



# Commercial radio in Finland

Audio consumption is increasing and diversifying.  
Radio reaches the majority of Finns.



RadioMedia



# RadioMedia

## Content

- 2022 of commercial radio in numbers ..... 3
- Commercial radio is doing well in Finland ..... 4
- Radio reaches Finns ..... 5
- Targeting your message is easy on the radio ..... 12
- Radio delivers results for advertisers ..... 20
- Radio is your friend ..... 30
- Finnish commercial radio holds its own internationally ..... 34
- Measuring and purchasing radio advertising ..... 38
- Radio is the most sustainable media ..... 41





# Year 2022 in numbers

**3.4**  
million Finns listen to commercial radio every week

Commercial radio reaches **68%** of Finns

**8h 8min** /wk of listening to commercial radio

**75%** of listening is from live radio



**50** commercial radio channels

Radio's effect on total ROMI is **+56%**

Commercial radio is exceptionally strong in Finland





# Commercial radio is doing well in Finland



Commercial radio reaches **77% of 25-54 year-old** Finns every week.

**Audio is now thriving in a new and innovative era of prosperity.** Radio plays a big part in this transformation, with podcasts and audiobooks being more popular than ever. Smart speakers and Finnish voice control technologies are soon entering the market. Radio is listened to through traditional FM broadcasting, as well as audio services and online. Headphones are being sold at an accelerating pace all over the world. Thanks to technological development and improved connections, audio is always with us, wherever we go.

**Finns are a radio-loving people.** As technology advances, opportunities to consume radio are growing constantly and people's audio consumption habits are changing in return. 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 commute and from work to household chores.** Listeners under the age of 55 strongly focus on commercial channels. During a 24-hour period, commercial radio reaches almost half of Finns, and on a weekly basis, commercial radio reaches 68% or 3.4 million people over the age of 9.

Audio will be even stronger on all platforms in the future and will therefore be **constantly present in our lives.** At the same time, artificial intelligence brings new opportunities, and this year we will begin to hear new ways, for example, in immersive advertising. Audio branding will become even more prominent, as brands need to carefully consider how they sound.

**For advertisers, audio and radio are creative and innovative media,** where technological development and the use of data, for example, create new opportunities to reach the right audience.



# 1 Radio reaches Finns

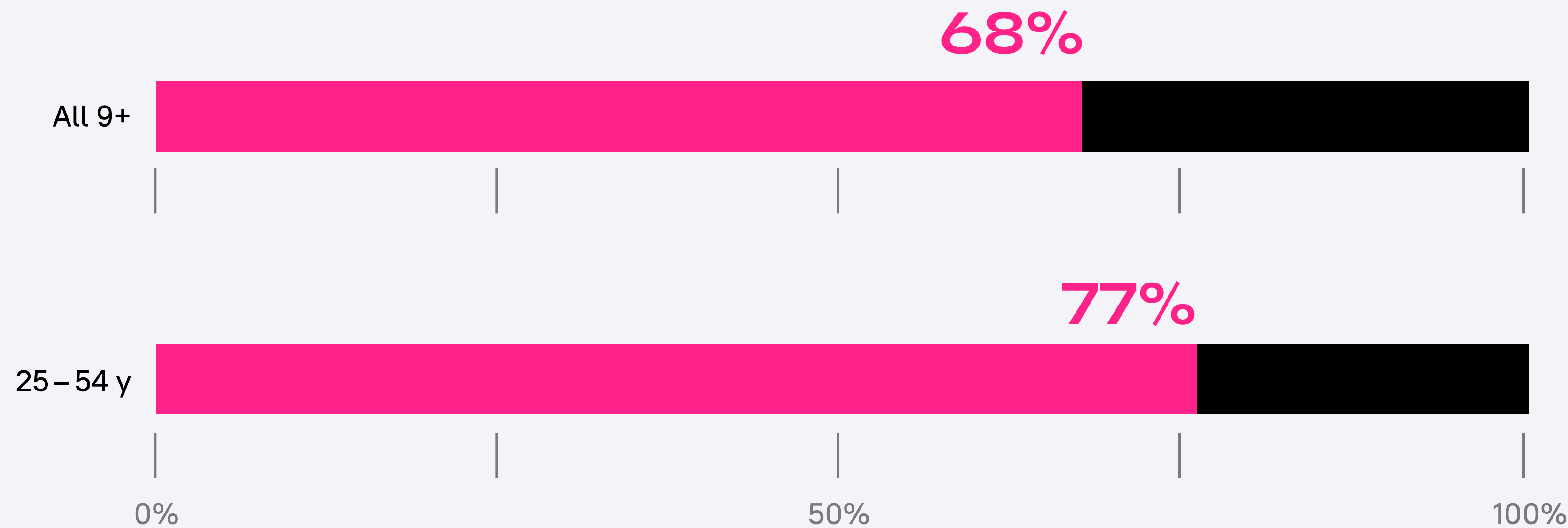


Aito Iskelmä, Elina Otsala, Nelonen Media



# Commercial radio reaches 3,4 million Finns in a week

The reach of commercial radio in Finland in a week



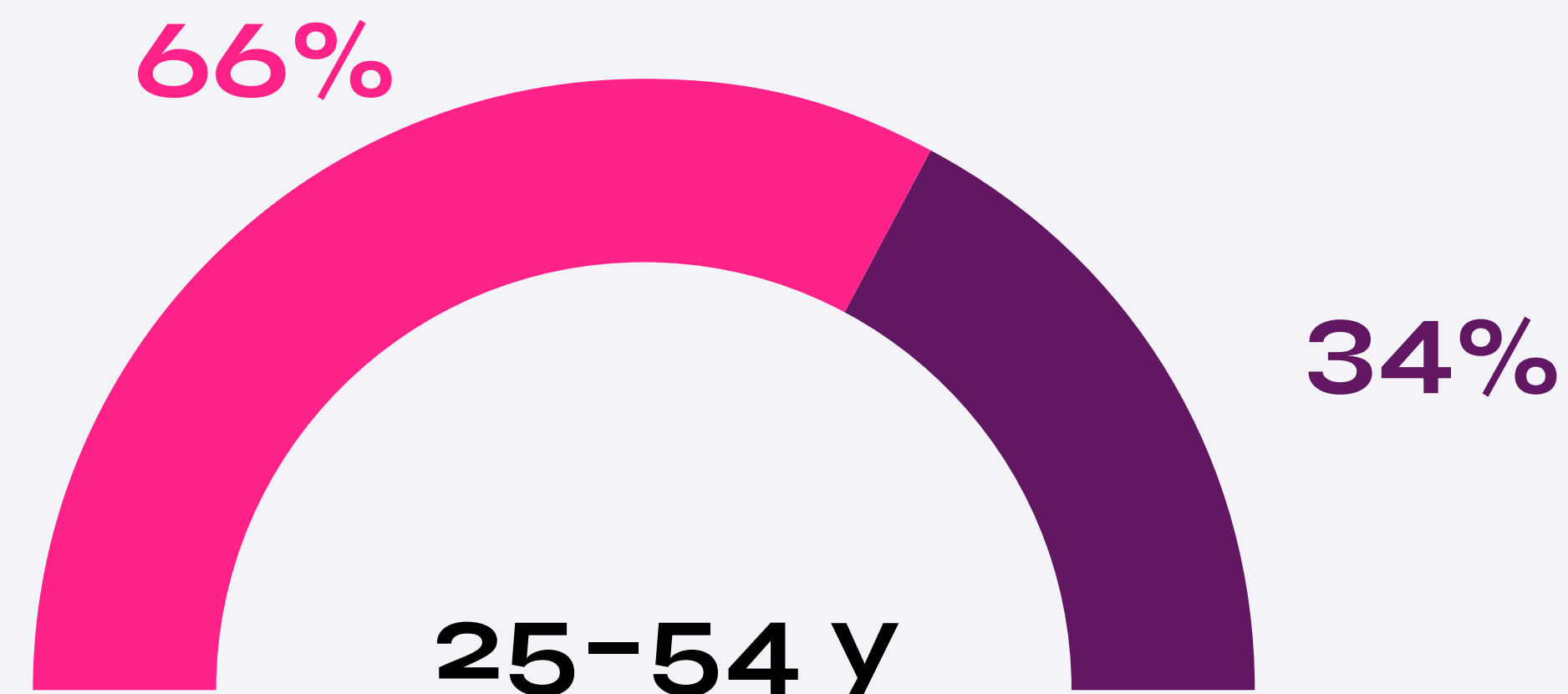
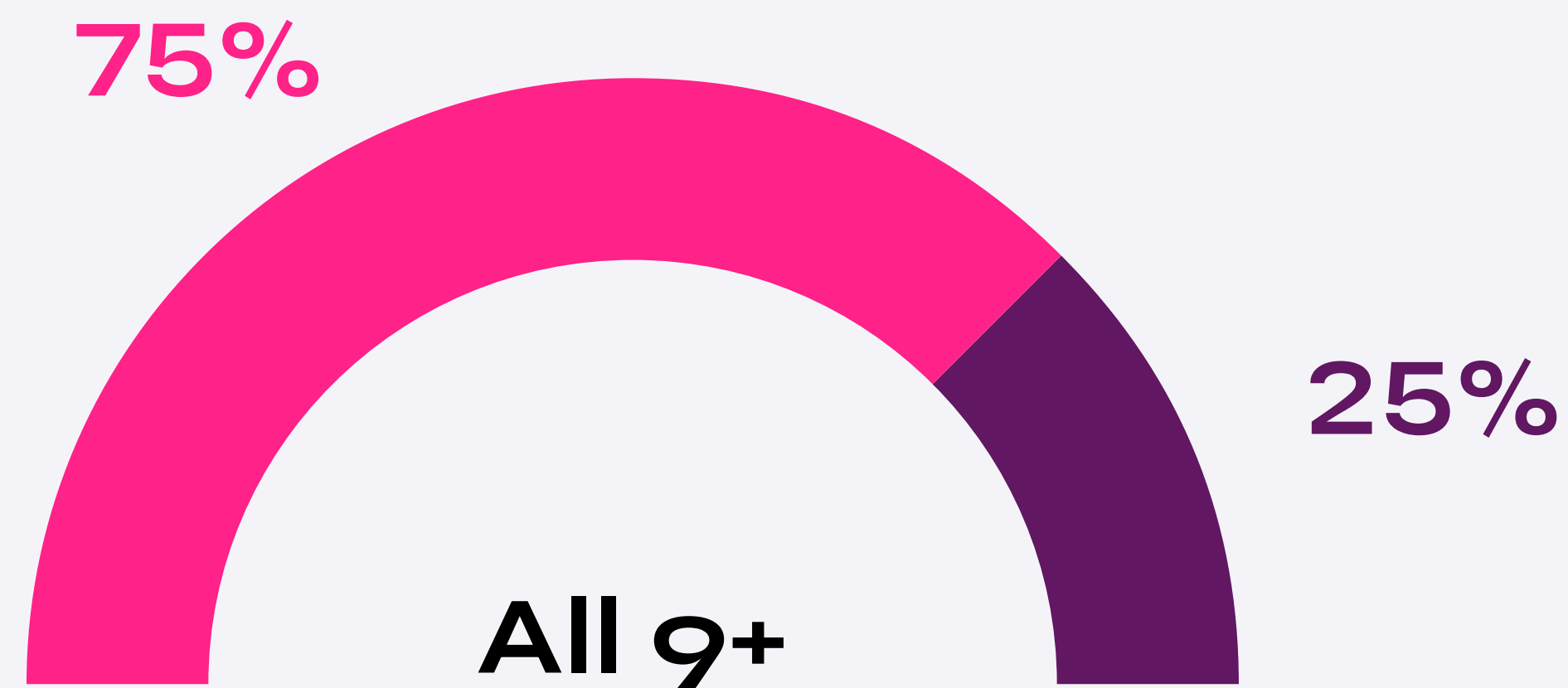
Time spent listening to radio in a day / week

1h 10min / 8h 8min

1h 18min / 9h 7min



# Radio rules the majority of audio listening minutes



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



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

**Total audio**  
**21%**

- Live radio
- Online radio
- Music streaming services
- Audio, podcast



**Other**  
**79%**

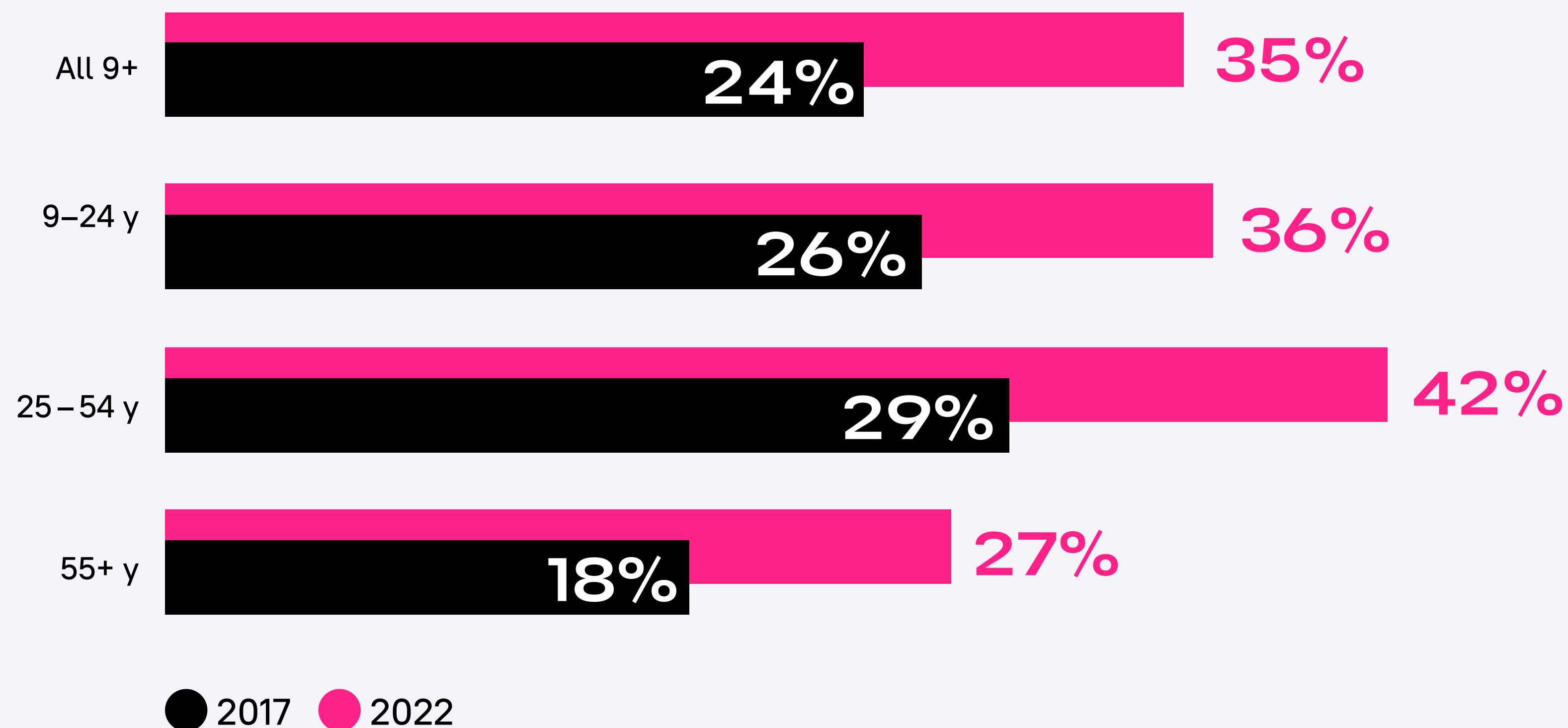


Nova Aamu, Kimmo & Minna, Bauer Media



# Listening via digital services is growing

Reach in a week



radiot.fi



supla

yle AREENA

Radioplayer  
SUOMI

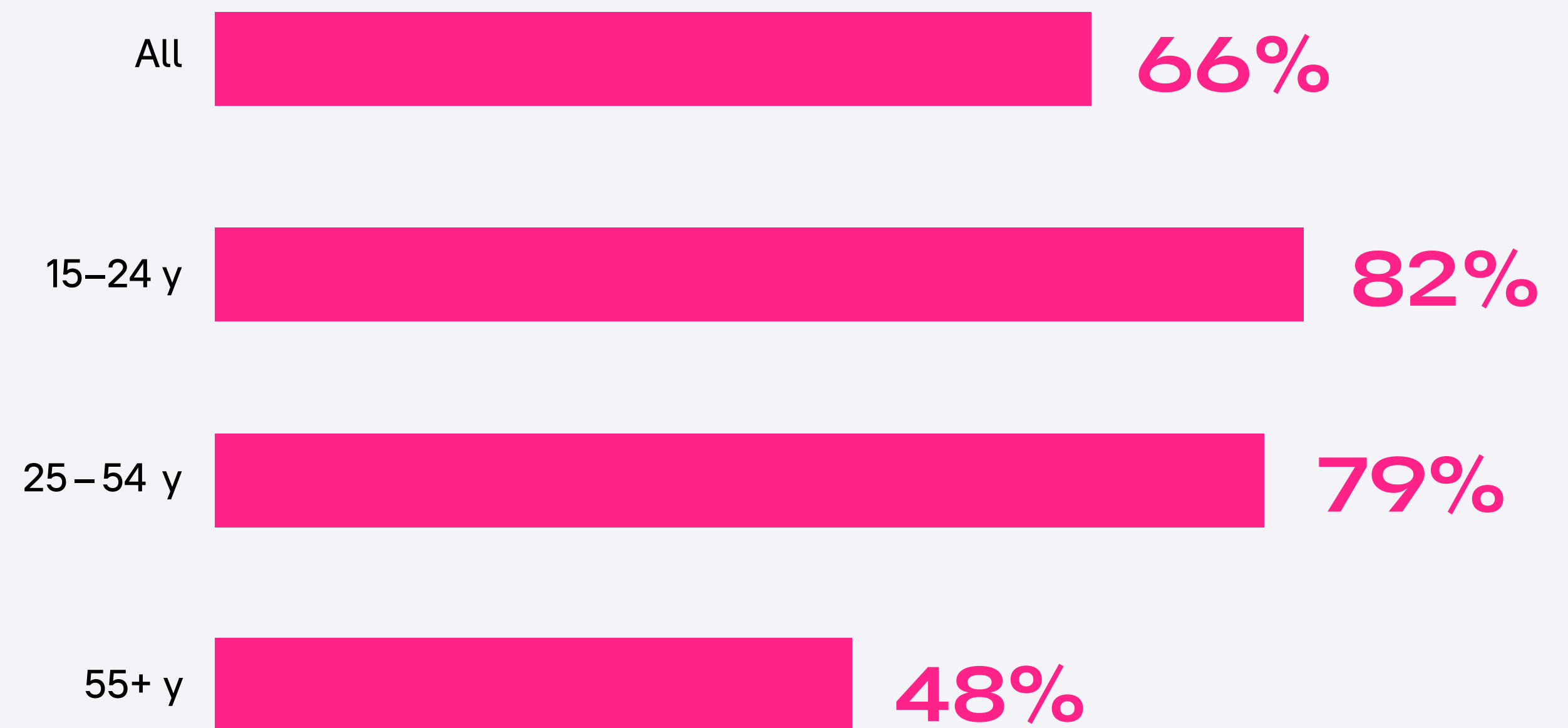


# Audio reaches people of all ages

## Audio total

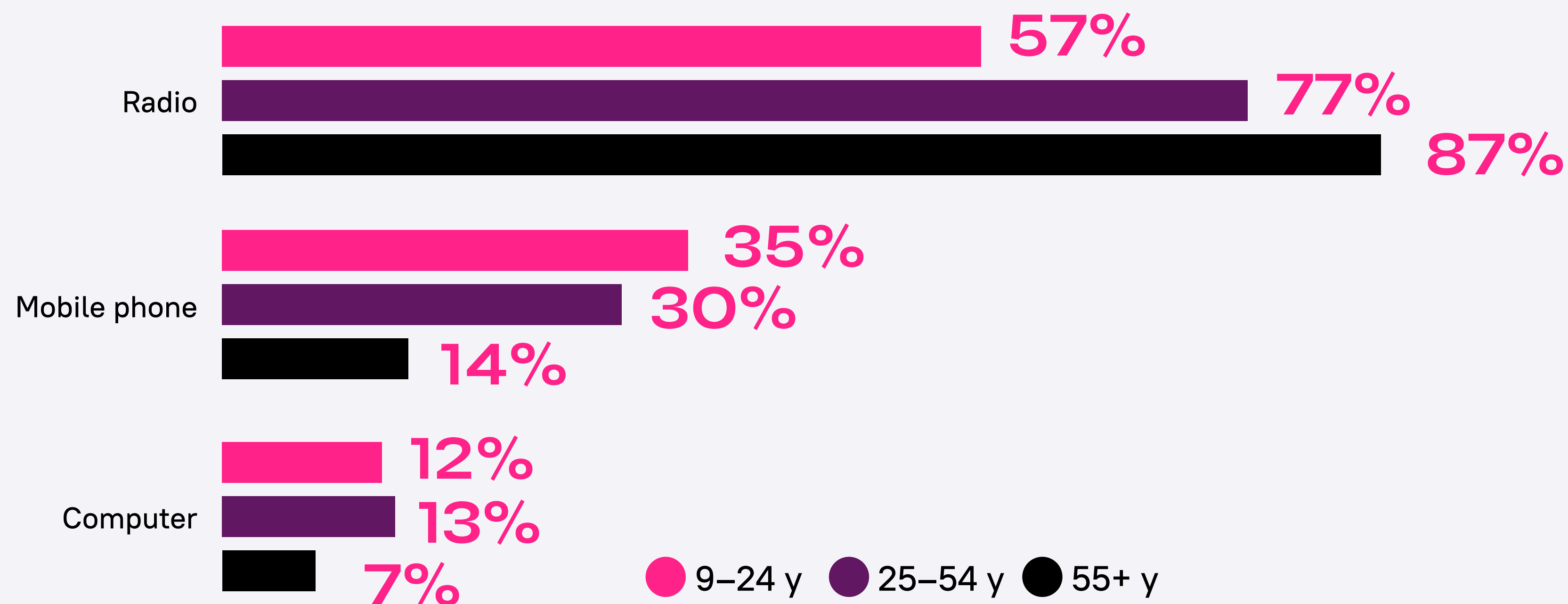


## Digital audio





# A quarter of Finns listen to radio also on smart phones



# 2

## Targeting your message is easy on the radio

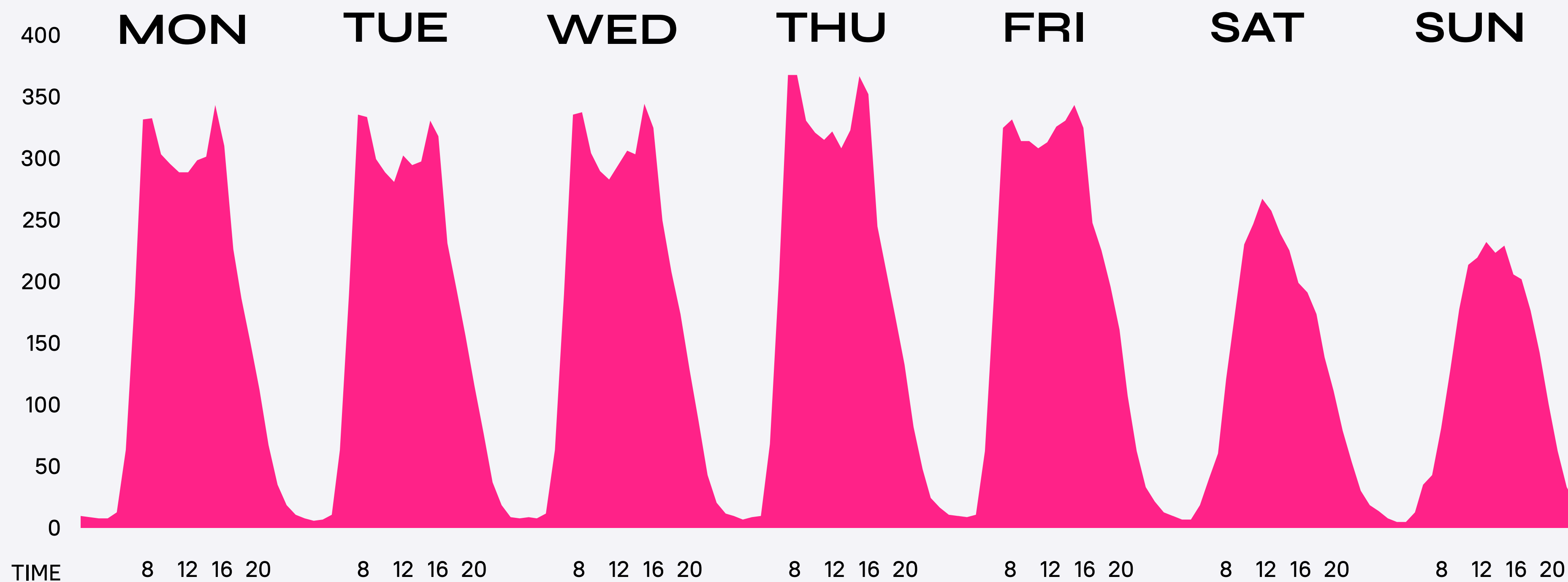
Radio provides excellent opportunities for targeting your message geographically, demographically or according to listening time and situation.



NRJ, Bauer Media



# Radio is part of every moment of the day



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

# Radio is always there, everywhere



Radio is a true hands free media, accompanying listeners from dawn to dusk



Digital listening increases encounters and brings radio even more present everywhere

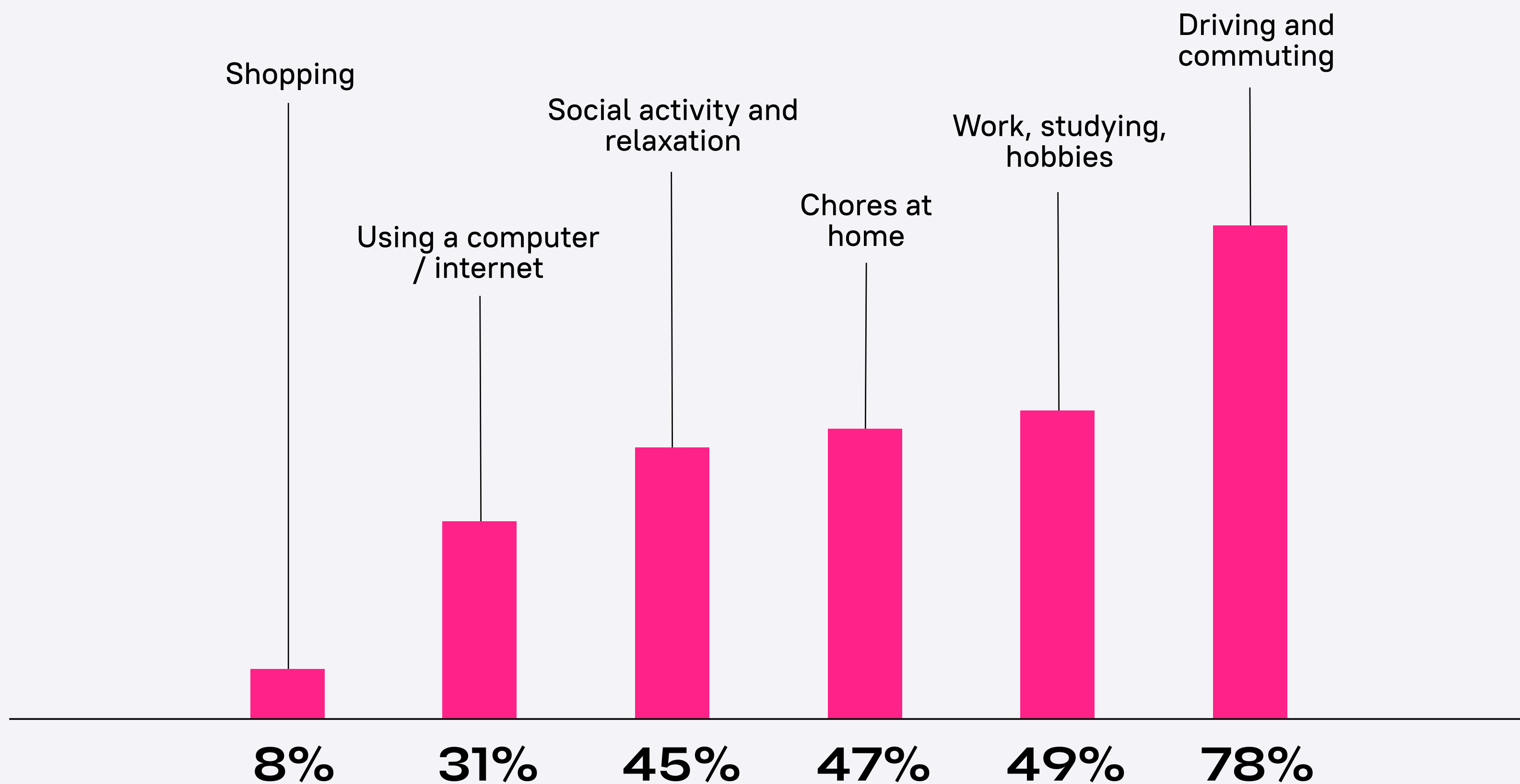
# 74%

listen to audio alongside their daily activities, when their minds and ears are open, attentive, and most receptive to brand messages.

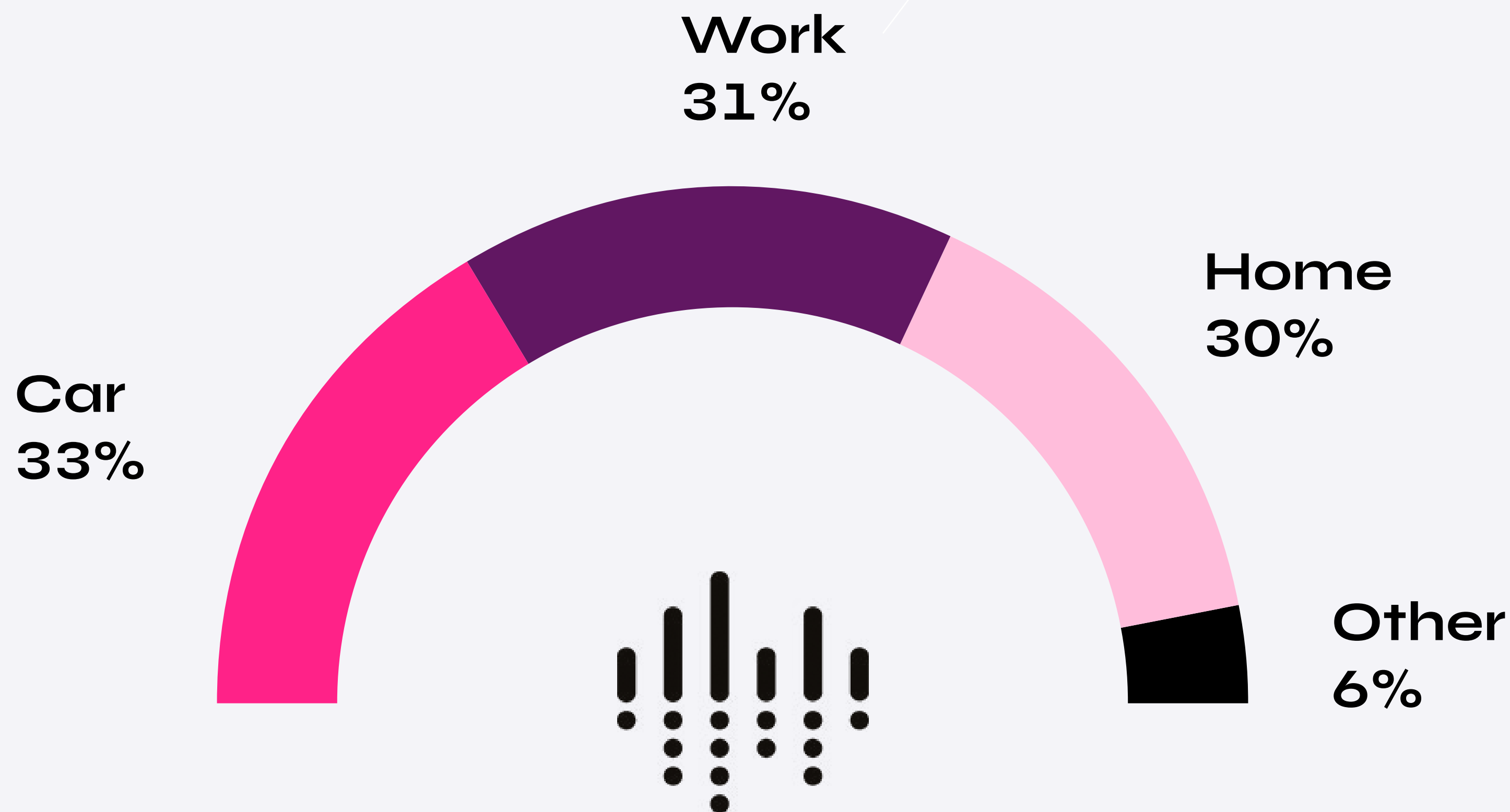


# Radio is a multitasking media

It reaches listeners also while they are doing other activities.



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



Source: Age group 25–54. Distribution of radio listening according to the place of listening. National Radio Survey 2022, calculated from the total minute mass of the year.



# Radio dominates the world of audio in cars



Radio is #1 in in-car listening.

Listening is integrated in a versatile way both into a car's dashboard and entertainment systems with the help of mobile phones, applications, and the latest hybrid technologies.

**80%** of consumers are unlikely to purchase a car without a radio receiver.

**85%** of listening in a car is made up by live radio.\*

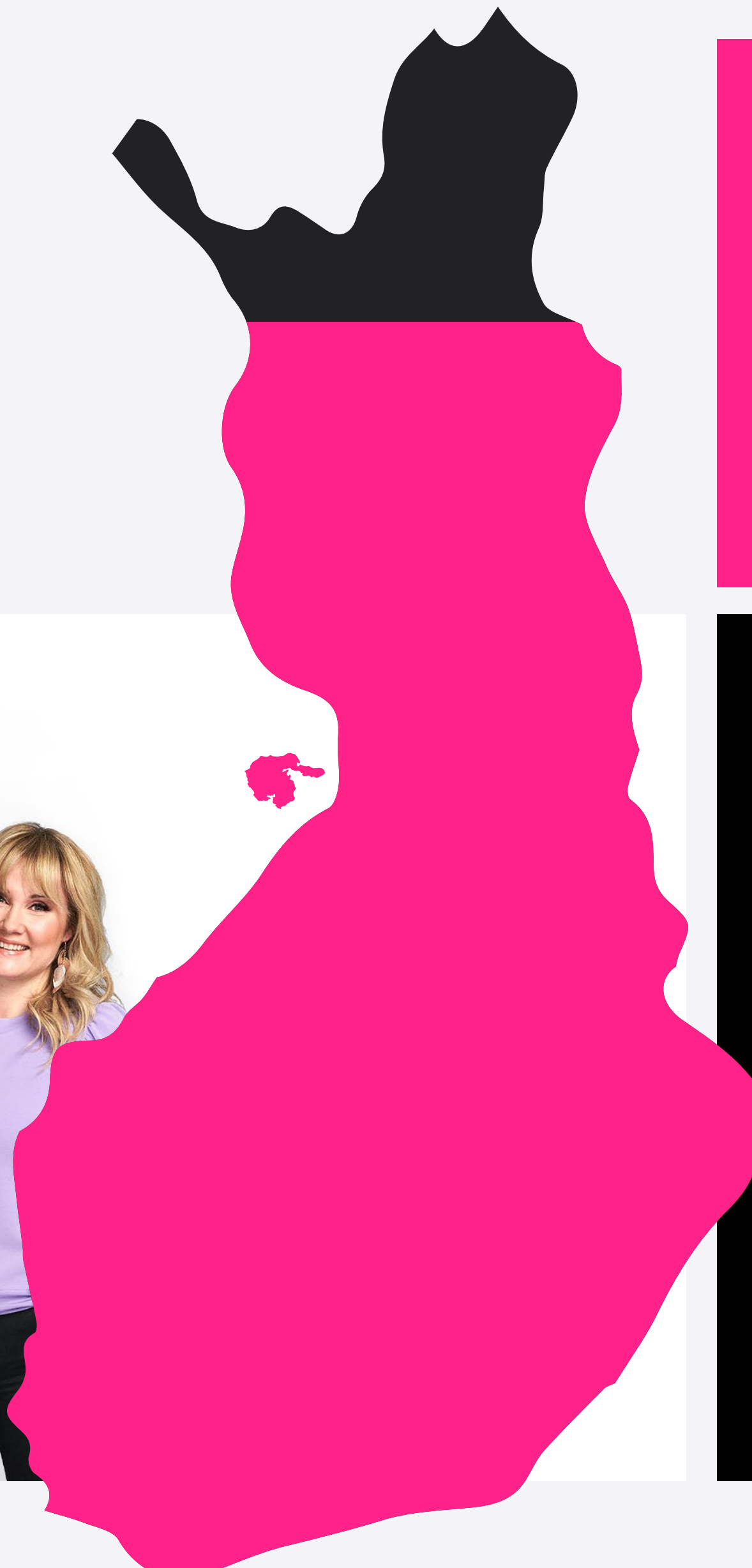
**89%** of car buyers say that radio must be a default feature in a car.



**93%** want live radio to be freely available in cars in the future as well.



# Commercial radio has extensive reach



In radio, advertising can be targeted both **nationally** and specifically to **individual locations.**

 On top of various **everyday situations** and **times of the day**, radio offers excellent opportunities for geographical targeting throughout the country.



Aito Iskelmä, Nelonen Media



# 50 radio channels selling advertising space

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.

## LOCAL RADIOS, SASTAMALA:



## BAUER MEDIA:



## SANOMA MEDIA FINLAND:



## DIGITAL SERVICES:





# 3 Radio delivers results for advertisers

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

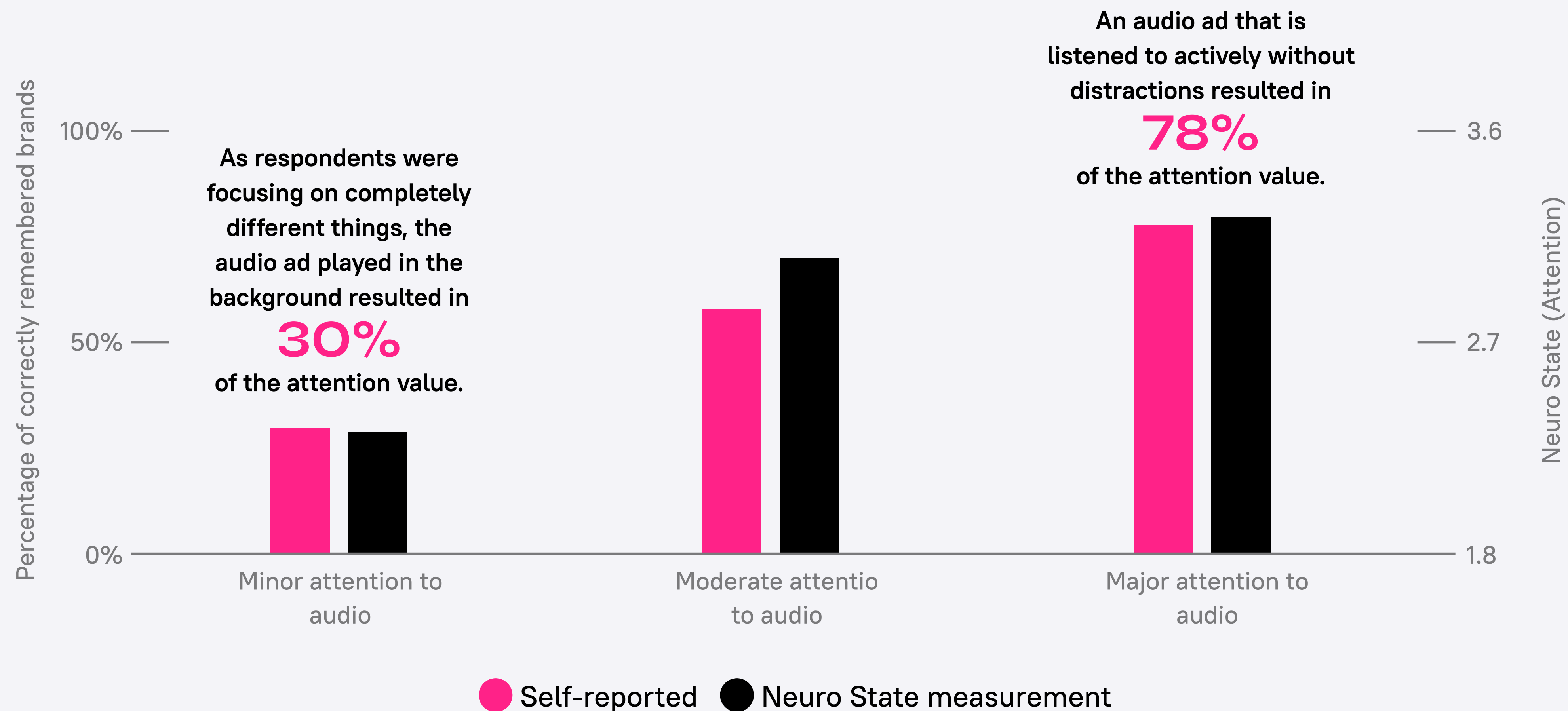


Radio Rock, Jussi 69, Nelonen Media



# Audio is "always on"

Our brains unconsciously decipher what we hear all the time.  
Audio makes a difference, even when you wouldn't pay attention to it.



# Radio is proven to deliver results

ROMI for radio advertising is higher than average.

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

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

Radio advertising has a significantly **longer effect** on sales than other 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.



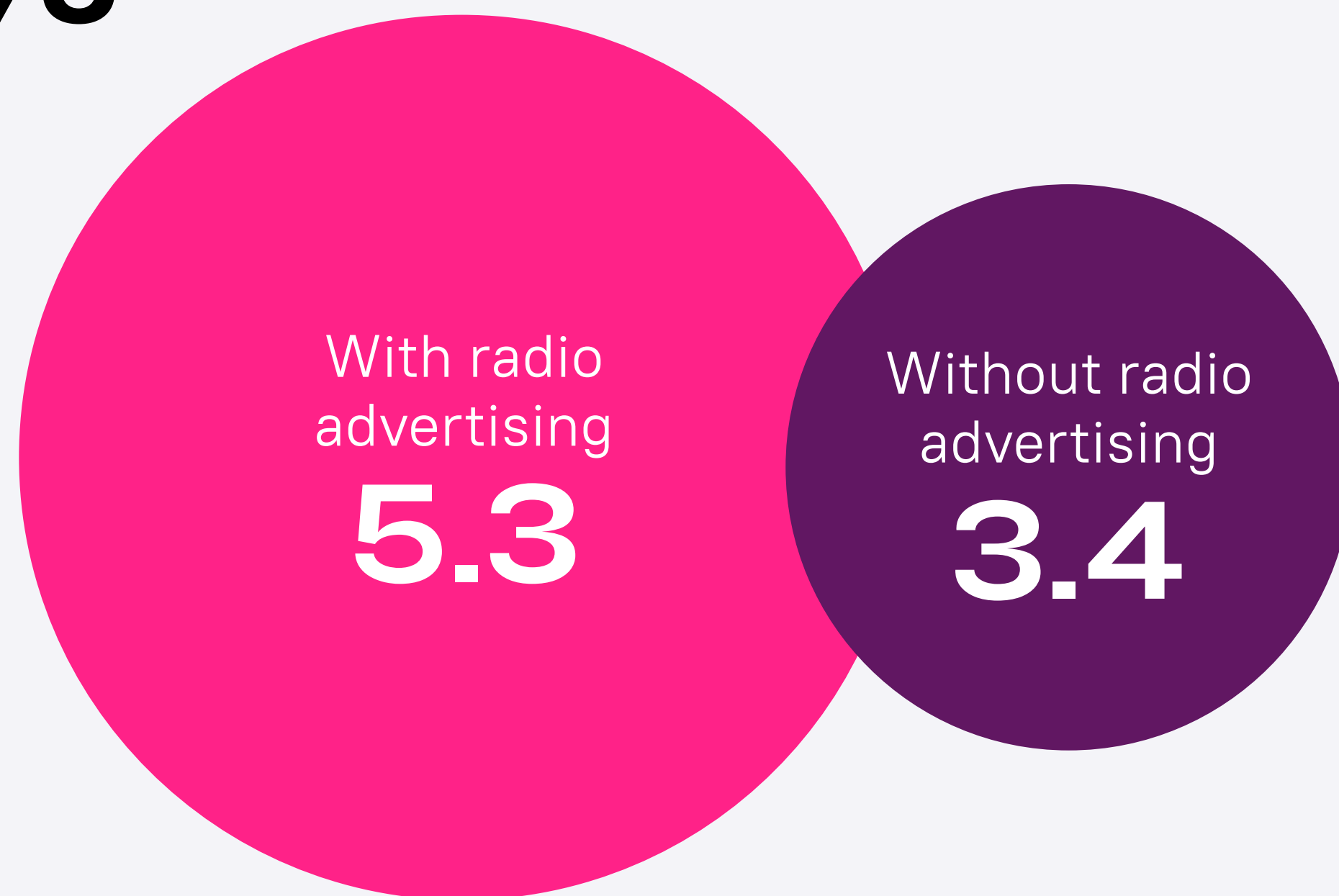


# Total ROMI is notably higher when radio advertising is included in the media mix

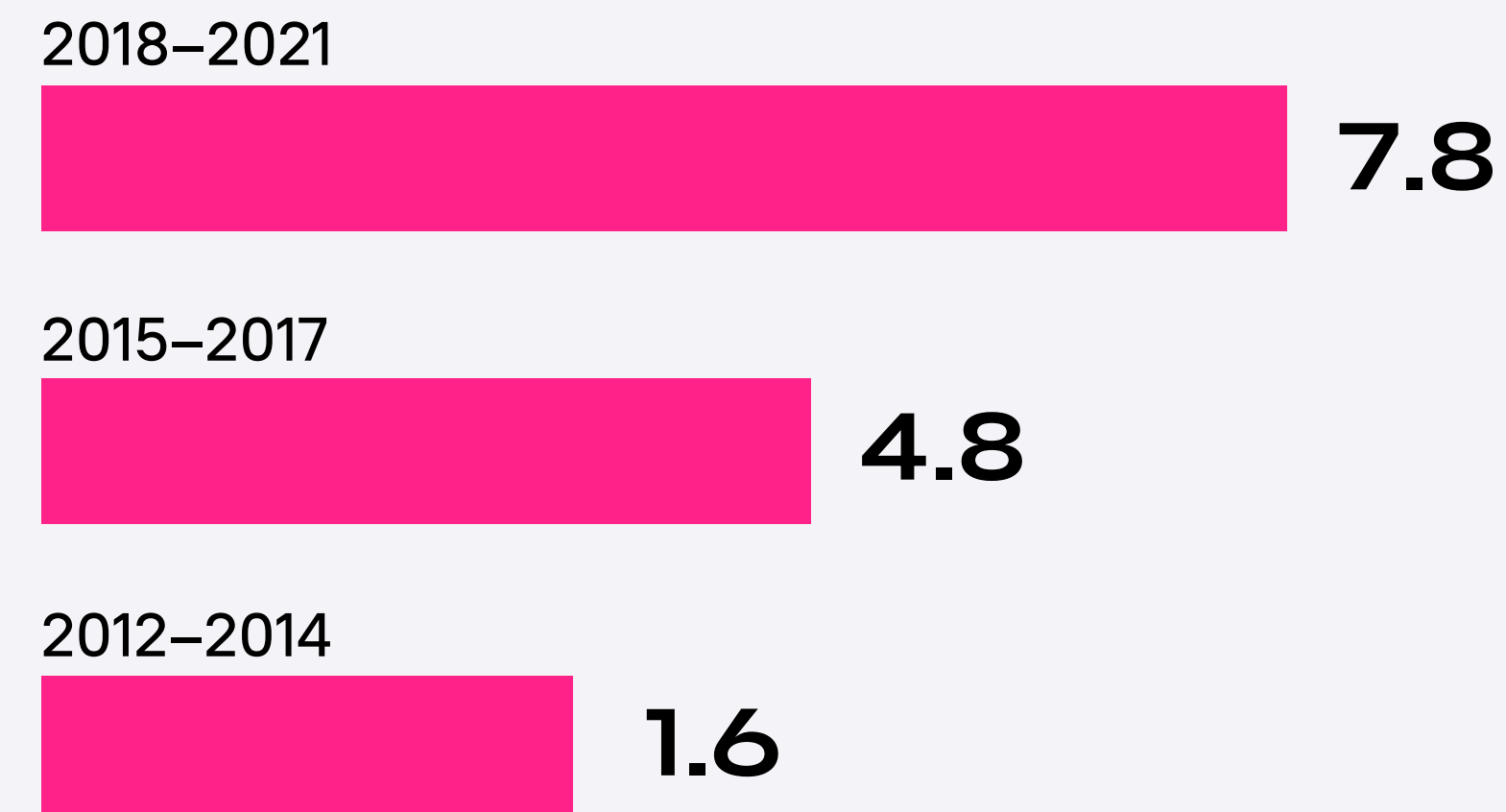
The effect of audio on total ROMI is

# +56%

Total ROMI:



Total ROMI has grown significantly during the last few years – especially when radio advertising is involved



# Radio advertising boosts online traffic, Google searches, and online shopping

## +29%

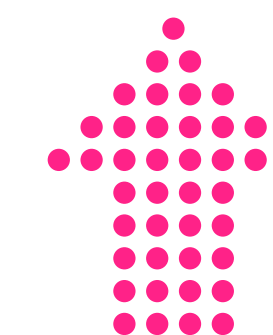
increase to Google searches with radio advertising<sup>1</sup>

## +43%

average increase in website visits for brands thanks to radio<sup>2</sup>

Radio advertising boosts brand browsing by

## 52%<sup>3</sup>



## 5 times

more website visits/GRP

on average for radio campaigns with a clear call-to-action to go online or use the app<sup>2</sup>

Radio generates a

## +21%

increase in B2C brand website traffic<sup>4</sup>

Radio activates browsing of a brand's website

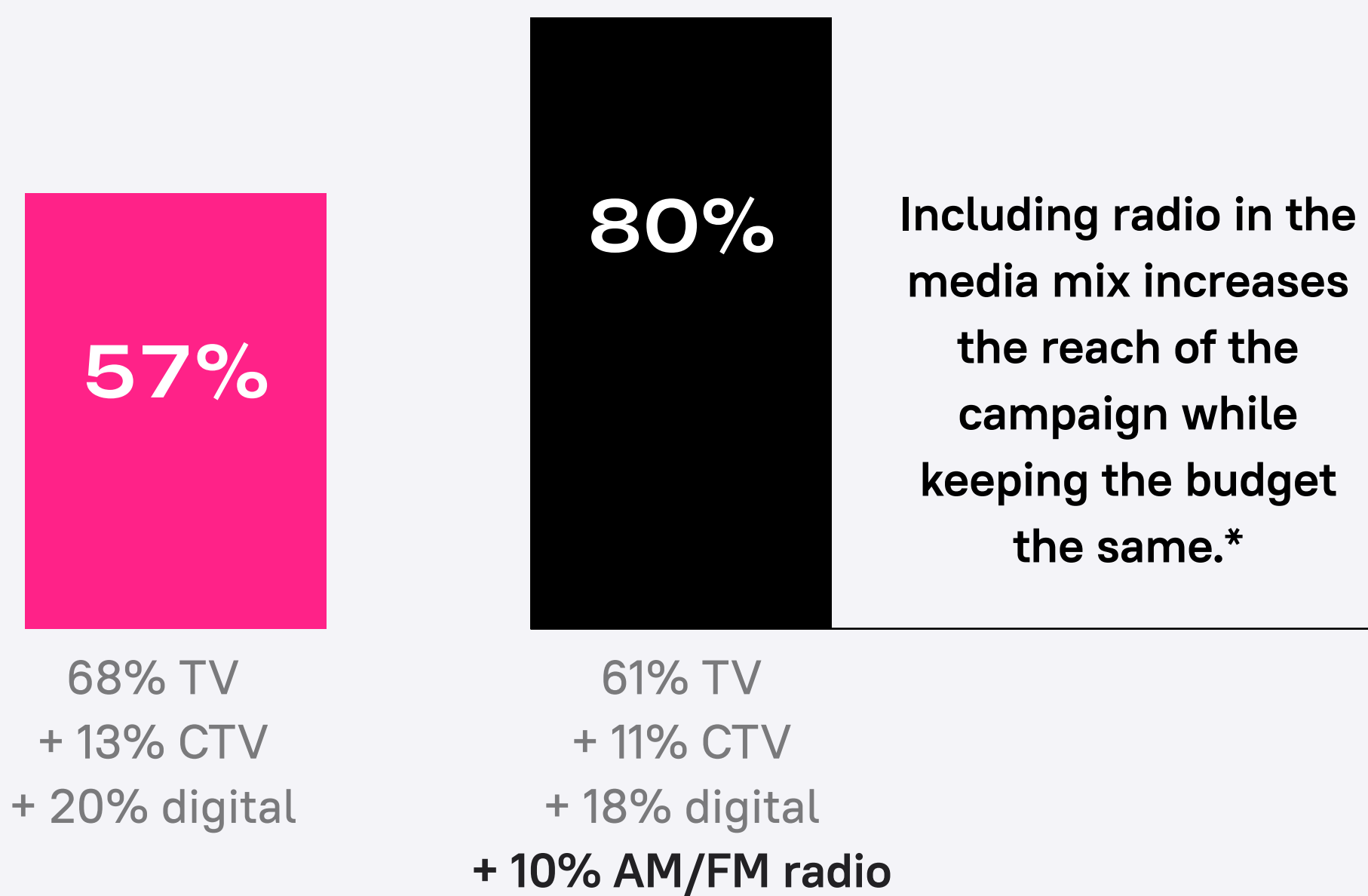
## 4 times

more cost-effectively than other media<sup>3</sup>



# Radio strengthens and multiplies the effectiveness of other media

**% coverage of the campaign**  
when 10% of investments are shifted to radio

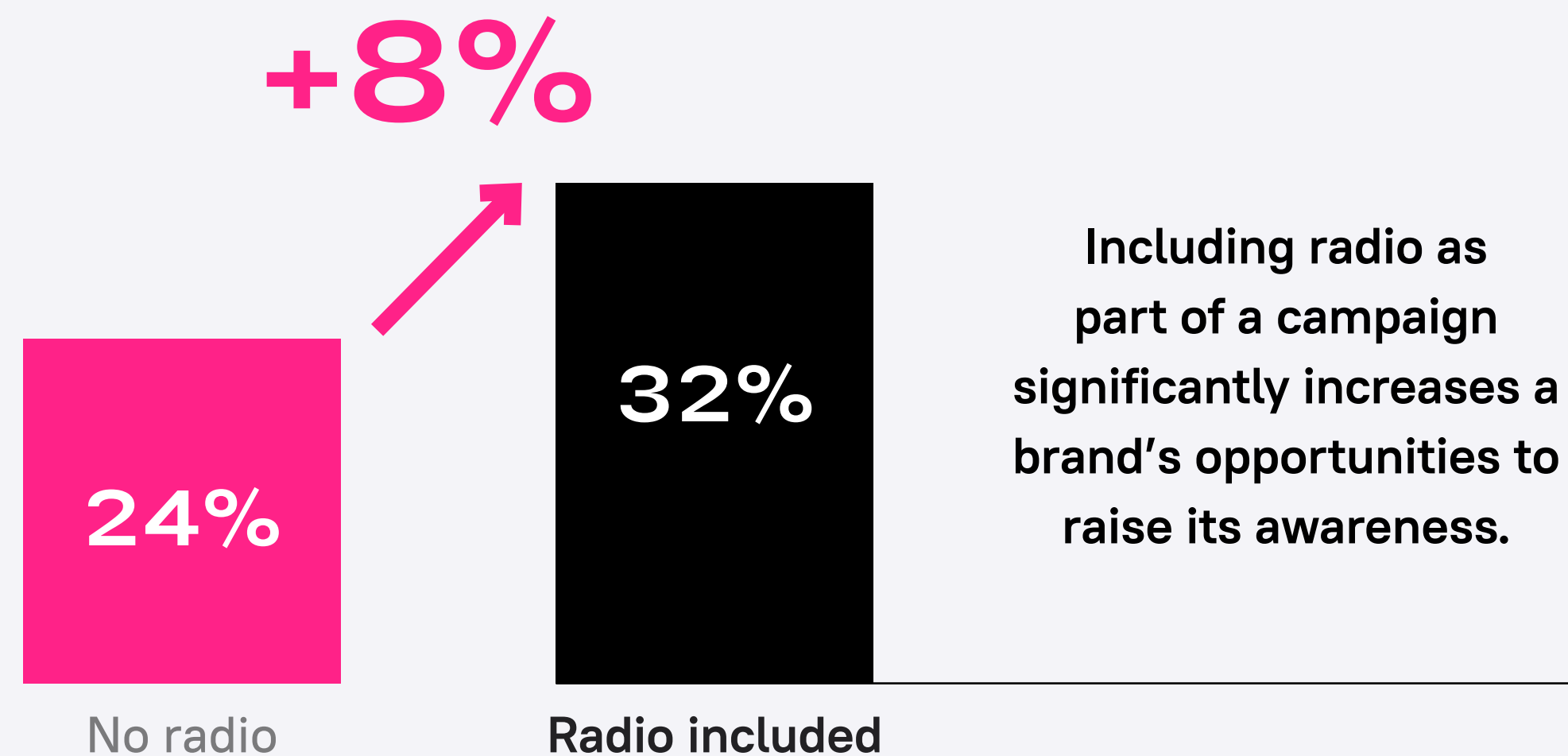


An audio ad heard before a TV campaign increases the effectiveness of TV advertising\*\* by up to

# 31%

# Radio helps brands to grow

Campaigns that include radio have a stronger “fame effect”\*\*



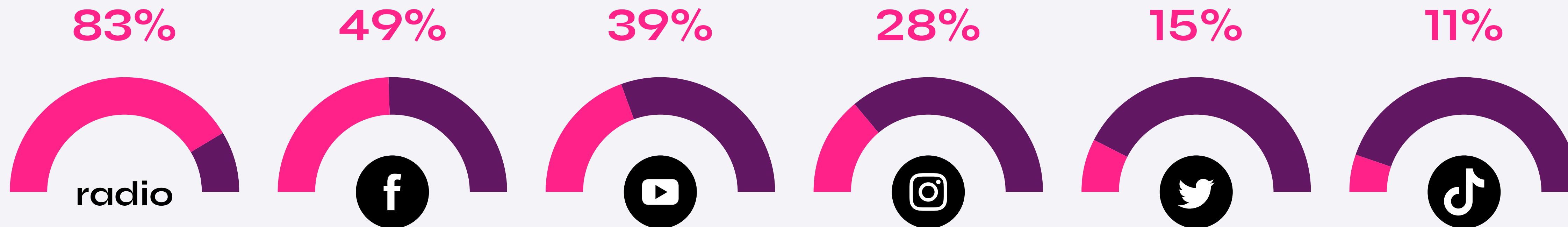
Radio can improve the cost-efficiency of brand campaigns by over

# 20%\*



# Radio reaches online buyers better than social media

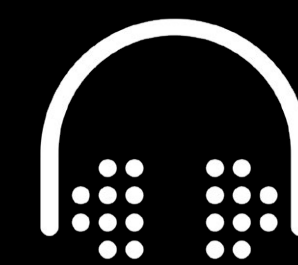
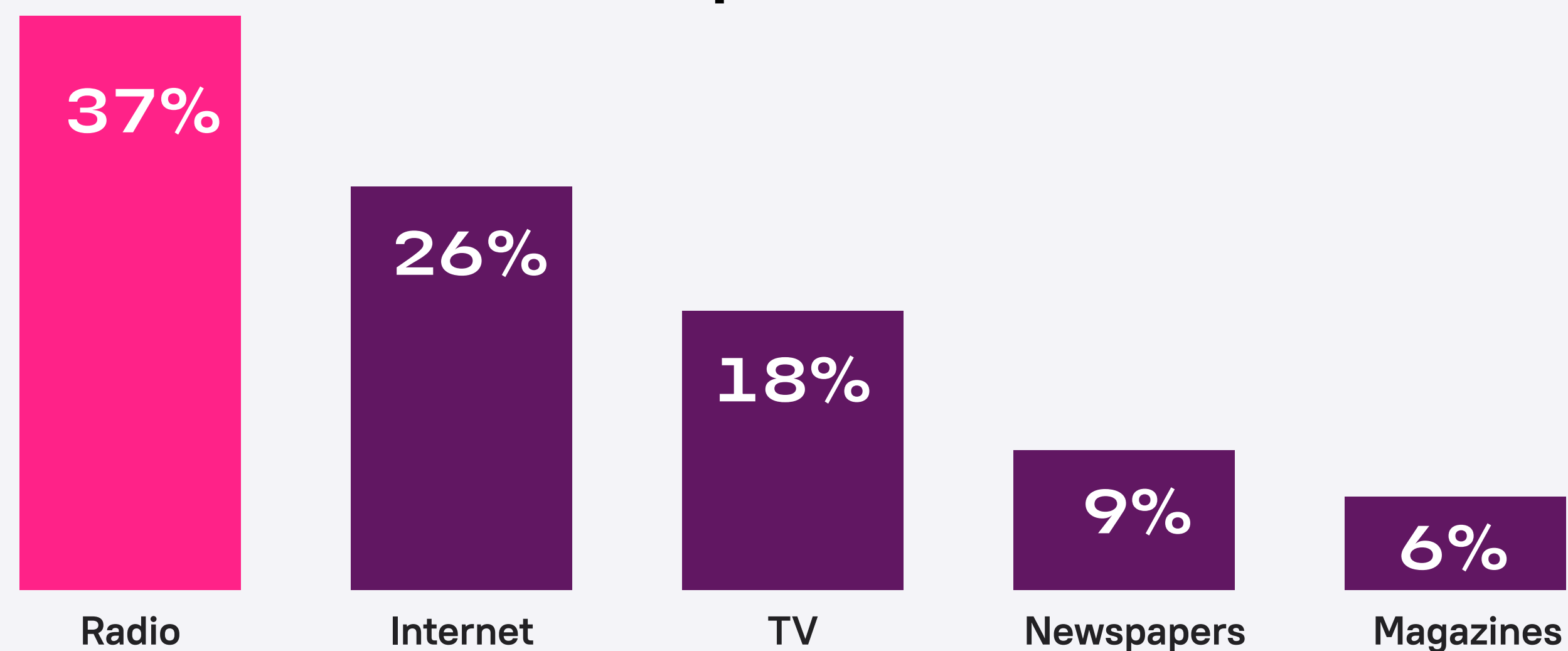
## Radio vs social media reach



Source: Numeris RTS Canada Fall 2022 18+ Total Canada; Department/ Warehouse Stores shopped online in past year; Social networks used past 7 days; Total Radio Market Reach 7 day cume. Canadians who have shopped internet department/ warehouse stores in the past year – 7-day reach 18+

# Radio is the media with the highest reach near the time of purchase

Media following 2h before purchase



Radio is the best media at reaching people on their way to the store and is closest to the time of purchase.



# Audio has an effective impact – and it's proven



Even though many say visual advertising works better than audio advertising, the truth is actually the opposite: according to research, **audio 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.

# 4 Radio is a friend

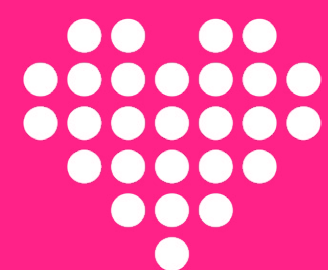
Radio is the reliable friend that adds rhythm to daily life.



Aamulypsy, Radio Suomipop, Nelonen Media



# 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?





# Live radio and audio on demand complement each other



**Live radio**  
is listened to when people want to feel uplifted with a sense of belonging (through their favourite channel) to their social group or to the broader world.



**Podcasts**  
are listened to when people want to learn new things or deepen their understanding of a particular topic.



**On-demand-music**  
is listened to when people want to affect their own mood.



Jukka Hatinen, Radio Helsinki





# 5

Finnish commercial radio holds its own internationally



Radio Kaleva, image: Maiju Pohjanheimo



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

Daily minutes of listening to the radio in different Nordic countries

Finland 9+



Denmark 12+



Sweden 12+



Norway 12+/10+



In different Nordic countries, radio reaches almost as many citizens

Finland 9+



Denmark 12+



Sweden 12+

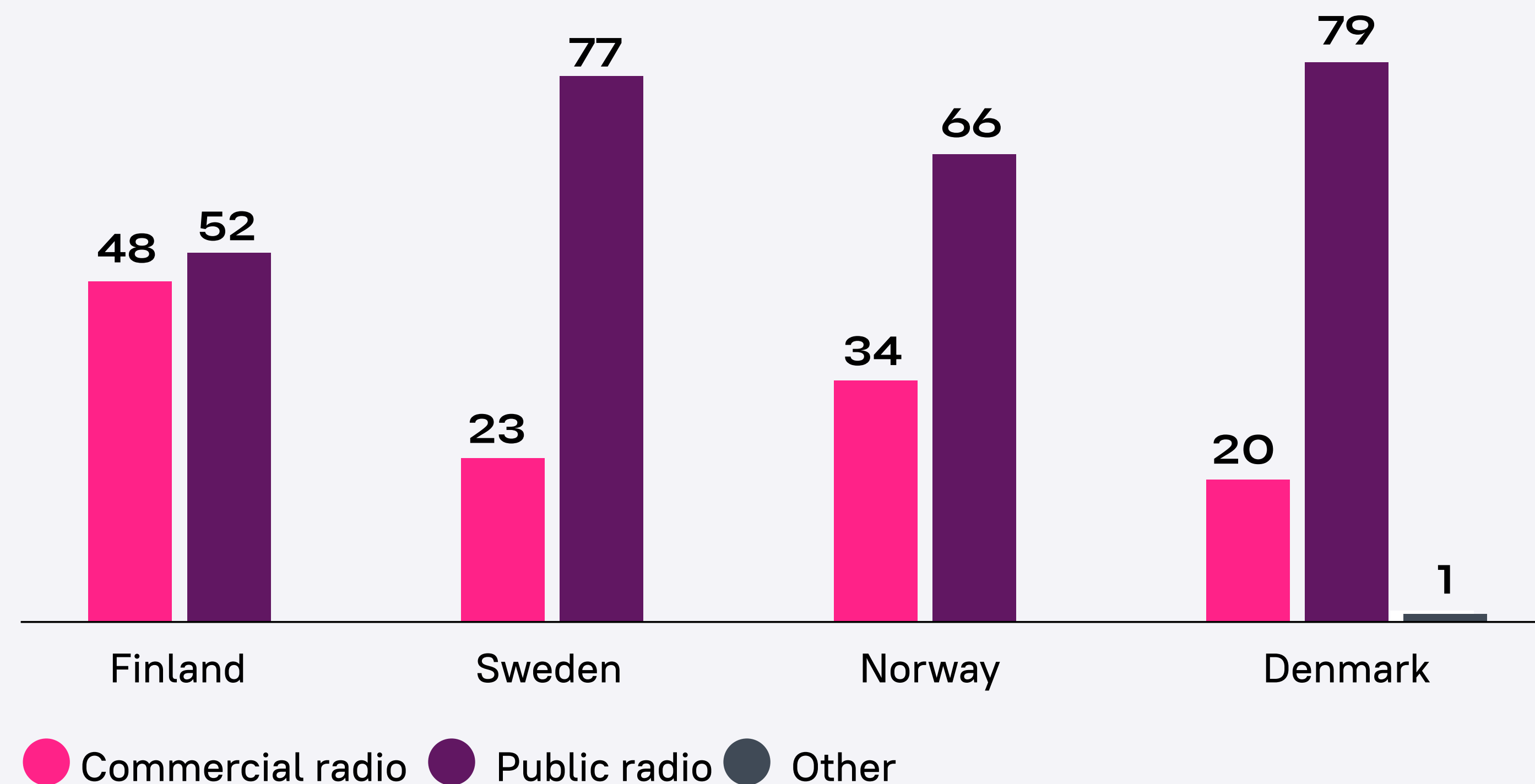


Norway 12+/10+



# Commercial radio is stronger in Finland than elsewhere in the Nordics

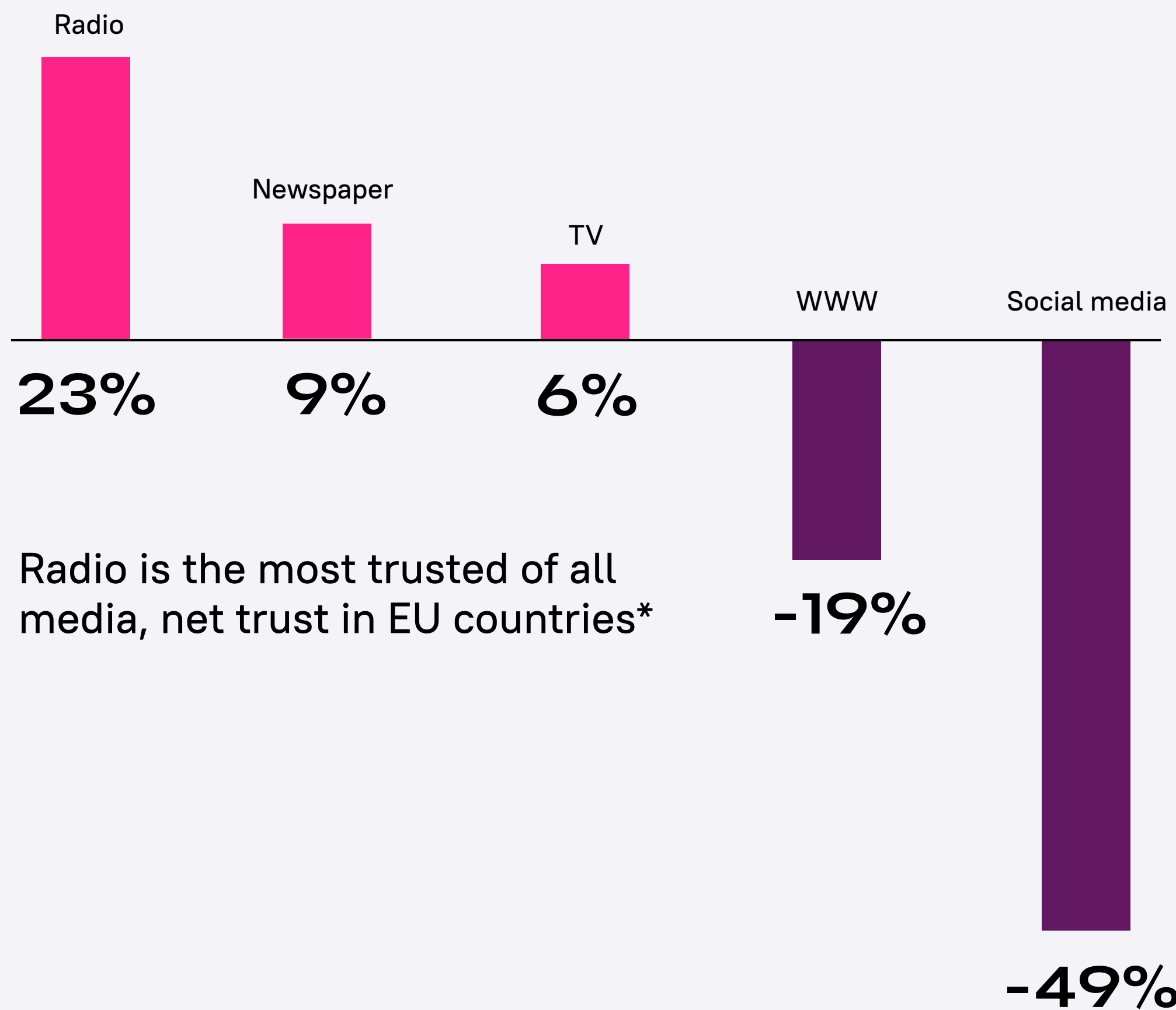
2021 share of listening %



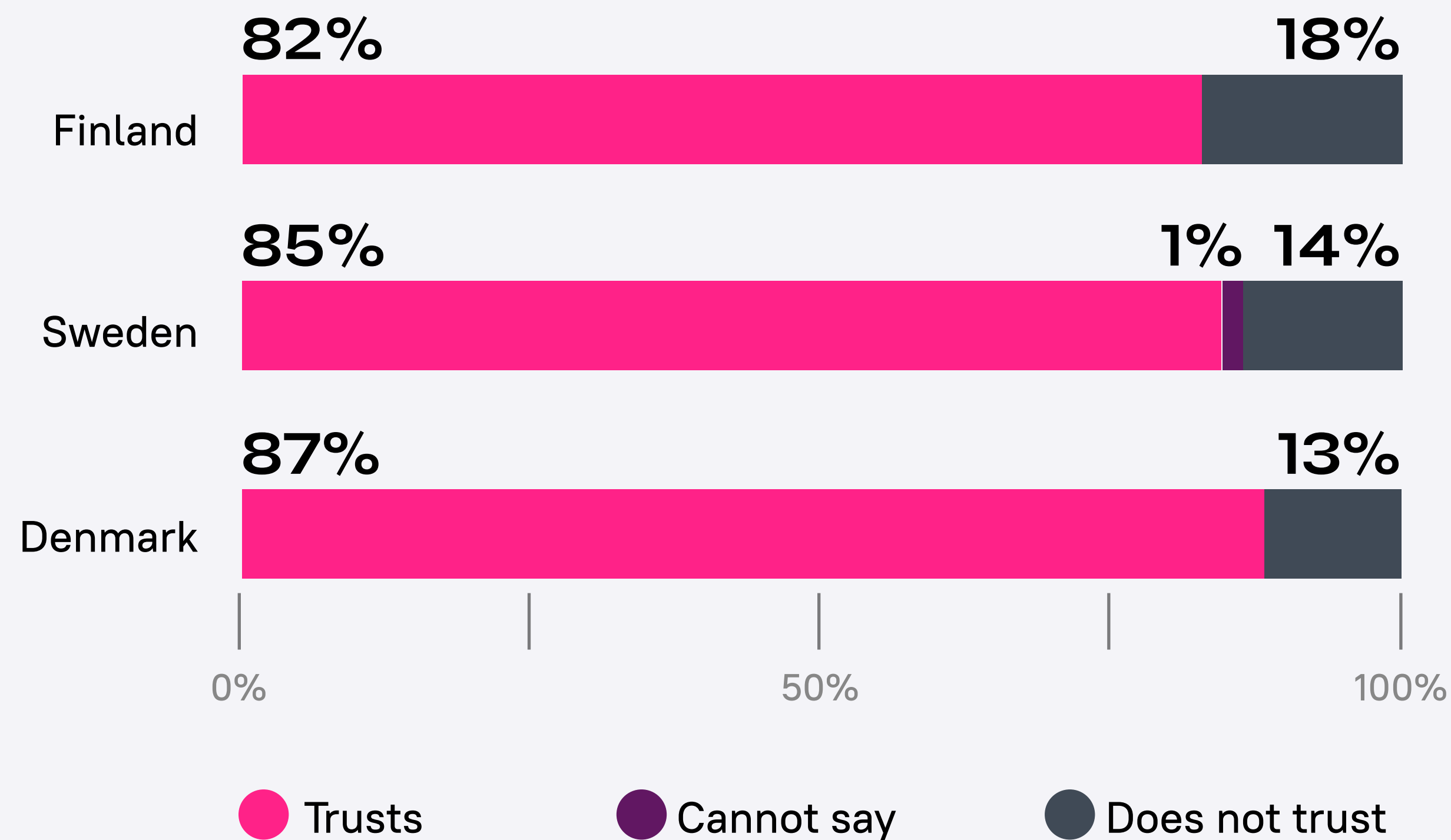
Nova, Suvi & Esko, Bauer Media



# Radio is considered the most reliable media in Europe



Radio is trusted the most in the Nordics



Source: EBU Media Intelligence Service - Trust in Media 2021 / \*net trust = # percentage of people who are inclined to trust" - "percentage of people who are not inclined to trust"

# 6

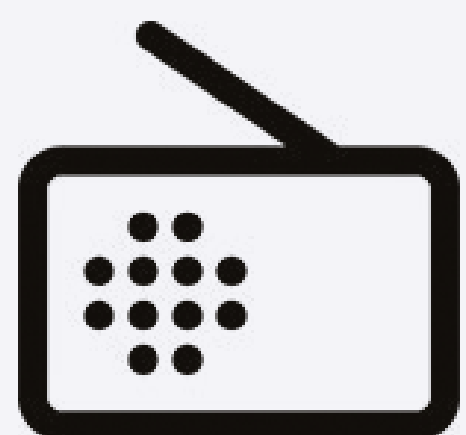
## Measuring & purchasing radio advertising



Suomi R&ap, Bauer Media



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



## 21,000 Finns

Every Thursday of the year, approximately 400 Finns begin a week-long National Radio Survey diary of their radio and audio listening.

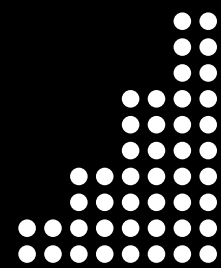
21 000 randomly chosen Finns over the age of 9 take part in the survey annually from the Mainland Finland area. The sample of the survey represents all Finns in terms of age, gender, and residential area.

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



Radio advertising can be bought directly 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.



# 7 Radio is the most sustainable media



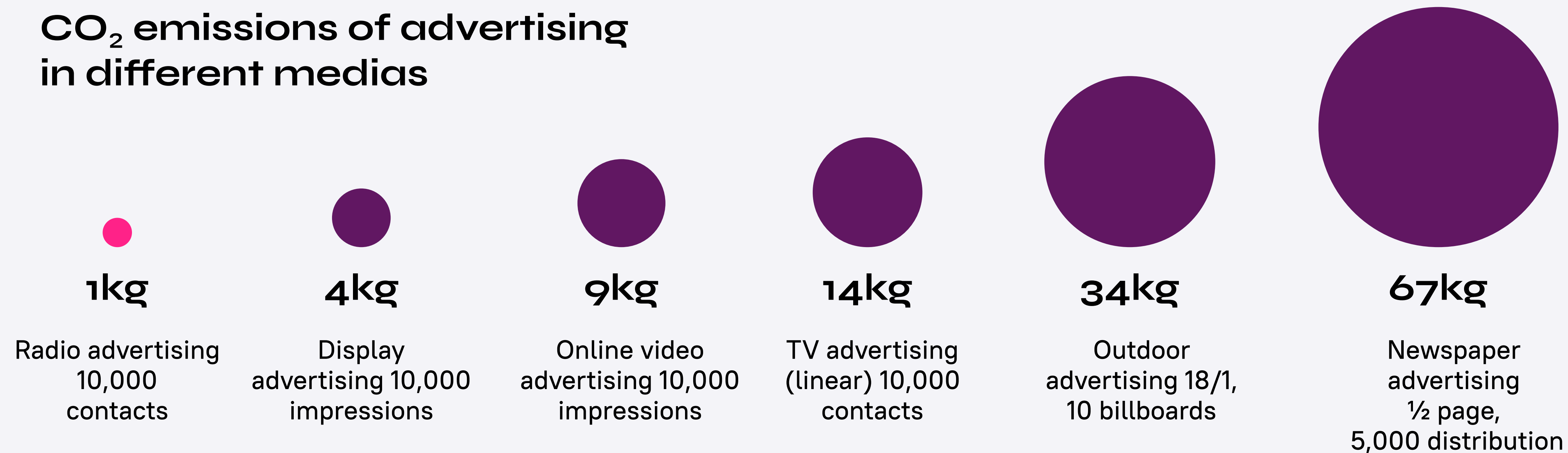
Laura Friman, Radio Helsinki



# On an airwave of sustainability

Radio is the most sustainable media format in the world, with radio campaigns having the smallest carbon footprint.

## CO<sub>2</sub> emissions of advertising in different medias



How are CO<sub>2</sub> emissions calculated? Read more at <https://www.mediaplus.com/en/landingpages/green-grp1.html>  
Source: Green GRP, Germany



RadioMedia

2023 ▪ radiomedia.fi ▪ follow us at:   