

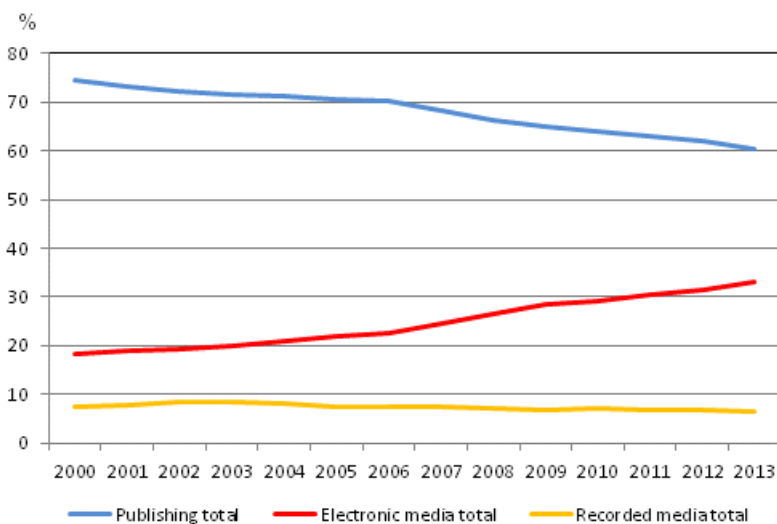
# Mass Media 2013

## Mass media market

### Value of the mass media market continued to fall

In 2013, the value of the mass media market amounted to around EUR 4.1 billion. It was nearly EUR 150 million and over three per cent less than in the year before. Publishing activities and recorded media went down by six per cent. Electronic media grew by two per cent. The share of publishing in the mass media market has fallen by nearly 15 percentage points from the turn of the millennium.

#### Shares of different sectors of the mass media market in 2000 to 2013 (%)



Except for television and web media advertising, year-on-year changes have been negative for all mass media sectors. The biggest drops concerned daily newspapers (-9%) and video recordings (-11%). For magazines and periodicals, the share of advertising revenues has dropped from 33 to 20 per cent over the 2000s. For daily newspapers, the share has fallen from 58 to 47 per cent. According to TNS Gallup data, newspaper and magazine advertising went down by around 15 per cent in 2013.

## Mass media market in 2012 to 2013, EUR million

	2012, EUR mill.	2013, EUR mill.	2013, %	Change, 2012-13, %
Daily newspapers (7-4 times a week) <sup>1)</sup>	996	911	22	-9
Other newspapers <sup>1)</sup>	136	132	3	-3
Free-distribution papers <sup>1)</sup>	76	73	2	-4
Magazines and periodicals	650	610	15	-6
Books <sup>1)</sup>	563	554	13	-2
Direct mail	224	207	5	-8
Publishing, total	2 646	2 487	60	-6
Television <sup>2)</sup>	1 055	1 075	26	2
Radio	58	55	1	-5
Internet advertising	222	238	6	7
Electronic media, total	1 336	1 368	33	2
Phonograms <sup>1)</sup>	77	77	2	-1
Videos	124	110	3	-11
Cinemas	81	77	2	-4
Recorded media, total	282	264	6	-6
All total	4 263	4 119	100	-3

1) Digital sales included.

2) Also includes YLE public service radio.

The calculations presented here describe the mass media market at end user level: for example, the figure on the newspaper market is comprised of retail priced subscription and single copy sales of newspapers, and their revenue from advertising. The figures cover domestic production and imports but not exports. There is some overlap between internet advertising and newspapers.

# Contents

## Tables

### Appendix tables

Appendix table 1. Sector shares of the mass media market 2000 - 2012, per cent.....4

Appendix table 2. Breakdown of newspaper sales 2000 - 2013, per cent.....4

Appendix table 3. Breakdown of magazine sales 2000 - 2013, per cent.....4

Appendix table 4. Radio advertising 2000 - 2013, per cent.....5

Appendix table 5. Television (terrestrial + cable + satellite) revenue 2000 - 2013, per cent.....6

## Appendix tables

**Appendix table 1. Sector shares of the mass media market 2000 - 2012, per cent**

Vuosi	Publishing per cent	Electronic media per cent	Recorded media per cent	Total per cent	Total EUR mill.
2000	74	18	7	100	3 439
2001	73	19	8	100	3 489
2002	72	19	8	100	3 543
2003	72	20	9	100	3 631
2004	71	21	8	100	3 788
2005	71	22	7	100	3 911
2006	70	23	7	100	4 063
2007	68	25	7	100	4 182
2008	66	27	7	100	4 326
2009	65	28	7	100	4 096
2010	64	29	7	100	4 224
2011	63	30	7	100	4 296
2012	62	31	7	100	4 263
2013	60	33	6	100	4 119

Source: Mass media and cultural statistics. Statistics Finland

**Appendix table 2. Breakdown of newspaper sales 2000 - 2013, per cent**

Vuosi	Dailies			Other newspapers		
	Advertising	Subscriptions and single copy sales	Total	Advertising	Subscriptions and single copy sales	Total
2000	58	42	100	59	41	100
2001	56	44	100	57	43	100
2002	54	46	100	54	46	100
2003	53	47	100	53	47	100
2004	53	47	100	54	46	100
2005	54	47	100	53	47	100
2006	55	45	100	53	47	100
2007	55	45	100	53	47	100
2008	55	45	100	54	46	100
2009	48	52	100	52	48	100
2010	49	51	100	51	49	100
2011	52	48	100	50	50	100
2012	50	50	100	51	49	100
2013	47	53	100	48	52	100

Until 2009 revenues of printed newspapers only. From 2010 onwards revenues of digital sales are included.

In addition to advertising proper all classifieds including announcements, notices, column advertisements and public offices are also included.

Source: Finnish Newspapers Association

**Appendix table 3. Breakdown of magazine sales 2000 - 2013, per cent**

Year	Subscriptions	Single copy sales	Advertising	Total
2000	59	8	33	100
2001	59	9	32	100
2002	60	9	31	100

Year	Subscriptions	Single copy sales	Advertising	Total
2003	61	9	30	100
2004	62	9	30	100
2005	62	8	30	100
2006	62	8	30	100
2007	63	7	30	100
2008	64	7	29	100
2009	69	7	24	100
2010	70	7	23	100
2011	68	7	25	100
2012	70	7	22	100
2013	73	7	20	100

The figures are estimates.

Source: Mass media and cultural statistics. Statistics Finland

#### Appendix table 4. Radio advertising 2000 - 2013, per cent

Vuosi	National advertising	Local advertising	Total
2000	50	50	100
2001	53	48	100
2002	57	43	100
2003	60	40	100
2004	63	37	100
2005	61	39	100
2006	63	37	100
2007	69	31	100
2008	70	30	100
2009	71	29	100
2010	74	26	100
2011	75	25	100
2012	75	25	100
2013	73	27	100

Source: RadioMedia

**Appendix table 5. Television (terrestrial + cable + satellite) revenue 2000 - 2013, per cent**

Vuosi	TV licence fee/Yle tax	Advertising	Subscriptions/Pay-TV	Subscriptions/Cable TV basic fees	Total
2000	49	37	3	11	100
2001	52	33	4	11	100
2002	50	33	4	13	100
2003	49	33	4	15	100
2004	49	33	4	14	100
2005	48	31	9	11	100
2006	46	31	12	11	100
2007	43	30	16	10	100
2008	40	28	22	9	100
2009	42	25	23	9	100
2010	41	27	23	9	100
2011	40	28	22	10	100
2012	42	27	22	10	100
2013	43	26	22	10	100

The figures are estimates.

Source: Mass media and cultural statistics. Statistics Finland

Estimates based on data from: FiCom, Ficora, Finnpanel, TNS Gallup, Company reports

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Suomen virallinen tilasto  
Finlands officiella statistik  
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Culture and the Media 2014

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Source: Mass media and cultural statistics. Statistics Finland