

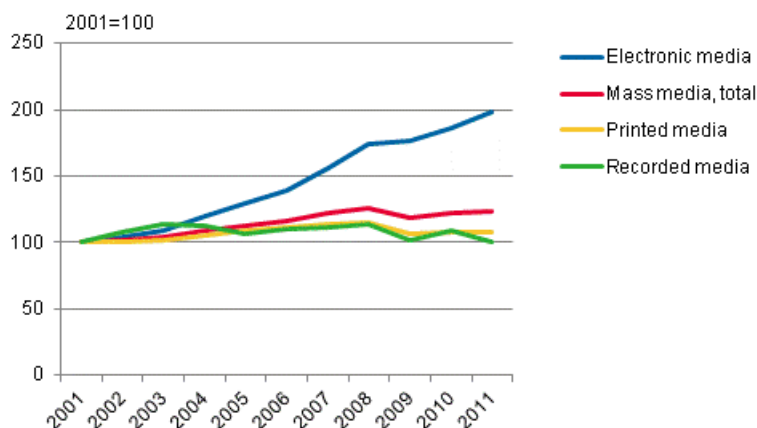
Mass media statistics 2011

Mass media market

Turnover of electronic media doubled since 2001

Over the 2000s, the growth of the mass media market has hinged mostly on electronic media. The combined turnover of television, radio and web media has doubled. Printed media and especially recorded media were in 2011 only barely over the level at the start of the millennium.

The development of mass media market, 2001=100



In 2011, growth was weak (+1%) in the mass media market as a whole. The total value of Finland's mass media market was EUR 4.3 billion.

Electronic media still grew clearly (+ 7%) in 2011. For the first time, television passed the EUR one billion mark. Compared to the previous year, the volume of printed media remained unchanged.

Recorded media went down by eight per cent from the previous year. The drop was biggest for video recordings (- 12%).

Mass media market volume in Finland 2010 - 2011, EUR million

	2010 EUR mill.	2011 EUR mill.	2011 %	Change % 2010-11
Daily newspapers (7-4 times a week) ¹⁾	986	1 001	23	2
Other newspapers ¹⁾	125	127	3	1
Free-distribution papers ¹⁾	78	83	2	7
Magazines and periodicals	705	680	16	-4
Books ¹⁾	577	581	13	1
Printed directories & direct mail	298	291	7	-2
Printed media, total	2 769	2 763	64	0
Television ²⁾	970	1 028	24	6
Radio	55	60	1	10
Internet advertising	204	221	5	8
Electronic media, total	1 229	1 309	30	7
Phonograms ¹⁾	80	77	2	-4
Videos	148	130	3	-12
Cinemas	69	68	2	-2
Recorded media, total	297	274	6	-8
All total	4 294	4 346	100	1

1) Digital sales included.

2) Also includes YLE public service radio.

The calculations presented here describe the mass media market at the 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 newspapers.

Contents

Tables

Appendix tables

Appendix table 1. Mass media market volume in Finland 2001 - 2011.....4

Appendix tables

Appendix table 1. Mass media market volume in Finland 2001 - 2011

	Printed media EUR million	Electronic media EUR million	Recorded media EUR million	Total EUR million
2001	2 579	660	272	3 511
2002	2 586	688	292	3 566
2003	2 628	722	309	3 660
2004	2 722	789	304	3 815
2005	2 796	857	288	3 942
2006	2 871	915	300	4 085
2007	2 945	1 027	303	4 275
2008	2 964	1 148	309	4 421
2009	2 738	1 162	276	4 175
2010	2 769	1 229	297	4 294
2011	2 763	1 309	274	4 346

Suomen virallinen tilasto
Finlands officiella statistik
Official Statistics of Finland

Culture and the Media 2012

Inquiries

Tuomo Sauri 09 1734 3449

Director in charge:

Riitta Harala

joukkoviestimet.tilastokeskus@stat.fi

www.stat.fi

Source: Mass media and cultural statistics. Statistics Finland