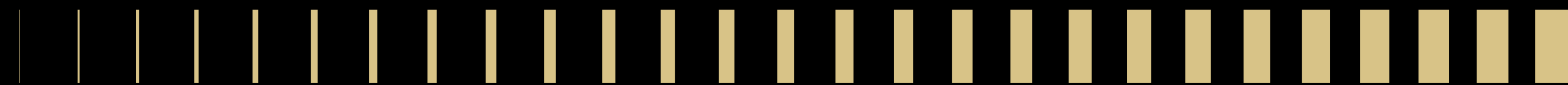




Commercial radio in Finland

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



RadioMedia

Content

40 years of commercial radio	2
Commercial radio reaches Finns	5
Radio delivers results for advertisers	11
Commercial radio reach different age groups	21
Radio is part of consumers' daily lives	26
Audio advertising gets attention	33
Finnish commercial radio holds its own internationally	42
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National Radio Survey	48



Commercial radio 40 years

– a voice that makes an impact



Commercial radio has been a part of Finnish daily life for 40 years. It has established its role not only as a significant business player but also as a societal influencer. It has entertained, informed, and connected listeners in a way that resonates with the times. This year, we celebrate its journey and listen to what the future holds!

Four decades on the airwaves

Forty years ago, Finland entered a new era when commercial radio began broadcasting. It has evolved from modest beginnings into a major media and business sector, with advertising revenues exceeding 70 million euros in 2024. Radio reaches millions of Finns weekly, bringing news and entertainment into their daily lives. Commercial radio present during morning commutes, workdays, and leisure, uniquely connecting its audience.

Radio is tuned for the future

Technology and changing listening habits have not shaken radio's position – on the contrary. Digital listening is growing, podcasts are becoming mainstream, and audio advertising is evolving through innovations. In 2024, nearly 30% of Finns listened weekly to audio content – radio, podcasts, and replays – produced by domestic radio companies. Radio remains timely and real-time, whether delivering news or entertainment. It also plays a crucial role in national security.

The way to the heart is through the ears

Radio is more than sound – emotion, atmosphere, and storytelling. Its power lies in its ability to evoke memories and influence emotions. Radio advertising is a highly effective way to create lasting impressions. National Radio Research shows that 84% of Finns listen to the radio weekly, and commercial radio reaches 3.4 million listeners. Radio remains one of the most impactful media in Finland.

Year 2024 in figures

3.4
million Finns listen
to commercial radio
every week

Commercial
radio reaches
67%
of Finns

Commercial radio
is listened to
7h 29min
a week

70%
of listening is
from live radio



50
commercial
radio channels

The peak radio
listening time is
9 AM
on weekdays



Commercial radio is exceptionally strong in Finland.

Data and sources explained later in the publication

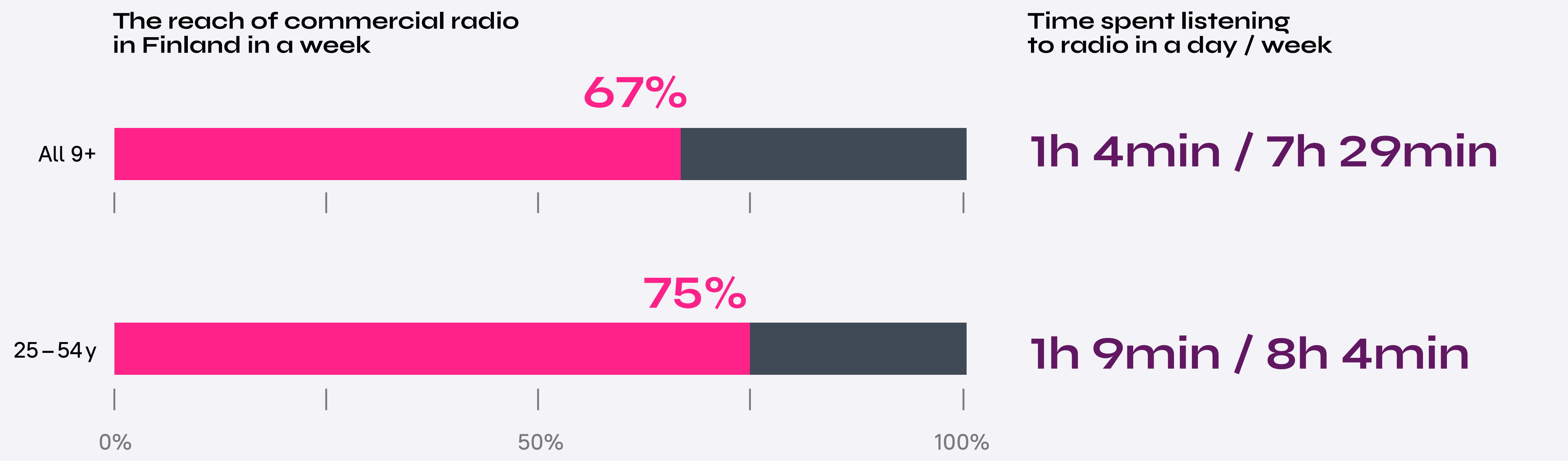
1 Commercial radio reaches Finns



Suomipop and Käärijä, Sanoma

Commercial radio reaches 3.4 million Finns in a week

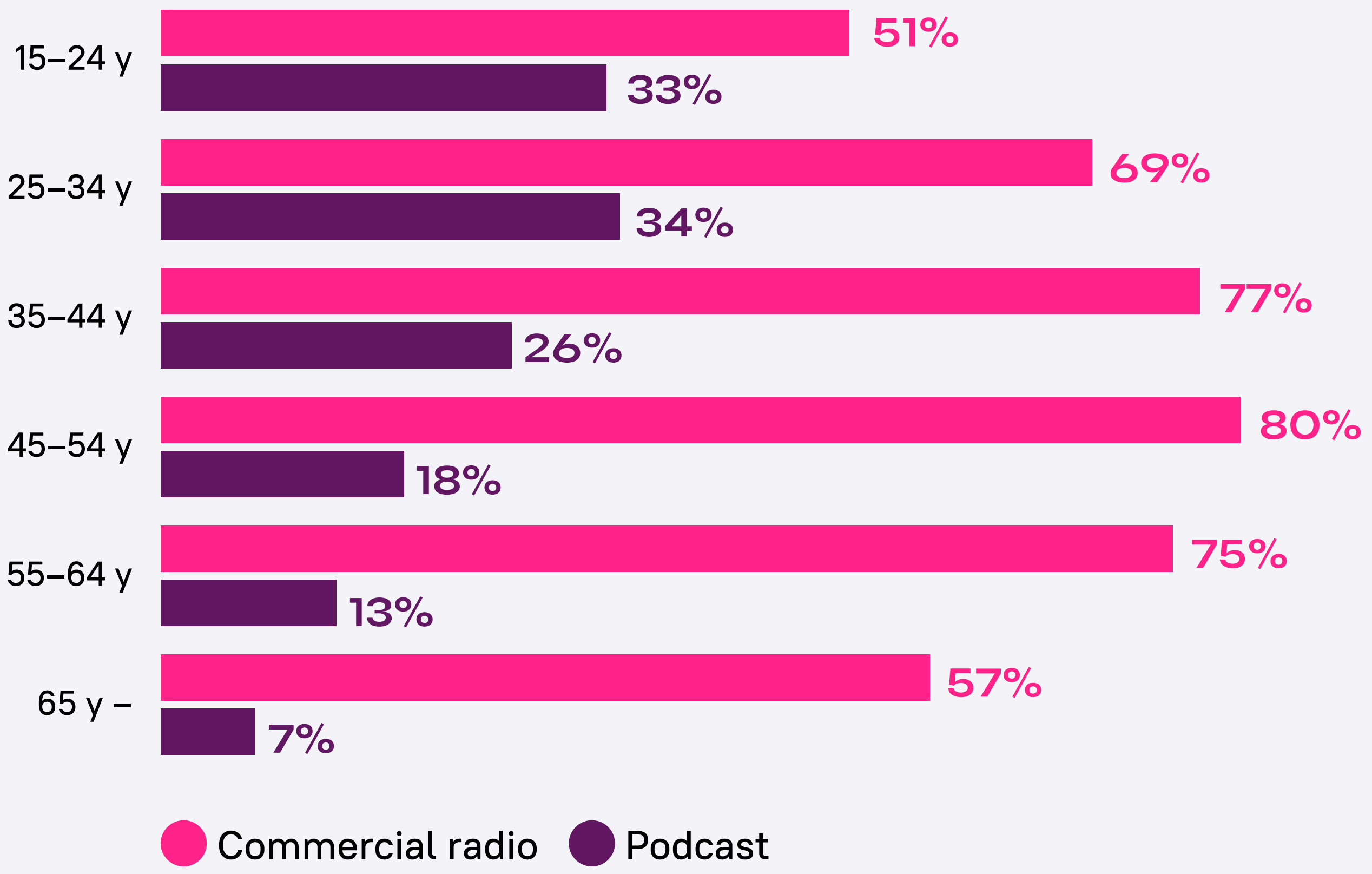
and almost half of 25–54 year olds daily*



Commercial radio reaches all age groups

Podcasts are most popular among younger audiences

Weekly reach of commercial radio and podcasts, %



Young people remember radio ads best.

▶ More on page 23

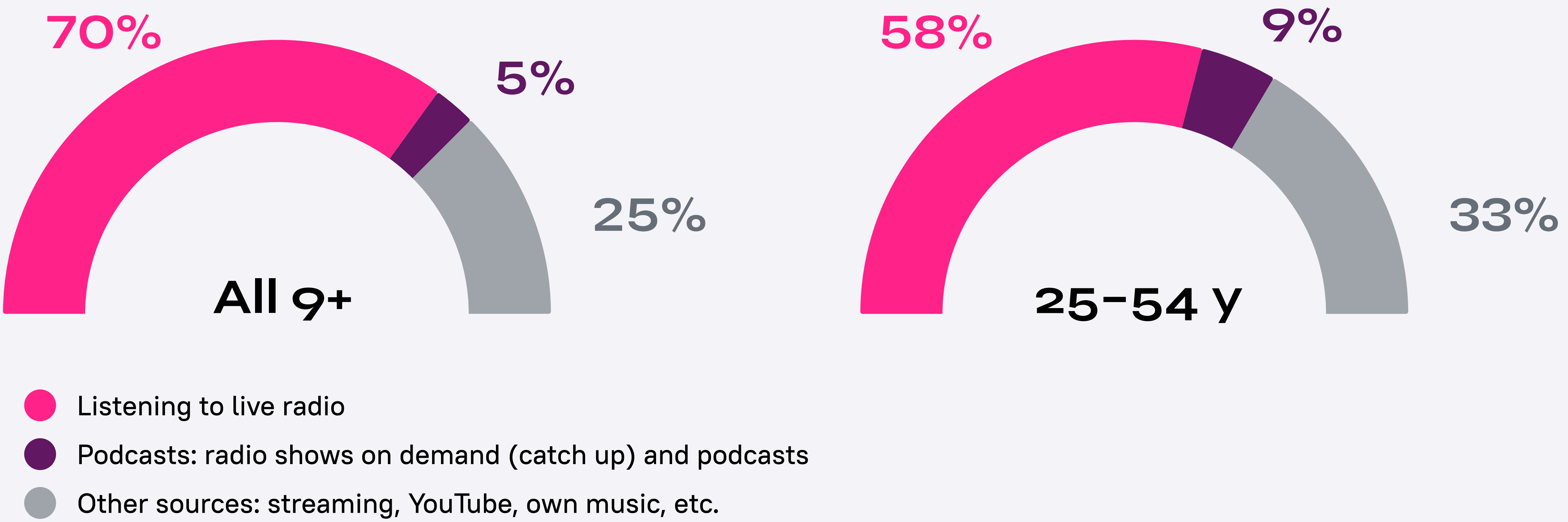
Commercial radio accompanies the everyday life of consumers in their busiest years.

▶ More on page 24

The 55–64 age group is affluent and seeks tailored advertising.

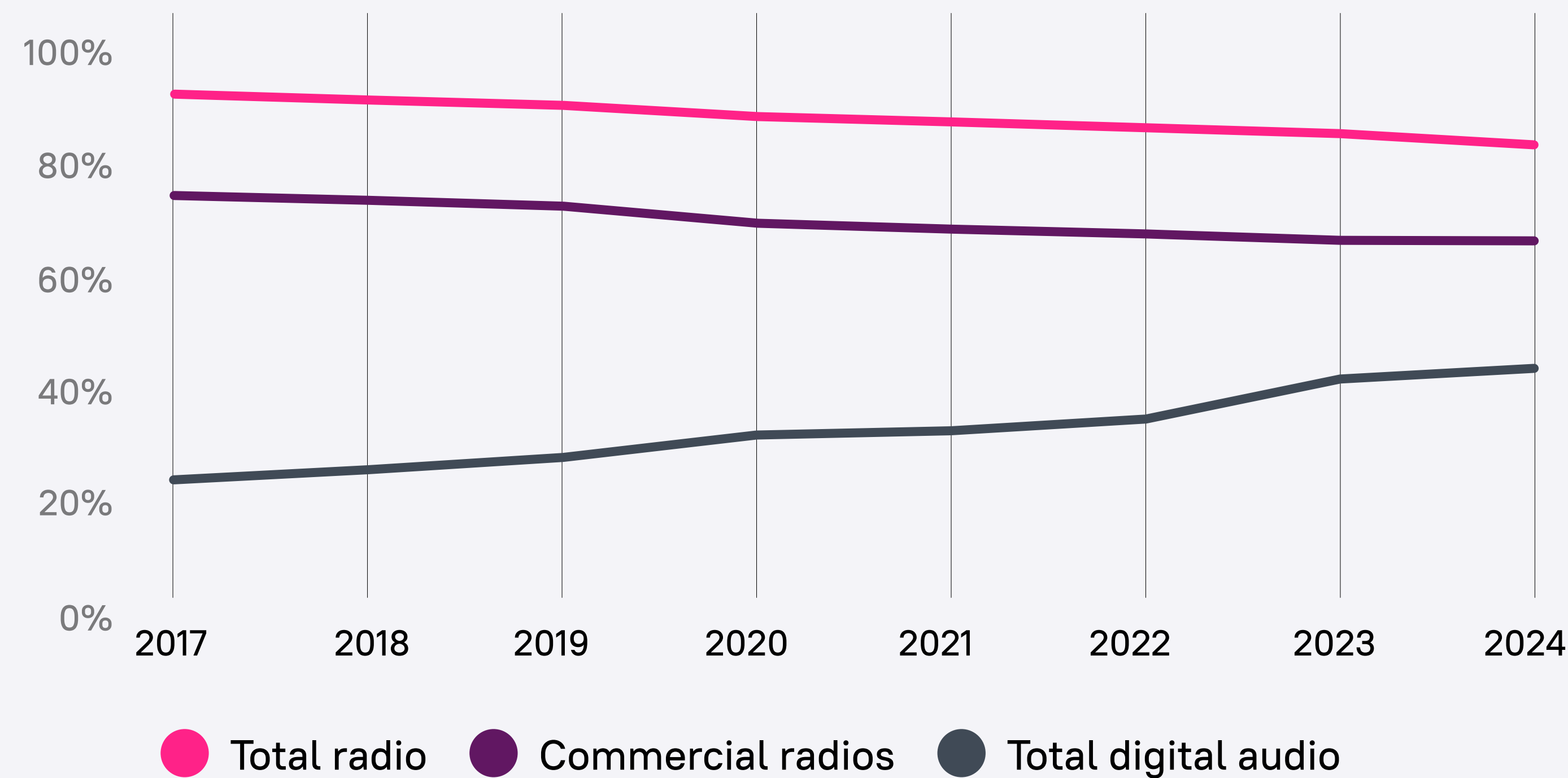
▶ More on page 25

Radio accounts the majority of audio listening minutes



Total audio consumption is increasing

Weekly reach of radio and digital audio (%), everyone over 9 years old

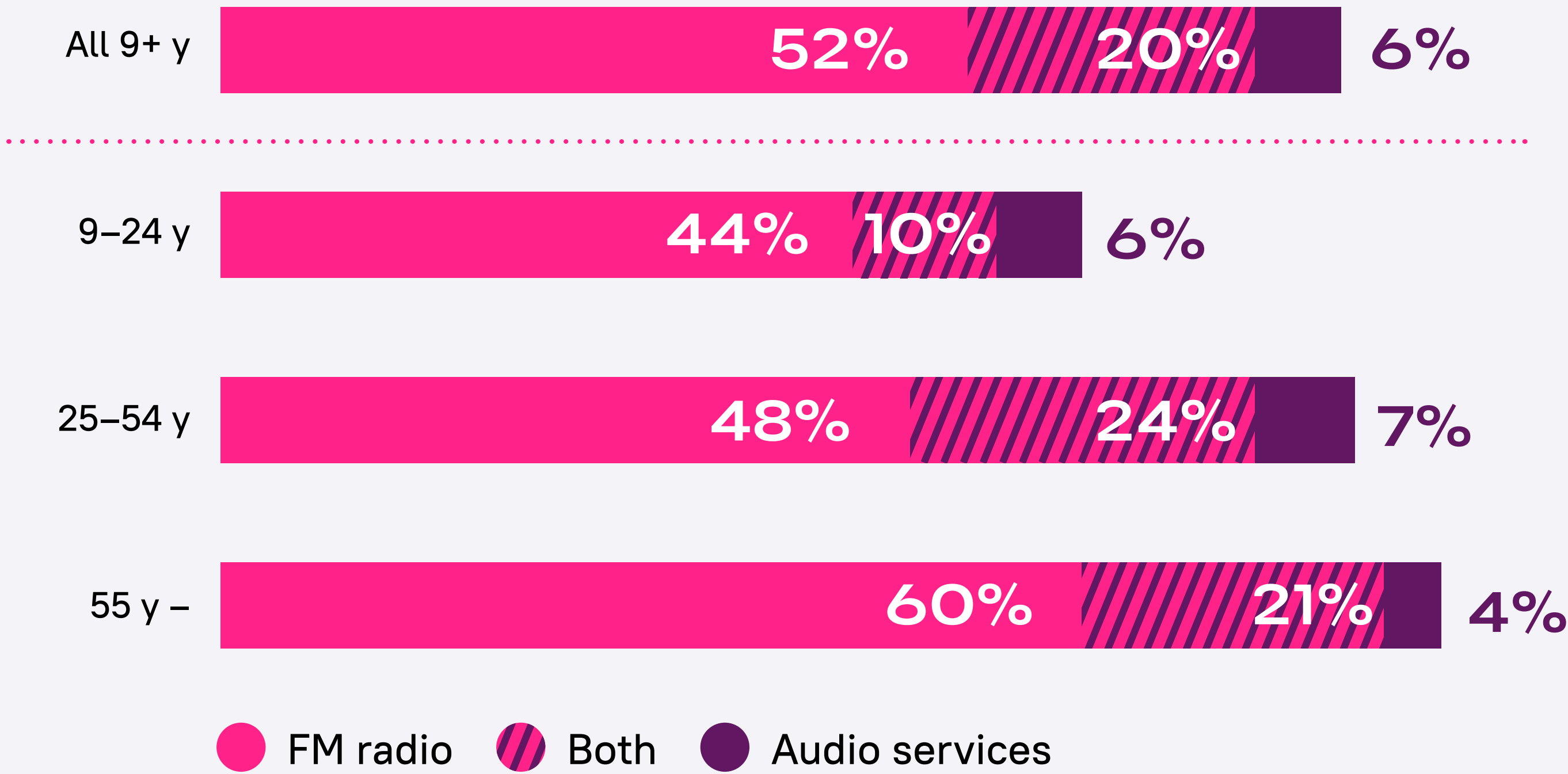


Radio, podcasts
and program
recordings
reach
89%
of Finns every
week.

Source: Finnpanel, National Radio Survey, annual reports 2017–2024. Weekly reach of radio, everyone over 9 years old, and Audio On Demand listening

1.3 million weekly listeners on domestic audio services

Listened during the week



FM radio is the most reaching audio format in Finland.

A growing number of Finns listen to live radio and on-demand content from digital audio services.



+ Radio stations' own streaming services

2

Radio delivers results for advertisers

Radio improves campaign results, adds efficiency, enhances brand trust, and activates action.



NRJ, Aamu, Bauer Media

On the radio, target your message



On the radio,
target your
message
nationally
and **locally.**



Different target
groups are reached at
various times and
in **various** situations
during the day.



Over 50 radio channels selling advertising space

Over 50 commercial radio channels in Finland with different profiles selling advertising time. There are many stations and different channel formats, and they offer advertisers different media environments with many kinds of content connections. Online-only radio stations diversify the range of radio content.

LOCAL RADIOS

SASTAMALA:



SASTAMALA

JANNE

FORSSA



FORSSA

HÄMEENLINNA

SASTAMALA

BAUER MEDIA:



SANOMA MEDIA FINLAND:



DIGITAL SERVICES:

SUPRA

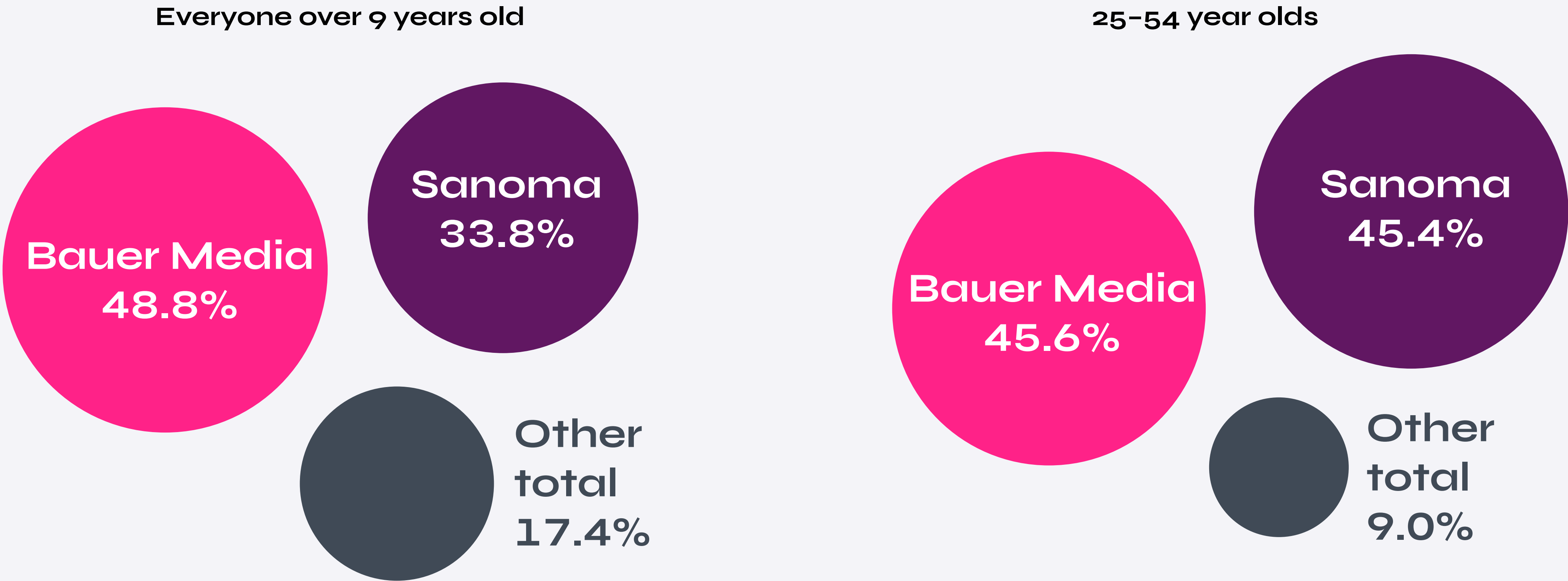


RadioPlay

PODPLAY

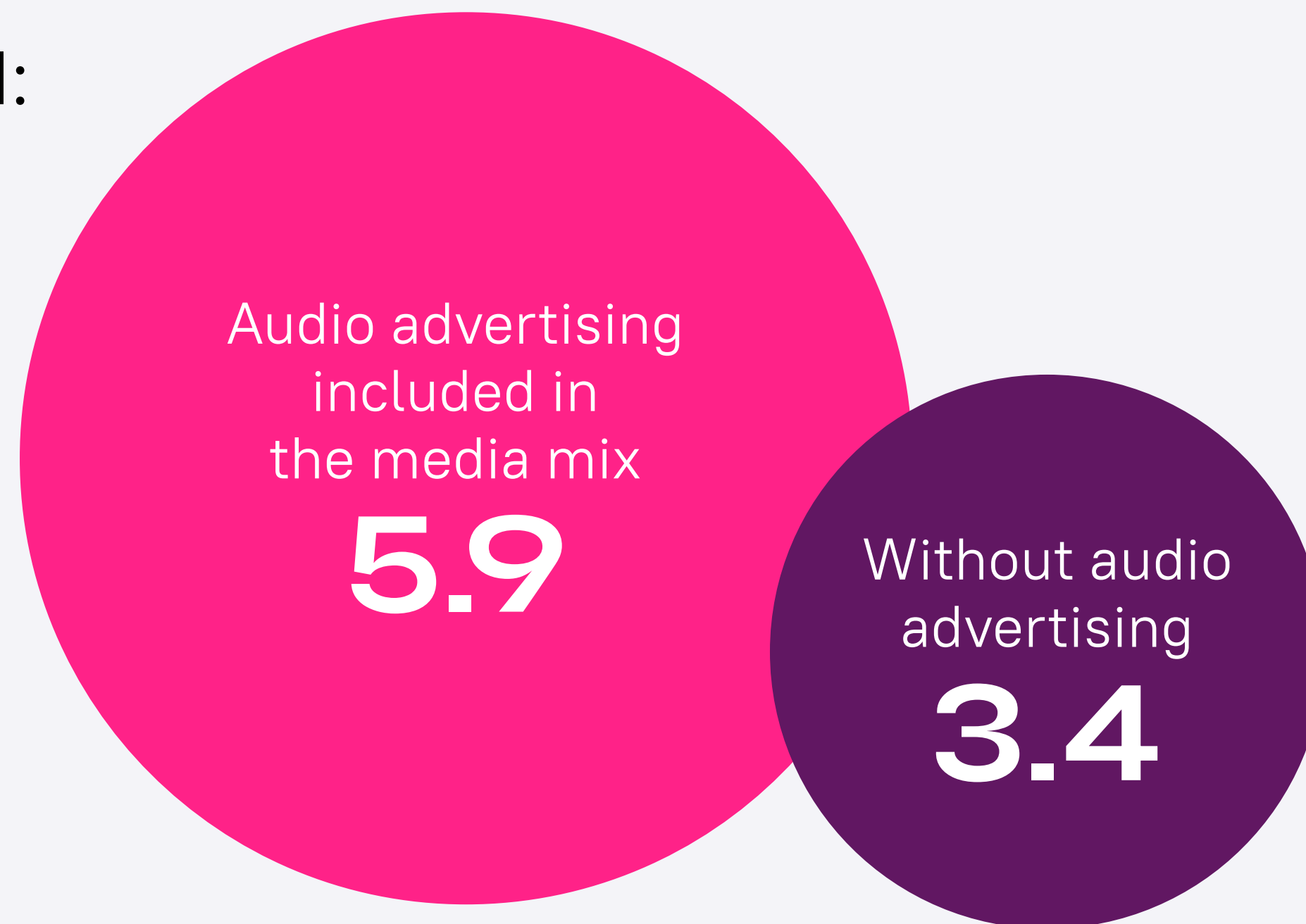
Radioplayer

Among 25-54 year olds, 73% of listening time is on commercial channels



Total ROMI* is significantly higher, when radioadvertising is included in the media mix

Total ROMI:

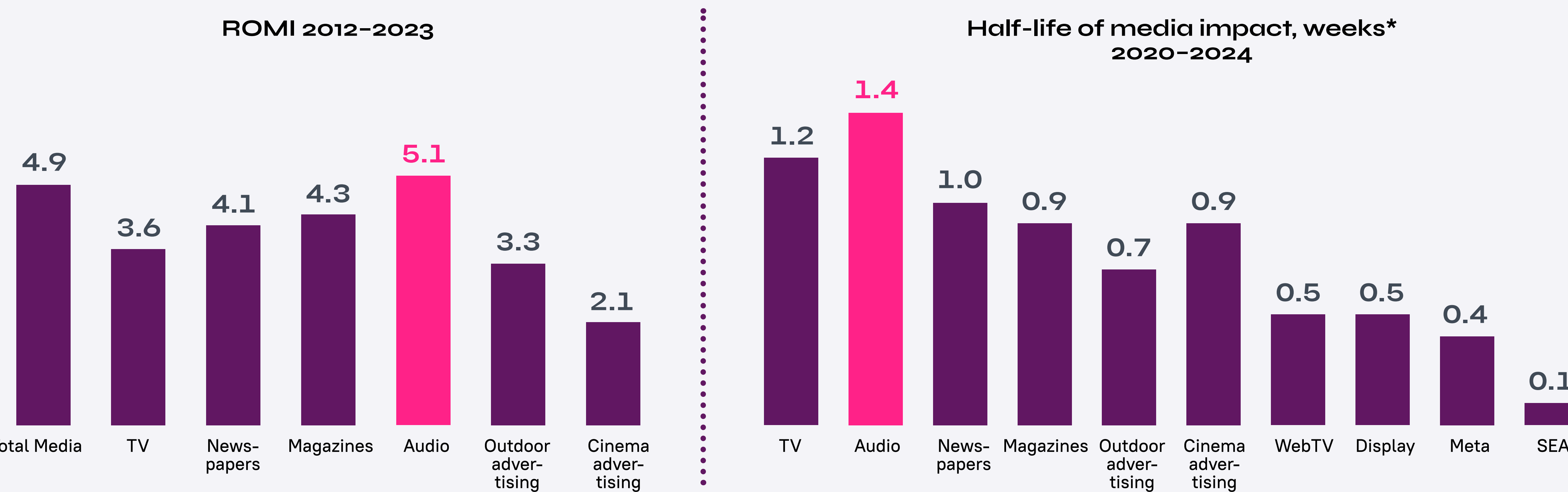


- Audio should be included in the media mix due to its positive impact on Total ROMI.
- The average Total ROMI of advertising is 5.9 when audio advertising is included in the media mix.

In recent years the positive impact of audio advertising on total ROMI has increased by

+11%

Audio advertising has the highest ROMI of all offline media, and it has the longest impact period

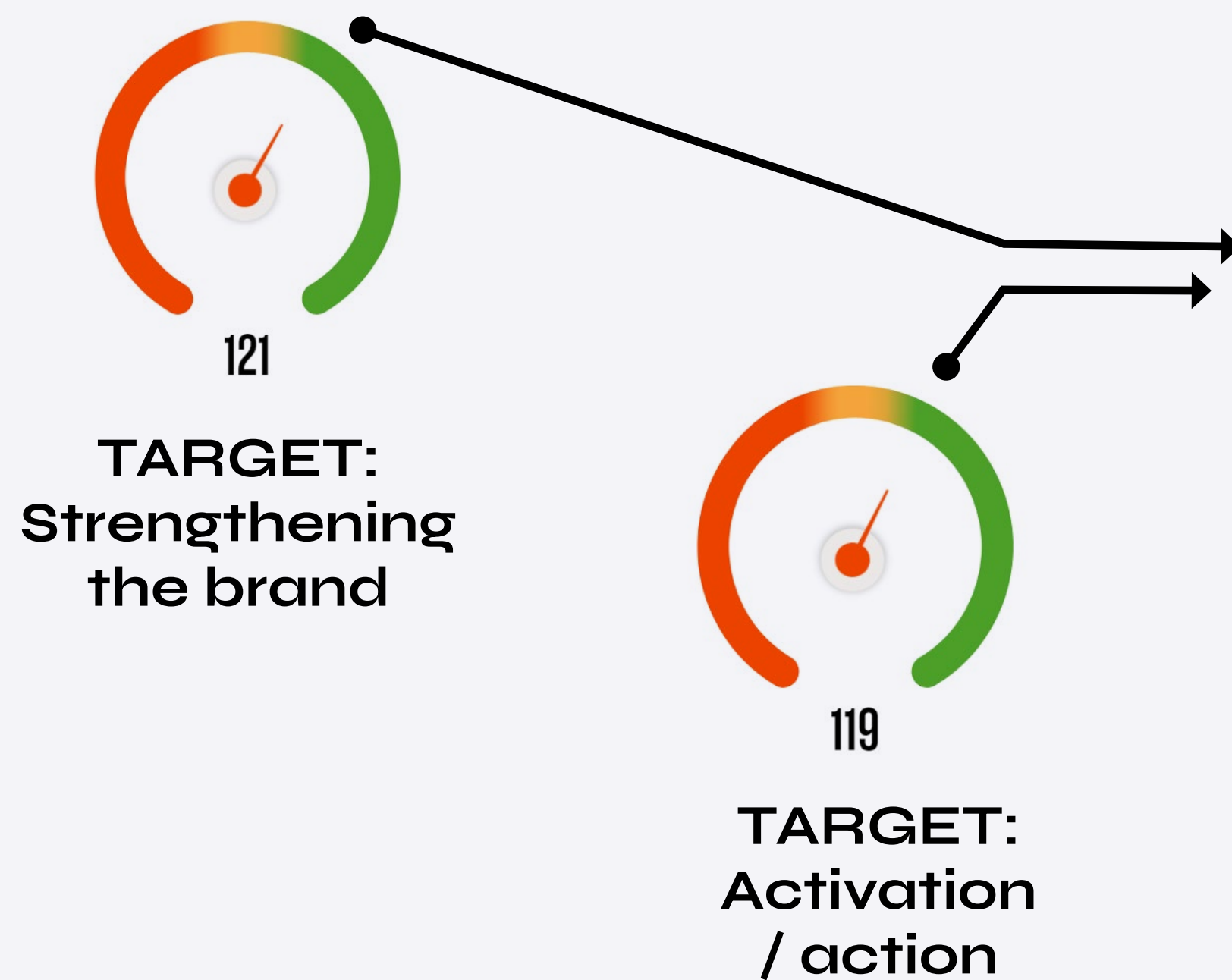


* The half-life of advertising impact is the time after which half of the advertising’s effect on sales or website traffic remains.

Source: Dagmar 8/2024, ROMI database (over 200 models). ROMI is calculated as the additional sales generated by marketing divided by the marketing investments.

Impact Index:

Audio advertising builds brand & activates



**The media's
impact is above
average.**

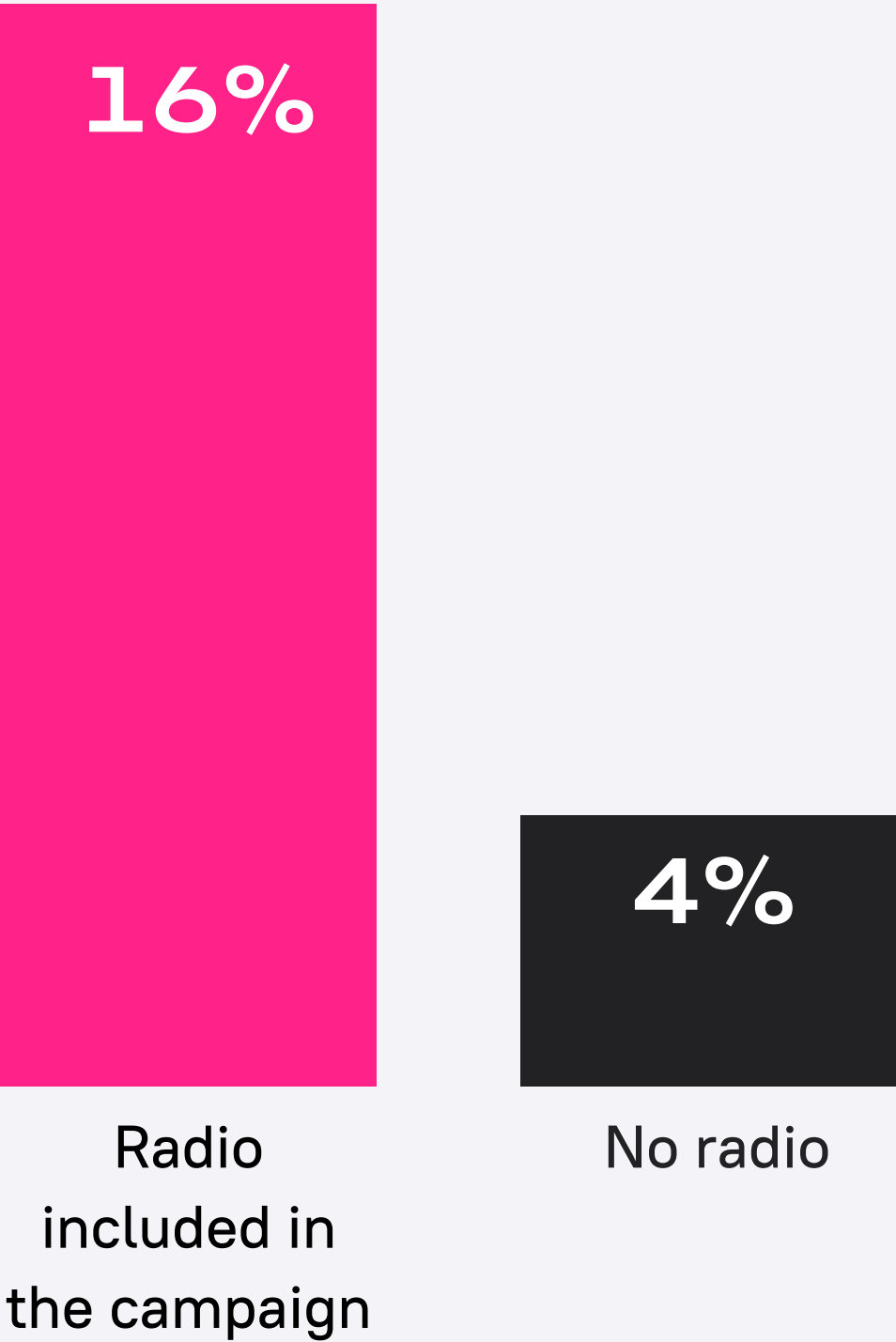
Media agency Dagmar's impact index can be used to assess, already at the planning stage, the impact that media choices will have on the overall advertising effectiveness. The impact index does not consider the target group.

Media choices and investments have been found to explain about half of the effectiveness of marketing communications. Other factors, such as creative content or brand positioning, explain the other half of the impact. Using the data, a statistical model, i.e., a calculation formula, has been created that produces an index figure for different media budget combinations. The tool also takes into account other advertising objectives.

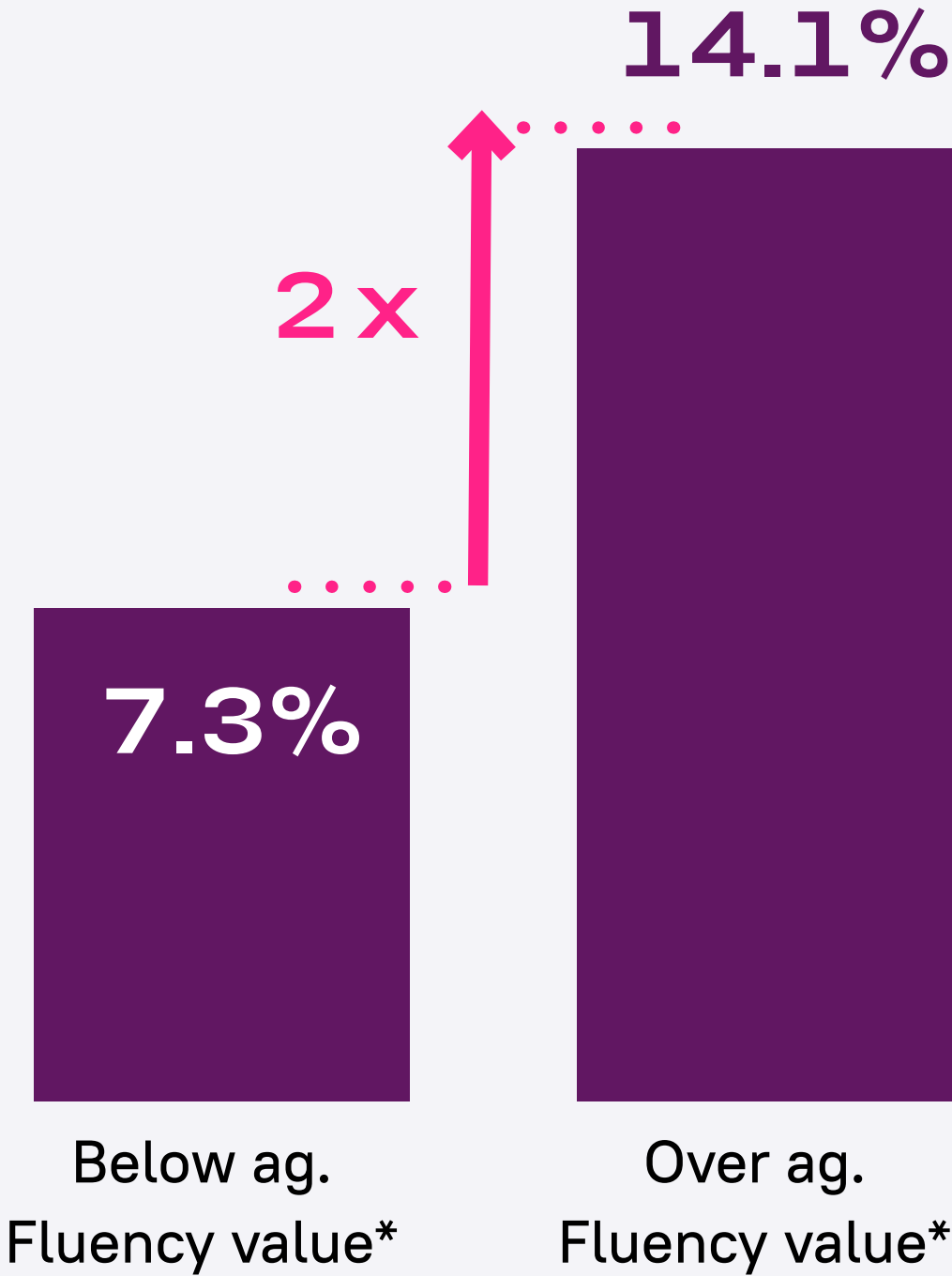
► www.dagmar.fi/vaikuttavuusindeksi

Radio builds brand trust

Including radio in campaigns increases brand trust



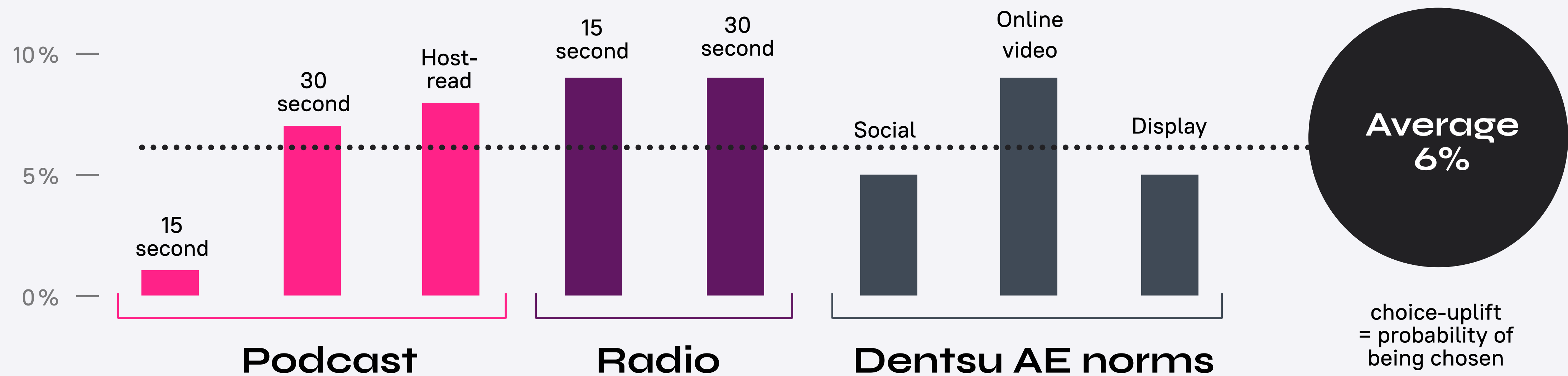
Well-branded radio ads double the trust impact of advertising



*System1 Fluency rating measures how well a brand is identified and linked to an ad.
Source: Peter Field & the IPA databank and System1 and Radiocentre, 55 campaigns & 50,000+ UK respondents, media weighted by GRP

SuomiRäp, Bauer Media

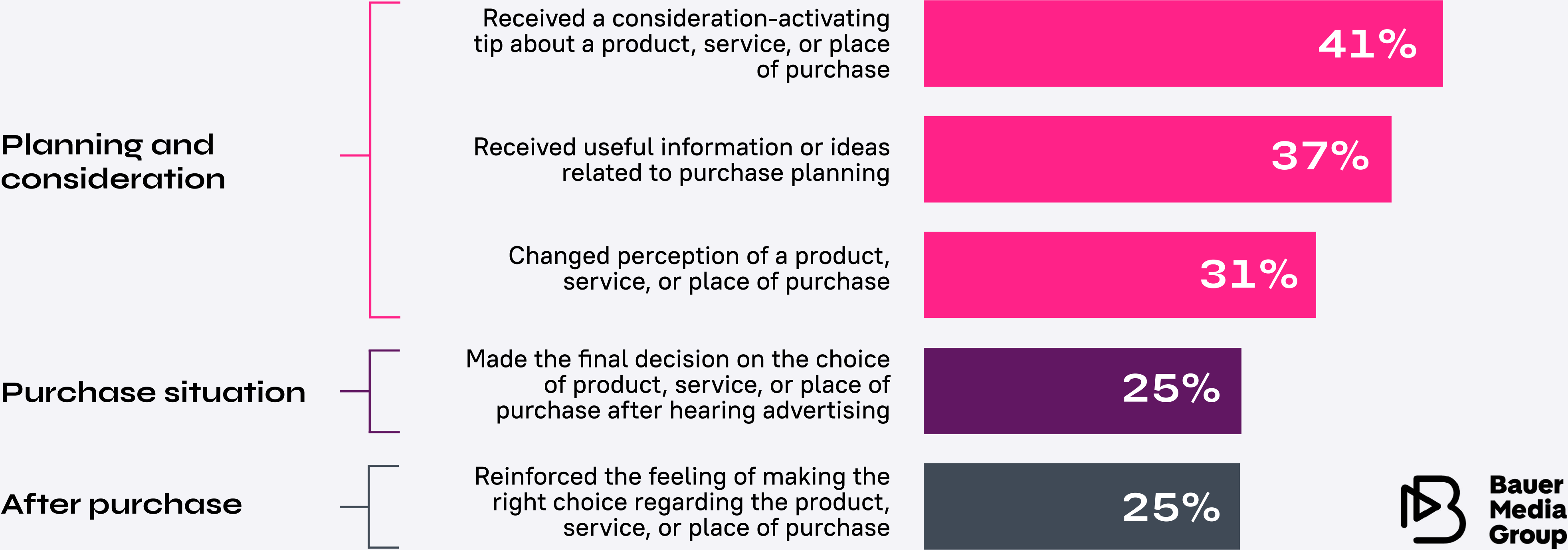
Audio advertising increases the brand's chance of being chosen by the consumer



Source: DENTSU, TV: Tvision/Lumen UK TV Panel. YT, Instream, Facebook Feed, Banners: Lumen digital panels. Press: Lumen Omnibus. OOH: AM4DOOH project. IG, FB Watch, TikTok: Lumen studies (weighted to be consistent with passive panel)

Audio advertising affects all stages of the buying process

The impact of audio advertising heard on the radio or podcasts on the buying process:



Source: Bauer Media, in collaboration with Kantar and Mall Voice – Äänimainonnan vaikuttavuustutkimus 2024 (Audio advertising effectiveness -study), (N=2,264)

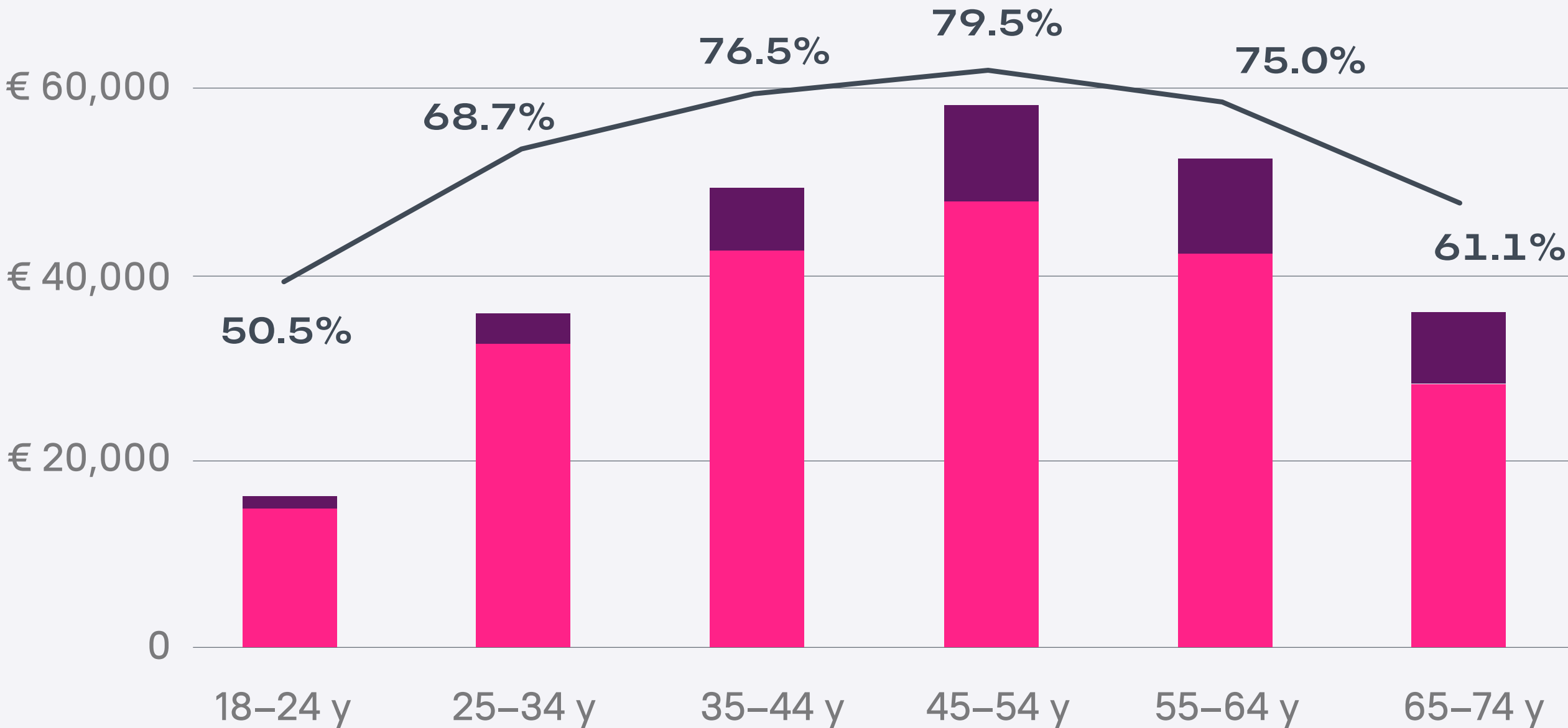
3

Commercial
radio
reaches
different
age groups



Minni Salminen, Radio Voima, photo: Kasper Garam

Commercial radio excellently reaches the most economically powerful age groups



Earned income, avg. €/year

Capital income, avg. €/year

Weekly reach of commercial radio, %

According to the Finnish Tax Administration’s income and capital gains statistics, the highest incomes are among Finns aged 35–64.

Although younger age groups have lower incomes, they are active, curious, and willing to try new things as consumers.

Commercial radio reaches all of these target groups excellently – on a weekly basis.

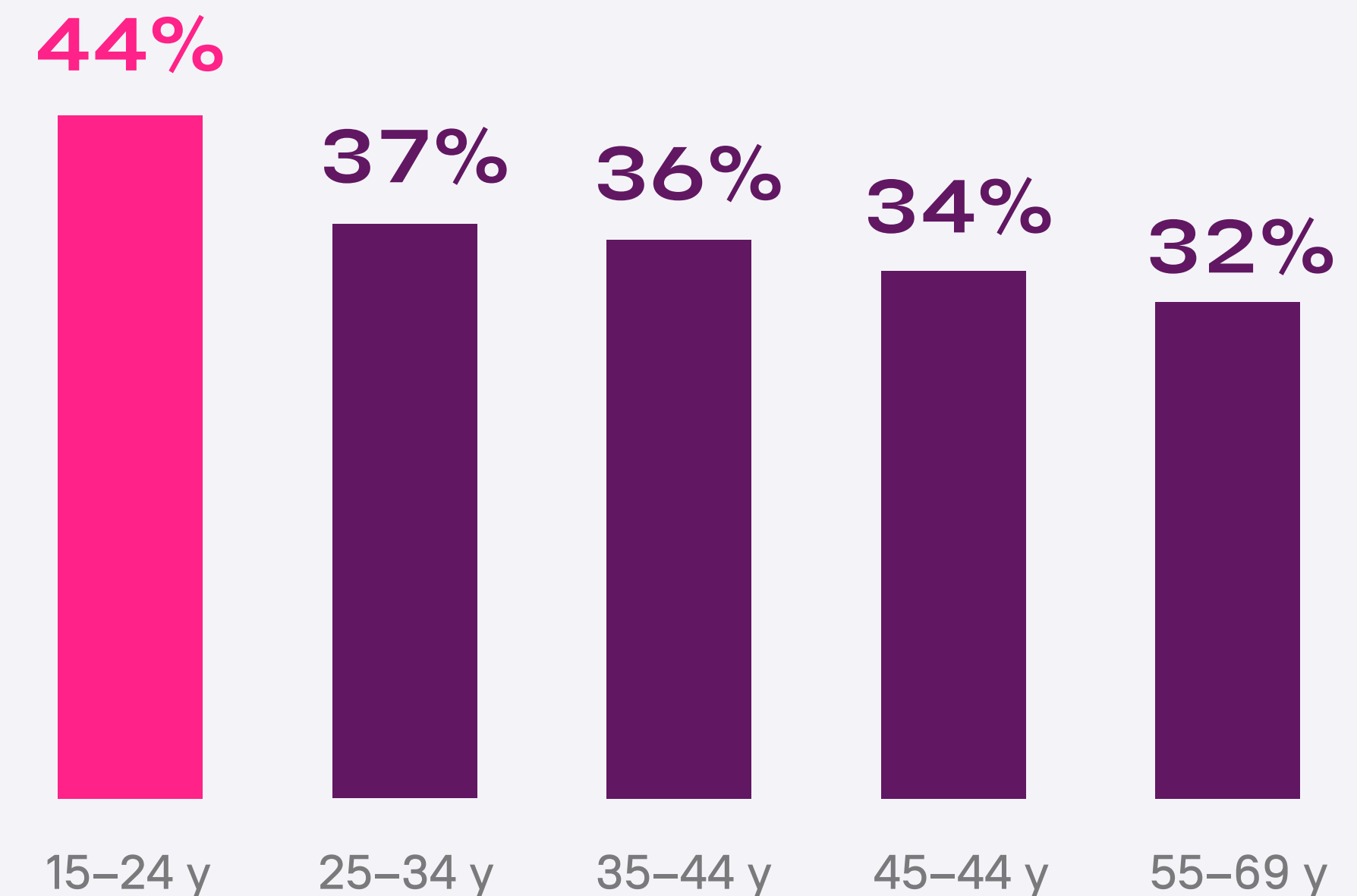
Age group 15–24: They enjoy shopping and are the most experimental consumers. They take time to compare brands carefully; product appearance and design are just as important as quality.*

Facts about listening habits of 9–24 year olds:

- Over half a million (560,000) young people listen to commercial radio weekly.
- Commercial radio reaches 56% of this target group weekly; podcasts and radio show replays reach 26%.
- A 9–24 year old listens to commercial radio an average of 193 minutes per week, and podcasts for 86 minutes on average.

Listening time for commercial radio in this group increased by **8%** compared to the previous year.

Young people recall radio advertising best:
The average ad recall rate among 15–24 year olds is 44%, while the overall average is 36% (all respondents)



Sources: Finnpanel Oy, National Radio Survey 2024. RadioMedia Advertising Knowledge Bank / Norstat 2018–2025, commercial radio listeners aged 15–69.

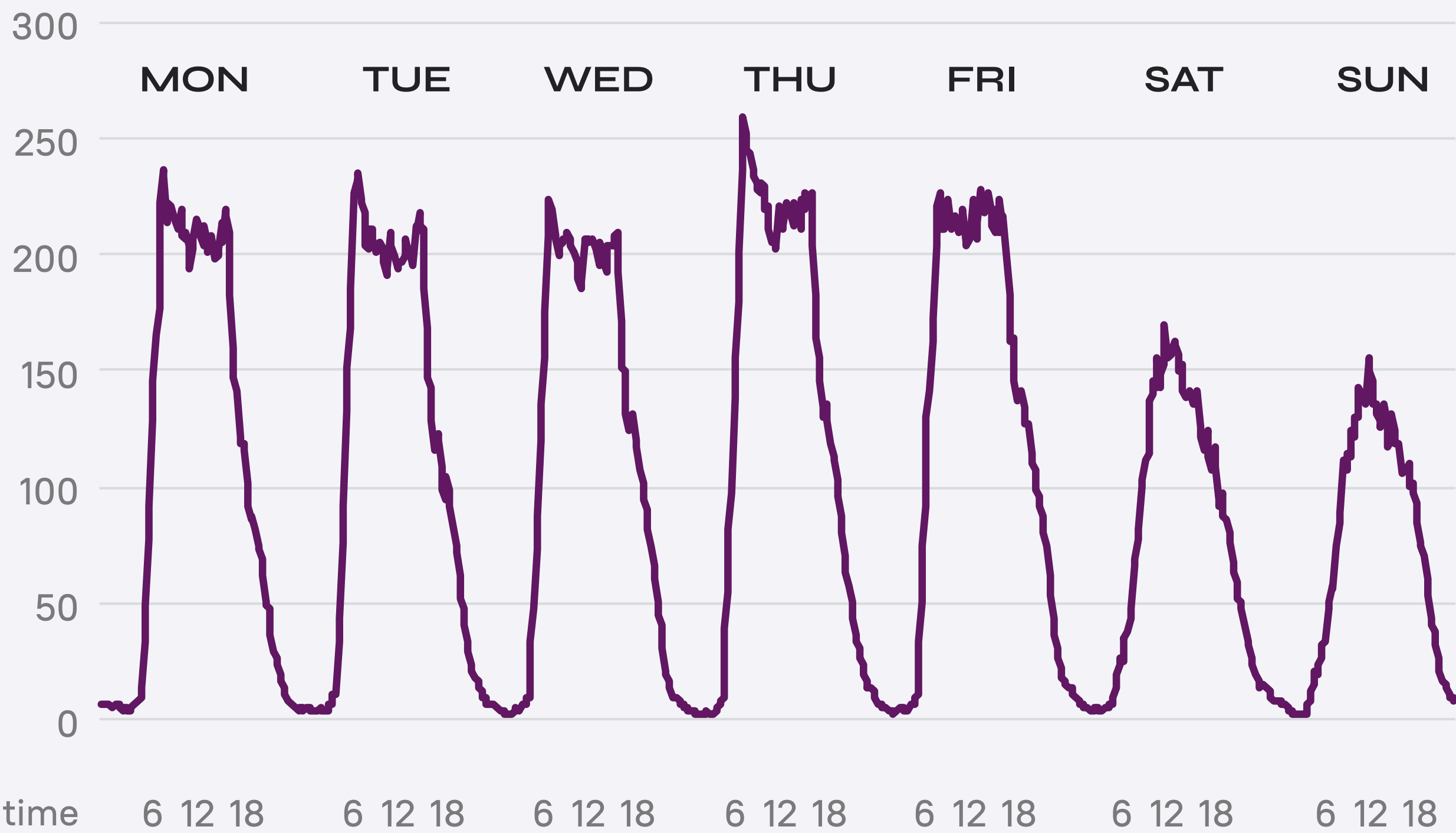
*Kantar Media Mind Consumer Y2024 (A significant portion of the target group fully or somewhat agrees with the statement, and the statistical connection is significant or strong, p.Chi-2 marked.)

Age group 25-54: A financially capable and diverse group that values quality as well as good deals. Online shopping simplifies their lives.*

Facts about listening habits of 25-54 year olds:

- Every weekday, one million people in this age group listen to commercial radio.
- Commercial radio reaches 75% of this group weekly; podcasts and replays reach 26%.
- Radio is a savior for busy years: it offers a ready-made programming stream without requiring decisions from the listener. Familiar host voices provide comfort, and news, current events, and music are delivered effortlessly. Radio's ease and surprise make it the perfect companion for a hectic lifestyle.

Commercial radio's quarter-hour reach in the target group



Source: Finnpanel Oy, National Radio Survey 2024
 * Kantar Media Mind Consumer Y2024 (A significant portion of the target group fully or somewhat agrees with the statement, and the statistical connection is significant or strong, p.Chi-2 marked.)

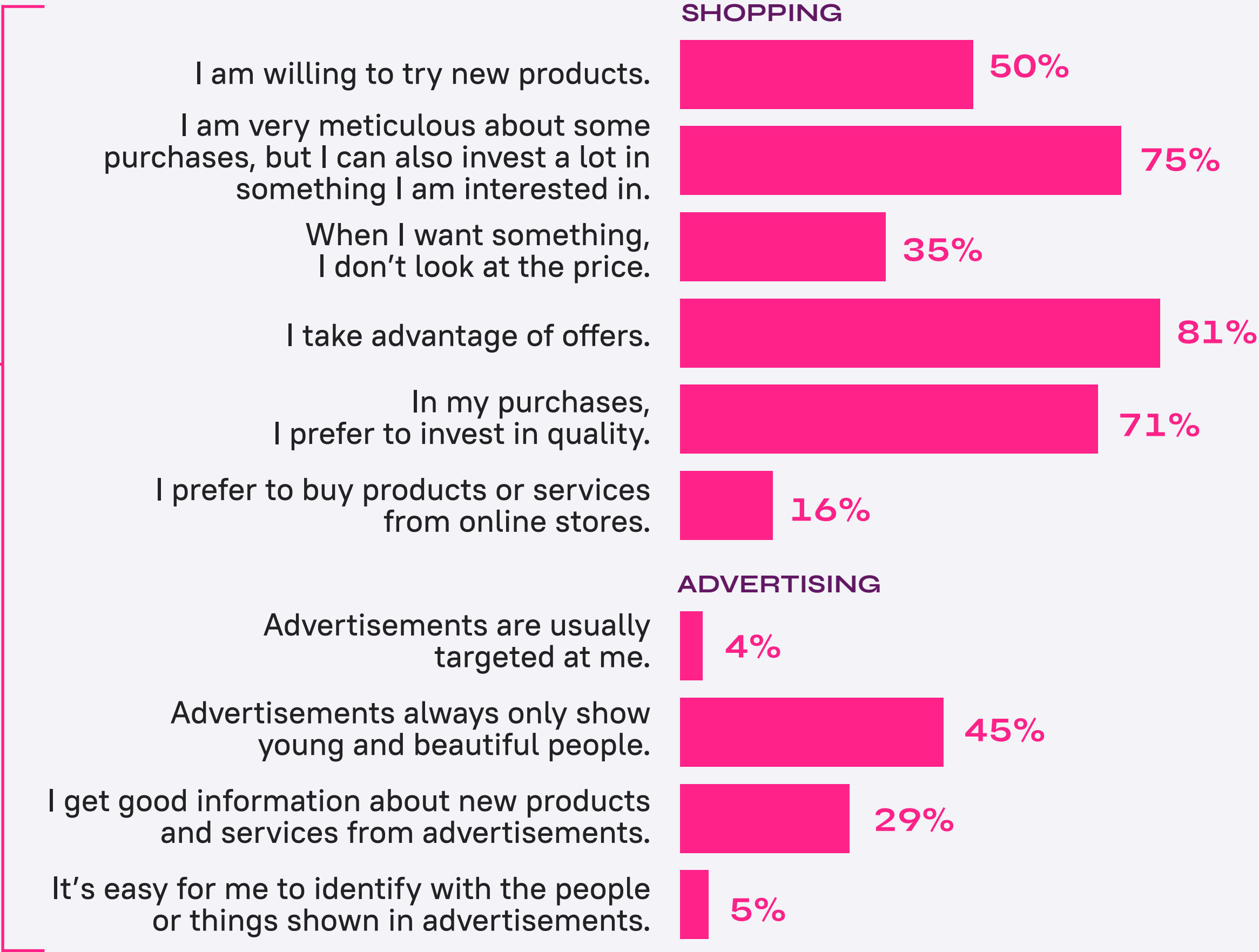
Age group 55-64: Loyal to trusted products and brands, value domestic products, and are willing to pay for quality.*

Facts about listening habits of 55-64 year olds:

- Commercial radio reaches 75% of this group weekly, podcasts* 13%.

Attitudes of 55-64 year olds toward life, consumption, and advertising**:

- This group has significant income, boosted by low debt.
- They want to enjoy life and invest in themselves.
- As consumers, they are precise, but also willing to invest heavily in things they care about.
- They feel that advertising is not targeted at them, even though it could provide useful information about products, services, and deals – which they are happy to utilize.



Source: Finnpanel Oy, National Radio Survey 2024
* Kantar Media Mind Consumer Y2024 (A significant portion of the target group fully or somewhat agrees with the statement, and the statistical connection is significant or strong, p.Chi-2 marked.)
** Special Study: 55+ Research, IRO Research 2024, sample size 2002, 55-64-year-olds n=714
*** Responses "Strongly agree (1)" + "Agree (2)", scale 1-5, where 5 = strongly agree and 1 = strongly disagree

4

Radio is part of consumers' daily lives

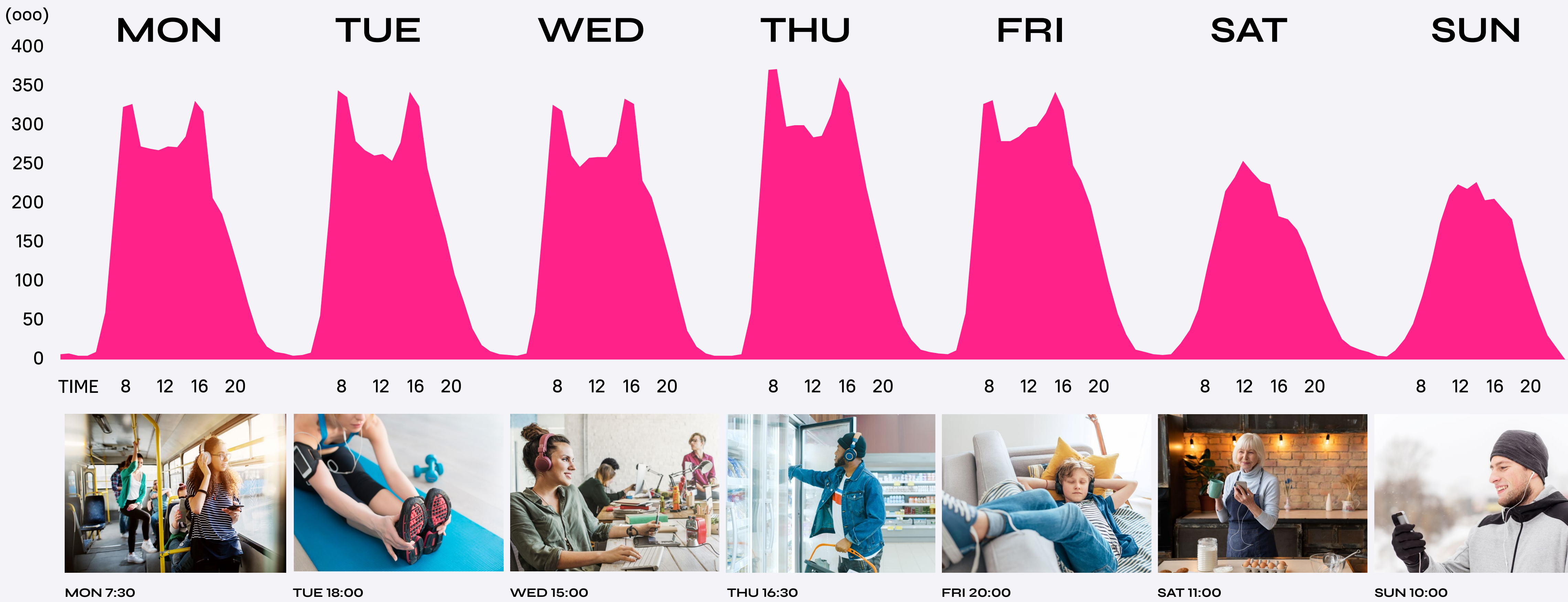
Radio is a companion and rhythm-maker for everyday life. It brightens and brings company to many daily situations.



Radio Rock, Sanoma, photo: Petri Aho

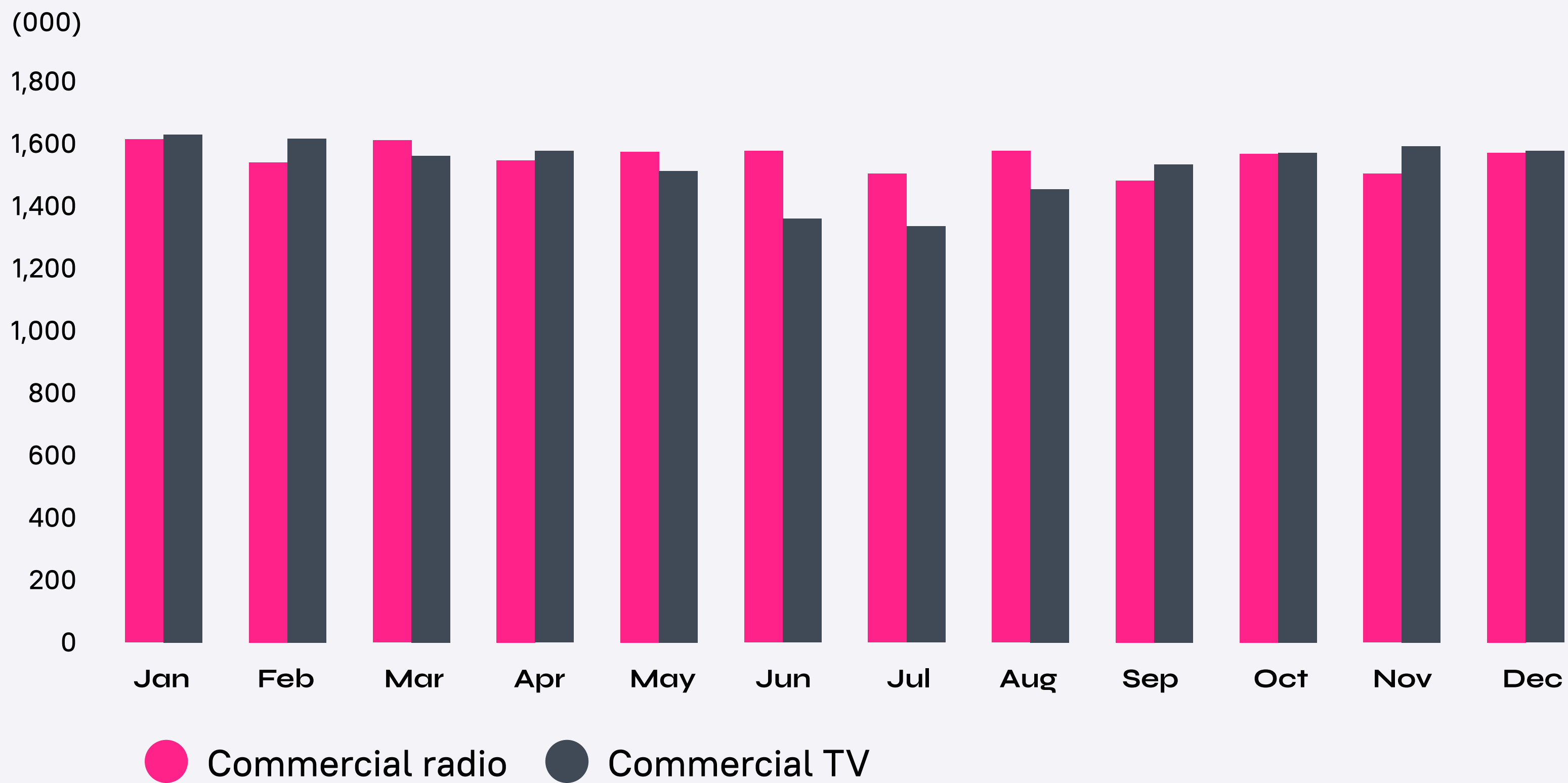
Radio is part of every moment of the day

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



Radio reaches listeners consistently throughout the year, even in summer

Weekly reach in the age group 25-54



Aito Iskelmä, Sanoma

Radio is also listened to alongside other activities



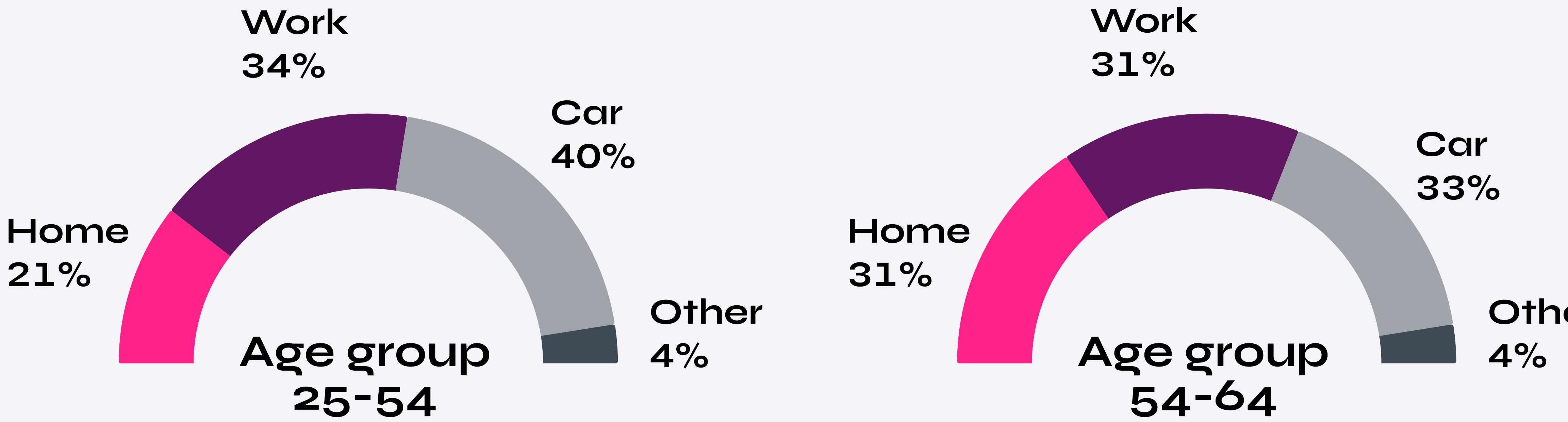
Radio is a true "hands free" media, accompanying listeners from dawn to dusk.

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 listened to at home, in the car, and at work – everywhere



Live radio and audio on demand complement each other

Live radio

offers boost and company with the familiar voices of listener's favourite station. It's all about keeping up to date and feeling part of the wider world.

On-demand-music

is listened to when people want to affect their own mood.

Podcasts

are listened for entertainment and to pass the time. One seeks to learn or deepen understanding of a particular topic.



Loop, Sanoma

Radio is much more than just sound – it enables live interaction

Radio was the first social media where listeners could participate in shows. It still enables real-time discussions, unlike newspapers or television. Many radio stations and hosts also gather large and interactive fan communities on social media platforms.

Radio continues to be the most important source for discovering new music: while every fourth Spotify user picks songs from TikTok, even more – every third – picks songs from radio.*



NRJ has over 160,000 followers on TikTok.



In 2024, **Suomipop Festival** was held simultaneously in two cities and drew over 50,000 attendees.



Nearly two million Finns (44%) attended a paid concert or festival between January–July 2024.*

Radio station-organized festivals, concerts, and events attract hundreds of thousands of fans annually.



Iskelmä gala 2024, Portion Boys on stage

Sold-out radio cruises are a compelling concept combining Finns' favorite things: radio hosts, music, and cruises!

Radio Rock has already held over 30 cruises!

*Source: Teosto, Musiikin kuuntelu Suomessa 2024 (Music Listening in Finland 2024)

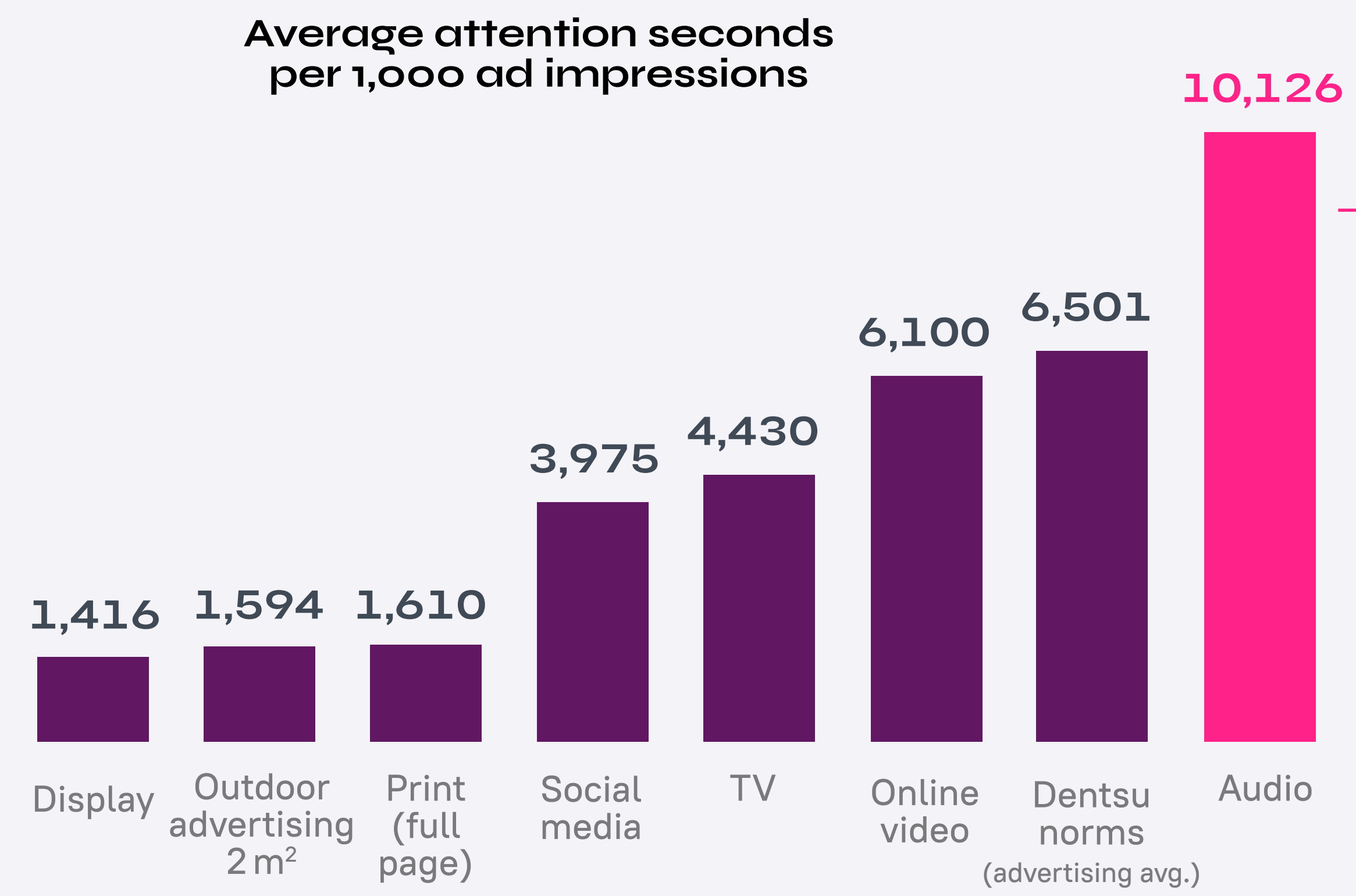
5 Audio advertising gets attention

You can close your eyes, but not your ears.



Radio 957, Bauer Media

The attention gained by audio advertising is superior



In media advertising, attention measures how much consumers actually notice ads across different media environments – has the advertising truly captured attention?

Audio ads gain 56% more attention seconds compared to other advertising on average.

In many other media environments, a large portion of ads go unnoticed, resulting in wasted advertising investments.

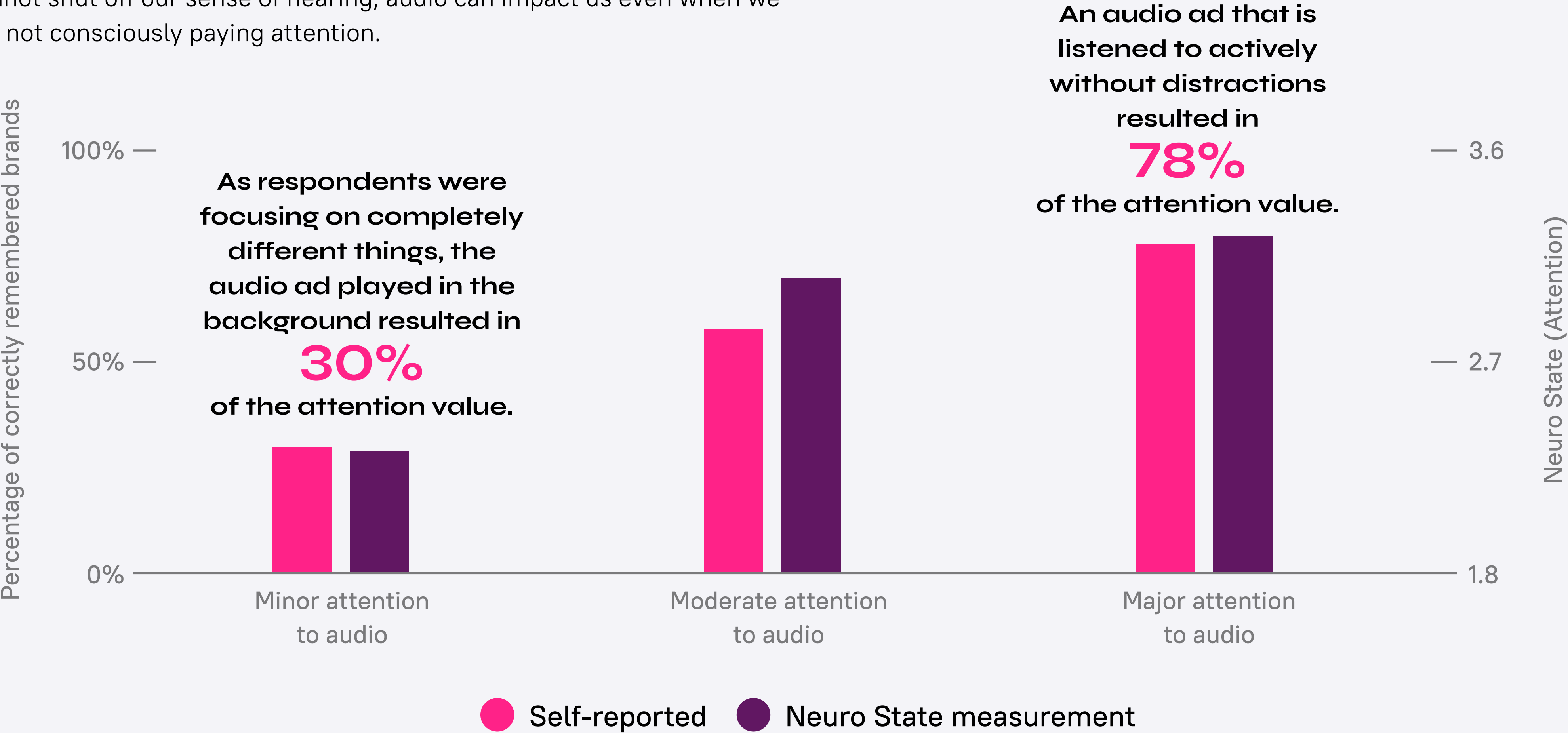
Advertising efficiency can be improved by targeting media where ads attract more attention.

A growing body of research shows that attention metrics predict the business impact of advertising better than mere exposure.

Furthermore, attention measurement can help reduce the carbon footprint of media advertising. More accurately targeted campaigns reduce wasted exposure, promoting both economic and ecological benefits.

Audio is "always on"

Our brains unconsciously process what we hear all the time. Because we cannot shut off our sense of hearing, audio can impact us even when we are not consciously paying attention.



Source: Mumbrella360, ARN Neurolab 2022

Sound influences effectively:

Audio advertising evokes personal experiences and images

That is why it is so impressive.

1 CAPTURES ATTENTION, INCREASES BRAND RECALL

Attention is essential to make advertising effective.

Audio advertising achieves 56% higher attention value than average advertising. Additionally, audio advertising increases brand recall 8% more effectively than other media.

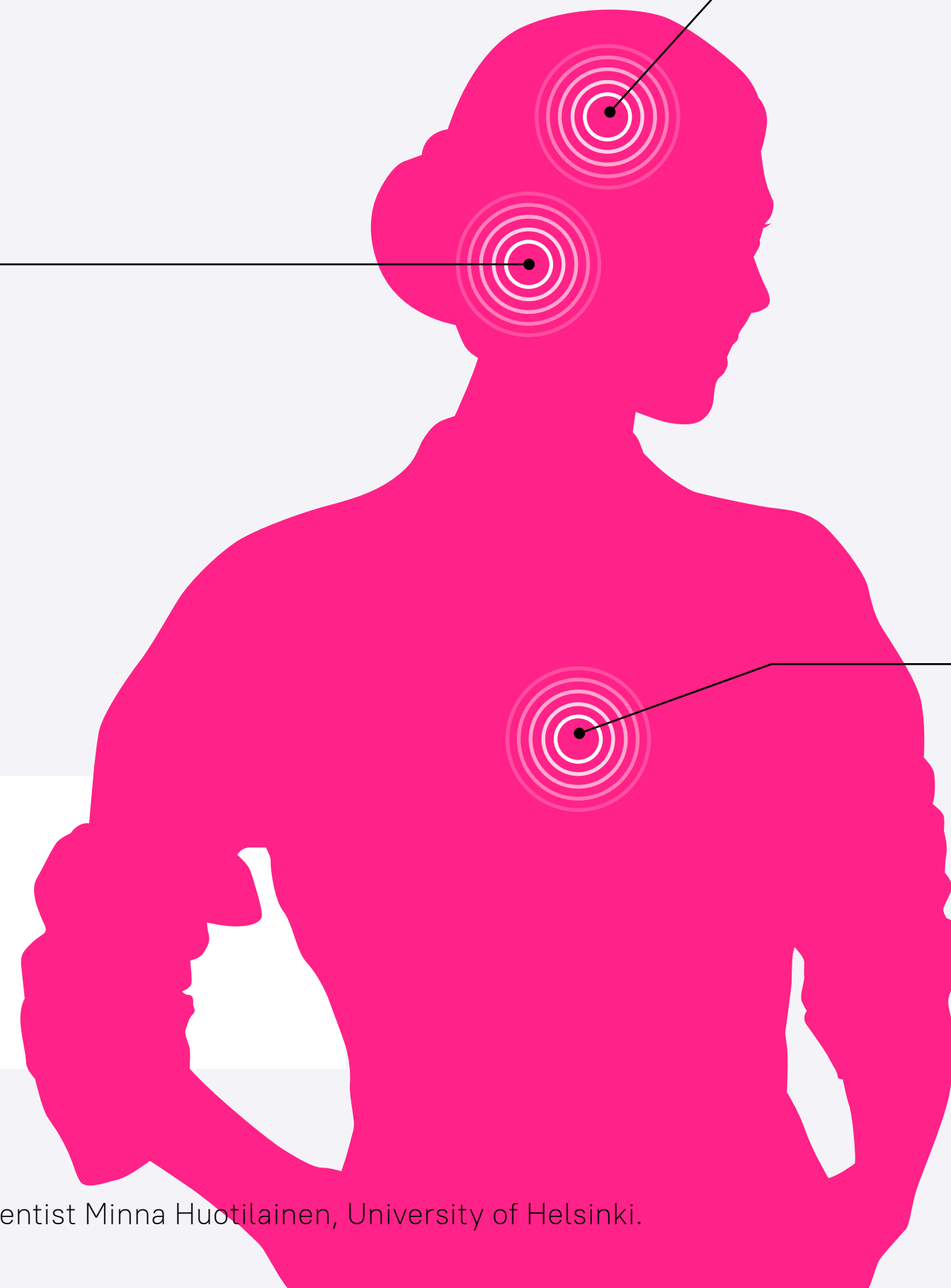
Consistent use of voice across all media platforms effectively strengthens brand recognition and recall.

2 REACHES AND IMPACTS

A single sound triggers tens of thousands of personal memories in its listeners. The sound of a sizzling sauna stove evokes familiar sensations and the ambiance of one's own sauna with its scents and surroundings. A visual ad cannot achieve the same effect because a picture chosen by someone else is never personal. The awakening of personal imagery makes audio advertising more impactful than visual advertising. → Personal imagery influences emotions and 90% of purchasing decisions are based on emotion

3 PROVIDES TONE FOR ADVERTISING

Sound adds emotion to all advertising, including visual. For example, when you see the Coca-Cola logo, their theme music, such as 'Taste the Feeling' or the older 'I'd Like to Teach the World to Sing (In Perfect Harmony)', might start playing in your mind. Over the years, this music has been associated with the brand's joy, happiness, and togetherness, and it continues to evoke these feelings even when you only see the logo.



The various forms of audio advertising

Increase in effectiveness in audio campaigns with promotion vs. campaigns without promotion



Spot advertising is an effective and fast way to get the message across to a wide audience.

Radio offers versatile specialized solutions, including promotions, program collaborations, podcast partnerships, and dedicated podcast programs

Through **specialized solutions**, the brand engages the target audience more personally by strongly associating with favorite channels, programs, and personalities

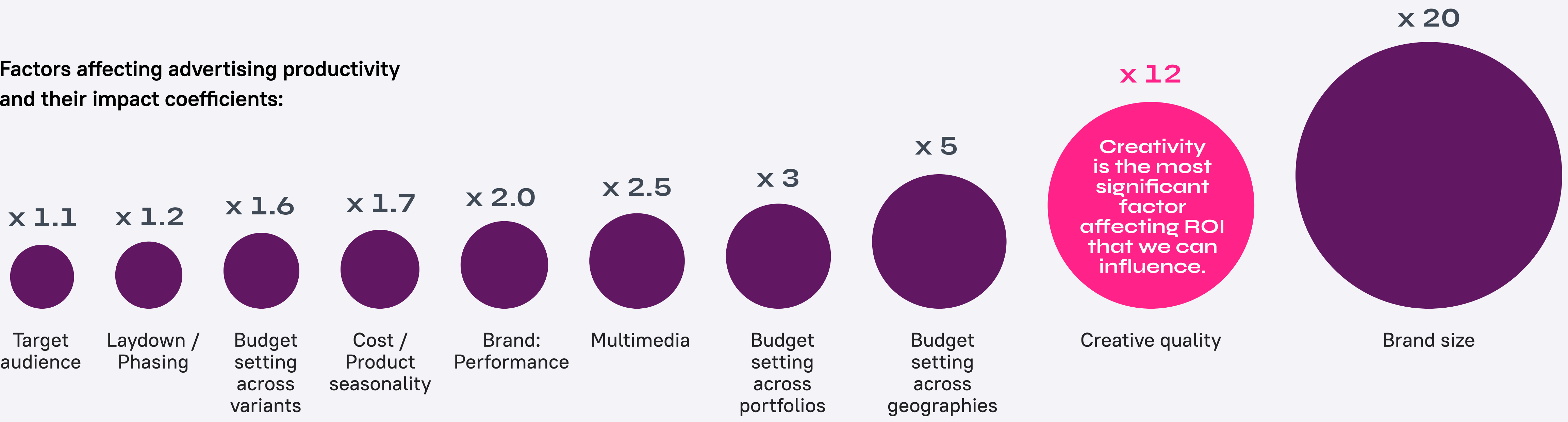
Digital specialized solutions enable targeting even niche audiences.

Specialized solutions significantly increase campaign awareness, brand differentiation, and appeal, as well as drive action.

Creative execution plays a significant role

50% of advertising effectiveness comes from creativity and 50% from media buying.*

Factors affecting advertising productivity and their impact coefficients:



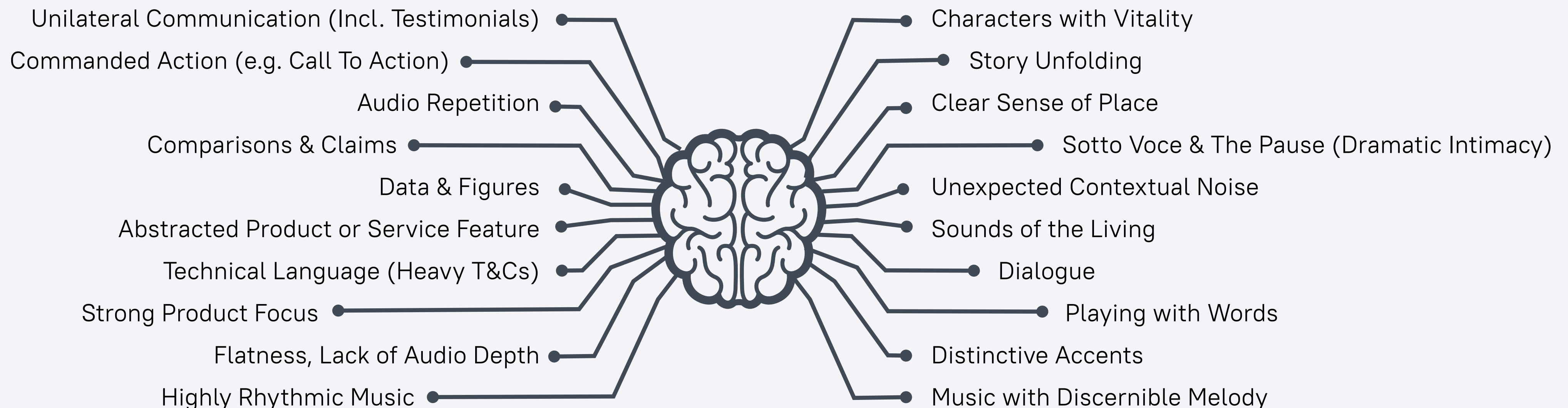
Sources: *Kantar and Accelero The drivers of Profitability 2023

Strategic or tactical, short-term or long-term goal:

The impact of creative solution on the effectiveness of audio advertising

Elements that influence the left hemisphere of the brain increases **purchase intentions**, and the impact is typically shorter-term.

Elements that influence the right hemisphere of the brain **build brand image** over the long term.



Better results with brand-sounding audio ads

The Four Cs of a Successful Audio Strategy ■ By Ralph Van Dijk, Eardrum

1 Codes – Audio identifiers and sonic logos

In a fragmented media environment, a brand's sonic identity acts as the glue that connects all touchpoints. TikTok's sound branding, for example, shows how a recognizable soundscape can build a global brand.

2 Consistency

In radio, where there are no visual elements, consistency in sonic identity is critical. Successful brands build a recognizable and long-term way of speaking to their audience.

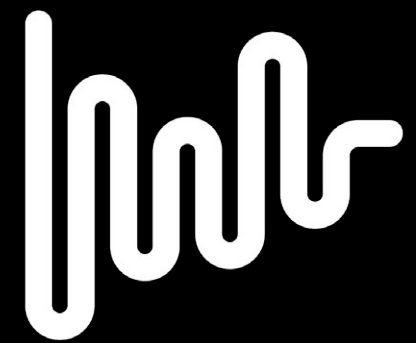
3 Consolidation

Radio gives a brand the opportunity to audibly and impactfully dominate its category. By focusing strategically and consistently on radio, a brand stands out – and is clearly heard above the competition.

4 Creativity

Listeners decide within seconds whether an ad interests them or not. The golden rule of radio advertising is to make the listener part of the ad – to leave room for imagination and invite them into the story.

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.

6

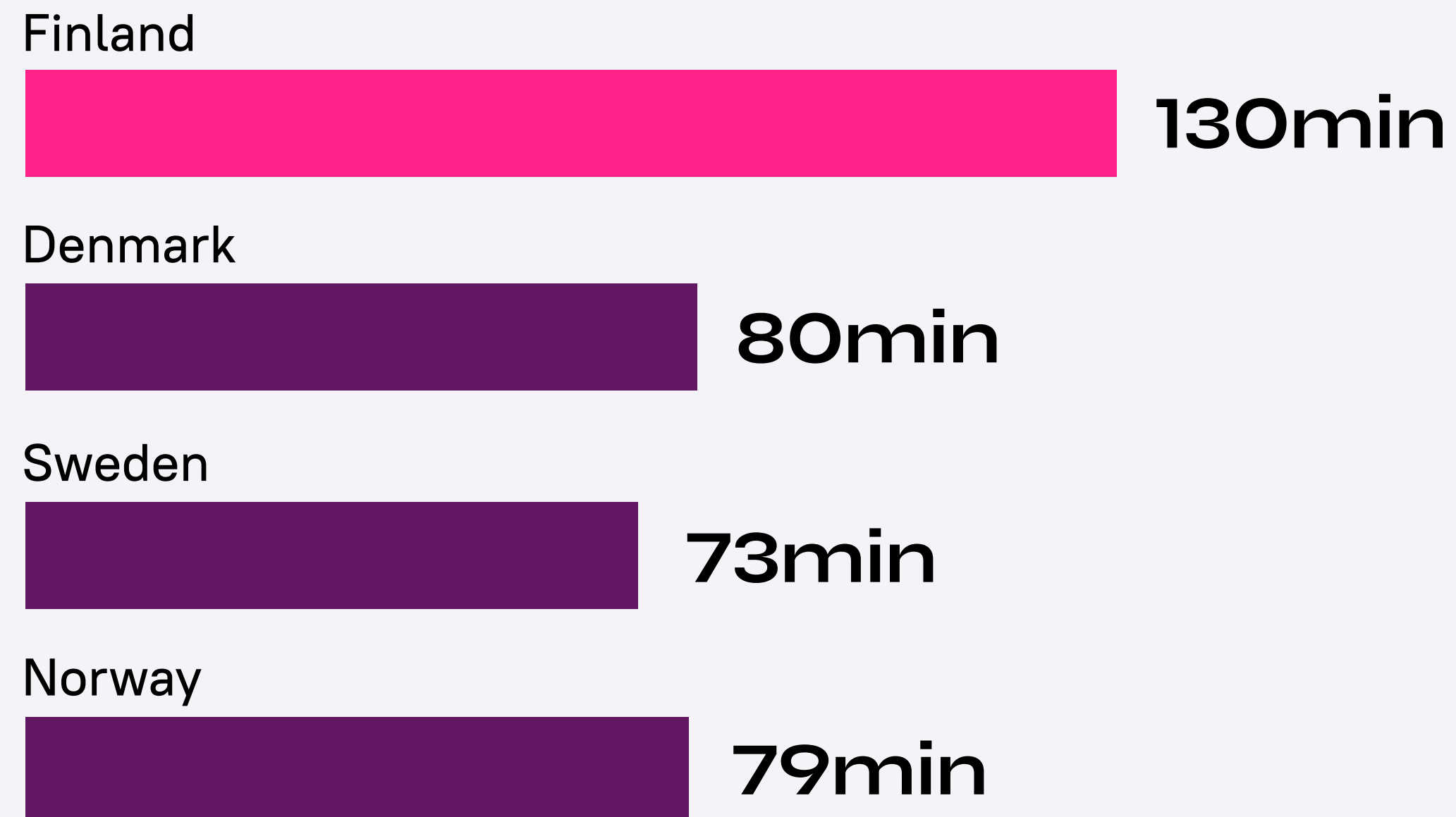
Finnish
commercial
radio holds
its own
internationally



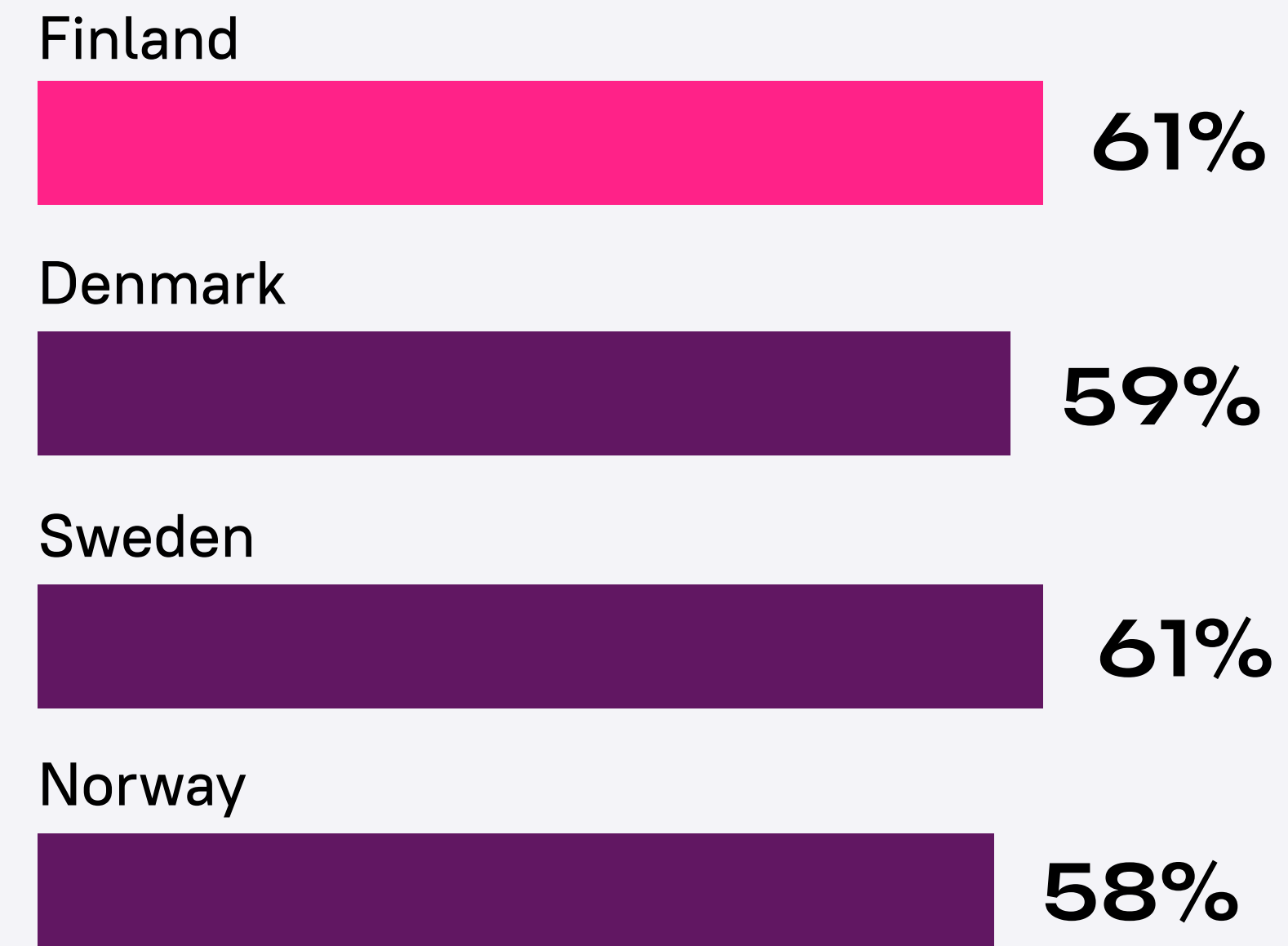
Julle Kallio, Radio Pori, Bauer Media, photo: Mika Toivanen

Finns listen to the radio the most of the Nordic countries

Daily minutes of listening to the radio in different Nordic countries

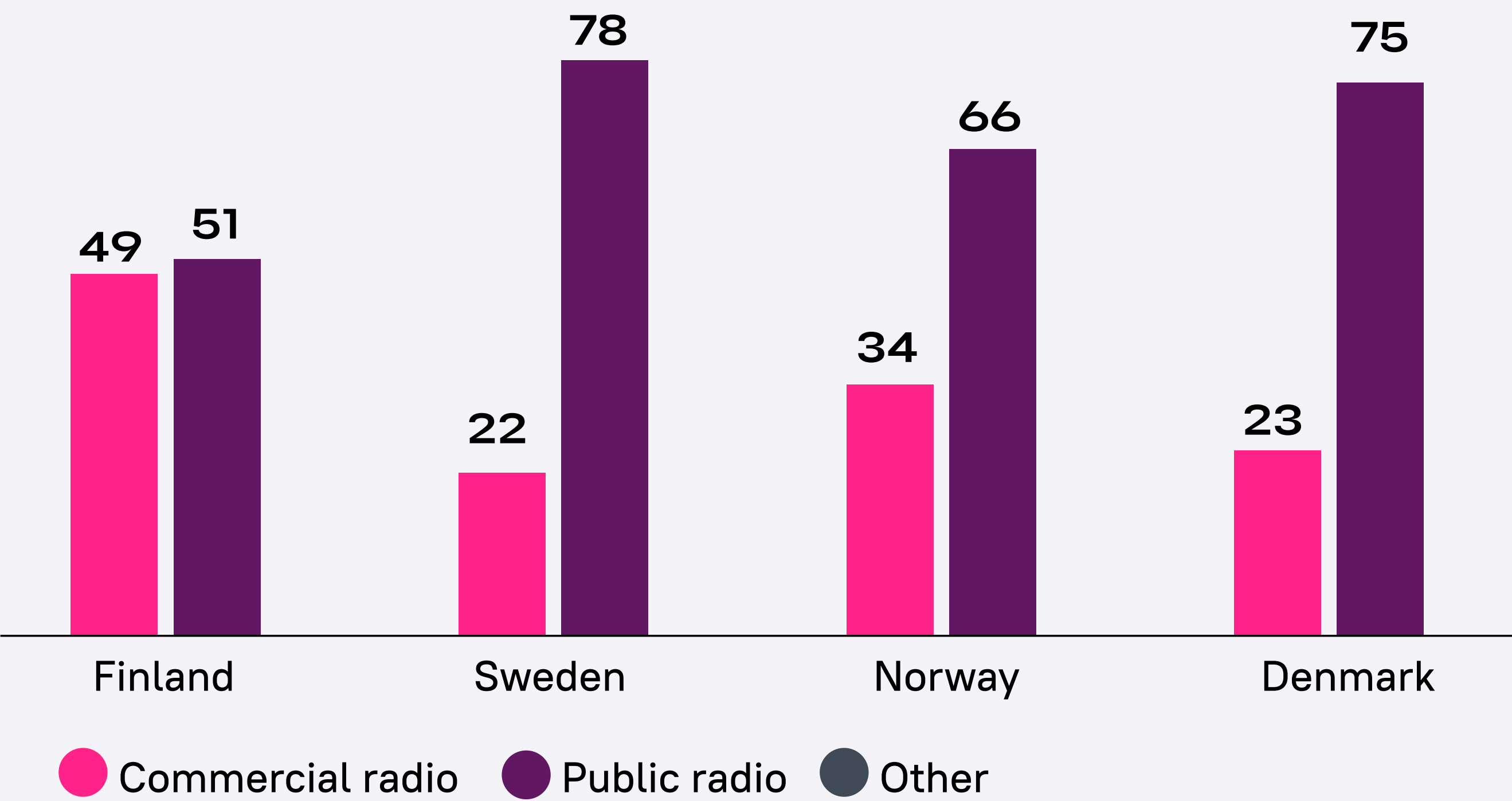


In different Nordic countries, radio reaches almost as many citizens, daily reach



Commercial radio is stronger in Finland than elsewhere in the Nordics

2024 share of listening, %



Sini Salmirinne and Ville Muikkula, Radio Kaleva

Source: Finnpanel/Finland, Kantar/Denmark, Nielsen Media Research/Norway, Kantar Sifo/Sweden.
Note: Different methodologies and target groups have been used in different countries and are therefore not fully comparable.

7

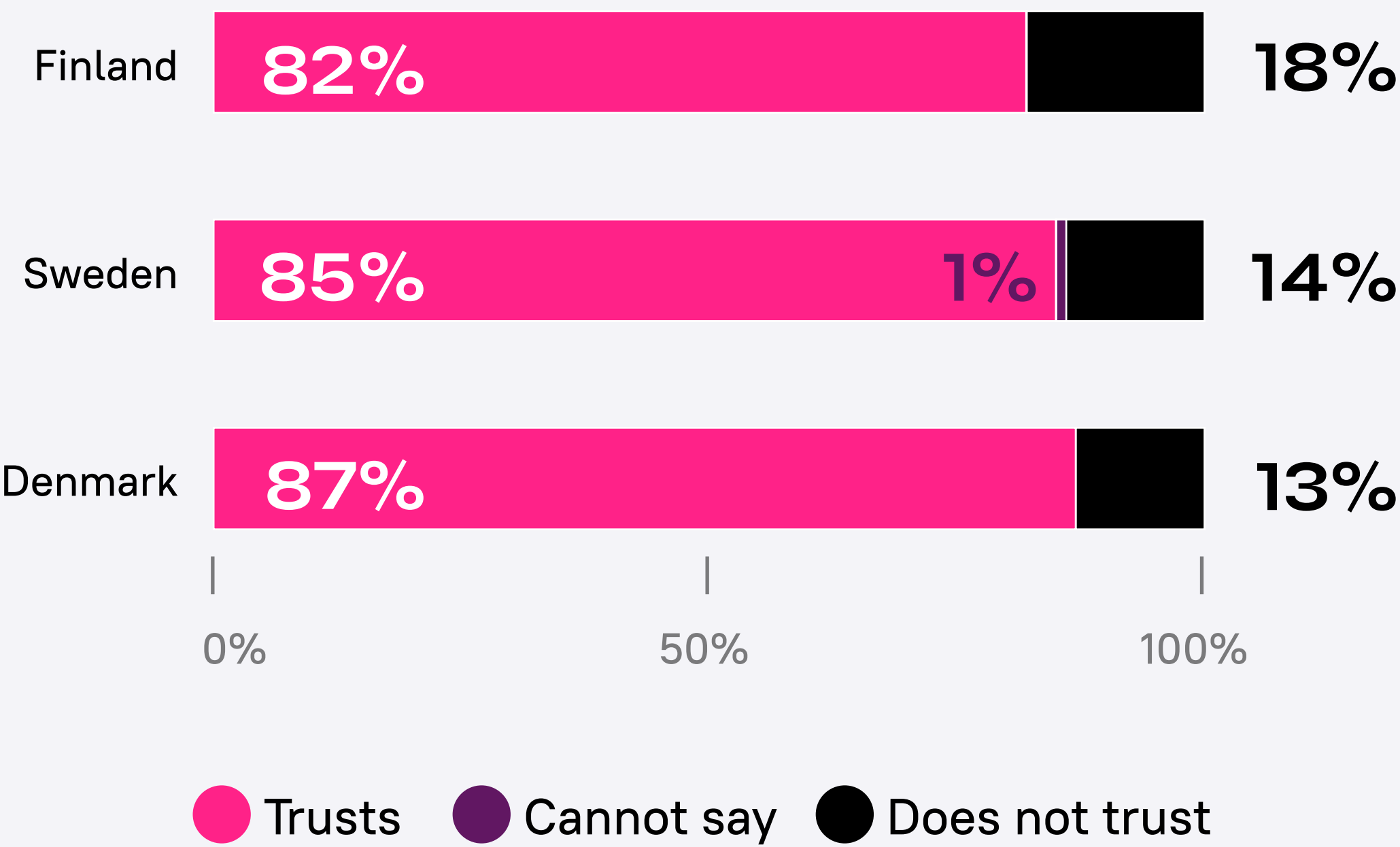
Radio is
a trusted
and
sustainable
media



Radio Nova, Minna and Kimmo, Bauer Media

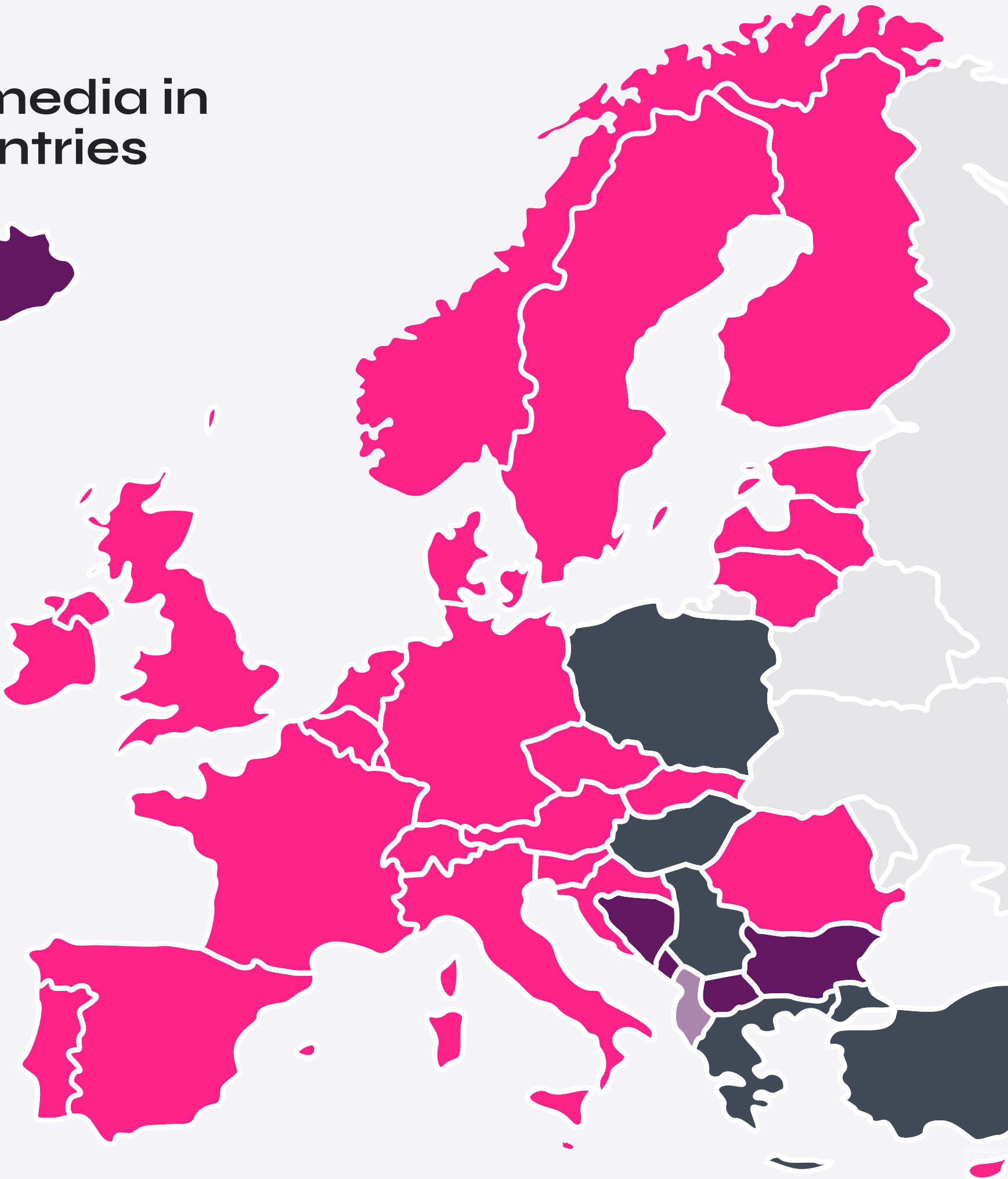
Radio is a trusted media

Radio is the most trusted media in Europe, particularly trusted in the Nordic countries



Most trusted media in European countries

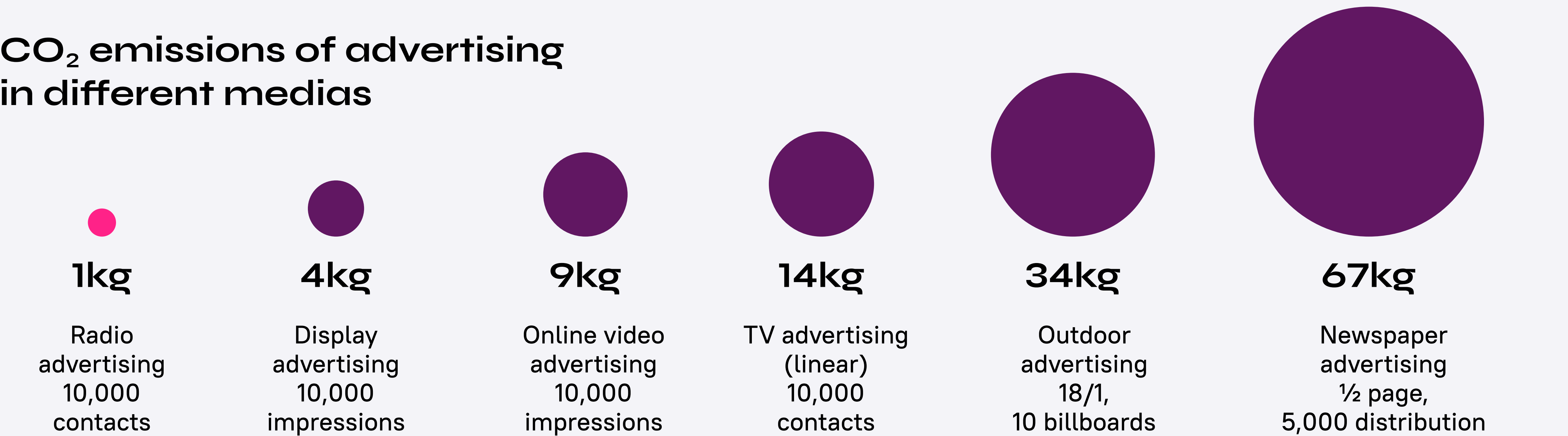
- Radio
- TV
- Print media
- Internet
- Social media



On an airwave of sustainability

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

CO₂ emissions of advertising in different medias



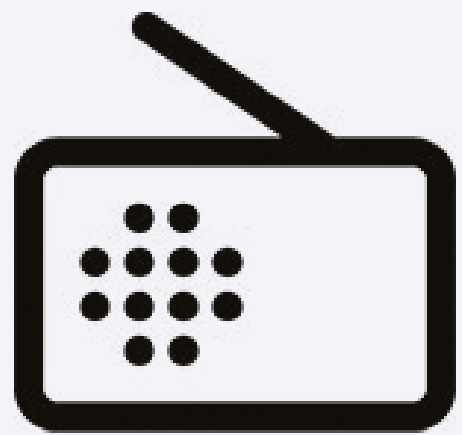
8

National Radio Survey



HitMix, Sanoma

Reliable information on radio listening every day of the year



18,174 Finns*

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

Over 18,000 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 also used in advertising sales and campaign planning**. Campaigns are planned with AudioPlanner.

RadioMedia

2025 ■ radiomedia.fi ■ follow us:  

