

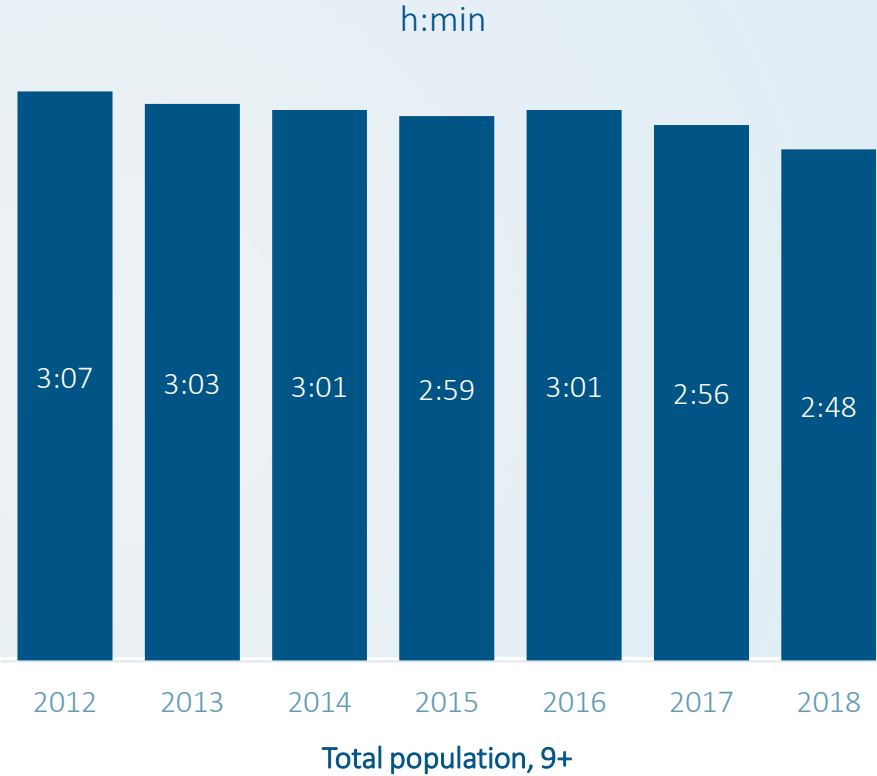


RADIO LISTENING IN FINLAND 2018

Tennispalatsi 5.2.2019
Lena Brun

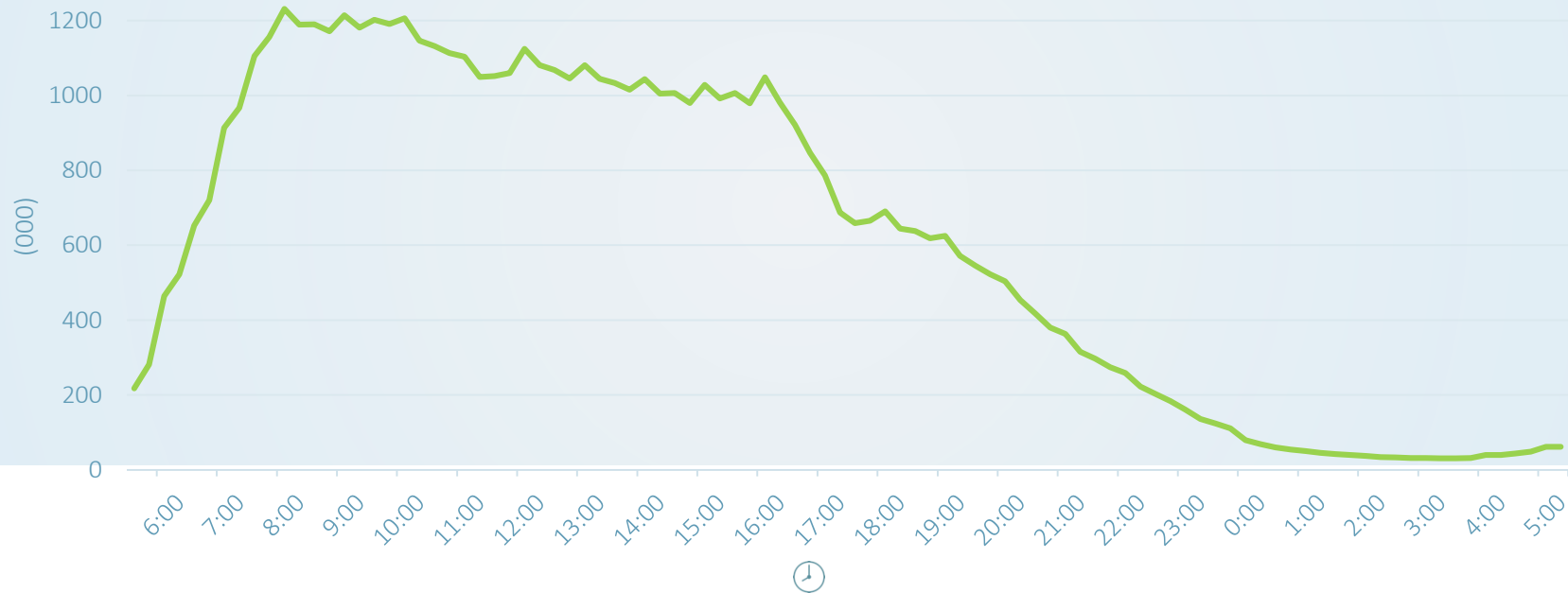


Daily listening time is
2 hours 48 minutes



One million radio listeners on weekdays between 7:30 – 16:00

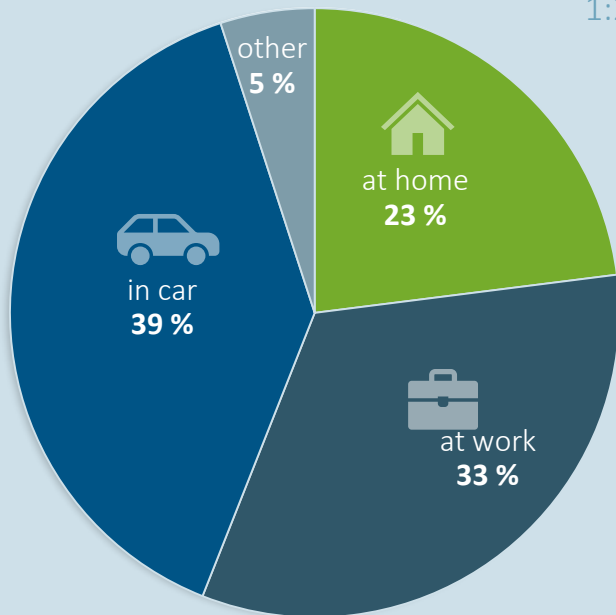
Quarter-hour audience on weekdays



Listening locations in 2018

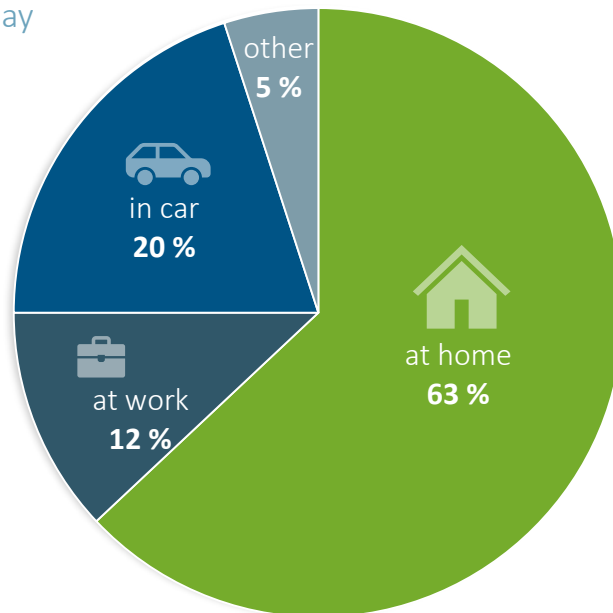
Age under 45

1:22 min/day

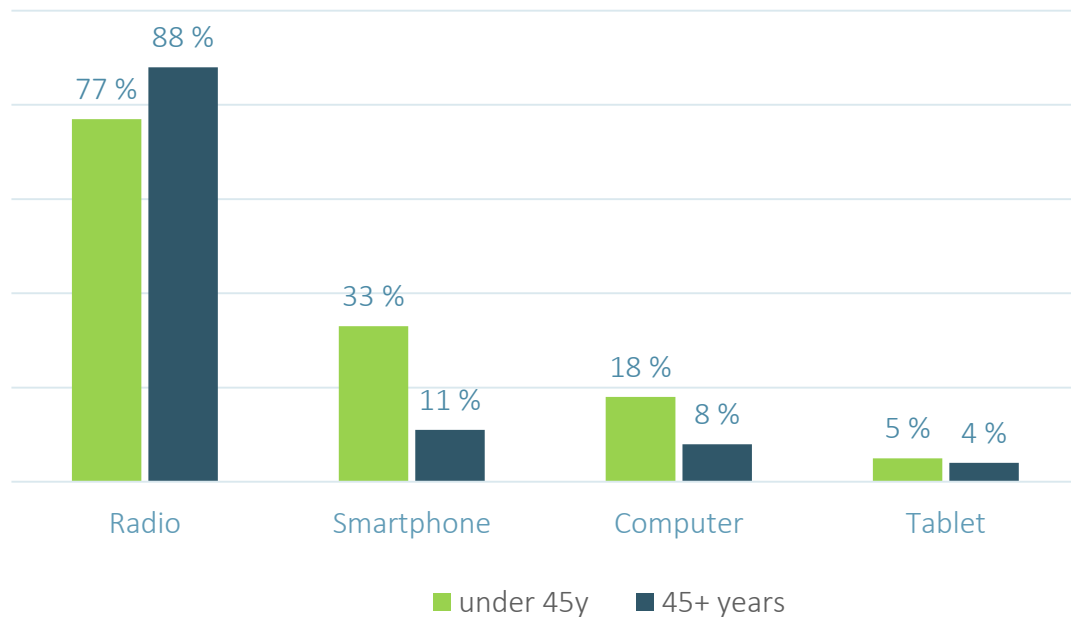


Age over 45

3:47 min/day

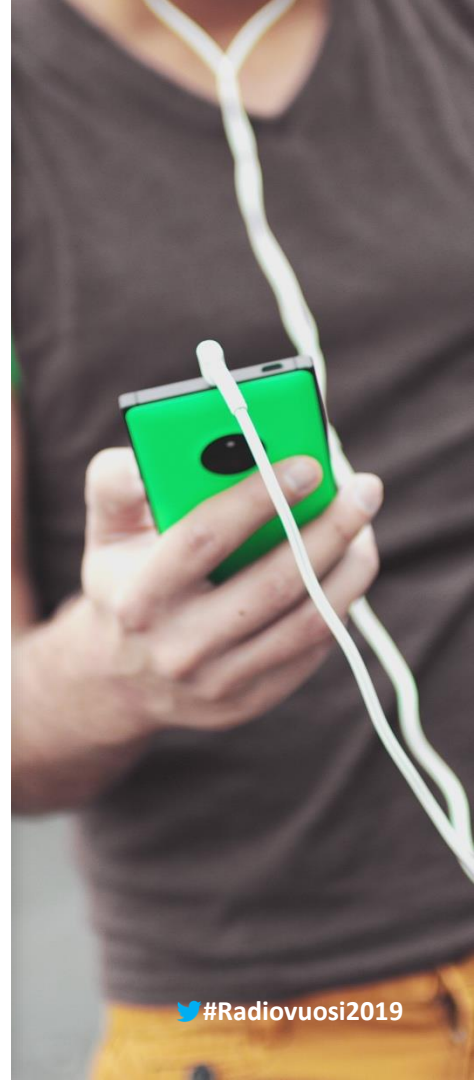
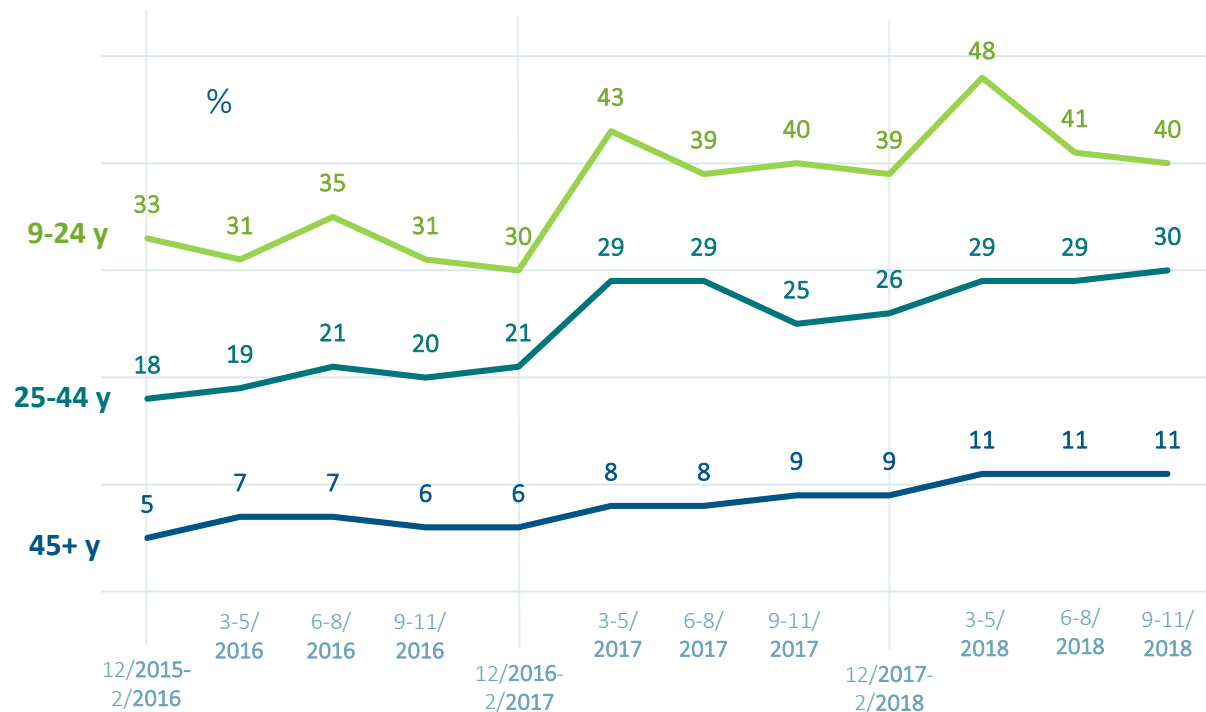


With which device did you listen to radio during the week?



Smartphone usage is growing

Which device did you use for radio listening during the week?



Weekly radio reach is

 **92 %**
of the population (9+)

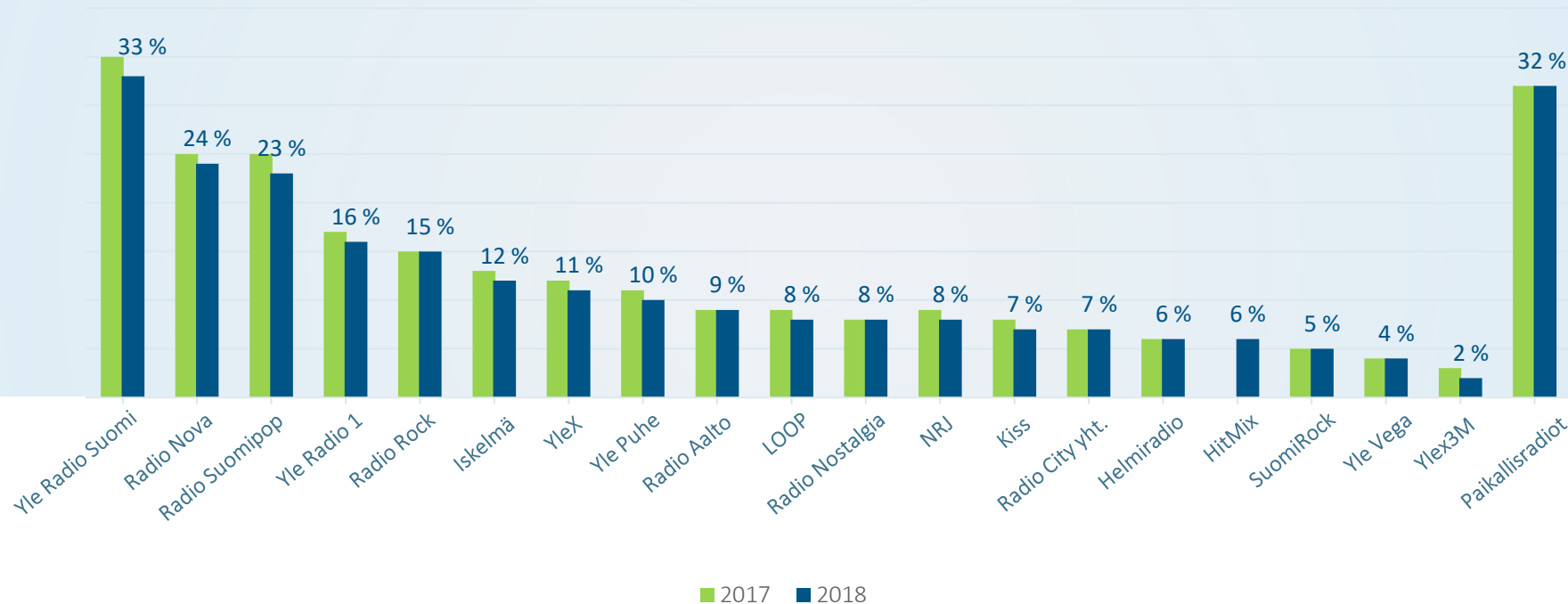
2018

Daily radio reach is

71 %  
of the population (9+)

Weekly reach by radio station

Total population 9+



Weekly reach for some local stations

Radio Pori **23 %**

Radio Pooki **17 %**

Radio Mikkeli **13 %**

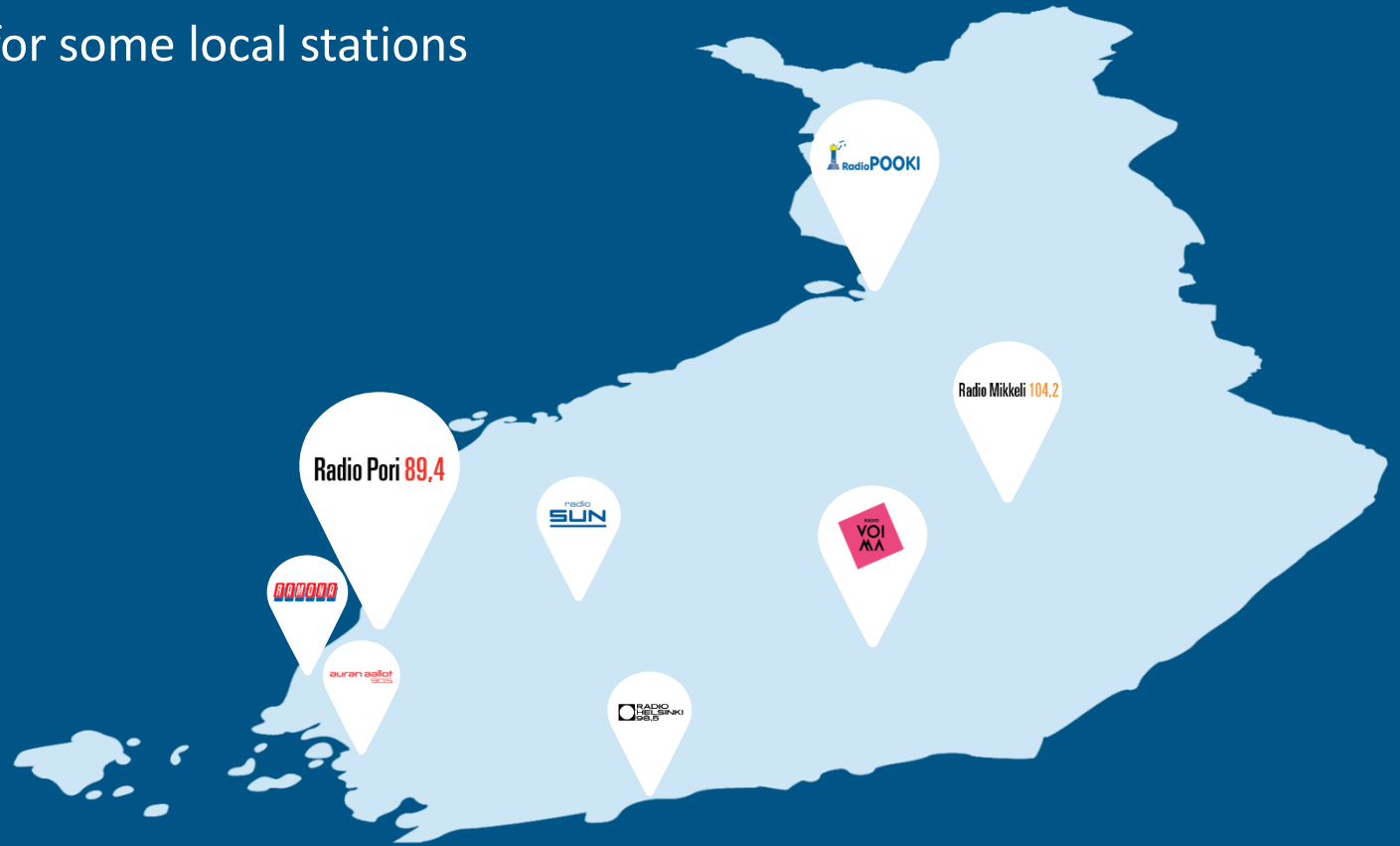
Radio Voima **13 %**

Radio SUN **8 %**

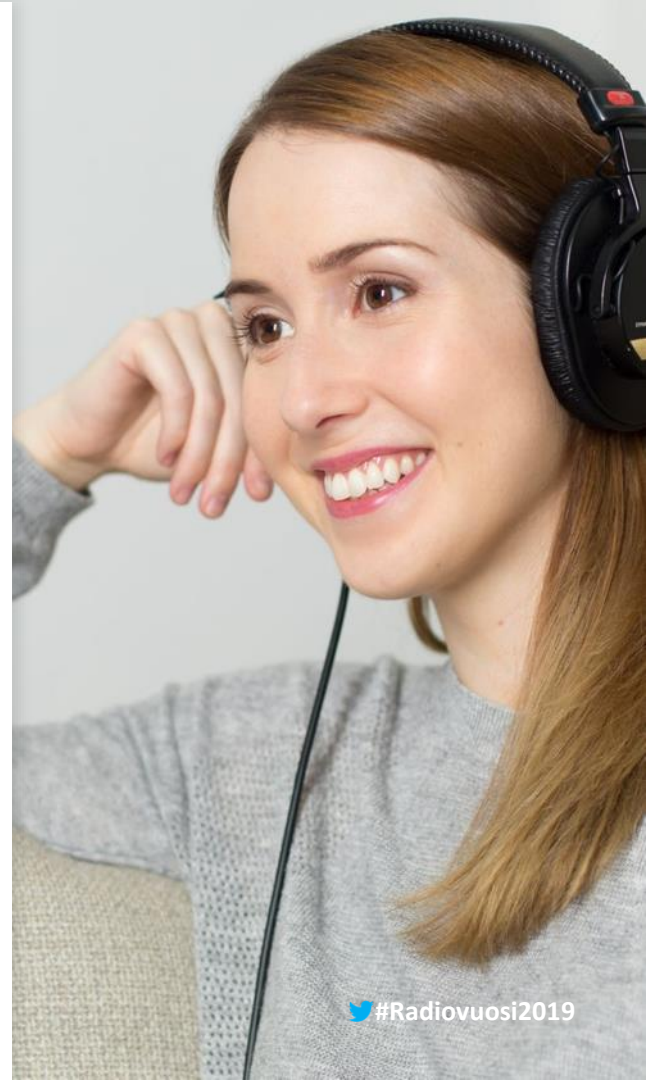
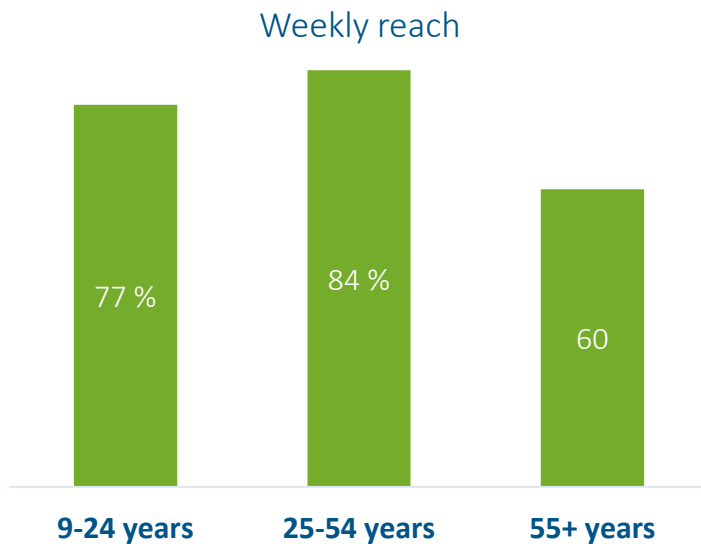
Radio Ramona **7 %**

Radio Auran Aallot **6 %**

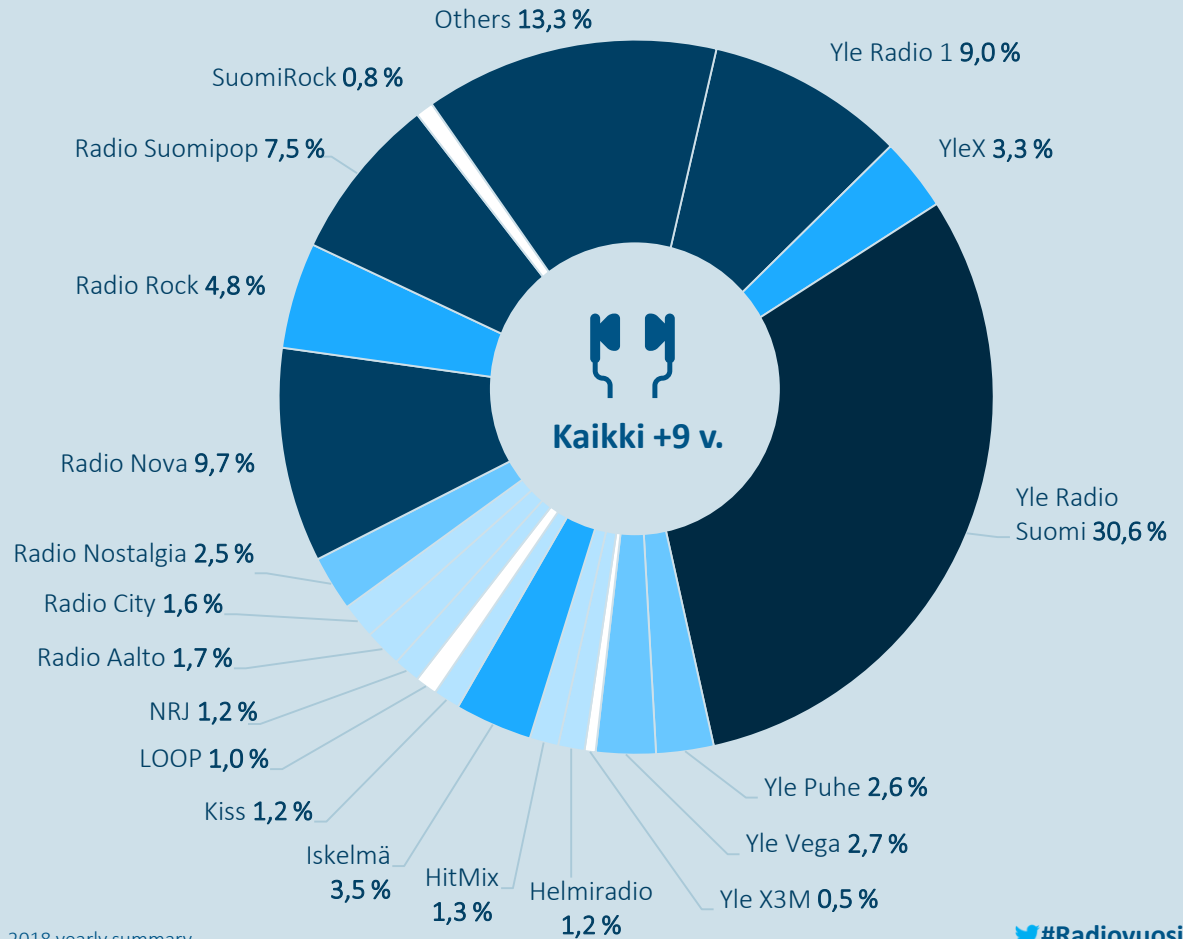
Radio Helsinki **6 %**



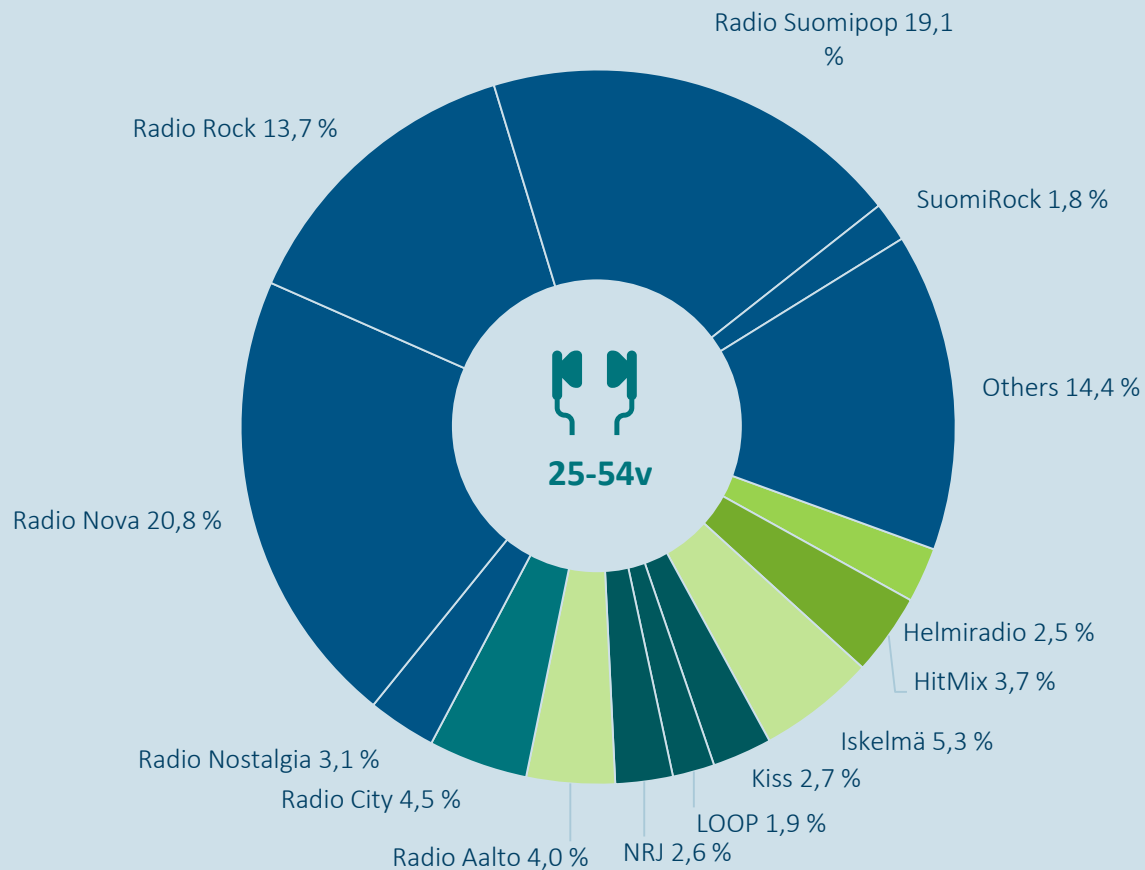
On a weekly basis commercial radio reaches 74 % of the Finnish population



Listening share by channel 2018



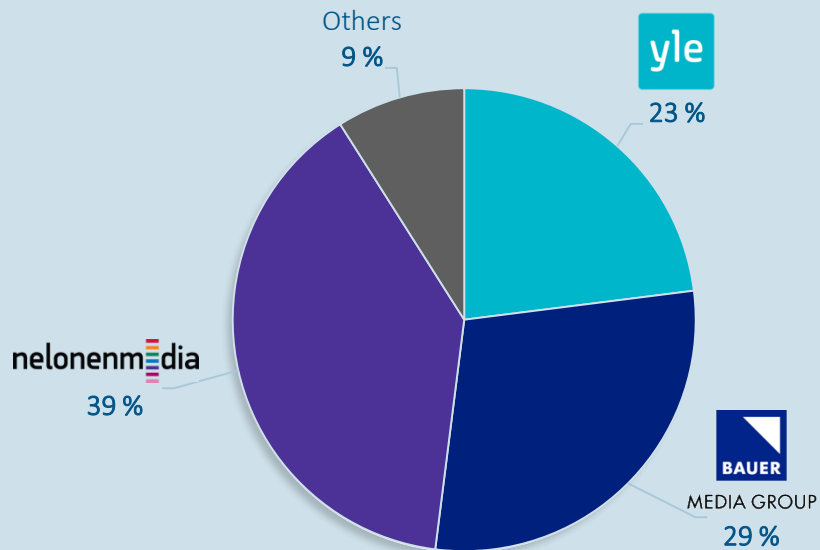
25-54 years: Commercial listening shares 2018



2018 listening shares by company

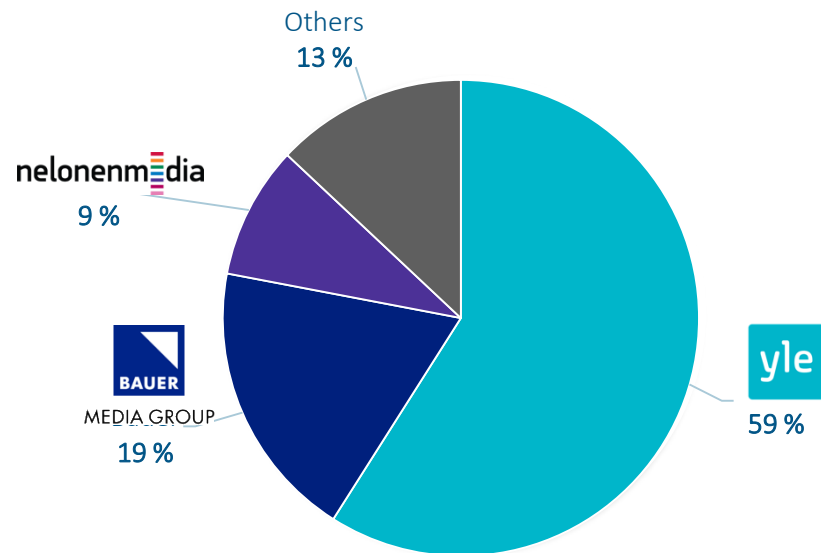
Age under 45

1:22 min/day



Age over 45

3:47 min/day





Age group 9-24 years: Daily listening time is 1 h 7 min

Highest profile:



LOOP: 44 %



NRJ: 41 %



Kiss: 35 %

Highest reach:



Radio Suomipop: 271 000



Radio Nova: 217 000



LOOP: 173 000



Age group 25–44 years: Daily listening time 2 h 8 min

Highest profile:

HitMix: 52 %

Radio Rock: 50 %

Radio City: 44 %

Highest reach:

Radio Suomipop: 496 000


Radio Nova: 373 000


Radio Rock: 364 000




Age group 45+ : Daily listening time 3 h 47 min

Highest profile:

 Yle Radio: 1 84 %

 Yle Radio Suomi: 81 %

 Yle Vega: 73 %

Highest reach:

 Yle Radio Suomi: 1 336 000

 Yle Radio 1: 663 000

 Radio Nova: 620 000

Listening to radio and other audio during 2012–2018

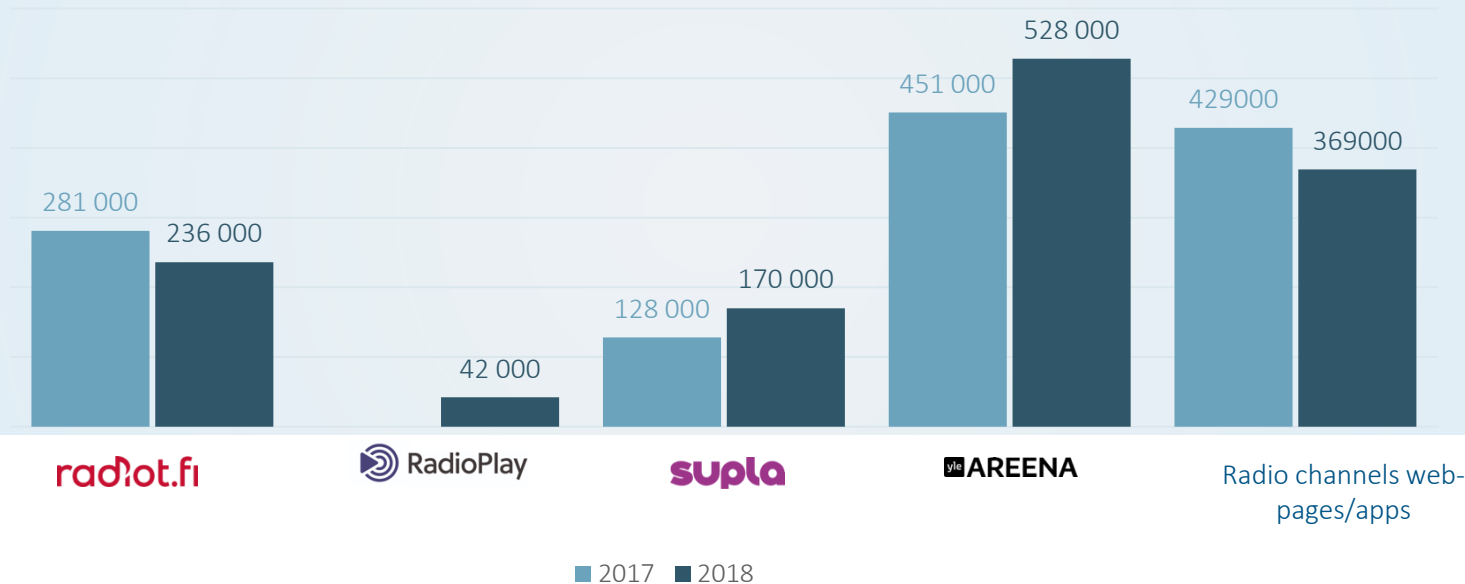
Other audio = other music-, radio on demand- and audioservices



Domestic radio services are used by a million Finns on a weekly basis

Total population 9+

Weekly listeners

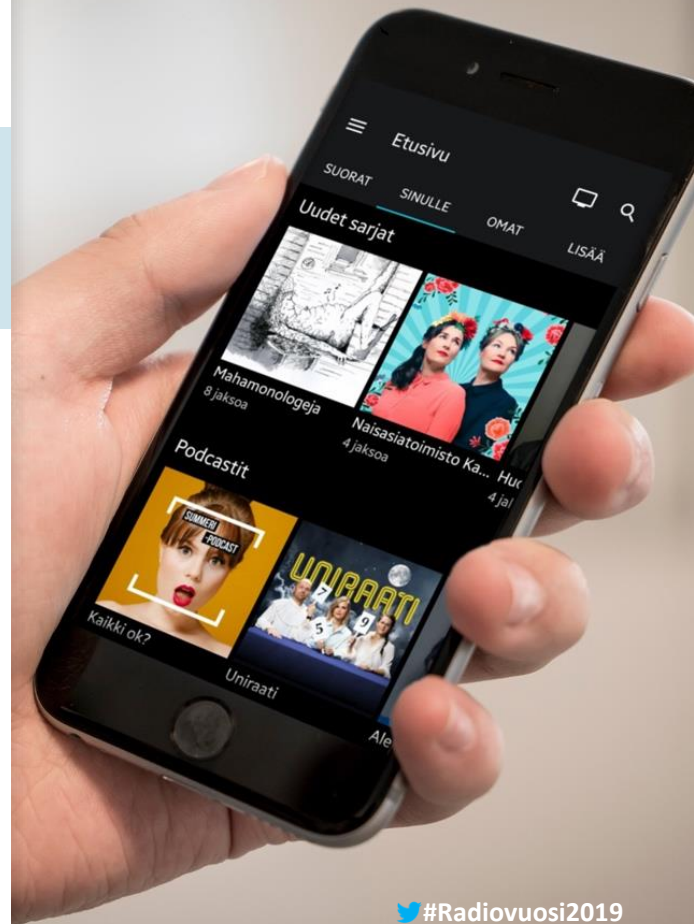


Radio content on demand

Definition:

Podcasts ja broadcast content on demand from eg following services: Radiot.fi, Yle Areena, Supla, RadioPlay.

- Weekly reach 404 000 Finns, reach on an average day 42 000
 - Average listening time (by listener) 1:41/day



RADIO IN FINLAND 2018



Daily listening time is
2 tuntia 48 minuuttia

**Weekly reach for
commercial radio:
74 % of total population**

Listeners to radio:

daily
71 %
of the population

weekly
92 %
of the population

Highest rating at
8:00 o'clock on weekdays:
1,2 million Finns listen to radio



Finland has
100+ FM radiota



Radio listening is
complemented by
listening to podcasts

More choice with Radiot.fi,
Areena, Supla ja RadioPlay –
radio services





More information on:

www.finnpanel.fi