

Radio Listening in Finland 28.1.2015

Welcome!

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Radio Listening in Finland 2014

Toimitusjohtaja Lena Sandell, Finnpanel Oy

Bigger Radio: Breaking Out of the Box

Alison Winter, Head of Audiences

BBC Radio & Music



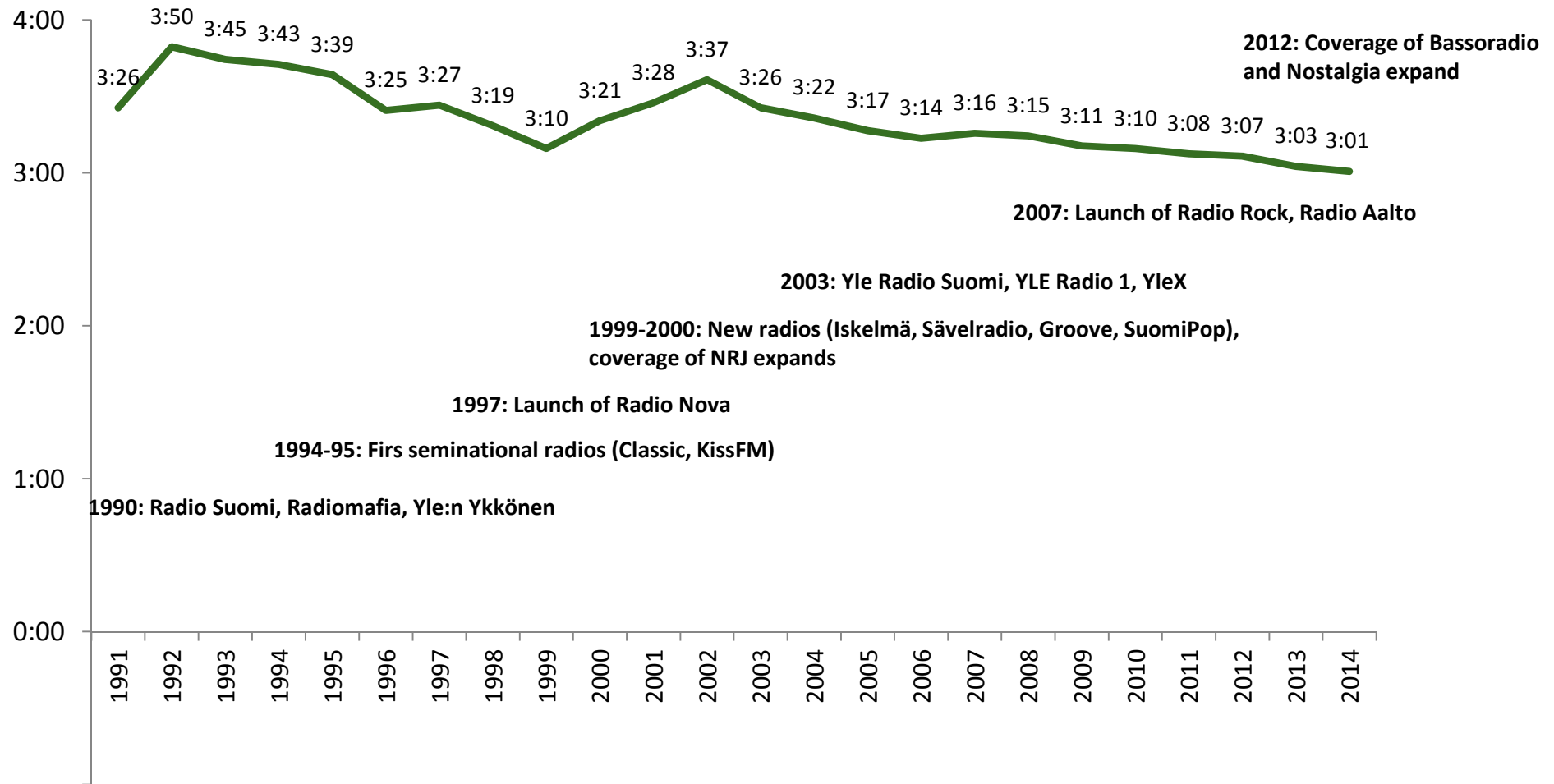
Radio Listening in Finland 2014

- On average 6 radio sets in Finnish households.
- 3,7 daily listeners (9+).
- Daily listening time 3 hours (3:01).
- Lots of radios to choose from – in average 20 FM radios and thousands of internet options
- Radio listeners have their own important favourite channels. On average the Finns listen to 1-2 channels during one day.

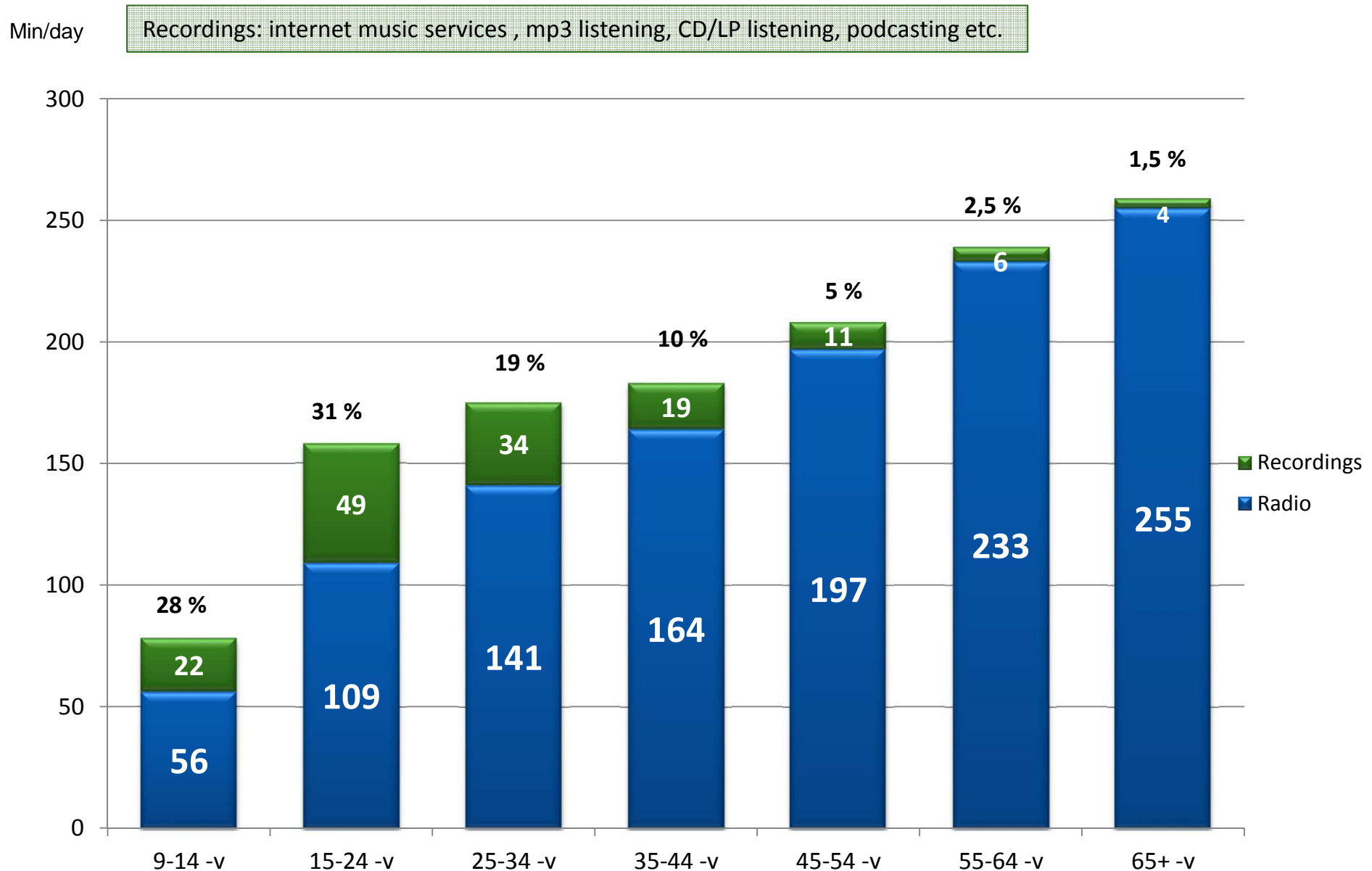


Daily listening time during 1991-2014

h:min



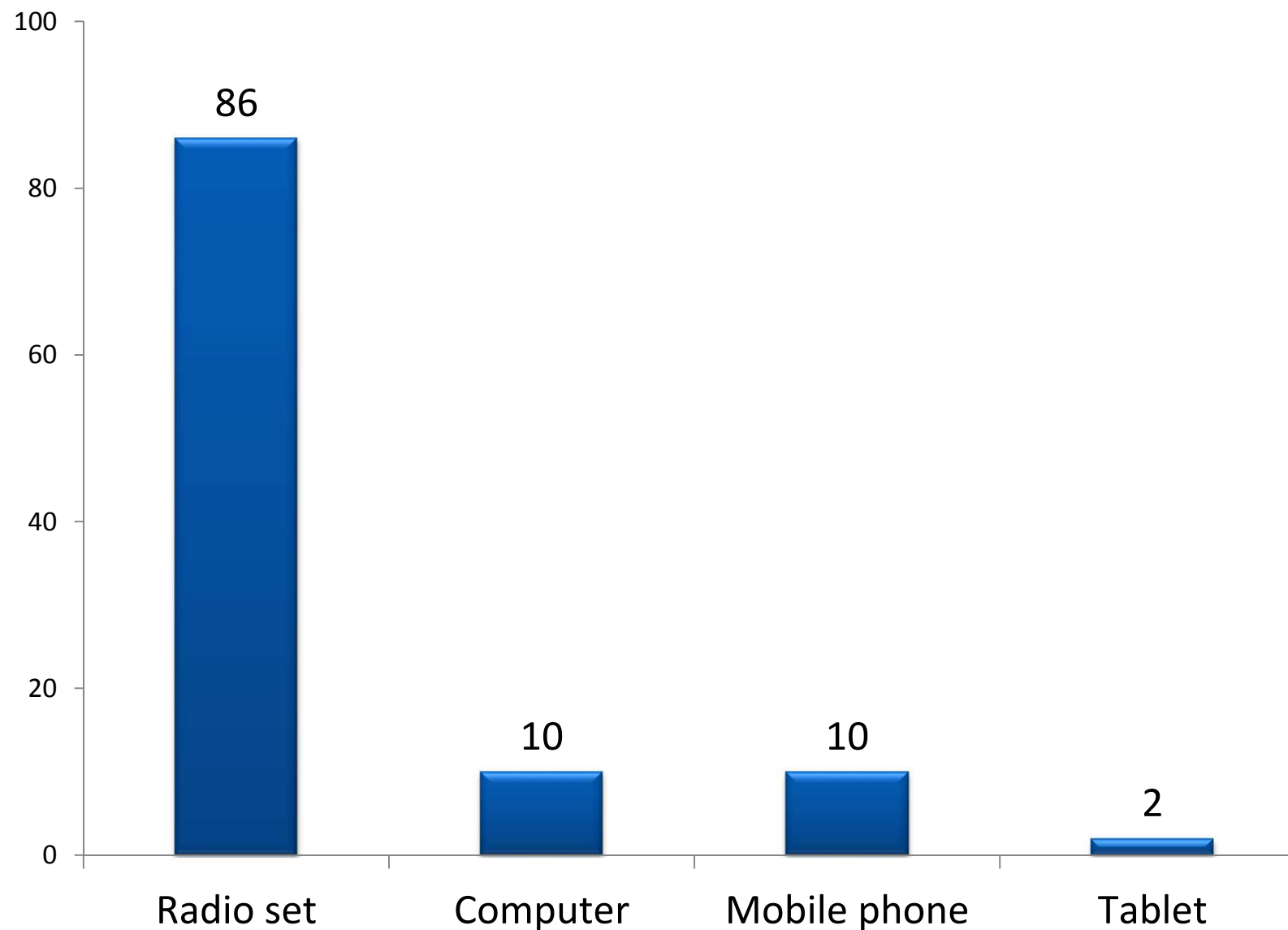
Share of recordings is 10 % of the total listening time 2014



Source: Finnpanel, The National Radio Survey

Radio reach by different platforms (weekly)

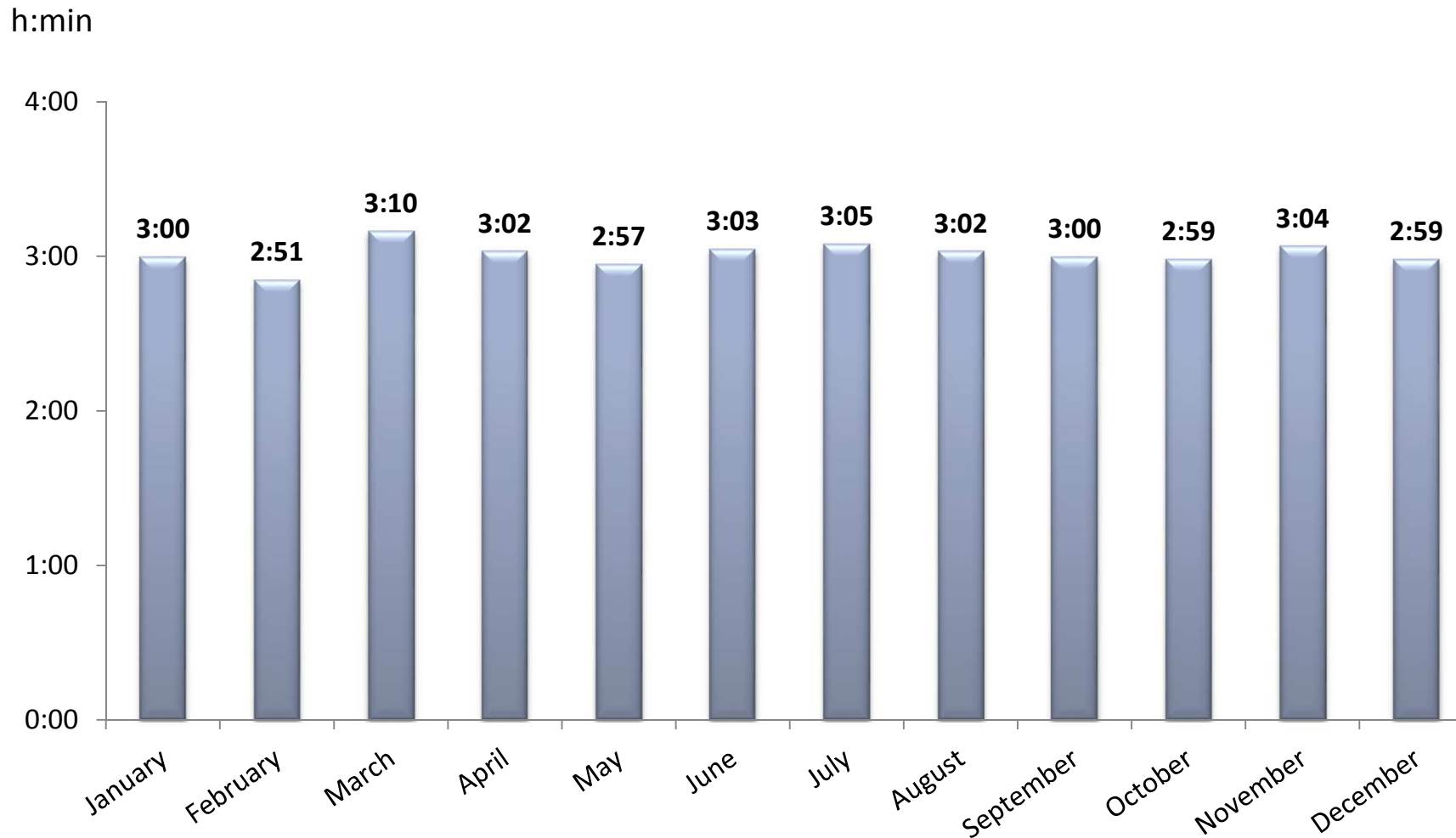
% of the total population



Source: Finnpanel, The National Radio Survey, April 2014



Average daily radio listening time by month 2014

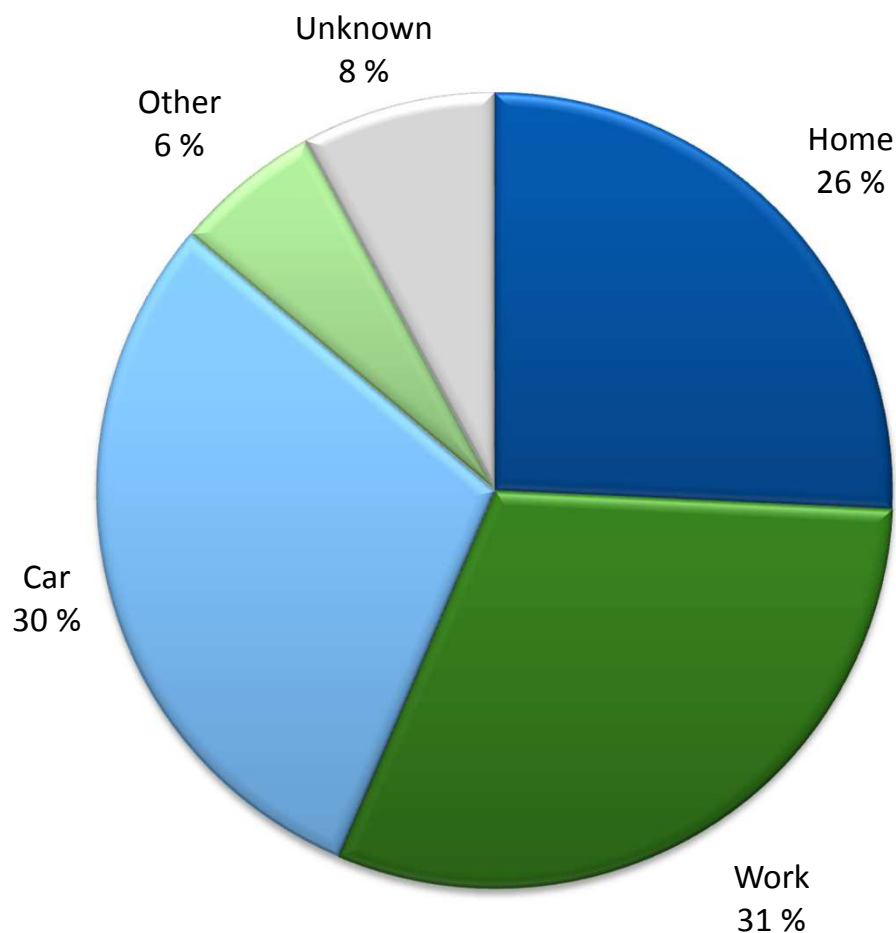


Source: Finnpanel, The National Radio Survey

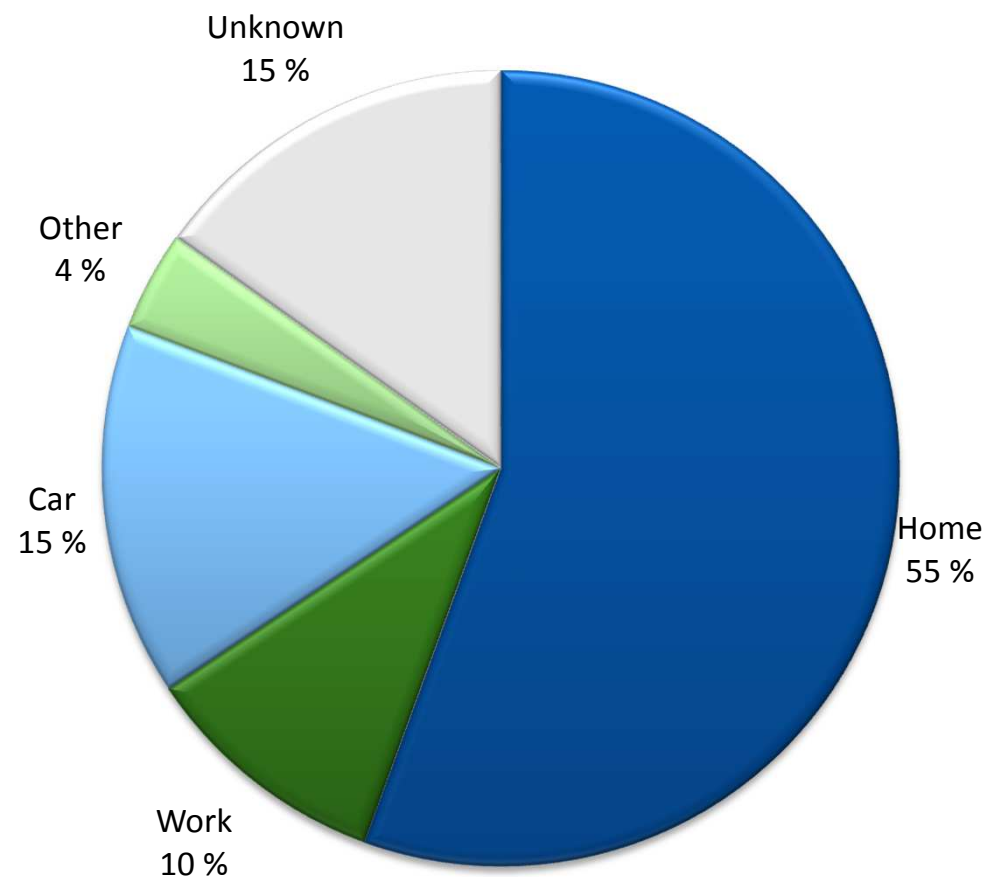


Radio listening places 2014

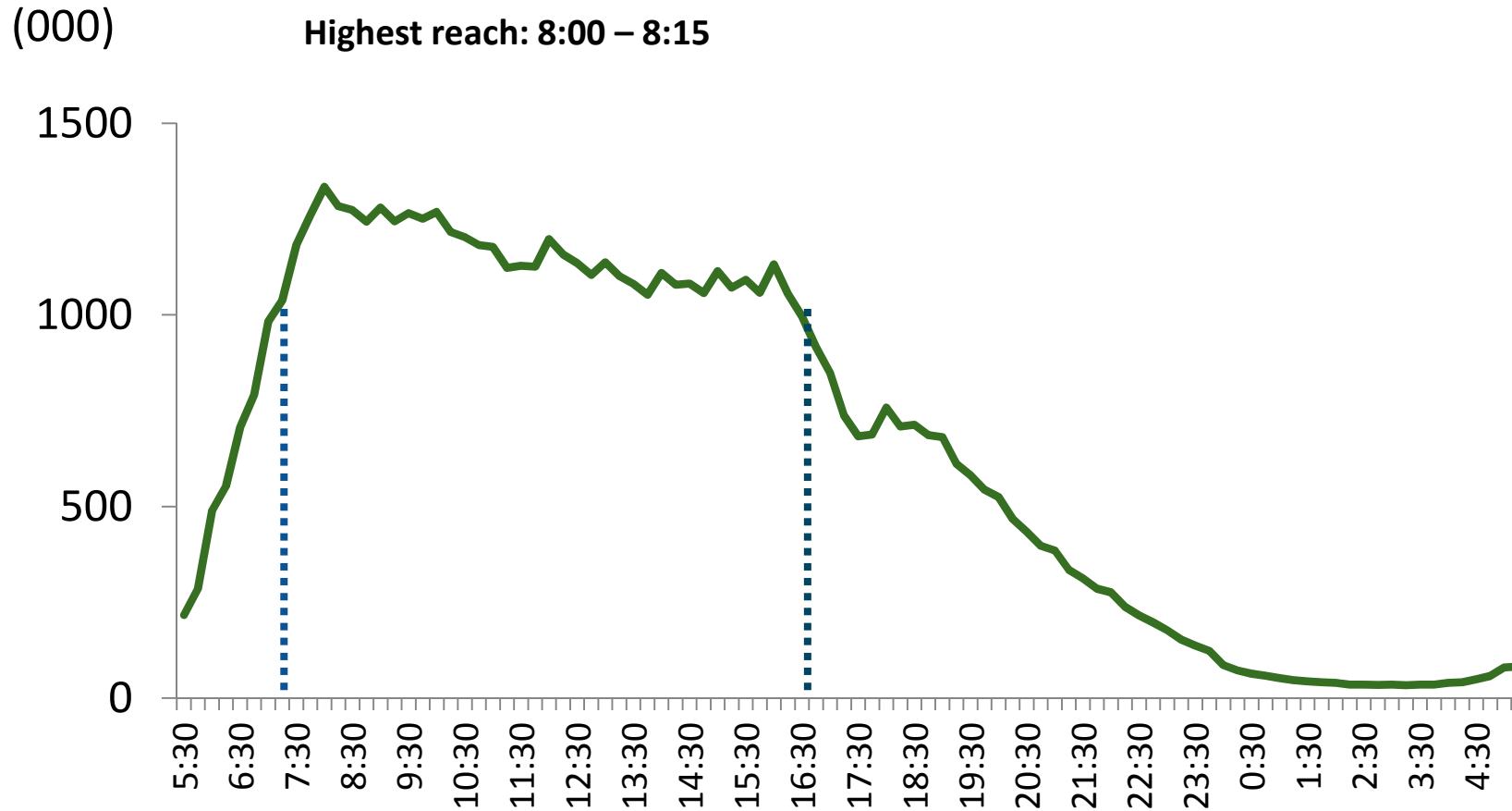
9-45 yrs



45-99 yrs



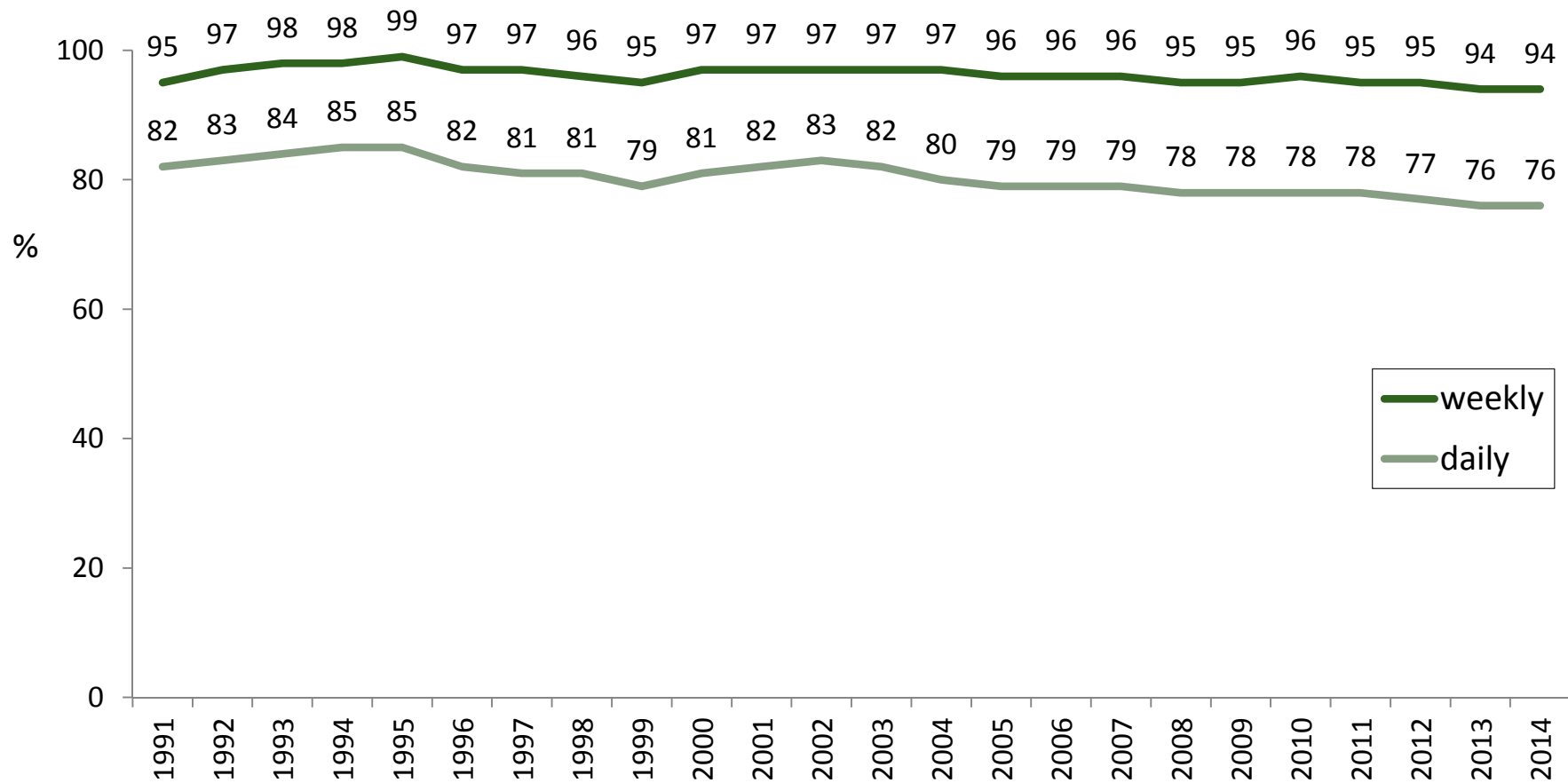
Radio reach by quarter-hour on workdays 2014



Radio prime time on workdays 9 and 1/4 hours, over a million listeners 7:15 – 16:30



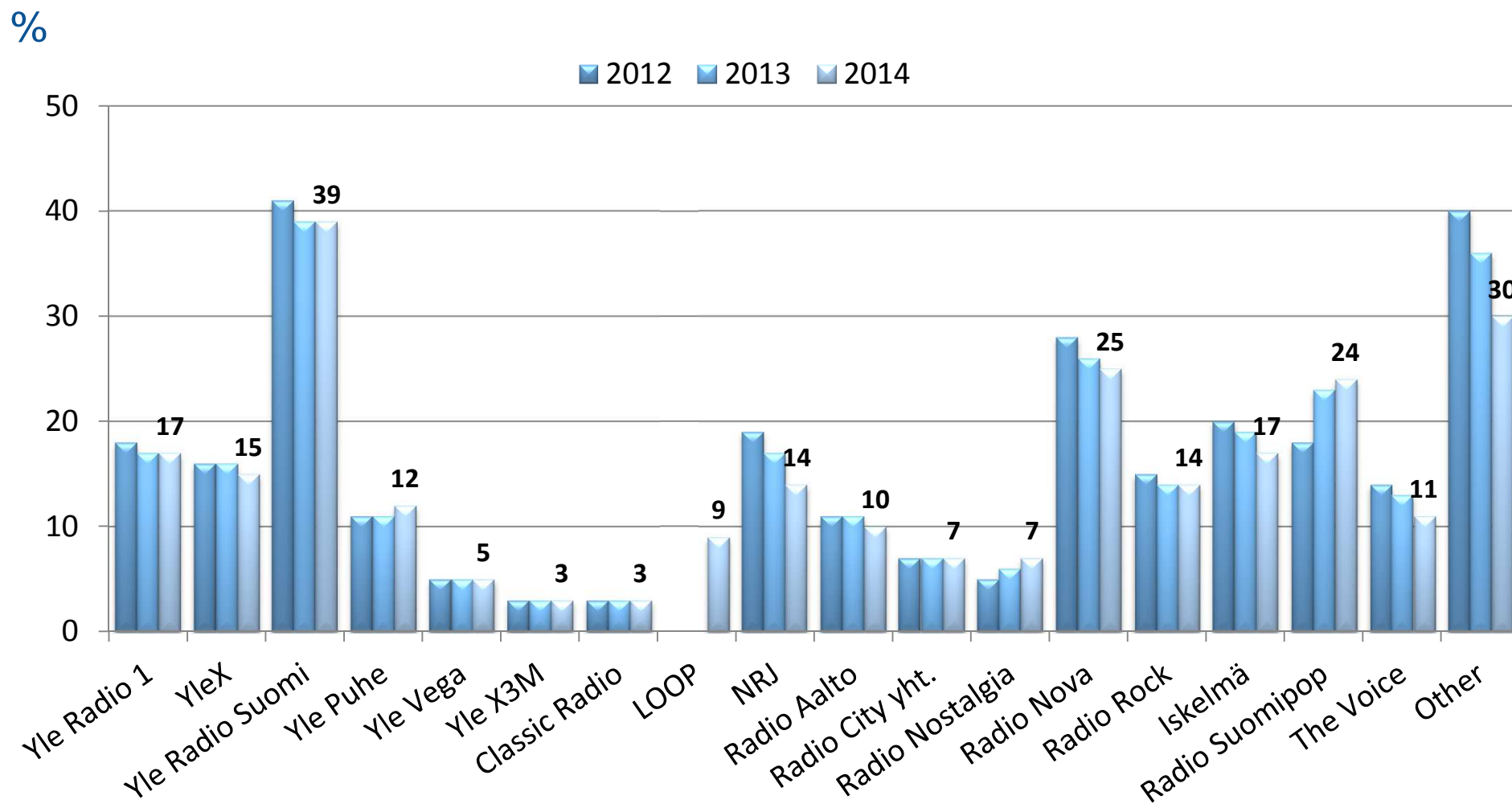
Daily and weekly reach of radio during 1991-2014



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



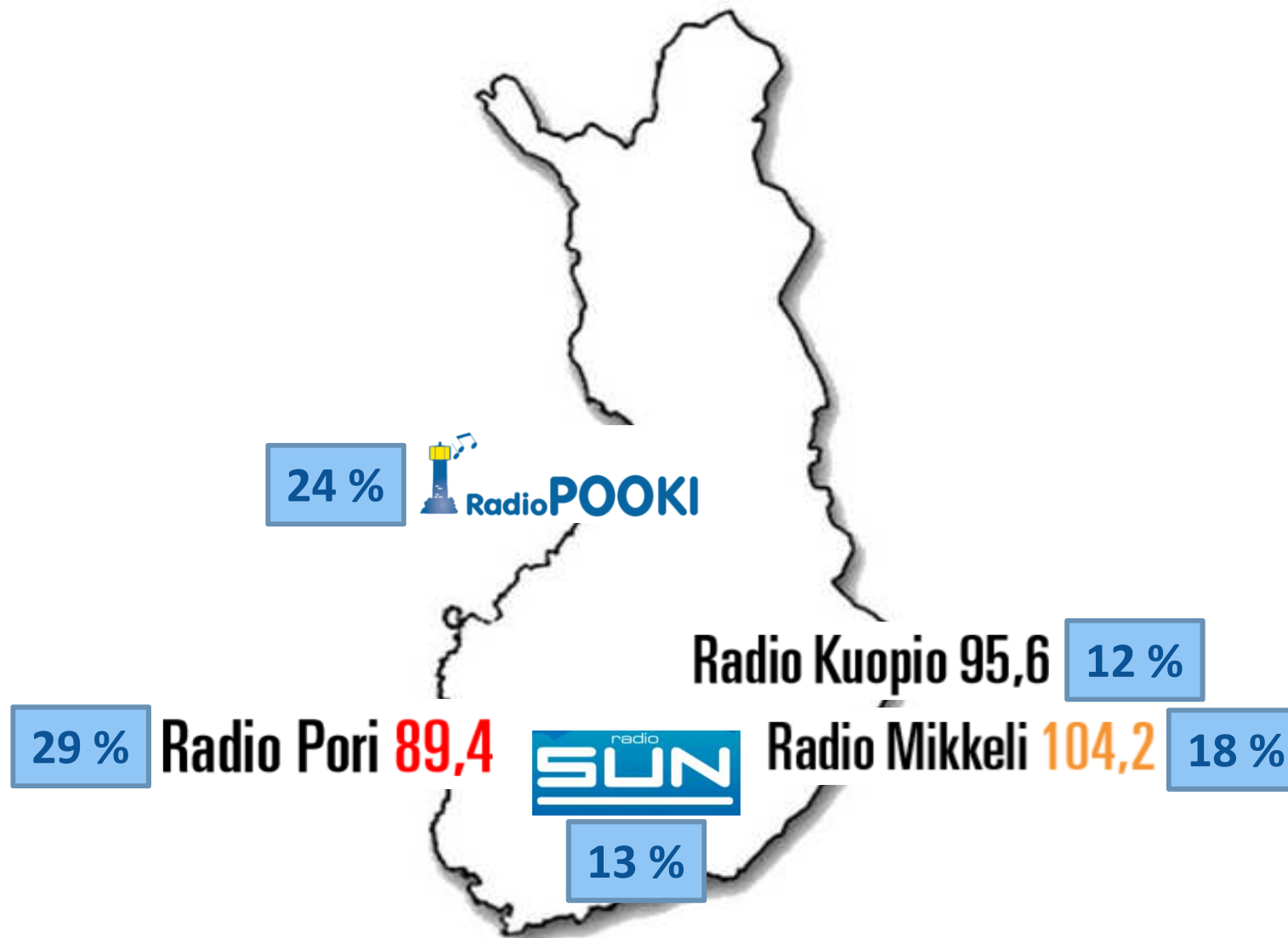
Weekly reach of different radio stations 2012-2014



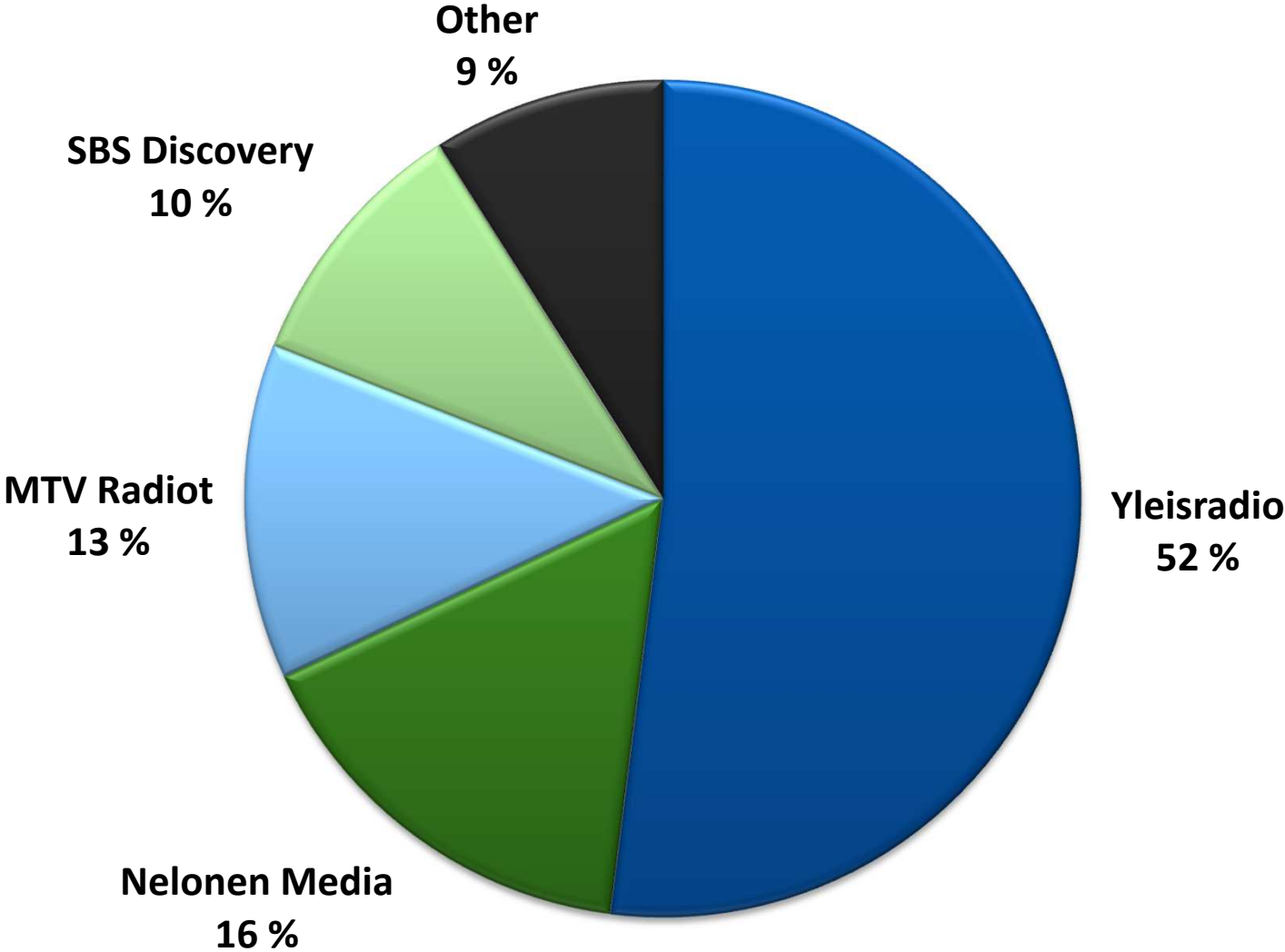
Reach = listened to at least one quarter-hour during the week



Weekly reach of local radios in 2014



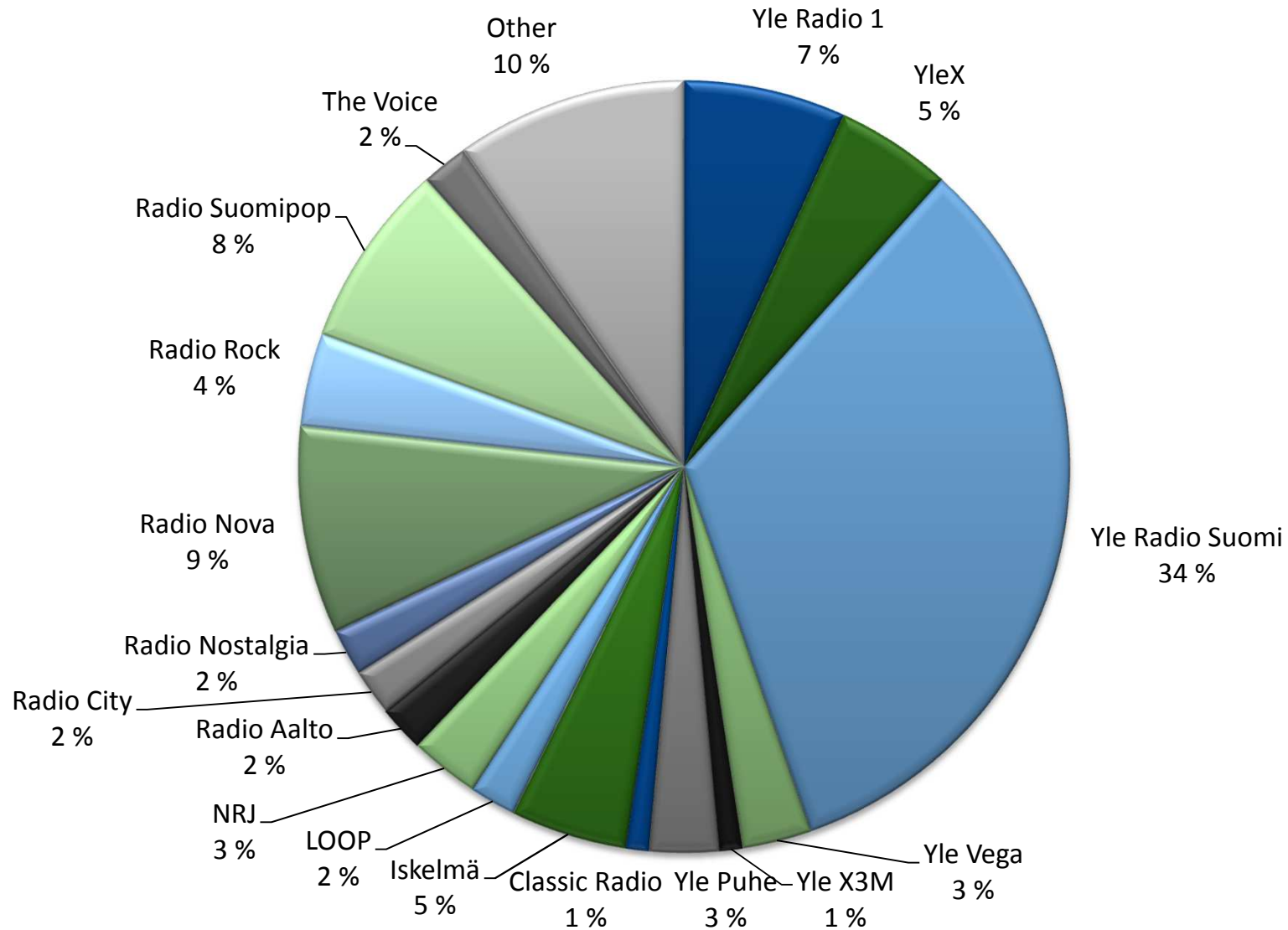
Majority of radio listening share to four broadcasters



Source: Finnpanel, The National Radio Survey

Listening shares in 2014

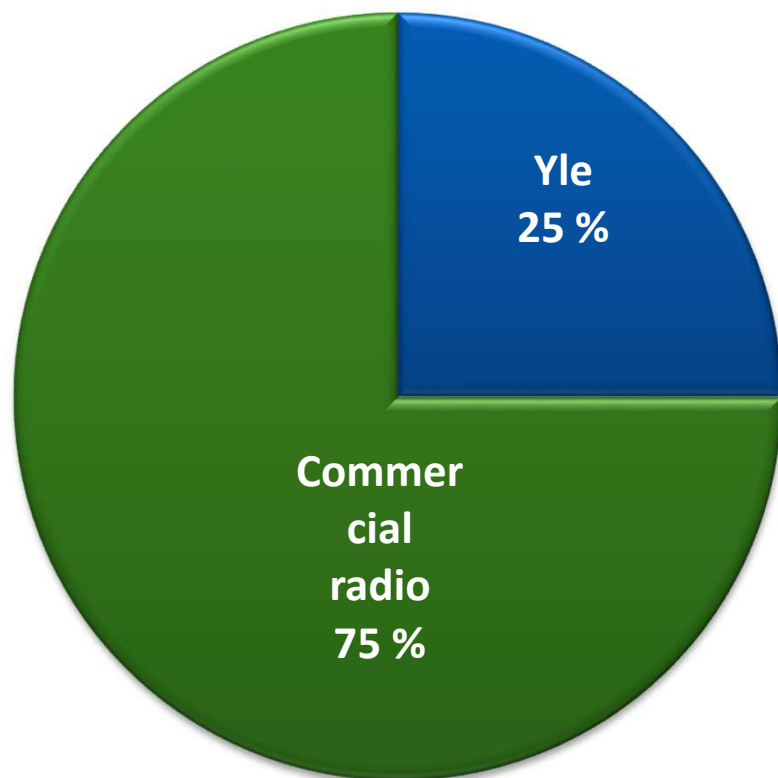
(% of all radio listening minutes on an average day)



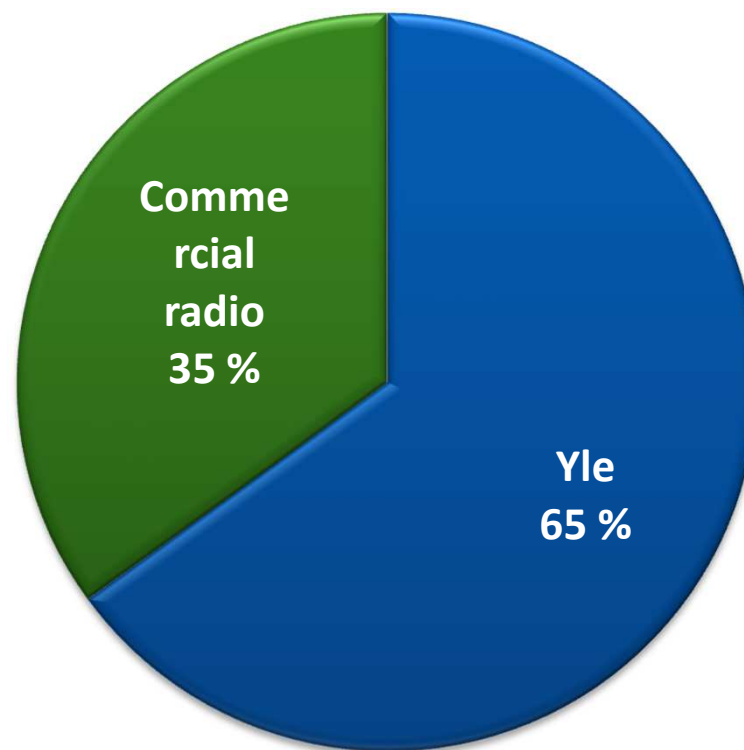
Listening shares in 2014

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

9-45 yrs



45-99 yrs



Radio listening in Finland 2004 and 2014

	2004	2014
Daily listening time	3:22	3:01
Number of radio sets in h:holds	4*	6
Weekly reach	97 %	94 %
Daily reach	80 %	76 %
Most listened quarter-hour (8-8.15)	1 293 000	1 335 000
Share of car listening	19 %	20 %
Number of listened stations daily	1,5	1,5
Number of listened stations weekly	2,7	2,8



**Find more information on
our website:**

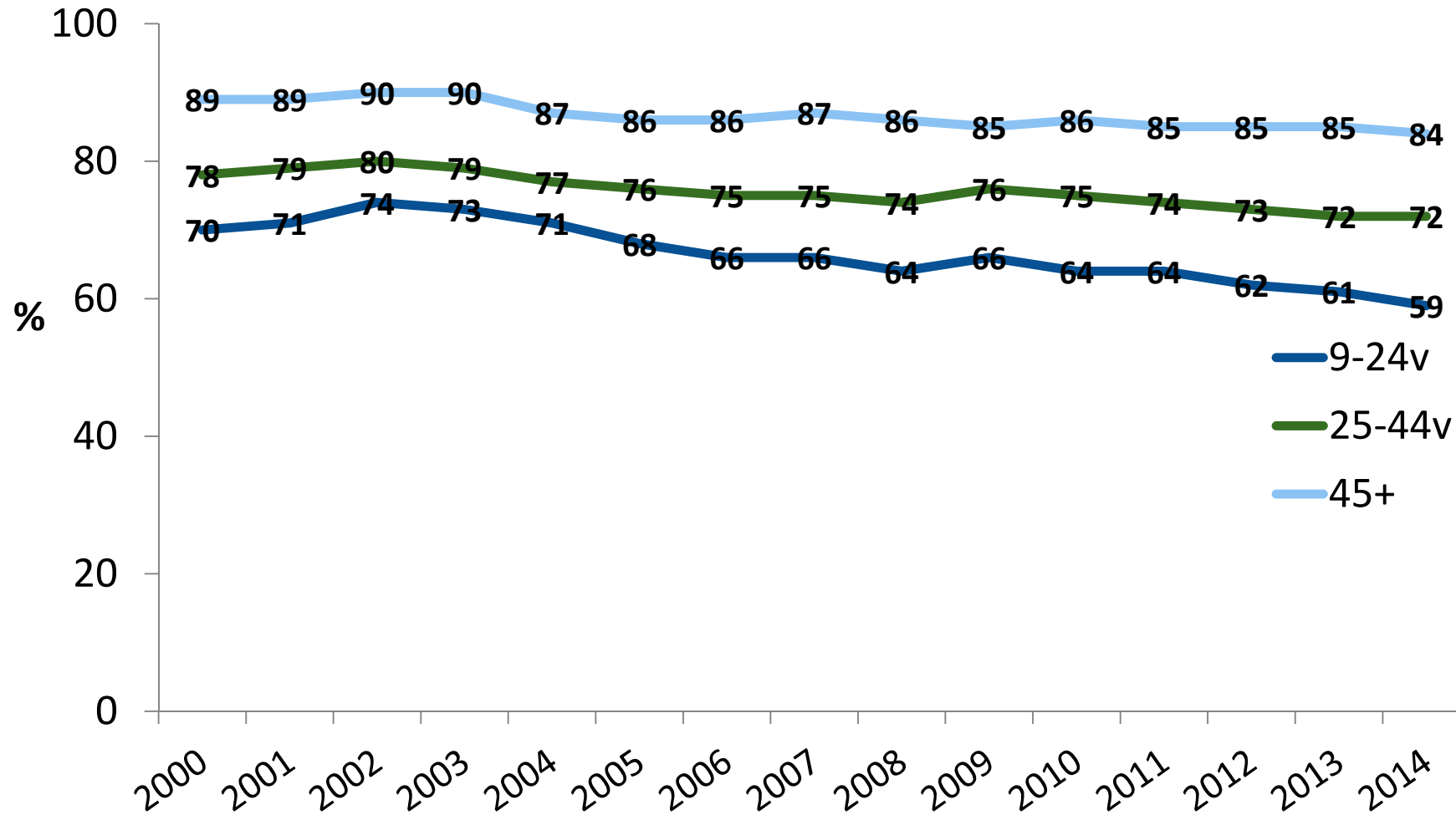
www.finnpanel.fi



Extra material

Radio daily reach by age group

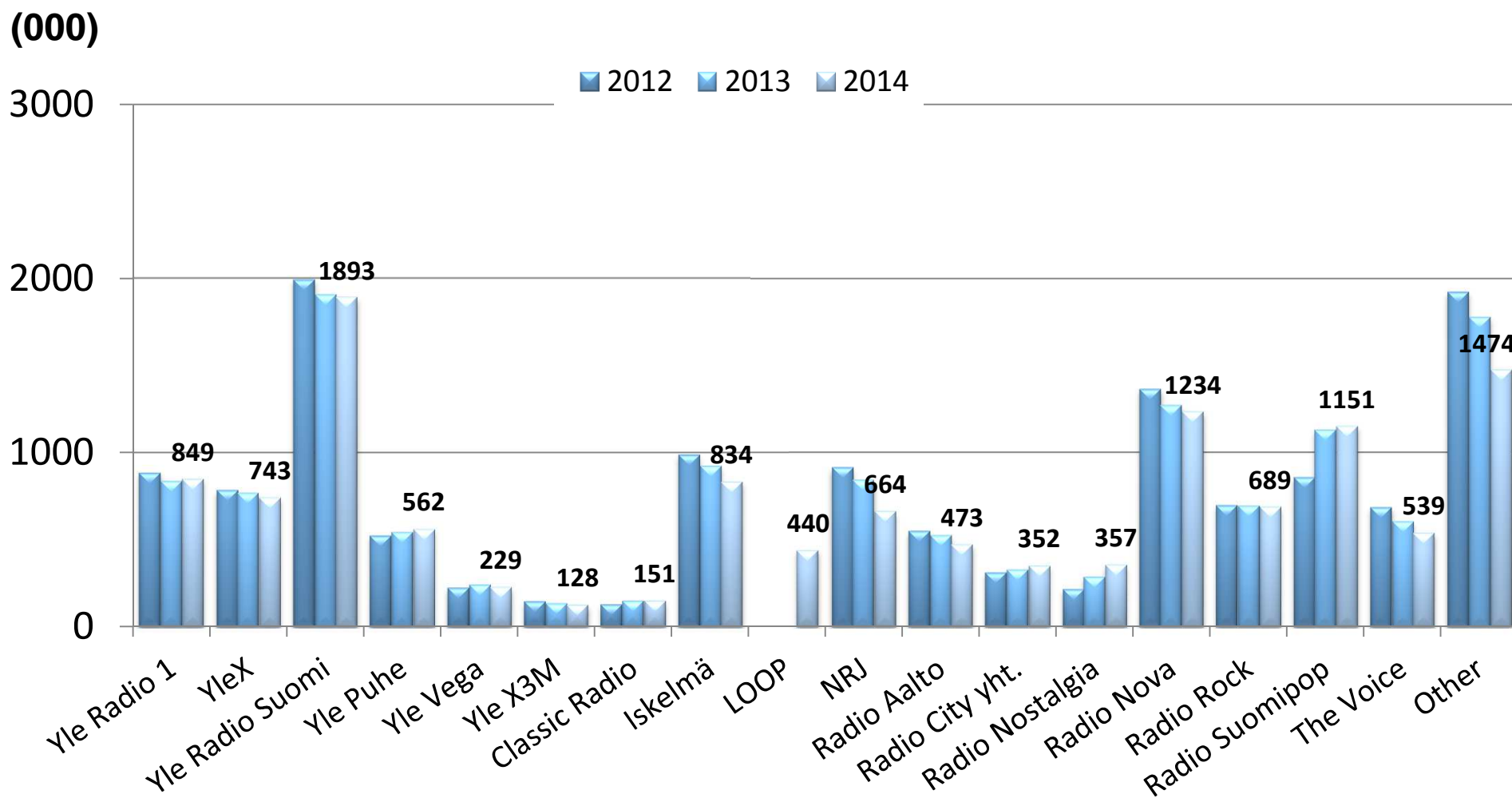
During 2000-2014



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



Weekly reach 2012-2014



Weekly reach by age group 2014

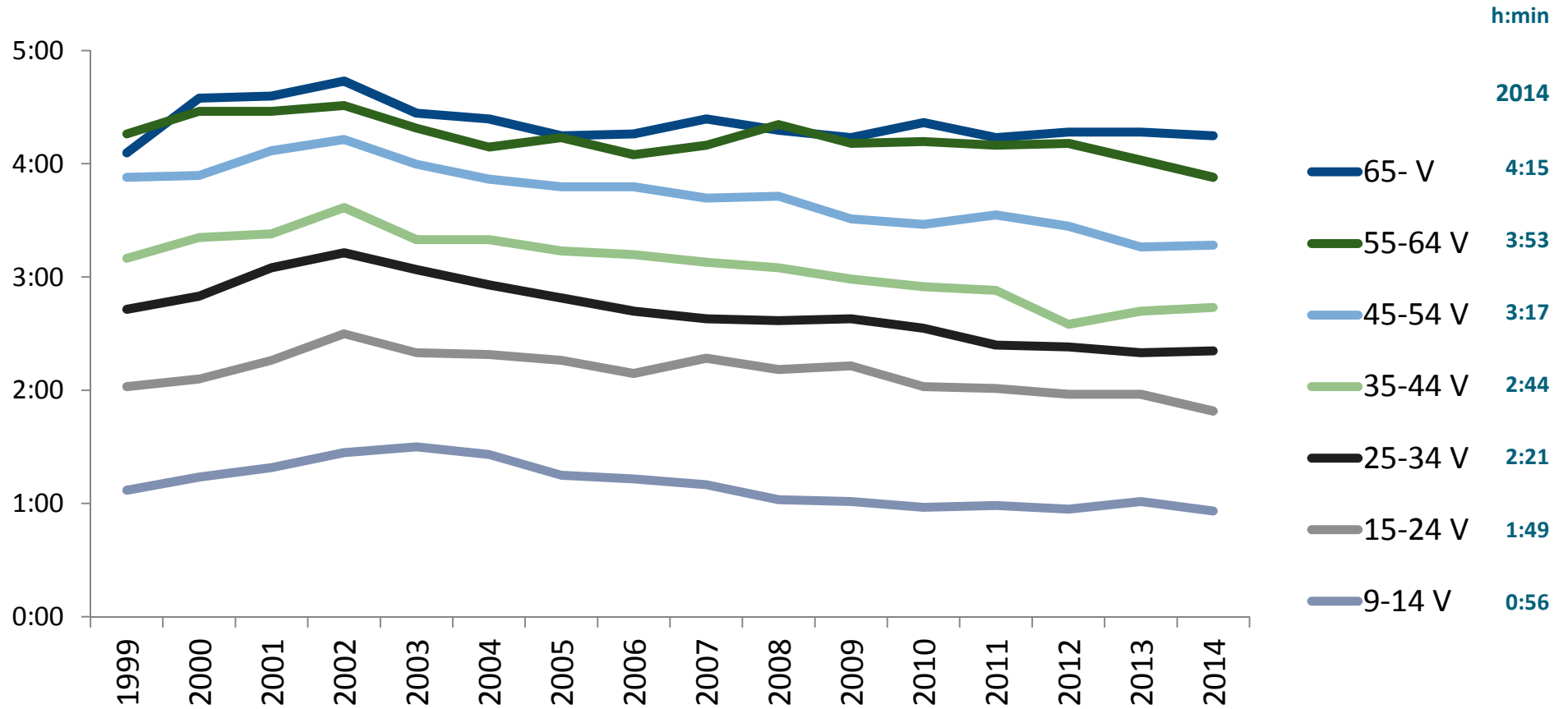
(000)	All 9+	9-14 v	15-24 v	25-34 v	35-44 v	45-54 v	55-64 v	65- v
Radio total	4587	306	586	636	622	710	723	1004
Yle total	2953	124	274	344	307	428	564	912
Commercial total	3635	280	547	578	579	631	528	493
Yle Radio 1	849	28	34	49	55	95	174	415
YleX	743	54	180	203	114	89	57	47
Yle Radio Suomi	1893	43	81	106	171	316	466	709
Yle Puhe	562	27	37	69	72	102	106	150
Yle Vega	229	9	8	19	24	32	46	92
Yle X3M	128	10	24	28	18	16	15	15
Classic Radio	151	6	8	10	15	27	34	52
Iskelmä	834	46	72	86	111	185	198	137
LOOP	440	80	150	74	58	53	15	9
NRJ	664	90	229	128	104	75	25	12
Radio Aalto	473	48	73	82	108	91	45	26
Radio City	352	20	61	70	85	69	26	21
Radio Nostalgia	357	10	23	36	39	97	98	54
Radio Nova	1234	93	154	159	236	277	192	123
Radio Rock	689	32	132	190	159	114	43	21
Radio Suomipop	1151	97	196	241	250	227	104	36
The Voice	539	62	139	112	102	80	31	14
Other	1474	78	172	222	190	260	259	292

Source: Finnpanel, The National Radio Survey



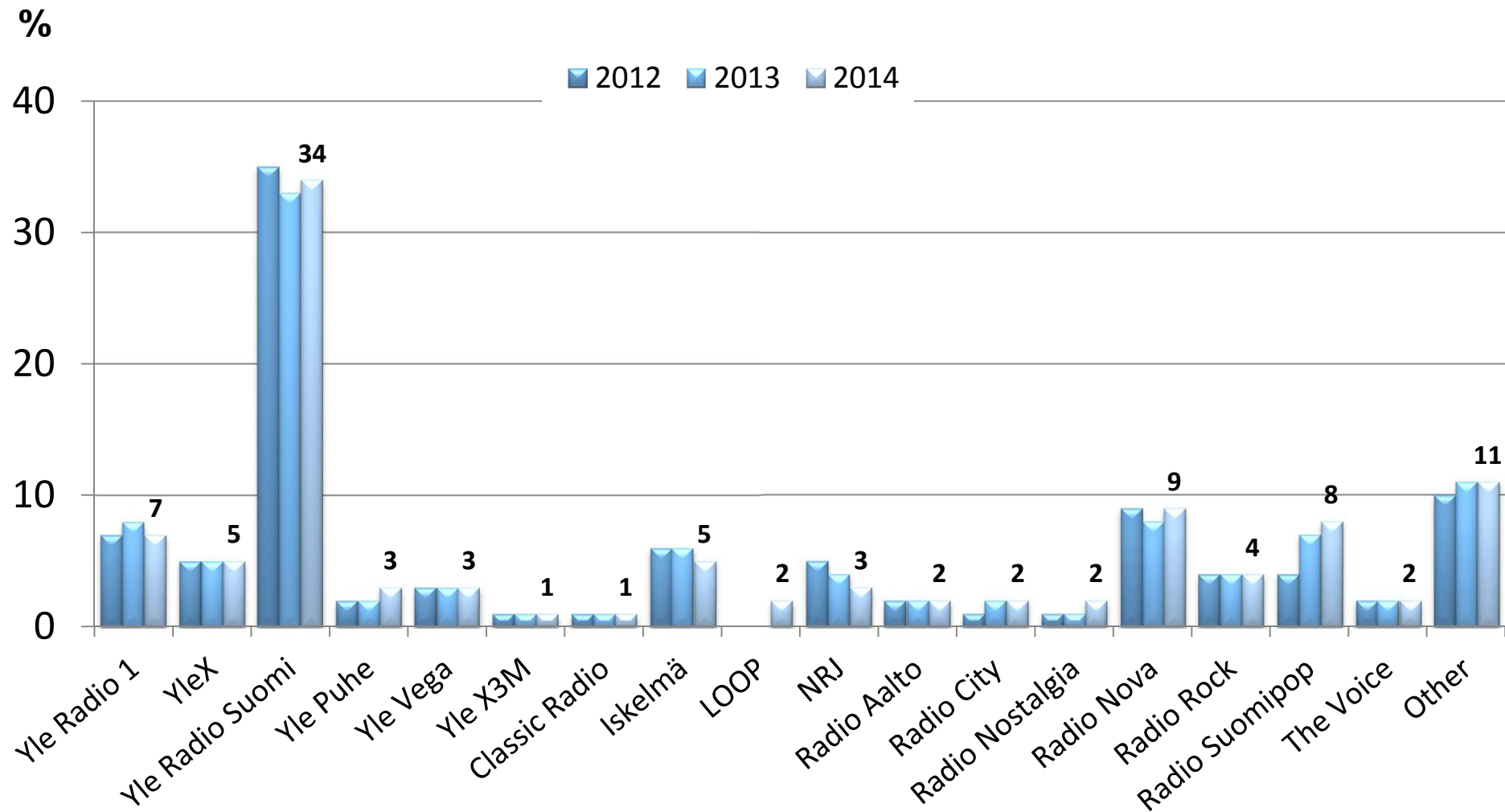
Daily listening time 1999-2014

h:min



Listening shares during 2012-2014

% of all radio listening minutes on an average day



Listening shares by age group in 2014

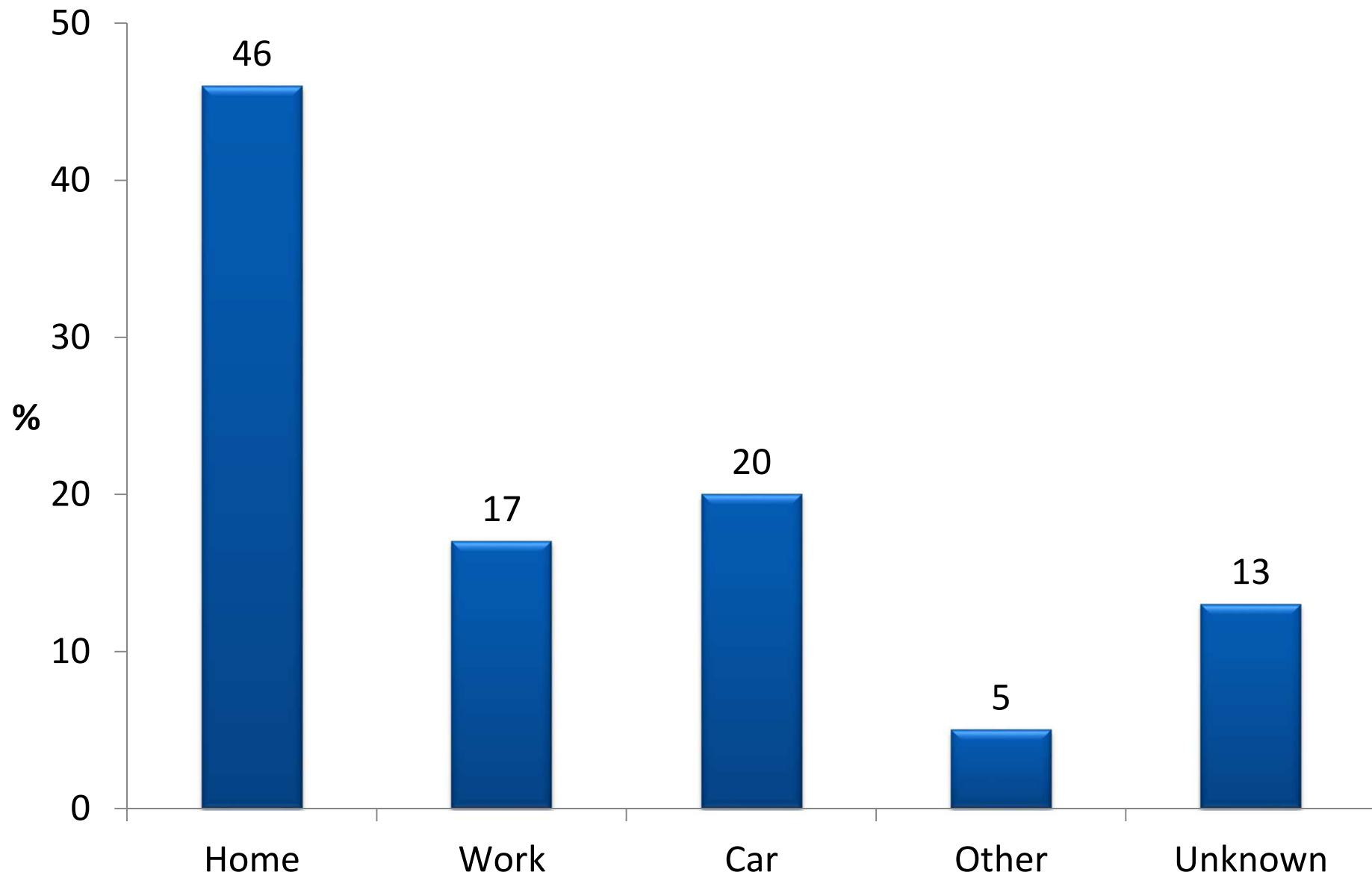
	Kaikki 9+	9-14 v	15-24 v	25-34 v	35-44 v	45-54 v	55-64 v	65- v
%								
Radio total	100	100	100	100	100	100	100	100
Yle total	52	19	23	29	25	38	61	81
Commercial total	48	81	77	71	75	62	39	19
Yle Radio 1	7	3	1	2	2	3	7	16
YleX	5	7	14	15	6	3	1	0
Yle Radio Suomi	34	6	4	7	13	27	47	56
Yle Puhe	3	2	1	3	2	3	3	3
Yle Vega	3	1	0	1	1	1	3	5
Yle X3M	1	1	2	2	1	0	0	0
Classic Radio	1	0	0	0	0	1	1	1
Iskelmä	5	4	3	3	5	8	8	3
LOOP	2	13	7	2	2	1	0	0
NRJ	3	13	13	6	3	2	0	0
Radio Aalto	2	4	2	3	5	3	1	0
Radio City	2	2	3	4	4	3	1	0
Radio Nostalgia	2	1	1	1	2	4	4	1
Radio Nova	9	14	9	8	15	15	8	3
Radio Rock	4	2	9	12	9	4	1	0
Radio Suomipop	8	12	16	18	18	11	3	1
The Voice	2	6	6	4	4	2	1	0
Other	10	9	8	10	8	11	13	10

Source: Finnpanel, The National Radio Survey

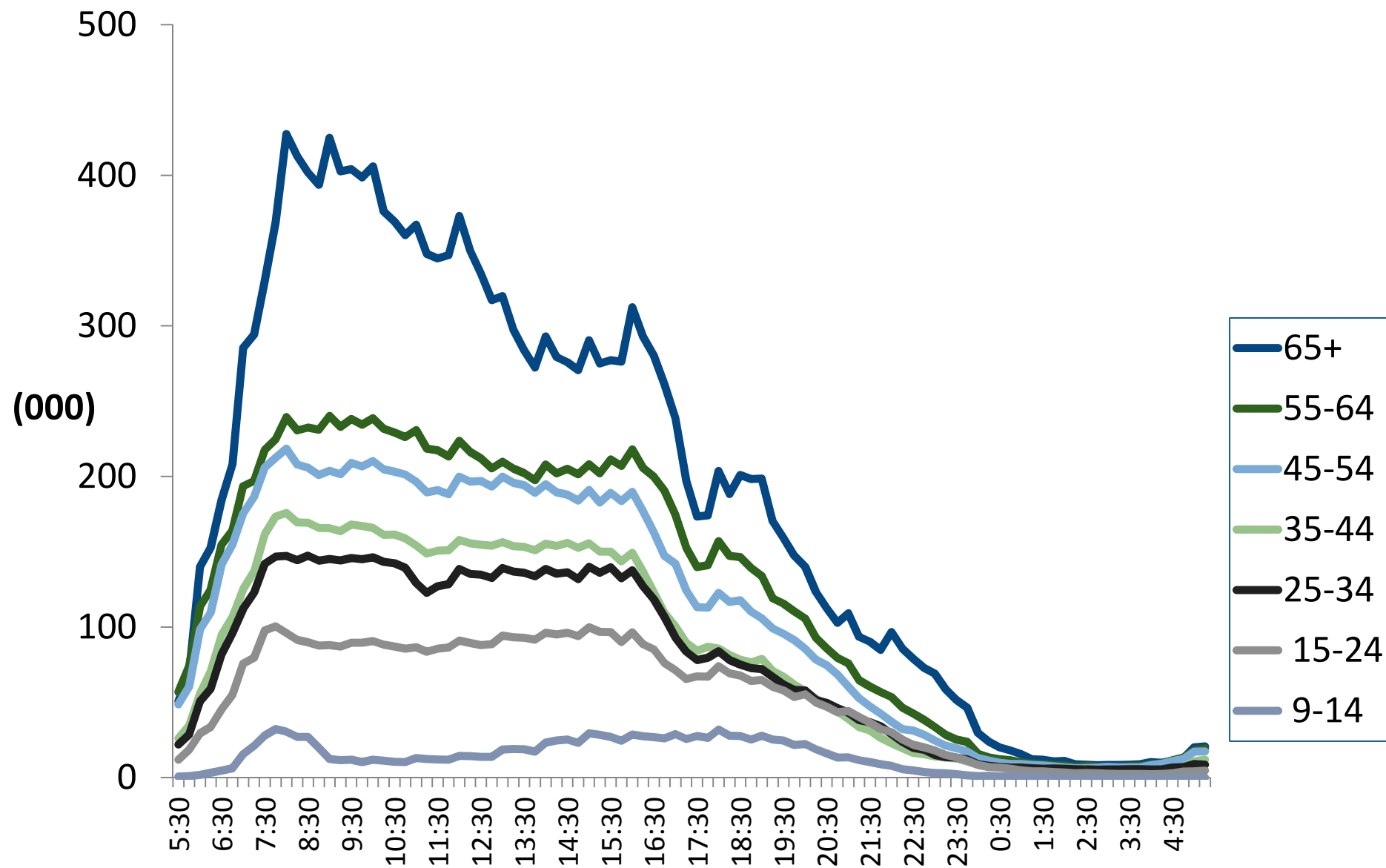


Share by listening place in 2014

Total population, 9+ years



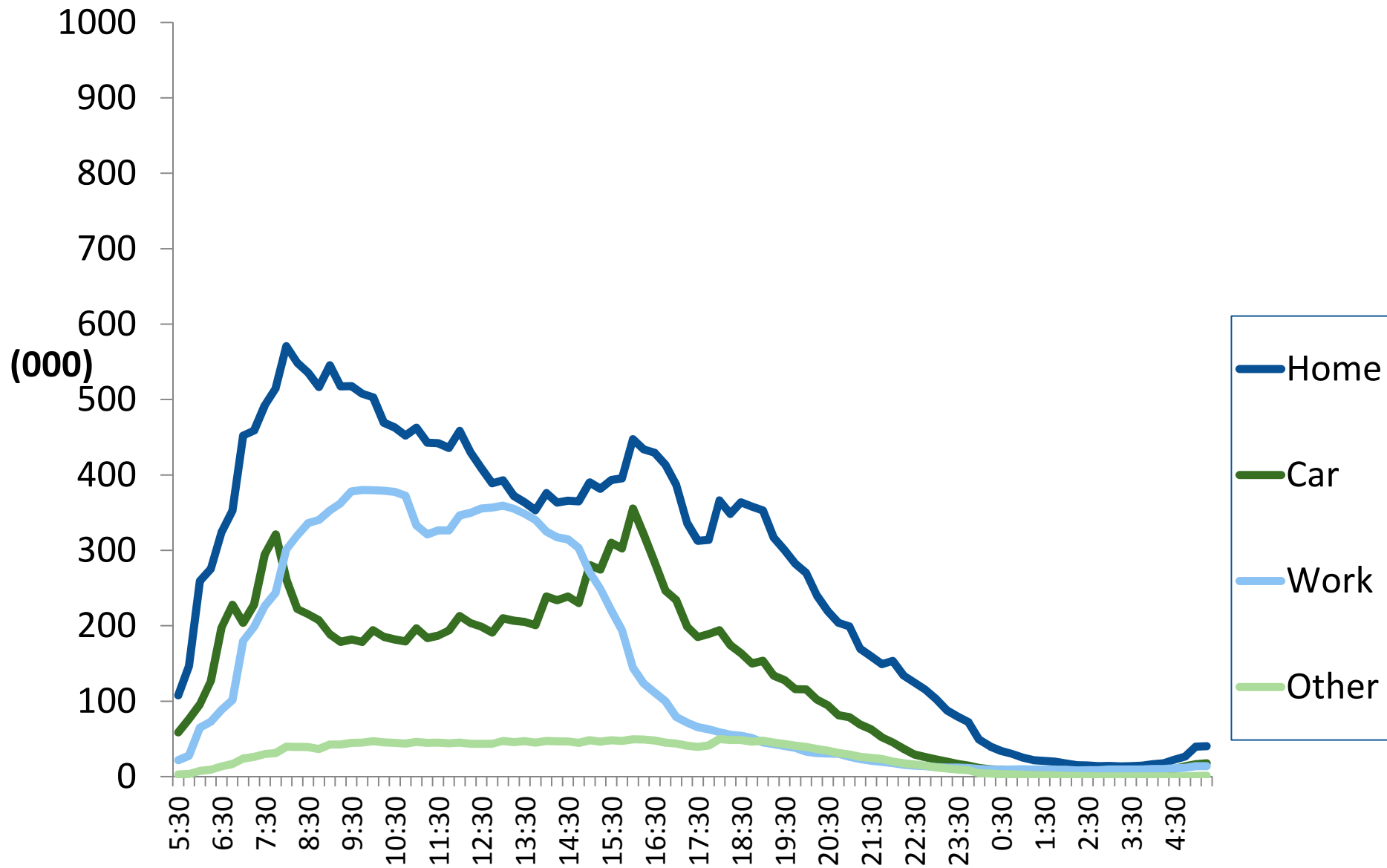
Radio reach by quarter-hour by age group on workdays 2014



Source: Finnpanel, The National Radio Survey



Radio reach by quarter-hour by place on workdays 2014



Source: Finnpanel, The National Radio Survey

