

Finnish Mass Media 2015

Mass media market

Mass media market contracted – a good year for cinemas

The value of the mass media market fell again compared to the previous year. In 2015, the value of the mass media market amounted to around EUR 3.7 billion. This was around EUR 100 million or about three per cent less than in the year before.

However, there was some growth in a few industries. Among mass media market industries, particularly cinemas (+26%), Internet advertising (+7%), book sales (+4%) and commercial radio (+4%) grew in 2015.

Mass media market in 2014 to 2015, EUR million

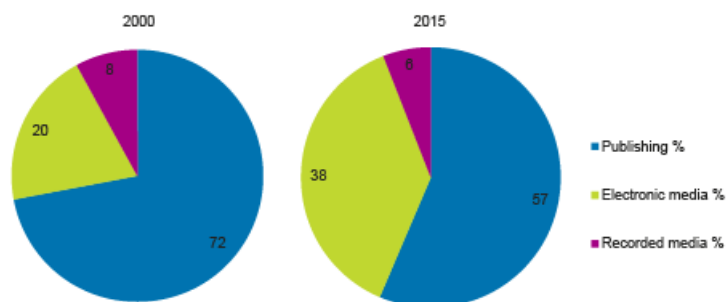
	2014, EUR mill.	2015, EUR mill.	2015, %	Change, 2014-15, %
Daily newspapers (7-4 times a week) ¹⁾	874	830	22,3	-5,0
Other newspapers ¹⁾	130	132	3,5	1,8
Free-distribution papers ¹⁾	73	71	1,9	-2,3
Magazines and periodicals ¹⁾	550	505	13,5	-8,2
Books ¹⁾	548	570	15,3	4,0
Publishing, total	2 174	2 108	56,5	-3,0
Television ²⁾	1 102	1 060	28,4	-3,8
Radio	60	63	1,7	3,9
Internet advertising	268	286	7,7	6,8
Electronic media, total	1 430	1 409	37,8	-1,5
Phonograms ¹⁾	58	58	1,6	0,6
Videos	99	61	1,6	-38,1
Cinemas	75	94	2,5	26,0
Recorded media, total	232	214	5,7	-7,8
All total	3 836	3 731	100	-2,7

1) Digital sales included.

2) Also includes YLE public service radio.

The value of electronic media went down by 1.5 per cent. The media market share of electronic media has, however, doubled in this millennium from around one fifth to nearly 40 per cent. The media market share has grown by Internet advertising and particularly by the television business.

Mass media market in 2000 to 2015 (%)



Publishing (incl. newspapers and free-distribution papers, magazines and periodicals, and books) went down by three per cent from the previous year. The media market share of publishing has gone down in this millennium from over 70 to 57 per cent. In 2015, the drop was biggest for magazines and periodicals, whose market contracted by over eight per cent from the previous year.

In the recording market, the sales of video recordings fell further. Cinemas, in turn, have had a good year with regard to ticket sales and development of cinema advertising.

Differing from previous years, the calculation of mass media market for 2015 does not include direct mail. In the calculation for 2015, direct mail was removed from previous statistical reference years as well. The mass market share of direct mail has gone down in this millennium from around nine per cent in 2000 to about five per cent in 2014.

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 other media groups.

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Appendix table 1. Sector shares of the mass media market 2000–2015, per cent

Year	Publishing per cent	Electronic media per cent	Recorded media per cent	Total EUR mill.
2000	72	20	8	3 133
2001	71	21	9	3 176
2002	70	21	9	3 231
2003	69	22	9	3 311
2004	68	23	9	3 464
2005	68	24	8	3 584
2006	67	25	8	3 724
2007	66	26	8	3 938
2008	64	28	8	4 079
2009	63	30	7	3 870
2010	62	31	7	3 995
2011	61	32	7	4 046
2012	60	33	7	4 030
2013	58	35	7	3 904
2014	57	37	6	3 836
2015	57	38	6	3 731

Source: Mass media and cultural statistics. Statistics Finland

Appendix table 2. Breakdown of newspaper sales 2000–2015, per cent (Corrected on 5 July 2018)

Year	Dailies			Other newspapers		
	Advertising	Subscriptions and single copy sales	Total	Advertising	Subscriptions and single copy sales	Total
2000	58	42	100	41	59	100
2001	56	44	100	43	57	100
2002	54	46	100	46	54	100
2003	53	47	100	47	53	100
2004	53	47	100	46	54	100
2005	54	47	100	47	53	100
2006	55	45	100	47	53	100
2007	55	45	100	47	53	100
2008	55	45	100	46	54	100
2009	48	52	100	48	52	100
2010	49	51	100	49	51	100
2011	52	48	100	50	50	100
2012	50	50	100	49	51	100
2013	47	53	100	52	48	100
2014	45	55	100	48	52	100
2015	45	55	100	46	54	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 2000–2015, per cent

Year	Subscriptions	Single copy sales	Advertising
2000	59	8	33
2001	59	9	32
2002	60	9	31
2003	61	9	30
2004	62	9	30
2005	62	8	30
2006	62	8	30
2007	63	7	30
2008	64	7	29
2009	69	7	24
2010	70	7	23
2011	68	7	25
2012	70	7	22
2013	73	7	20
2014	74	7	19
2015	74	7	18

The figures are estimates.
Source: Mass media and cultural statistics. Statistics Finland

Appendix table 4. Radio advertising 2000–2015, per cent

Year	National advertising	Local advertising
2000	50	50
2001	53	48
2002	57	43
2003	60	40
2004	63	37
2005	61	39
2006	63	37
2007	69	31
2008	70	30
2009	71	29
2010	74	26
2011	75	25
2012	75	25
2013	73	27
2014	73	27
2015	70	30

Source: RadioMedia

Appendix table 5. Television (terrestrial + cable + satellite) revenue 2000–2015, per cent

Year	TV licence fee/Yle tax	Advertising	Subscriptions/Pay-TV	Subscriptions/Cable TV basic fees
2000	49	37	3	11
2001	52	33	4	11
2002	50	33	4	13
2003	49	33	4	15
2004	49	33	4	14
2005	48	31	9	11
2006	46	31	12	11
2007	43	30	16	10
2008	40	28	22	9
2009	42	25	23	9
2010	41	27	23	9
2011	40	28	22	10
2012	42	27	22	10
2013	43	26	22	10
2014	43	24	23	10
2015	44	24	22	10

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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Source: Mass media and cultural statistics. Statistics Finland