

Finnish Mass Media 2016

Mass media market

Slight growth on the mass media market

The mass media market grew slightly in 2016. The value of the mass media market amounted to around EUR 3.8 billion. Compared to the year before, the value of the market grew by 1.2 per cent or good EUR 40 million.

Mass media market 2015 - 2016, EUR million

	2015	2016	2016	Change
	EUR mill.	EUR mill.	%	2015-16, %
Daily newspapers (7-4 times a week) ¹⁾	830	807	21,2	-2,8
Other newspapers ¹⁾	132	135	3,6	2,3
Free-distribution papers ¹⁾	71	68	1,8	-5,1
Magazines and periodicals ¹⁾	505	490	12,9	-3,0
Books ¹⁾	570	604	15,9	6,0
Publishing, total	2 108	2 104	55,3	-0,2
Television ²⁾	1 073	1 097	28,8	2,2
Radio	63	64	1,7	2,8
Internet advertising	286	324	8,5	13,4
Electronic media, total	1 422	1 486	39,1	4,5
Audio recordings ¹⁾	58	59	1,6	1,6
Videos	78	59	1,6	-24,4
Cinemas	94	96	2,5	1,9
Recorded media, total	231	214	5,6	-7,1
All total	3 760	3 804	100,0	1,2

1) Digital sales included.

2) Also includes Yle public service radio.

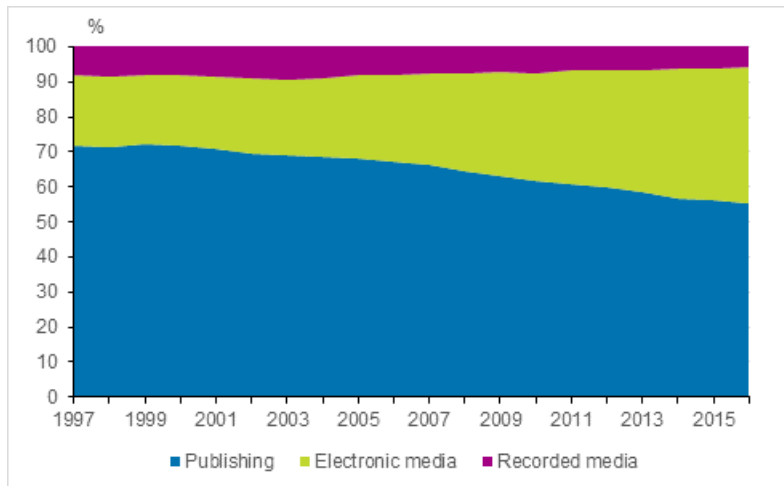
The mass media market contracted during 2012 to 2015.

In 2016, the result rose or fell moderately in most industries within the mass media from the year before. Growth was strongest in online advertising (+13%) and book sales (+6%). The biggest drop was seen in selling and renting of video recordings (-24%) and in free city papers (-5%).

A longer term examination reveals a transition in the mass media market, where the value of electronic media has increased and the value of publishing has decreased. The value of the recorded media market, which is clearly smaller than publishing and electronic media, has also contracted over the past decade, even though the ticket and advertising sales of cinemas have grown.

Measured by volume, publishing is still clearly the largest sector in Finnish media market.

Shares of different sectors in the volume of the mass media market in 1997 to 2016 (%)



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 tables

Appendix table 1. Sector shares of the mass media market 2000 - 2016, 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	56	38	6	3 760
2016	55	39	6	3 804

Source: Statistics Finland/Media statistics

Appendix table 2. Breakdown of newspaper sales 2000 - 2016, per cent (Corrected on 5 July 2018)

Corrected on 5 July 2018 The corrections are indicated in red.

Year	Dailies		Other newspapers	
	Advertising	Subscriptions and single copy sales	Advertising	Subscriptions and single copy sales
2000	58	42	41	59
2001	56	44	43	57
2002	54	46	46	54
2003	53	47	47	53
2004	53	47	46	54
2005	54	47	47	53
2006	55	45	47	53
2007	55	45	47	53
2008	55	45	46	54
2009	48	52	48	52
2010	49	51	49	51
2011	52	48	50	50
2012	50	50	49	51
2013	47	53	52	48
2014	45	55	48	52
2015	45	55	46	54
2016	45	55	46	54

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 - 2016, 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
2016	77	7	17

The figures are estimates.
Source: Statistics Finland/Media statistics

Appendix table 4. Radio advertising 2000 - 2016, 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
2016	70	30

Source: RadioMedia

Appendix table 5. Television (terrestrial + cable + satellite) revenue 2000 - 2016, per cent

Year	TV licence fee/Yle tax	Advertising	Subscriptions/Pay-TV ¹⁾	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	23	10
2016	43	23	24	10

The figures are estimates.

Source: Statistics Finland/Media statistics

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

1) Including VOD.

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Source: Mass media and cultural statistics. Statistics Finland