

RADIO LISTENING IN FINLAND 2023

Lena Brun 8.2.2024

#Radiovuosi2024



2023

Daily listening
time

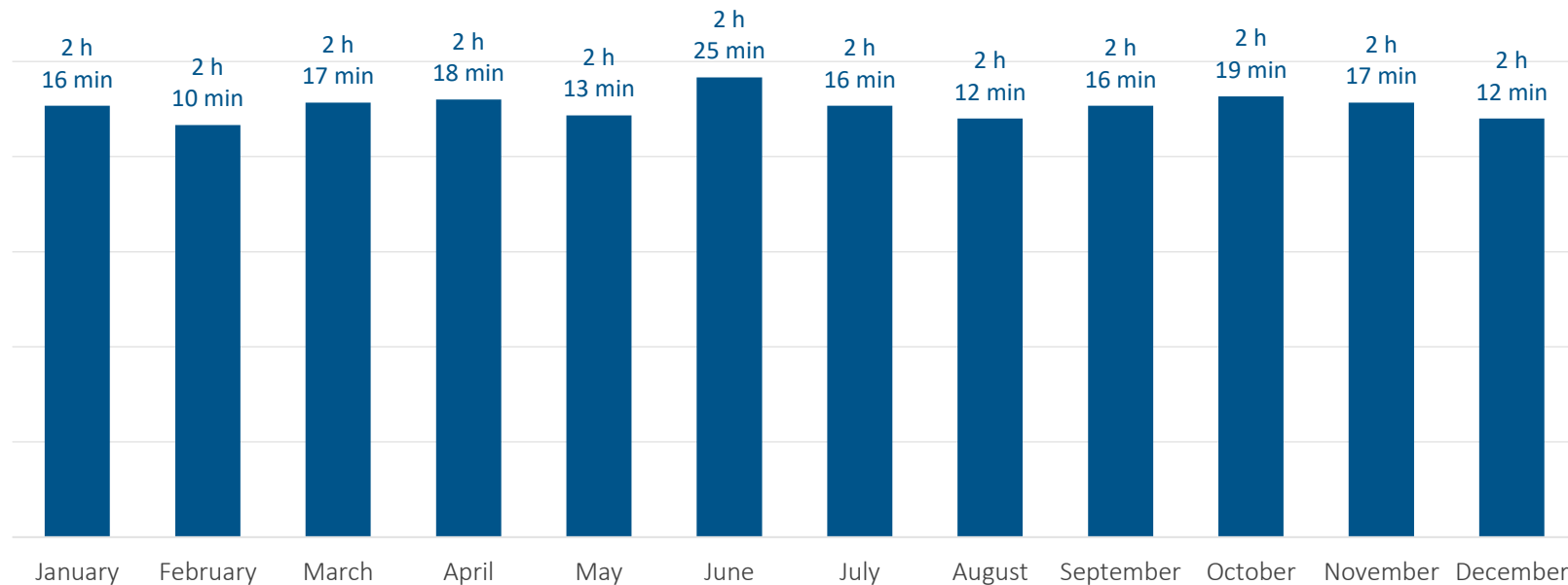
2 h 16 min



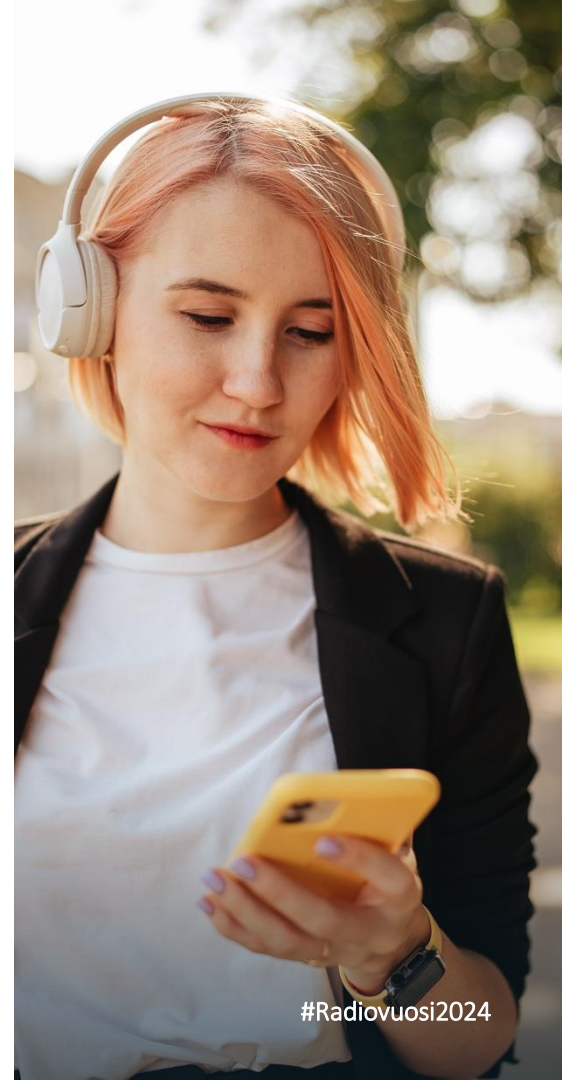
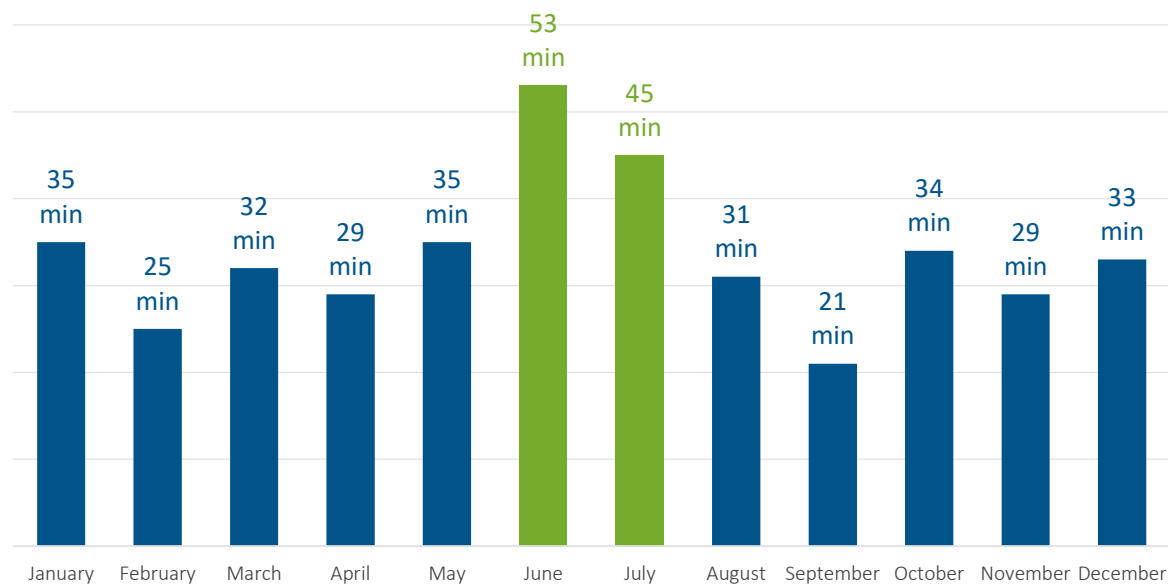
Weekly reach 86 %

4,3 million
Finns

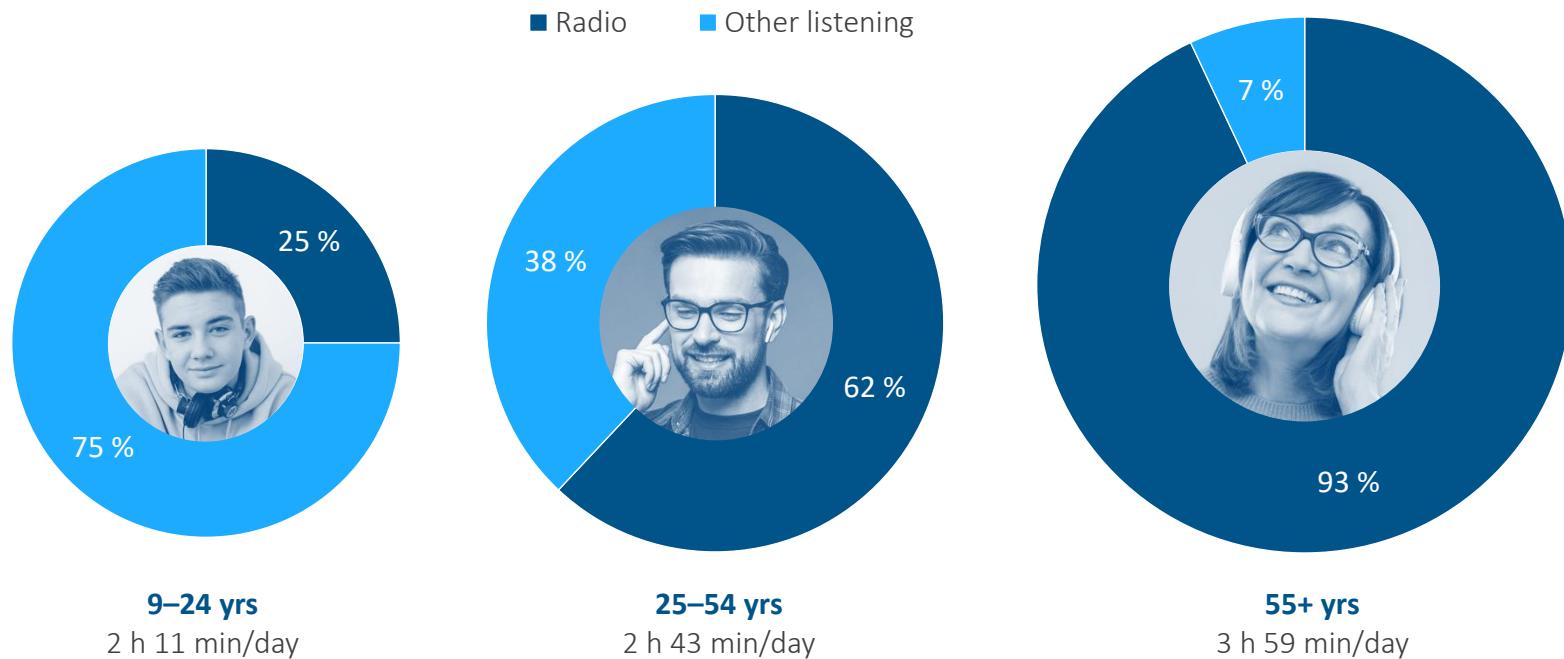
Radio keeps company all year round, also in the summertime



Radio is more popular in the summertime among young people



Shares of audio listening vary by age group



2023

Daily listening



time

2 h 16 min

= weekly 15 h 51 min



9–24 yrs

33 min/day



25–54 yrs

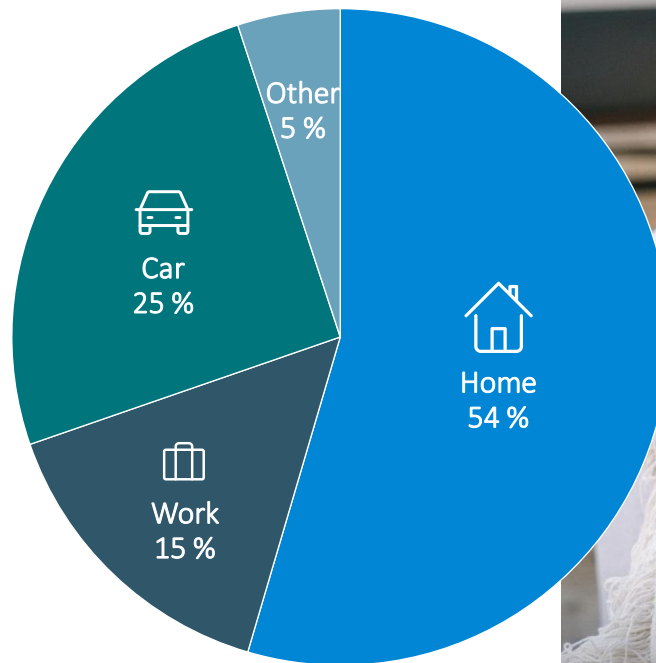
1 t 41 min/day



55+ yrs

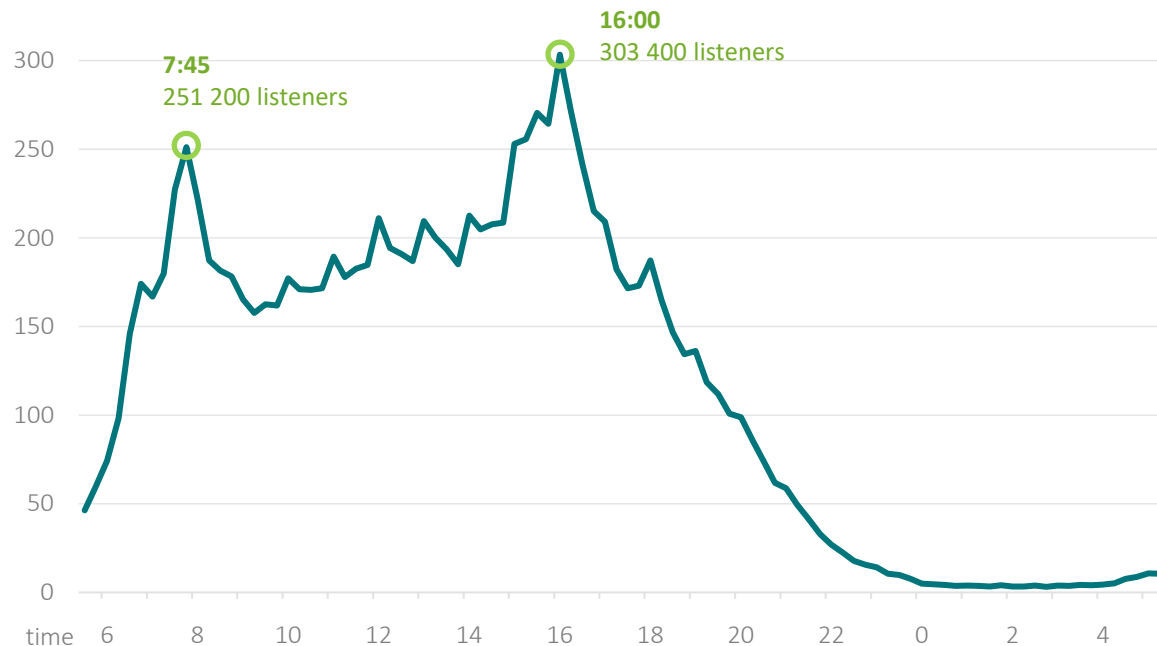
3 t 42 min/day

Half of the population
listen to the radio at
home –
car is in the second place



The peaks of car listening are during commuting

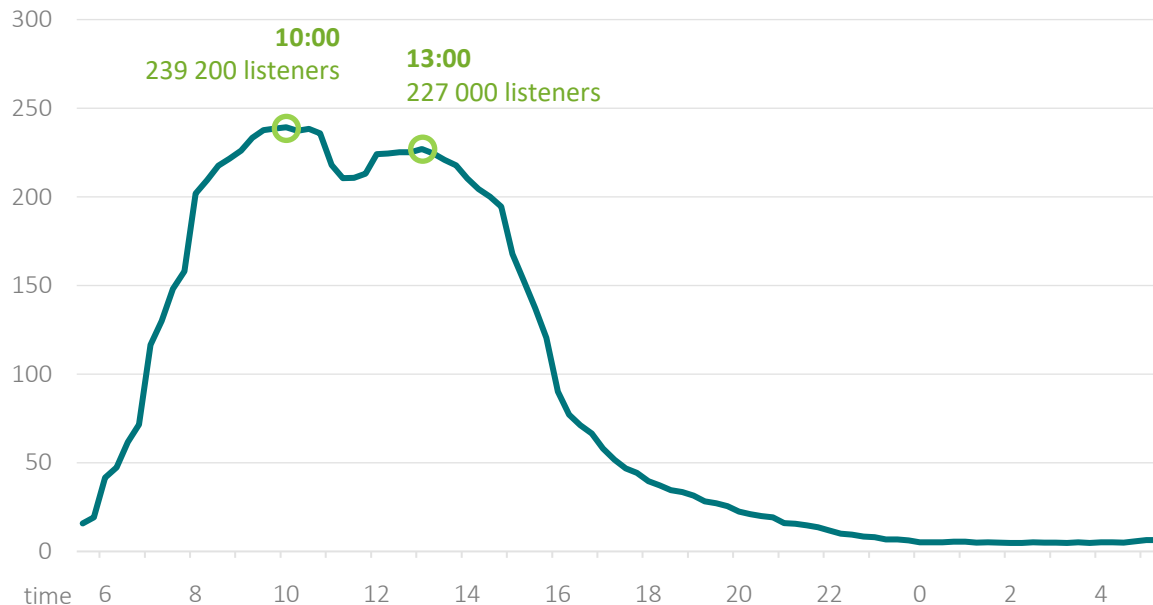
Thousands



57 % car listening
minutes among male
listeners

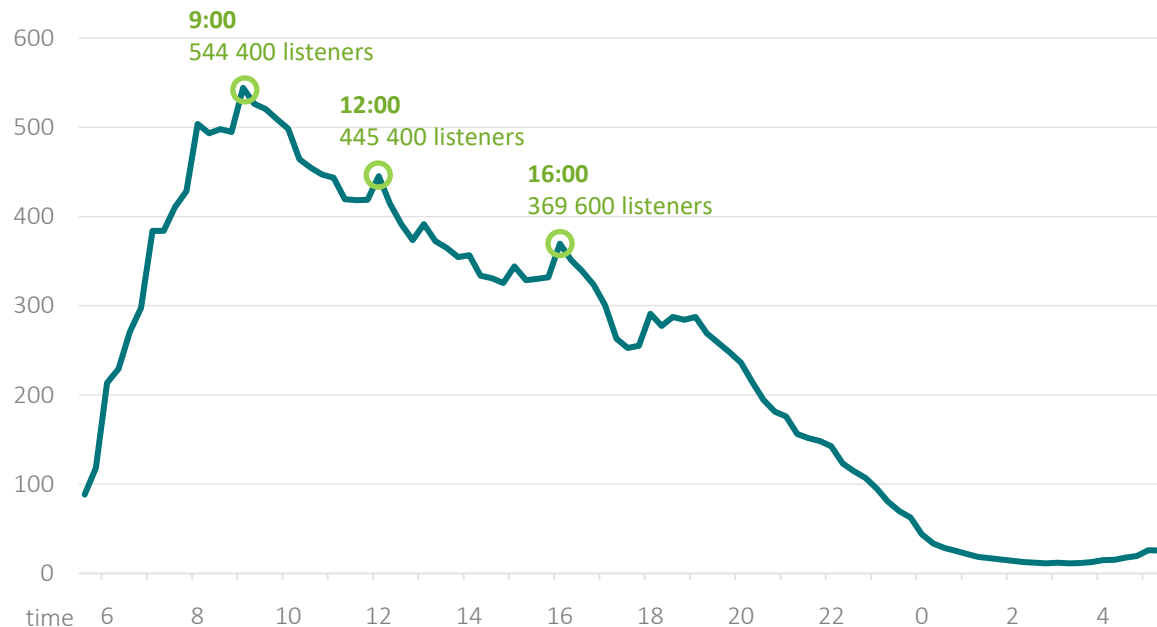
Radio is present throughout the working day

Thousands

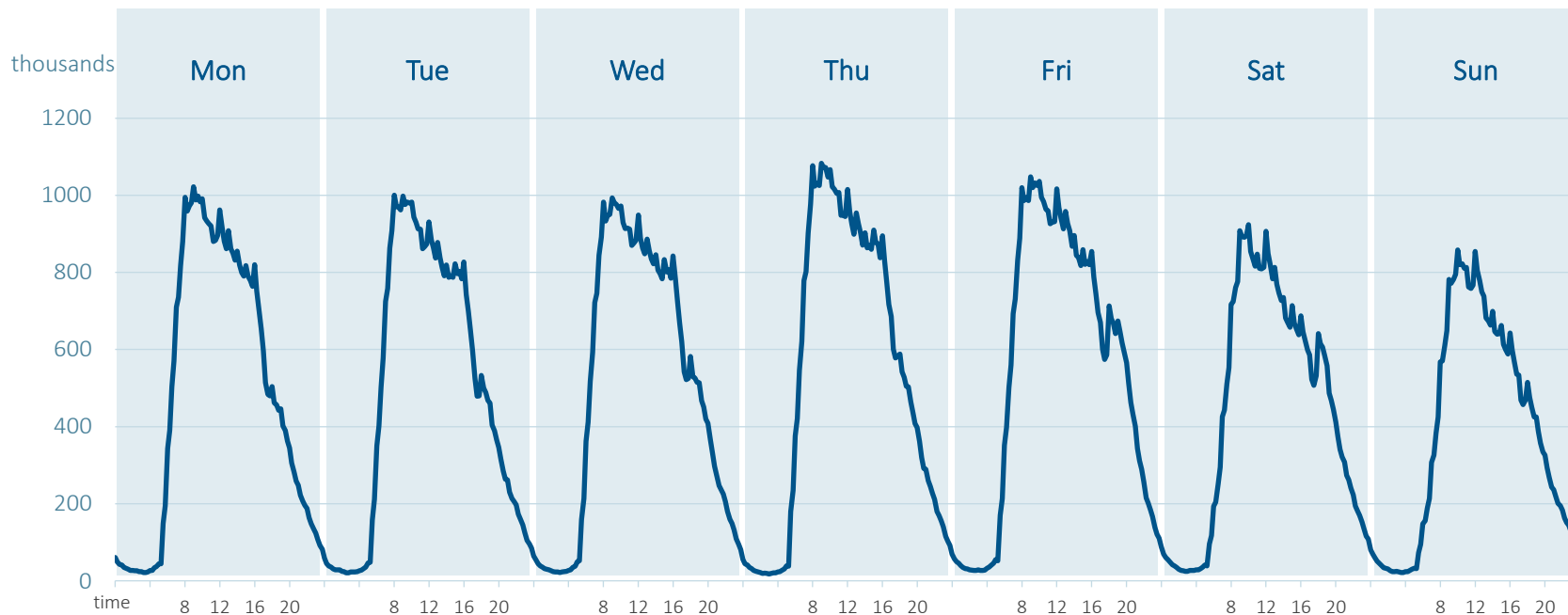


The prime time of home listening is from 8 AM to 10 AM

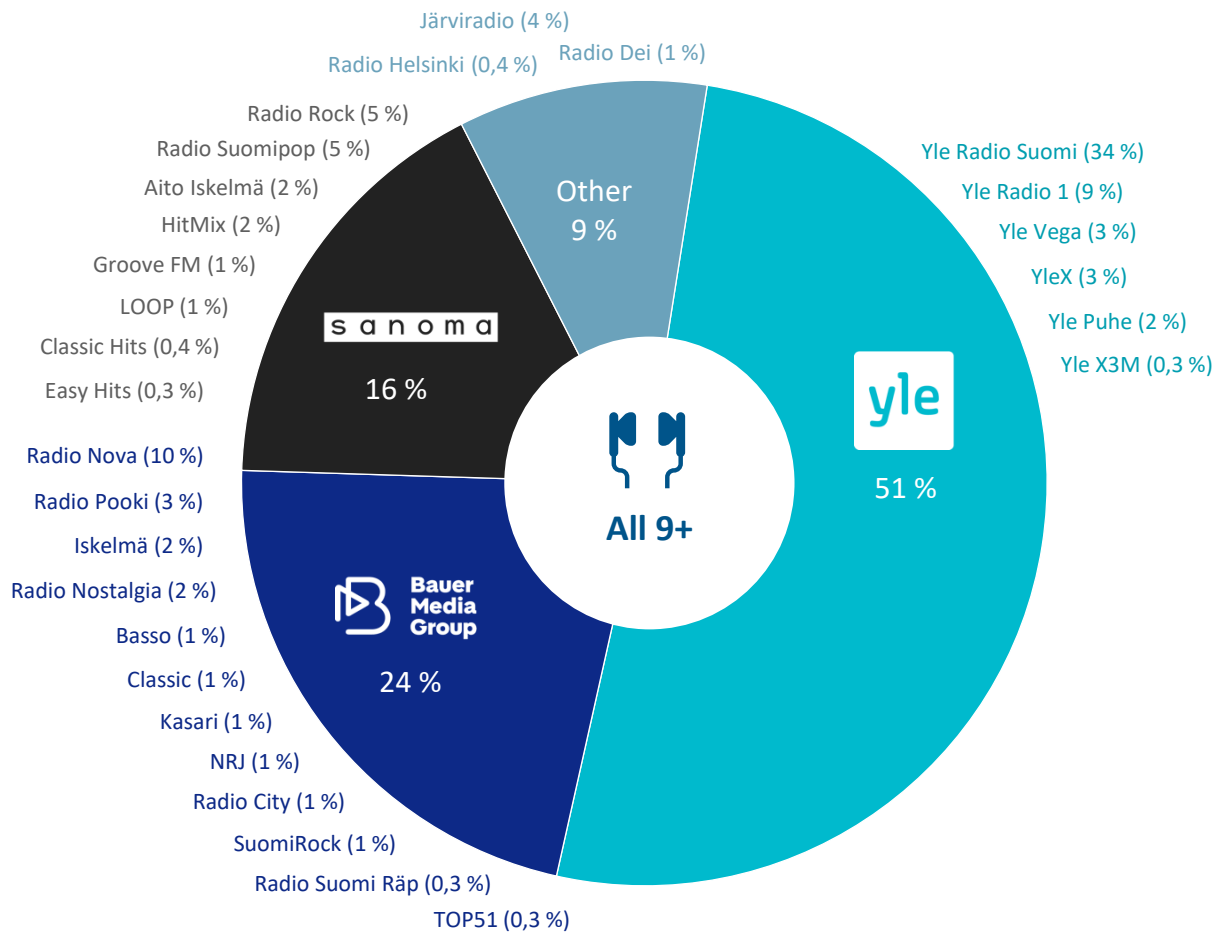
Thousands



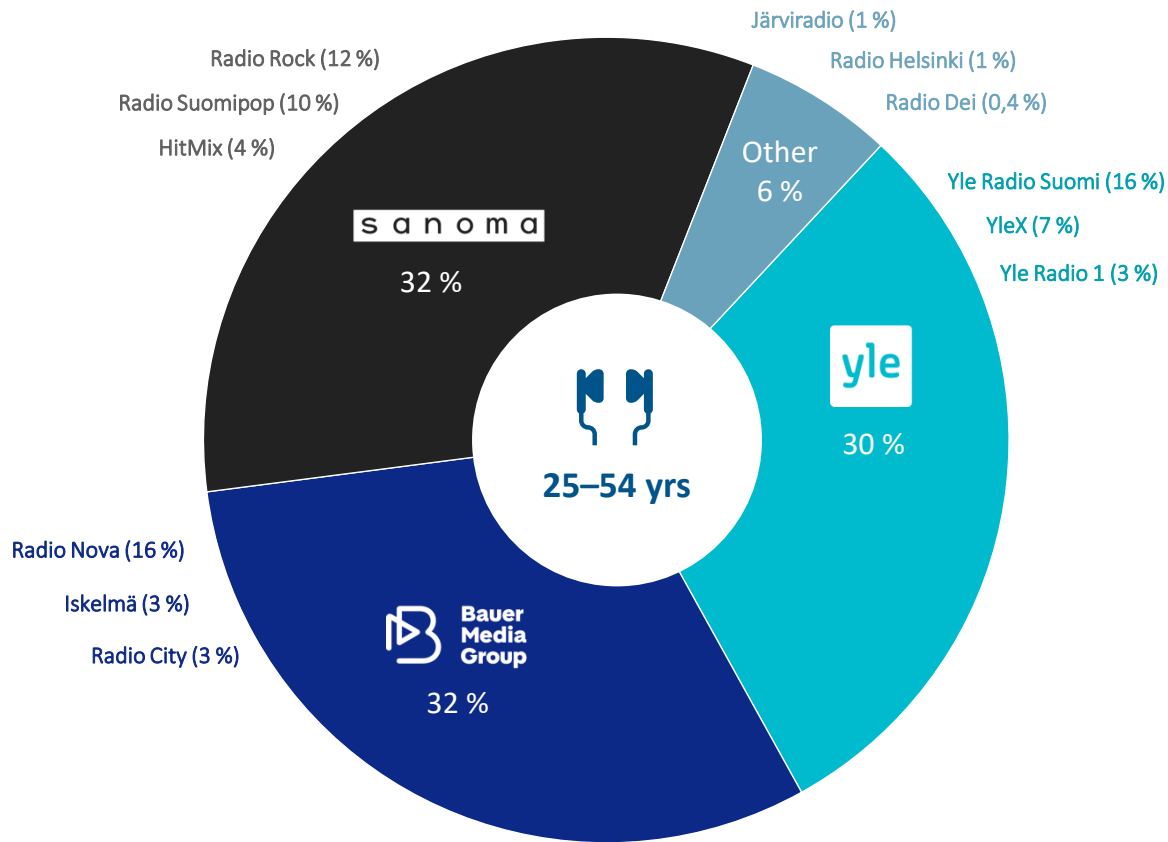
The daily reach of radio is 63 % (3,2 million people)



The weekly radio listening shares 2023



The weekly radio listening shares 2023

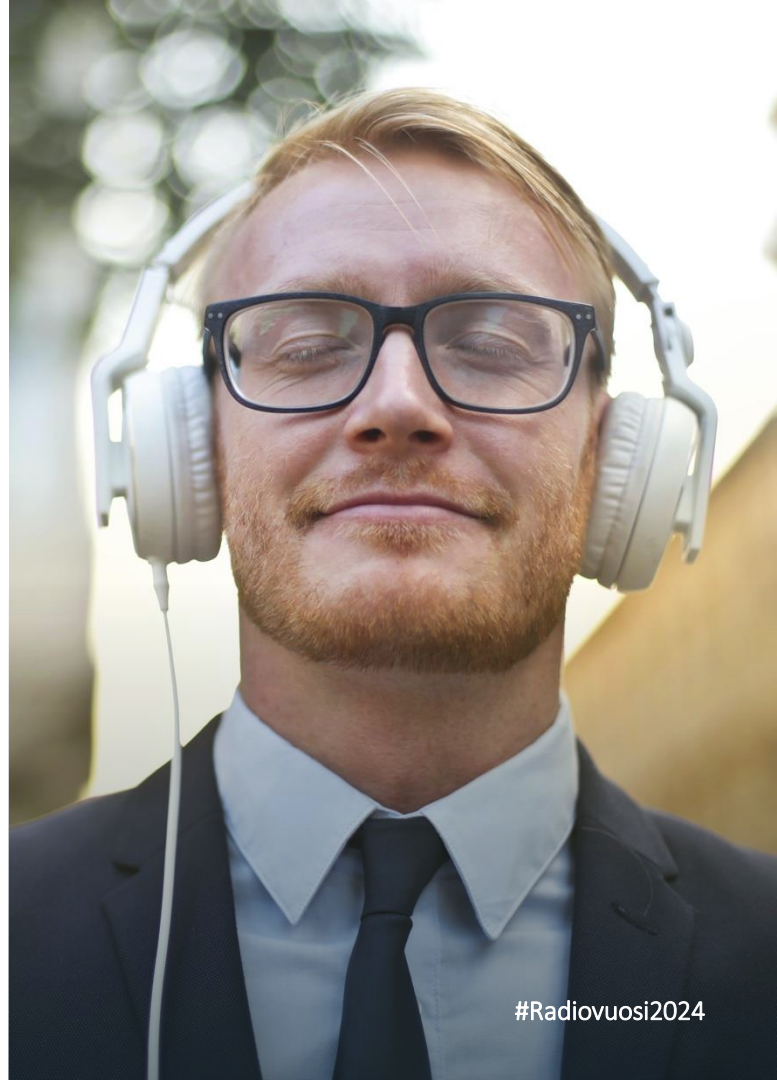


Also local radio stations
are measured in the
survey



25-54 year olds: 71 % of total listening is commercial radio listening

	Listening time	Reach	
All 9+	7 t 47 min weekly	67 % weekly	40 % daily
25–54 yrs	8 t 21 min weekly	76 % weekly	46 % daily

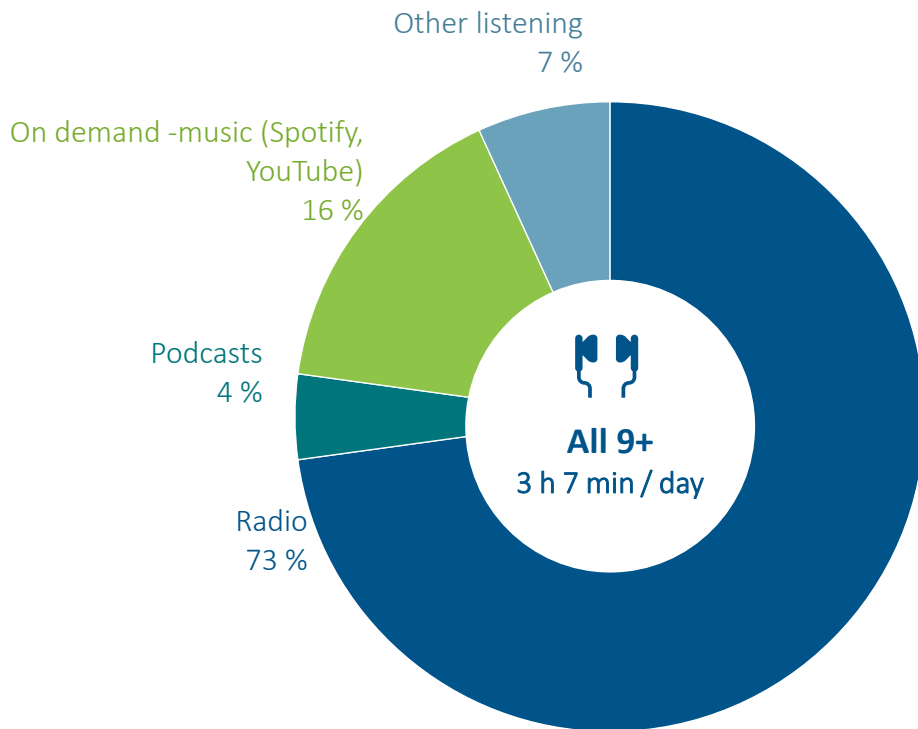


The majority of total audio listening time is radio listening



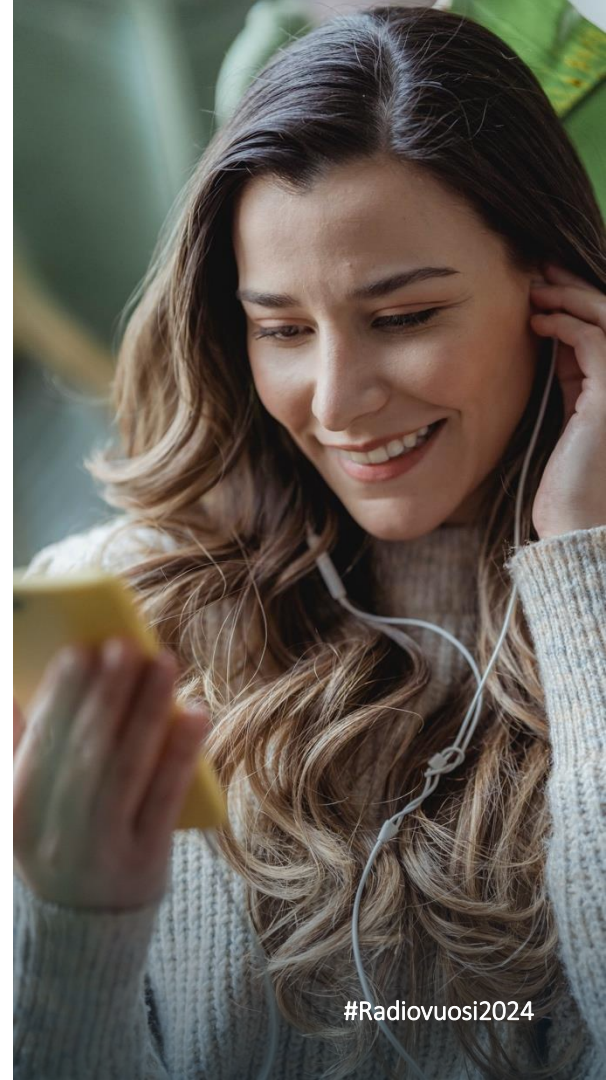
63 %

Of Spotify listeners use Spotify Premium
(Extra question 9/2023)



894,000 Finns spend time with podcasts every week (9+)

	9–24 yrs	25–54 yrs
Reach		
18 % of Finns listen to podcasts weekly	26 %	24 %
Share of listening		
4 % of total audio listening is podcast listening	9 %	7 %



Over 2 million Finns use digital audio services weekly



RadioPlay



AREENA

Radioplayer
SUOMI

supla

PODPLAY

The most popular digital contents in 2023



Rakastitko, Vesku?

Viki ja Köpi podcast

12 diktaattoria

Elävä historia

Vakoojat



Radio Novan aamu

NRJ:n aamu Jokela & Saarinen

Kimanttia-podcast

Radio Cityn päivä

Radio Pookin päivä



Radio Suomipop: Aamulypsy

Radio Rock: Korporaatio

Supla: Selviytyjät-podcast

Supla: Enbuske & paparazzi
Hörkkö

Supla: OMG

Based on radio companies' own analytics

RADIO IN FINLAND 2023

Daily radio listening time is
2 h 16 min

76 %
of 25–54 –year olds listen to
commercial radio weekly

Radio reaches

daily
63 %
of Finns

weekly
86 %
of Finns

The highest reach:
at 09:00 weekdays
over million Finns listen to
the radio



Finland has
100+ FM stations



The most listened
day of 2023
2 h 54 min

More choices with
Radioplayer Suomi,
Yle Areena, Supla and
RadioPlay

Radio reaches
4,3 million Finns
weekly



www.finnpanel.fi

