



# RADIO SEMINAR 2016

## WELCOME!

Marja Keskitalo, Yleisradio

Stefan Möller, RadioMedia

## RADIO LISTENING IN FINLAND 2015

Lena Sandell, Finnpanel

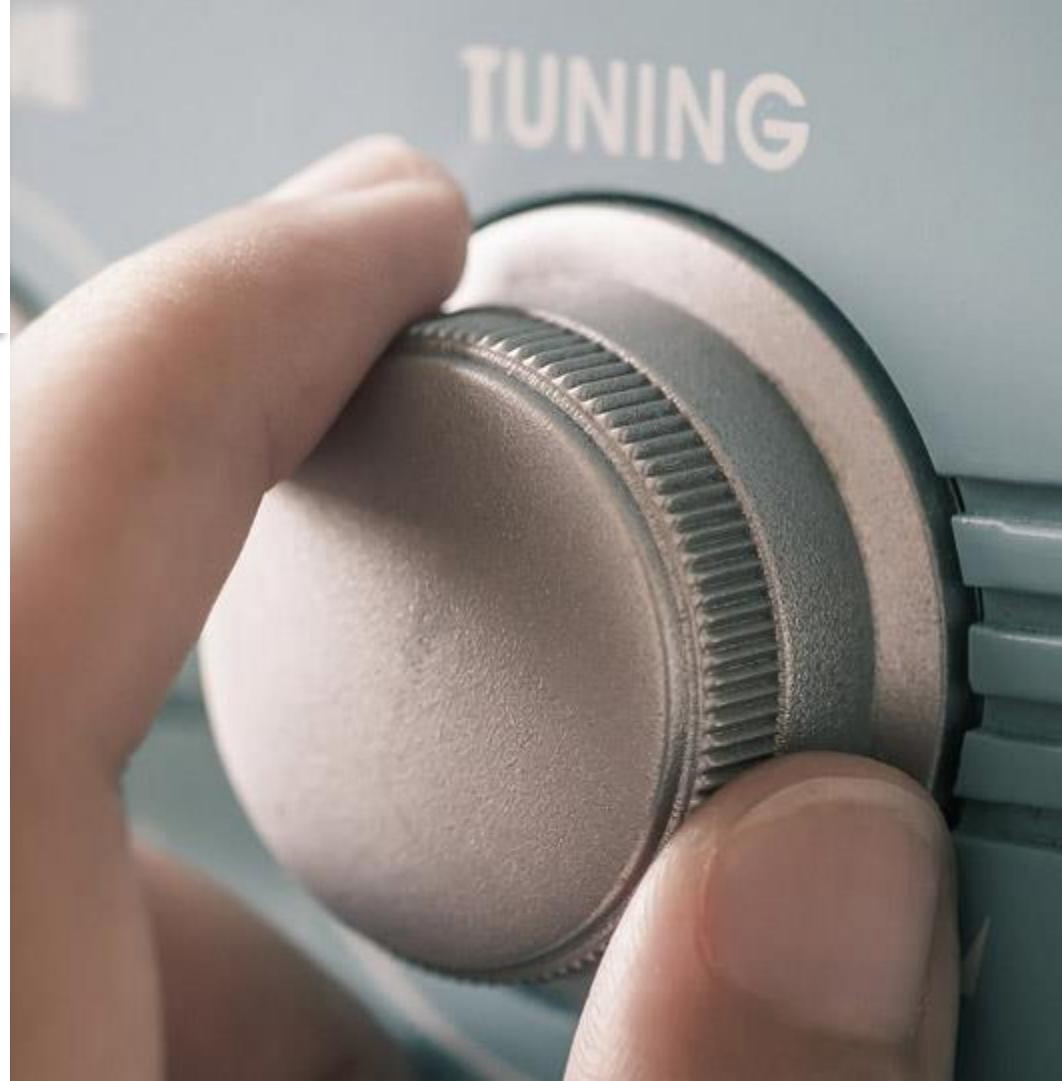
## CATHEDRAL THINKING.

## WHAT HAPPENS AFTER WHAT COMES NEXT?

Herman Konings, Pocket Marketing/nXt

Radio year in twitter  
with hashtag

#Radiovuosi2016

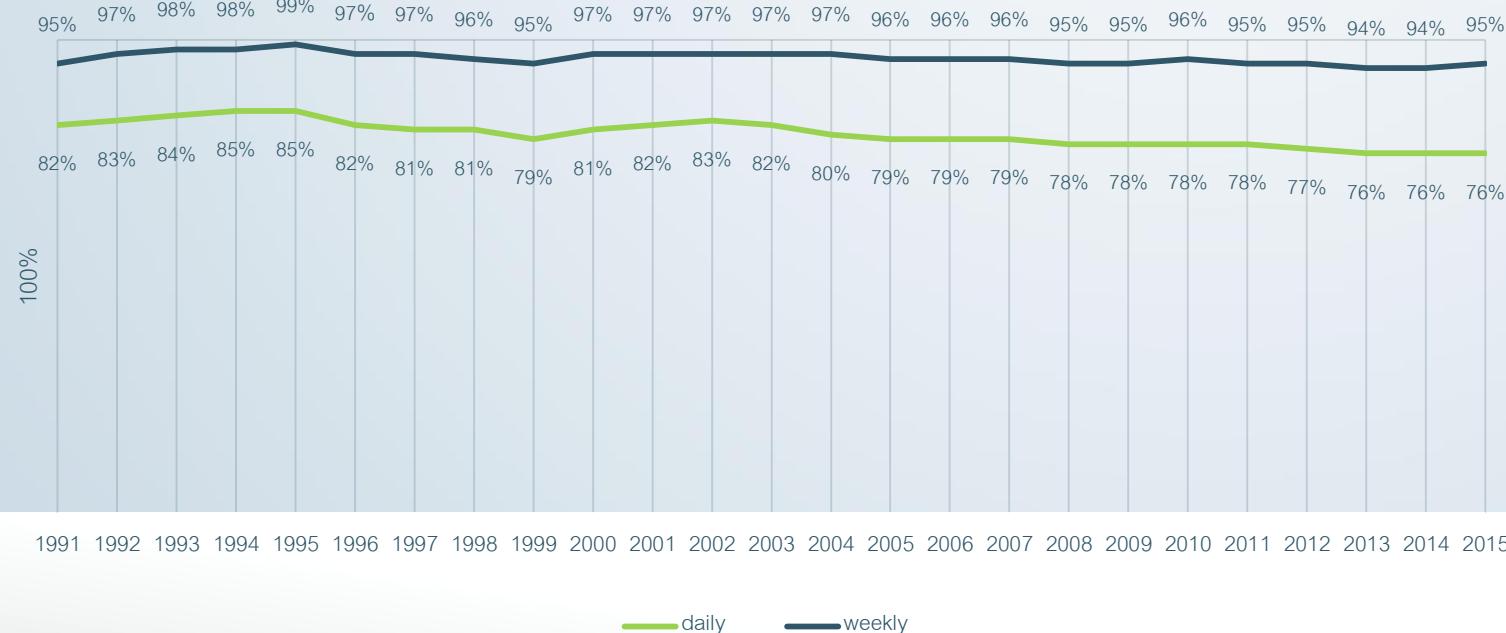


# RADIO LISTENING IN FINLAND 2015

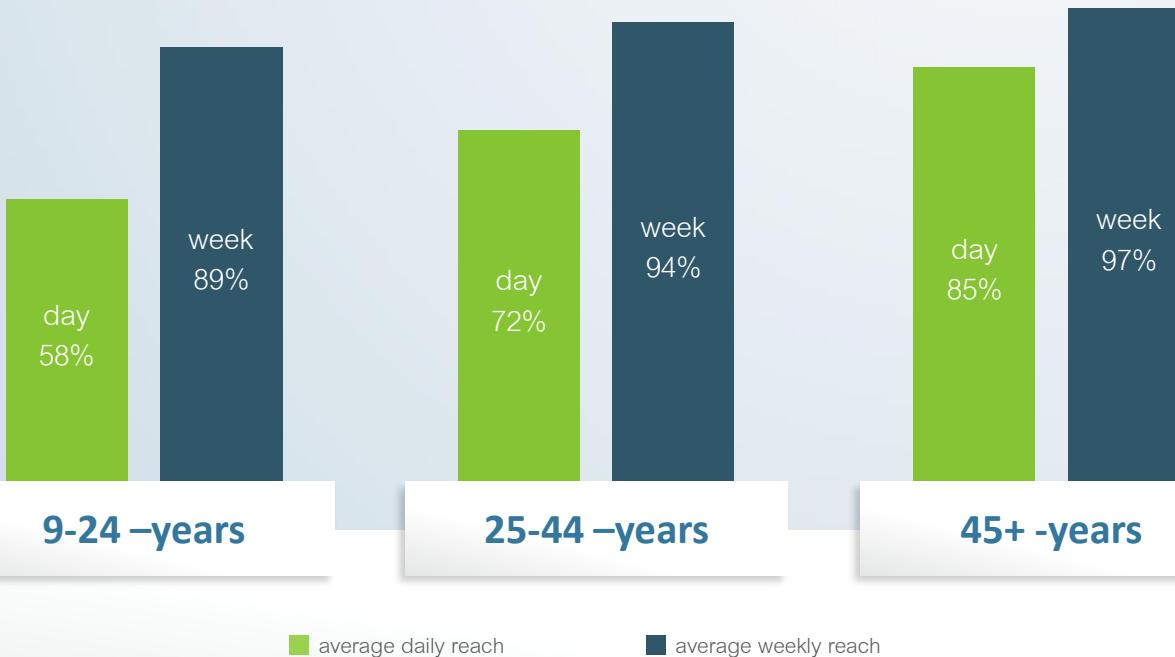
In Tennispalatsi 4.2.2016  
Lena Sandell



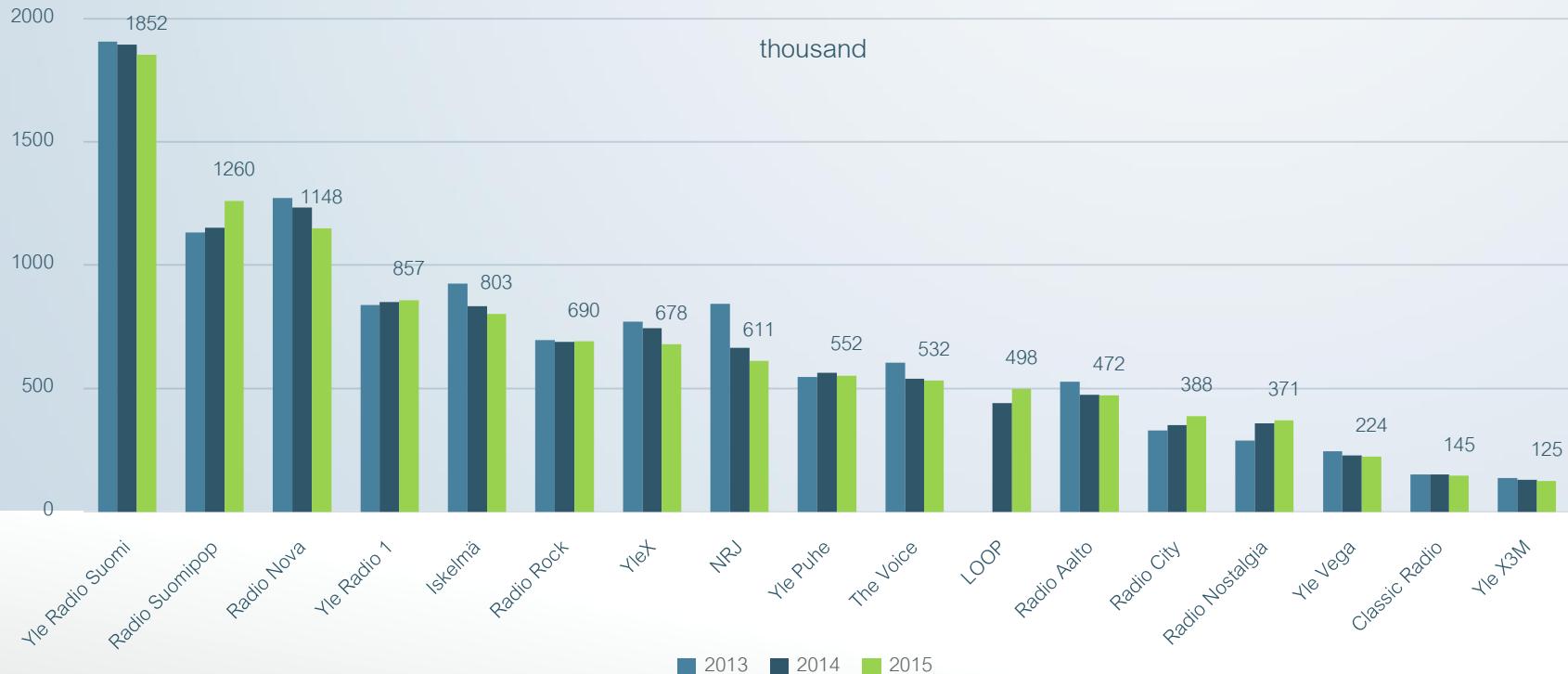
# Radio reach 1991-2015



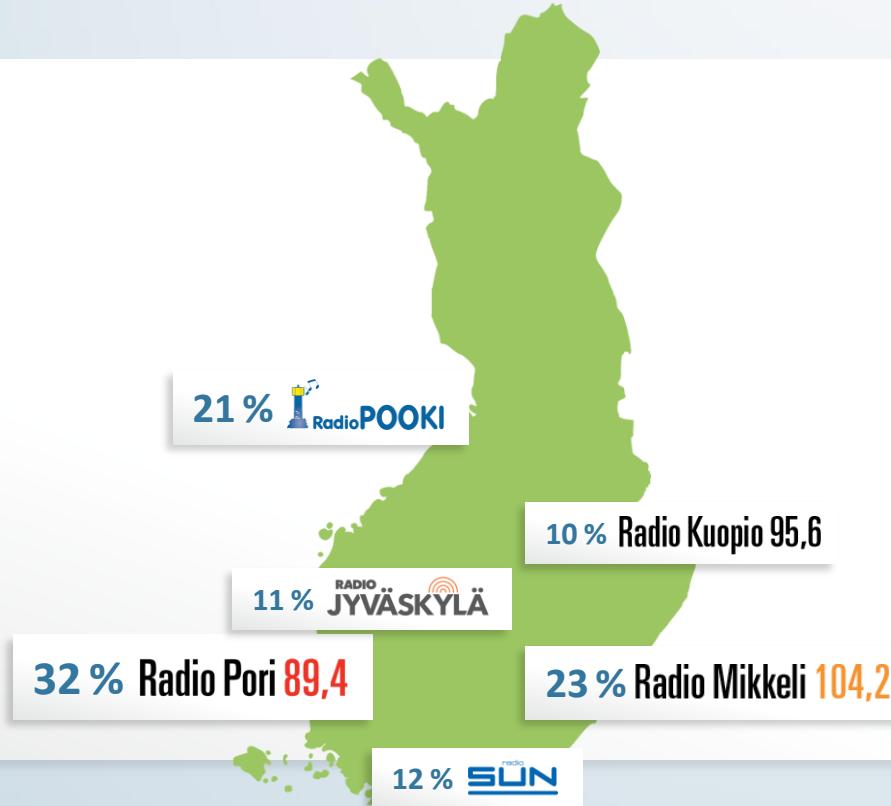
# DAILY AND WEEKLY REACH IN AGE GROUPS 2015



# WEEKLY REACH OF THE STATIONS 2013-2015



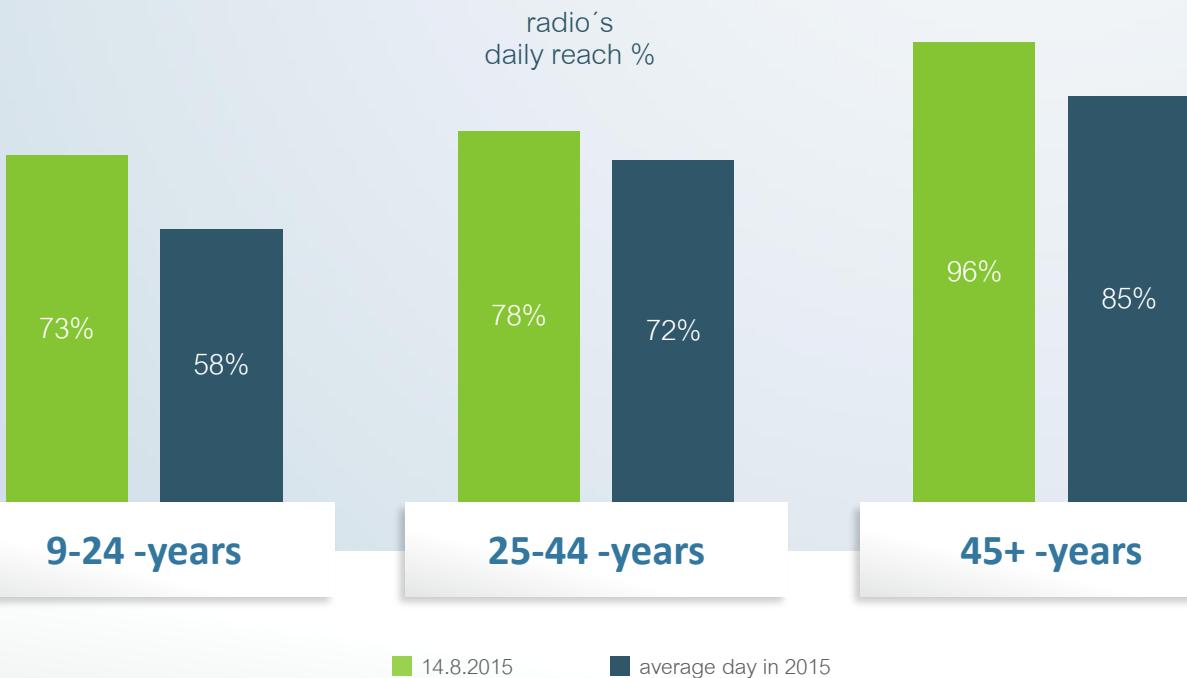
# WEEKLY REACH OF LOCAL RADIOS



# TOP-5 DAYS OF RADIO LISTENING IN 2015



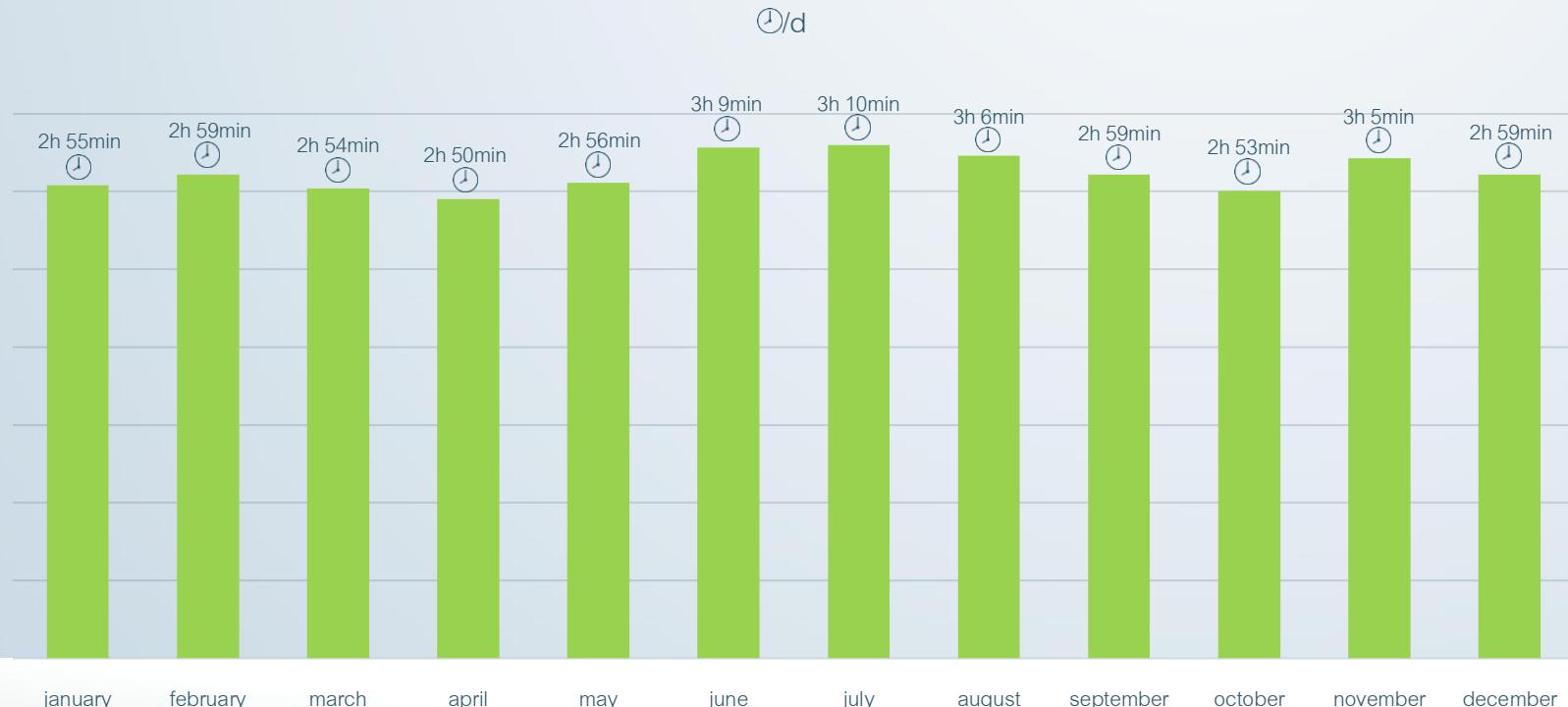
# RADIO LISTENING DAY 14.8.2015 VS. AVERAGE DAY IN 2015



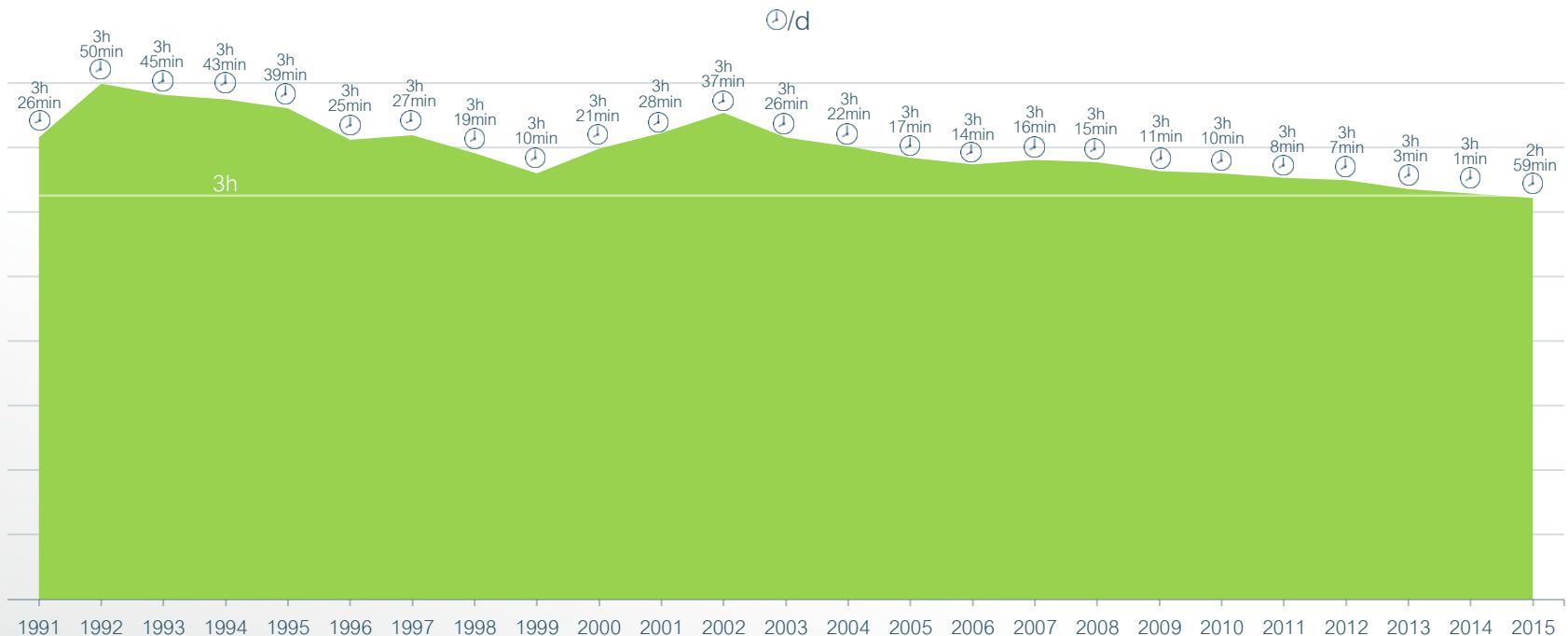
# RADIO REACH BY QUARTER HOUR IN 14.8.2015 VS. AVERAGE WEEKDAY LISTENING CURVE IN 2015



# AVERAGE DAILY LISTENING TIME OF RADIO BY MONTH IN 2015



# DAILY LISTENING TIME OF RADIO IN 1991-2015

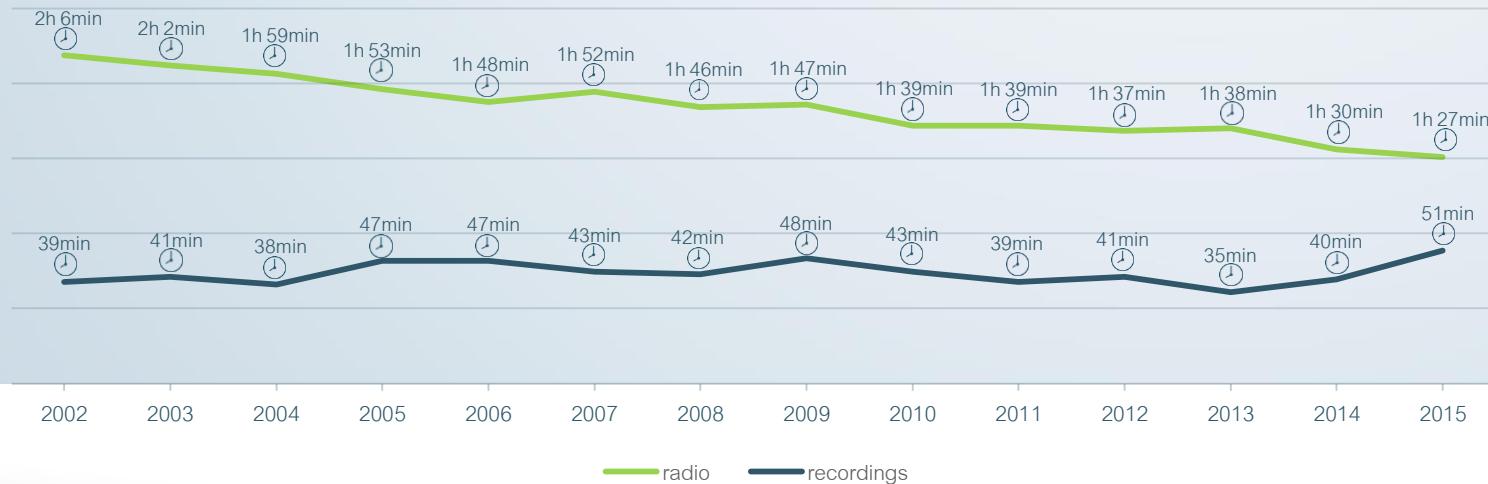


# DAILY LISTENING TIME OF RADIO AND RECORDINGS IN 2002-2015



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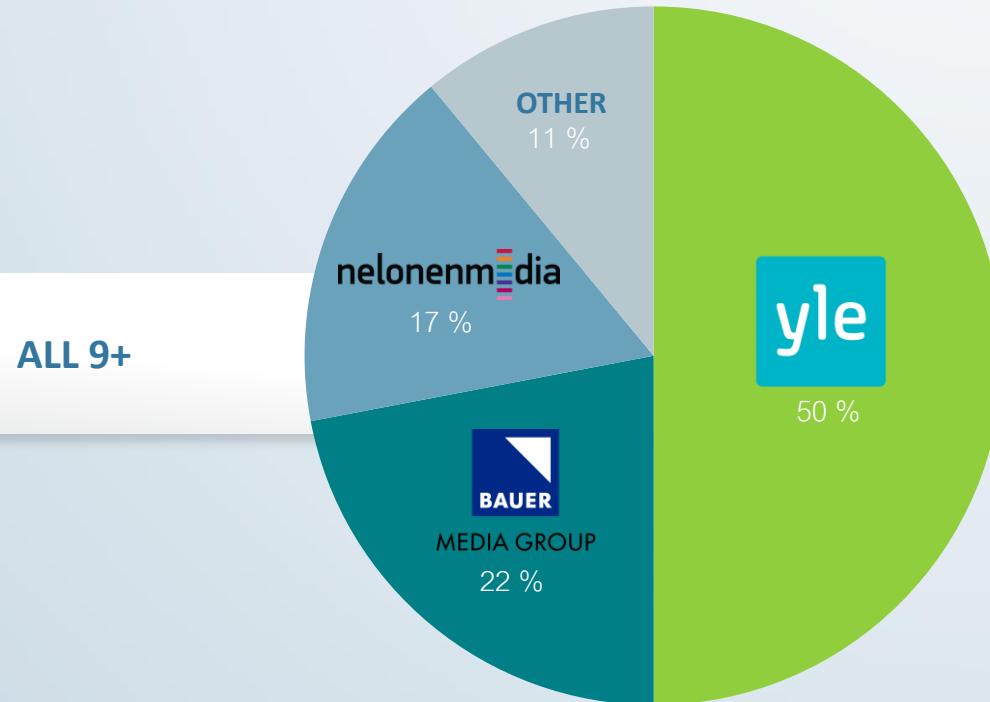
9-24 -years



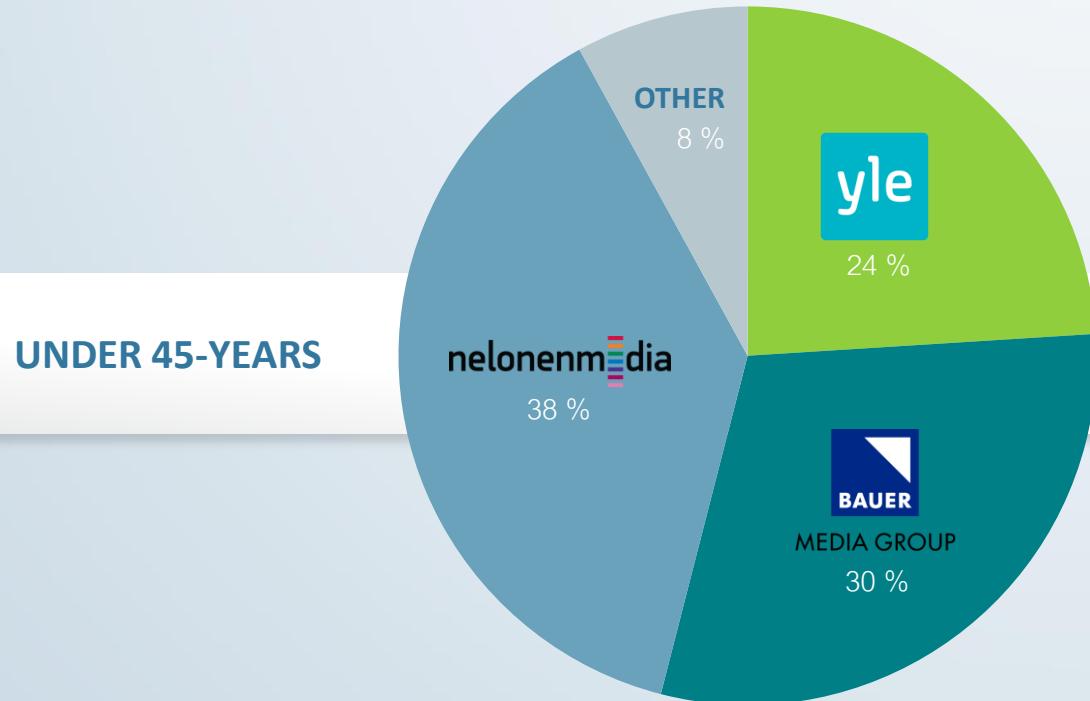
# LISTENING TIME ON AN AVERAGE DAY (OCTOBER 2015)

	RADIO	YouTube-MUSIC	Spotify	Recordings
9-24 -years	1h 15min	21min	30min	18min
25-44 -years	2h 32min	7min	15min	17min
45+ -years	3h 42min	2min	1min	5min

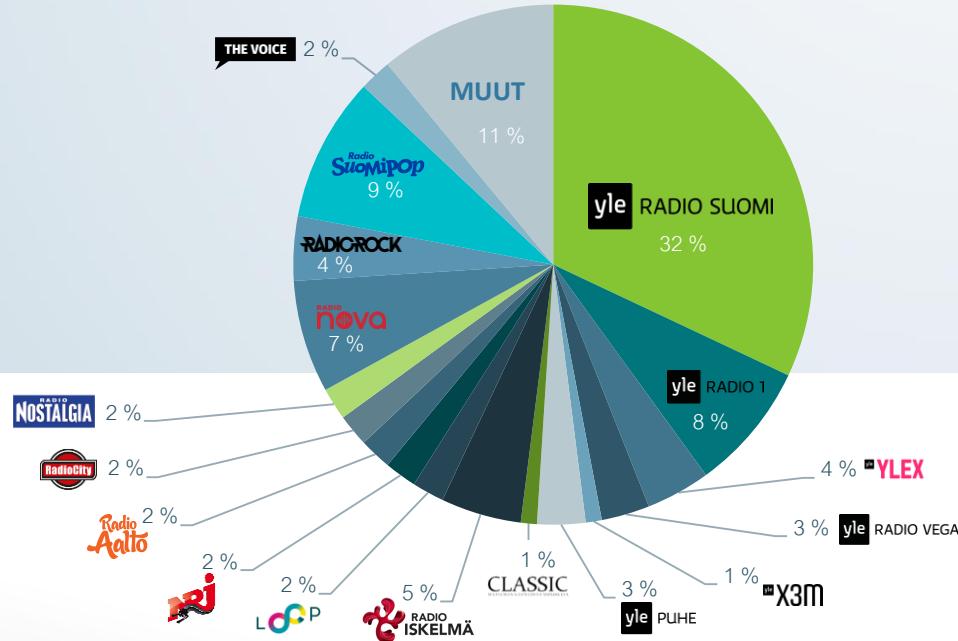
# THE VAST MAJORITY OF RADIO LISTENING IN 2015 TO YLEISRADIO'S, BAUER MEDIA'S AND NELONEN MEDIA'S CHANNELS



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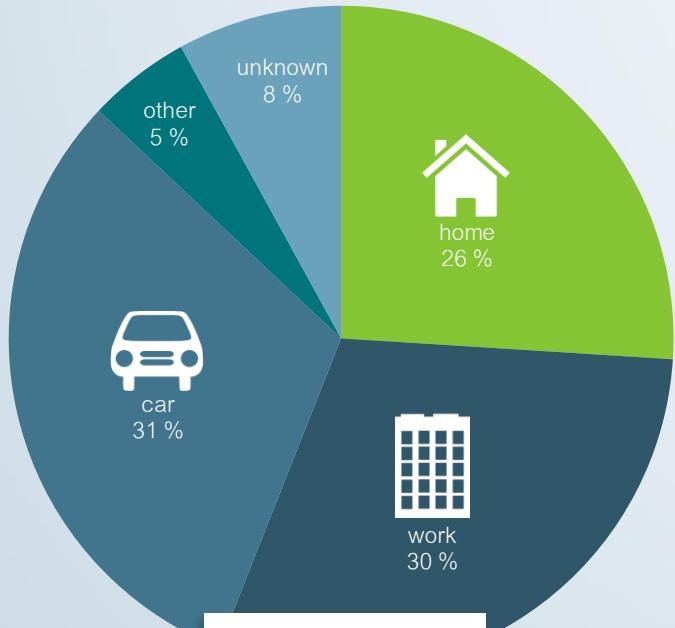
# SHARE OF LISTENING IN 2015 (FROM ALL RADIO LISTENING MINUTES ON AN AVERAGE DAY)



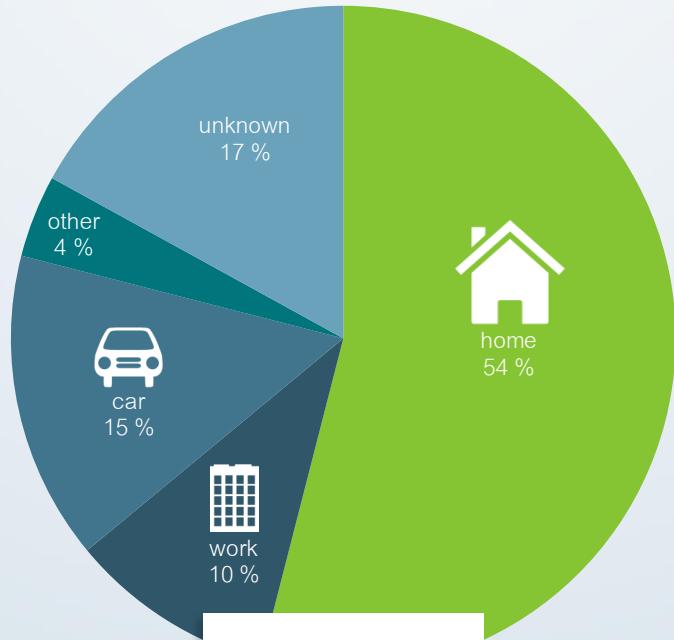
# QUARTERLY AUDIENCES OF RADIO ON A WEEKDAY OR A LISTENING CURVE IN 2015



# RADIO LISTENING PLACES IN 2015

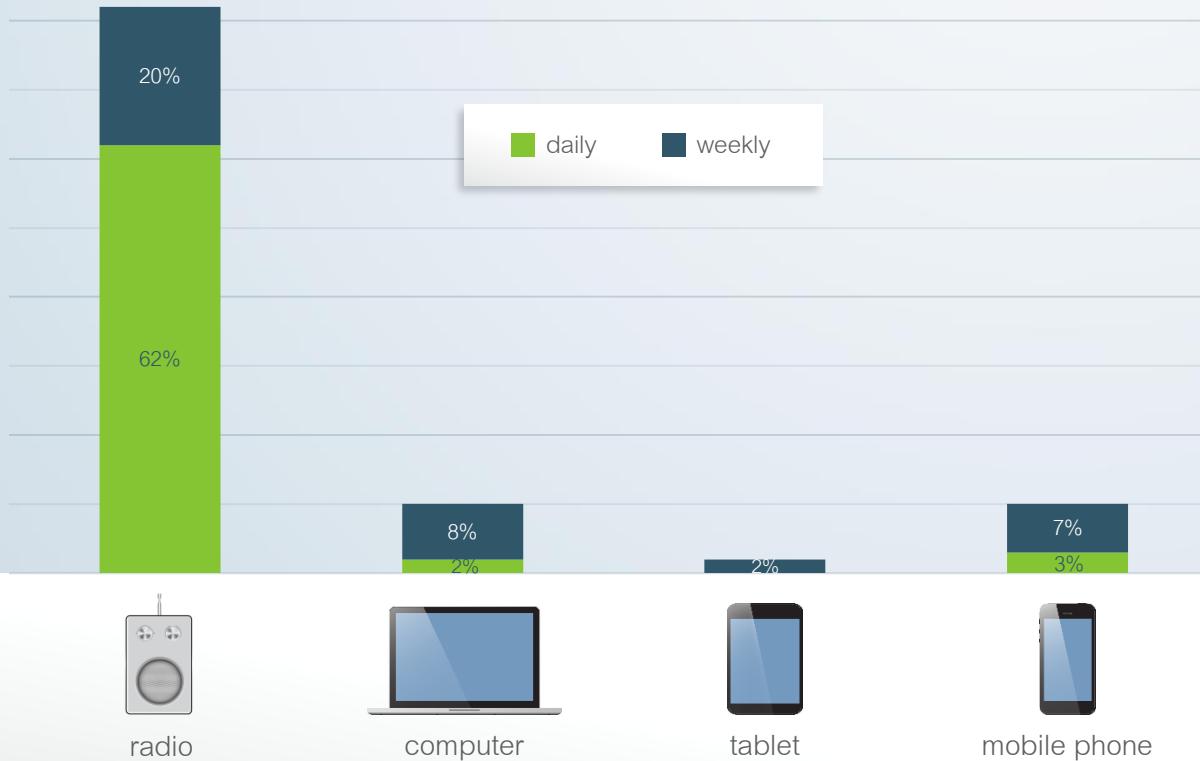


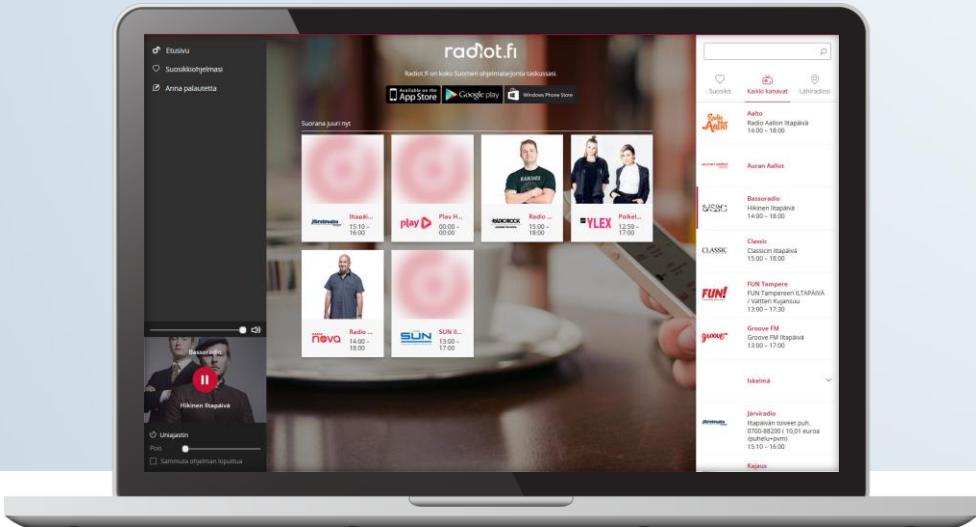
9-44 -years



45+ -years

# THE FREQUENCY OF RADIO LISTENING WITH DIFFERENT DEVICES IN 2015





# radiot.fi

**60 000 weekly listeners**

- **300 000** sessions in a week

- almost **70 000** listeners during media campaign in autumn, sharp decline during christmas holidays (weekday media)

- In December a clear peak in listening because of the Christmas radio.

# RADIO ALSO ACTIVE IN SOCIAL MEDIA - EXAMPLES



**830 000**

weekly listeners

**60 000**

likers in Facebook

**90 000**

weekly visitors in Iskelmä.fi

**35 000**

radio listeners participate Iskelmä's 2015 annual voting during the four weeks



**730 000**

weekly listeners (weekday at 6-10)

**135 000**

Aamulypsy likers in Facebook

**110 000**

weekly visitors in Suomipop.fi

videoclip "Naked weathergirl" is downloaded  
**over million times**



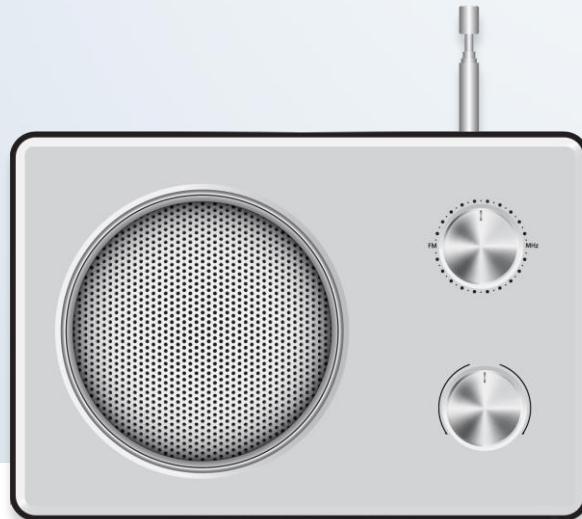
# RADIO IN FINLAND IN 2015

most listened radio channels

**YLE RADIO SUOMI,  
RADIO SUOMIPOP  
AND YLE RADIO 1**

vast majority of radio listening to

**YLEISRADIO'S,  
BAUER MEDIA'S AND  
NELONEN MEDIA'S  
radio's**



Radio is listened by  
**4,6 million finnish**

And they listen it

**3h/day  
(2h 59min)**

most listened quarter hour of a day  
**8:00-8:15**

**SUMMER LISTENING IS IMPORTANT**

the most listened day of the year was  
**14.8.**



More information at

[www.finnpanel.fi](http://www.finnpanel.fi)