



Commercial radio in Finland

As audio consumption is on the increase,
radio reaches the majority of Finns.





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Commercial radio is doing well in Finland



Commercial radio reaches 69% of Finns aged over 9 every week.

Currently, audio is experiencing a new boom, and the audio business as a whole is facing a major transformation. Radio plays a strong role in the change, in which podcasts and audiobooks are more popular than ever. Smart speakers and voice control in Finnish are entering the market soon. Radio is listened to not only from the traditional FM but also from on-demand services and online. Headphones are sold at an increasing pace all around the world. Thanks to technological development and extensive connections, audio is with us wherever we go.

Finland is a nation of radio lovers. In the developing world, the opportunities for radio consumption are increasing constantly, and people's audio consumption habits are in flux. This naturally leads to media companies' investing in content thanks to which the offering is growing richer by the day.

Finns listen to a lot of radio. **Radio is present throughout the day, from the breakfast table to the daily commute and from the workplace to chores at home.** During the Covid-19 pandemic, listening moved from cars to homes as remote work became more common. The listening habits of under 55 year olds focus strongly on commercial channels. Within 24 hours, commercial radio reaches almost a half of all Finns and, on a weekly basis, commercial radio reaches 69% or 3.5 million Finns aged over 9.

For advertisers, audio and radio are creative and innovative media where technological development and utilising data, for instance, are always posing new opportunities for reaching the right target audience.

Radio reaches Finns

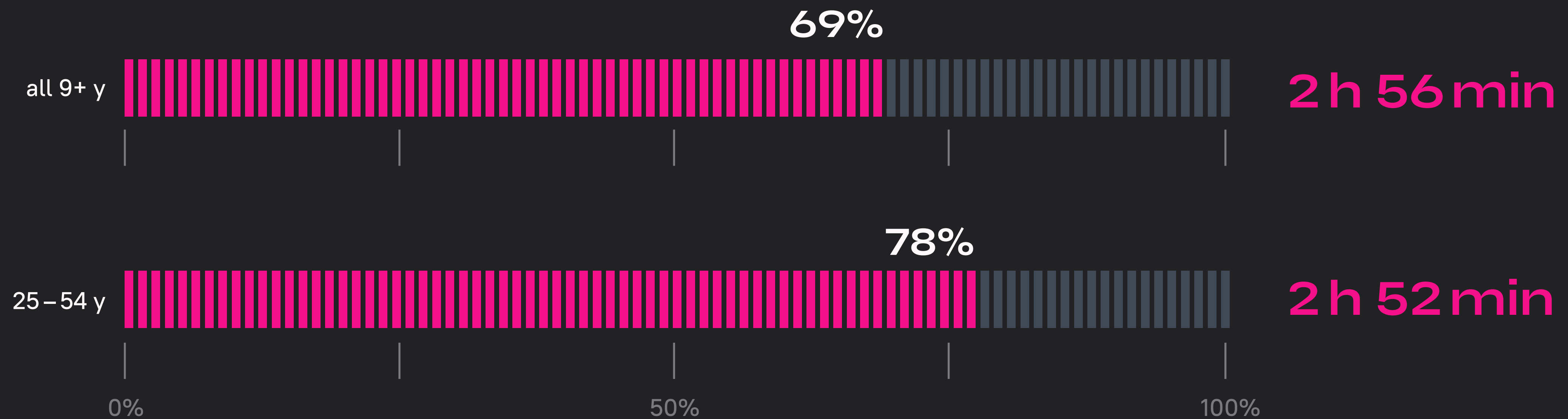


Radio has always been among Finns' favourite media, and commercial radio reaches more than 3.5 million Finns every week.

Commercial radio reaches 3.5 million Finns in a week

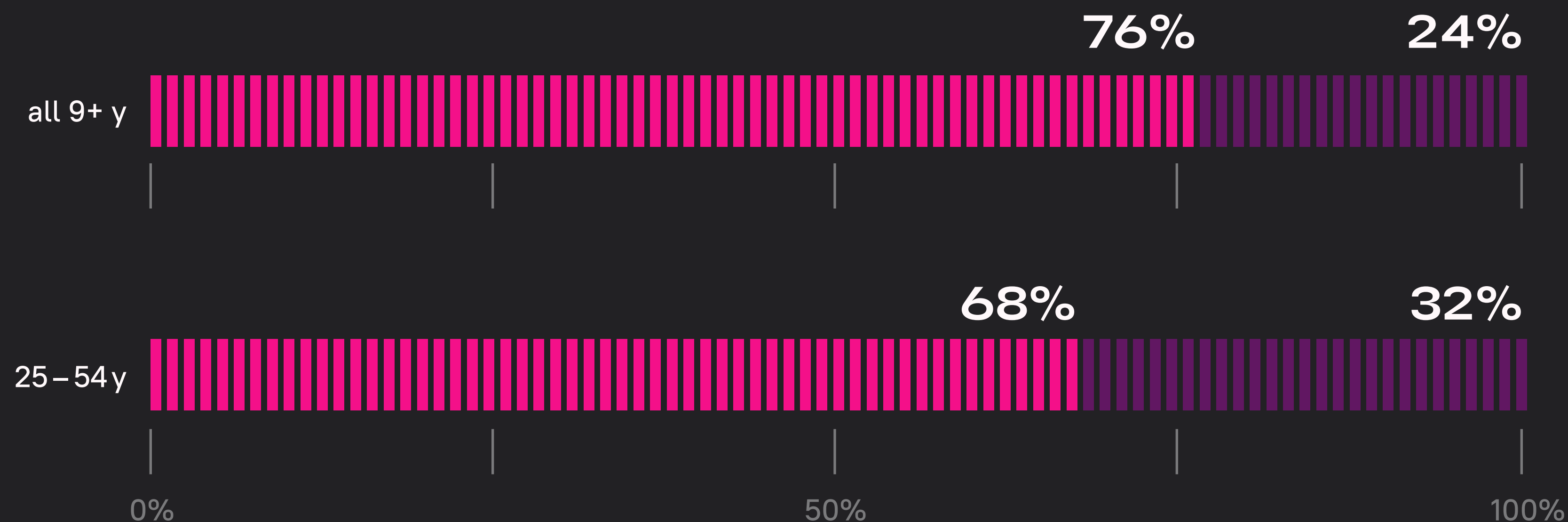
The reach of commercial radio
in Finland in a week

Time spent listening to
the radio in a day



Of the minutes listened to audio, radio makes up the majority

- Listening to live radio
- Other listening: radio shows on demand and podcasts, music streaming, YouTube music, own music etc.



A fifth of a Finn's media day is made up by audio

Radio and audio 21%

Live radio
Online radio
Music streaming services
Audio, podcast

TV and video 44%

TV and video
Television, pay TV, linear TV
Online TV, SVOD
Video services

Print 16%

Newspapers, tabloids, free newspapers
Printed newspapers, tabloids, free newspapers
Online services
Magazines, printed magazines, online services

Other 20%

Social media
Mobile games
Other uses of internet
Films at the cinema



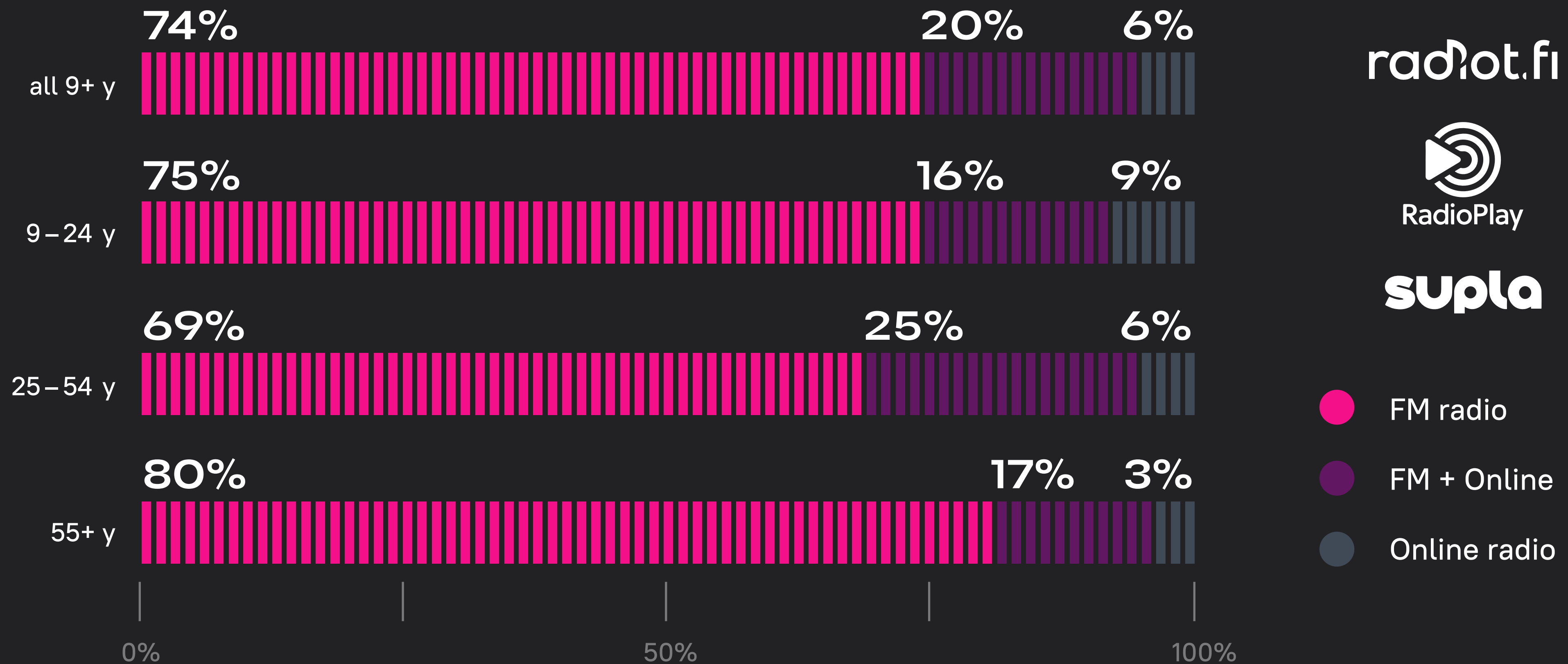
Listening to audio and radio is becoming more diverse




Technological development has expedited the increase of audio's popularity, thanks to which audio and radio are present almost everywhere. Audio is the only multitasking medium

The share of traditional FM radio of all radio listening is strong

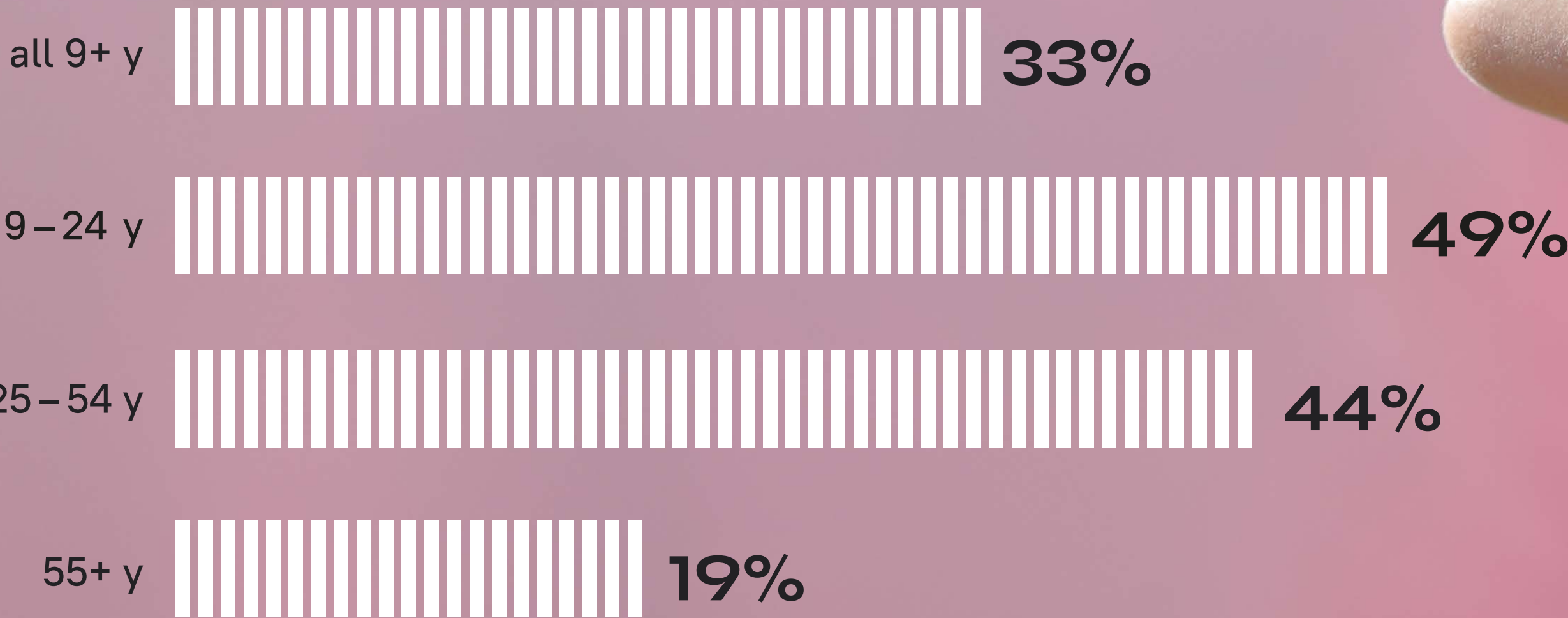
The consumption of digital services increases in all age groups



A photograph of two young women with long dark hair, wearing pink and white plaid scarves, looking down at a smartphone held by the woman on the left. They are both smiling and appear to be listening to music, as white earbuds are visible. The background is a blurred indoor setting.

Over fifth of all Finns
listens to the radio
also on smartphones.

Have your message directly
between the listener's ears:
**A third listens to audio
with headphones**



Source: Finnpanel, National Radio Survey. Using headphones to listen to radio and other audio during the survey week in May 2021.

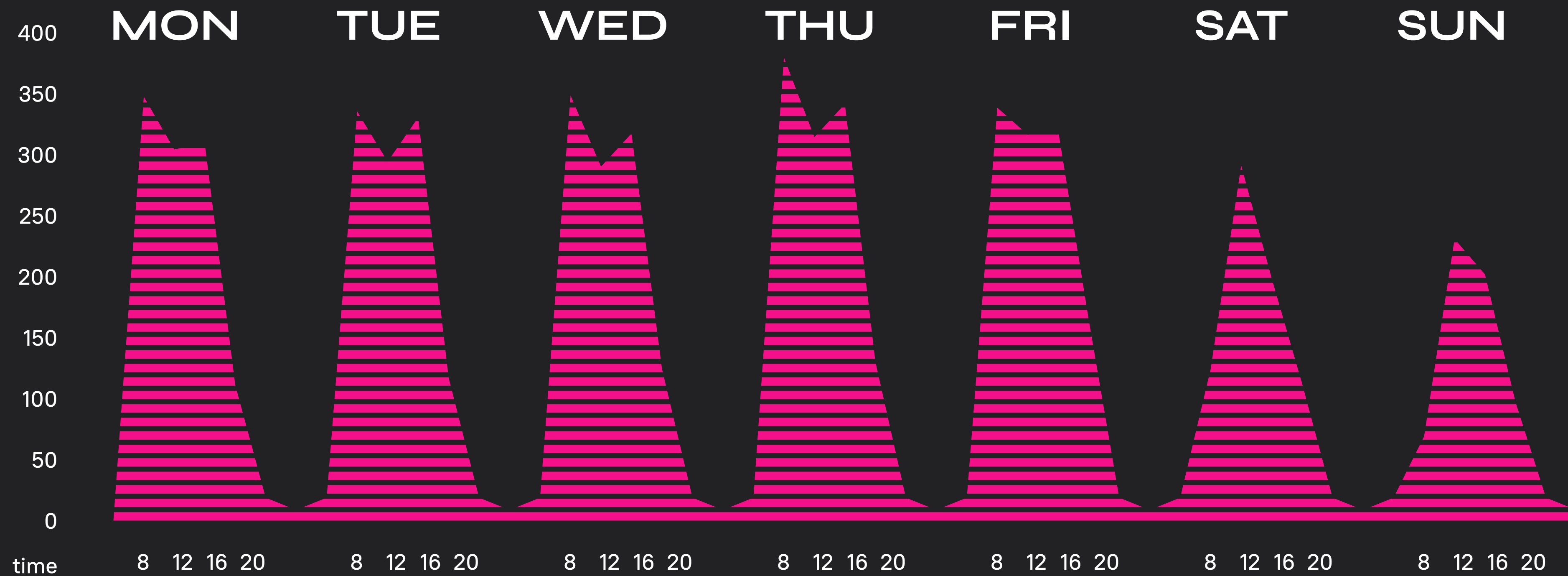
Targeting your message is easy on the radio



Radio provides excellent opportunities for targeting your message geographically, demographically or according to listening time and situation.

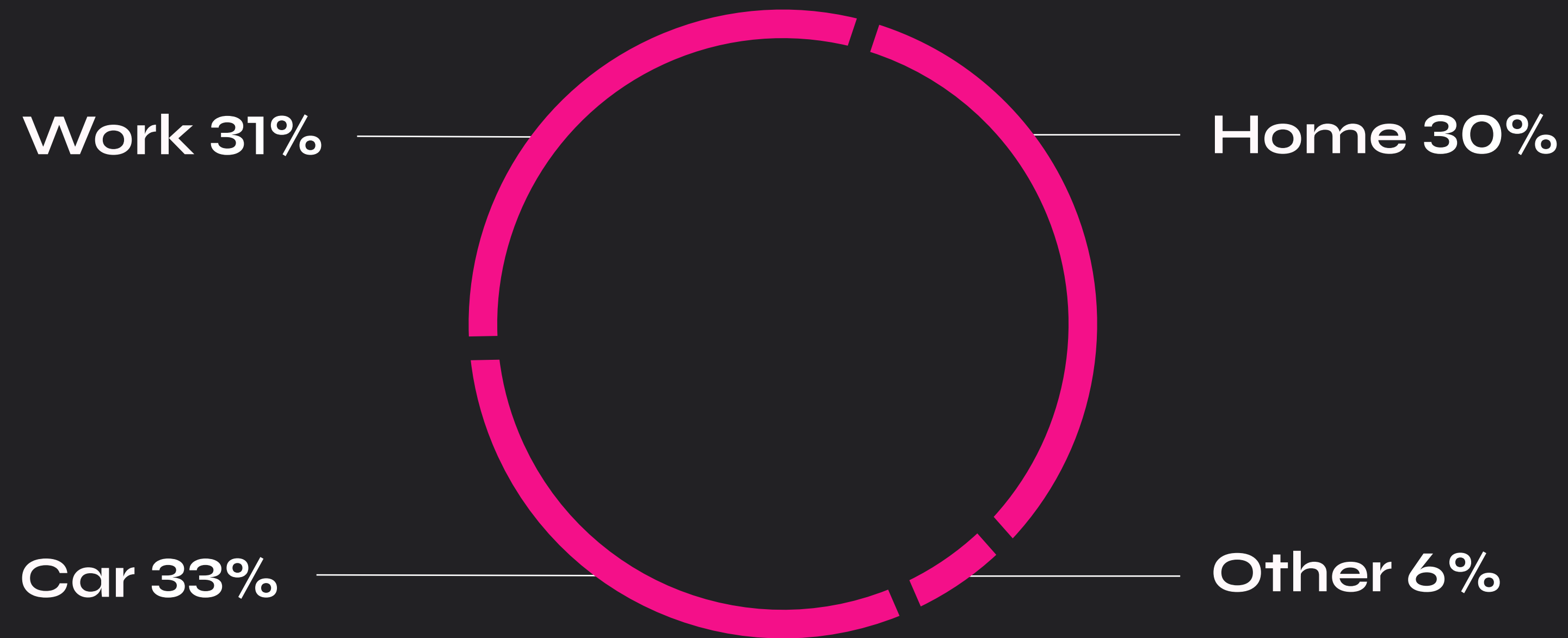
Radio is part of every moment of the day

The day of the year with the most listeners is the Thursday before Midsummer. On that day in 2021, radio reached more than 3.6 million Finns, or 72% of Finns aged over 9!



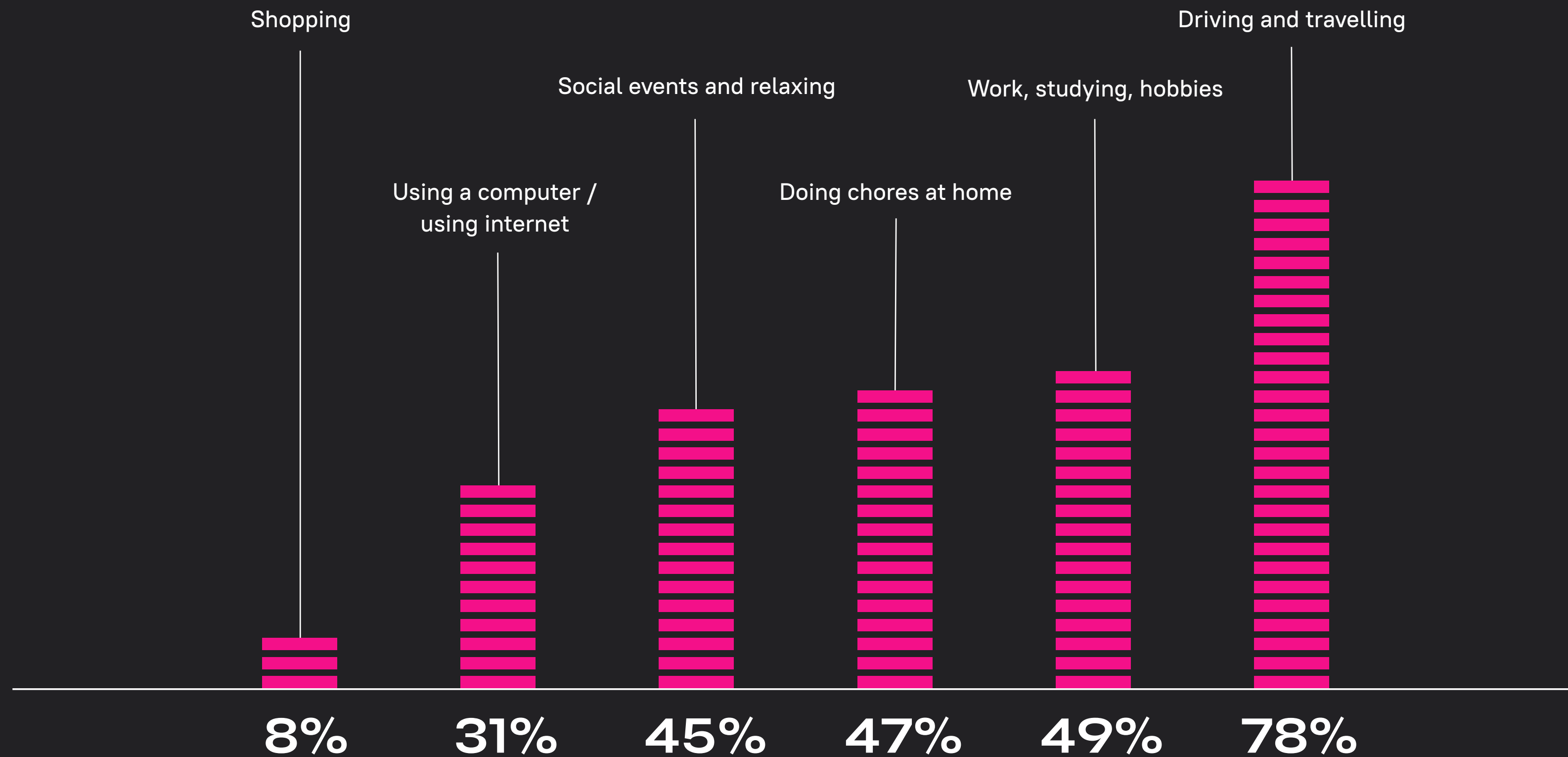
The hourly reach of commercial radio on different days of the week in the age group 25–54.

Radio is listened to at home, in the car and at work



Radio is a multitasking media

It reaches listeners also while they are doing other activities.



Radio has extensive reach



Advertising on the radio can be nationwide or targeted carefully according to location.



In addition to different daily situations and times of the day, radio provides excellent opportunities for geographical targeting everywhere in Finland.

50 radio channels that sell advertising

There are 50 commercial radio channels in Finland with different profiles that sell **advertising time**. There are plenty of channels and channel formats, which means they offer advertisers different media environments with many kinds of content connections. This means that the Finnish radio field is very diverse and provides brands and campaigns with many different kinds of influencing opportunities. Radio is an extremely strong and diverse tool in reaching selected target groups at certain times and in different situations.

ALUERADIOT SASTAMALA:



BAUER MEDIA:



SANOMA MEDIA FINLAND:



Radio creates results for advertisers



Radio adds an extra boost to campaigns and increases ad recall and website conversion.

Radio is proven to create results



ROMI for radio advertising
is higher than average.



ROMI for radio advertising has
grown significantly during the
last few years.



Total ROMI is significantly
higher when radio advertising is
included in the media mix.



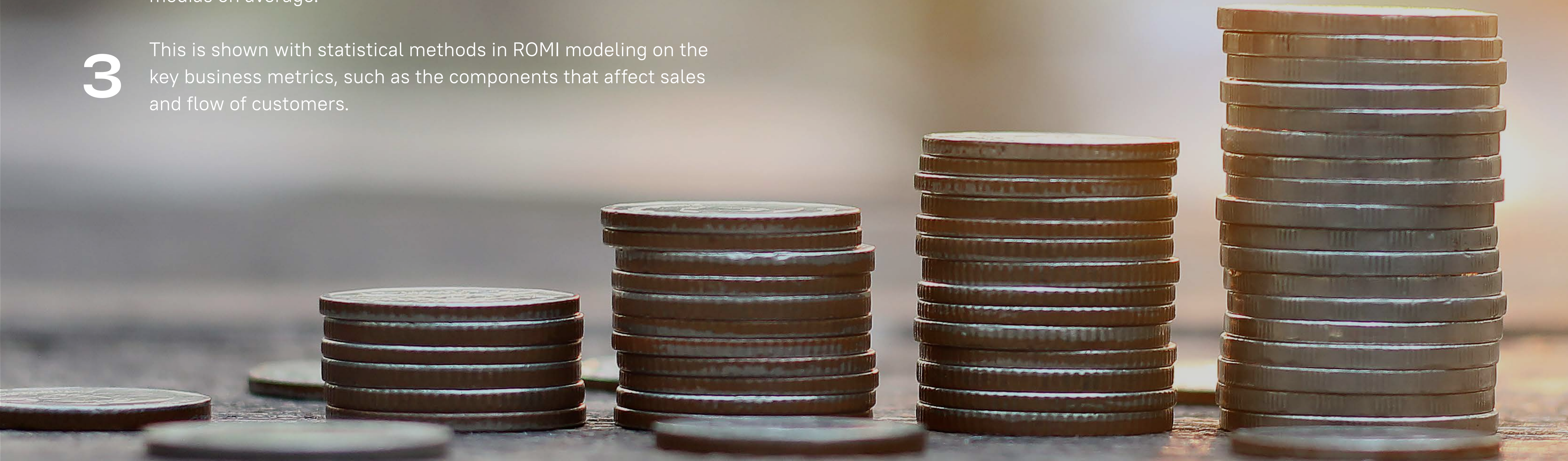
Radio advertising has
a significantly longer
effect on sales than
medias on average.



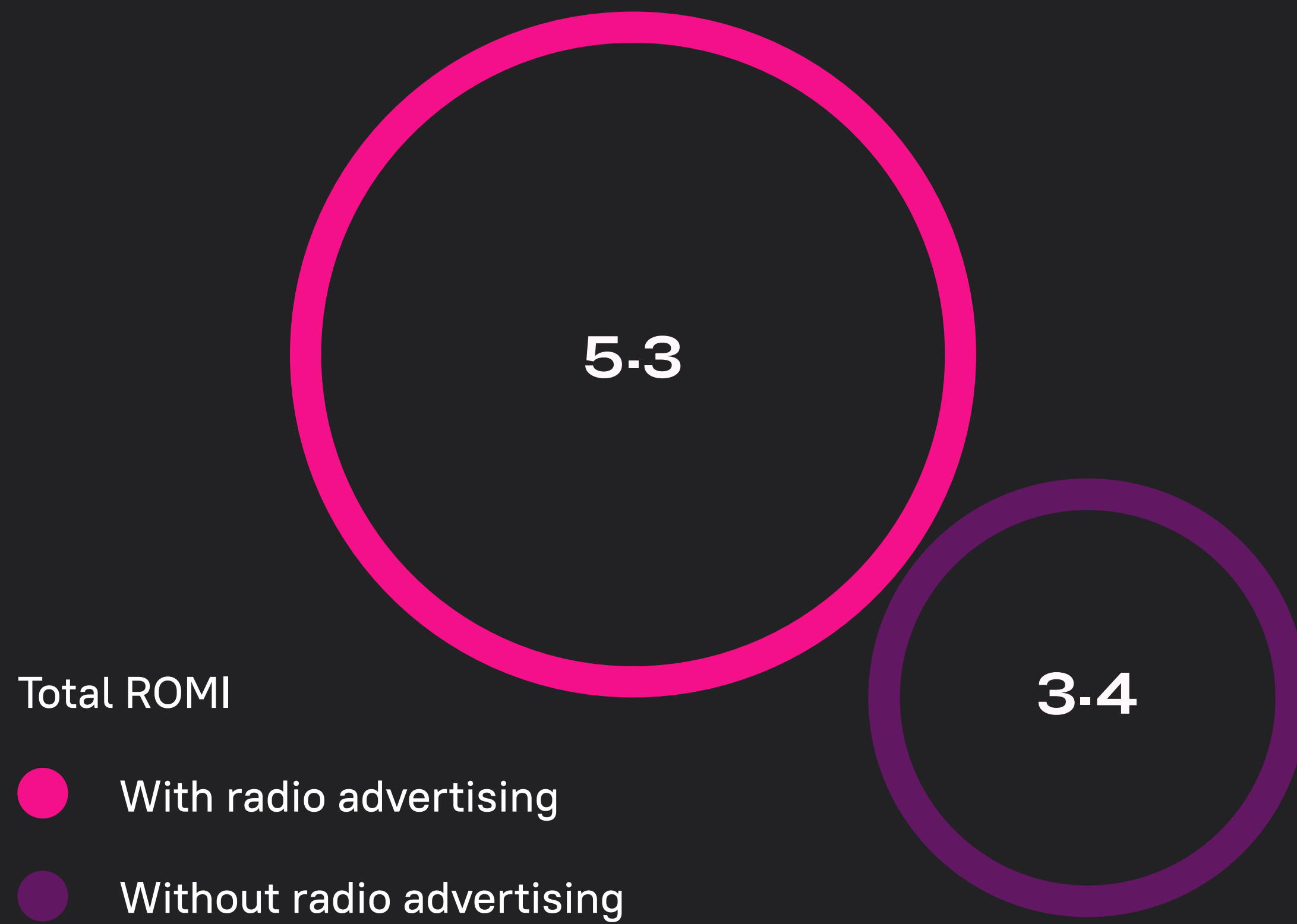
During 2018–2021, radio advertising
has been the only media that has had
a statistical connection to business
metrics in each modeling.

Radio creates sales

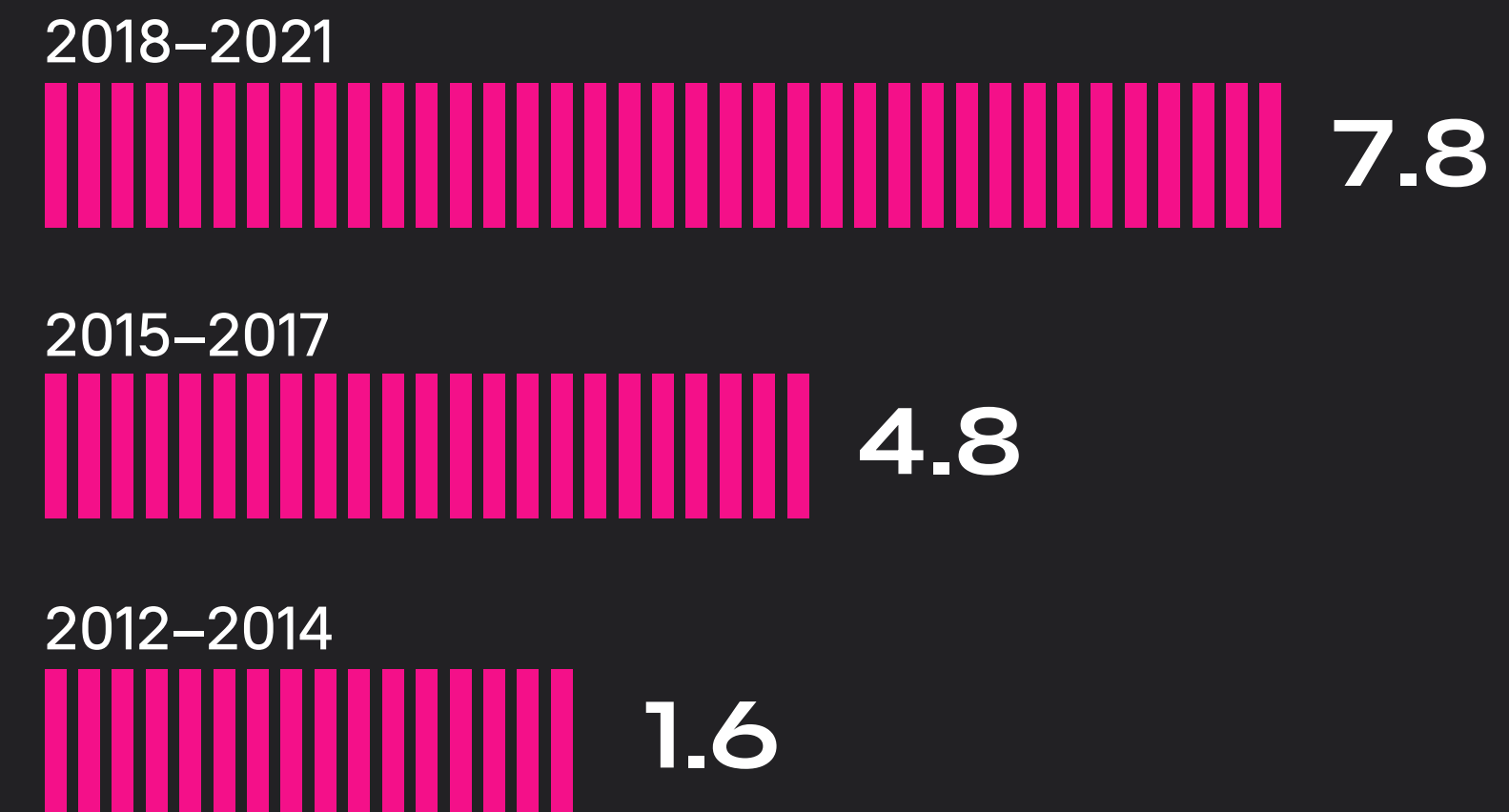
- 1 During 2018–2021, radio advertising has been the only media that has had a statistical connection to business metrics in each modeling.*
- 2 Radio advertising has a significantly longer effect on sales than medias on average.
- 3 This is shown with statistical methods in ROMI modeling on the key business metrics, such as the components that affect sales and flow of customers.



Total ROMI is significantly higher when radio advertising is included in the media mix.

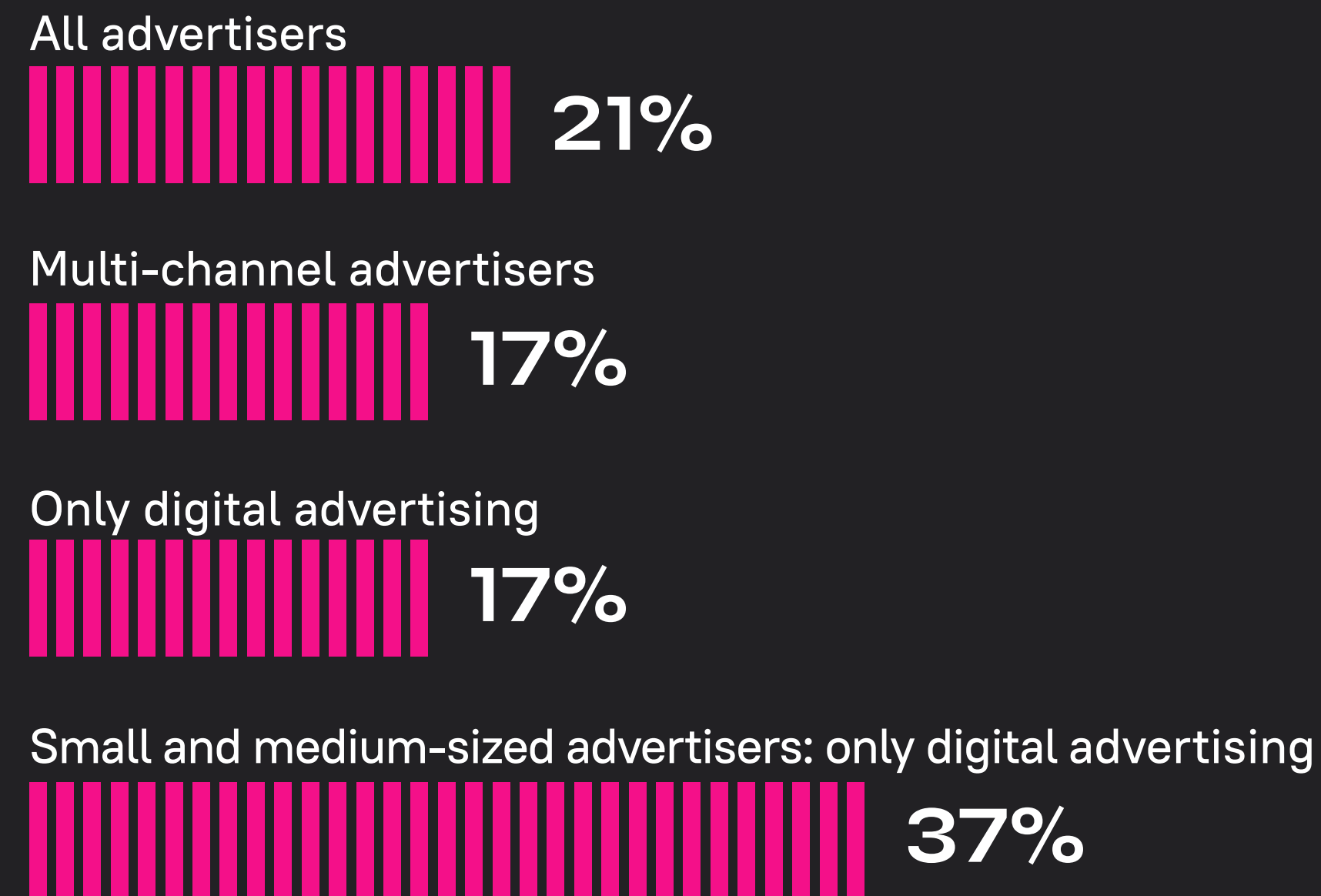


Total ROMI has significantly grown in the last few years, especially when radio advertising is involved.



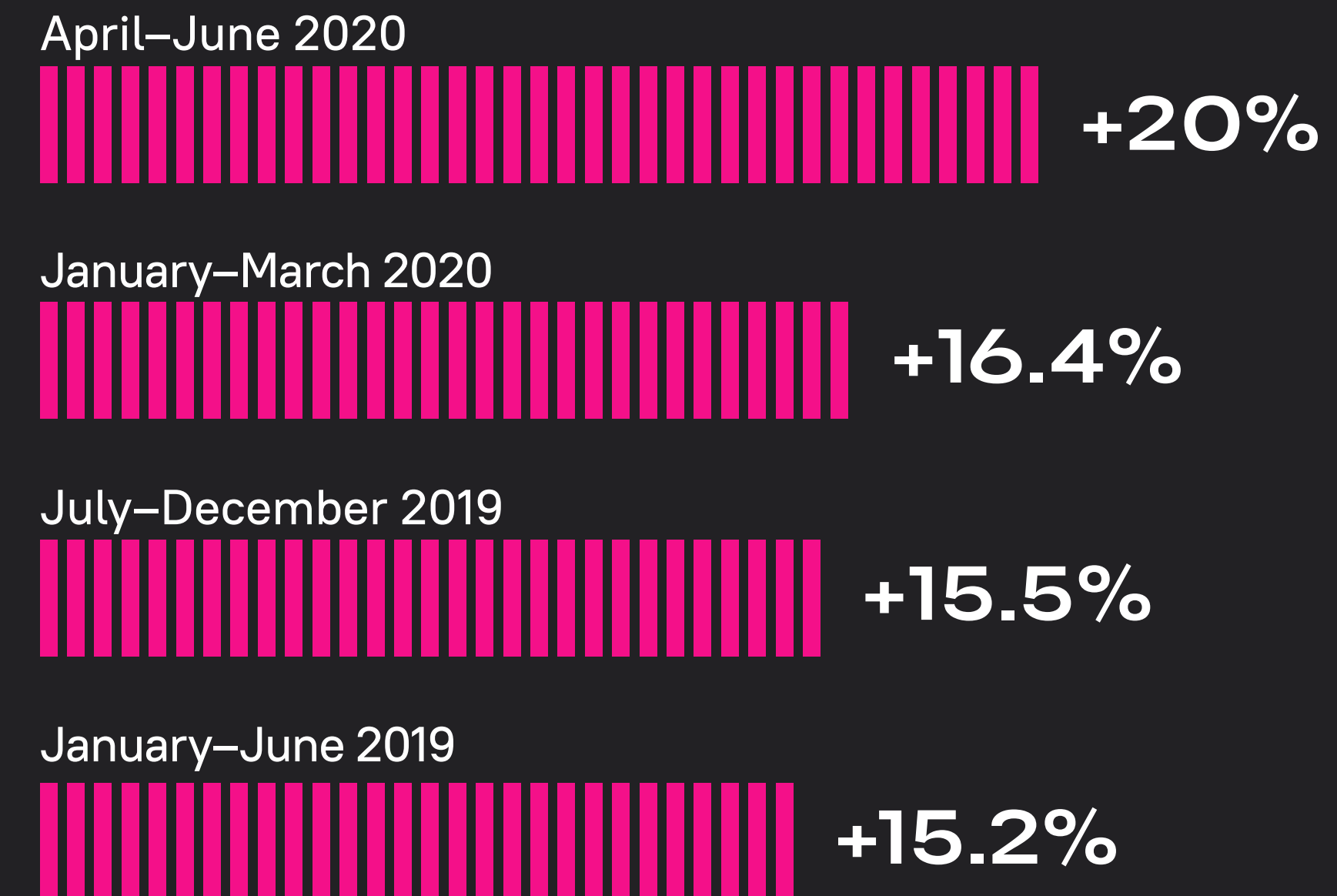
Radio creates online traffic and strengthens the functionality of digital media

The impact of radio advertising on website traffic by advertiser type *



Radio advertising increases the advertiser's online traffic by an average of 21%. For small and medium-sized digital advertisers, radio advertising increased their online traffic by up to 37%.

The average impact of radio advertising on Google and FB advertising **



According to a study by LeadsRx and Westwood One, online store companies' simultaneous radio and Google or Facebook advertising pays off: radio advertising increases the efficiency of Google and Facebook advertising by up to 20%.

Radio increases the efficiency of campaigns as part of the media mix



+

= **38%**

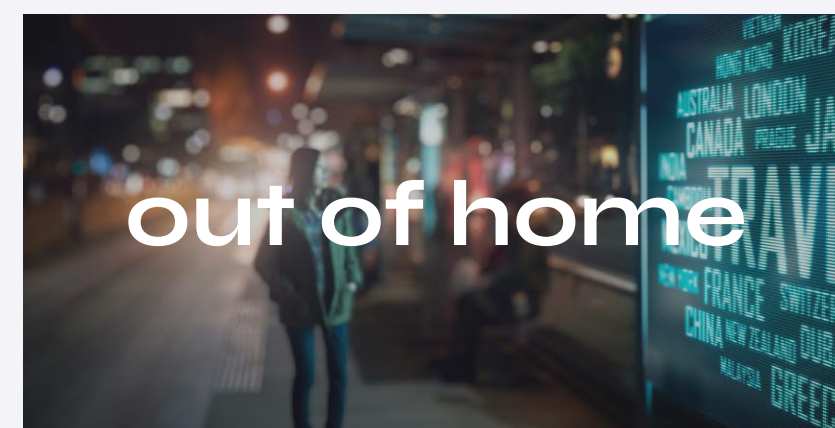
Campaign efficiency *



+

= **40%**

Higher ad-recall **



+

= **33%**

Boost in ad-recall ***

According to studies, including radio in the media mix improves campaign results and cost-efficiency as well as ad recall.

Radio is an effective brand builder. It evokes emotions and, when paired with the vast reach and targetability of commercial radio, it is an excellent tool for brands.

Radio is a friend



Radio is a friend that adds rhythm to daily life



Radio is a push medium that will have its place also in the future. In a world of endless choices, people long for easy content that is served to them in the appropriate format.

According to many studies and listening statistics, **a large share of listeners consider radio a close friend that adds rhythm to daily life.** Radio is present in many moments in people's lives, it adds colour and provides company.

By nature, voice is effective in evoking emotions, and it creates colourful images and builds atmospheres. **Radio builds strong emotional bonds with listeners, which also creates excellent opportunities for advertisers to engage people with an intimate and personal manner.** According to studies, when listening to the radio, people are more productive and twice as happy as when not listening to any media. (Source: Radio Centre, Hear and Now study)

Radio is with people everywhere they go as it adds rhythm to their daily lives and, **as a handsfree media, it can be easily consumed also while doing chores.** According to studies, 79% of audio consumption takes place in locations where visual media cannot be used. In general, people focus more on audio environment and radio content than other media content, and it attracts attention also when only listened to in the background. In all, 35% of listeners are more susceptible to advertising when they are relaxed and focused.

What does the radio mean for the listener?



Music is still in the heart of radio

Despite the increased popularity of speech content, music remains one of radio's key features. It profiles channels strongly and guides listeners' choice of channels.

For many, the radio is a tool for discovering new music. Music can also make us more alert, increase motivation, improve mood and help us focus.



In all, 76% of new music discoverers still consider the radio to be important for finding new favourites.

Source: Rajar, Midas

Voice has an effective impact – and it is proven

Even though many say visual advertising works better than audio advertising, the truth is actually the opposite: according to research, voice has a stronger, faster and longer impact on us, also when heard passively.



1 The sense of hearing is faster than eyesight:

we hear things 20–100 times faster than we can see them.

2. The sense of hearing evokes more emotions:

as many studies suggest, contrary to what we say, we react more strongly to auditive than visual advertising and have stronger emotional reactions.

3. The auditive memory trace is longer:

things we see remain in the iconic memory for about a second and things we hear remain in the echoic memory for approximately 4–5 seconds.

4. Text is always translated into sound:

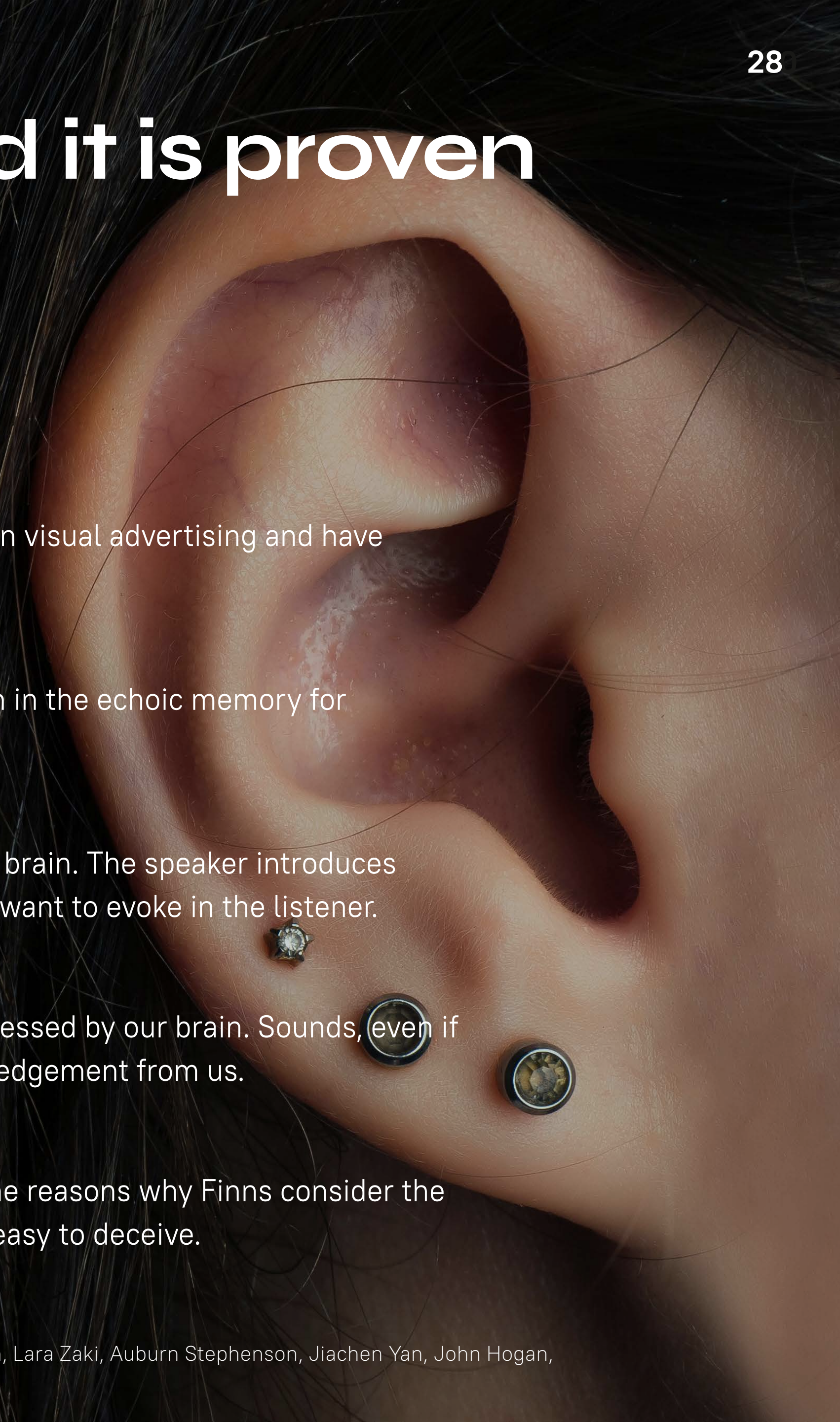
our brain cannot take in written content unless it travels through the “speech box” in our brain. The speaker introduces emotion into an auditive message and, as advertisers, we can determine the emotion we want to evoke in the listener.

5. Active vs passive acknowledging:

most of the sounds that surround us are heard passively, and all sounds we hear are processed by our brain. Sounds, even if they are heard passively, have an effect on us. Visual advertising requires active acknowledgement from us.

6. The sense of hearing does not lie:

people can best decide if someone is lying by listening to them. This is probably one of the reasons why Finns consider the radio the second most reliable institution after the police. The eye, on the other hand, is easy to deceive.



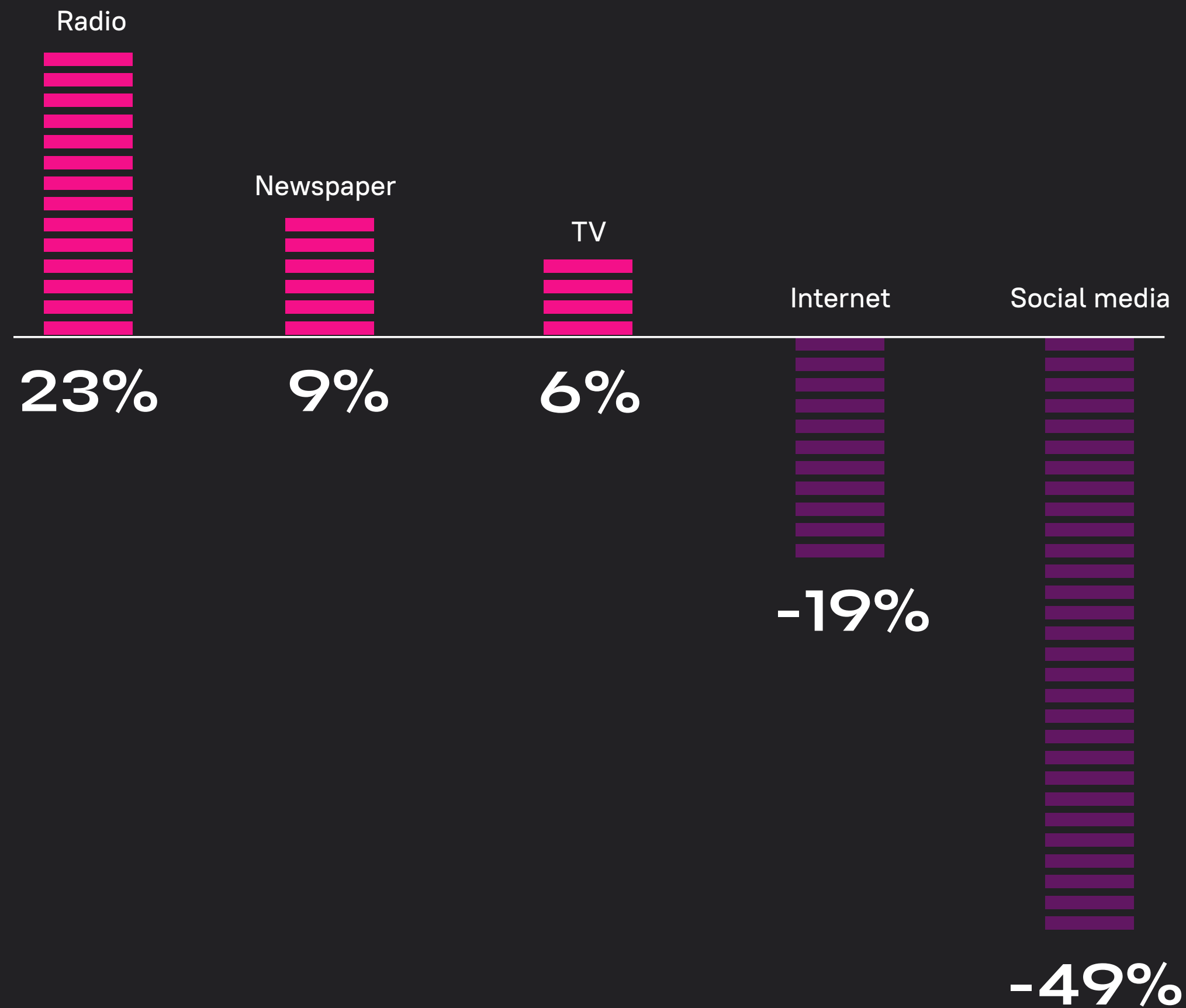
Finns trust the radio



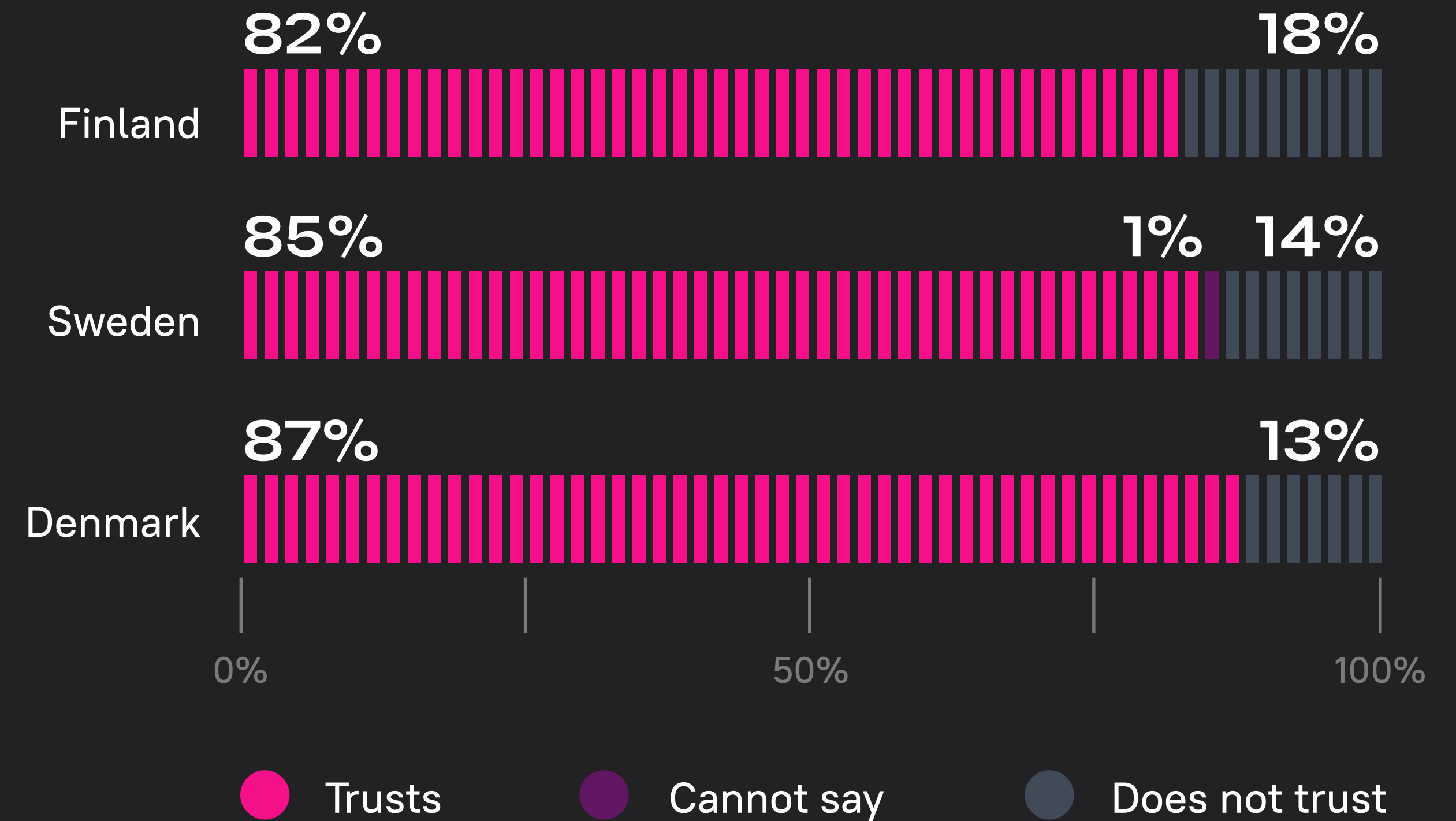
Only authorities are trusted more than
radio in Finland and in the entire EU.

Radio is considered the most reliable media in Europe

Radio is the most trusted of all devices, net trust in EU countries*



Radio is trusted the most in the Nordics



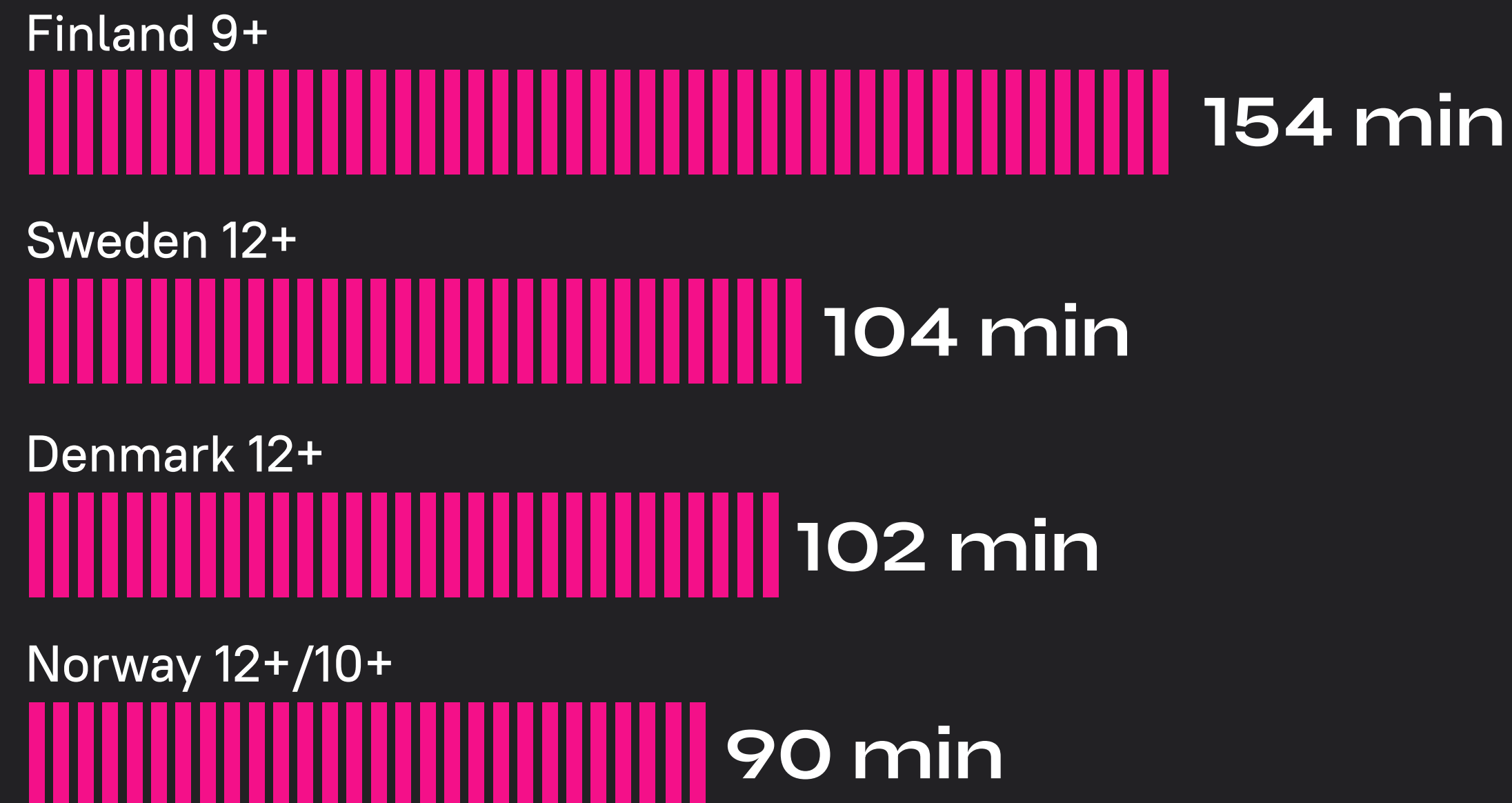


Finnish commercial radio holds its own internationally

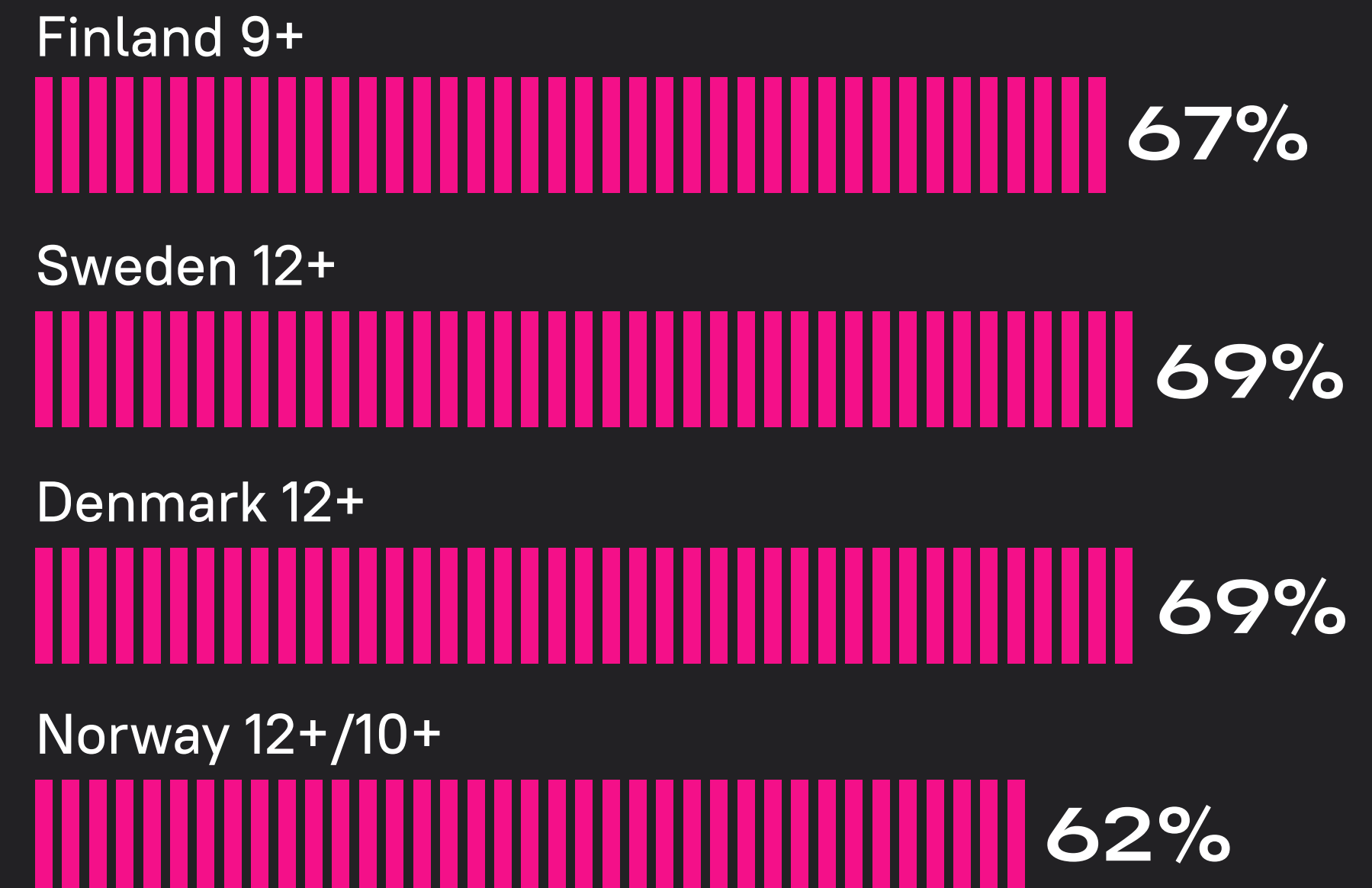


Of the Nordic countries, Finns listen to the radio the most

Daily minutes of listening to the radio in different Nordic countries



In different Nordic countries, radio reaches almost as many citizens

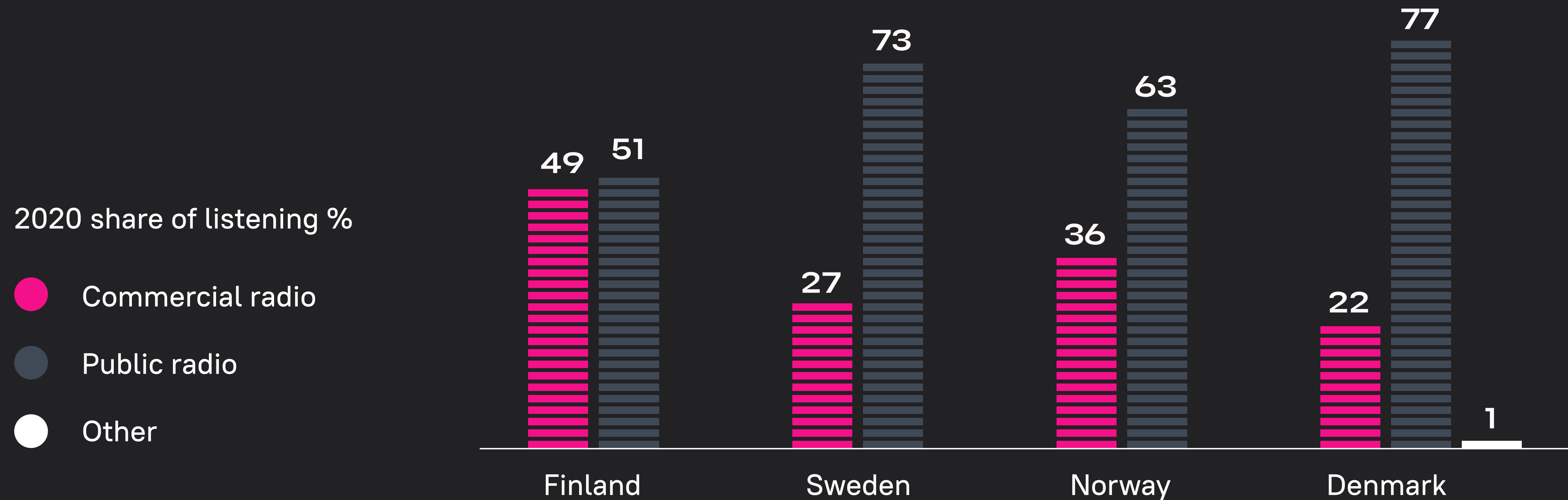


Source: Nordicom 2020

Kantar Gallup Denmark/Danish Agency for Culture and Palaces, Finnpanel, Kantar TNS Norway/medianorway (2000–2018), Nielsen Media Research/medianorway (2019–), Kantar Sifo.

Please note: Methods used in studies in different countries are different, which means they are not entirely comparable.

Commercial radio is stronger in Finland than elsewhere in the Nordics



A man with a beard and glasses is wearing large headphones and looking down at a device in his hands. The image is overlaid with a semi-transparent pink filter. The background is a solid pink color.

Measuring the radio: National Radio Survey





We receive reliable information on radio listening every day of the year

21,000 Finns

Every Thursday of the year, a different group of Finns start keeping a week-long journey of how much radio and other audio they listen to.

A total of 21,000 Finns over the age of 9 who are picked at random take part in the National Radio Survey every year. The sample of the survey represents all Finns in terms of age, gender and residential area. The survey is conducted by Finnpanel Oy.



Respondents are **recruited via telephone and letter**, and they choose their own method of responding (paper or online journal).

The National Radio Survey **measures the listening of radio and audio in Finland**, and it provides the basis for reporting the weekly listener volumes of different radio channels, for instance.

The National Radio Survey's **data is used also in advertising sales and campaign planning**. Campaigns are planned with AudioPlanner.

Purchasing radio advertising



Purchasing radio advertising

Radio advertising can be bought from radio companies or through media agencies:

- Radio company or media agency professionals **will help you in selecting the correct channels and defining the right reach and repetition level**
- The listener volumes from the National Radio Survey will be part of the purchasing. Radio companies and **media agencies use electronic systems to calculate a radio campaign's listeners and other key figures**, such as ad prices.
- When planning a campaign, **it is important to understand the role of the radio** and define the reach and repetition levels for the radio campaign, for instance, as well as a total budget that is realistic for the targets.
- One special characteristic of radio advertising is **the opportunity to select the time of advertising on a certain day down to the exact minute**. For an additional fee, the ad can be played at every hour on the hour or between news and the weather.
- It is possible to **buy target group campaigns** from national radio companies from the target groups defined by the radio company.
- Radio companies provide **programme cooperation, promotions and other special solutions** in growing your brand and activating listeners.
- **Radio advertising can be purchased also directly or systematically for digital platforms**, such as Supla, Podplay or RadioPlay.