

Radio Listening in Finland 2014

Opening of the event

Marja Keskitalo, Yleisradio

Stefan Möller, RadioMedia

Radio listening in 2013

Lena Sandell, Finnpanel

Radio in the future

Anne Achte, Yleisradio

The Missing Millions

Radio: The ROI Multiplier

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Radio listening in Finland 2013

- On average 6 radios in Finnish households.
- 3,7 million daily listeners (9+).
- Daily listening time 3 hours and 3 minutes
- Lots of radios to choose from – in average about 20 FM radios and thousands of internet options



News with regards to radio in Finland in 2013 ...

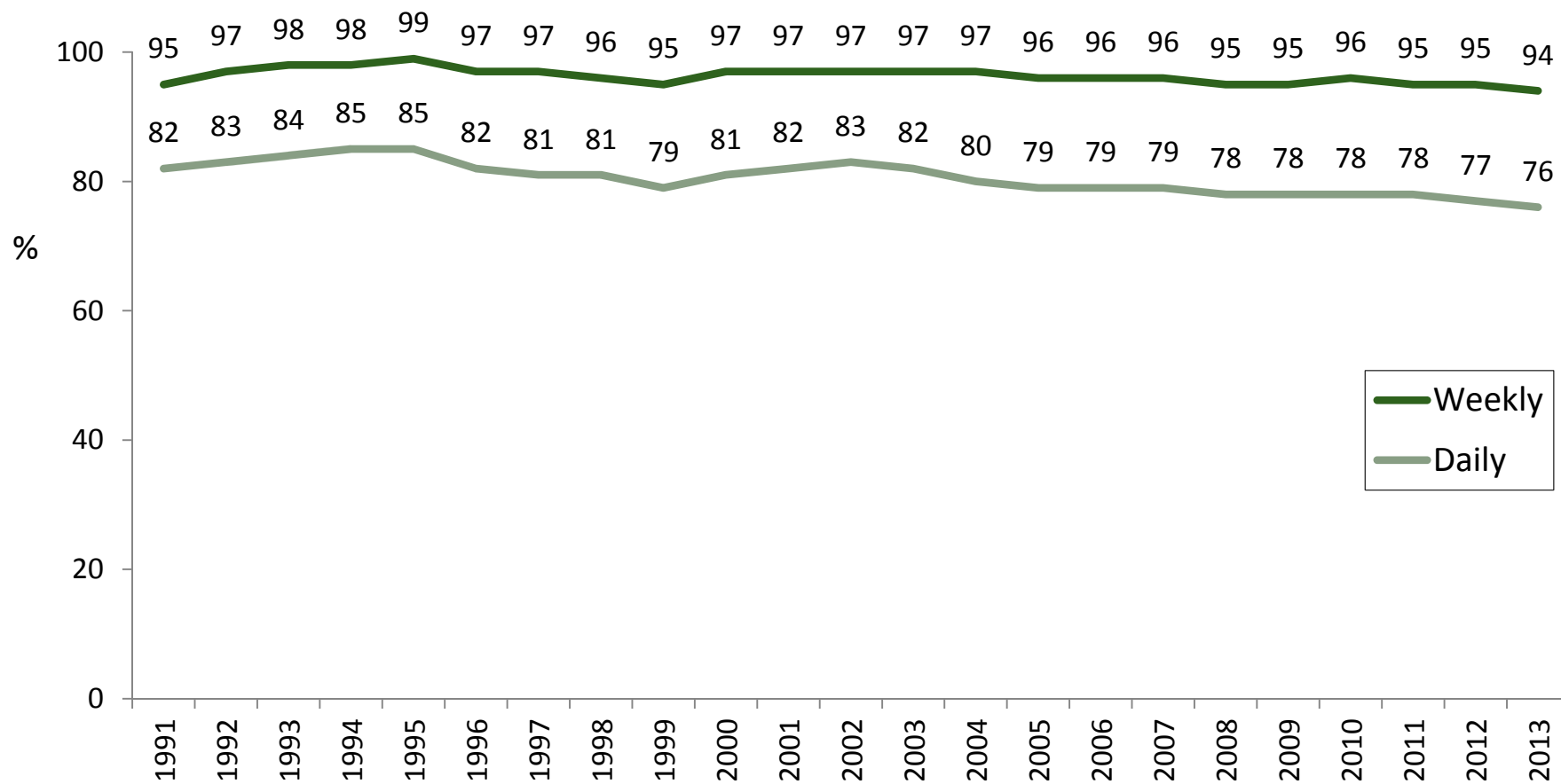
13.12.2012	Jaajo and Aamulypsy returned to SuomiPop
17.12.2012	Iskelmä, The Voice, Radio Citys and Radio Pooki bought by Discovery
14.2.2013	NRJ snaffles radioawards
11.3.2013	Radio City – Pikkupojat is the best radio ad in 2012
19.4.2013	New licenses, new radio stations
23.5.2013	Eurovision song contest winner was last years radio hit
29.5.2013	New frequencies for radio
11.6.2013	Chisu last years radio star
16.8.2013	Larger coverage for private radios
12.9.2013	Sanoma News sells business and brand of Radio Helsinki
17.10.2013	Radio advertising increased in September
31.10.2013	Ministry of communication grants 15 new radio licenses
6.11.2013	New national radio channel Loop launched
14.11.2013	Bassoradio starts new childrenprogram
3.12.2013	Renewal of The Voices morning show

The National Radio Survey (KRT)

- Population: 9+ aged Finnish and Swedish speaking people
- 20 regional diaries
 - Preprinted channel lists
- Ongoing 7-days survey
- Monthly sample of ca 1500 persons
 - 2013 yearly national sample: 18.285 persons 9+
- Subscribers: Yleisradio Oy, RadioMedia and MTL (Media agencies)
 - Almost all Finnish radio stations are part of the subscriber pool



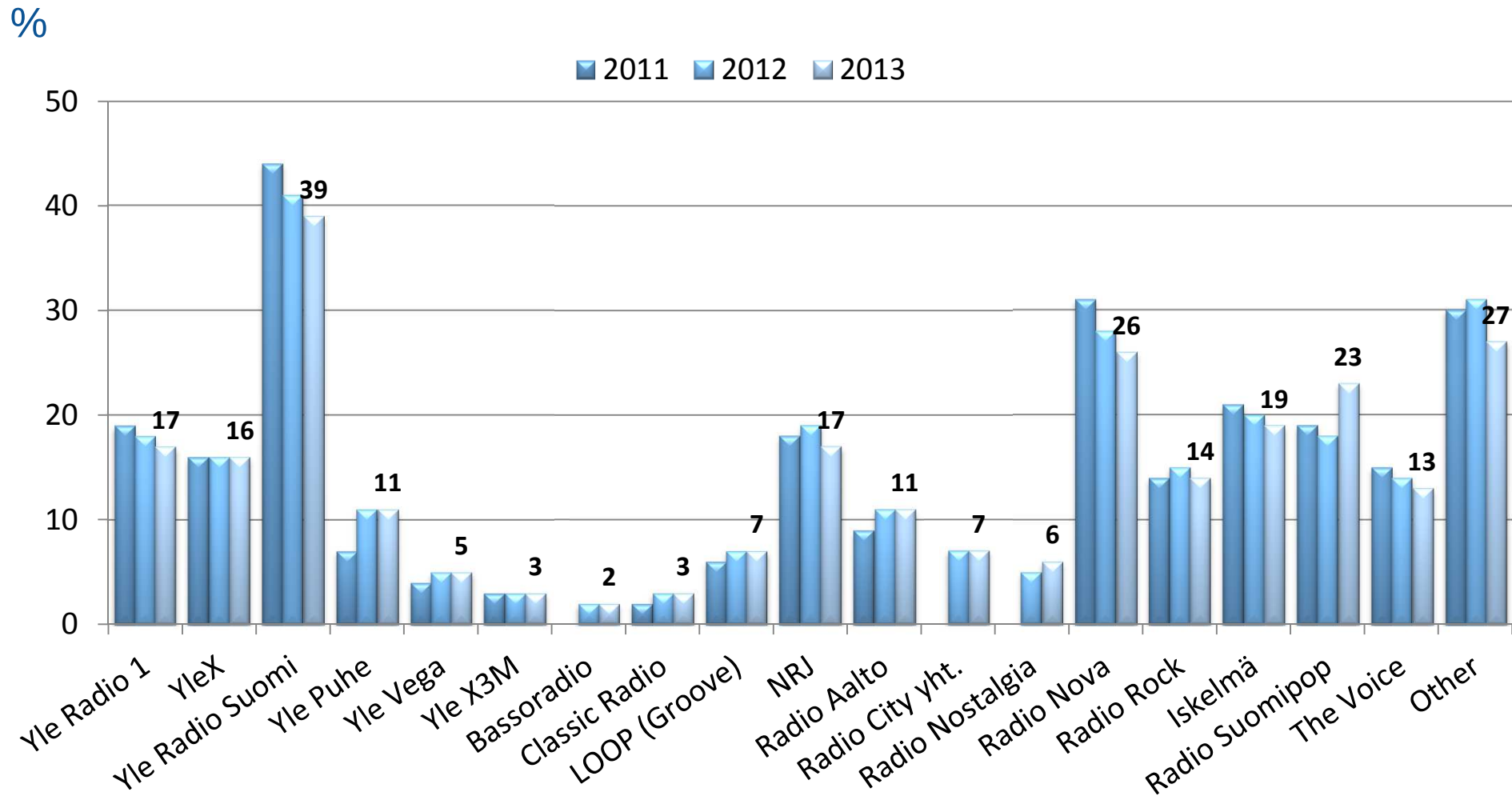
Daily and weekly reach during 1991-2013



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



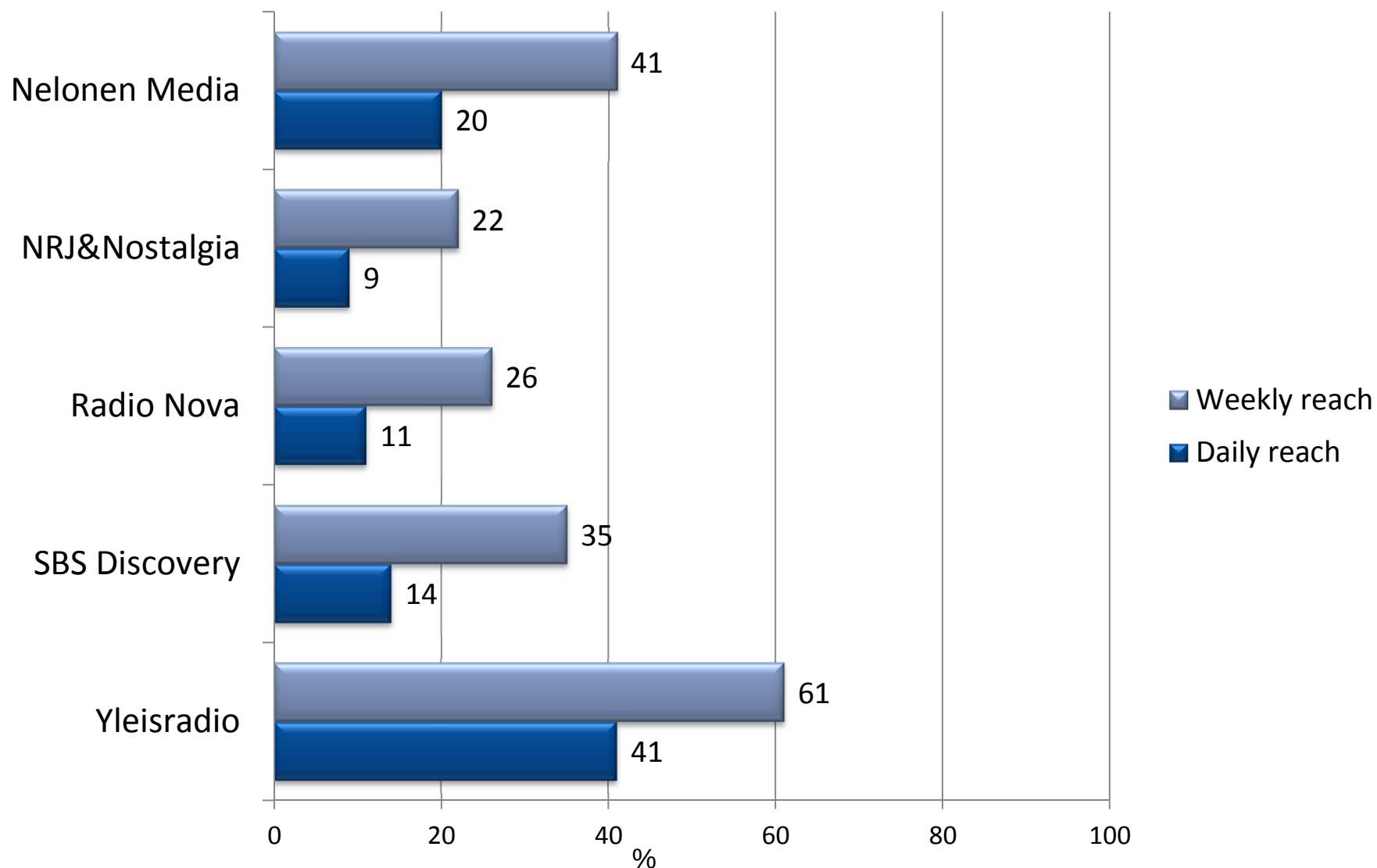
Weekly reach for radio stations 2011-2013



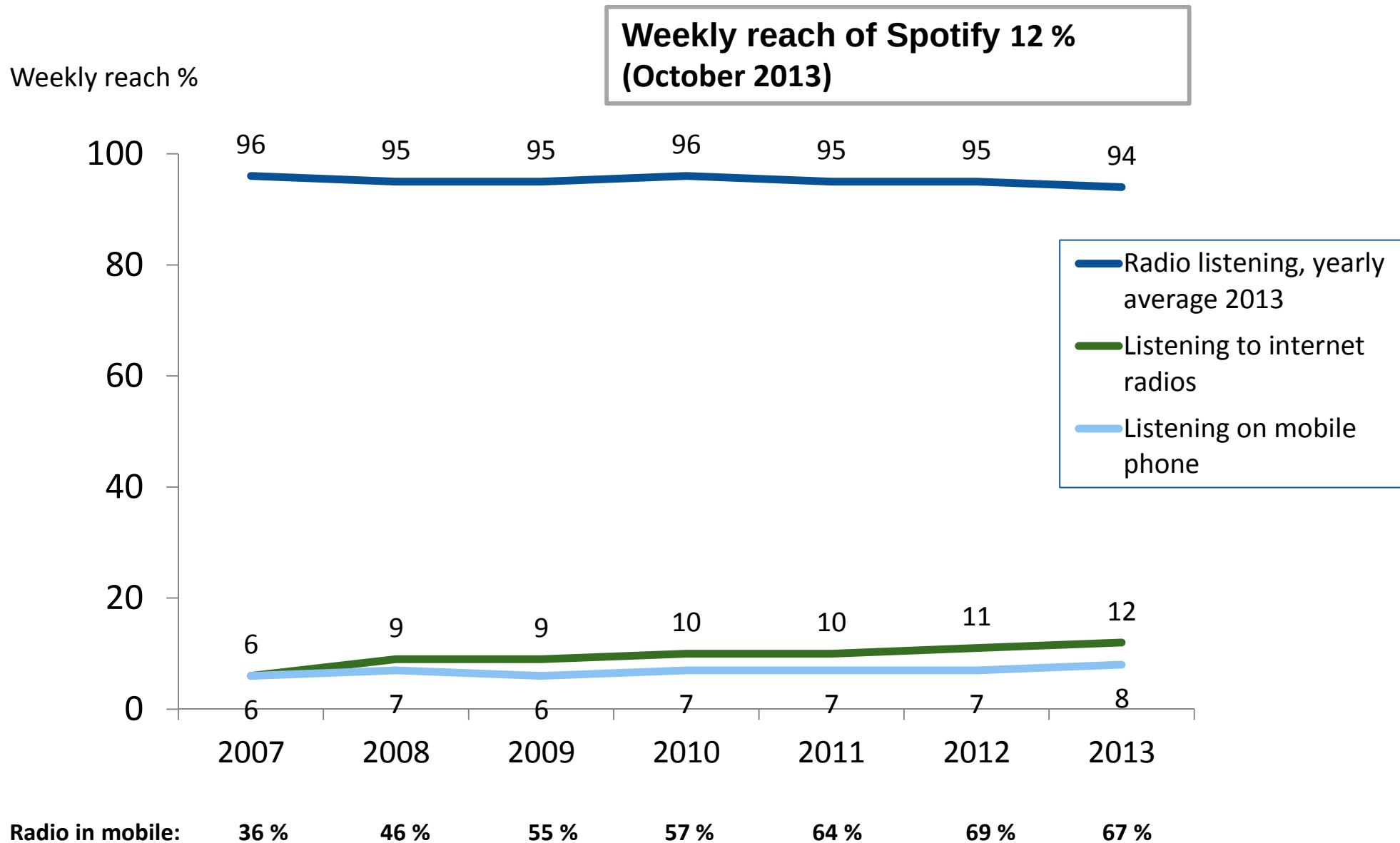
Reach = listened to at least one quarter-hour during the week



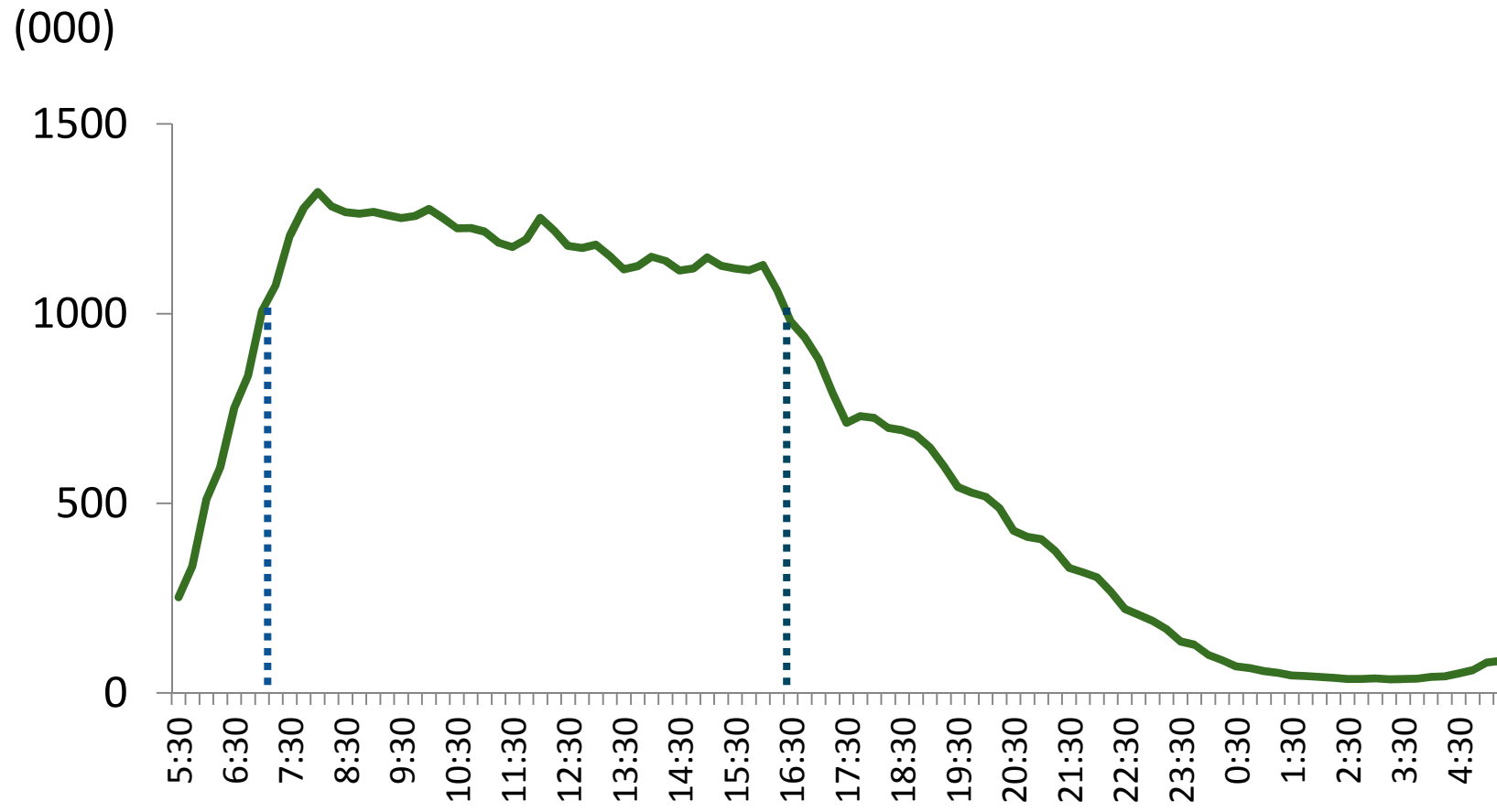
Major part of radio listening to five radio broadcasters



Most listening is still to traditional FM-radio



Listening by quarter-hours on weekdays 2013



Radio's 'prime time' is 9 hours and 30 minutes a day - at least a million listeners between 7:00 – 16:30



Radios most listened quarter-hour is 8.00-8.15

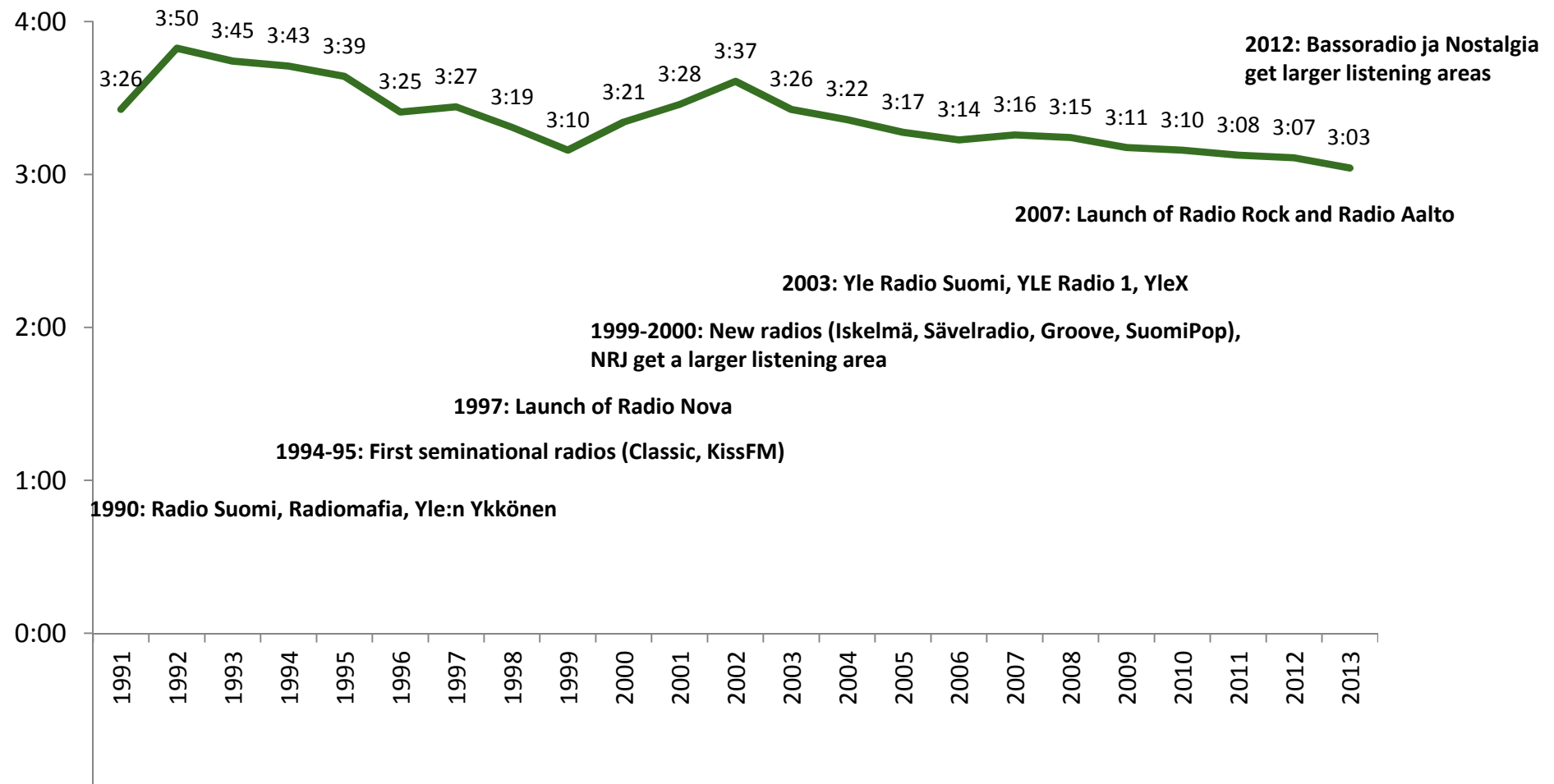


Aamulypsy
Arkisin klo 6-10



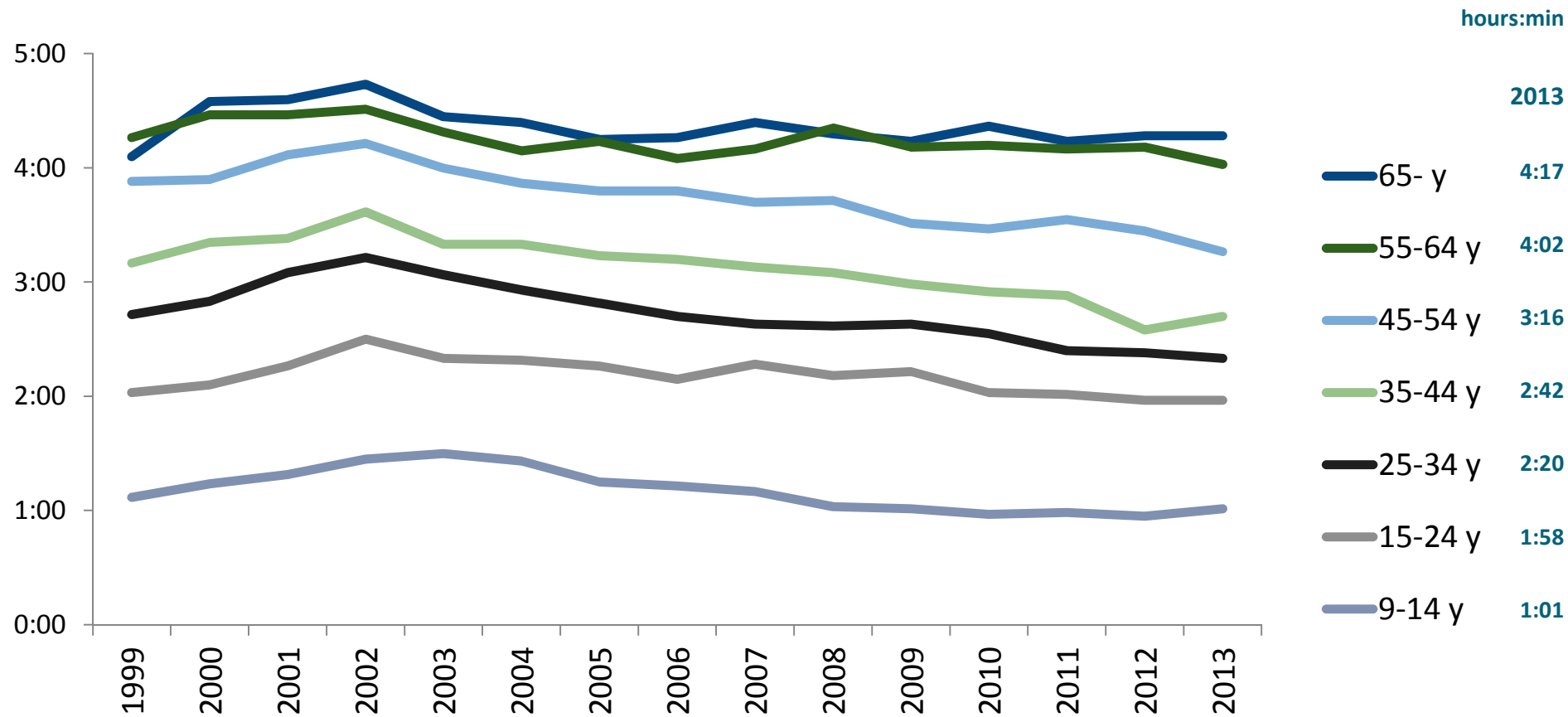
Daily listening time during 1991-2013

hours:min

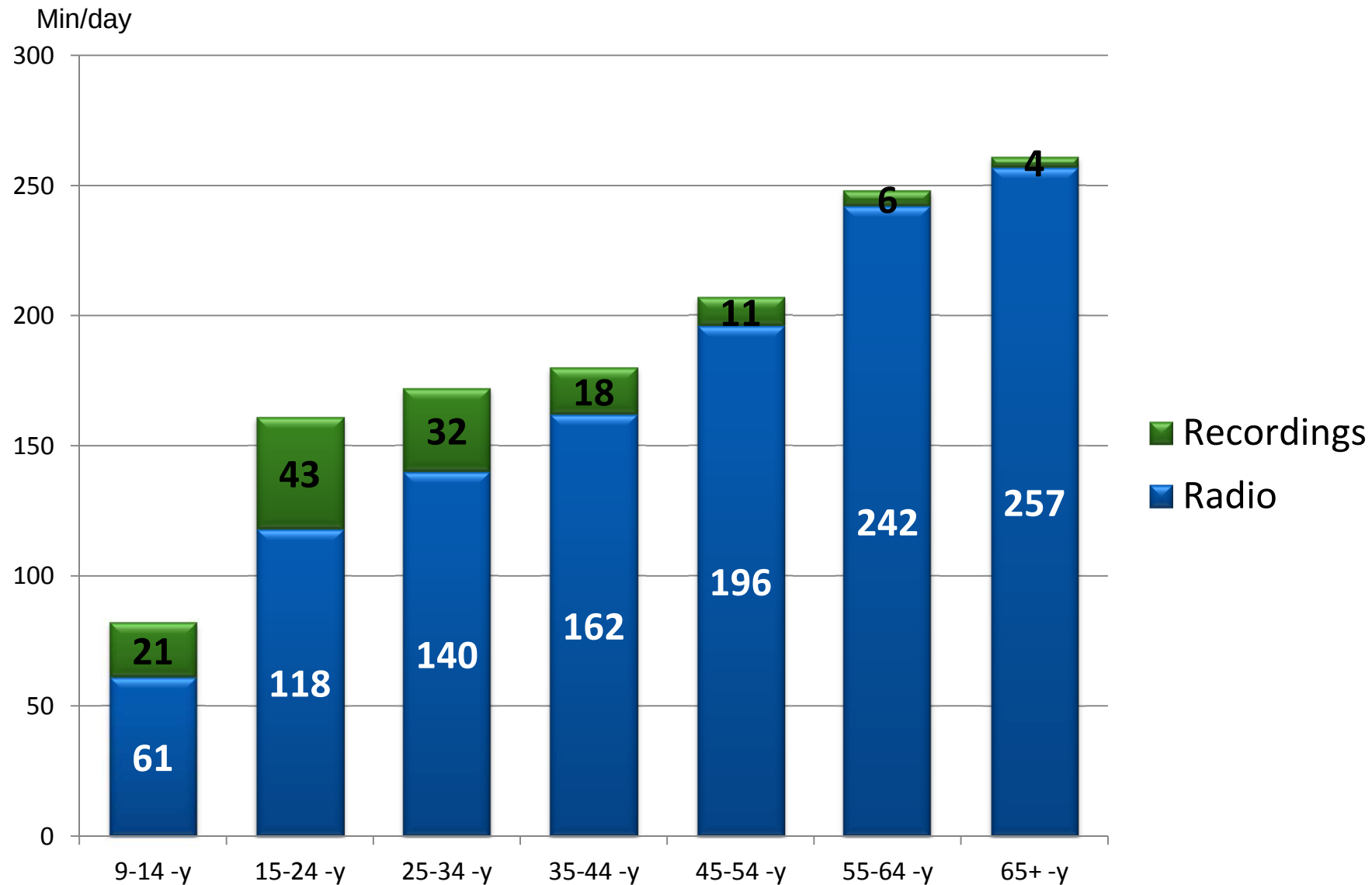


Daily listening time during 1999-2013

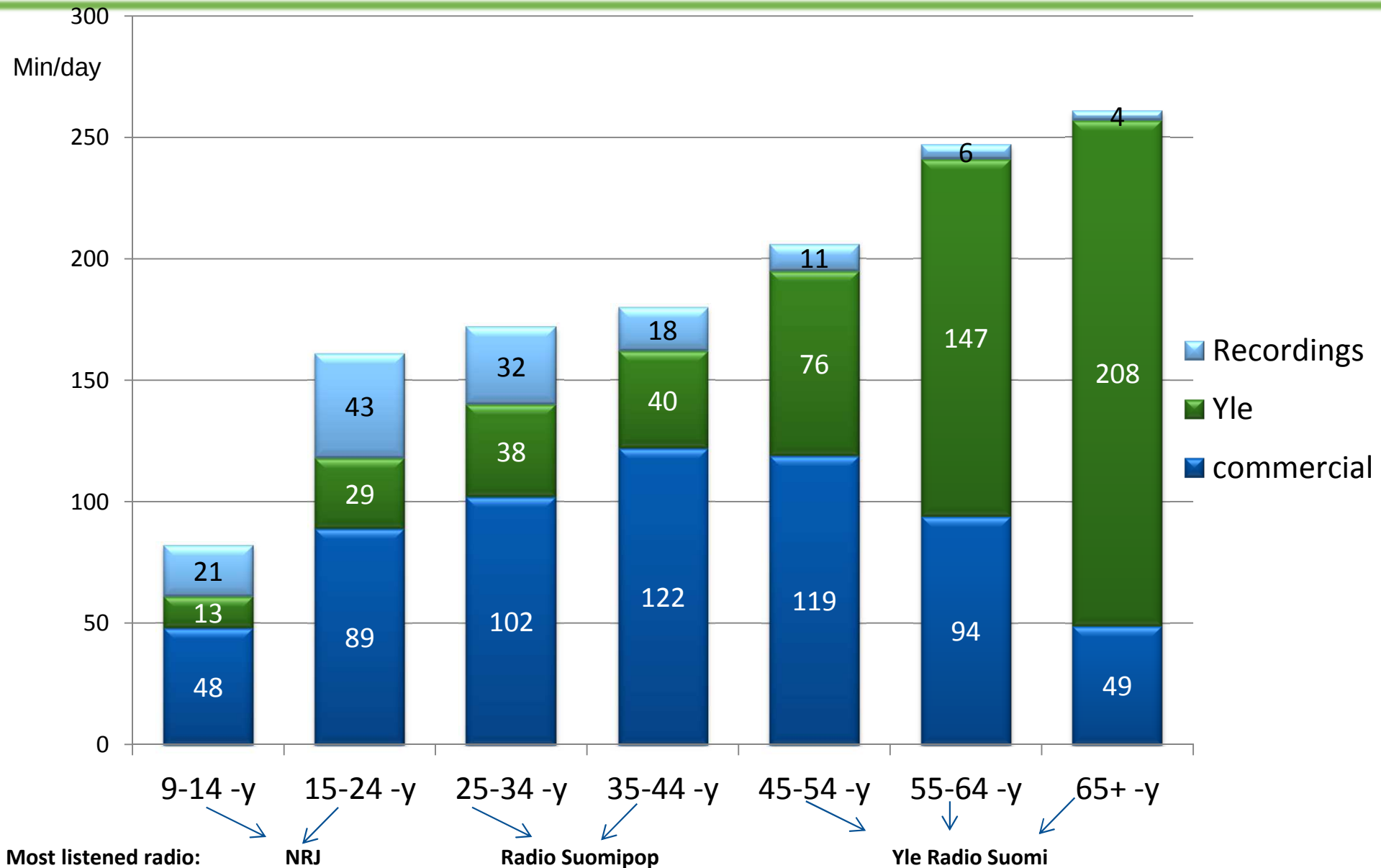
Hours:min



Recordings add up to 9 % of total listening time in 2013

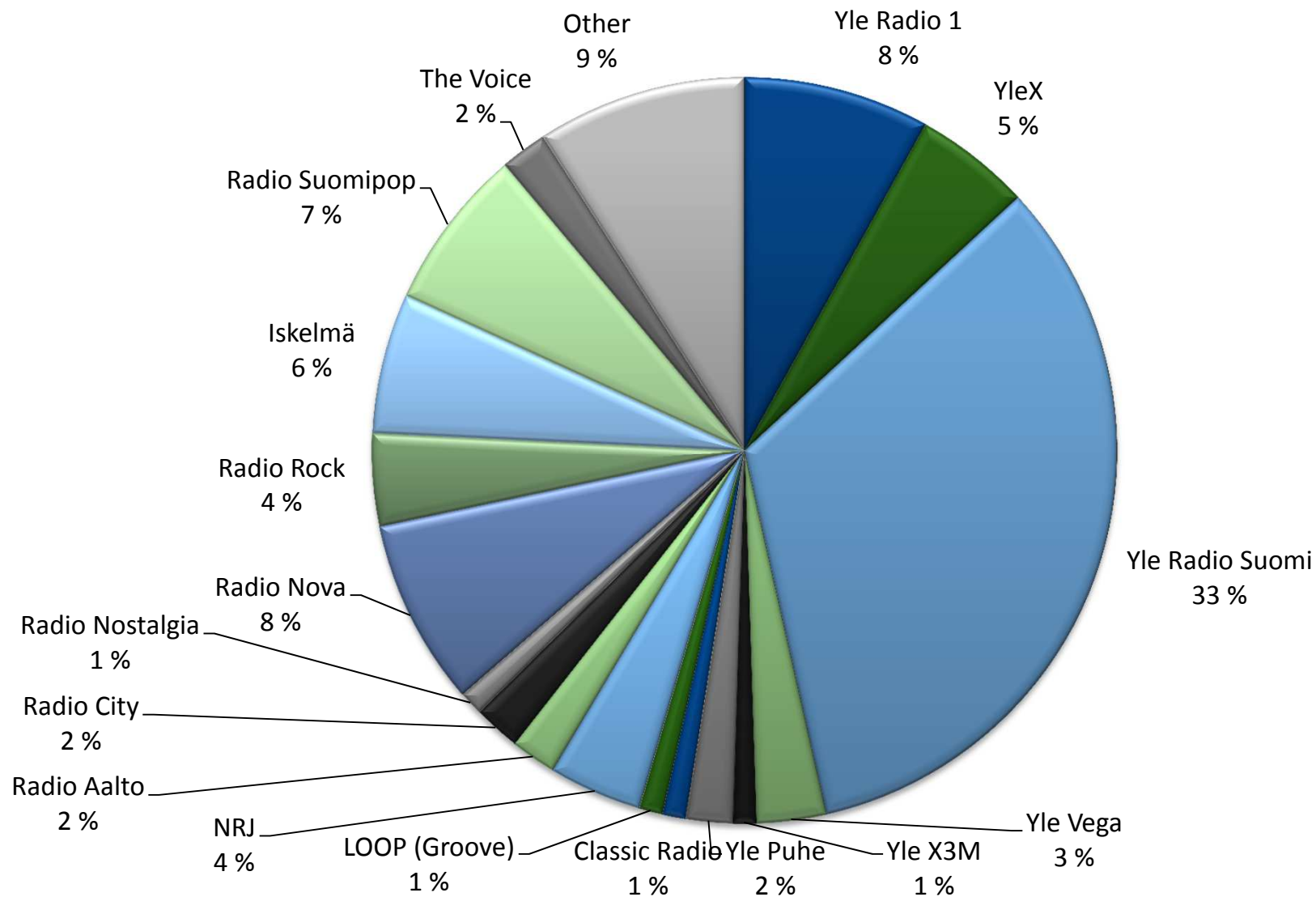


Young people prefer the commercial radio, older people listen to Yle channels



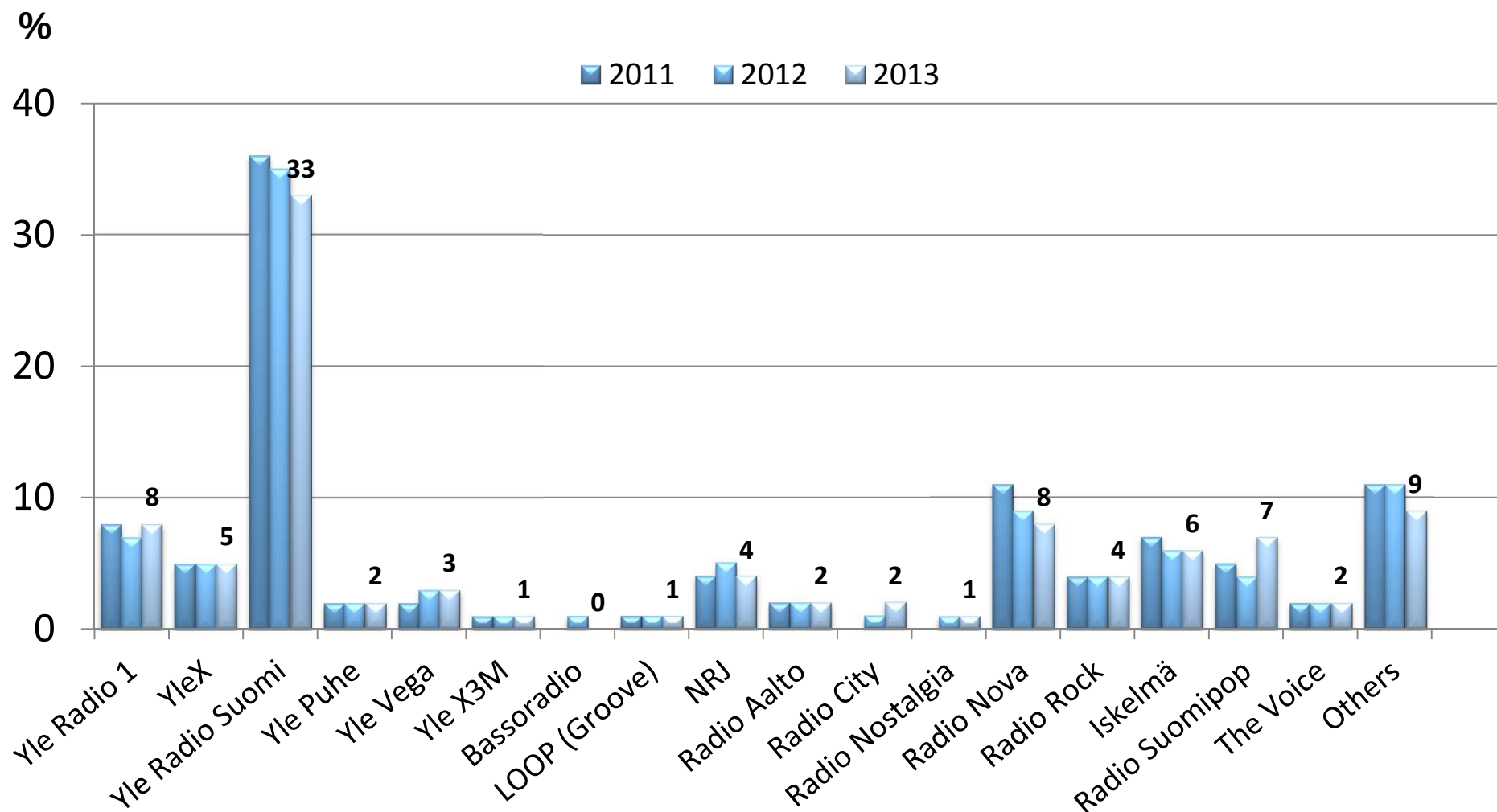
Channel shares in 2013

(% of all radio listening minutes on an average day)

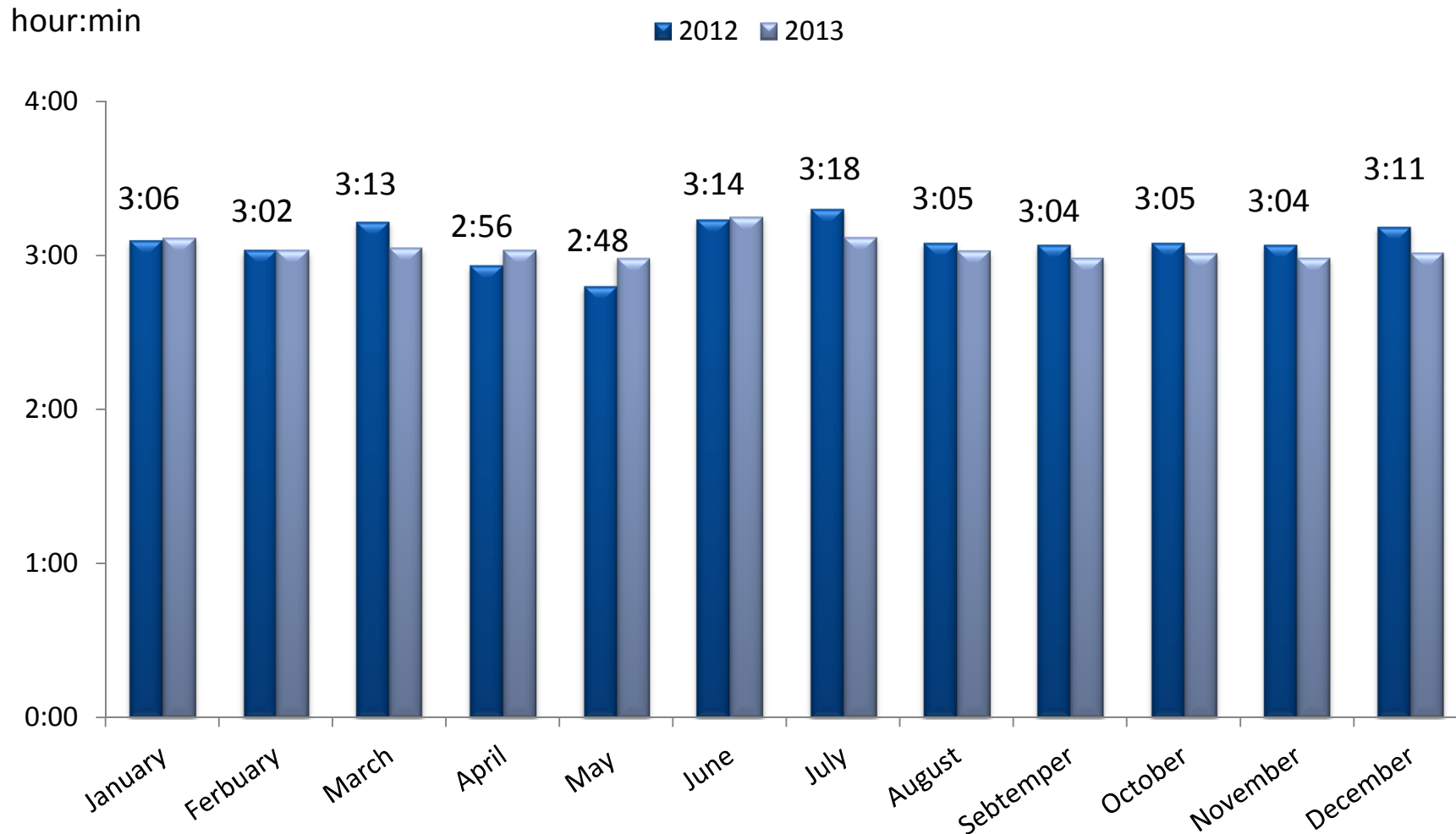


Channel shares in 2011-2013

(% of all radio listening minutes on an average day)

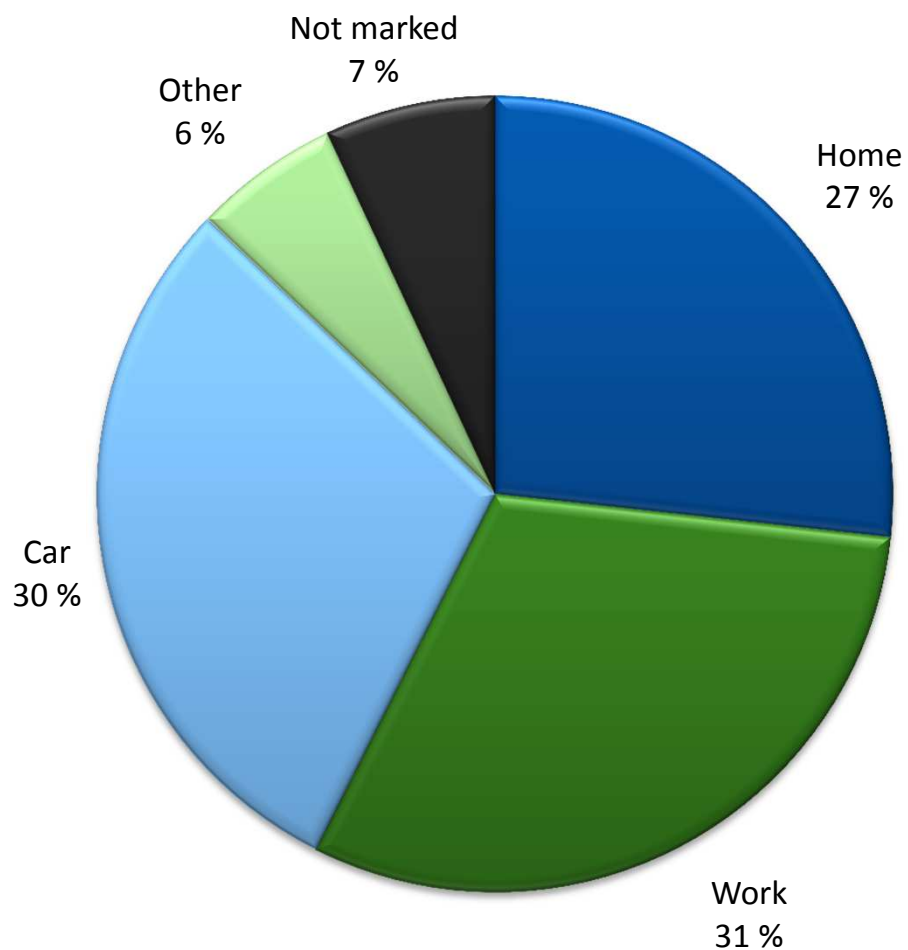


Average daily listening time by month

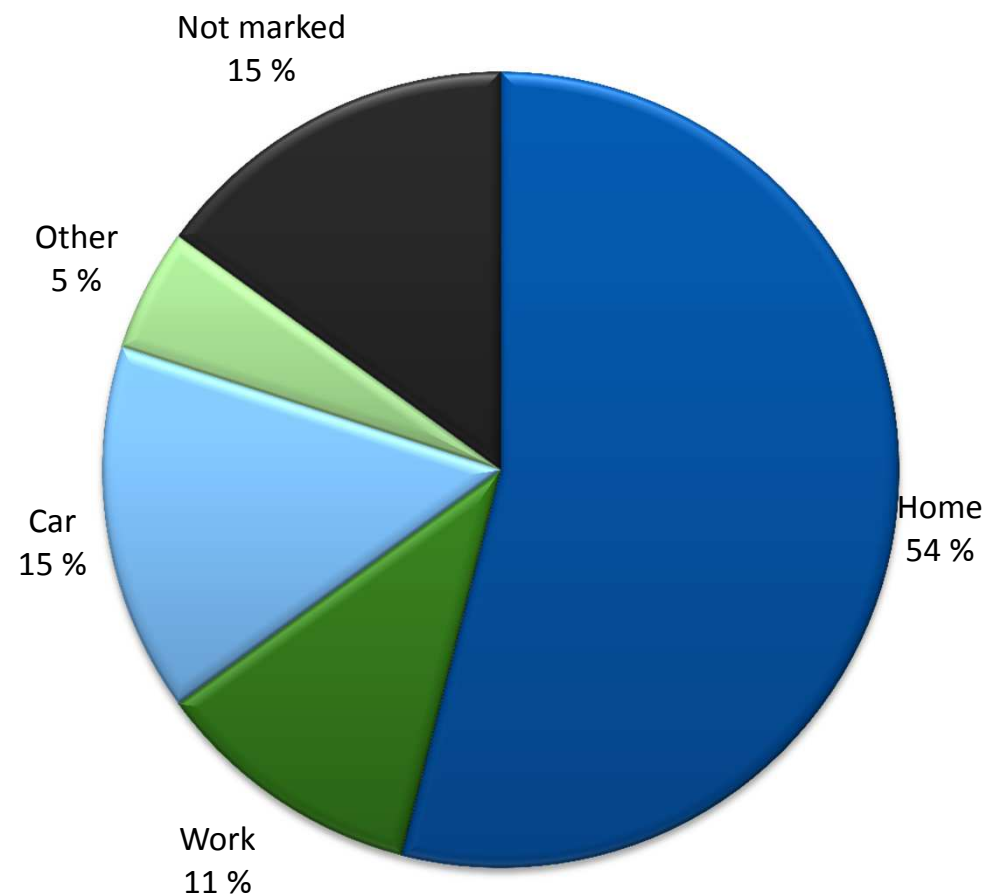


Radio listening places in 2013

Age 9-45 years



Age 45+



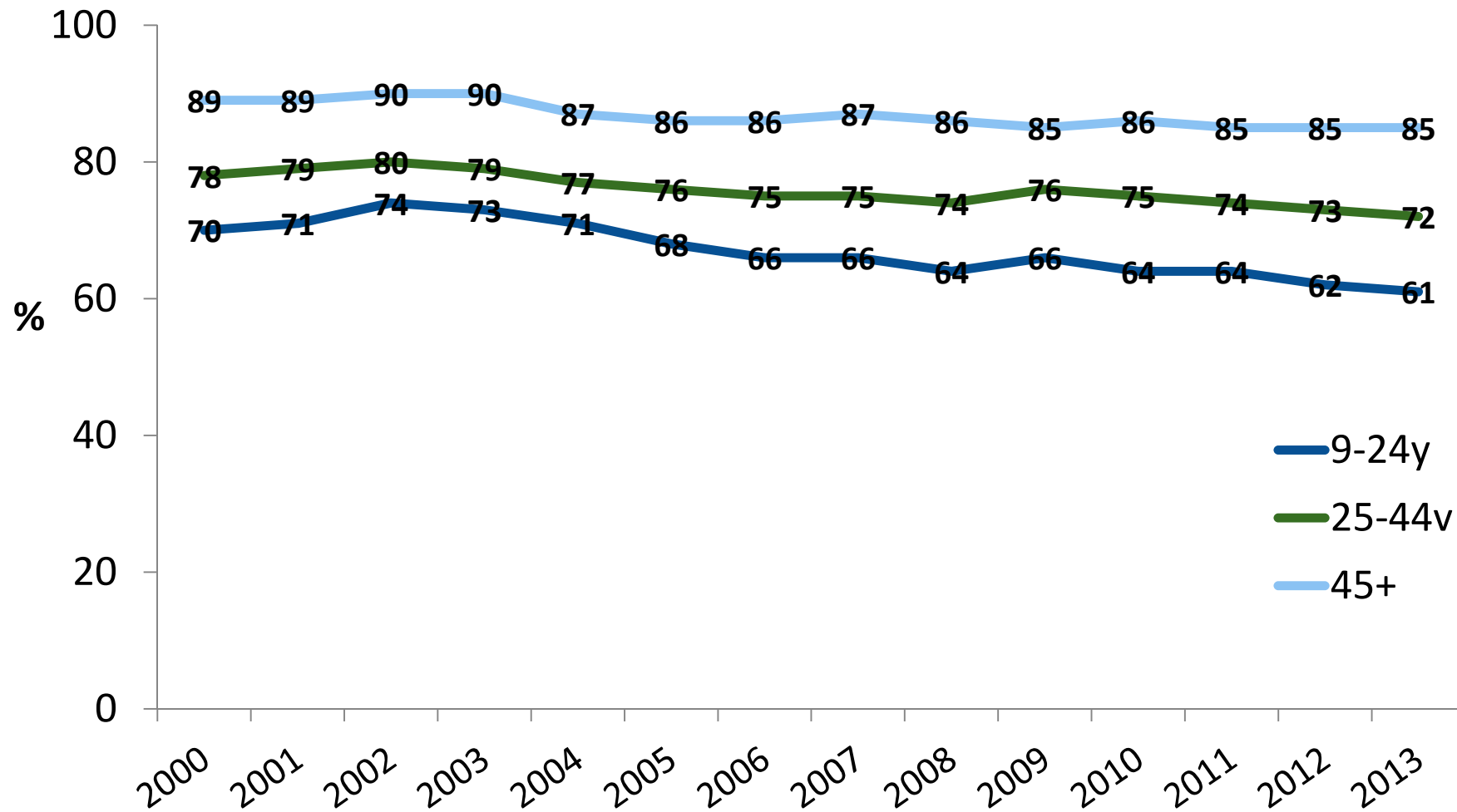
Radio listening figures in 2003 and 2013

	2003	2013
Daily listening time	3:26	3:03
Average number of radios in households	4*	6
Weekly reach	97 %	94 %
Daily reach	82 %	76 %
Most listened quarter-hour on workdays (8-8.15)	1 365 000	1 320 000
Share of car listening	18 %	20 %
Number of daily listened stations	1,5	1,6
Number of weekly listened stations	2,7	2,9

Source: Finnpanel Oy, Kansallinen Radiotutkimus and TV households in Finland 2000* survey

Daily reach in age groups

In years 2000-2013

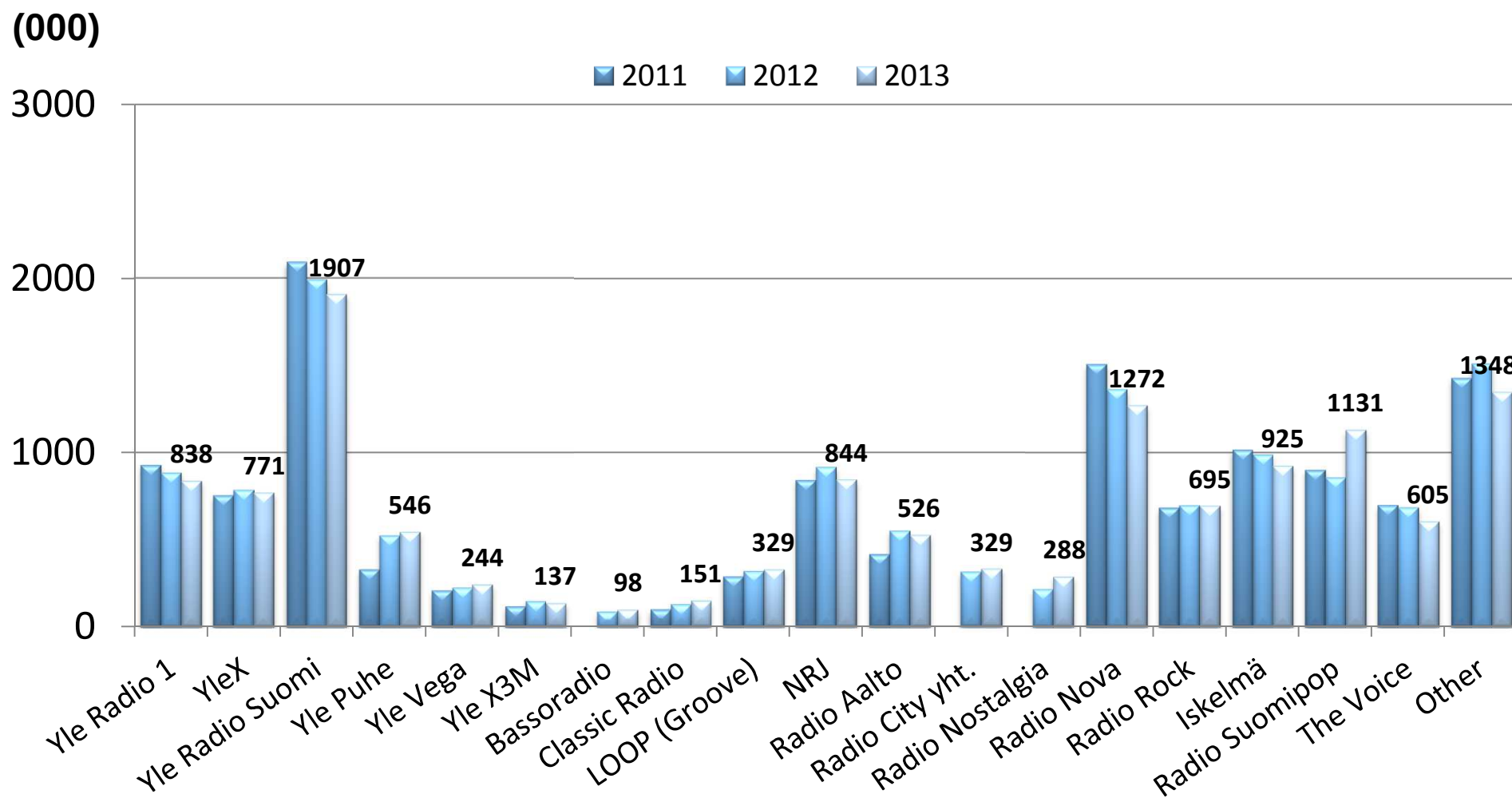


Reach = listened to at least one quarter-hour during the week



Weekly reach for radio stations 2011-2013

Total population, 9+ years



Weekly reach by age groups 2013

(000)	Kaikki 9+	9-14 y	15-24 y	25-34 y	35-44 y	45-54 y	55-64 y	65- y
Radio total	4581	304	607	629	624	716	738	963
Yle total	2957	133	290	328	301	443	584	879
Private radio total	3660	284	561	581	579	635	540	479
Yle Radio 1	838	29	34	38	57	97	183	400
YleX	771	65	190	208	106	91	60	52
Yle Radio Suomi	1907	53	88	113	159	328	475	690
Yle Puhe	546	23	35	57	71	100	105	155
Yle Vega	244	11	15	16	24	36	50	93
Yle X3M	137	11	30	24	17	21	18	16
Bassoradio	98	5	30	28	16	11	4	3
Classic Radio	151	6	10	9	21	26	31	47
LOOP (Groove)	329	23	53	48	60	76	45	24
NRJ	844	130	282	165	120	107	27	13
Radio Aalto	526	47	86	93	113	105	51	31
Radio City	329	18	54	71	79	54	29	23
Radio Nostalgia	288	12	24	27	38	70	75	43
Radio Nova	1272	103	165	171	228	287	198	119
Radio Rock	695	33	137	200	165	98	42	20
Iskelmä	925	54	85	87	123	208	213	154
Radio Suomipop	1131	96	201	216	243	231	110	34
The Voice	605	85	146	123	101	93	40	16
Other	1348	78	165	190	179	231	240	265

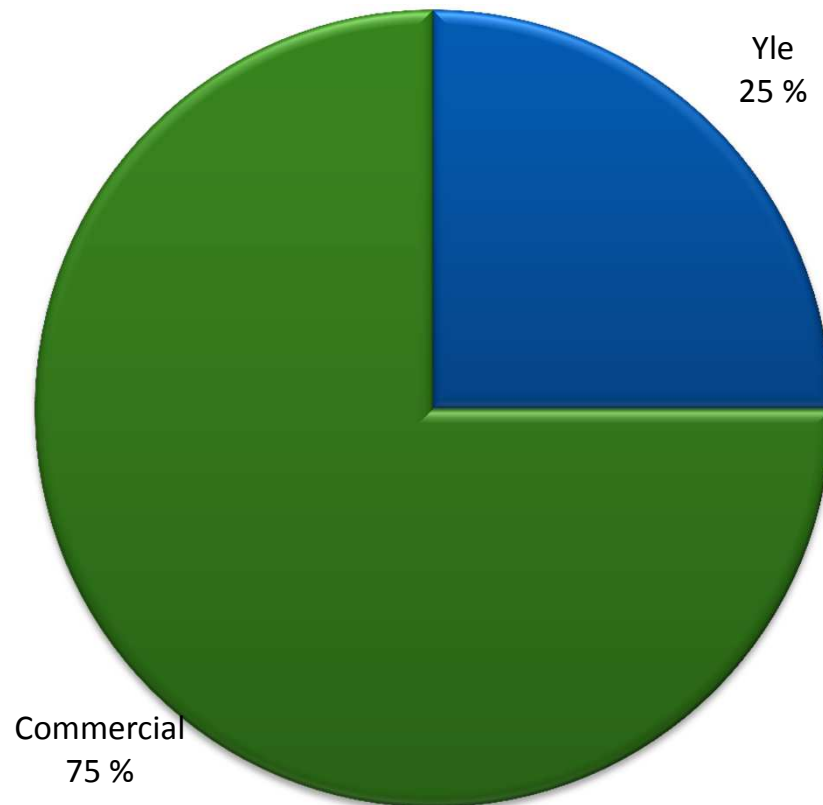
Source: Finnpanel Oy, Kansallinen Radiotutkimus



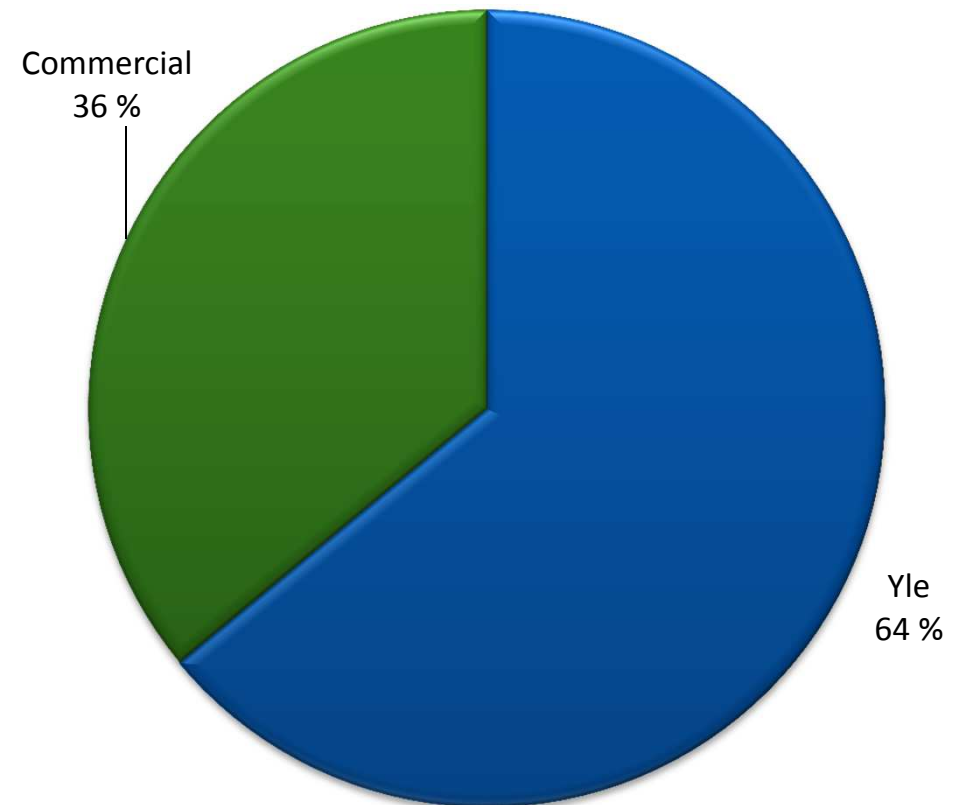
Channel shares in 2013

(% of all radio listening minutes on an average day)

Age 9-45 years



Age 45+



Channel shares by age groups in 2013

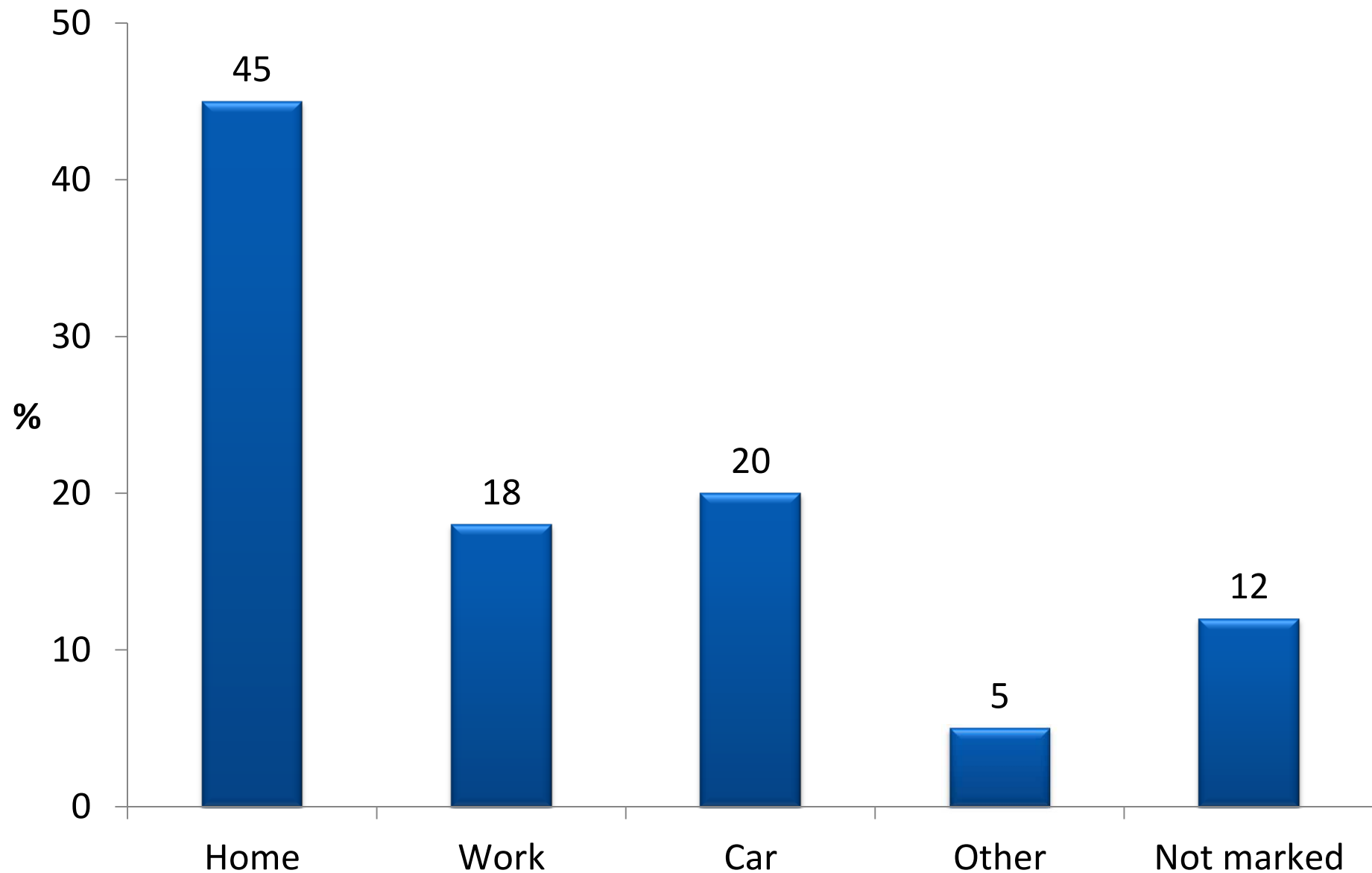
	Total 9+	9-14 y	15-24 y	25-34 y	35-44 y	45-54 y	55-64 y	65- y
%								
Radio total	100	100	100	100	100	100	100	100
Yle total	51	21	25	27	25	39	61	81
Privateradio total	49	79	75	73	75	61	39	19
Yle Radio 1	8	3	1	1	2	3	7	17
YleX	5	9	16	15	6	3	1	0
Yle Radio Suomi	33	6	4	6	12	28	47	56
Yle Puhe	2	2	1	2	3	2	3	3
Yle Vega	3	1	0	1	1	1	3	5
Yle X3M	1	1	3	2	1	1	0	0
Bassoradio	0	0	2	1	0	0	0	0
Classic Radio	1	0	0	0	1	1	1	1
LOOP (Groove)	1	2	2	2	2	2	1	0
NRJ	4	23	21	8	5	3	0	0
Radio Aalto	2	4	2	4	5	3	1	0
Radio City	2	1	2	4	4	2	1	0
Radio Nostalgia	1	1	1	1	1	2	3	1
Radio Nova	8	13	9	10	14	14	8	3
Radio Rock	4	2	10	12	11	3	1	0
Iskelmä	6	6	3	4	6	10	9	4
Radio Suomipop	7	11	13	15	15	11	3	1
The Voice	2	8	5	4	3	2	1	0
Other	9	8	7	9	9	8	12	10

Source: Finnpanel Oy, Kansallinen Radiotutkimus



Share by listening place in 2013

Total population, 9+ years



Listening on weekdays by age groups in 2013

