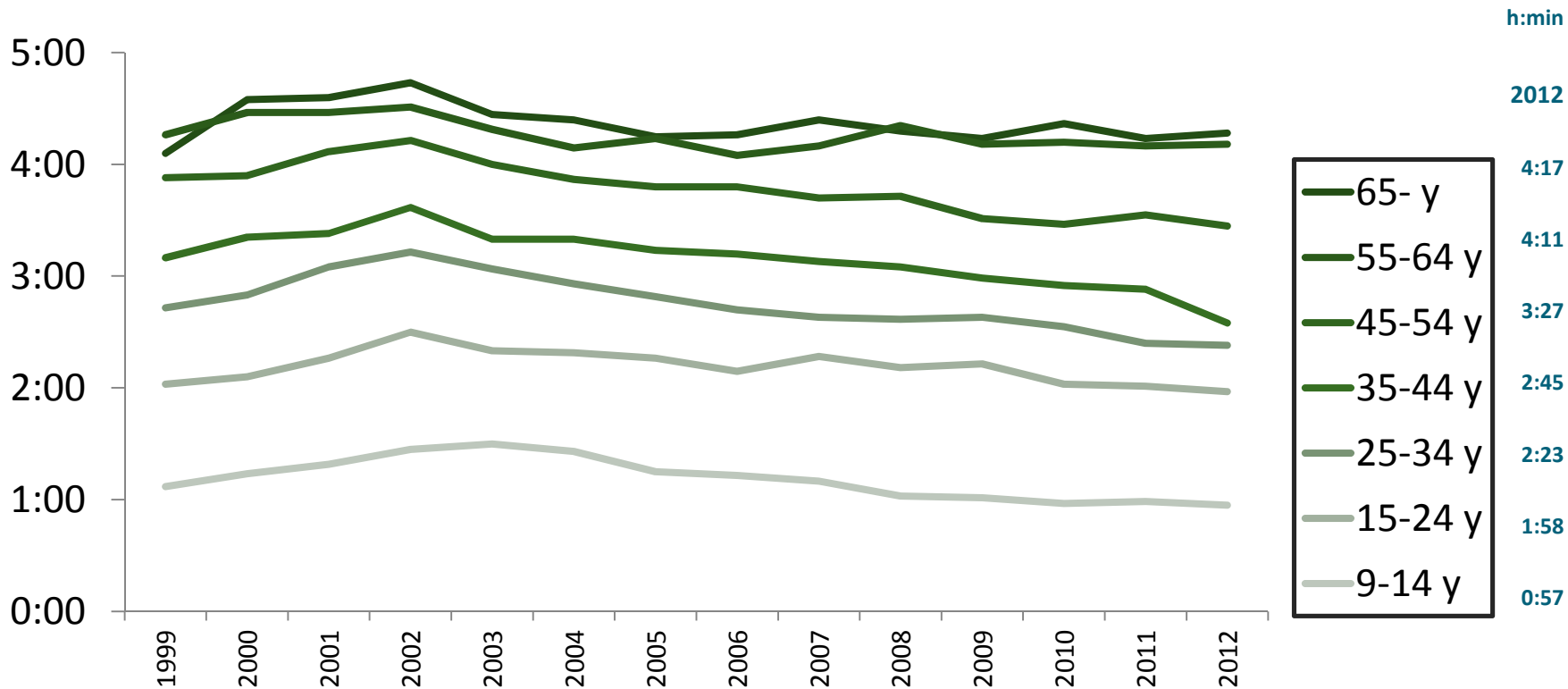
Source: Finnpanel Oy, Kansallinen Radiotutkimus



# Daily listening time during 1999-2012

By age group

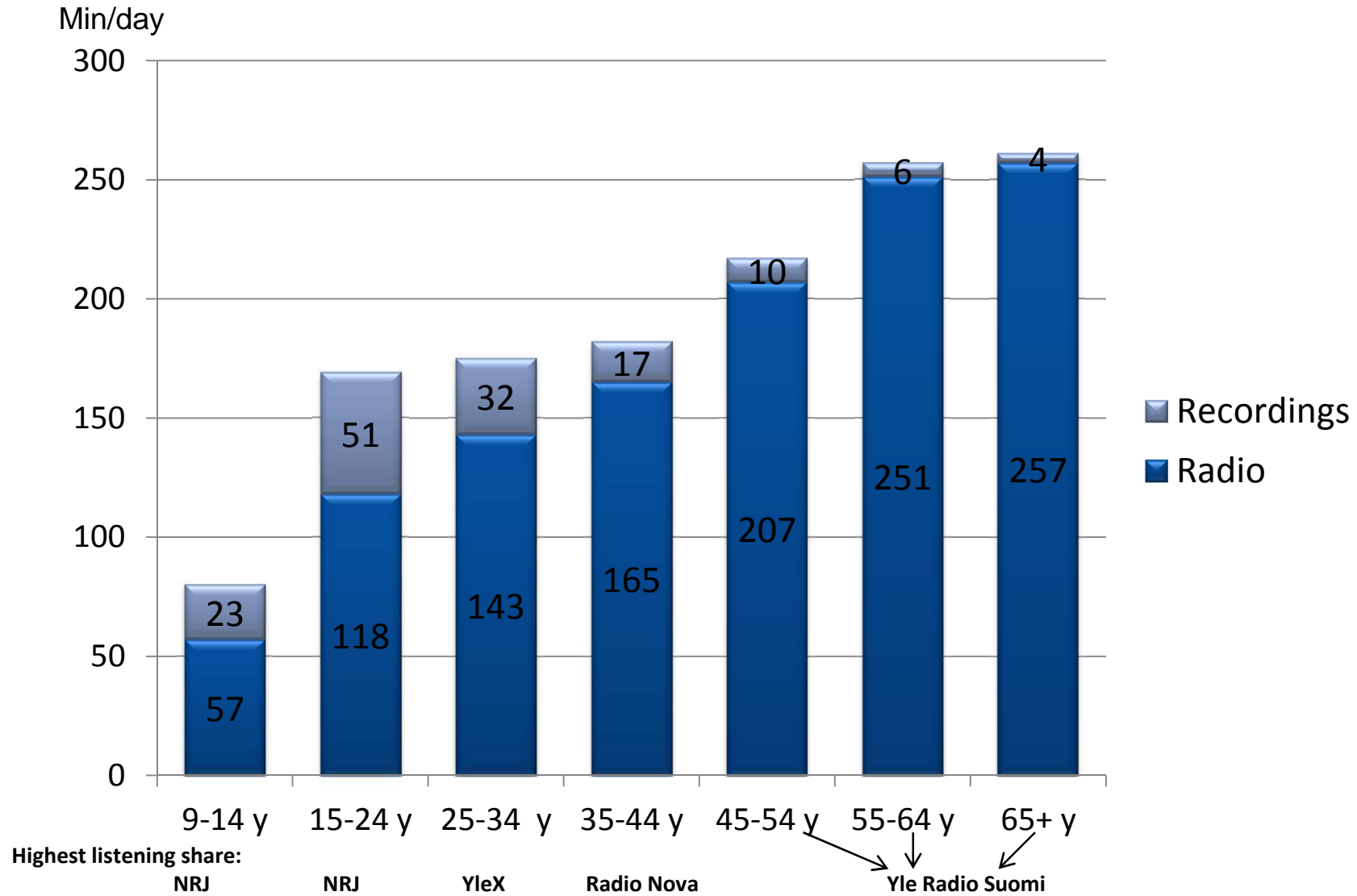
hours:min



Source: Finnpanel Oy, Kansallinen Radiotutkimus



# Recordings add up to 9 % of total listening time in 2012



Lähde: Finnpanel Oy, Kansallinen Radiotutkimus