

# Finnish Mass Media 2020

## Mass media market

---

### Mass media market contracted in 2020

The value of the mass media market was about EUR 3.8 billion in 2020. The value of the market contracted by 3.1 per cent or EUR 120 million compared to the year before. The data are based on the calculations of Statistics Finland's mass media and cultural statistics.

#### Mass media market 2019 - 2020, EUR million

Mass media	2019 EUR mill.	2020 EUR mill.	2020 %	Change 2019-2020, %
Daily newspapers (7-4 times a week) <sup>1)</sup>	734	679	17.9	-7.5
Other newspapers <sup>1)</sup>	129	118	3.1	-8.5
Free-distribution papers <sup>1)</sup>	57	43	1.1	-24.6
Magazines and periodicals <sup>1)</sup>	400	370	9.8	-7.5
Books <sup>2)</sup>	526	489	12.9	-7.2
Publishing, total	1 846	1 699	44.9	-8.0
Television <sup>3)</sup>	1 307	1 339	35.4	2.4
Radio	75	60	1.6	-19.6
Internet advertising	460	528	14.0	14.8
Electronic media, total	1 842	1 927	50.9	4.6
Audio recordings <sup>4)</sup>	89	93	2.5	4.4
Videos (dvd, blu-ray)	23	19	0.5	-18.2
Cinemas	104	46	1.2	-55.3
Recorded media, total	216	158	4.2	-26.7
All total	3 904	3 784	100.0	-3.1

1) Digital newspapers included since 2010.

2) Electronic publications included (incl. audiobooks).

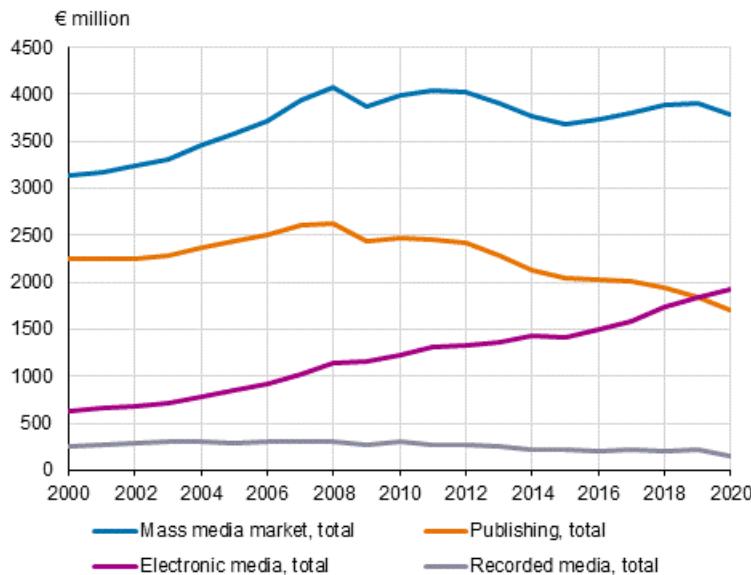
3) Including VOD. Including all Yle public service (tv, radio, web-service).

4) Including digital sales (incl. Spotify).

The value of the publishing industry weakened in all sectors included in Statistics Finland's calculations (incl. newspapers, free papers, magazines and periodicals and books). The share of advertising in newspapers' revenue contracted further. (Appendix table 2.)

The value of electronic media (incl. television, radio, Internet advertising) exceeded the value of the publishing industry for the first time in Statistics Finland's calculation. The growth of the mass media market has in recent years centred on electronic media as the publishing industry shrinks.

### Mass media market by sector in 2000 to 2020, EUR million



In 2020, the television industry was the biggest individual media industry with its volume of over EUR 1.3 billion. This corresponds to good one-third of the media market. The television industry includes the entire activity of the Finnish Broadcasting Company, television advertising and subscription fees to television services, which are cable TV basic fees and pay TV fees, including video on demand services (See Appendix table 5) The figures on pay TV activities and income from subscription fees compiled by the mass media statistics are, however, rough estimates based primarily on changes in the number of subscribers. Data on the number of subscribers are collected, for example, by Finnpanel.

The television industry grew, boosted by pay TV and, in particular, fees for video on demand services, by around two per cent compared to the previous year. According to data collected by Kantar TNS, television advertising contracted compared to the previous year, although the volume of online advertising grew.

According to Kantar's data, Internet advertising grew by over 15 per cent from the previous year and was EUR 528 million in 2020. The share of online advertising was thus almost one-half of all media advertising (around EUR 1.1 billion).

Besides television operations and Internet advertising, only sound recording sales grew in 2020 (+4% from 2019) among the sectors included in Statistics Finland's media market calculations. Most of the recording sales are digital sales, incl. listening via the streaming service Spotify. Private radio activities decreased as advertising sales went down by around 20 per cent from 2019. However, online advertising on the radio grew, but overall it is still quite modest.

Cinemas suffered particularly heavily from the restrictions on gatherings aimed at curbing the pandemic. Sales in cinemas contracted by 55 per cent from the previous year.

The figure describing physical video recording markets (incl. DVD, Blu-ray) is based on a calculation commissioned by the Finnish Film Foundation. The sales of video recordings continued to decrease between 2019 and 2020. However, the enchantment of moving pictures has not fallen in recent years but

rather grown when the number of subscribers to video on demand services are taken into consideration. In Statistics Finland's calculations of the mass media market, households' fees for video on demand services are currently included in the television industry.

Before the corona pandemic, the mass media market grew for four successive years. In 2012 to 2015, the mass media market contracted for four years in a row. Also, in connection with the 2009 financial crisis, the value of the mass media market decreased compared to the year before, when it dropped by five per cent from the previous year.

According to the calculations of the statistics on mass media, the corona year 2020 did not entail a drop in the mass media market like the one experienced during the financial crisis. The pandemic has increased Finns' need for information, for example, some newspapers managed to increase their subscriber numbers. There has been demand for entertainment and experiences during the shutdown period in society. The media has played a key role in meeting these needs. More detailed information on the development of the media sector during the pandemic can be found in the Finnish mass media statistics [review](#) (published on 3 December 2021 in Finnish).

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.

# Contents

## Tables

### Appendix tables

Appendix table 1. Sector shares of the mass media market 2000 - 2020, per cent.....	5
Appendix table 2. Breakdown of newspaper sales 2000 - 2020, per cent.....	5
Appendix table 3. Breakdown of magazine sales 2000 - 2020, per cent.....	6
Appendix table 4. Radio advertising 2000 - 2020, per cent.....	7
Appendix table 5. Television (terrestrial + cable + satellite) revenue 2000 - 2020, per cent.....	8

## Appendix tables

**Appendix table 1. Sector shares of the mass media market 2000 - 2020, per cent**

Year	Publishing per cent	Electronic media per cent	Recorded media per cent	Total per cent	Total EUR mill.
2000	72	20	8	100	3 133
2001	71	21	9	100	3 176
2002	70	21	9	100	3 231
2003	69	22	9	100	3 311
2004	68	23	9	100	3 464
2005	68	24	8	100	3 584
2006	67	25	8	100	3 724
2007	66	26	8	100	3 938
2008	64	28	8	100	4 079
2009	63	30	7	100	3 870
2010	62	31	7	100	3 995
2011	61	32	7	100	4 046
2012	60	33	7	100	4 030
2013	58	35	7	100	3 904
2014	56	38	6	100	3 771
2015	55	39	6	100	3 679
2016	54	40	6	100	3 732
2017	53	42	6	100	3 810
2018	50	45	5	100	3 881
2019	47	47	6	100	3 904
2020	45	51	4	100	3 784

Source: Statistics Finland/Media statistics

**Appendix table 2. Breakdown of newspaper sales 2000 - 2020, per cent**

	Dailies			Other newspapers		
	Advertising, per cent	Subscriptions and single copy sales, per cent	Total, per cent	Advertising, per cent	Subscriptions and single copy sales, per cent	Total, per cent
2000	58	42	100	59	41	100
2001	56	44	100	57	43	100
2002	54	46	100	54	46	100
2003	53	47	100	53	47	100
2004	53	47	100	54	46	100
2005	54	47	100	53	47	100
2006	55	45	100	53	47	100
2007	55	45	100	53	47	100
2008	55	45	100	54	46	100
2009	48	52	100	52	48	100
2010	49	51	100	51	49	100
2011	52	48	100	50	50	100
2012	50	50	100	51	49	100
2013	47	53	100	48	52	100
2014	45	55	100	48	52	100
2015	45	55	100	46	54	100
2016	45	55	100	46	54	100

	Dailies			Other newspapers		
	Advertising, per cent	Subscriptions and single copy sales, per cent	Total, per cent	Advertising, per cent	Subscriptions and single copy sales, per cent	Total, per cent
2017	44	56	100	47	53	100
2018	43	57	100	45	55	100
2019	41	59	100	44	56	100
2020	36	64	100	38	62	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. NB. The figures have been revised in July 2018: breakdown of non-dailies' (other newspapers) sales was previously falsely registered for 2014, 2015 and 2016. Source: News Media Finland (prev. Finnish Newspapers Association)

**Appendix table 3. Breakdown of magazine sales 2000 - 2020, per cent**

	Subscriptions, per cent	Single copy sales, per cent	Advertising, per cent	Total, per cent
2000	59	8	33	100
2001	59	9	32	100
2002	60	9	31	100
2003	61	9	30	100
2004	62	9	30	100
2005	62	8	30	100
2006	62	8	30	100
2007	63	7	30	100
2008	64	7	29	100
2009	69	7	24	100
2010	70	7	23	100
2011	68	7	25	100
2012	70	7	22	100
2013	73	7	20	100
2014	74	7	19	100
2015	74	8	18	100
2016	77	7	17	100
2017	77	7	17	100
2018	76	6	17	100
2019	75	7	18	100
2020	76	8	16	100

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

**Appendix table 4. Radio advertising 2000 - 2020, per cent**

	National advertising, per cent	Local advertising, per cent	Total, per cent
2000	50	50	100
2001	53	48	100
2002	57	43	100
2003	60	40	100
2004	63	37	100
2005	61	39	100
2006	63	37	100
2007	69	31	100
2008	70	30	100
2009	71	29	100
2010	74	26	100
2011	75	25	100
2012	75	25	100
2013	73	27	100
2014	73	27	100
2015	70	30	100
2016	70	30	100
2017	71	29	100
2018	71	29	100
2019	72	28	100
2020	74	27	100

Source: RadioMedia

**Appendix table 5. Television (terrestrial + cable + satellite) revenue 2000 - 2020, per cent**

	TV licence fee / Yle tax, per cent	Advertising, per cent <sup>1)</sup>	Subscriptions		Total, per cent
			Pay-TV, per cent <sup>2)</sup>	Cable TV basic fees, per cent	
2000	49	37	3	11	100
2001	52	33	4	11	100
2002	50	33	4	13	100
2003	49	33	4	15	100
2004	49	33	4	14	100
2005	48	31	9	11	100
2006	46	31	12	11	100
2007	43	30	16	10	100
2008	40	28	22	9	100
2009	42	25	23	9	100
2010	41	27	23	9	100
2011	40	28	22	10	100
2012	42	27	22	10	100
2013	43	26	22	10	100
2014	43	24	23	10	100
2015	44	24	23	10	100
2016	42	23	25	10	100
2017	41	21	28	10	100
2018 <sup>3)</sup>	38	21	31	10	100
2019 <sup>3)</sup>	37	20	34	10	100
2020	36	18	35	11	100

The figures are estimates. Source: Statistics Finland/Media statistics Estimates based on data from: FiCom, Ficora, Finnpanel, Kantar TNS, Company reports

1) Digital advertising included as of 2018.

2) Including VOD.

3) The figures for 2018 and 2019 have been revised in Dec 2021.

## Inquiries

Kaisa Saarenmaa      029 551 3517  
Head of Department in  
charge:  
Hannele Orjala

joukkoviestimet.tilastokeskus@stat.fi  
[www.stat.fi](http://www.stat.fi)

Source: Mass media and cultural statistics. Statistics Finland