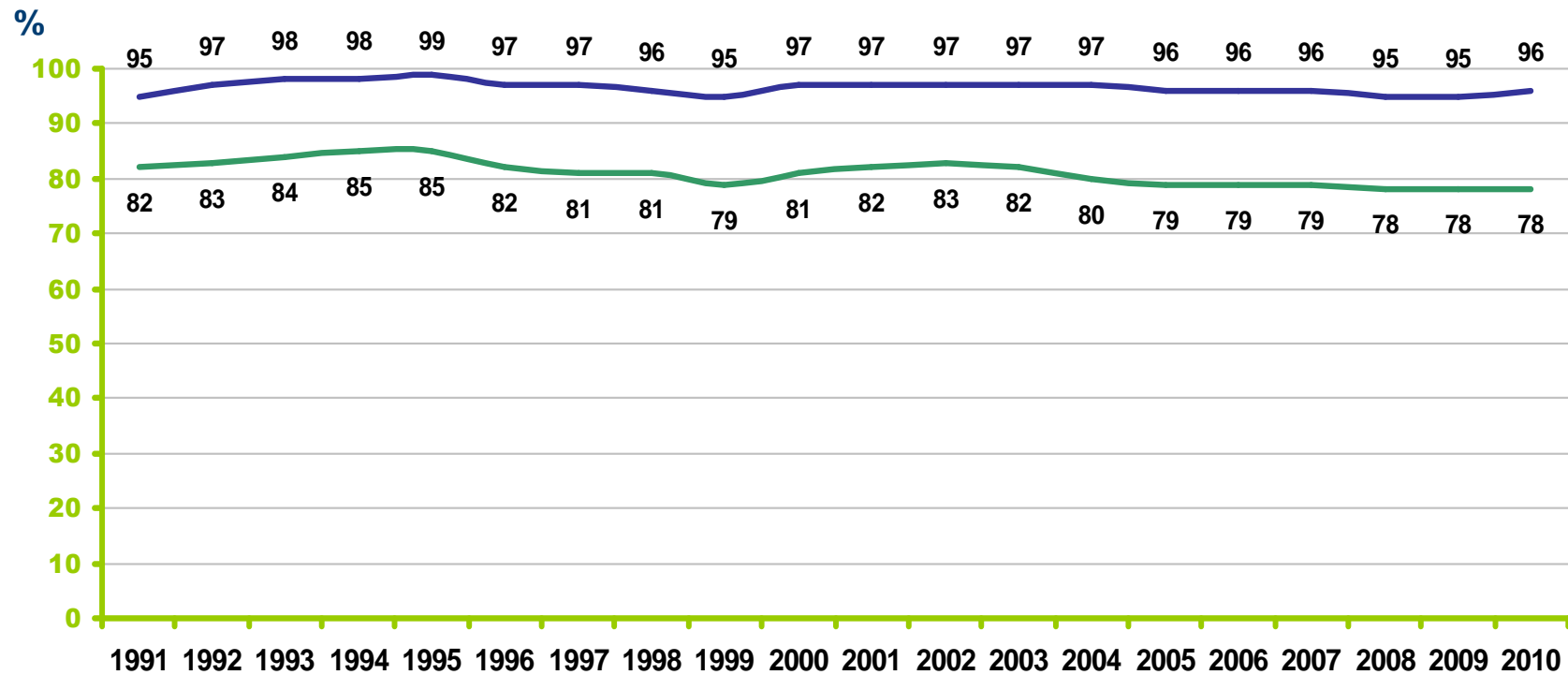


Radio listening in Finland 2010

- The Finns have 15 Million radios in use (6 per household).
- 3,7 million Finns (9+) listen to radio on a daily basis (78 %).
- Daily listening time is 3 hours and 10 minutes.
- Radio listeners can choose – ca 20 FM radios per region and thousands of alternative web-based radios ...

Daily and weekly reach during 1991-2010

total population (9+)



Listed channels in diary:
(on average)

7 7 7 8 10 10 11 14 15 16 17 18 17 17 17 18 17 18

— weekly — daily

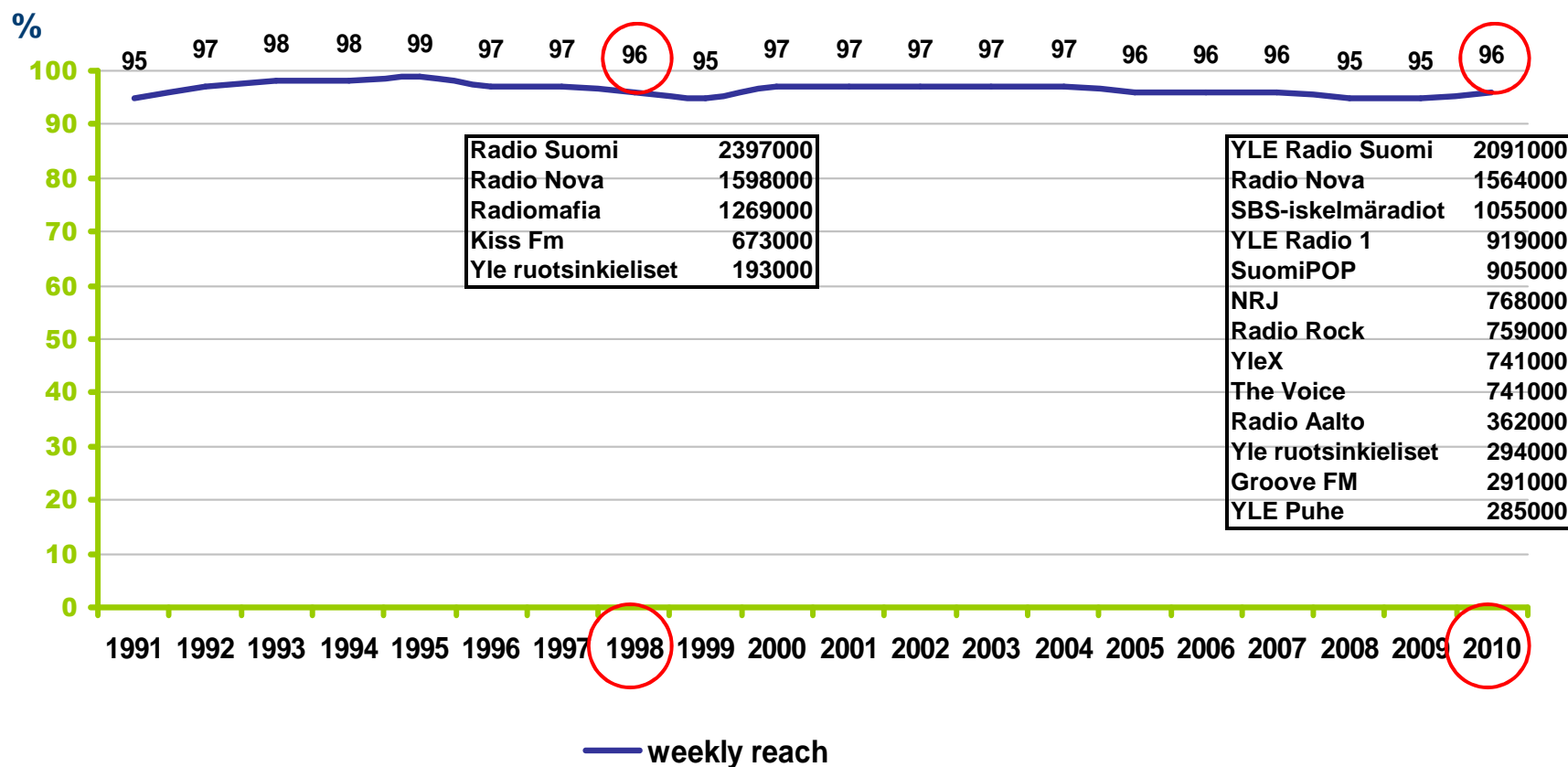
Reach = listened at least a quarter-hour

Source: Finnpanel, National Radio Listening Survey



Weekly reach during 1991-2010

Total population (9+)

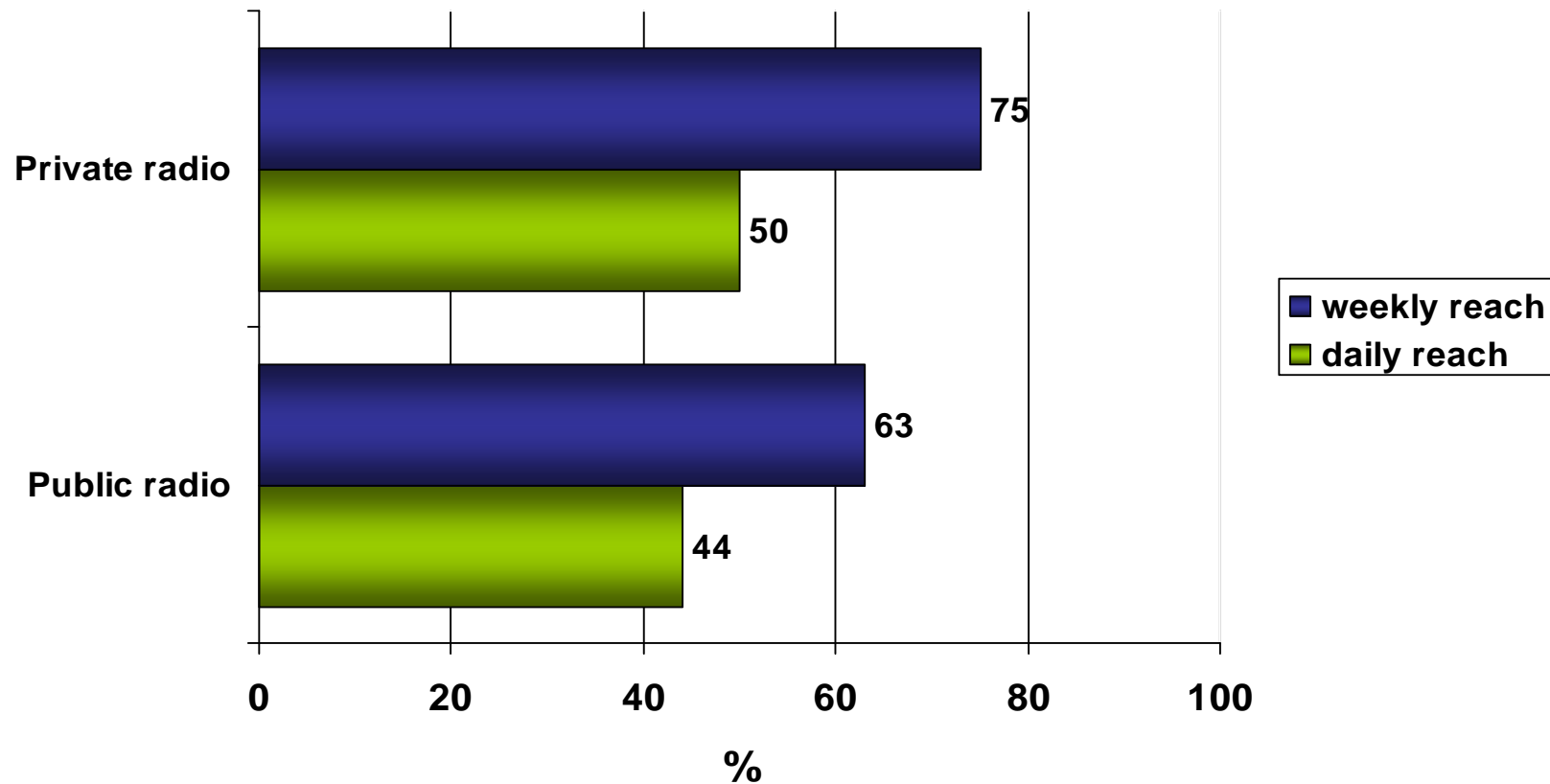


Reach = listened at least a quarter-hour during the week

Source: Finnpanel, National Radio Listening Survey

On a daily basis radio reach four out of five Finns

Total population, 9+



Source: Finnpanel, National Radio Listening Survey



National Radio Listening Survey (KRT)

The universe consist of 9 year old Finnish and Swedish speaking population

20 regional listening diaries

- *15-25 listed channels and "other listening"*

Survey of 7 days = one week diary

- *Fieldwork once a month (one sample week per month)*

Monthly sample size ca 1500

- *National summary figures for 2010 based on a sample of 18.067*

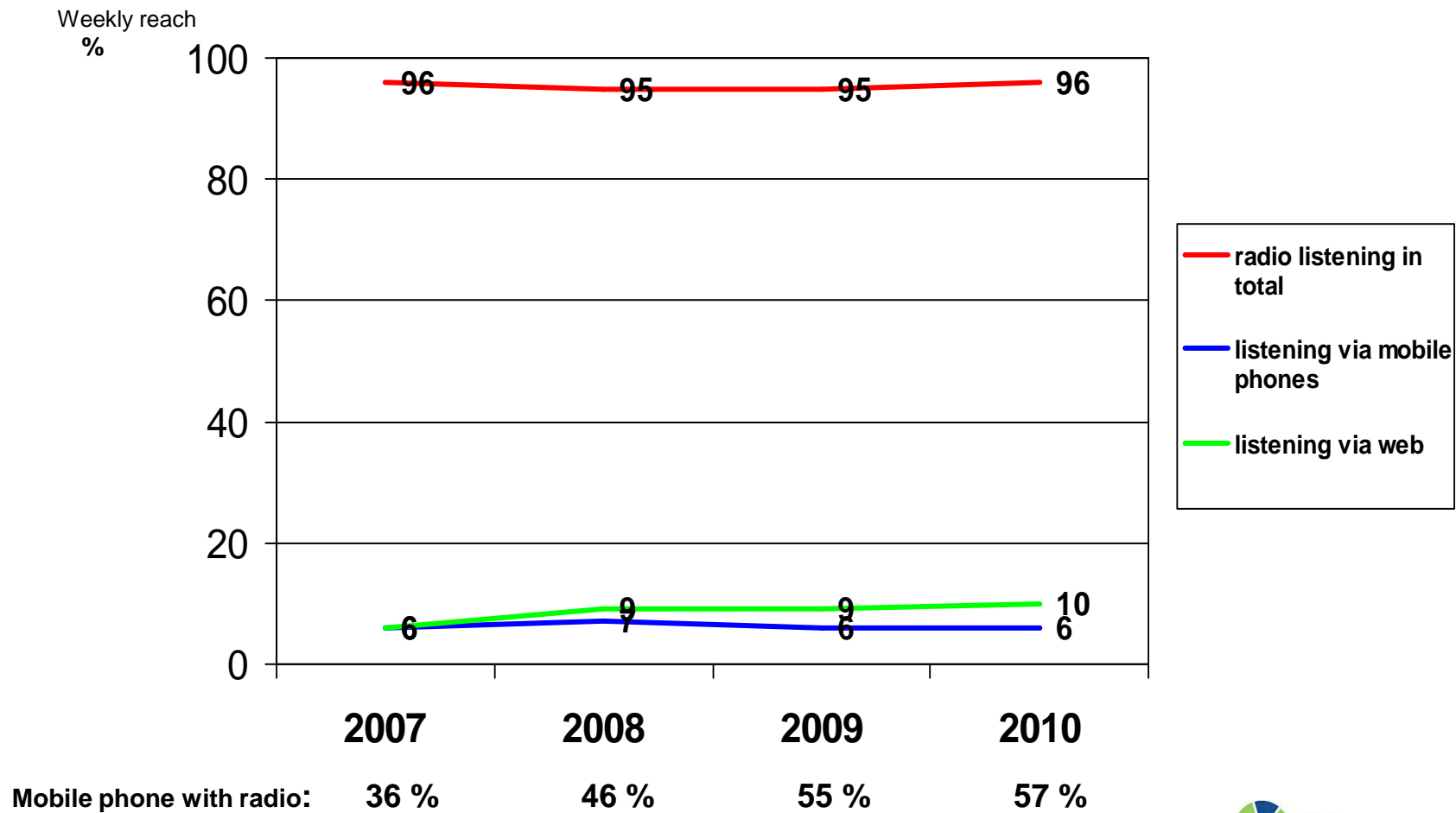
Subscribers: Yleisradio Oy, RadioMedia and MTL

- *The subscriber pool represent almost all Finnish radio stations and media agencies*

Most listening is to FM-radios

Total population, 9+

Mobile phone listening surveyed in May-June,
Web-listening in November



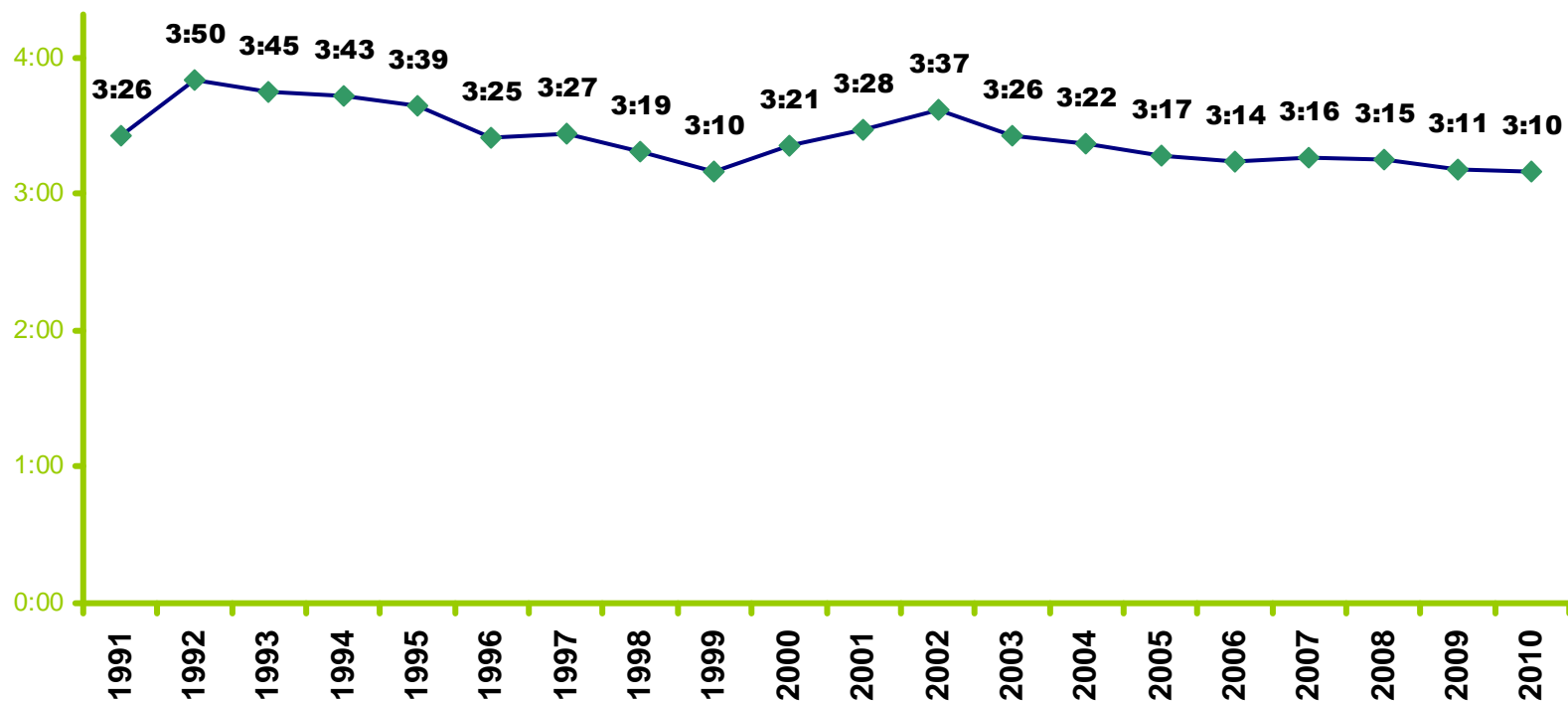
Source: Finnpanel, National Radio Listening Survey



Average daily listening time 1991-2010

Total population (9+)

(h:min)



Listed channels in diary:
(on average)

7 7 7 8 10 10 11 14 15 16 17 18 17 17 17 18 17 18

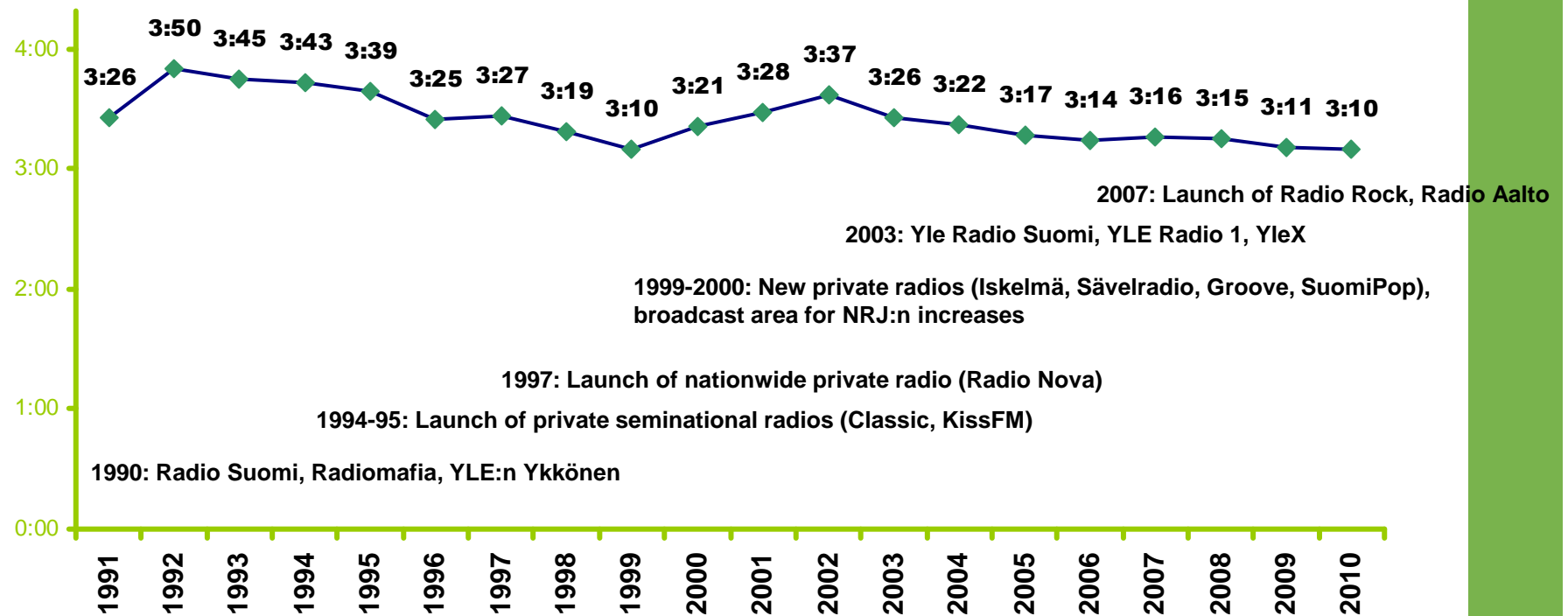
Source: Finnpanel, National Radio Listening Survey



Average daily listening time 1991-2010

Total population (9+)

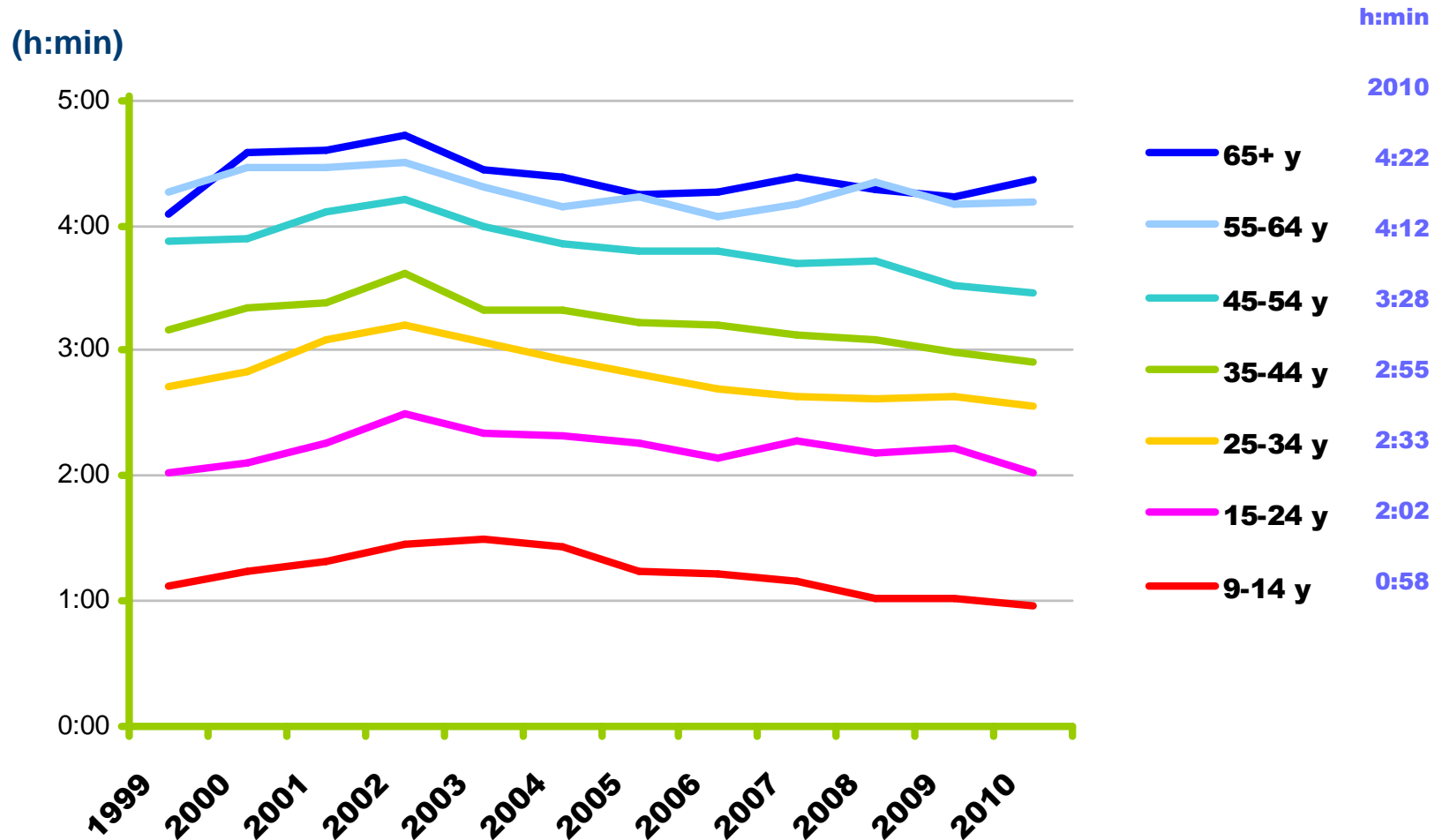
(h:min)



Source: Finnpanel, National Radio Listening Survey

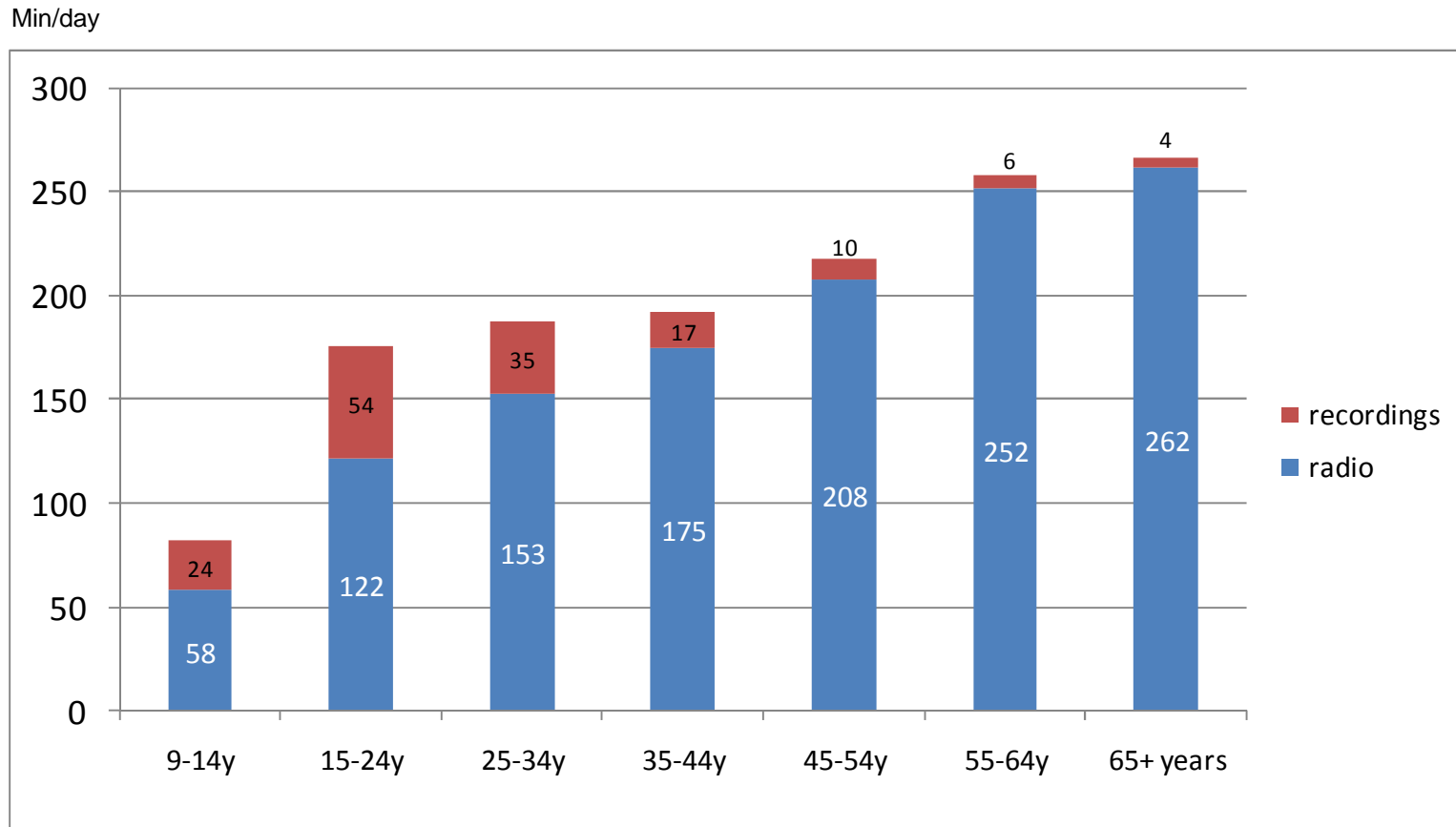


Average daily listening time per age group 1999-2010



Source: Finnpanel, National Radio Listening Survey

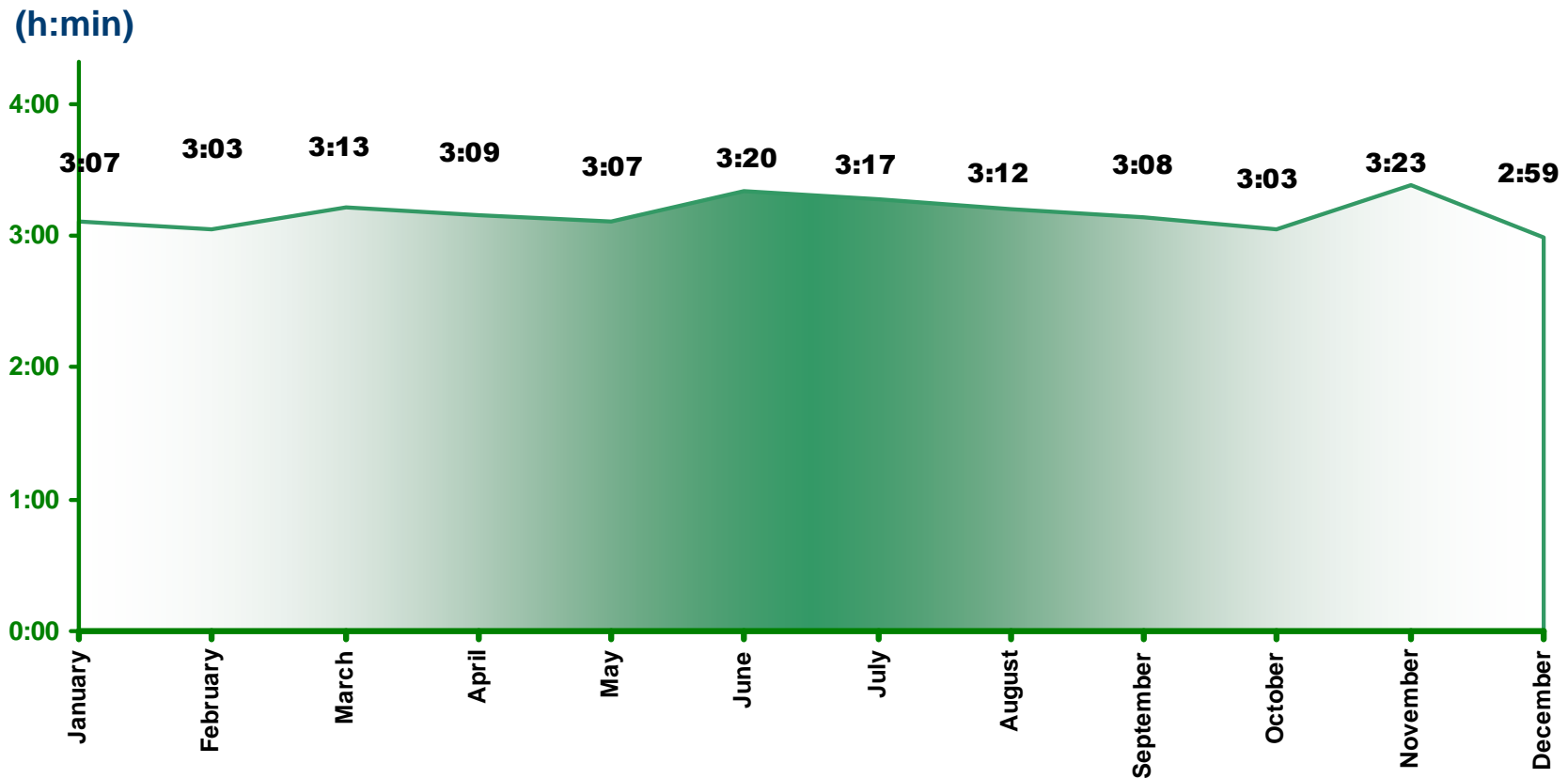
Listening to audio by age group 2010



Source: Finnpanel, National Radio Listening Survey

Average daily listening by month 2010

Total population (9+)

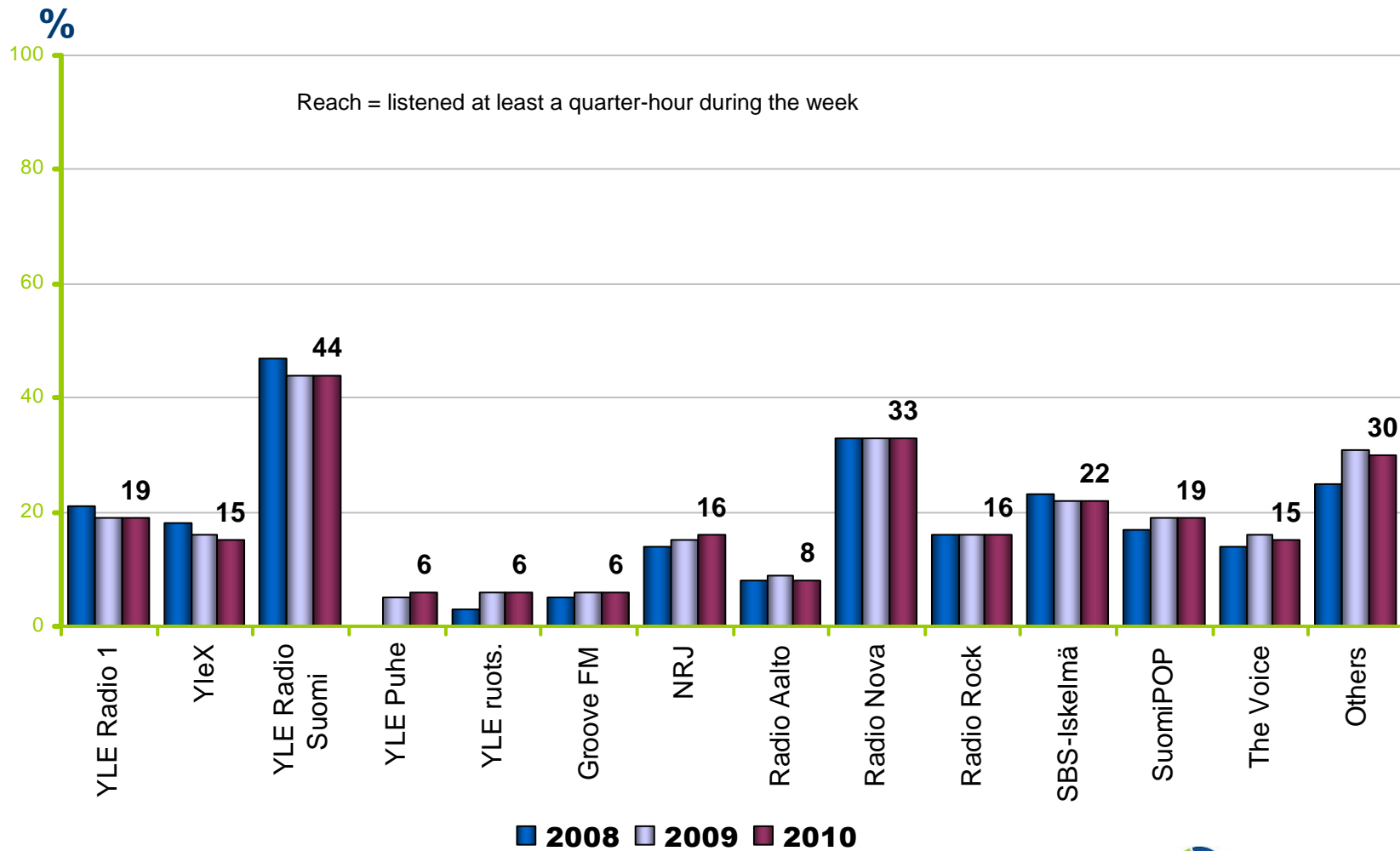


Source: Finnpanel, National Radio Listening Survey



Weekly reach (%) of radios 2008-2010

Total population 9+ (2008 sample based on Finnish-speaking population only)

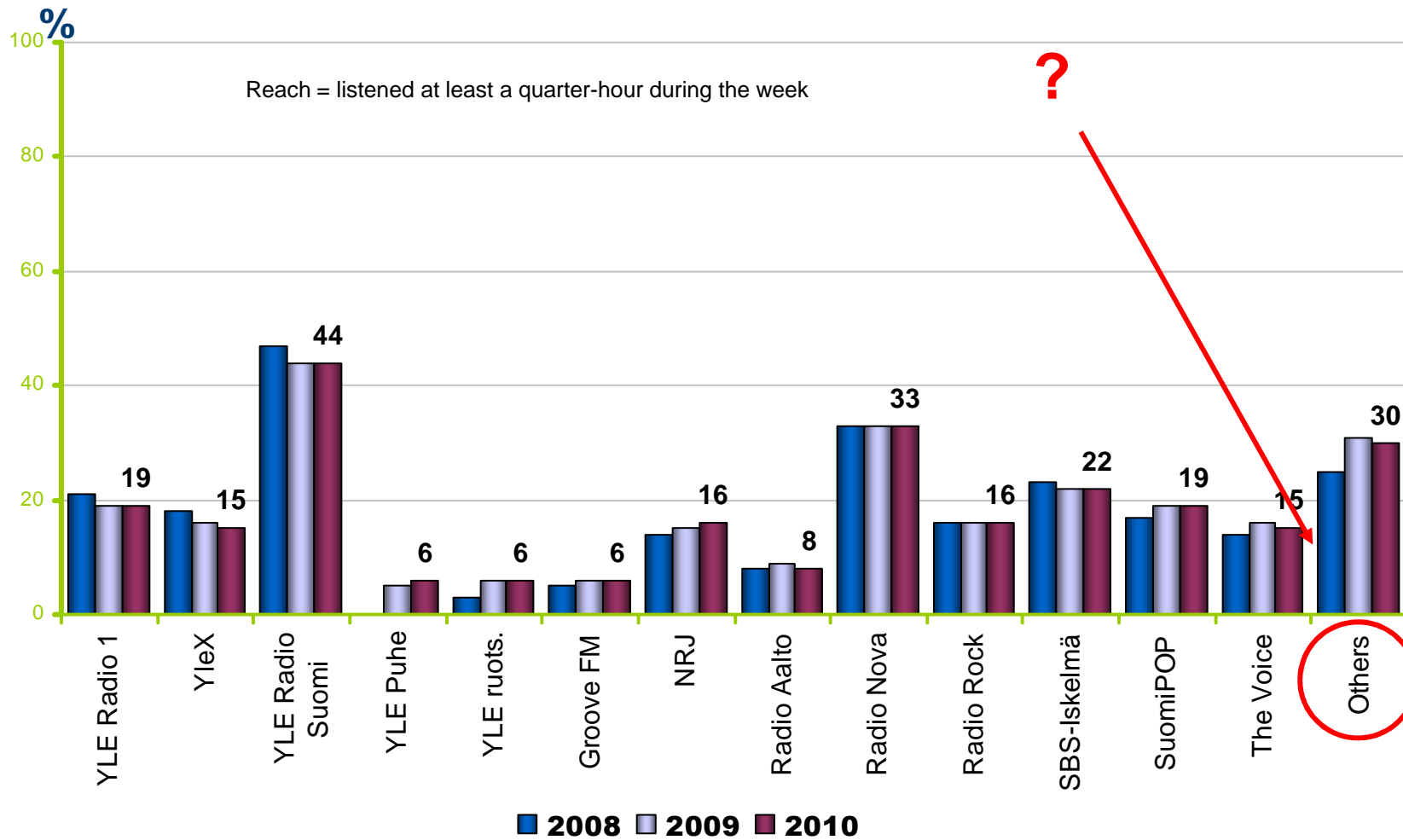


Source: Finnpanel, National Radio Listening Survey



Weekly reach (%) of radios 2008-2010

Total population 9+ (2008 sample based on Finnish-speaking population only)



Source: Finnpanel, National Radio Listening Survey

What's included in "others"?

- Local radios
- Radios that were not aired continuously
- Other radios (= not FM)

What's included in "others"?

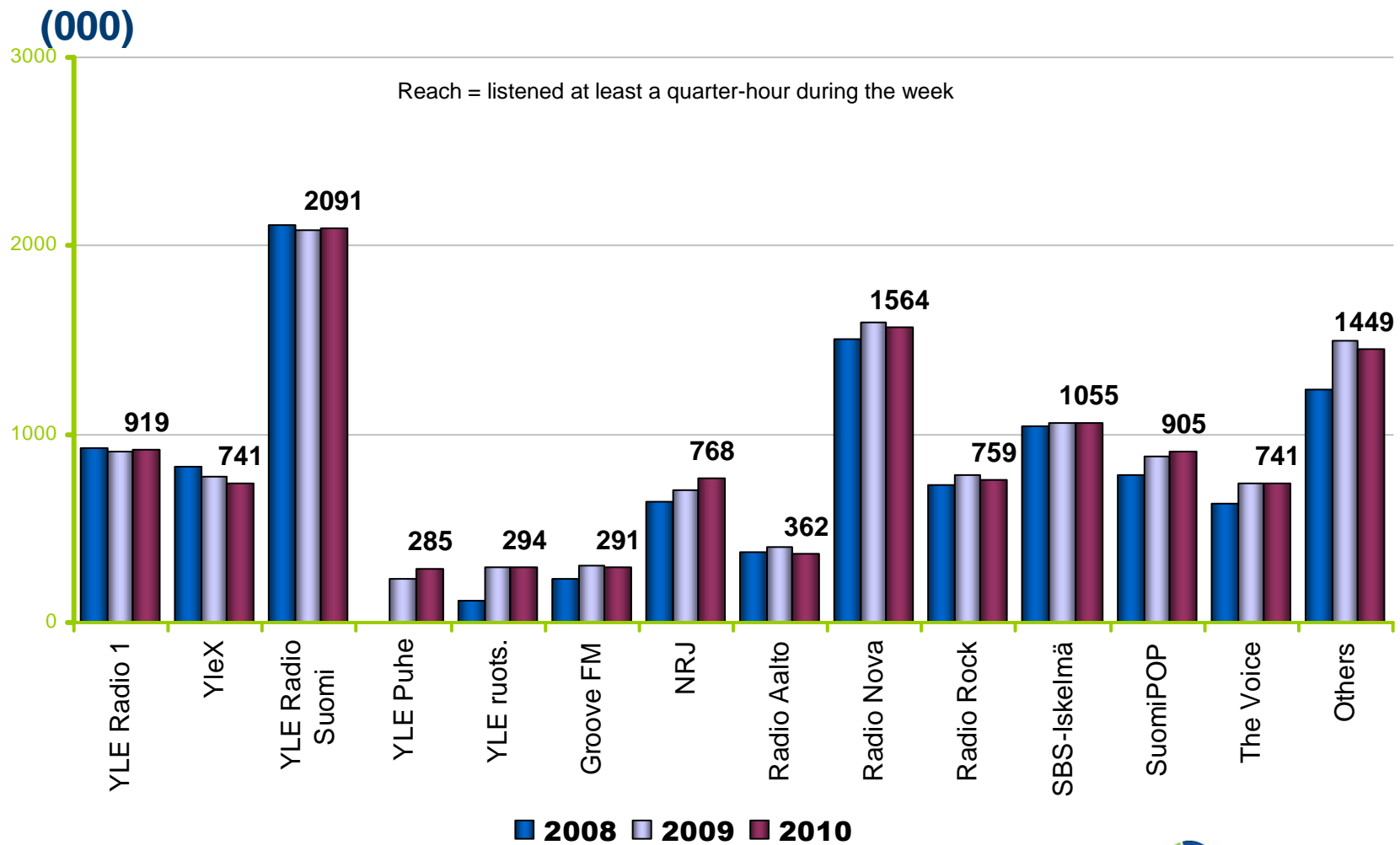
- **Local radios (weekly reach-% in transmission area):**

- *Radio Pori 32,7 %*
- *Radio Ramona 25,9 %*
- *Radio Pooki 22 %*
- *Radio Jyväskylä 18,1 %*
- *Radio Mega 18 %*
- *Radio 957 14,7 %*
- *Radio Auran Aallot 12 %*
- *Radio SUN 11,3 %*
- *Radio Voima 10,2 %*
- *Radio Melodia 9,3 %*
- *Radio Sata 9 %*
- *Radio Helsinki 6,6 %*
- *Metro FM 6,5 %*

Source: Finnpanel, National Radio Listening Survey, regional reports 2010 (based on transmission areas)

Weekly reach (000) of radios 2008-2010

Total population 9+ (2008 sample based on Finnish-speaking population only)



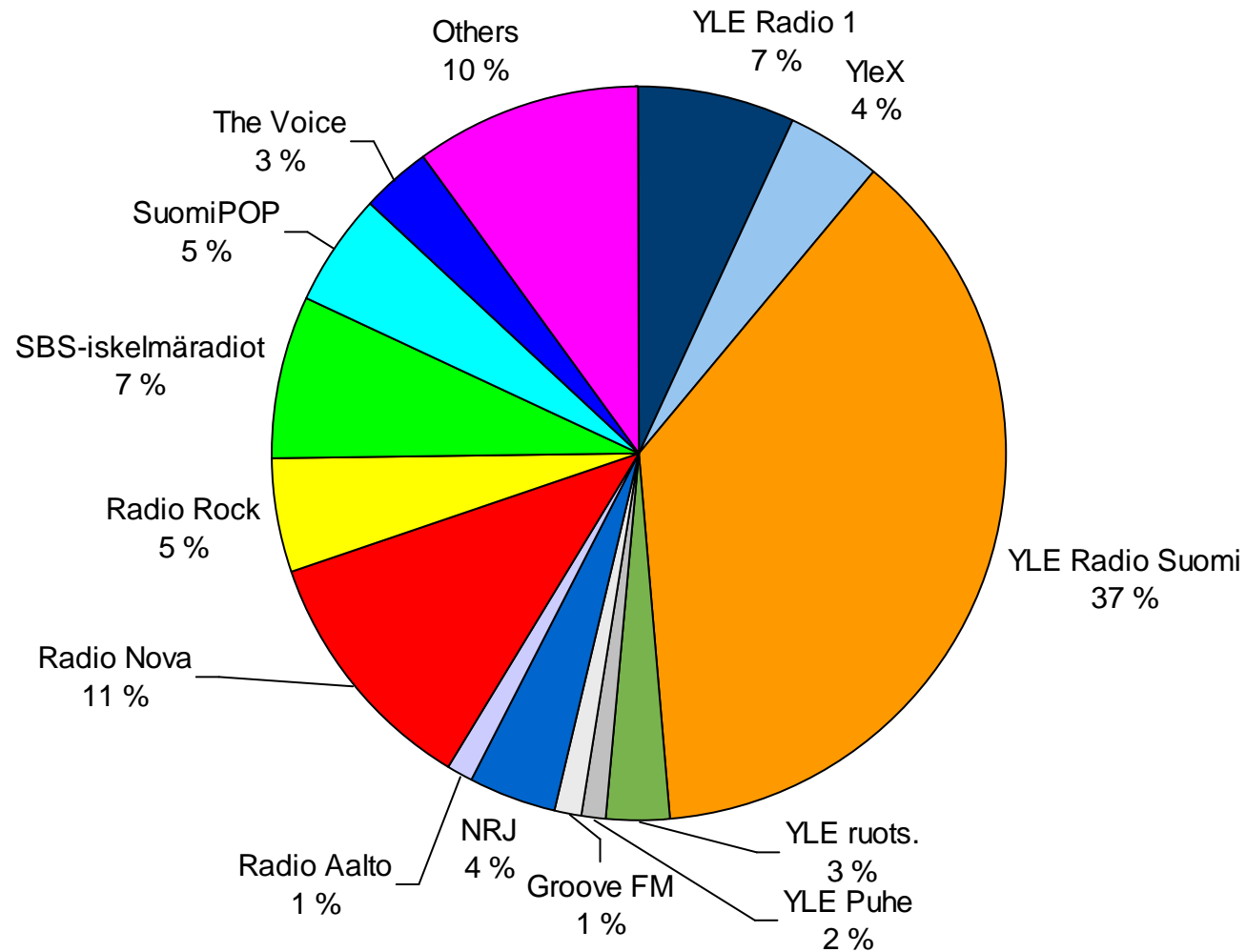
Source: Finnpanel, National Radio Listening Survey

Weekly reach by age group 2010

(000)	Total 9+	9-14 y	15-24 y	25-34 y	35-44 y	45-54 y	55-64 y	65+ y
	n=18067	n=1702	n=2391	n=2501	n=2805	n=2648	n=2695	n=3325
Total radio	4581	332	613	649	642	727	755	863
Total Yle radios	3013	142	274	339	321	494	634	809
Total private radios	3595	307	573	601	599	626	508	382
YLE Radio 1	919	44	41	54	71	138	207	364
YleX	741	50	166	201	100	89	73	60
YLE Radio Suomi	2091	65	96	146	205	397	531	652
YLE Puhe	285	13	15	26	35	46	55	95
Yle ruotsinkieliset	294	20	34	34	31	37	59	78
Groove FM	291	15	34	49	54	76	40	23
NRJ	768	129	252	157	116	81	25	8
Radio Aalto	362	30	47	64	76	73	47	25
Radio Nova	1564	145	210	234	310	335	217	113
Radio Rock	759	57	196	230	157	79	29	11
SBS-iskelmäradiot	1055	69	99	115	157	252	237	125
SuomiPOP	905	72	166	194	205	177	70	21
The Voice	741	117	217	168	127	76	27	10
Others	1449	84	174	209	222	272	246	242

Channel shares 2010

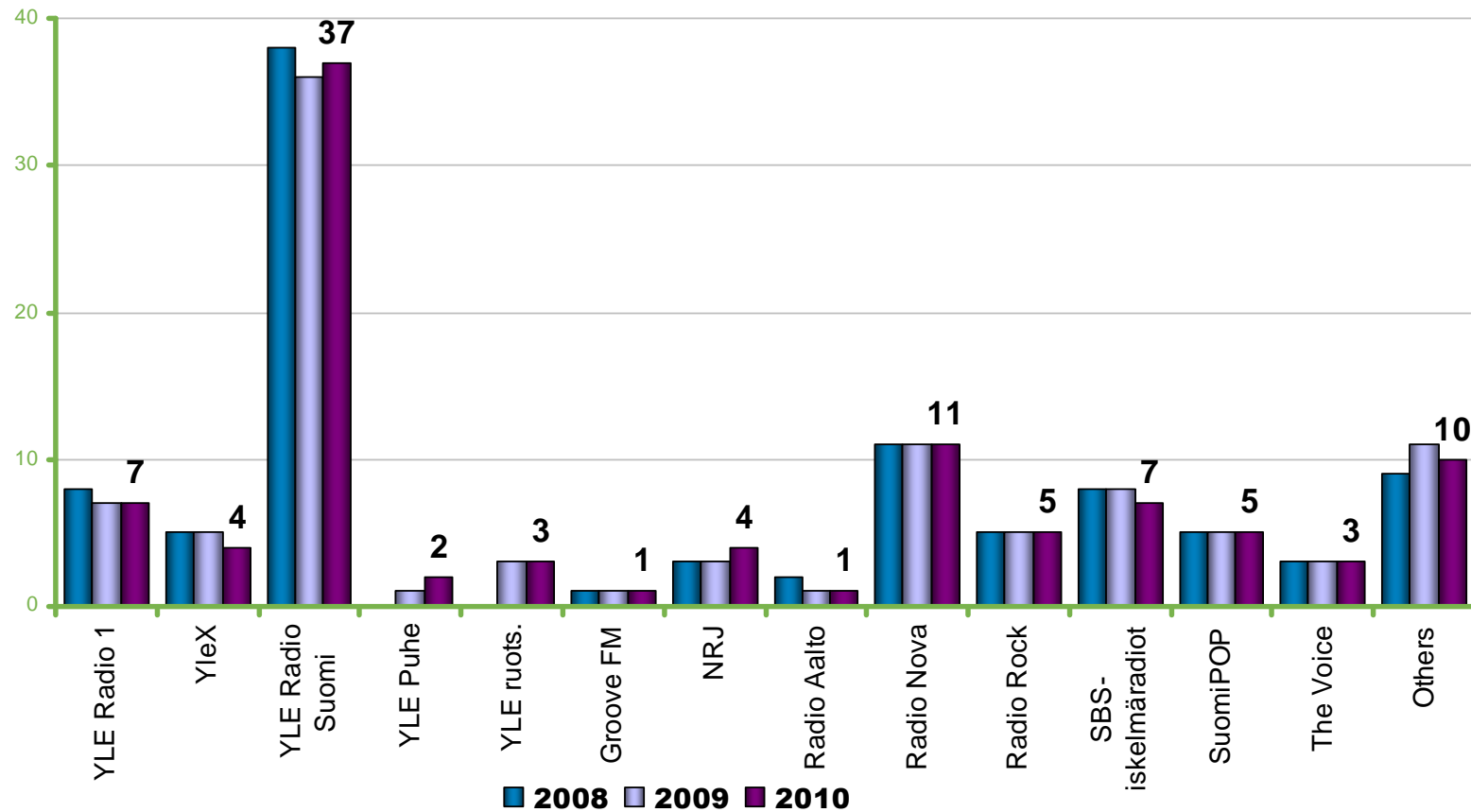
Total population, 9+
(% of total listening minutes during an average day)



Source: Finnpanel, National Radio Listening Survey

Channel shares during 2008-2010

Total population 9+, 2008 sample based on Finnish-speaking population only
(% of total listening minutes during an average day)



Channel share by age group 2010

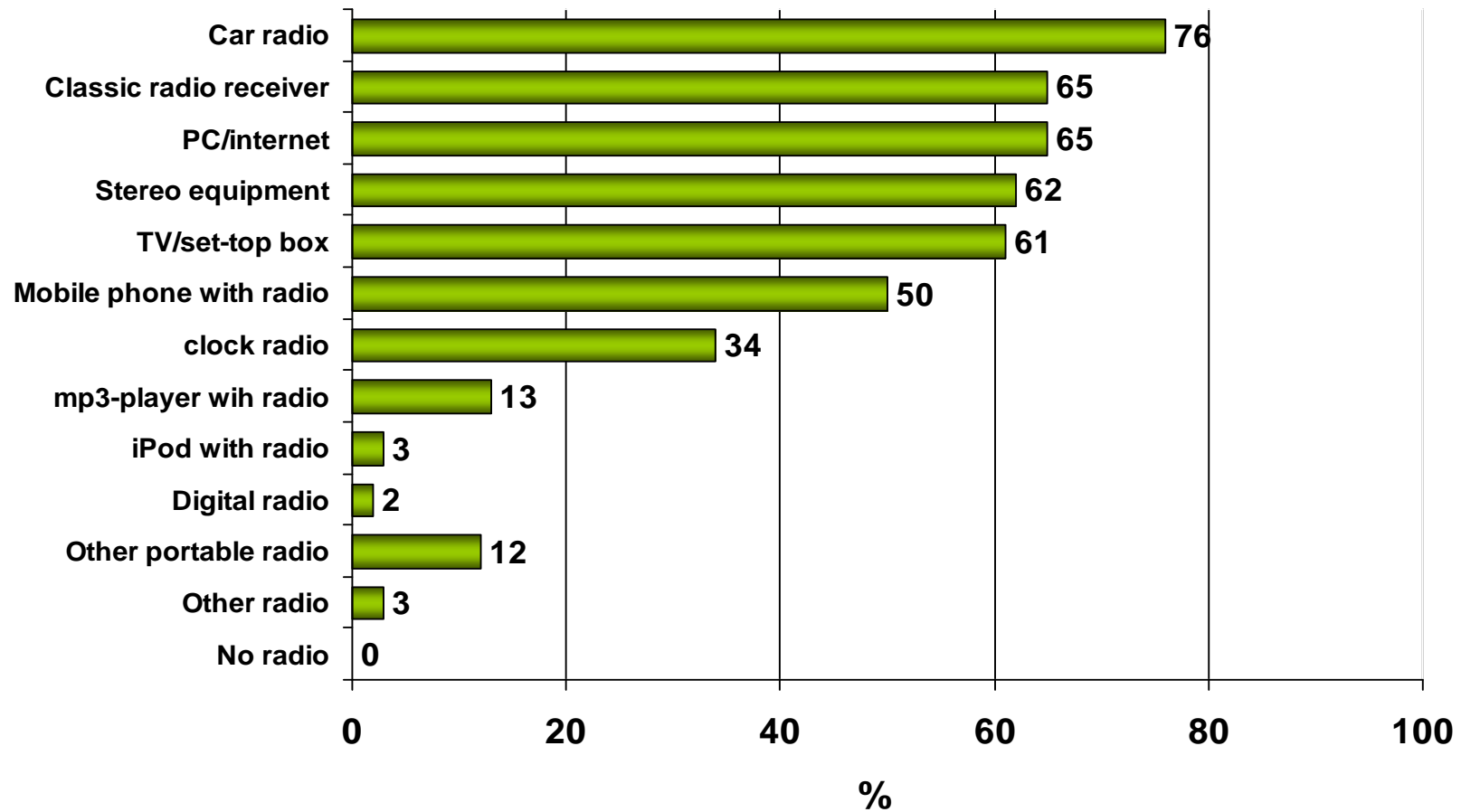
(% of total listening minutes during an average day)

%	Total 9+	9-14 y	15-24 y	25-34 y	35-44 y	45-54 y	55-64 y	65+ y
	n=18067	n=1702	n=2391	n=2501	n=2805	n=2648	n=2695	n=3325
Total radio	100	100	100	100	100	100	100	100
Total Yle radios	53	19	22	26	27	44	68	85
Total private radios	47	81	78	74	73	56	32	15
YLE Radio 1	7	3	1	2	2	5	8	16
YleX	4	5	13	14	6	2	1	1
YLE Radio Suomi	37	8	5	7	16	35	54	60
YLE Puhe	2	1	1	1	1	1	1	2
Yle ruotsinkieliset	3	3	3	2	2	2	3	5
Groove FM	1	1	1	1	2	2	1	0
NRJ	4	21	15	8	4	2	0	0
Radio Aalto	1	2	1	2	2	2	1	0
Radio Nova	11	19	12	15	21	17	9	2
Radio Rock	5	5	13	14	9	2	1	0
SBS-iskelmäradiot	7	6	5	5	9	11	8	3
SuomiPOP	5	6	10	11	11	6	1	0
The Voice	3	14	10	6	4	2	0	0
Others	10	8	10	12	11	12	11	9

Source: Finnpanel, National Radio Listening Survey

Radio receivers owned by the Finns

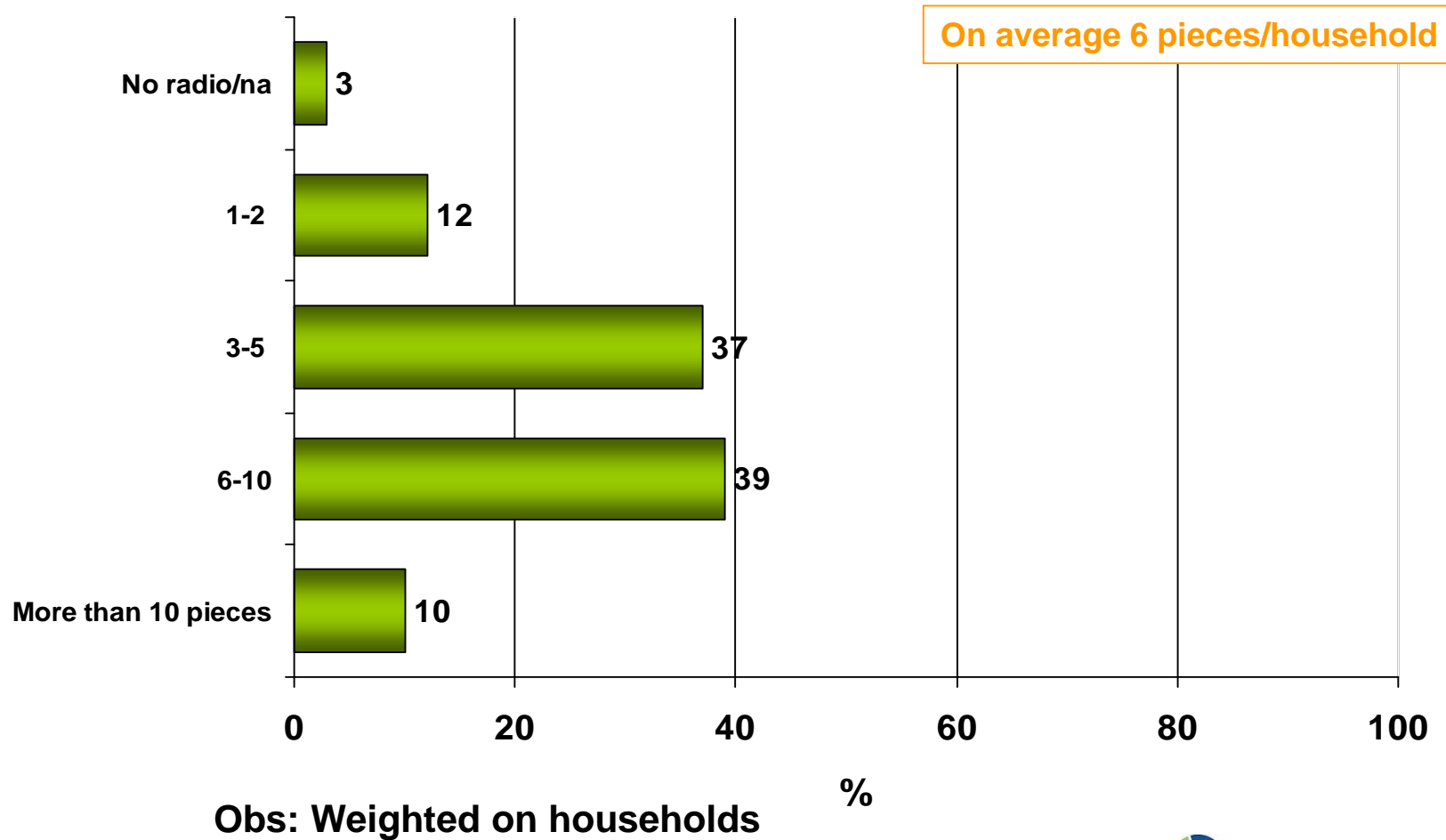
Total population 9+, n=1376, N= 4,8 million



Source: Finnpanel, National Radio Listening Survey

Radio receivers in Finnish households

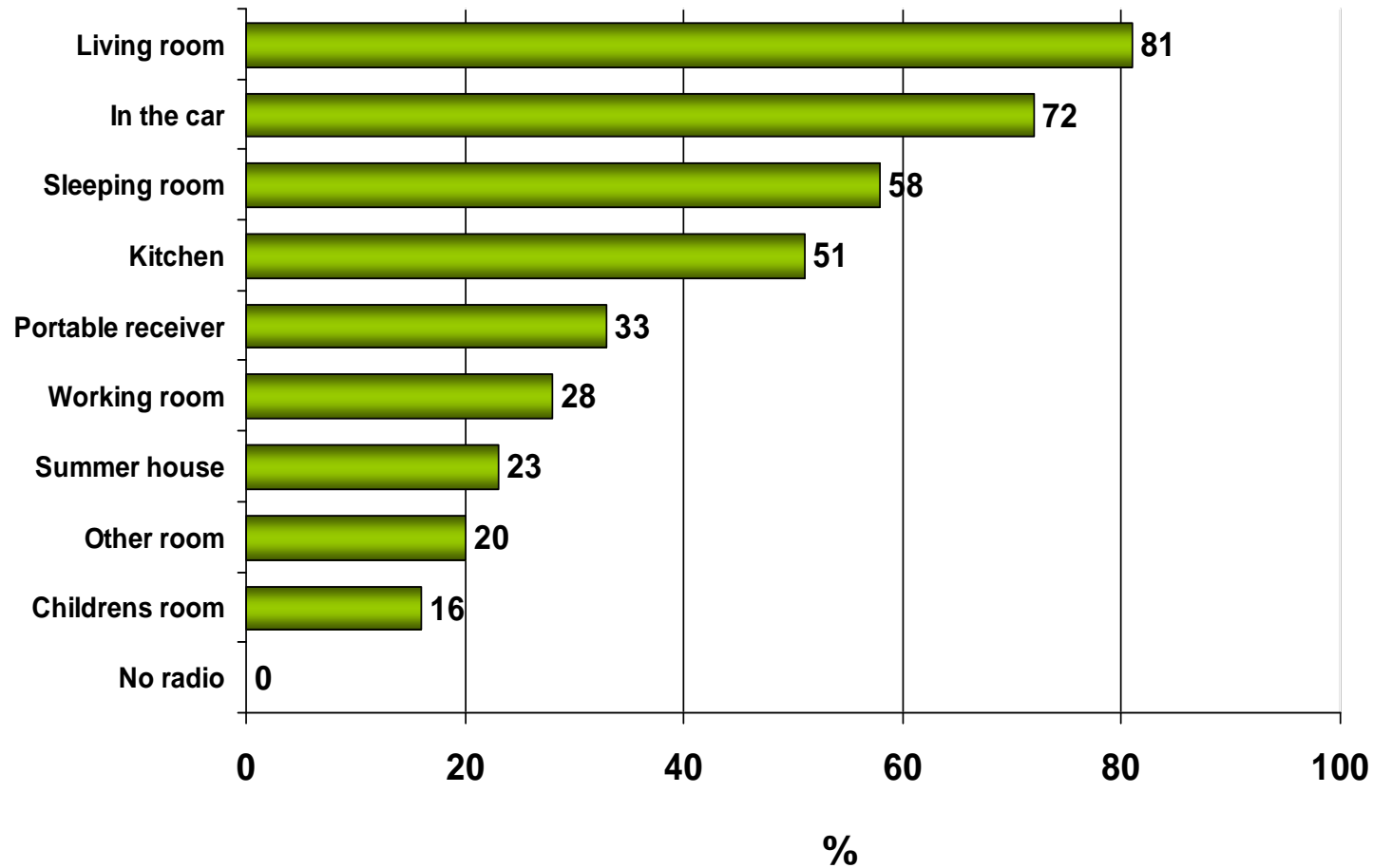
Total Population 9+, n=1376, N= 2,5 million households



Source: Finnpanel, National Radio Listening Survey

Location of radio receivers in Finnish households

Total population 9+, n=1376, N= 2,5 million households



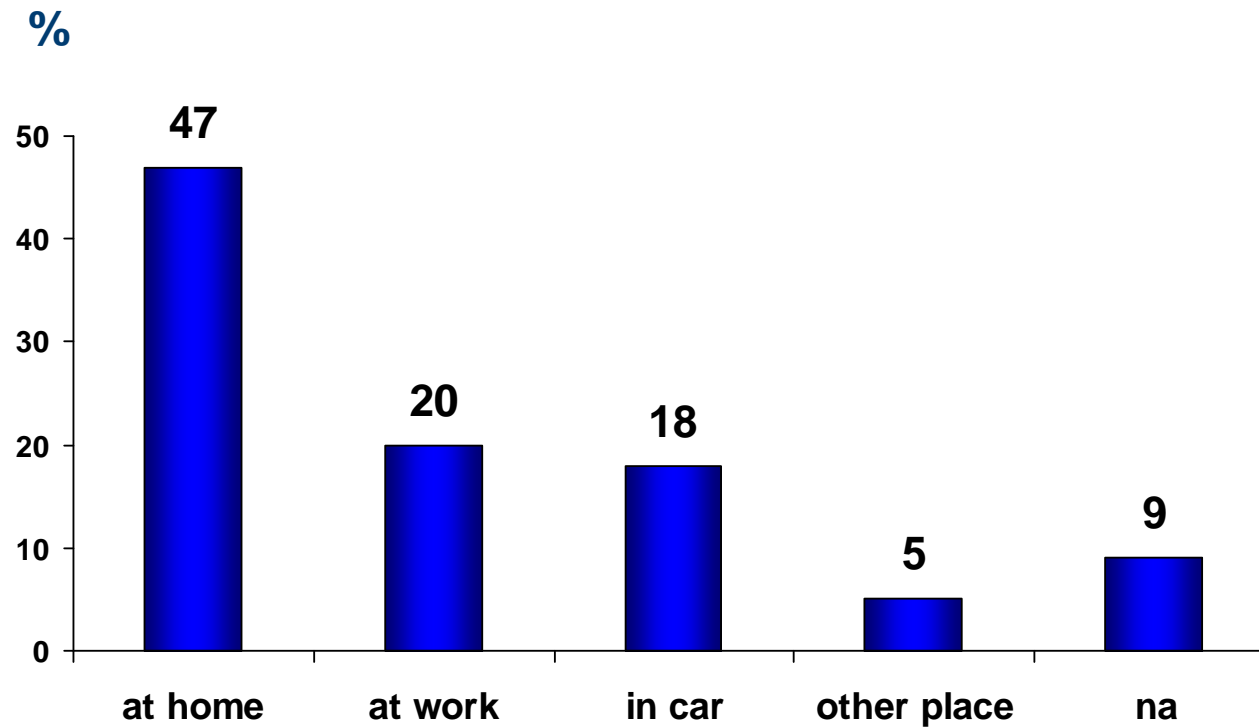
Obs: Weighted on households



Source: Finnpanel, National Radio Listening Survey

Listening share by listening place 2010

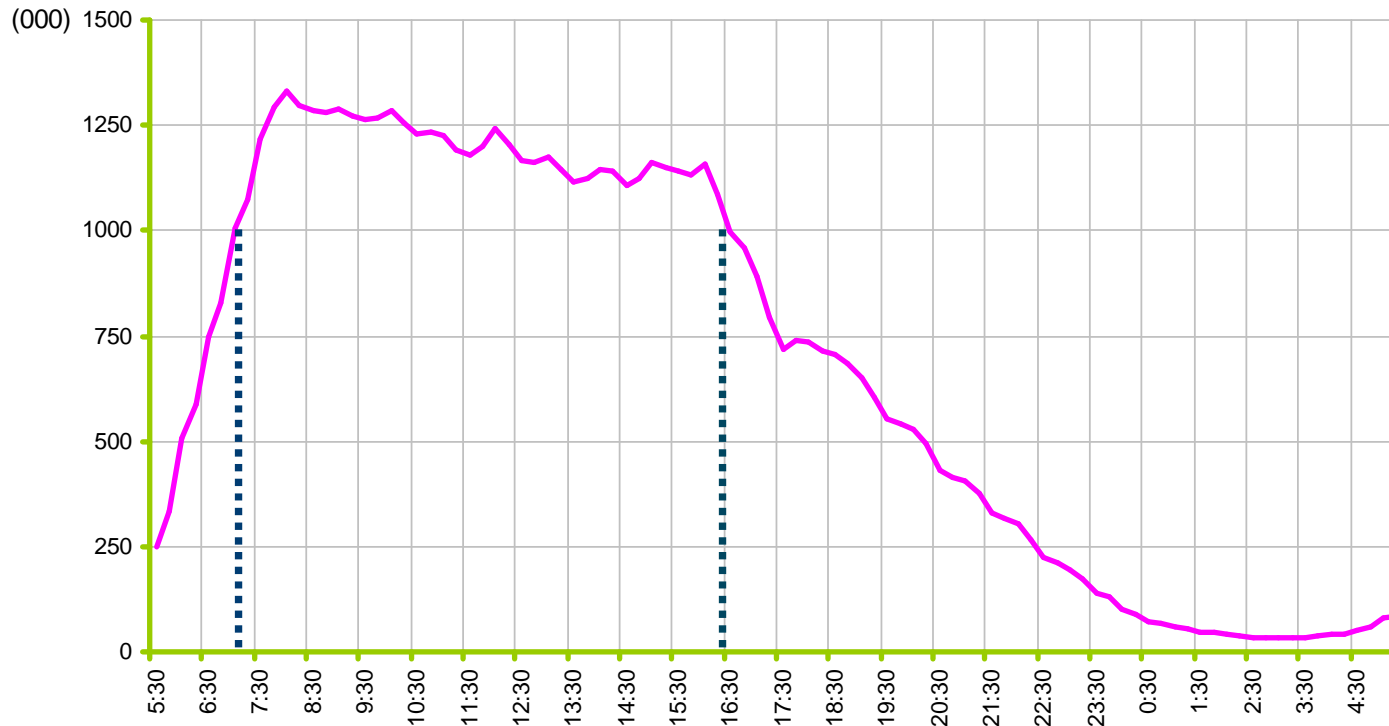
Total population, 9+



Source: Finnpanel, National Radio Listening Survey

Listening by quarter-hours on weekdays 2010

Total population, 9+



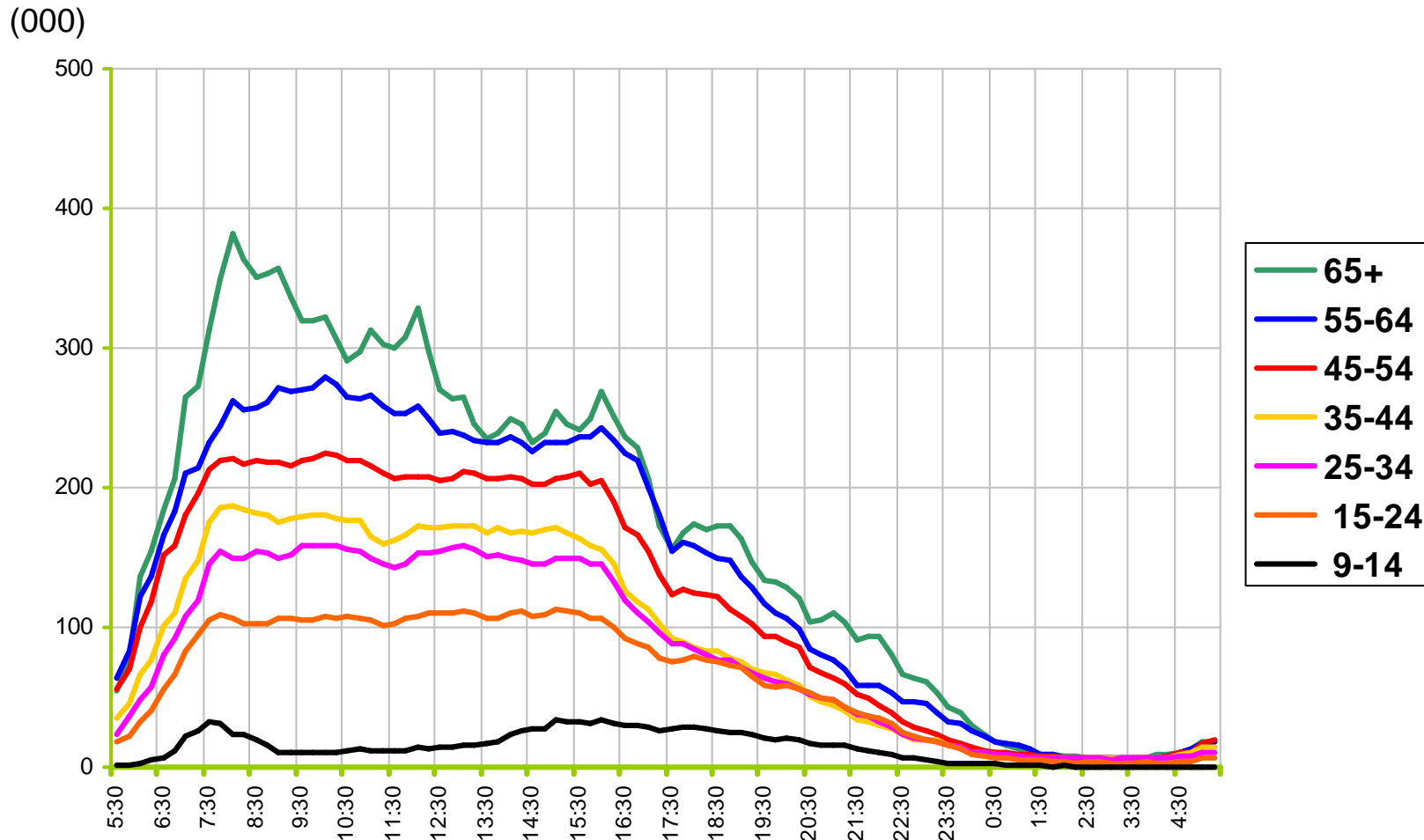
Radio 'prime time' during more 9,5 hours on weekdays

At least one million listeners between 7:00 – 16:30.

Source: Finnpanel, National Radio Listening Survey

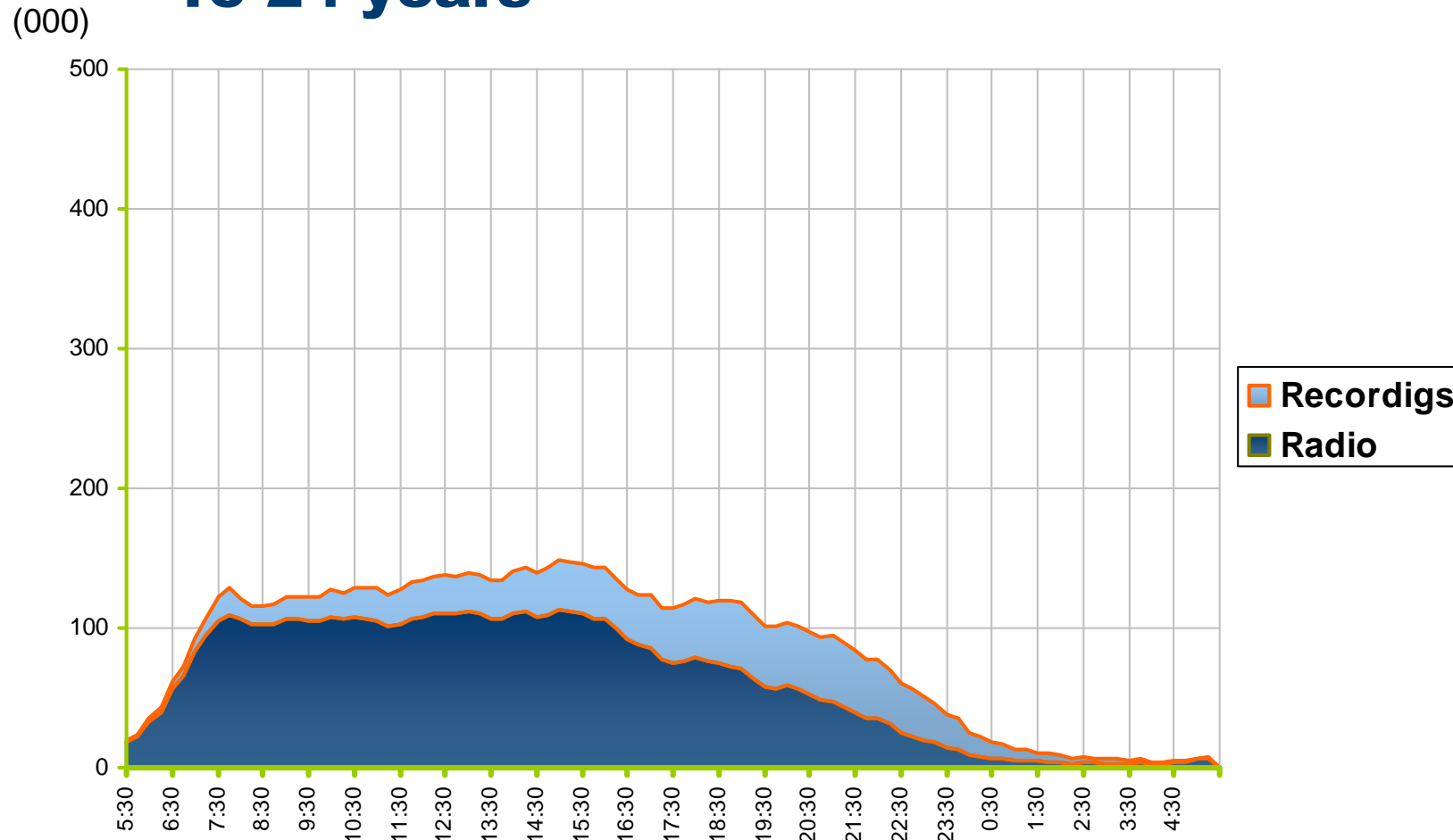


Listening by quarter-hours on weekdays in different age groups 2010



Source: Finnpanel, National Radio Listening Survey

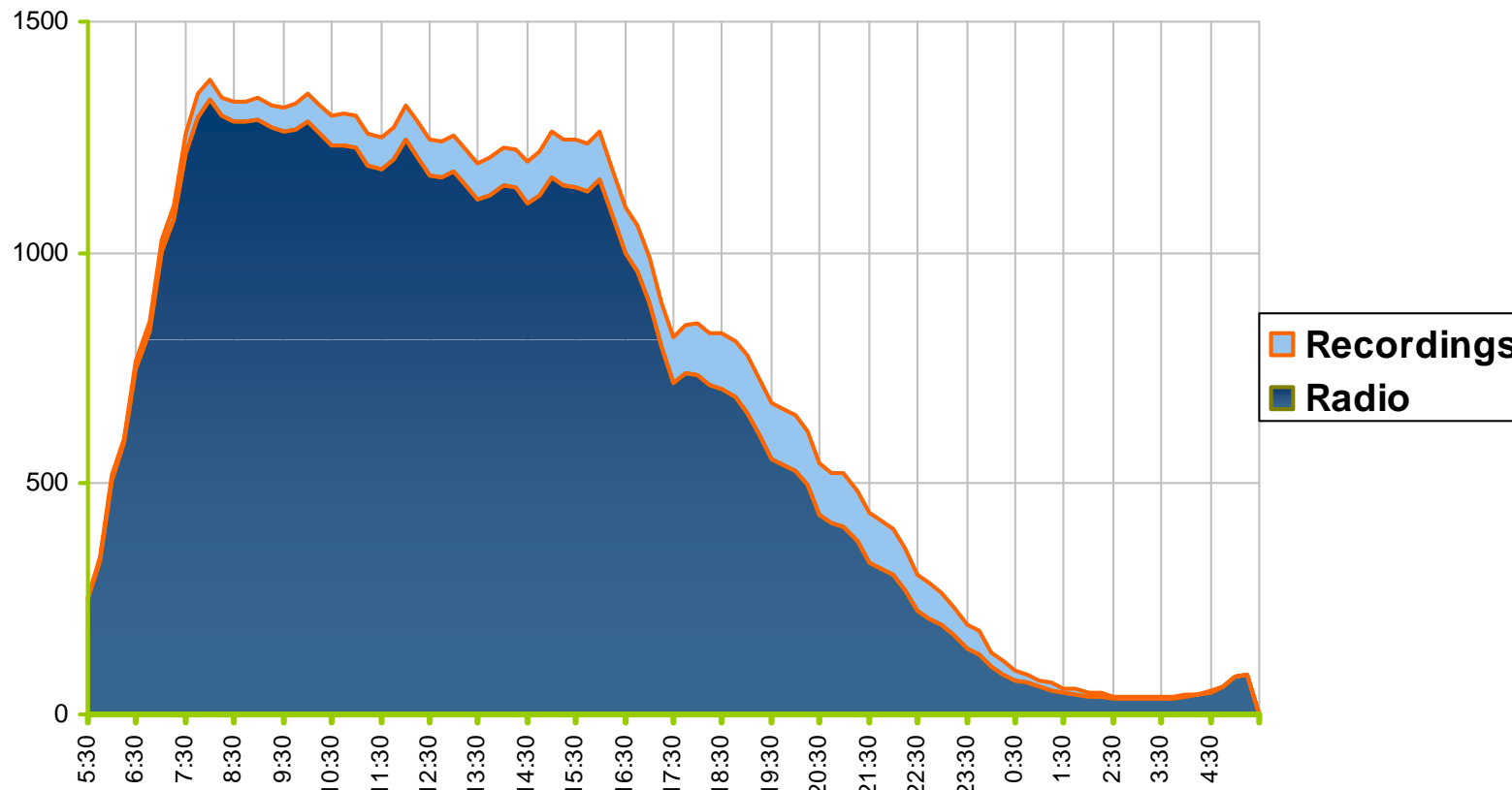
Listening to audio on weekdays 2010: 15-24-years



Source: Finnpanel, National Radio Listening Survey

Listening to audion on weekdays 2010: Total population 9+

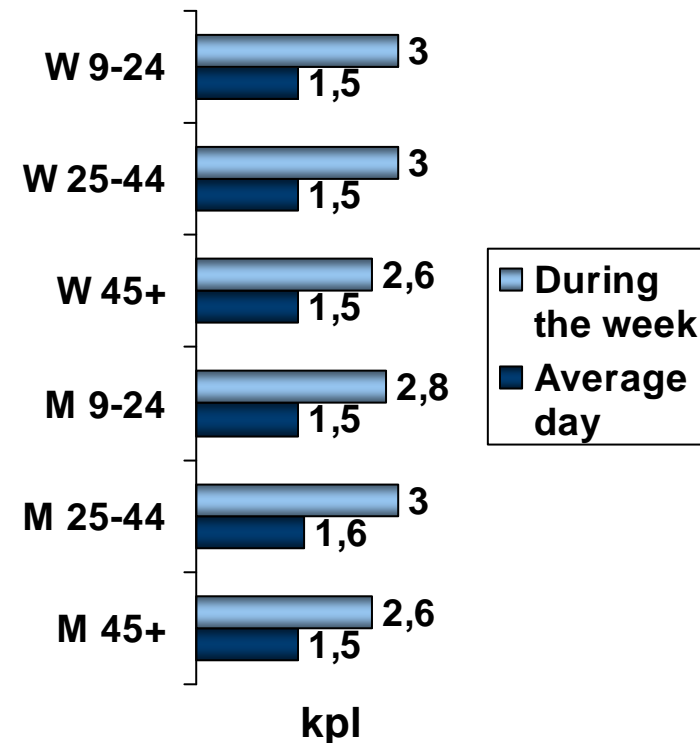
(000)



Source: Finnpanel, National Radio Listening Survey

Average amount of channels listened to in 2010

- 1,5 channels during an average day
- 2,8 channels during the week
- Depending on place of living, the Finns can listen to 12-23 different FM radios.



More information on

www.finnpanel.fi