

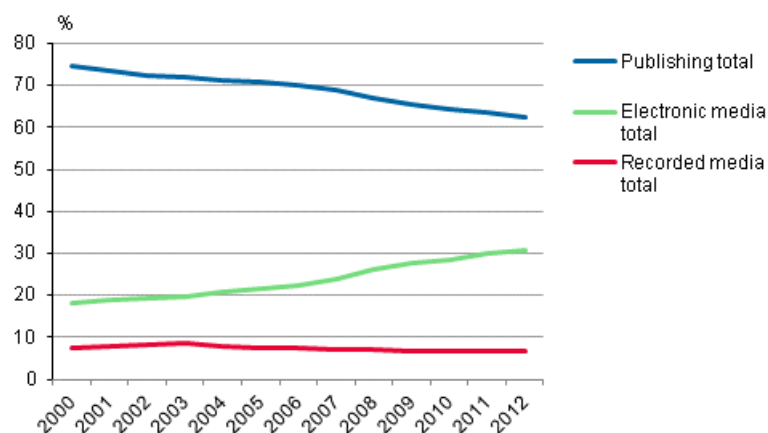
Mass media statistics 2012

Mass media market

Market trends in mass media stayed unchanged in 2012

Over the 2000s, the growth of the mass media market has hinged mostly on electronic media. The combined income of television, radio and web media has more than doubled. The share of publishing activities in the mass media market has decreased clearly. In 2012, the overall value development of the media market was slightly negative according to Statistics Finland. Around EUR 20 million disappeared (-0.5%). The size of the media market amounted to EUR 4.3 billion.

Sector shares of the mass media market in Finland in 2000 to 2012, per cent



The growth in euros continued in electronic media but was clearly slower than before. Income from publishing activities decreased by some two per cent.

The best growth in electronic media was witnessed by Internet advertising (+10%). Growth in television activities amounted to around one per cent.

The figures in publishing activities were negative apart from newspapers published one to three times per week.

Advertising revenues from printed papers decreased clearly. Subscription sales was affected by the increased prices as a result of a nine per cent value added tax that was added to newspaper and magazine subscriptions

from the beginning of 2012. The share of digital income in total newspaper sales was only around four per cent according to the Finnish Newspaper Association's data.

Cinemas battled the general trend and achieved a 20 per cent income growth. The viewer share of domestic films was record high. The clear drop in the sales of video recordings continued in 2012 (-11%).

Mass media market volume in Finland in 2011 - 2012, EUR million

	2011 EUR mill.	2012 EUR mill.	2012 %	Change % 2011-12
Daily newspapers (four to seven times a week) ¹⁾	1 001	996	23	-0,51
Other newspapers ¹⁾	127	136	3	7,4
Free-distribution papers ¹⁾	83	76	2	-8,2
Magazines and periodicals	680	650	15	-4,4
Books ¹⁾	570	562	13	-1,4
Printed directories & direct mail	291	282	7	-3,1
Publishing, total	2 752	2 703	62	-1,8
Television ²⁾	1 028	1 039	24	1,1
Radio	60	58	1	-3,2
Internet advertising	219	240	6	10,0
Electronic media, total	1 307	1 338	31	2,4
Phonograms ¹⁾	77	77	2	1,0
Videos	144	128	3	-10,8
Cinemas	68	81	2	19,7
Recorded media, total	288	287	7	-0,5
All total	4 347	4 327	100	-0,5

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.

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Appendix tables

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Year	Publishing per cent	Electronic media per cent	Recorded media per cent	Total per cent	Total EUR mill.
2000	75	18	7	100	3 451
2001	73	19	8	100	3 510
2002	73	19	8	100	3 564
2003	72	20	8	100	3 657
2004	71	21	8	100	3 812
2005	71	22	7	100	3 936
2006	70	22	7	100	4 076
2007	69	24	7	100	4 273
2008	67	26	7	100	4 419
2009	66	28	7	100	4 174
2010	64	29	7	100	4 293
2011	63	30	7	100	4 347
2012	62	31	7	100	4 327

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