

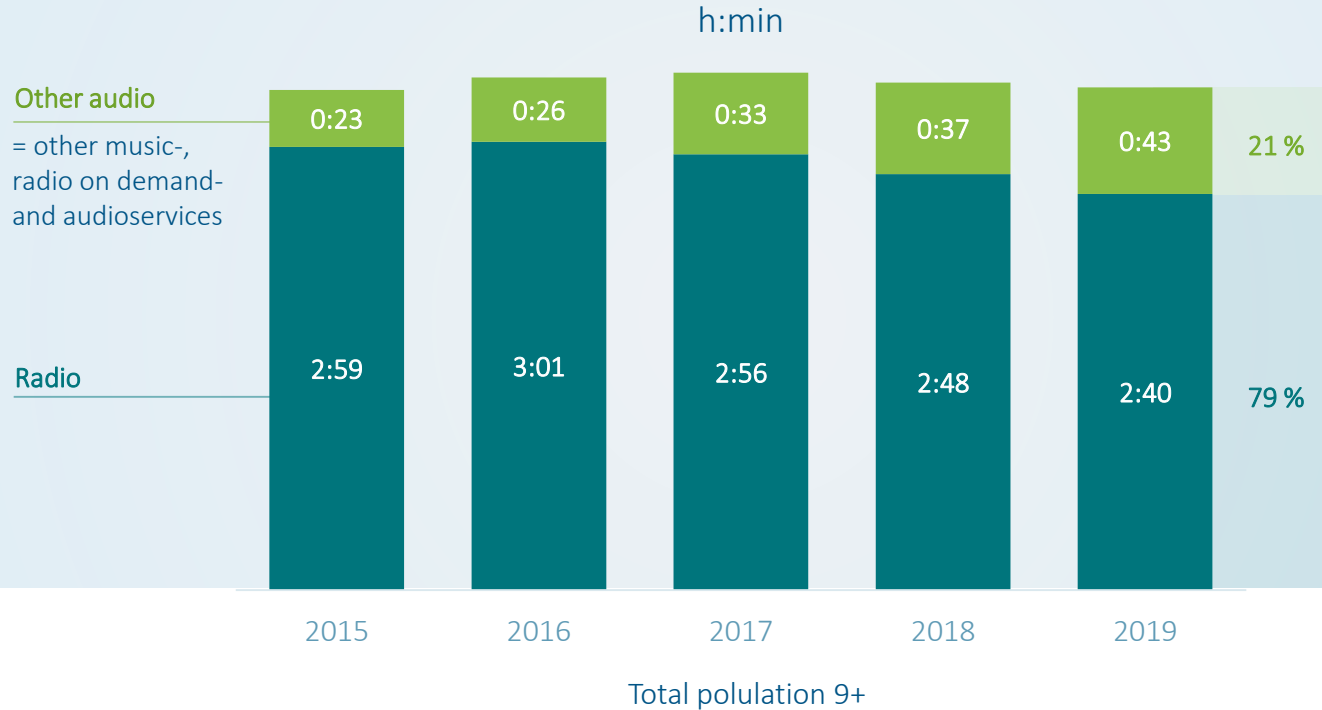


RADIO LISTENING IN FINLAND

2019

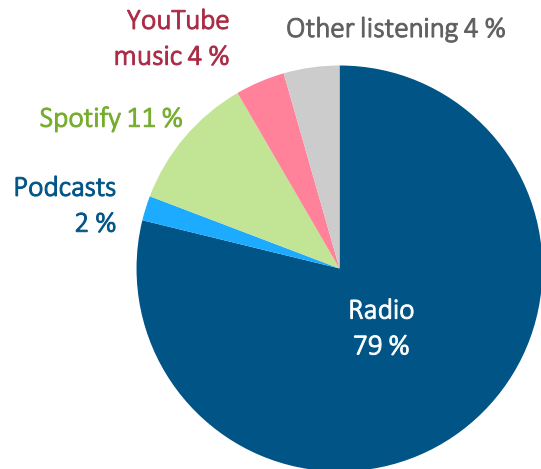
Tennispalatsi 13.2.2020
Lena Brun

Listening to radio and other audio during 2015–2019



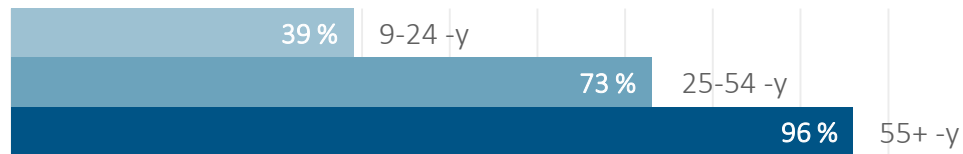
Audio listening shares on average day 2019

Total population 9+



Shares by age group

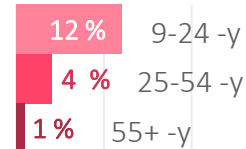
Radio



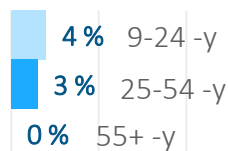
Spotify



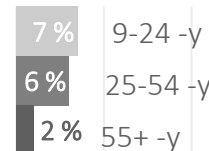
YouTube music



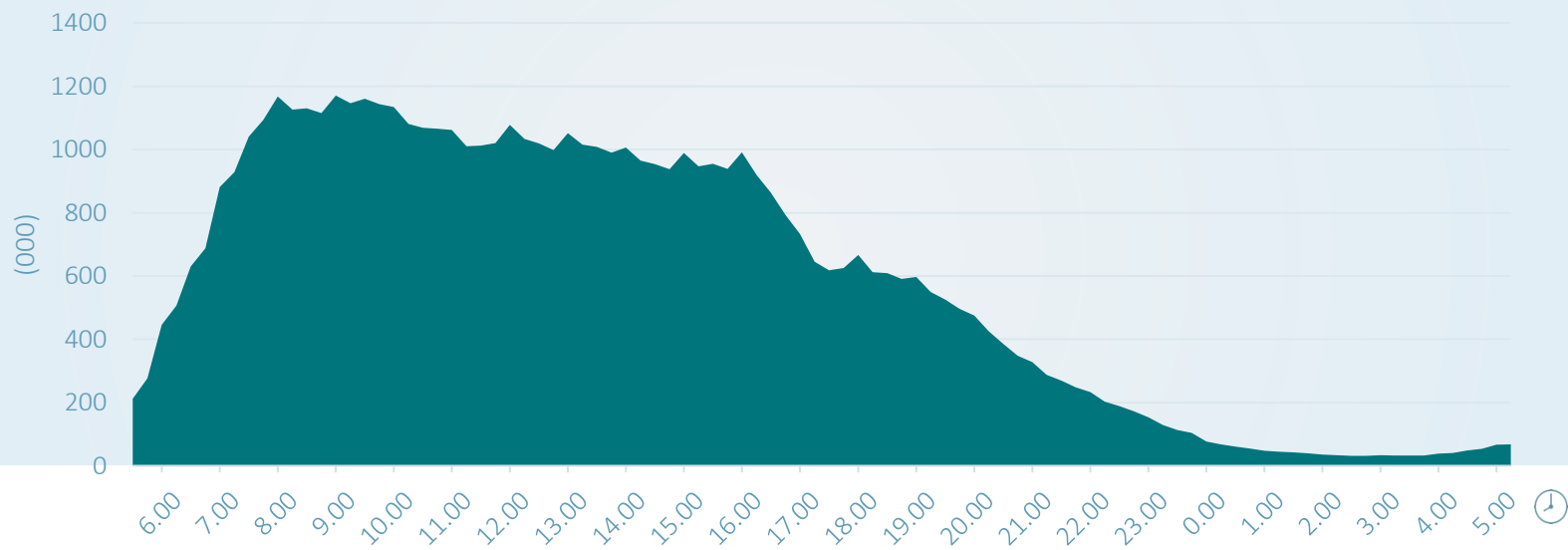
Podcastit



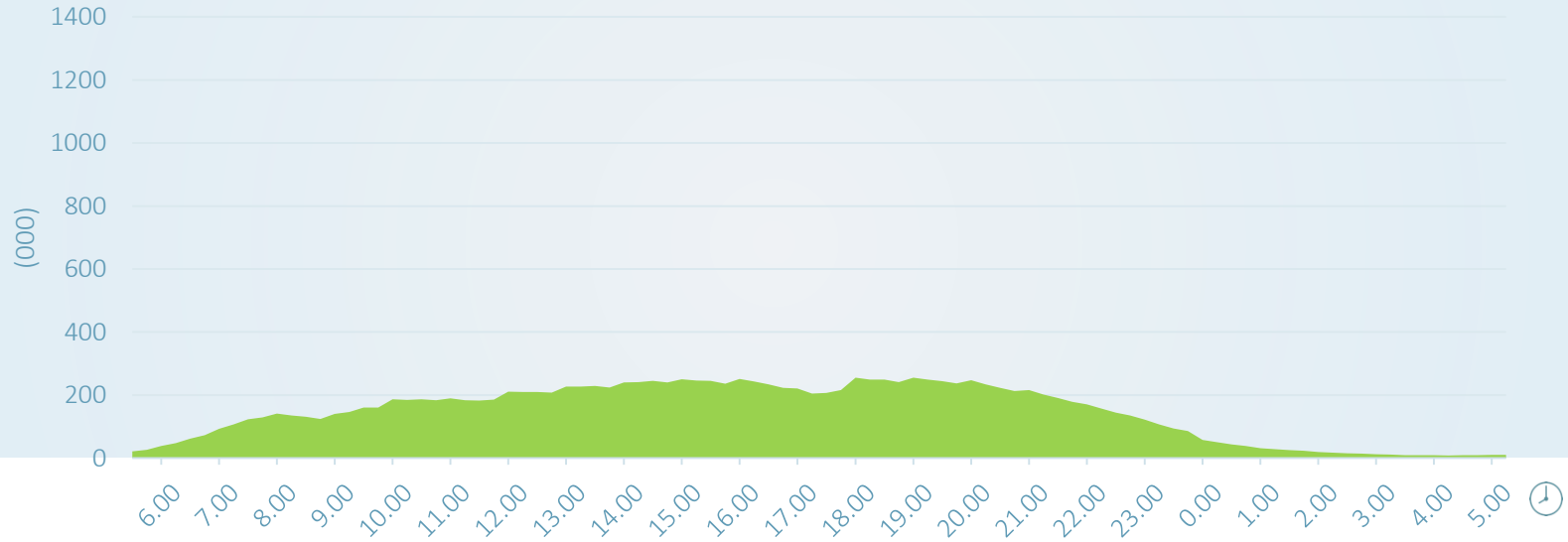
Other listening



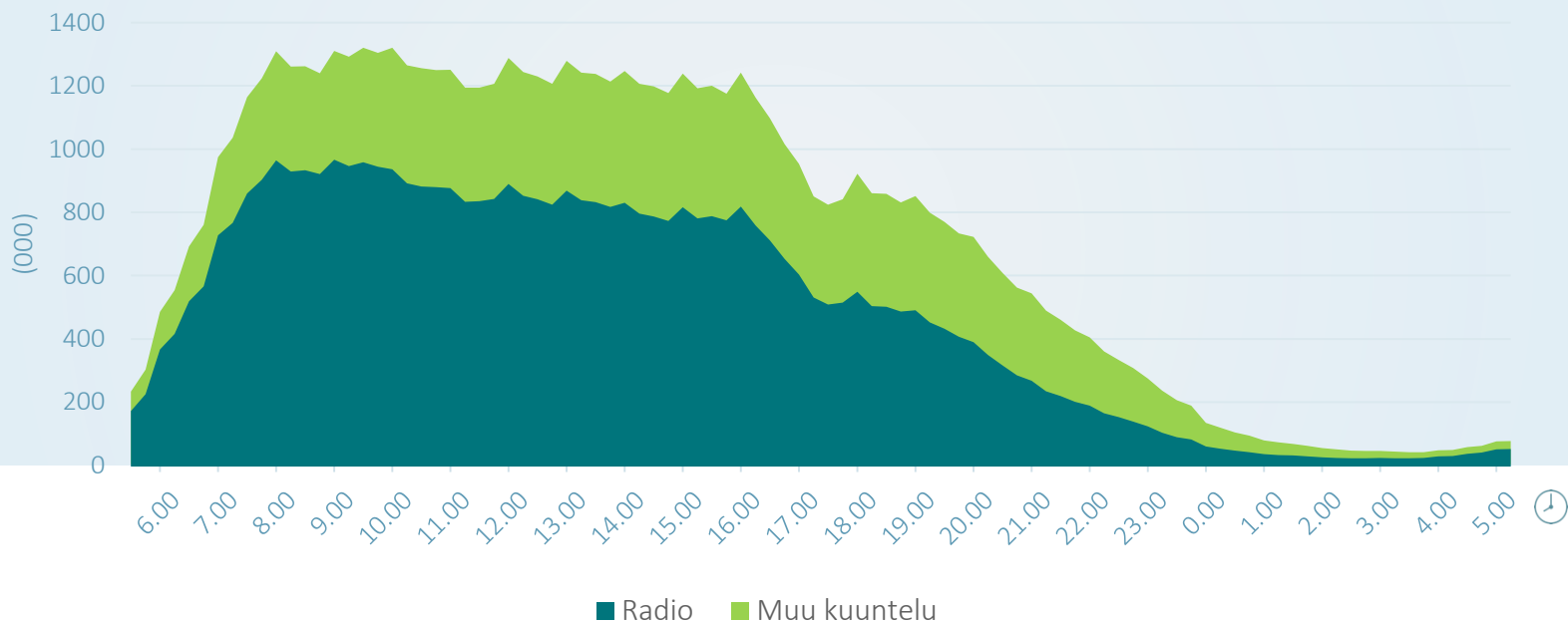
Quarter-hour radio audience on weekdays



Quarter-hour audience of other audio on weekdays



Over one million audio listeners on weekdays between 7.15 – 17.00

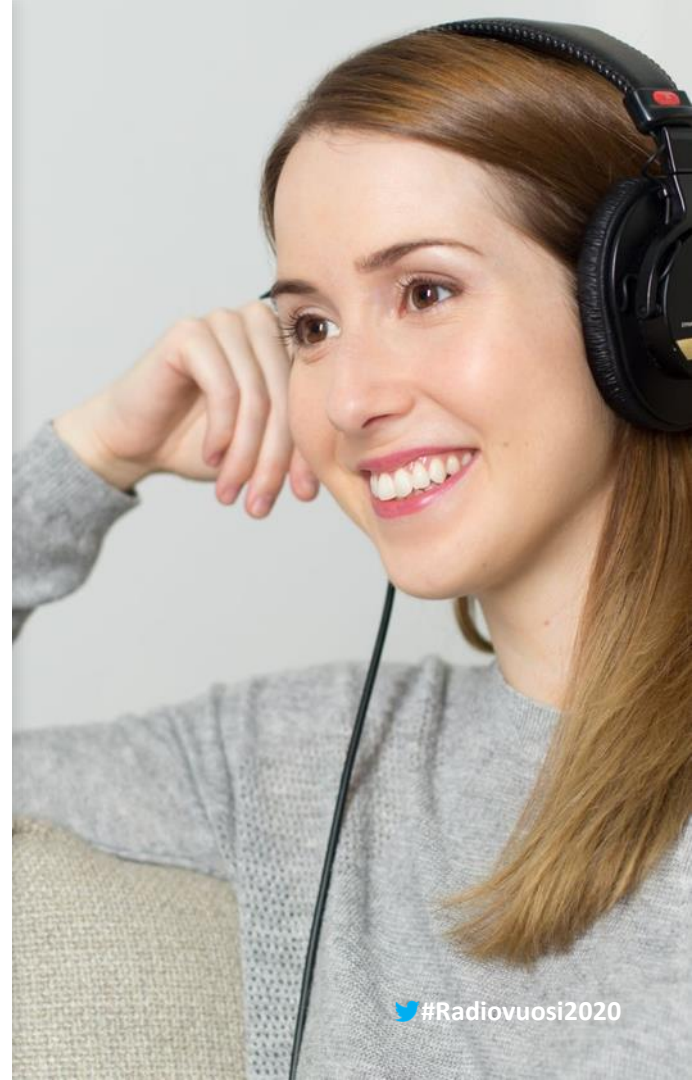
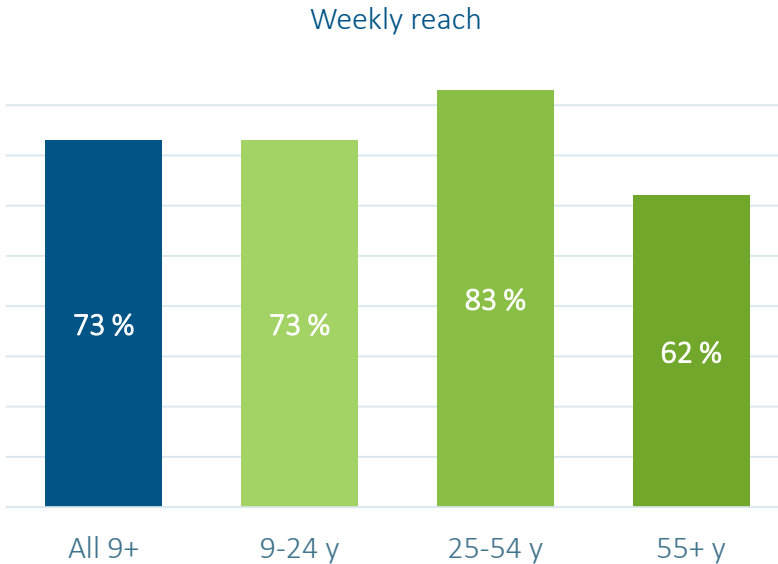


Radio reaches
 weekly
4,5 million
Finns (9+)

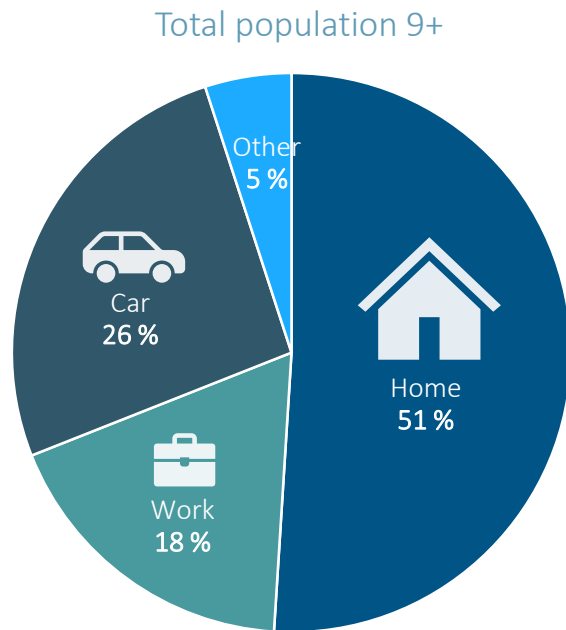
2019

Radio reaches daily  
3,4 million
Finns (9+)

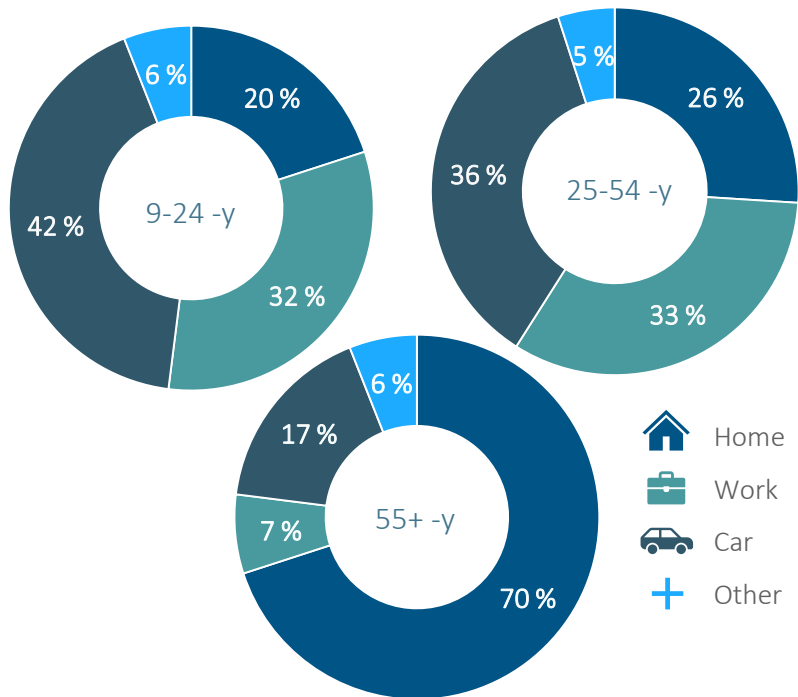
Commercial radio reaches 73 % of the Finnish population weekly



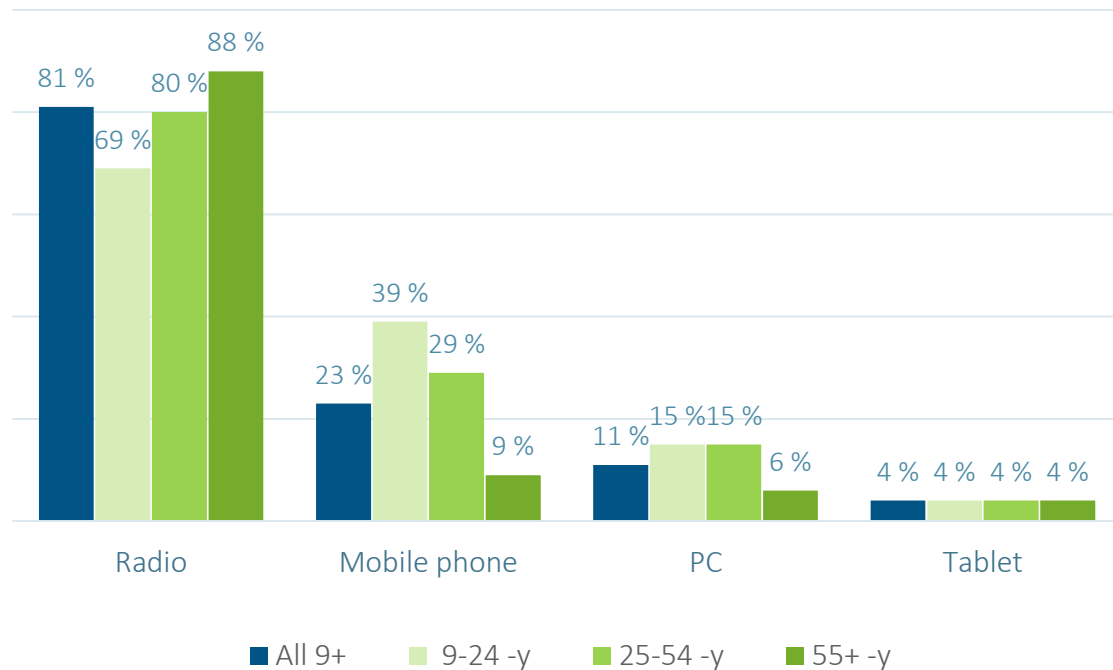
Radio listening locations 2019



Shares by age group

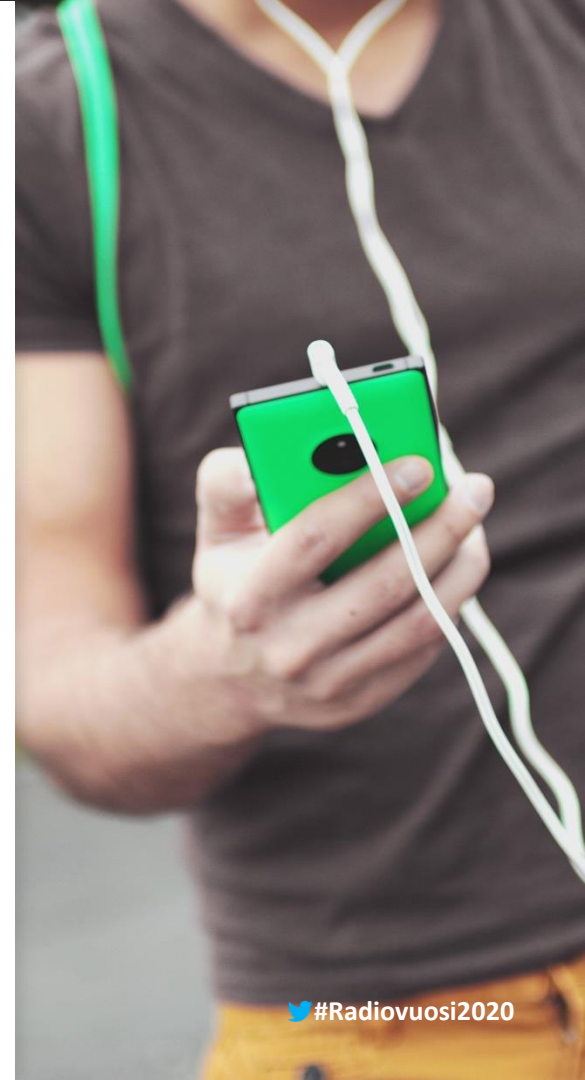
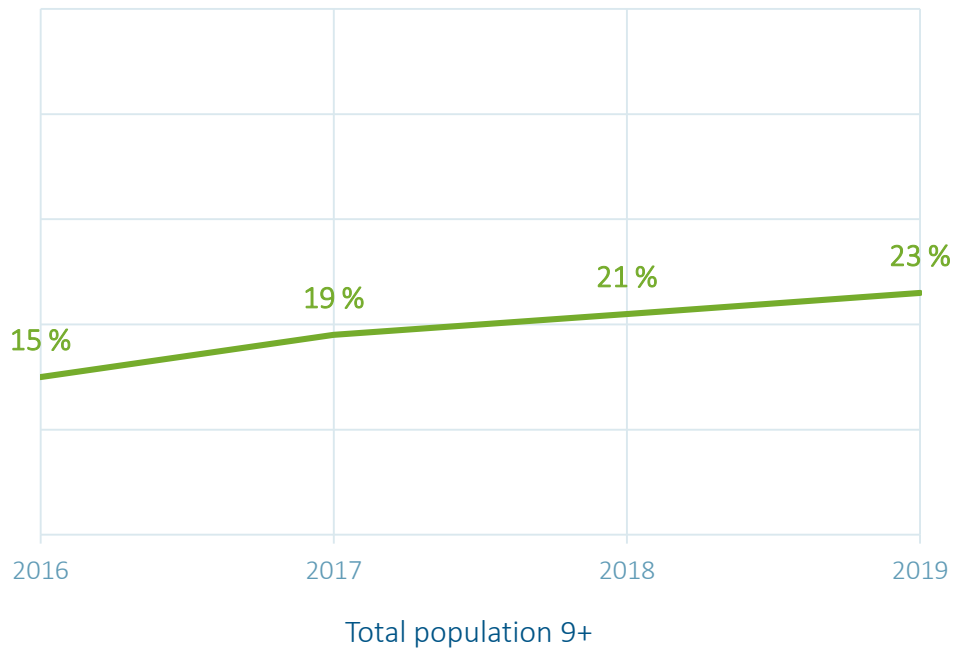


With which device did you listen to radio during the week?

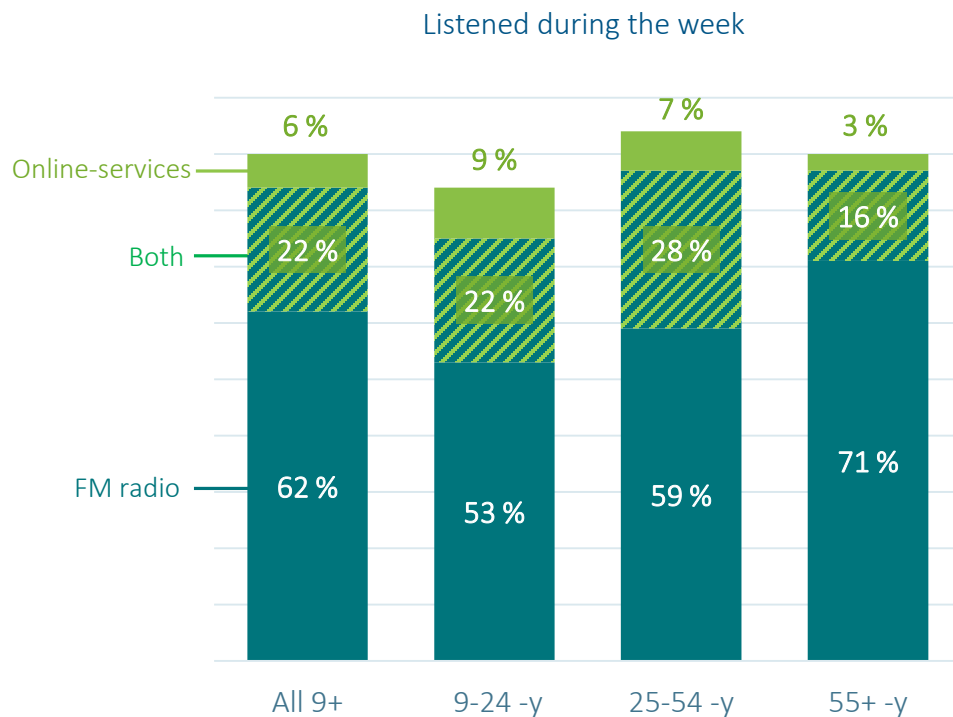


Mobile use in radio listening is increasing

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



Digital services increase radio reach



radiot.fi

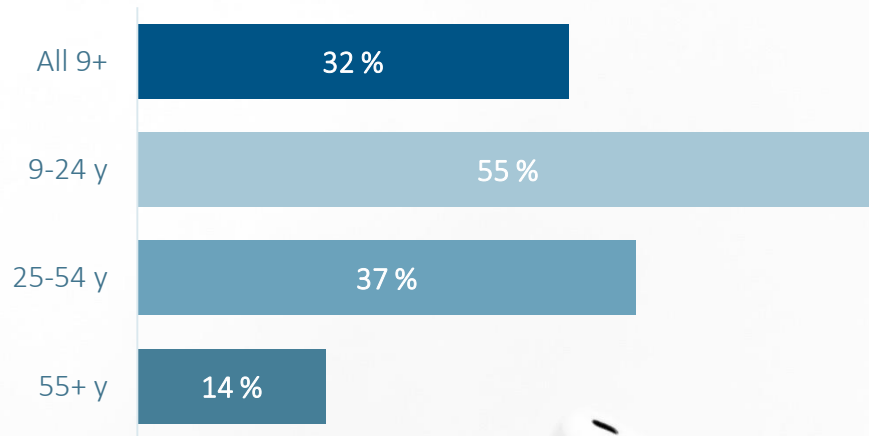


RadioPlay

supla

yle AREENA

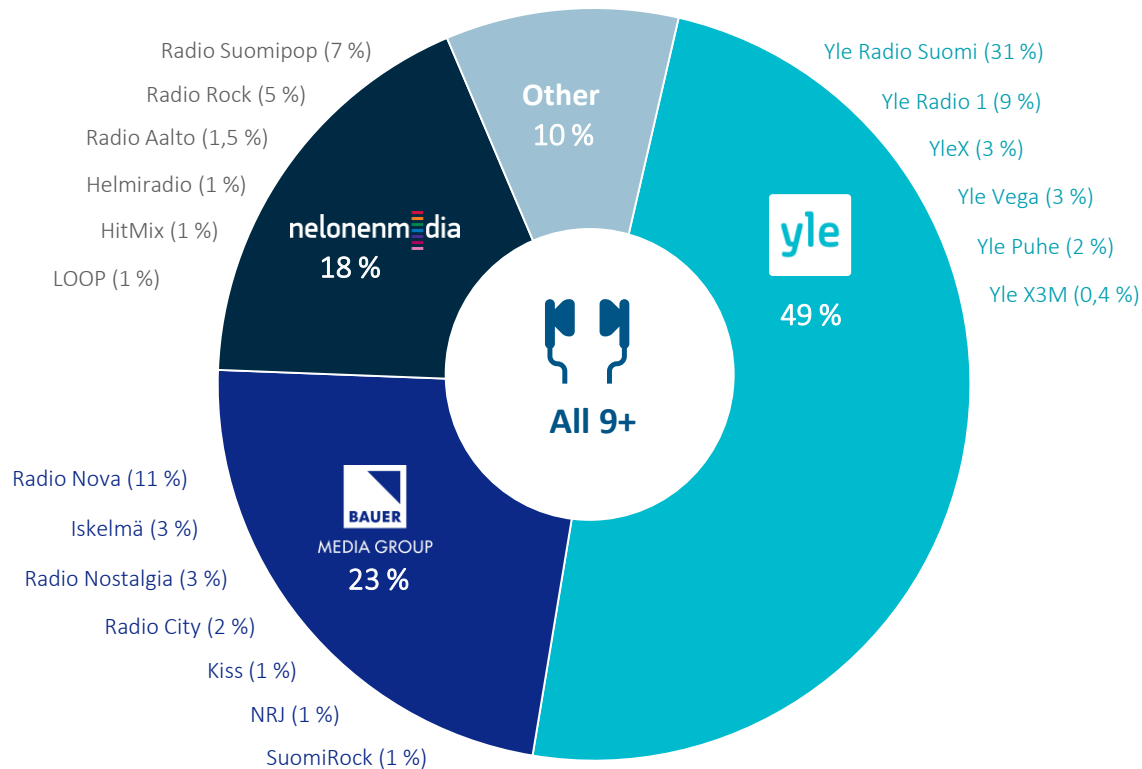
Radio and other audio listening with headphones during the week



0,5 % of the Finns use smart speakers.



Radio listening shares 2019

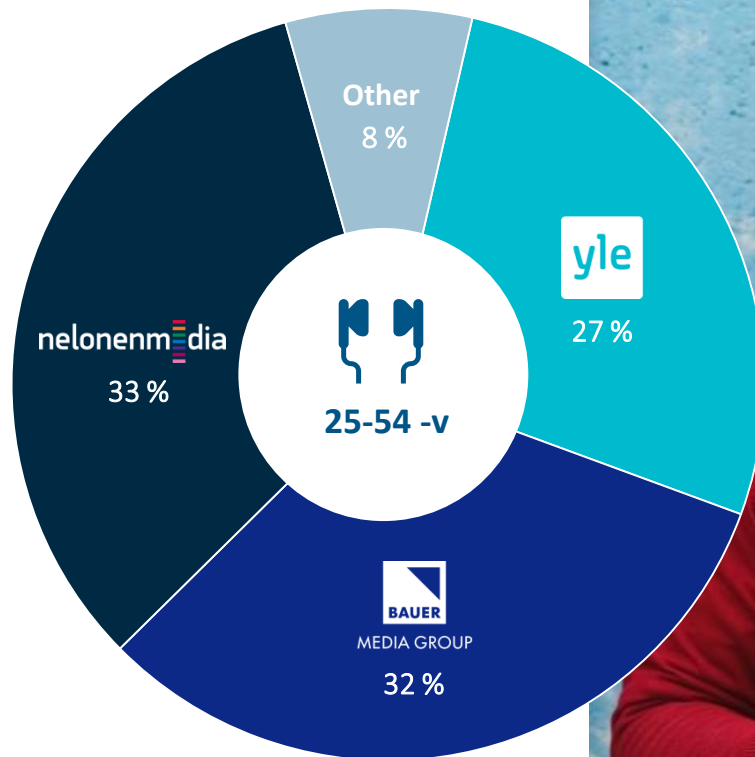


Other 10 %:



Radio listening shares 2019

25-54 -y



RADIO IN FINLAND 2019

 Daily listening time is
2 hours 40 minutes

Weekly reach of
commercial radio
73 % of total population

Radio listeners:

daily
69 %
of the population

weekly
91 %
of the population

Highest rating at
klo 09:00 on weekdays
almost 1,2 million Finns listen to
radio



Finland has
100+ FM radios



Radio listening is
complemented by
listening to podcasts

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



 **AREENA**

Areena has 0,5
million listeners
weekly

Members of the JIC 2020

Erkka Jaakkola, Bauer Media (chairman)

Riina Aho, RadioMedia

Kati Alijoki, Sanoma Media Finland

Irmeli Ekholm, Bauer Media

Anne Haaja, Yle

Marja Keskitalo, Yle

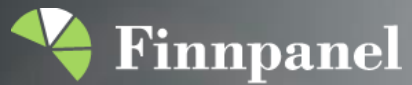
Leena Lampenius, Sanoma Media Finland

Eija Moisala, Yle

Outi Roivainen, Yle

Arja Suominen, MTL

Ari Tuuli, ML



More information about radio listening:

www.finnpanel.fi