

# Finland - Media Landscape

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## Overview

In 2015, the value of the Finnish mass media market was €3.7bn, a decrease of three percent from the previous year. Dailies decreased by five percent, but non-dailies increased by two percent. Since 2000, publishing has slipped from more than 70

percent of the media market to 57 percent. Newspapers, including free sheets, still account for 28 percent of turnover and 36 percent of advertising in media.

Up to 91 percent of the total sales of the dailies and non-dailies came from print and 9 percent from online publishing. Regarding digital revenue, online advertising was 73 percent and subscriptions 27 percent. As late as 1988, the daily newspaper earnings from advertising amounted to 71 percent and 29 percent was from subscriptions. The scales were turned in 2015, as dailies made 45 percent of their revenue from advertising and 55 percent from subscriptions. Newspapers are now more than ever dependent on their subscribers.

The great majority of newspapers are non-affiliated and independent. Party newspapers are a curiosity in Finland at just a few percent of the total. Competition among daily newspapers in any town is rare. Only in the Helsinki metropolitan area is there more than one Finnish-language daily newspaper.

According to Kantar TNS, in 2016 advertising in Finland decreased nine percent in magazines, four percent in newspapers and one percent in TV, but increased three percent in radio and 13 percent online, excluding search engines.

The Finnish national readership survey shows that printed newspapers are by far the preferred way to follow newspaper contents in the spring of 2016. Of the population aged 9+, a total of 80 percent read a printed newspaper every week. Reading on a computer is the second favoured, as 51 percent of the population do so. People reading newspapers on a mobile phone nearly equal the amount of people reading them on a computer. Reading newspapers on a tablet is gaining popularity, too.

At the top of all websites (week 01/2017) are two tabloids, *Ilta-Sanomat* by Sanoma Corporation with 2.1 million weekly visitors and *Iltalehti* by Alma Media with 1.9 million visitors. Third is Yle, the public broadcasting company with 1.8 million visitors and fourth is the largest Nordic daily, *Helsingin Sanomat* by Sanoma Corporation, with 1.5 million visitors. Fifth is the oldest commercial TV company MTV, owned by Bonnier group Sweden, with 1.4 million visitors.

An overwhelming majority, or 95 percent, of Finnish newspapers are non-affiliated. There were 66 party-affiliated newspapers in 1946, 43 in 1965, 18 in 1997 and nine printed party papers in 2016.

There is no general press subsidy in Finland. A party can decide how much of its parliamentary subsidy it allocates to its publications. Parties have increasingly invested in the development of their websites and their presence in social media.

Journalism is an independent and open profession. The membership in the Union of Finnish Journalists is based on occupational criteria, not on educational background or formal qualifications. The share of journalists having a formal degree has steadily risen.

Increasing online publishing and video use at print media websites require new skill sets. Due to the fragmentation of journalistic work, many institutions offer continuing education: Universities and universities of applied sciences with their continuing training centres and media companies with in-house training.

Finnish journalists work under numerous professional titles, such as journalists (newspapers, magazines, radio, television, websites), freelance editors, chief editors, photographers, video photographers, communication officers, communication entrepreneurs, publishing editors, graphic artists, translators as well as teachers and researchers of communication, journalism and media.

According to Statistics Finland, a total of 14,244 people were employed in journalistic and film and photography professions in 2014, of which: print journalists were 36 percent, radio and television journalists 19 percent, broadcasting and audio-visual

technicians 15 percent, photographers 15 percent, production assistants and other stagecraft associate professionals eight percent, managing editors and subeditors five percent and announcers on radio and television and other media two percent.

The Finnish mass media market is lightly regulated and mainly subject to self-regulation. Radio and television broadcasting licenses are regulated. No licence, permit or registration is required for setting up a newspaper or other publication and online media operate free of licences, permits and registrations. The state does not intervene in the operations of media companies, unless the law is broken. State bodies control and regulate media operations with subsidies and taxation and by awarding licences, including for broadband services and the postal service.

In 2016, the value added tax (VAT) for print newspaper and magazine subscriptions was 10 percent, the same as for printed books. For single-copy sales of print and digital editions of newspapers and magazines, the VAT was 24 percent, the same as for electronic books.

The Ministry of Transport and Communications grants a discretionary subsidy to newspapers published in national minority languages and their corresponding online publications. Subsidies are also granted to Swedish-language news services run by the sister company of Finnish News Agency. The discretionary subsidy by the government has been a constant €0.5m per year.

The Ministry of Education and Culture grants an annual subsidy payable afterwards to cultural periodicals and to libraries for subscriptions. Periodicals maintaining societal discussion about culture, science, art or religious life may apply for the subsidy.

Terrestrial television broadcasting licences are awarded by the state. Yle is a state-owned company and its operations are regulated by the Act on Yle. The state has to own at least 70 percent of the shares of Yle. Currently, the state has a 99.98 percent stake.

There are no legal constraints or limits on foreign ownership in the media market in Finland.

## Media

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### Print

In 2014, the newspaper publishers started to publish in their annual special issue of the industry magazine [Suomen Lehdistö](#) (Finnish Press) two different figures for newspaper circulation: The total circulation and circulation. The total circulation is the amount of sold copies and corresponding digital copies. The circulation figure is the amount of sold copies (subscriptions and single copies) of the print newspaper. However, of all 39 dailies issued 4-7 times a week that have audited their circulations, just 25 papers announced the new total circulation for the year of 2015.

In 2016, newspapers made 10.6 percent of their total sales from digital publishing and 89.4 from print publishing. The proportion of the online sales over the total sales was 7.3 percent for dailies, 2.0 percent for local papers and 1.2 percent for the free papers. Regarding the total digital revenue, web advertising was €61m or 73 percent, and subscriptions were €22m or 27 percent.

According to the Reuters Institute Digital News Report 2016, Finland is still number one in total newspaper reach among the

twelve surveyed countries. Combined reach of print and online newspapers was 93 percent. The Finnish [National Readership Survey 2015](#) (NRS) puts the combined reach of 38 print and online newspapers at 90 percent, based on total reach for print and weekly reach for online. These numbers show how strong a role newspapers play in the daily life of Finns.

All online services by newspapers combined reached more Finns weekly than print editions did. In spring 2016, 80 percent of Finns read a printed newspaper every week, 51 percent read newspapers on a computer, 46 percent on a mobile phone and 28 on a tablet (National Readership Survey 2017).

Finns expect to read more newspapers online in five years' time, but according to the survey, printed newspapers will continue to be a more widely used medium. In five years, 29 percent of Finns expect not to be reading any paid-for newspapers. During the three-year period of the study, this amount steadily increased by a few percentage points year by year.

According to [Kantar TNS's](#) report for 2016, newspapers still receive the largest share of media advertising expenditure. Newspapers published 1-7 times a week received 29.0 percent or €339m of total expenditure. Online advertising was second with 27.8 percent or €324m, of which advertising in online newspapers is about one fifth. The advertising in free newspapers was 5.2 percent of the total media advertising expenditure. In total, the newspapers and free newspapers accounted for 34.2 percent or €400m of media advertising expenditure in 2016. However, the advertising expenditure in the print media ? in newspapers and magazines ? declined by 5.3 percent compared to 2015. Respectively, the advertising expenditure in the electronic media – in television, the Internet, radio and cinema – increased by 5.9 percent.

Newspaper closures in Finland have so far been rare. More common are reductions in print frequency. During the past five years, more than 30 newspapers have decreased their print frequency, as publishing online has become more common for all papers. However, online advertising revenue has failed to meet the expectations of many papers. Newspapers continue to develop their online presence and there is an increasing interest in reducing the amount of content online for non subscribers.

Among the all dailies, the largest newspaper, [Helsingin Sanomat](#), gets the largest share of its total circulation from the digital edition. In 2016, 78 percent of the total circulation of 321,828 copies came from the printed version and 22 percent or 69,770 copies from digital editions.

In 2015, of the 180 subscribed-to newspapers, 43 are dailies published 4-7 times a week and 137 are local papers published 1-3 times a week. The two afternoon tabloids, *Ilta-Sanomat* and *Iltalehti* have not audited their circulations after 2014. The circulation figures in the following considerations are based mainly on 2016 and in some cases on previous years.

The main products of the print industry in Finland are printed and digital editions of daily newspapers, non-daily newspapers, free newspapers, magazines, periodicals and books. In 2015, the total newspaper sales, consisting of subscriptions and single-copy sales of printed newspapers and sales of their digital versions was €962m. The dailies accounted for €830m or 86 percent of the total and the non-dailies for €132m or 14 percent. ([Statistics Finland/Mass Media statistics.](#))

In 2015, print media was still 56.5 percent of the total mass media market, though its relative share has slowly decreased and that of electronic media has increased. The biggest share of the print media, 25.8 percent of the total volume, comes from daily and non-daily newspapers. The combined share of electronic media, television, radio and Internet advertising is 37.8 percent. The largest share in the electronic media sector comes from television, including commercial and public service television, at 28.4 percent. Internet advertising is second with 7.7 percent and radio is third with 1.7 percent. Audio recordings, DVDs and cinemas have a total share of 5.7 percent.

The mass media are highly influenced by fluctuations in the national economy. The impact of economic recession varies

between various media: the print media in particular have suffered from the weakening economy since autumn 2008. Reacting to the worsening economy, newspaper publishers have made structural changes, discontinued loss-making operations and taken cost-saving measures. The measures often take their toll on the printed version of the newspapers, while the online editions receive more funding.

In 2007, a governmental subsidy for transport, delivery and other costs of newspapers and also benefiting politically affiliated newspapers, was discontinued. Since 2008, there is only one type of government subsidy to newspapers. This discretionary subsidy is granted to newspapers published in national minority languages and their corresponding online publications. Subsidies are also granted to Swedish-language news services. Since 2008, the discretionary subsidy by the government has been a constant €0.5m per year. ([Ministry of Transport and Communications](#).)

In 2016, the value added tax (VAT) for print newspaper subscriptions was 10 percent ? the same as for books. For single-copy sales and digital versions of newspapers, the VAT is 24 percent ? the same as for digital versions of magazines and books. The public service TV licence fee was replaced with a public broadcasting tax in 2013.

It is important to note the changes in newspaper revenues from advertising and subscriptions and single-copy sales. In 1965, newspaper revenues from advertising were 74 percent and 26 percent came from subscriptions. In 1988, the daily newspaper earnings were 71 percent from advertising and 29 percent from subscriptions. In 2015, the shares switched places: dailies made 45 percent of their revenues from advertising and 55 percent from subscriptions. Revenue from online sales is included from 2010 onward. ([Statistics Finland/Media Statistics](#).) Due to the increased share of subscription revenue, newspapers have to pay more attention to their readers to better know their desires, interests and needs than some thirty years ago, so that they may produce better content.

The share of the publishing sector fell by 15 percent from 1997 to 2015 and that of electronic media rose by 17.8 percent. At the same time, the share of recorded media fell by 2.5 percentage points. Regardless of losses in total circulation and market volume, the newspaper industry has been relatively stable during the 70 post-war years.

The structure of the Finnish newspaper industry is mixed: it is based on a few national newspapers, on a wide provincial or regional daily press and on numerous local papers. These elements are significant due to their influence on where and how advertising is sold and how to find the types of advertisers that use newspapers for advertising. With a strong connection to local audiences, newspapers are able to provide content that is more closely focused on meeting the needs of news consumers.

The number of localities with three or four rival dailies has strongly decreased since the 1950s and Finland is now a country where just a single newspaper, issued 4-7 times a week, is published in each locality. Competition among daily newspapers in a locality is rare. There is only one city where more than one Finnish-language daily newspapers is published: the capital city of Helsinki.

In Helsinki, there are eight newspapers: the seven-day daily *Helsingin Sanomat*, the leading Swedish-language daily *Hufvudstadsbladet*, two nationwide six-day afternoon papers, *Ilta-Sanomat* and *Illtalehti*, and two other special newspapers, the five-day business daily *Kauppa-lehti* and the rural paper *Maaseudun Tulevaisuus*. Two party-affiliated weeklies, *Demokraatti* and *Kansan Uutiset Viikkolehti*, are also published.

With dailies and non-dailies, there are seven cities where more than one newspaper is published: Hämeenlinna, Kouvola, Kuopio, Oulu, Pori, Salo and Uusikaupunki.

In the southern city of Hämeenlinna the seven-day daily *Hämeen Sanomat* and the weekly *Keski-Häme* are published. In the

south-east city of Kouvola there are the seven-day daily *Kouvolan Sanomat* and the weekly *Elimäen Sanomat*. In the eastern city of Kuopio there are the seven-day daily *Savon Sanomat* and the weekly *Pitäjäläinen*. In the northern city of Oulu there are the seven-day daily *Kaleva*, the two-times-a-week *Rantapohja* and the weekly *Suomenmaa*, the party newspaper of the Centre Party.

In the west-coast city of Pori there are the seven-day daily *Satakunnan Kansa* and the weekly *Luoteisväylä* and the social-democratic weekly *Uusi Aika*. In the south-west city of Salo there are the six-day daily *Salon Seudun Sanomat* and the weekly *Perniönseudun Lehti*. In the south-west coast city of Uusikaupunki there are the five-day daily *Vakka-Suomen Sanomat* and the three-day-a-week *Uudenkaupungin Sanomat*.

Due to the history of Finland and its two official languages, the five cities, including Helsinki, where a Finnish-language and a Swedish-language newspaper are published, are all located on the southern and western coasts.

In Porvoo, the seven-day daily *Uusimaa* and the two-day paper *Östnyland* (in Swedish language) are published. In the former Finnish capital Turku there are the seven-day daily *Turun Sanomat* and the five-day daily *Åbo Underrättelser*. In Vaasa there are the seven-day daily *Pohjalainen* and the six-day daily *Vasabladet*. In Pietarsaari is the six-day daily *Österbottens Tidning* in Swedish and a weekly *Pietarsaaren Sanomat* in Finnish.

A weekly with Swedish and Finnish content in the same issue is published in two cities on the southern coast. The weekly *Hängötidningen - Hangonlehti* is published in the southern city of Hanko and *Pargas Kungörelser - Paraisten Kuulutukset* in Parainen.

There are two cities in mainland Finland, where newspapers are published just in Swedish: the west-coast city of Raasepori with the five-day daily *Västra Nyland* and Närpiö, in the province of Ostrobothnia, with the three-day-a-week paper *Syd-Österbotten*.

There is fierce competition in sales and circulation in just one city in Finland. In Maarianhamina, the capital of the autonomous province of the Åland Islands, there are two rival Swedish-language newspapers: the six-day daily *Ålandstidningen* (1891, circulation of 9,577 copies) and the five-day daily *Nya Åland* (1981, circulation 6,464).

In addition to Finnish-language newspapers, ten newspapers are published in Swedish. All these newspapers are politically unaffiliated and eight of them are dailies. Eight newspapers are published in the south and west coasts and two in Maarianhamina on the Åland Islands.

Swedish-language newspaper circulation is 115,515 or 5.1 percent of the total newspaper circulation. The Swedish-speaking population is 290,910 people, or 5.3 percent of the total population.

A historical curiosity is that all three of the oldest Finnish newspapers still maintain their original titles in Swedish. The oldest still-published daily newspaper is the Swedish-language *Åbo Underrättelser* (founded 1824, circulation 6,000), being published five days a week in Turku, the former capital.

The two second oldest newspapers are the six-day daily *Vasabladet* (1856, circulation 16,407) and the seven-day daily *Hufvudstadsbladet* (1864, circulation 30,735). The oldest Finnish-language newspaper still being published is *Keskisuomalainen* (1871, circulation 52,672) in Jyväskylä.

The overwhelming majority of Finnish newspapers are non-affiliated. The party press or newspapers declared loyal to a party are few in number, their circulation and number of pages are less than that of average newspapers and they are published less frequently. Due to the increased costs of print newspapers, all parties have invested the majority of their parliamentary

subsidy aimed for media in the development of their websites and on their presence in social media instead of the printed newspapers.

Since the Second World War a trend for party newspapers has been to declare themselves politically unaffiliated, resulting in a gradual decline of the party-political press. In 1910, just 20 of 117 general newspapers did not have a party affiliation and in 1925 the figure was 11 out of 109. In 1946, there were 66 party-affiliated newspapers and 43 in 1965. In 1946, just 35 percent of the total circulation was by unaffiliated papers.

In 1950, the structure of newspapers was still dominated by the political press system. The trend towards unaffiliated newspapers strengthened between 1950 and 1970. In 1997, the Finnish Newspapers Association had 214 members, of which just 18 had a formal party affiliation ([Salokangas](#) 1999, 95-97).

Roughly 95 percent of Finnish newspapers declare themselves politically unaffiliated. The level of affiliation between a paper and a party varies, and if one speaks about a party newspaper, it does not mean the paper is under the authority of a given party. The ties may be loose and still give the newspaper, that is somehow near or loyal to a given political movement, full independence. In the course of 60 years, party newspapers have used descriptions like “mouthpiece”, “independent centrist” or “independent leftist” depending on the position of the paper towards the official organisation.

The print versions of party newspapers have substantially decreased their publication frequency. By definition, in mid-2016, no printed party newspapers were published in Finland. All party-affiliated newspapers were published less than once a week. In all, there are 10 printed publications announcing a party or political affiliation.

In the order of publication frequency of the party papers, there are five weeklies. The Social Democratic Party has two weeklies, [Demokraatti](#) (founded 1895, circulation 9,125, Helsinki) and [Uusi Aika](#) (founded 1919, circulation 7,121, Pori). The Left Alliance has weekly [Kansan Uutiset Viikkolehti](#) (founded 1956, circulation 7,361, Helsinki). The Centre Party's mouthpiece [Suomenmaa](#) (founded 1908, circulation 11,197, Oulu) appears nationwide once a week and of those issues six are published in the form of member magazine (circulation 84,000).

Three party publications are published once a month. The National Coalition Party has magazine [Nykypäivä](#) (founded 1955, circulation 22,433, Helsinki), the Christian Democrats publish [KD-Lehti](#) (founded 1966, circulation 6,300, Helsinki) and the Finns Party has [Suomen Uutiset](#) (founded 1996, circulation 25,000, Helsinki).

The Green League of Finland publishes its [Vihreä Lanka](#) (founded 1983, circulation 10,200, Helsinki) eight times a year and the Swedish People's Party publishes five times a year its party newspaper [Medborgarbladet](#) (founded 1943, circulation 35,000, Helsinki).

The total circulation of politically affiliated newspapers is 217,737 copies, which is less than the circulation of the biggest daily *Helsingin Sanomat*. Few party papers are included in circulation audits or record their circulation figures. In all, the printed party press in Finland is a curiosity.

At the beginning of 2009, after the parliamentary press subsidy was no longer earmarked, the big parties heavily increased their focus on the Internet. The press subsidy is now part of the general party subsidy and a party can decide with relative freedom how much of it to allocate to its publications.

Even though the amount of money available to parties through the general party subsidy has increased, the amount of money for party newspapers has decreased. The Internet enables the use of more cost-efficient tools than printed papers, but the money could be equally well spent developing the websites of the papers in question.

The future of party newspapers depends on how much the parties invest in online publications and services and social media. In the latest parliamentary elections, all parties seemed to place emphasis on the brand new forms of social media at the expense of printed papers. Parties intensively developed party websites and created newly tailored portals with interactive channels as well as platforms for video clips, photos and commentaries from the party members and from wider audiences.

All party organisations publish the news of the day on the websites of their printed paper. Former party newspapers have moved in format and content towards a type of a long-form or feature magazine. At the same time, all parties placed more emphasis on in-house news reporting on their news sites as well as their presence on social media. Membership numbers in all parties have gradually gone down.

By subscription numbers, the consumption of newspapers in Finnish households has slightly decreased. In 2008, the number of households was 2.46m. The total circulation of all newspapers, 3.0m copies, divided by the total number of households equals 1.2 annual subscriptions per household. In 1990, the same figure was 2.0 per household. This means that there are clearly fewer newspapers available and accessible for the average 2.8 million people living in families than ten years ago.

The amount of readers of print editions has decreased significantly during the last 15 years. The top 10 dailies' readership between 2000 and 2015 shows that readership has decreased from 4.4 million in 2000 to 2.5 million in 2015 or by 43 percent. In 2000, the top 10 dailies had on average 3.1 readers per daily and in 2015, respectively, 2.4 readers.

The total circulation of printed newspapers published 1-7 times a week has decreased between 2004 and 2014 by 33 percentage points or from 617 to 411 persons per 1,000 persons. In the same period, the respective figures for dailies issued 4-7 times a week has fallen by 34 percentage points from 431 to 284.

On average, in 2015 Finns aged 15-69 spent 24 minutes per day reading printed and digital editions of newspapers and free papers. By age groups, the most avid readers were aged 60-69 with 34 minutes and readers aged 15-24 spent just 10 minutes reading (TNS Atlas Intermedia/TNS Gallup Oy).

The great majority of the Finnish newspapers are sold on subscriptions, but the number of subscriptions is on a decline. The ratio between subscriptions and single-copy sales is about nine to one. Regarding the total single-copy sales of 48m copies of newspapers, 46m copies or 96 percent are by two tabloids, *Ilta-Sanomat* by Sanoma Corporation and *Ilta-lehti* by Alma Media. The tabloids are mostly sold on kiosks, grocery shops and petrol stations.

In 2015, Finnish Postal Office (Posti) delivered 277m newspapers, a decrease of 27 percent from 2014 ([Posti Annual Report 2015](#)). At the same time, total circulation of newspapers decreased by five percent. Around 80 percent of newspapers were delivered in early morning delivery and 20 percent with regular mail (Finnish Communications Regulatory Authority). State-owned Posti has a 67 percent share of the newspaper delivery market, with the rest divided between 11 delivery companies.

According to empirical studies, there are some underlying reasons for the decline in subscriptions. Such reasons include poor economic resources, unemployment, low-level income, working people, persons living in rental apartments; unsuitable living habits in the case of youths, students, unmarried and single parents; and minor integration into the society for larger groups, including people moving out of the circulation area of the newspaper, politically passive, the unemployed and immigrants. While a part of the middle-aged gets unaccustomed to newspapers for these reasons, a new generation grows learning from their parents that it is not worth subscribing to a newspaper. Future generations may acquire otherwise different consumer habits and ways of using mass media. (Hujanen 2007.)



In 2015, there were 18 newspaper publishing groups in Finland. Here a publishing group means a company with at least two newspapers, published 1-7 times a week, excluding free newspapers. Regarding all 26 seven-day dailies, two titles are published outside publishing groups. Regarding all dailies, published 4-7 times a week, four newspapers are published outside newspaper groups. Three groups publish Swedish-language newspapers and one of them in addition a Finnish-language newspaper. The group companies differ in their size and in the amount of titles. Regarding all 18 group companies, four companies publish just local newspapers, issued 1-3 times a week, but no dailies. (*Suomen Lehdistö 4/2016*, 18-30; the data for this report processed by the author.)

Of all 180 newspapers, 129 titles or 72 percent belong to newspaper groups. Regarding all 43 daily newspapers, 39 titles, and of all 137 non-daily newspapers, 129 titles are published by newspaper groups. In addition to newspapers issued 4-7 times a week, all newspaper group companies also publish city papers or other free sheets including their digital editions, which are not included in the definitive method of measuring the size of a group company. By total circulation, three publishing groups are clearly in the top.

The largest publisher is **Sanoma Corporation** with just two dailies, but the largest papers by circulation in the country, *Helsingin Sanomat* and the tabloid *Ilta-Sanomat*, with 377,320 copies or 21.1 percent of total circulation of all group newspapers. In 2014, Sanoma Corporation sold three seven-day dailies published in the south-east provincial centres and several local papers to Länsi-Savo newspaper group.

The second largest company is **Alma Media** with six dailies and 14 non-dailies with 376,682 copies or 20.0 percent of total circulation. Alma Media publishes two second largest newspapers, *Aamulehti* in the city of Tampere and the tabloid *Iltalehti* and among others, the five-day daily business paper *Kauppalehti* and the seven-day daily *Satakunnan Kansa* in Pori. In addition, Alma Media owned the six-day dailies *Lapin Kansa* in Rovaniemi and *Pohjolan Sanomat* in Kemi. The latter was merged to *Lapin Kansa* in April 2017.

In comparison with 2006, two largest companies ? Sanoma Corporation and Alma Media ? accounted for 56 percent of the total circulation of the dailies (Jyrkiäinen 2007, 99).

The third largest is **Keskisuomalainen Group** in the city of Jyväskylä, which has the biggest number of papers at 28, of which 10 are dailies and 18 are non-dailies, with 308,735 copies or 17.2 percent of total newspaper circulation. Keskisuomalainen publishes the seven-day dailies *Keskisuomalainen* in Jyväskylä, *Savon Sanomat* in Kuopio, *Etelä-Suomen Sanomat* in Lahti, *Aamuposti* in Hyvinkää, *Keski-Uusimaa* in Tuusula and *Iisalmen Sanomat* in Iisalmi. In the past, Keskisuomalainen has been the most active in buying newspaper houses. In mid-2016, Keskisuomalainen acquired another publishing group Mediatalo Esa in the city of Lahti, with its local radio station (*Radio Voima*), entering for the first time the broadcasting media.

The fourth largest publishing group is **TS Group** (Turun Sanomat) in the city of Turku with two dailies and seven non-dailies and an aggregate circulation of 144,002 copies or 8.0 percent of the total circulation. TS Group publishes the seven-day dailies *Turun Sanomat* in Turku and *Salon Seudun Sanomat* in the city of Salo, and seven non-dailies.

The fifth largest is the **Länsi-Savo Group** in the city of Mikkeli with five seven-day dailies and nine non-dailies with an aggregate circulation of 134,391 copies or 7.5 percent of the total circulation of newspaper groups. Länsi-Savo publishes dailies *Etelä-Saimaa* in the city of Lappeenranta, *Kouvolan Sanomat* in Kouvola, *Länsi-Savo* in Mikkeli, *Kymen Sanomat* in Kotka and *Itä-Savo* in Savonlinna.

The five largest newspaper groups account for 75 percent and the other 13 newspaper groups for 25 percent of the total

circulation of group newspapers. Among the other newspaper groups there are four companies that publish no dailies.

According to the circulation figures of dailies, published 4-7 times a week, the biggest publisher's share in 2014 was 19 percent, the four biggest publishers' share was 55 percent and that of the eight biggest 70 percent. In 30 years, the share of the four biggest publishers has increased substantially, since in 1986 the share was 31 percent and that of the eight publishers 43 percent.

When comparing companies, one must note that the breakdown of net sales (ie newspaper subscriptions, single-copy and advertising sales combined) gives a more profound understanding of the market dominance of publishing companies than that of circulation figures. There were no data available on the net sales of Finnish newspapers for the year 2015, because not all dailies published paper-specific figures for special annual issue of the industry magazine *Suomen Lehdistö* by the Finnish Newspapers Association.

For a long time, a trend towards higher degree of regional ownership concentration in newspaper publishing has been forecast. The market shares of the largest newspaper publishing companies, measured by circulation, have increased to a high degree. At the regional level, concentration is even more distinctive and most Finnish regions are dominated by one major player. (Grönlund and Lehtisaari 2015, 137.) The most obvious incentive for concentration are economies of scale: more efficiency in concerted printing, financial management, selling and in marketing and managing the investments for digital platforms. Additional benefits through concentration are the benefits of cooperation in the development work of digitalisation due to the difficulties of finding profitability with the traditional small players. Due to weakening profitability, publishers are forced to consider ownership changes, too. In addition, the possibilities for tighter editorial cooperation arise then with larger amount of titles to look for a better household reach. However, to continue operating alone depends on the interest and willingness of the owners to carry on financing a loss-making business. The degree of locality in editorial matters, readership loyalty and distinctly profiled services to the readers are additional important factors for a newspaper to be a lucrative object for purchasing.

The largest Finnish publishers, eg Sanoma Corporation and Alma Media, have lately rather divested their newspaper publishing than invested in it. For long, the companies have focused more on digital business outside newspaper business and the regional print papers do not fit well in this equation.

The biggest Swedish-language newspaper group, comprising the four papers belonging to the KSF Media Ab, control about 55 percent of the total circulation in Swedish. KSF Media's share of the total circulation of Finnish dailies is 5.7 percent. The leading paper is seven-day daily [HBL](#) (formerly *Hufvudstadsbladet*, circulation 30,735) in Helsinki. The four other papers are: five-day daily *Västra Nyland* (circulation 8,548, Raasepori), five-day daily *Östnyland* (circulation 7,543, Porvoo), the weekly *Hangötidningen - Hangonlehti* (circulation 2,439, Hanko) published in Swedish and Finnish, and the two-times-a-week *Loviisan Sanomat* (circulation 4,235, Loviisa) in Finnish.

The second biggest Swedish-language newspaper group is HSS Media with a share of 35 percent. HSS Media publishes three papers: six-day daily [Vasabladet](#) (circulation 16,407, Vaasa), six-day daily *Österbottens Tidning* (circulation 11,631, Pietarsaari) and three-day paper *Syd-Österbotten* (circulation 5,716, Närpiö).

The third group, with a share of 10 percent, is Förlag Ab Sydvästkusten with its five-day daily [Åbo Underrättelser](#) (circulation 5,982, Turku) and one-day paper *Pargas Kungörelser - Paraisten Kuulutukset* (circulation 4,275, Parainen) in Swedish and Finnish.

Among Swedish-language newspapers in Finland, we must also note the party-politically unaffiliated, leftist online monthly periodical [Ny Tid](#), whose paper version has 2,000 subscribers.

In the Finnish newspaper classification into national, regional and local newspapers there are in addition more than ten nationwide special newspapers, profiled by content or for being targeted to special audiences. The country's two tabloids are the biggest special newspapers. In 2015, the total circulation of the afternoon papers was 183,751 copies. [Ilta-Sanomat](#), published by Sanoma Corporation, had a circulation of 110,226 copies and [Iltalehti](#), by Alma Media, 71,195 copies.

Another special newspaper is the only business daily [Kauppalehti](#) (The Business Journal, founded 1898, circulation 47,732 copies) published five times a week by Alma Media. [Maaseudun Tulevaisuus](#) (The Rural Future, founded 1916) specialises in agriculture, forestry and the life in the countryside. It is published three times a week with 77,329 copies. It is owned by the Central Union of Agricultural Producers and Forest Owners and has had a correspondent in Brussels since 1995, when Finland joined the EU. *Hevosurheilija* (Horse Sports, founded 1924) is published two times a week with 20,000 copies for people interested in trotting and horse racing. [Kotimaa](#) (Homeland, founded 1905) is a Christian weekly with a circulation of 42,000 copies. All these special papers are part of a media family by the same publisher, including websites and other publications.

There are a lot of criteria for comparing the size of newspapers: eg total circulation, circulation, reach, readership and volume. In the latest auditing releases for 2015, the information includes print and online newspaper editions. Two definitions are used in Finland: the total circulation (total circulation) is the amount of sold copies and corresponding digital copies - and which may be a key indicator in the near future in circulation auditing - and the circulation (circulation), the amount of sold copies (subscriptions and single-copies) of the print newspaper. In 2015, there were four dailies with a circulation of more than 100,000 in Finland.

The largest was the politically unaffiliated seven-day daily *Helsingin Sanomat* by Sanoma Corporation (total circulation 324,451), the largest subscription-based daily in the Nordic countries. The second largest was the six-day tabloid, *Ilta-Sanomat* (110,226) by Sanoma Corporation. The third was the regional seven day daily *Aamulehti* (103,180) in Tampere by Alma Media. The fourth was the five-day daily, business newspaper *Kauppalehti* (101,067) by Alma Media, which had the largest proportion of its total circulation from digital subscriptions, 53,335 subscriptions or 53 percent.

The fifth was the regional seven-day daily *Turun Sanomat* (89,049) in Turku by TS Group. The sixth was the six-day daily, the second afternoon tabloid, *Iltalehti* (71,195), by Alma Media. The seventh was the regional seven-day daily *Kaleva* 62,733 in Oulu by Kaleva Group. The eighth was the regional seven-day daily *Etelä-Suomen Sanomat* 47,403 in Lahti by Keski-suomalainen company. *Keski-suomalainen* (founded 1871) is the oldest Finnish-language daily newspaper still published in Finland. The ninth was the regional seven-day daily *Ilkka* 46,338 in Seinäjoki by the Ilkka Group and the tenth the regional seven-day daily *Satakunnan Kansan* 43,494 in Pori by Alma Media.

To try and fix their bottom line, newspapers are switching in printing from larger broadsheet format to tabloid, developing new digital services for their readers, bundling print and online subscriptions and increasing the amount of joint editorial material/work. The switch to tabloid format decreases printing costs and is reflected in the amount of recycled paper available for the paper industry.

In the autumn of 2014, six newspaper companies founded a joint venture, [Lännen Media](#) (Western Media), with a national newsroom and a joint advertising sales network. A total of 11 regional newspapers, mostly from western and northern Finland, are involved and own the company.

There are 40 journalists working as part of the joint editorial office of the Lännen Media, producing news on politics and the economy, feature stories, themed pages and online news and reports for the newspapers. Because of this, the same news story may appear in all 11 newspapers, both in print and online.

The participating newspapers of Lännen Media include four regional newspapers from Alma Media: *Aamulehti* (Tampere), *Satakunnan Kansan* (Pori) and *Lapin Kansan* (Rovaniemi) and *Pohjolan Sanomat* (Kemi). Ilkka-Mediat group owns newspapers *Ilkka* (Seinäjoki) and *Pohjalainen* (Vaasa), Hämeen Sanomat corporation the two dailies *Hämeen Sanomat* (Hämeenlinna) and *Forssan Lehti* (Forssa), TS-Group the daily *Turun Sanomat* (Turku), Kaleva corporation the daily *Kaleva* (Oulu), Keskipohjanmaa corporation the daily *Keskipohjanmaa* (Kokkola) and Suomalainen Lehtipaino owns *Kainuun Sanomat* (Kajaani).

Of the 11 participating newspapers in Lännen Media, eight use tabloid format. *Keskipohjanmaa*, *Turun Sanomat*, *Ilkka* and *Pohjalainen* use broadsheet, but the latter two are switching to tabloid format in the spring of 2018.

A joint editorial office of this size has never existed before in Finland ? except for STT (Finnish News Agency), which serves almost every news media. Lännen Media has offices in 11 regional capitals as well as the main newsroom in the capital Helsinki. In 2016, Lännen Media's total circulation for print newspapers was almost 500,000 copies.

A new joint editorial office called Uutissuomalainen (News Finn) started on February 1, 2017, with journalists from each of the eight daily newspapers that founded the operation.

Participating provincial dailies *Keskisuomalainen* (Jyväskylä), *Savon Sanomat* (Kuopio), *Etelä-Suomen Sanomat* (Lahti) and *Karjalainen* (Joensuu) are owned by Väli-Suomen Media company. Since 1998, these four have been publishing a shared weekend supplement called *Sunnuntaisuomalainen* (Sunday Finn). Participating regional dailies *Aamuposti* (Hyvinkää), *Keski-Uusimaa* (Tuusula), *Länsi-Uusimaa* (Lohja) and *Uusimaa* (Porvoo) are by Etelä-Suomen Media. Four of the papers are currently published in broadsheet, four in tabloid format.

Each journalist at Uutissuomalainen produces content for the print and online editions of the eight papers. One journalist focuses on the Finnish parliament and four are at their original newspaper's offices in Joensuu, Jyväskylä, Kuopio and Lahti, with the rest in the capital area. In 2016, the combined total circulation of the eight newspapers was 236,719 copies.

Financial difficulties of newspaper companies and increased co-operation between major newspapers has led to job losses. According to the employers' organisation (Viestinnän Keskusliitto), the total number of editorial employees in dailies and non-dailies issued 1-7 times a week was 3,333 in 2008 and 2,507 at the end of 2015 with a fall of 25 percent (Suomen Lehdistö 4/2016). Many journalists have been let go and those retired have not had their former positions filled. A common slogan at newspapers is that the paper needs to be made with a digital-first strategy.

Like other Nordic people, the Finns have long been avid newspaper readers. Due to newspapers' widespread and manifold offerings, Finland ranks first in newspaper reading among the Nordic countries in the EU. In the autumn of 2015, 67 percent of the population of Finland aged 15 or more read a newspaper every day or nearly every day. The next was Sweden with 66 percent and third Denmark with 48 percent. In the 28 EU countries, the respective figure was 31 percent. (Standard Eurobarometer 84, Annex.) However, among all Nordic countries, Norway ranked first.

In 2015, the highest circulation of daily newspapers, issued 4-7 times a week, per 1,000 adult inhabitants was in Japan (400 dailies per 1,000 adults), Switzerland was second (386), third was Norway (341), fourth India (317) and fifth Finland (298) (World Press Trends 2016, 40-41). The circulation figures of Finland are for 2014 as two tabloids have not audited their circulations after the 2014. The highest figures in all Nordic countries peaked already in 1989-1990, after that the rates have

fallen.

Media statistics support the image of high newspaper consumption. In 2015, the share of daily and non-daily newspapers of the total mass media turnover was 26 percent and of the advertising revenue 36 percent. In 2015, the daily reach of print and online editions of newspapers in the age groups over 15 years was 36 percent and that of newspapers' web pages was 20 percent.

The number of newspapers was the highest in 1990 with 252 titles. In 2015, a total of 180 newspapers were published, with a total circulation of 2.3m. The combined circulation of the 43 dailies was 1.6m copies or 69 percent of the total circulation and that of non-dailies 694,466 copies or 31 percent of the total circulation.

Of all 43 dailies, published 4-7 times a week, 26 are published seven times a week, nine papers six times and eight papers five times. Regarding non-dailies, 14 are published three times a week, 35 two times and 88 one time a week. No papers are published four times a week. Between 1997 and 2015, the number of dailies decreased from 56 titles to 43 and that of non-dailies from 167 titles to 137. Out of 31 titles of 6-7-day dailies, 21 are currently printed in tabloid format and ten in broadsheet.

Every day of the week, 26 dailies are published, more than in any other Nordic country, with a circulation of 1,2m copies. The share of seven-day dailies of the total newspaper circulation is 52 percent. The average circulation of every-day dailies is 44,825. Nine papers are published six times a week with 258,489 copies and with an average circulation of 28,721 copies. Eight papers are published five times a week with 116,055 copies and with an average circulation of 17,912 copies.

There are 137 non-dailies, published 1-3 times a week, with a total circulation of 694,466 copies and with an average circulation of 5,069 copies. Regarding all 137 non-dailies, 14 are published three times a week, 39 two times a week and 84 once a week.

In 2015, the total sales volume of Finnish newspapers was €962m. The share of dailies over the total newspaper sales is €830m or 86 percent and that of non-dailies €132m or 14 percent. (Finnish Newspapers Association; Statistics Finland/Media statistics.)

Today there is no regular systematic monitoring or measuring of editorial content trends of Finnish newspapers. The share of domestic production in different sectors of mass communication was last studied in 2012. The share of subscriptions and single-copy sales of domestic newspapers was also measured. In 2012, the sales of foreign newspapers was about 91,000 copies at €312,000 and 0.2 percent of the total sales of single copies. The single-copy sales of foreign newspapers in Finland has remained minimal.

A wide content analysis showed that differences in content between Finnish newspapers narrowed over time and topics covered and amount of coverage became more uniform among newspapers during the second half of the 1900s. Whereas there were large differences in what was covered and the amount of coverage in newspapers in the 1950s, there was high similarity in the profile of coverage in 2000. (Picard 2003, 109-111.) The main data of this quantitative content coding on story types in newspapers was based on a sample week of November in 1955, 1970, 1990 and 2000 (N= 28,021 items). The sample consists of nine newspapers in the first three years and of six in the final year, due to the closure of three papers. One week was chosen to represent each sample year: the second or third week of November, the dates ranging from the 9th to the 20th.

In all types of newspapers, there were five topics that scored the highest. In each sampled year, the topics Sports, Culture, Business, Foreign Countries and Transport ranked among the first seven. Sports and Culture particularly ranked high each

year. The second group consisted of Local Government, Politics, Law and Order and Labour Market. These topics rose steadily in this order: Environment, Economy, Social Issues, European Integration, Home Economics and Consumer Protection, Travel and Equality. The stories of the topics Health Issues and Family gradually sank in ranking. The rank order remained nearly unchanged for the topics Education System, Social Security and Opinion Polls. Other findings show that the percentage of content devoted to news declined and the percentage devoted to non-news articles increased. These kinds of changes are evident in the overall reporting of percentage of content devoted to the top-ten topics in newspapers in years 1950, 1970, 1990 and 2000. These results occurred mainly because the amount of content increased and the new content was primarily other than conventional news. In terms of opinion material, the percentage of content devoted to editorials and columns increased. (Picard 2003, 110.)

In terms of percentage points in the ranking, the share of domestic news constantly decreased between 1990 and 2000 and that of international news slightly decreased. Respectively, the share of entertainment has increased and that of economy has slightly increased. The proportion of radio and television pages in newspapers has slightly increased and that of sports has varied, but stayed mainly at the same level.

The overall content trends of Finnish newspapers have been monitored by the Finnish Newspapers Association between 1985 and 2006, based on one-week samples of dailies ("Editorial Material Statistics"). There were notable changes between 1966 and 2006. In the editorial space, the share of home news in the main circulation area and other areas of the country decreased from 32 percent to 24 percent; material on economy increased from 8 to 10 percent and the space for entertainment increased from 14 percent to 20 percent. In other editorial material, the space remained almost unchanged: In articles, culture, international news, sports, radio and TV pages, letters to editors and cartoons the changes were at the most of just one percent. Between 1966 and 2006, in the breakdown of the total registered space, the space of editorial material decreased from 69 percent to 67 percent and that of advertisements increased from 31 to 33 percent.

An annual monitoring of news media was published in 2006, 2008 and 2010. In the 2010 study, based on systematic content analysis on the news content of two weeks in 2009 and 2010, Finnish newspapers' front pages, main radio and television news and the webpages of 18 different media were analysed. The data includes 2,997 news stories or story clusters, 670 stories from dailies and 317 from four dailies and two tabloids. The number of stories on six newspaper websites was 168. Newspapers comprised 33 percent of the data.

The results show front pages mostly covering leisure topics such as sports, entertainment and culture, outdoor activities and relationships. Other major topics were politics and public safety, such as accidents and crimes. Compared with the years 2006, 2008 and 2010, the decrease in content related to politics and especially foreign politics is striking. The share of public safety and health news increased in 2008 and 2010. The proportion of foreign states as actors in the news stories decreased. The proportion of men as main actors, central speakers or figures in pictures was still almost threefold in comparison to women. Material depicting violence was most on view on the front pages of tabloids. The most significant divergence between online news content and traditional-media news content was the emphasis on stories on accidents and crime. In tabloid newspapers, the divergence was evident in that leisure and health stories were focused on in their paper versions. ([Suomalaisen uutismedian vuosiseuranta 2010.](#))

In terms of turnover, the biggest media companies are not among the 40 biggest Finnish companies. In 2015, by turnover, there were 10 media companies among the 500 largest corporations, so one could say the largest media companies are just relatively big. (*Talouselämä* 20/2016, 38-57.) In 2015, there were four Finnish media companies among the top 25 media companies in the Nordic countries by their Nordic revenue: Sanoma Corporation was 8th, Yle, the Finnish Broadcasting Company 14th, the book publisher Otava 21st and Alma Media 22nd ([The Nordic Media Statistics](#)).

Looking at the latest results of the biggest stock exchange newspaper companies they do not rank very high in the list of all biggest companies in Finland. In order of the 2016 turnover, Sanoma ranks 46th by €1.6bn, Alma Media 156th by €353m, TS-Concern 330th by €159m, Keskisuomalainen 347th by €152m and Pohjois-Karjalan Kirjapaino 596th by €78m (*Talouselämä* 22/2017 36-55; 23/2017, 34-35).

In 2015, the biggest media and newspaper company Sanoma Corporation, with a turnover of €1.7bn, placed 44th in the ranking of the 500 largest corporations of Finland. The share of Sanoma Corporation is listed on NASDAQ OMX Helsinki.

Sanoma Corporation has grown to a European media operator with two business segments. The consumer media unit consists of Sanoma Media BeNe (Belgium and the Netherlands) and [Sanoma Media Finland](#). These units are responsible for newspapers, magazines and TV operations in Finland, the Netherlands and Belgium and for respective online and mobile services. Sanoma Learning & Literature is a leading European provider of multi-channel educational solutions. Its main markets are Belgium, Finland, the Netherlands, Poland and Sweden.

According to its annual report of 2015, Sanoma Corporation made 37 percent of total net sales from Finland, 45 percent from the Netherlands, 11 percent from Belgium and 7 percent from Poland, Sweden and other sources. The company employed more than 6,000 people. Around 35 percent of Sanoma Corporation's net sales is from media advertising and some 34 percent from single-copy or subscription sales. ([Sanoma Annual Report 2015](#).)

The second largest media company, the [Finnish Broadcasting Company](#) Yle, with €468m, is at the 122nd place. (*Talouselämä* 21/2016.)

The third largest media company, [Bonnier AB in Finland](#) only (including broadcasting group MTV Oy, Bonnier Books Finland Oy, Bonnier Publications Oy, FS Film Oy, a radio channel, pay-tv channels) with a turnover of €332m, is at place 242. The fourth largest is the book and magazine group Otava with €293m at place 196. The fifth largest is the newspaper group Alma Media with €292m at place 197.

Second largest newspaper house after Sanoma Corporation is [Alma Media](#) with six dailies and 14 regional and local non-dailies and a total circulation of 376,682 copies or 16.8 percent of the total newspaper circulation. Alma Media also publishes five free newspapers. Other units include digital consumer and business services and printing and delivery businesses. Its international business focuses on recruitment services and business marketplaces in Eastern Europe and Sweden.

In the spring of 2016, Alma Media acquired magazine and book publisher Talentum (turnover €73m), strengthening the publishing of magazines, trade literature and business services in Sweden, Estonia and Latvia. Alma Media has about 2,400 employees (excluding newspaper delivery personnel), of whom one fourth work outside Finland.

The name of the new combined business unit of Alma Media and Talentum is Alma Talent, which publishes the five-day business newspaper *Kauppalehti* (47,732), with a high total print and digital circulation of 79,327 copies and *Talouselämä* (75,141), Finland's only weekly business magazine and the largest in the Nordic countries.

The remaining media companies among the top 10 media corporations and the 500 largest companies are: newspaper and printing house [TS Group](#) with a turnover of €155m, the newspaper, printing and radio group [Keskisuomalainen](#) with €150m and which acquired Mediatulo ESA in 2016; next are the magazine and book publisher Nordic Morning (formerly Edita) with €105m, the magazine publisher [A-Lehdet](#) with €101m and the newspaper and printing group [Pohjois-Karjalan Kirjapaino](#) with €94m.

Among the largest media companies are also the cinema theatre chain Finnkino with €81m and the magazine and book

publisher Talentum with a turnover of €73m. Alma Media acquired Talentum in the spring of 2016.

Historically the Finnish newspapers have the roots of their ownership within families. The major owners in the largest company, Sanoma Corporation, are Jane and Aatos Erkko Foundation (24 percent), Holding Manutas/Antti Herlin (11 percent), Robin Langenskiöld (8 percent), Rafaela Seppälä (6 percent) and Helsingin Sanomat Foundation (4 percent).

The main owners in the second largest company, Alma media, are Ilkka-Yhtymä (27 percent), Mariatorp/Niklas Herlin (19 percent), Kaleva Publishing House (7 percent) and three employee pension-security companies (16 percent).

The third largest Keski-suomalainen Group is also owned by families and private persons with no majority owner. The fourth largest TS Group in Turku is a private limited company owned by the Ketonen family. The fifth largest publisher Länsi-Savo Group in Mikkeli is a private limited company owned by the Tikka family since the 1940s.

Print newspaper industry in Finland is a mature industry with little growth potential. However, after year 2000, there are five new seven-day dailies. This is due to increases in print frequency of existing papers, not because of new arrivals.

The most notable change in the Finnish media market has been the collapse of total newspaper circulation. In 1989, total circulation was a record 4.1m copies, but in 2014, it was 2.3m copies - a reduction of 45 percent. Circulation peak for dailies was in 1990 at 2.8m copies, but in 2014 circulation was just 1.6m, a decrease of 44 percent.

Between 2005 and 2015 the top ten newspapers' readership for print and digital editions decreased by 41 percent and between 2014 and 2015 by nine percent. Digital subscriptions are on a slight increase.

All trends indicate a reduction in the share of advertising in print newspapers. If total advertising expenditure remains at current levels or decreases, it means less income for newspapers. If total expenditure increases, newspapers receive more income despite the shrinking share. In the long run, newspapers are becoming less attractive to investors. Operating as media houses, newspapers may collect the same amount or more of advertising expenditure, but more of the advertising will be published online than printed.

Approximately 72 free newspapers were published in 2016. Regarding those, 53 are by members of the Finnish Newspapers Association. In 2015, the net revenue of free newspapers was €71m. More than half are published two times a week, the rest once a week. There are roughly 140 employees at free newspapers.

The largest free newspaper [Metro](#), with 350,000 copies, is a five-day weekly distributed by Sanoma Corporation in metropolitan Helsinki and other 17 cities. All large newspaper groups publish several free newspapers, eg Keski-suomalainen has 18 free newspapers, of which three in metropolitan Helsinki. Alma Media publishes five free newspapers.

After newspapers and books, the third biggest category in print media is magazines and periodicals. In 2015, magazines accounted for 505m or 13.5 percent of the mass media market. Magazines and periodicals had a 82m or a 7.1 percent share of media advertising. Regarding magazine revenues in 2015, 74 percent were from subscriptions, 7 percent from single copy-sales and 18 percent from advertising ([Statistics Finland/Media statistics](#)).

In 2015, the total sales value of single-copy Finnish and foreign magazines and periodicals was €73.4m and 15.2m copies. The share of Finnish magazines was €56.3m or 12.7m copies and foreign magazines' share €17.1m or 2.5m copies.

In 2016, the value added tax (VAT) on magazine subscriptions was 10 percent. On single-copy sales and digital versions of magazines, it was 24 percent. The Ministry of Education and Culture grants an annual subsidy for culture magazines, which in 2015 was €1.1m.



In 2015, Sweden as a country of origin had the largest proportion of single-copy sales of foreign magazines at 44 percent, followed by the United Kingdom at 33 percent, Germany at seven percent and USA at six percent.

In Finnish media statistics, magazines and periodicals are divided into three categories: consumer magazines, trade and business magazines and customer magazines. These categories are divided into subgroups in the national circulation and readership auditing done by [MediaAuditFinland](#).

With magazines in particular, different interest groups, such as magazine publishers, delivery companies, circulation auditors and advertising agencies each use their own classification methods. International classifications of magazines also vary, so for international comparisons, differences in classification are to be taken into account.

Of the total media market, consumer magazines accounted for €38m or 3.3 percent, trade and business magazines for €35m or 3.0 percent and customer magazines for €10m or 0.8 percent. Total market volume of magazines decreased by 3.4 percent between 2014 and 2015.

The number of magazines and periodicals published varies from year to year. The total number of magazines in 2015 was 3,897 titles, of which 3,379 were in Finnish, 174 in Swedish, 176 in Finnish and Swedish and 168 in other languages. Statistics of Finnish printed publications are based on deposit copies received from publishers ([The National Library of Finland](#)).

In 2016, 29 new magazine titles were introduced to the Finnish market, almost the same amount as in 2015. All but one new titles are consumer magazines. A new trade and organization paper, *Uusi Teknologia* (New Technology), is the only digital one among the new titles. Regarding the new titles, 16 or more than a half, are about hobbies such as crosswords, sports, cooking and food. The total number of magazine and periodicals in Finland is nearly 4,000. ([Aikakaustiedotus](#).)

The total circulation of consumer magazines in 2014 was 4.9m copies or 62 percent of the total circulation of magazines, trade and business magazines 1.1 million copies or 14 percent and customer magazines 1.9m copies or 24 percent.

Of the magazines, 95 percent were delivered via regular mail directly to the recipients and the share of single-copy sales was about 5 percent, which is less than the average in Europe. In 2015, 200m copies of magazines were delivered by mail, a nine percent decrease from the previous year ([Posti Annual Report 2015](#)). Single-copy sales decreased eight percent and magazine circulation by nearly 10 percent (Finnish Communications Regulatory Authority - FICORA).

A total of 250m copies of magazines and periodicals were sold in 2015. Regarding all magazines, 95 percent are delivered to homes by mail and five percent are sold as single copies, showing how strongly the sale of print media is based on subscriptions in Finland. There is no data available on the number of subscriptions to foreign magazines.

Minor opinion and cultural magazines may apply for governmental subsidies, which support circulation, online publishing, delivery and library subscriptions. The Ministry of Education and Culture annually grants a subsidy payable subsequently to cultural periodicals, mostly to paid-for papers for maintaining societal discussion about culture, science, art or religious life.

In 2016, a subsidy of more than €1.1m was divided between 111 cultural magazines. The objective of the allowance is to promote the versatility of culture, the diversity of communication and plurality in the society. Regarding the subsidy, €859,000 were granted to the delivery, the printing and the development costs of printed papers. A sum of €120,000 was given to circulation promotion. In addition, €152,000 were granted to libraries for subscriptions to cultural magazines.

A subsidy extended to libraries for subscribing to more cultural magazines had tripled from the year before. This subsidy aims to secure an equal regional availability of cultural magazines to all citizens.

Among the subsidised magazines, there were several new titles: *Ana* magazine, directed to young Muslims, *Asukki* (Denizen) magazine, for homeless single people, *Translator* magazine by the Union of Finnish translators and interpreters, the [Romano Boodos](#) magazine in Romany language, *SOS Aktuell*, a social policy publication by the Union of the Finnish-Swedish Handicapped and SQS online magazine by the Society of the Finnish Queer research.

Based on circulation, there are four major magazine publishers of general and family magazines. In 2014-2015, [Sanoma Media Finland](#) had 26 titles, [Otavamedia](#) 31, [A-Lehdet](#) 20 and [Aller Media](#) 9 titles.

In 2015, Sanoma Corporation in Finland consolidated its media operations into Sanoma Media Finland with newspapers, magazines, TV operations, radio operations as well as online and mobile operations in Finland.

Sanoma Media Finland has made some operational changes in the last three years: Talentum Media acquired *Tietokone* magazine from Sanoma Media Finland and *Radio Helsinki* was sold. Sanoma also sold its Finnish press distribution company Lehtipiste and divested four of its Finnish magazines.

The largest subscribed-to magazine in Finland, published by Sanoma Corporation, is the comics magazine *Aku Ankka* (Donald Duck). It was first published on 5 December, 1951 and still is the largest subscribed-to weekly magazine with a readership of 723,000 children and youth as well as adults in families with young children.

In the group of general and family magazines, Sanoma publishes the most popular magazine *ET-lehti* (ET Magazine) with 187,849 copies, which is aimed at senior citizens and was the largest consumer magazine by circulation in the Nordic countries in 2014.

The second largest general interest and family magazine is *Seiska* (Seven) magazine published by Aller Media (Denmark) with a circulation of 158,207 copies. The third is *Seura* magazine (Companion) by Otavamedia with 131,884 copies. The fourth is *Apu* magazine (Aid) by A-Lehdet company with 128,059 copies. Magazines *Seiska*, *Seura* and *Apu* compete fiercely for circulation and advertising money.

The fifth general magazine is *Valitut Palat*, the Finnish edition of Reader's Digest. In the Finnish media arena *Valitut Palat* is unique: It is the very first foreign mass media in Finland. Since the launch in June 1945, the magazine has grown to be the ninth largest magazine with 110,193 copies in 2015.

Among the general and women's magazines the largest are *Kodin Kuvalehti* with 124,811 copies and *Me Naiset* (Us Women) with 108,378 copies by Sanoma Corporation, and *Eeva* with 100,373 copies by A-Lehdet company. These women's magazines compete heavily.

The biggest special-interest magazines are the health magazine *Hyvä Terveys* (Good Health) with 116,330 copies by Sanoma Corporation and for car and technology enthusiasts *Moottori* (Engine) with 110,280 copies and *Tekniikan Maailma* (World of Technology) with 99,192 copies by Otavamedia.

In Finland there is only one weekly current-news magazine - alike Spiegel or Time Magazine - *Suomen Kuvalehti* (Finland Illustrated) with 77,267 copies by Otavamedia. During a year Otavamedia also publishes eight issues of *Kanava*, a magazine focused on society, politics, economy and culture with 6,934 copies and six issues of the leading literature periodical *Parnasso* with 5,908 copies.

**Bonnier Publications** company, part of the Swedish Bonnier Group, publishes seven special magazines in Finland: *Kunto Plus* (Fitness Plus, 19,164), *Tieteen Kuvalehti* (Science Illustrated, 34,924), *Tieteen Kuvalehti Historia* (Science Illustrated History, 23,054), *National Geographic Finland* (8,826), *Tee Itse* (Do It Yourself, 9,714), *Digikuva* (Digital Photo, 3,528) and *Kotimikro* (Home Computer, 5,983). The turnover of Bonnier Publications Finland was €25.4m. Bonnier Group is the biggest media company in the Nordic countries.

Bonnier sponsors an annual Great Journalist Award recognizing and honoring the best in journalism in Finland. According to the Bonnier Annual Report, the award represents Bonnier's core values and the importance of protecting free speech and supporting a pluralistic media landscape. In addition, the company recently launched a media-for-equity fund called M4E Finland Fund I.

**Egmont Publishing** Finland publishes 16 magazines for children and sports and hobby enthusiasts along with comics and books for children. Egmont Publishing is equally owned by Sanoma Media Finland and Danish **Egmont**, one of the leading Nordic media companies and children's book publishers.

Egmont's most popular hobby magazines are *Jääkiekkolehti* (Ice Hockey, 8,447), *Goal*, the largest football magazine in the Scandinavian countries (print run 8,000), *Pro Hockey* (print run 5,000) and *Horse Fan* (print run 5,500).

Between 2004 and 2014, the total circulation of the top nine general consumer magazines decreased 27 percent. In 1995, the total circulation of the top ten customer magazines was 2.0m copies. In 2014, it was 1.5m ([Statistics Finland/Media Statistics](#)).

Traditional book and magazine publishing company Otava changed its name to Otavamedia on April 1, 2010. The portfolio of magazines published by **Otavamedia** includes 24 magazines and periodicals. Regarding these, four are general magazines: *Viva* (circulation 43,442 copies), *Seura* (131,884), *Hymy* (Smile, 54,400) and *Suomen Kuvalehti* (77,267), all of which are available for subscriptions in print and online. In 2010, *Suomen Kuvalehti* was the first Finnish magazine offering a tablet edition.

Otavamedia publishes four women's magazines: *Kotiliesi* (92,344), *Anna* (82,912), *Kotilääkäri* (22,870) and *Kaksplus* (11,108), all also in digital editions. The 10 hobby papers include magazines *TM* (World of Technology, 99,192), *Suuri Käsiyö* (Handicrafts, 52,457), *Metsästys & Kalastus* (Hunting & Fishing, 44,761), *TM Rakennusmaailma* (World of Building, 39,610), *Erä* (Hunt, 36,622), *Maalla* (In the Country, 29,339), *Deko* (Décor, 27,638), *Kippari* (Motor Boating, 15,191), *Vene* (Boat, 13,367) and *Vauhdin maailma* (World of Speed, 10,492), all available in paper and digital editions.

Otavamedia also publishes six special interest magazines: *Superristikot* (Super Crosswords), *Parnasso* (Parnassus), *Kanava* (Channel), *Alibi* (Alibi) and a youth and children magazine *Koululainen* (Schoolchild). Only the *Alibi* magazine has a digital edition.

The largest Otavamedia magazine is the television guide *TV-Maailma* (TV World) with 172,091 copies. However, it is not included as a single title, because some 95 percent of the title's circulation is from the free copies going to the subscribers of the magazines *Seura* and *Suomen Kuvalehti*. Otavamedia owns a wide archive and an agency with 10m photos and images, *Suomen Kuvapalvelu* (Finnish Press Agency).

**A-Lehdet** (A-Papers) is a Finnish family-owned magazine publisher and the third largest magazine house with 20 magazines. This family business was started in Helsinki in 1933, when a magazine named *Apu* was founded. Today the A-lehdet Group comprises Finnish Design Shop, half of the company Oma Terveys and minority shares in the interior decoration portal StyleRoom AB and the 3D product visualisation company Sayduck. A-lehdet Dialogi Oy merged with A-Lehdet at the

beginning of 2017.

A-Lehdet is the third largest magazine publisher with a total sales of €101m in 2015. A-Lehdet publishes 20 titles, each having a website of its own. The titles cover a wide array of interests: family, women's and young women's general and special interests, interior decoration, housing and building, fashion, gardening, lifestyle, well-being, hobbies, sports, travelling and cars.

The largest weekly general magazine, *Apu*, has a circulation of 128,059 copies. The women's magazine *Eeva* (100,373) is the largest monthly magazine. In addition, four titles of the A-Lehdet have a circulation of more than 80,000 copies: *Kotivinkki* (83,054) for lifestyle, housekeeping, food, interior decoration and welfare, *Avotakka* (82,351) for home decoration, *ViherPiha* (80,480) for gardening and *Tuulilasi* (80,062) for cars and traffic.

**Aller Publications** started publishing in Denmark in 1873 and in Finland in 1992, when it launched a Finnish edition of the Danish *Se og Hør* magazine, first calling it *7 Days* and then *Seiska* (158,207). *Elle* is the local edition of *ELLE* magazine (25,545), women's fashion magazine started in May 2008. In March 2015, Aller ended the circulation auditing of its magazines and will in the future publish information using digital auditing. Of other magazines by Aller, *Fit* specialises in sports, fitness and well-being, *Koti ja Keittiö* (Home and Kitchen) focuses on living, decorating, food and travel, *Oma Aika* (Own Time) is for adult women and men and TV Guide *Katso* (Look) is a TV and radio guide. Aller has websites for all titles and in addition an online TV schedule, [Telvis.fi](http://Telvis.fi). The company owns 50 percent of the biggest web community, [Suomi24.fi](http://Suomi24.fi). The [Idealista.fi](http://Idealista.fi) web portal combines the contents of Aller lifestyle brands, such as *Home and Kitchen*, *Fit*, *Mamalife*, *Own Time*, *Costume*, [Olivialehti.fi](http://Olivialehti.fi) and the online content of the *Divan* blog, produced by the editorial office of Aller. In March 2016, Alma Media company acquired Talentum's business operations, which have then been incorporated into *Kauppalehti*. The new unit Alma Talent continues publication operations, business information services and media expertise activities.

The two largest customer magazines belong to the two largest trading groups Kesko and S Group. Kesko is a Finnish-listed trading company operating in grocery trade, building and technical trade and car trade. Its customer magazine is *Pirkka* with a print run of 800,000 copies. S Group is a Finnish network of companies operating in the retail and service sectors. Its customer magazine is *Yhteishyvä* with a print run of 1.859,192 copies in 2015. *Yhteishyvä* is published by the A-Lehdet group subsidiary A-lehdet Dialogi.

**Alma Talent** publishes 19 business magazines and newspapers, as well as professional and business books, such as publication series of Finnish Law and legal usage. Alma Talent publications include the 5-day-a-week business newspaper *Kauppalehti*, business magazine *Talouselämä*, industry and technology magazine *Tekniikka & Talous* (Technology & Economy), marketing magazine *Markkinointi & Mainonta* (Marketing & Advertising), monthly investment magazine *Arvopaperi* (Stock) and monthly magazine *Tivi* (Information Technology). In Sweden, publications by Alma Talent include *Affärsvärlden* (Business World), *Ny Teknik* (New Technology) and *Dagens Media* (Daily Media). All magazines are available online.

## Radio

In 2015, the share of radio of the total market volume was €63m or 1.6 percent. The share of radio advertising was €61.1m or 5.2 percent of total media advertising in 2016.

Finland has a dual system of public broadcasting channels and commercial radio stations. All radio and TV programmes are broadcast by the owner of broadcasting networks, [Digita](http://Digita), which is owned by the European infrastructure fund First State Investments.

Radio broadcasting lasting more than three months is subject to a programme licence. The possession and use of a

transmitter requires a radio licence granted by the [Finnish Communications Regulatory Authority](#) (FICORA). The Finnish Broadcasting Company Yle is allowed to broadcast radio and television programmes without an operating licence.

Finnish Broadcasting Company Yle is Finland's national public service broadcasting company and started radio broadcasts in 1926. Yle radio channels are broadcast in Finnish, Swedish and [Sámi](#) language. Yle is a state-owned company and its operations are regulated by the law. The state has to own at least 70 percent of the shares of Yle. Currently, the state has a 99.98 percent stake.

The operations of Yle are led by the administrative council with 21 members. The parliament elects the members of the administrative council on the first sitting of the electoral period.

A curiosity is Yle's weekly news bulletin in Latin - [Nuntii Latini](#) (News in Latin). It is available also online and it is one of the rare news services in Latin outside Vatican City.

[Yle Sámi Radio](#) serves Sámi people nationwide on the Yle website. On the air, Sámi Radio covers the Sámi areas in northern Lapland and is jointly operated with Sweden and Norway. Yle Sámi radio services are also available on FM radio, cable television, online, on Facebook and Twitter, on teletext and as podcasts.

For the Swedish-speaking audience, Yle offers the national channel [Radio Vega](#), which broadcasts Swedish-language cultural and current affairs, news and regional programmes. Eight cities on the south and west coasts have an editorial office for Swedish-language broadcasting: Porvoo, Helsinki, Raasepori, Turku, Kristiinankaupunki, Vaasa, Pietarsaari and Kokkola.

In 2016, there were six nationwide public service FM radio channels and 26 regional channels. Yle has four national Finnish-language channels (*Yle Radio 1*, *Yle Radio Suomi*, *YleX* and *Yle Puhe*) and two Swedish language channels (*Yle Radio Vega* and *Yle X3M*). The only truly national radio channel is *Yle Radio Suomi* with a coverage of 100 percent of the population aged 9+ years.

Regional channels transmit at designated times on *Radio Suomi* and on the Swedish-language channel [Radio Vega](#). The first two regional channels were started in Helsinki metropolitan area in 1971.

Yle runs three specialty channels: a multilingual audio service, a classical music channel and a talk radio.

[Yle Mondo](#) is a multilingual radio service with programming in English, Spanish, Italian, Norwegian, French, German, Danish, Estonian and Russian. Except for Yle programming in Russian, English and Plain Finnish, the programmes come from foreign radio stations. The channel can only be heard in Helsinki on FM and on the cable network.

[Yle Klassinen](#) is a 24h channel for classical music: symphonies, concertos, concerts of the Finnish Radio Symphony Orchestra (FRSO), EBU concerts as well as BBC Proms. *Yle Klassinen* is only available on the Internet. The transmission of radio channels on TV ended on 30 June, 2016 and there are currently no networks broadcasting digital audio.

The talk radio [Yle Puhe](#) broadcasts news, cultural programmes, interviews, politics, sports, reruns, discussions and commentaries, all without music.

The most recent awarding of radio broadcasting licences took place in 2012, when ten national, two metropolitan and 54 regional and local stations received their licences, valid until the end of 2019. The FICORA has been awarding licences since January 1st, 2015.

In 2012, [RadioMedia](#) organisation and Yle introduced a jointly produced online service at [Radiot.fi](#). The service offers online streams of nearly all Finnish radio stations having online streaming either via a web browser on any device or via an app for

Android, iOS and Windows Phone. Nearly all public service and commercial radio channels are also available online at *Radiot.fi*.

There are 30 commercial radio companies as members in RadioMedia with a 90 percent share of radio licences in Finland.

In 2015, RadioMedia and [Teosto](#), a non-profit organization administering and protecting composers' and music publishers' copyrights, signed an agreement on channel-neutral copyright payments, enabling the transmission of content regardless of the number of channels used.

Commercial radio ownership in Finland is highly concentrated. Nearly four fifths, or 78 percent, of radio listening happens on either on the channels of either of the two biggest media companies, Nelonen Media or Bauer Media.

On average a Finn has access to 20 different radio stations. In larger cities and especially in metropolitan Helsinki, the amount of stations available is bigger than in smaller communities. Finns are loyal to a station: on average a Finn listens to just 1.5 channels per day. Some 3.6 million Finns listen to the radio every day. On average, people aged 9+ listen to three hours of radio every day. The majority, about 96 percent, listen to FM radio ([Finnpanel](#)). Daily radio listening decreased between 1991 and 2015 by half an hour: in 1991 listening time was 3 h 26 min and in 2015 2 h 59 min. In 2015, for the population aged 9+, the daily reach on an average day was 58 percent for people aged 9-24 years, 72 percent for 25-44 year olds and 85 percent for those over 45 years. On an average day in October 2015, the listening time of radio and recordings in the age group 9-24 years consisted of: radio 1 h 15 min, YouTube music 21 min, Spotify 30 min and recordings 18 min. In the age group 25-44 years, the figures were radio 2 h 32 min, YouTube music 7 min, Spotify 15 min and recordings 17 min. In the oldest age group of over 45 years, radio listening was 3 h 42 min and the other sources combined just 8 min (Finnpanel).

In November 2016, the daily reach of radio broadcasting was 76 percent in the population aged 9+ years. Daily radio listening per listener was exactly three hours. Commercial radio dominates the total daily reach of radio over the public service radio by Yle. For commercial radio, the share of total daily reach or daily number of listeners (at least 15 minutes of listening to the radio) was 51 percent and 1 h 35 min per listener and for Yle channels 37 percent and 1 h 26 min per listener.

Regarding nationwide channels, *Yle Radio Suomi* was in the lead by daily reach with 23 percent and 55 min per listener. The second was commercial nationwide [Radio SuomiPOP](#) with 13 percent and 17 min. The third was commercial nationwide [Radio Nova](#) with 11 percent and 17 min per listener.

In 2015, the total revenue of commercial radio stations was €62.5m. Regarding all radio advertising, national advertising accounts for 70 percent and local advertising for 30 percent. Regarding all radio advertising, the share of the largest five stations was 79 percent.

The largest commercial radio group in 2015 was [Nelonen Media](#) by Sanoma Media Finland with 17 percent of the listening time. Sanoma Media Finland operates four radio channels (percentage of coverage of the population aged 9+): *Radio SuomiPOP* (95 percent), [Radio Rock](#) (87 percent), [Radio Aalto](#) (90 percent) and [Radio Loop](#) (71 percent).

The second largest in 2015 was [Bauer Media](#) (Germany) with a 16 percent share of the listening time. The Finnish MTV company sold its radio, *Radio Nova*, to Bauer Media in 2015. *Radio Nova*, started in May 1997, was the first nationwide commercial radio station.

Bauer Media group has seven radio channels (percentage of weekly reach of the population aged 9+) in 2016: *Radio Nova* (24 percent), [Iskelmä](#) (14 percent), [KISS](#) (9 percent), [Radio City](#) (7 percent), *SuomiRock*, *Radio Pooki* and *Play Radio* (less than 1 percent). In addition, Bauer Media operates seven web properties: *Voice.fi*, *Radionova.fi*, *Iskelma.fi*, *Radiocity.fi*, *Kiss.fi*, *Radiosuomirock.fi* and *Asema.net*. The parent company Bauer Media Group is a German family-owned company.

There is just one truly national commercial radio, [Radio Nova](#), since the other radio stations are semi-national or operate in chain format in several cities. Practically all radio stations are available on the Internet and radio companies are actively developing web radio services. Some 1.3 million people already listen to the radio on the Internet.

The third largest was [NRJ](#) (France) with a 4 percent share of the listening time with channels *NRJ* (93 percent) and *Radio Nostalgia* (70 percent).

The peak listening was between 8:00 and 8:15. Radio prime time on a workday takes place between 7:15 and 16:30. On a workday, the biggest amount of listeners is at 8 o'clock in the morning, a total of 1.3 million. To many Finns, radio is important in the summer, so in 2015, the most popular listening time of the year was on August 14th.

*Radio Nova* had the largest coverage of Bauer Media radios with 100 percent coverage of the population aged 9+ years, or seven percent of the total listening time. Measured by daily reach, which means the average daily number of listeners listening to at least 15 minutes a day, *Radio Nova* has 533,000 listeners or 11 percent of the population aged 9+ years. Likewise, the weekly reach, which means the weekly number of listeners listening for at least 15 minutes, of *Radio Nova* is 1,248 million listeners or 25 percent of the population. The third figure is presented proportionally to the whole demographic population (per head) and proportionally to the people who have listened to the channel (per listener). On an average day the time spent listening to *Radio Nova* was 41 minutes per head and 1 h 51 min per listener.

The best indicator of a radio channel's popularity is age: The younger the listener, the greater the inclination to listen to a commercial radio channel than to a public service channel. In addition, the tendency of younger people to listen to a commercial radio is greater in metropolitan Helsinki than elsewhere in the country. Just in two age groups, those of 55-64 years and the over 65s, the listening shares of the public service channels are greater than of the commercial channels. In all other age groups from 9 to 54 years, the proportion of those listening to commercial channels is greater than those listening to public service radio channels.

[Radio Sputnik](#) is a [Finnish](#) radio station with programming in Russian. Radio Satellite Finland company operates Sputnik radio channels in six cities for the Russian-speaking population.

## Television

In 2015, the share of television over the Finnish media market, including Yle public service TV, was 28.4 percent (2015) or €1.1m. The share is nearly the same as the 22.7 percent share of all newspaper publications, dailies, non-dailies and free sheets. In 1997, the share of television was 18.6 percent, so there is a 10 percentage point increase as of 2015.

In 2015, 40 percent of households had at least two TV sets. Regarding the Finnish households, 56 percent had a single TV set, 29 percent two TV sets, 11 percent three or more TV sets and in five percent of households there were no TV sets. TV reception takes place via cable, satellite or the Internet in 59 percent of households and via terrestrial broadcasting in 36 percent.

In 2016, the daily TV viewing time of the population over four years was 2 h 52 min, including public service and commercial viewing: public service [Yle](#) with four channels 71 minutes, [MTV](#) (launched on 1957, since 2005 owned by Bonnier, Sweden)

42 min, [Nelonen](#) (Sanoma Media Finland) 29 min, *Discovery Network Finland* 11 min, *Fox* 5 min, *TV5* 5 min, and other channels a total of 9 minutes.

In 2017, there are four nationwide free-to-air public service TV channels, 12 nationwide commercial free-to-air TV channels and 23 pay TV channels. In addition, there are more than 30 local or regional free-to-air channels ([Digita](#)).

The public service Yle has four free-to-air TV channels: [Yle TV1](#) (news, current affairs, drama, cultural and educational programmes, documentaries, comedy and movies), [Yle TV2](#) (children's and teenagers' programmes, sports, drama, entertainment, current and regional affairs), [Yle Fem](#) (news, documentaries, children's programmes, culture, sports, entertainment in Swedish, often with Finnish subtitles) and [Yle Teema](#) (culture, science, learning, movies, documentaries, music, TV series).

Yle has a strategy on additional investments in online services in terms of content, services and distribution. According to the plan on Yle's channel reform *Yle Teema* and *Yle Fem* shared a channel slot on traditional television both having now standard schedules for their programmes in the spring 2017. In the future *Yle TV1* will remain the national channel for news, current affairs programmes and factual programmes. *Yle TV2* will place more emphasis on events, experiences and live broadcasts. ([Yle, About us.](#))

The two largest commercial TV companies have several channels. The biggest commercial TV company [MTV](#), owned by the Bonnier group of Sweden since 2005, has three free-to-air channels: MTV3 (the first and biggest commercial generalist channel), [Sub](#) (youth, entertainment and fiction) and [AVA](#) (lifestyle, reality series, furnishing). The second largest private commercial company [Nelonen Media](#), owned by Sanoma Media Finland) has four free-to-air channels: [Nelonen](#) (the second biggest commercial generalist channel), [Liv](#) (entertainment and lifestyle for women aged 25-44 years, ), [JIM](#) (entertainment and reality TV for urban people) and [Hero](#), launched in 2014 (city dwellers of 30+ years).

[Discovery Networks Finland](#), (SBS Discovery Television, USA) has four free-to-air entertainment channels: [TV5](#), launched in 2008 (feature films, comedies, reality TV, series and documentaries for viewers of 15-44 years), [Kutonen](#), launched in 2012 (sports, series, feature films, music for viewers of 15-44 years), [TLC](#) channel in 2016 (lifestyle, fashion trends, weddings, for young women) and [FriiTV](#), launched in 2015 (feature films, documentaries and various types of series for viewers of 15-44 years).

[FOX](#) (Fox Networks Group) is the fourth largest commercial TV channel by audience (domestic and foreign drama series, comedies, infotainment, documentaries, lifestyle, news, children's programmes). In March 2017, Fox Networks Group will launch an ad-based free-to-air channel of [National Geographic](#), which currently is a pay TV channel in Finland.

[AlfaTV](#), launched in 2013, owned by Brilliance Communications and with a Christian mission, is an ad-based free-to-air channel by a religious broadcaster (motorsports, news, commentaries, current affairs, domestic series, lifestyle, culture, music, documents, children's programmes, religious programmes). A special feature of *AlfaTV* are Russian-, Swedish- and Arabic-language Christian programmes produced by *IRR-TV*.

In addition to traditional TV sets, people are increasingly using mobile devices, such as tablets and smartphones, to watch television programmes ([Finnpanel](#)). The company Digita broadcasts radio and TV programmes to all of Finland. Main bandwidth users are media houses, broadcasting companies and mobile and broadband operators.

Since 2000, the reach of television has decreased and the reach of the most popular channels has decreased even more significantly (Finnish Mass Media 2013). This is caused by the increase in TV channels and more competition from digitalisation, with people spending more time on tablets and smartphones than watching TV.



In 2015, the main generalist channels of the three biggest broadcasters, Yle, MTV3 and Nelonen, still garnered 54.5 percent of the total TV viewing of the population over 10 years. *Yle TV1* had the largest share with 28.5 percent, MTV3 was second with 18.0 percent and *Nelonen* third with eight percent.

Of all the channels, including pay TV channels of two commercial companies, the total share of the three largest companies was more than 85.6 percent. The share of four public service Yle channels was 43.1 percent. The four channels of MTV3 had 27.3 percent and the five channels of Nelonen had 15.2 percent. The share of Discovery Network's four channels was 5.6 percent and Fox's two channels had 3.8 percent.

All three main TV companies offer online services for live radio and TV broadcasting and accessing past programmes online. Public service Yle has [YLE Areena](#), MTV3 has [Katsomo](#) (Auditorium) and Nelonen has [Ruutu](#) (Screen).

TV usage data is gathered from two sources: Television audience measurement for terrestrial, cable and satellite TV and traffic measuring of online TV services. Public service Yle has [YLE Areena](#), MTV3 has [Katsomo](#) (Auditorium) and Nelonen has [Ruutu](#) (Screen).

Outside Finland, Yle's TV programming is available online at Yle Areena and the website Yle.fi. Copyright agreements restrict the showing of some programmes outside Finland. Nearly all news and current affairs programmes and documentaries, live regional and national radio broadcasts and a majority of television shows are at Yle Areena, subject to copyright restrictions.

The term 'hybrid TV' means combining terrestrial TV and Internet content, mainly online TV and extended programming information. Network operator Digita offers a system, which makes this possible by pressing a button on the remote control. The system is in an initial test phase.

With hybrid-TV, Yle's online TV service Yle Areena is available on *Yle TV1*, *Yle TV2*, *Yle Teema* and *Yle Fem*. In the *Katsomo* service of MTV3, all free-to-air programmes are available on channels *MTV3*, *Sub* and *Ava*. The *Ruutu* service of Nelonen Media is available on the channels *Jim*, *Liv* and *Hero*.

In 2015, MTV made some changes in its TV units. The company sold radio operations to Bauer Media Group to focus on its core business. MTV news production was set in the newly established sister company Mediahub and a new video service was launched with partner companies.

Since 2013, Yle operations have been financed by a public broadcasting tax paid by individuals and corporations. Individuals pay 0.68 percent of their income and corporations 0.35 percent. The tax, €51-143 per year, is collected from each adult with an annual income exceeding €10,294. Those earning €21,029 or more per year pay the maximum. Minors and low income earners do not pay the tax. In 2015, a total of €508m was collected. Yle tax is set into a fund, which is outside the annual state budget.

Yle will be revising its broadcasting and online operations in the spring of 2017. *Yle Areena* will offer more, and more diverse, content. Channels *Yle Teema* and *Yle Fem* will share a channel slot on broadcast television. Use of *Yle Areena* is expected to grow substantially. On broadcast television, *Yle TV1* will remain the leading national channel for news, current affairs and factual programmes. *Yle TV2* will place more emphasis on events, experiences and live broadcasts.

In 2016 channel-by-channel results for TV viewing by top programmes show *Yle TV1* firmly on top. The viewing data are gathered using panel research. The most watched programme was the annual presidential reception on Independence Day on 6<sup>th</sup> of December. The programme reached an audience of more than 3.2 million out of 5.2 million for the first time.

Another measure is programme coverage, which is the percentage of people watching a programme in the demographic

group of 4+ years of age. The programme coverage of the Independence Day reception was 50 percent, with 100 percent equalling the total population. The share of total TV viewing during the reception was 88 percent.

Since the beginning of 2008, guest viewing and time-shift viewing have been added to the viewing time. Guest viewing means that any people visiting a sample family included in the research will also be registered, if they watch TV during their visit. Time-shift viewing is the viewing of recorded programmes during a week. The share of time-shift viewing on total viewing in all TV households is about 4 percent. In 2014, daily programming hours per channel were at the same level of 17 hours on all three main channels of Yle, MTV3 and Nelonen. The use of other devices than a television set for viewing TV has increased. In 2015, the share of households viewing TV on a PC was 47 percent, on a smartphone 16 percent and on a tablet 25 percent ([Finnpanel.fi](#)).

Internet TV, IPTV, is available in 775,000 households or in nearly every third TV household. Regarding TV households, 25 percent or 630,000 households subscribe to pay TV channels and 36 percent or 940,000 households subscribe to paid TV content, using video services such as Netflix or HBO Nordic.

In 2015, the largest cable TV operators and their share of connections were: DNA 36 percent, Sonera 28 percent, Elisa 19 percent and Finnet Association 16 percent. The total number of cable connections was 1.7m. The turnover of cable television business in 2015 was €192m, of which annual basic fees were 53 percent and pay TV fees 46 percent ([Statistics Finland/Mass Media statistics](#)).

Commercial pay TV channels are financed by subscriptions and advertising. In 2016, of the two main commercial TV companies, MTV3 had 12 pay TV channels: *MTV Max*, *MTV Juniori*, *MTV Leffa*, *MTV Fakta*, *MTV Sport 1*, *MTV Sport 2* and six thematic sports channels under the Viasat brand. Nelonen Media had 12 pay TV channels: *Nelonen Prime*, *Nelonen Nappula*, *Nelonen Maailma* and *Nelonen Pro*'s nine sports channels.

[Finnish cinemas](#) had a good year in ticket sales and cinema advertising. Regarding the total mass media market in 2015, the share of cinema was €94m or 2.5 percent, an increase of 26 percent from €75m in 2014.

There were 311 cinema screens, 48,000 seats and 202 premieres in Finnish cinemas. There are cinema theatres in more than 120 towns. Per inhabitant, 1.6 cinema admissions took place. In comparison with 2014, there was a 0.3 percent increase in admissions, 17 new screens, five additional premieres and a 3,000 seat decrease in theatres ([The Finnish Film Foundation](#)).

There were 2.5m admissions to domestic films in 2016. The audience record of 2015 still remained by 4.8 percent. Admissions to domestic films were 30 percent of the total, which was second best in EU countries. Domestic films sold more than 2m tickets for the fifth time since 2010. In all, there were 8.7m cinema admissions.

The Finnish Film Foundation promotes and supports professional film making and the distribution and exhibition of films. The Foundation receives its funding from the Ministry of Education and Culture ([Country profile Finland. Council of Europe](#)). In 2015, the Foundation's budget was €24.6m, the same as the preceding year. The funding has decreased by about seven percent since 2012. Public funding has given better opportunities for production companies to seek international financing. The share of international financing has increased to 28 percent of the average feature film's budget.

In 2015, of all 202 new releases in Finland, 96 films were from the USA, 40 from Finland, 19 from the UK, 12 from France, six from Sweden and four from Australia. The remaining 25 releases were from 21 various countries. Regarding ticket sales, USA as a country of origin took 50 percent, Finland 29 percent, Europe 17 percent and the rest of the world four percent.

As an example of a Finnish premiere in 2016, the family movie *Risto Rappääjä ja yöhaukka* (Ricky Rapper and the Night

Falcon) received the largest audience of 346,000 viewers. It was directed by Timo Koivusalo and produced by Arista Film. The total budget was €1.603m, of which production support was €800,000.

Second most watched was *The Angry Birds Movie*, a computer animation directed by Fergal Reilly and Clay Kaytis and produced by Rovio with 336,000 viewers. Production support was just €50,000. Third was *Tatu and Patu* with 320,000 viewers, directed by Rike Jokela and produced by Dionysos Films Oy. Support from the Film Foundation was €650,000 and the total budget €1.412m. By far the biggest commercial success was *The Angry Birds Movie*, which grossed more than €300m worldwide, was shown in more than 60 countries and became the most internationally successful Finnish film of all time.

## Digital Media

In a report on digital news media by [Reuters Institute for the Study of Journalism](#), financed among others by the Media Industry Research Foundation of Finland, in 2016 5 percent of Finns aged 18+ named online media as their main source of news. The highest share was for Greece at 27 percent. The younger the age group in question, the bigger the significance of online media as the main source for news.

The significance of the Internet declined evenly in the older age groups, but the rank remained first in all age groups under 55 years. Varying by age, for 8-17 percent of Finns, print newspapers are the main news media. A majority uses websites of newspapers and television when searching for news.

As to the Finns, 63 percent will read news directly from news media websites. News were found by 28 percent of Finns through intermediaries, such as Facebook and Twitter. In the spring of 2015, 21 percent of Finns had watched news videos on the Internet.

According to the Reuters Institute Digital News Report 2016, the share of those who had paid for online news remained at 15 percent, unchanged from the preceding year. The respective share was 20 percent in Sweden and 27 percent in Norway.

Finland is one of the rare countries where online services by traditional media houses are among the most popular news sources. The total reach of Finnish newspapers is increased by the reading of newspapers both in print and online. This combined reading of print and online is due to the bundled subscriptions being offered by the newspapers to their readers. By international comparison, Finnish newspapers are frontrunners with this.

Moving from print to online is not painless. Readers are used to not having to pay for content online. The top position of the two tabloids, *Ilta-Sanomat* and *Ilta-lehti*, in the list of most visited websites, illustrates this. In 2015, only 15 percent of Finns paid for online news and of those having paid for online content, three quarters, or 74 percent, said they are not planning to pay in the future ([Digital News Report 2016, Reuters Institute for the Study of Journalism](#)).

Looking at the changes in media usage between 2014 and 2016, Finnish people have embraced online media, but not at the expense of broadcast news. The printed newspaper sector is declining more slowly than elsewhere due to a strong reading culture. A strong tradition of subscription has made it easier to transition to paid content online. But growth is slow and 74 percent of those already not paying, say they would not do so in the future.

Just eight percent of Finns that had not paid for online news were willing to pay for digital news content in the future. The number of those willing to pay went down three percentage points from 2014. Regarding those who paid for online news, 69 percent had paid with an ongoing payment and less than a quarter had paid by a one-time payment.

During the past few years, digitalisation in media usage has been a dominant matter in professional discussion in the

publishing industry. In 2015, more than 90 percent of the total newspaper subscription and media revenue came from printed newspapers. Bundled print and digital subscriptions are more common and about half of daily newspapers offered subscriptions to print-only newspapers.

Of magazine companies, Otavamedia owns five web properties: news portal *Ampparit.fi*, golf site *Golfpiste.com* (Golf Spot), web portal *Muropaketti.fi* for computers, mobiles and IT, *Ruoka.fi* for cooking and news portal *Plaza.fi*. Otavamedia has nine digital marketplaces for buying, selling and renting eg boats, cars, farm machinery, car parts and accessories, motorbikes, caravans, vehicles and summer houses.

Almost all the 200 Finnish daily, regional and local newspapers - as well as the free papers - have an online edition with regularly updated editorial material. Traditional newspaper houses, broadcasting companies and media companies have extended the range of their services and products available online. Interestingly, the most popular websites - excluding web portals - are all operated by traditional mass media companies. According to the weekly statistics of [Kantar TNS](#), traditional media houses take up the first five places and eight of them are in top 10. In all, 13 traditional mass media companies are in the top 20 of websites and of those, eight are newspapers, three TV companies, two magazines and one a commercial radio company. For measuring the popularity of websites - like the circulation of newspapers - one recurrent method is to count the weekly visitors.

At the top of all websites are the two tabloids of the country (week 1/2017). Both tabloids, *Ilta-Sanomat* by Sanoma Corporation and *Iltalehti* by Alma Media, have lost print circulation during the past five years. Between 2010 and 2014, *Ilta-Sanomat* lost more than 40,000 copies or 27 percent and *Iltalehti* 36,000 copies or 34 percent of their circulation. The tabloids remained at the top of all websites, including chat sites, discussion portals and other social networks. *Ilta-Sanomat* has 2.1 million unique weekly visitors and *Iltalehti* 1.9 million visitors. One reason for the popularity of online tabloids is the wide range of free content available in comparison with the stricter paywalls of other newspapers.

The third most popular website is that of Yle, the public service broadcasting company, with 1.8 million weekly visitors. The fourth is the largest Nordic daily, *Helsingin Sanomat* by Sanoma Corporation, with 1.5 million visitors. The fifth is the oldest commercial TV company MTV, owned by Bonnier group Sweden, with 1.4 million visitors. The sixth most popular media website is *Taloussanomat* (Economy News) by Sanoma Corporation with 884,000 weekly visitors. at the beginning of 2008, *Taloussanomat* moved from print and online to online only. The seventh is another business-focused newspaper, *Kauppalehti* by Alma Media, a rival to *Taloussanomat*, with 645,000 weekly visitors. The circulation of the 5-day print version was 47,732 copies and the total circulation was 101,067 copies, comprising print and digital editions. The share of the digital version is the highest among the Finnish newspapers.

The eighth is the biggest regional newspaper, seven-day daily *Aamulehti* with 466,000 weekly visitors. The ninth most popular media website is the second largest private commercial TV company Nelonen Media by Sanoma Media group with 427,000 visitors a week. The 10th most popular media website is [Uusi Suomi](#) by Alma Media with 324,000 visitors, which the first Finnish newspaper available only online, first published in the autumn of 2007. From March 2015 also English-language newspaper [Helsinki Times](#) has been an only-online publication which is delivered as a separate section of the *UusiSuomi.fi* online publication. Between 2007 and 2015, it was a weekly print newspaper. The daily TV bulletins in English language of the Finnish Broadcasting Company will be discontinued at the beginning of March, 2017. Yle focuses on reaching audiences online by [Yle News](#) and [YLE News](#) in text-TV from page 190 onwards.

Most recent newcomers among the new media are pay-per-view online TV sites, such as those of the two tabloid newspapers: *Ilta-Sanomat* has [ISTV](#) and *Iltalehti* has [IL-TV](#), both serving live sports programs. Newspapers are helping print subscribers to transition into digital services not by ceasing the print subscription, but by offering bundled subscriptions of

print and online editions at only a marginally higher price than that of the print subscription.

## Social Networks

According to the [NetTrack 2016 survey](#) by Kantar TNS, 60 percent of Finns would use a computer to access the Internet, if they were allowed to choose just one device. Computers remain popular, even though smartphones and tablets are used by more and more Finns. In the survey, 1,004 Finnish people aged 15-79 were interviewed over the phone in April 2016.

The whole population spends 58 percent of their time on traditional media and 42 percent on online services. With the 30-year-olds, the numbers switch places: online services take 65 percent of the time and the traditional media take 35 percent.

Finns use media daily for 7 hours 33 minutes. Internet penetration in 2016 was 94 percent. With the whole population, television leads in daily media use with 26 percent, second is the traditional radio with 18 percent and the third is social media with 11 percent. With under 30-year-olds, social media has 17 percent, television 16 percent, Internet music streaming 10 percent and other applications 10 percent. With over 50-year-olds, television is at the top with 32 percent, traditional radio at 22 percent and print newspapers and tabloids at nine percent.

According to MediaAuditFinland's National Readership Survey (NRS) in the spring of 2016, print is still the favourite reading platform for Finns, despite the increases in digital reading. On average, a Finn reads 5 magazines and 1.6 newspapers, their supplements, town papers or other free newspapers. Reading in print is the most popular platform for following news, as 80 percent of Finns read in print every week. Digital reading is the next most popular platform with 51 percent. The number of papers read on smartphones is approaching the number read on computers, while reading on tablets is increasing gradually, too.

Among all users, the most popular social networks used weekly for news are: Facebook with 34 percent, YouTube with nine percent, Twitter with six percent, WhatsApp with six percent and Suomi24 with five percent. Among the under 35-year-olds, the ranking and shares are different with Facebook first with 42 percent, then WhatsApp with 10 percent, Twitter with nine percent and YouTube with eight percent.

Monitoring reports between 2013 and 2016 by Reuters Institute show the rapid adoption of smartphones for news access. In 2016, more than half of those surveyed said they use a smartphone for accessing news. For Finland that share was 59 percent. This means that using smartphones for news is now more common than the use of computers or laptops. In Finland, 62 percent of people prefer established media websites over search engines as a news source.

As to the Finns, 40 percent already use online as their first way for coming across news in the morning. Finland has a strong reading culture and 20 percent of Finns still sit down with a printed newspaper in the morning, even though the country is in other ways highly digital. The Reuters study shows that in particular heavy social media users are around 50 percent more likely to access online news videos than the general population and that these heavy users are more likely under 35 years of age.

Among the most popular social networks related to news media are various news aggregators, media websites and their several sister sites, online publications and discussion portals. [Ampparit.com](#) by Otavamedia is the most popular news aggregator with 425,000 weekly visitors and a reach of 11 percent. Various Ampparit websites offer an extensive news flow from domestic news media.

The media websites of topic communities/discussions include five sites, of which four are sites for women's and family magazines and two sites online only. The most popular community/discussion website is [Vauva](#) (Baby) by Sanoma

Corporation, focused on mothers with infants, with 601,000 weekly visitors. The second is *Kaksplus* (TwoPlus) by Otavamedia, with 344,000 weekly visitors, also for women with small children. The third is women's magazine *Anna*, by Otavamedia, with 298,000 visitors and the fourth is *Demi*, for young girls, by Otavamedia, with 203,000 weekly visitors. The next most popular are online-only magazines: *Lily* which is the online community of the magazine *Trendi*, published by A-Lehdet, with 152,000 visitors and *Nainen.com* (Woman), a lifestyle website for 16-35 years women, by Klik Klik company, with 80,000 weekly visitors.

## Opinion Makers

The question of the influence of opinion makers on public opinion is one of the most difficult subjects of study due to its complexity. There is a multiplicity of intervening factors around it. However, from another perspective it might be possible to cast light on the issue of media and power.

A Finnish study titled [Media in the Networks of Power](#) examined the relationship between the media and power by asking what kind of influence the media have in the circles of social power. The power of media is not primarily perceived as power to influence public opinion or action. Instead, the study asks how the decision-making process is mediated. The research question was examined through three specific cases. The focus is on the pertinent media material, including interviews of the parties concerned (60) and the survey data (n=419), which gauges more extensively the views of the Finnish decision-makers on the role of the media in the exercise of power (Kunelius & Reunanen 2016).

The study shows that Finnish decision-makers perceive publicity quite instrumentally. In the power holders' opinion, it is not worthwhile to discuss issues with sincerity in public. Rather, one should consider in advance what type of reduced messages might best promote one's own interests. The decision-makers' own policy networks may instead offer a much better medium for discussing real issues and finding the best possible solutions for them, or at least worthy compromises.

The Finnish decision-makers, especially politicians, spend considerable time monitoring the media. However, the range of the media they monitor is surprisingly narrow. The most important media for the decision-makers and their activities consist of the big media houses of the Helsinki metropolitan area: the news and current affairs programmes by the Finnish Broadcasting Company Yle, *MTV3* news by the MTV company and *Helsingin Sanomat* newspaper by Sanoma Corporation. These three news media constitute a fairly common and homogeneous daily media agenda and the public arena for the decision-makers.

The study shows that interaction between decision-makers and journalists is abundant, though in the decision-makers' mind journalists can be divided into different groups. Confidential background discussions are conducted with editors-in-chief and special reporters, while reporters with lesser expertise and experience are considered less useful. Relations to the former types are marked by intensive interaction, personal relationships and far-reaching confidence in both parties' ability to act according to the rules of the game.

The decision-makers and journalists often have background discussions and an information exchange that goes both ways. Journalists, for their part, provide speculation on political events and situations and feed the decision-makers' imagination on what kinds of interpretations their moves in the media may generate.

Both sides recognise the rules of the game and aim to engage in mutually beneficial cooperation within the framework of their professional roles. This is especially significant to politicians and organization leaders, because their mandate is based on the trust of members and voters. It is also clear that the attention, reputation and credibility acquired through the media will increase their leverage during the decision-making processes.

The media's daily agenda does not seem to significantly shape the long-term policy definitions in societal decision-making.

In the decision-makers' minds journalism, and especially in its current phase, favours sensationalism, short-term results and nit-picking over details at the expense of the whole. The decision-makers themselves seem to by their own nature embrace an instrumental and deliberate course of action in their public activities. It seems that the strategic side of politics, which instrumentally seeks to create positive images of itself, and the part in journalism that competes for audiences by means of tabloidisation, have found each other.

However, politics and journalism have also a clearly critical, solution-seeking and argumentative side to them. In journalism, this stance is maintained especially by journalists who have contacts within the establishment, and who persistently follow their own focus areas in society. From journalism's communicative power perspective, the pertinent question is how well critical journalism can open up the processes of policy networks to public debate.

If one tries to clarify who and which are the individuals or groups that influence the public opinion outside the media with the help of social media, at least in Finland the picture looks very fragmented and diverse. There is a vast amount of blogs, websites and networks. For instance, there are a lot of blogs dealing mainly with matters having very little to do with the public opinion.

It seems that using blogs teenage girls and young women have more opportunities to express themselves - a chance that did not exist before. However, the real reach, not to mention the influence gained with new social media cannot be measured with quantitative methods.

Mainstream news organisations in Finland are politically non-partisan and journalists have strong codes of professional conduct, valuing objectivity and independence. The heated debate on immigration policy, however, has cast doubt on the neutrality of the media. On the other hand, this same debate has highlighted the role of news media as a trustworthy alternative to disinformation online.

As to the Finns, 65 percent trust news ("I think you can trust most news most of the time"), 47 percent trust news organisations and 51 percent trust journalists. Also, 47 percent of Finns believe media is free from undue political influence and 41 percent believe media is free from undue business influence (Digital News Report 2016/Reuters Institute for the Study of Journalism, 53; 93-94.).

In countries where trust is high, such as Finland, political identification does not tend to have an impact on trust, with each group equally likely to trust the news. There is no significant difference between the different political orientations by the respondents then the support to trust news was given by the left with 65 percent, by centre 67 percent and by right 64 percent.

However, almost everywhere younger people tend to trust the news slightly less than older people, even after controlling for variables such as gender, income, education and politics. In Finland, two-thirds or 67 percent of over-35s say they trust the news, but this figure drops to 58 percent among under-35s.

The trust in news organisations is the most important driver of overall trust, and is significantly more important than trust in journalists and freedom from undue governmental influence. Trust in the news is almost synonymous with trust in news brands. Perceived freedom from commercial influence was the least important driver of trust in most countries.

## Sources

Newspapers (10 largest by circulation)

- [Aamulehti](#)
- [Turun Sanomat](#)
- [Etelä-Suomen Sanomat](#)
- [Helsingin Sanomat](#)
- [Hufvudstadsbladet](#)
- [Iltalehti](#)
- [Ilta-Sanomat](#)
- [Kaleva](#)
- [Kauppalehti](#)
- [Savon Sanomat](#)

Newspaper chains (5 largest by circulation)

- [Sanoma Corporation](#)
- [Länsi-Savo Group](#)
- [Alma Media](#)
- [Keskisuomalainen](#)
- [TS Group](#)

Newspaper circulation statistics

- [Circulation audit](#)
- [Suomen Lehdistö](#) (Annual special issue)
- [National Readership Survey](#)
- [Kantar TNS](#)
- [Statistics Finland/Mass Media statistics](#)

Magazine publishers

- [Alma Talent](#)
- [Sanoma Media Finland](#)
- [A-Lehdet](#)
- [Aller Media](#)
- [Bonnier Publications](#)
- [Egmont Publishing](#)
- [Otavamedia](#)

Public service radio channels

- [Yle Areena Radio](#)
- [Yle Radio Suomi](#)
- [Yle Radio 1](#)
- [Yle Puhe](#)
- [YleX](#)
- [Yle Sámi radio](#) (In Sámi)
- [Yle Klassinen](#)
- [Yle Mondo](#)



- [Yle Radio Vega](#) (In Swedish)
- [Yle X3M](#) (In Swedish)
- [Yle Novosti po-russki](#) (In Russian)

Commercial radio channels (Top 10 by time spent 2016/2017)

- [Radio Nova](#)
- [SuomiPOP](#)
- [Radio Rock](#)
- [Iskelmä Radio](#)
- [Radio Kiss](#)
- [Radio Nostalgia](#)
- [Radio City](#)
- [Radio Aalto](#)
- [NRJ](#)
- [Radio Loop](#)

Radio associations

- [Radiot.fi](#)

Free-to-air television channels [Yle](#) (Finnish Broadcasting Company)

- [Yle TV1](#)
- [Yle Teema](#)
- [Yle TV2](#)
- [Yle Fem](#)

[MTV](#) ? Finnish commercial television station owned by [Bonnier](#)

- [MTV3](#)
- [AVA](#)
- [Sub](#)

[Nelonen](#) – Finnish commercial television station owned by Sanoma Corporation

- [Nelonen](#)
- [Hero](#)
- [Liv](#)
- [JIM](#)

[Discovery Networks Finland](#)

- [TV5](#)
- [FriiTV](#)
- [Kutonen](#)
- [TLC](#)

Fox Networks Group

- [FOX](#)
- [National Geographic](#)

Brilliance Communications Oy

- [AlfaTV](#)

Online TV services

- [Yle Areena](#) (Yle)
- [Ruutu](#) (Nelonen)
- [Katsomo](#) (MTV3)

Cinema

- [Facts & Figures 2015](#). Finnish Film Foundation.
- [Finnish Film Foundation](#)

Online TV sites by newspapers

- [ISTV](#) – Ilta-Sanomat

Popular web portals

- [Ampparit.fi](#) – News portal
- [Muropaketti.fi](#) – Digital media portal
- [Plaza.fi](#) – News portal

Digital media

- [Digital News Report 2016. Reuters Institute for the Study of Journalism](#)
- [Digita](#) ? Network operator for television and radio broadcasting

## Organisations

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### Trade Unions

Companies in the media industry operate in publishing, printing, radio, television and delivery. The whole commercial media industry employs about 22,000 people and its turnover is €4.6bn. There are several interest groups and associations representing different industries and people working there.

The major associations for press publishing, commercial radio and television are:

- Finnmedia ? The Finnish Media Federation

- Finnish Newspapers Association
- Finnish Periodical Publishers' Association
- Federation of the Printing Industry
- Finnish Book Publishers Association
- Association of Finnish Broadcasters
- Association of Television in Finland.

For media companies and the graphics industry, the employers' central organisation is [Medialiitto](#) – Finnmedia (The Finnish Media Federation) which adopted this new name in Finnish meaning Media Federation at the beginning of 2017 and is a parent and advocacy organisation. The federation negotiates and makes collective agreements with the Union of Journalists in Finland. At the beginning of 2017, Finnmedia had 700 member companies, which employed about 20,000 people and had a turnover of €4.3bn.

*Sanomalehtien Liitto* ([Finnish Newspapers Association](#)) - has 121 member companies, including newspaper publishers, media groups, delivery companies, photo and news agencies, city papers, marketing companies and printing houses. In mid-2016, the association represented 236 newspapers: 31 dailies, 135 local newspapers, 55 city papers, two tabloids, seven special newspapers, three online newspapers and two other newspapers. The Association publishes eight times a year its trade magazine [Suomen Lehdistö](#) (Finnish Press, founded 1930), including a special annual issue with statistics, tables, listings, circulation numbers and financial figures of newspaper companies.

*Aikakausmedia* ([Finnish Periodical Publishers' Association](#)) - represents all magazine categories in Finland: 199 consumer magazines, 257 business and trade magazines and 13 customer magazines, 469 in total. Aikakausmedia is the marketing name of the association whose website offers advertising rate cards with detailed media information on 250 Finnish magazines alphabetically or by magazine type, keyword or theme.

*Graafinen Teollisuus* ([Federation of the Printing Industry](#)) - is the industrial policy advocacy group for printing companies. The printing industry produces printed matters and its share of the total turnover of mass media (publishing, printing, radio, television) was 24 percent and of personnel 32 percent in 2015.

The printing industry represents the technical manufacturing process that takes place after content production. Its main products are newspapers, magazines and books as well as printed advertising materials, catalogues, packages, calendars and labels. In the industry, there are 850 companies, with a total personnel of 7,100 people in 2015. Most of the companies are small or medium-sized.

*Suomen Kustannusyhdistys* ([Finnish Book Publishers Association](#)) - is a co-operation body, representing the interests of its members and promoting publishing, distribution of literature, reading and freedom to publish in Finland. The Association is the oldest branch association in Finland, established in 1858. The Association monitors its members' copyright interests, represents its members in Finland and abroad and works to develop international cooperation in the field. It maintains contacts with authorities, organisations and interest groups, distributes information, supports research, issues statements and submits initiatives at national level.

In 2017, the Finnish Book Publishers Association had 103 members of the publishing industry. In 2015, the value of total sales by the members of printed books, without VAT, was €212.5m and of digital books €19.5m. The member companies account for about 80 percent of commercially published titles and more than 75 percent of book sales in Finland. The member publishers publish nearly 8,000 titles a year, more than half of which are new titles. Total sales accounted for €232m in 2015. Publishers employ 1,000 people in Finland, excluding those employed in printing and logistics.

*Suomen Kirjasäätiö* ([Finnish Book Foundation](#)) - was established by the Finnish Book Publishers Association and the Ministry of Culture and Education in 1983 to promote Finnish books and word art. The Foundation is best known for its literary awards, the *Finlandia-palkinto* (Finlandia prize) for fiction, non-fiction and children's literature, each worth €30,000. Every autumn, the Finlandia awarding process gains wide publicity throughout the Finnish mass media. Other literary awards financed by the Foundation include the Little-Finlandia, Alvar Renqvist, Eino Leino and Mikael Agricola prizes.

*RadioMedia* ([Association of Finnish Broadcasters](#)) - represents commercial radios by developing the radio sector and the operating environment of commercial radios. More than 93 radio stations, of which more than 20 are online radios, are members of the association. Co-operating with the national broadcaster Yle, the association runs the [Radiot.fi](#) website, where nearly all stations are represented and one can listen to all member stations online and access links to install a *Radiot.fi* smartphone app.

*Suomen Televisioiden Liitto* ([Association of Television in Finland](#)) - is an advocacy group for the commercial TV broadcasting sector. The association issues statements concerning the legislation in the branch, is a member of the Tekijänoikeusneuvosto ([Copyright Council](#)) - and the Mainonnan eettinen neuvosto ([Council of Ethics in Advertising](#)).

## Journalist Associations

The main trade union for journalists in Finland is the [Union of Finnish Journalists](#) (founded 1921). The union is an independent trade union and does not belong to any central confederation. The union aims to improve the financial and professional situation and working conditions of its members, regardless of the individual member's mode of working. The union also defends journalists' copyright entitlements and the status of journalism and its ethics. The union promotes freedom of expression. In terms of communications policy, the union's goal is to safeguard media diversity.

By membership, the journalists union was the biggest [cultural trade union](#) in Finland in 2016. The principal occupations of the 14,921 members are journalists, photo journalists, sub-editors, editorial assistants, publication editors and graphic artists in newspapers, magazines, radio and TV. The Union negotiates a collective bargaining agreement for media employees with the employers' associations. The union has 17 member associations. The largest associations are the Finnish Association of Radio and Television Journalists and the Association of Finnish Freelance Journalists. The number of women as members surpassed men as long ago as 1998. In 2017, 57 percent of union members are women. Women also account for more than 70 percent of student members.

Finland is a wonderland for associations, as there are 15 [journalists associations](#) for members specializing in [Agriculture](#), [Economy](#), [Environment](#), [Food](#), [Foreign Affairs](#), [Health](#), [Innovation](#), [Interior Design](#), [Investigative](#), [Justice](#), [Photojournalism](#), [Politics](#), [Science and Education](#), [Social Policy](#) or [Sports](#). In addition, there are non-profit ideological and political associations for journalists, for example by [Centre Party](#), [Social Democratic Party](#), [Young Finns Journalists](#), [Leftist Journalists](#) and [Women Journalists in Finland](#). There are also associations for editors-in-chiefs working in major daily newspapers, in local newspapers, free newspapers or magazines.

The independent organisation [Reporters Without Borders](#) (RSF) has ranked Finland first in the World Press Freedom Index for the past five years since 2011. However, Finland has been ousted from the top spot in the 2017 Index by Norway. At the same time, Finland ranks fourth in the world for newspaper readers per capita, with 200 newspapers, including 33 dailies. According to the RSF, the image of Finland's flagship public service broadcaster Yle was dented in December 2016 by "Sipilägate," in which Prime Minister Juha Sipilä reportedly pressured Yle to modify its coverage of a possible conflict of interest involving him. Two Yle journalists said they were the targets of political pressure that constituted a violation of freedom of information. They subsequently resigned. The director and executive editor-in-chief at Yle resigned from his

position by the end of May 2017.

## News Agencies

Suomen Tietotoimisto ([Finnish News Agency](#) ? STT) is the only commercial news agency in Finland producing a real-time and comprehensive news service. STT is an independent, national news provider for media as well as a provider of communication services for leading companies, organisations and government agencies. STT, founded in 1887, is one of the oldest news agencies in the world.

STT comprises three business segments: media services, communication services and image services. Its sister company [Nyhetsbyrå FNB](#), is a news service for the Swedish-language media, which received from a ministerial subsidy of €440,000 in 2015. STT owns [Lehtikuva](#), Finland's leading picture agency with an extensive archive of pictures from 1951 onwards, available for purchase by media customers. STT has foreign correspondents in Brussels and Sydney. For over a century, STT has been the backbone of domestic and foreign news delivery in Finland, especially for the printed press.

In the late 1980s and early 1990s, four main political parties had their own press agencies: the Centre Party had Uutiskeskus (UK), the Social Democratic Party had Working People's News Agency (TST), the National Coalition Party had Press News Service (LSP) and the People's Democrats had Democratic Press Service (DLP). However, these agencies withered away when the press agency subsidy for parties was discontinued. Currently the parties have limited news services at their websites.

The only surviving agency of this kind is [UP-Uutispalvelu](#) (UP-News Service), based on the former TST and merged with DLP in 1997. UP-News service is a small-scale agency in Facebook and provides news on politics, labour market and the economy.

STT offers news in Finnish, Swedish and English. A list of latest news is available at the company website. Media services include calendars, a news archive, anniversary interviews, broadcasting TV schedules and press releases. In addition to traditional media outlets, news is provided for online media and smartphones and as breaking news SMS service. The agency offers monitoring of specific industry sectors to companies.

The main customers in television are MTV3 and Nelonen Media Finland. At the beginning of 2007, the Finnish Broadcasting Company Yle cancelled its subscription to STT news service, greatly reducing its income. Nearly all Finnish news media and several international customers subscribe to STT services. The public service broadcaster Yle has its own news service. In 2016, turnover was €15.8m. STT employs 120 people.

STT is owned by 34 newspaper and media companies. The major owners are newspaper publishers Sanoma Media Finland 33.1 percent, Alma Media 26.6 percent, TS-Group 18.0 percent, Keskiuomalainen group 9.1 percent, HSS Media 1.3 percent, KSF Media 3.5 percent, Ilkka group 1.3 percent, Yle 1.3 percent and other companies combined 7.8 percent.

## Audience measurement organisations

[MediaAuditFinland](#) performs circulation audits for print media - newspapers, magazines and periodicals - and their online editions. The founders and owners of MediaAuditFinland are publishers of newspapers and periodicals and advertisers as well as media and advertising agencies.

Circulation audits are reported for printed copies and since 2012 for digital copies, too. Total circulation equals the total amount of sold print newspapers and digital editions. Audits are performed for around 400 print and digital publications every year.

The Finnish National Readership Survey (NRS) has been formulated and implemented jointly with the print media industry and is owned by MediaAuditFinland. The data collection is executed by TNS Gallup Finland. The survey includes analysis of readerships, reading habits and profiles of the main publications in Finland. Digital reading and general media usage data is also collected. The survey is based on 26,000 telephone interviews and 9,500 online respondents.

In-depth circulation reports are only available to subscribers. Various summaries are published in newsletters on the website. Main circulation figures are available for searching and sorting online.

[Finnpanel](#) measures television viewing and radio listening for the broadcasting media. The company was founded in 1975 and is owned by A.C.Nielsen Finland and Kantar TNS.

The trends of TV and radio usage in households and by individuals are monitored. The main results are published online and in press releases, where fresh TV and online TV ratings, radio listening and yearly summaries are available.

The main customers are the Finnish Broadcasting Company Yle, the Bonnier company MTV, Sanoma Corporation's Nelonen Media, radio association RadioMedia and the *Markkinoinnin, teknologian ja luovuuden liitto* ([Finnish Association of Marketing, Technology and Creativity](#) - MTL).

[Kantar TNS](#) (until 2016 under the name TNS Gallup Oy) is part of data investment management group Kantar, one of the world's largest insight, information and consultancy groups. Kantar TNS publishes company-specific studies of digital measures website traffic and carries out customer feedback analysis and usage studies on digital media and the Internet. Weekly statistics of Finnish websites since 2004 are available on the [TNS-Metrix](#) website.

[Statistics Finland/Mass Media Statistics](#) produces official statistics in Finland. Statistics under the topic culture and media describe mass media and culture from various perspectives. The statistics show the division of people's time between paid employment, household work, hobbies, media and culture use, physical activities, social participation and social relations. Tables and charts are available for download for further analysis by the users.

Mass media statistics include data on mass media economy and consumption, newspapers, magazines and periodicals, radio, television, online media services and international comparisons. Data for mass media is available at the [Mass media statistics' table service](#). Cultural statistics include several mass media-related topics, such as books, libraries, cultural magazines, music, theatre, films, visual art, cultural events, public support of culture, labour force and education in the field of culture, culture in the national economy as well as international comparisons. Data for Culture is also available at the [Cultural Statistics' table service](#).

## Sources

Trade Unions

- [Association of Television in Finland](#)
- [Finnish Book Publishers Association](#)
- [Finnish Newspapers Association](#)
- [Finnish Periodical Publishers' Association](#)

- [Finnmedia ? The Finnish Media Federation](#)
- [RadioMedia \(Association of Broadcasters\)](#)

Journalistic associations

- [Union of Finnish Journalists](#)
- [Journalists associations](#)

News agencies

- [Finnish News Agency](#) – STT
- [Lehtikuva](#) – Picture agency of Finnish News Agency
- [Nyhetsbyrån FNB](#) – News service in Swedish language of the Finnish News Agency
- [UP-Uutispalvelu](#)

Audience measurements organisations

- [Cultural Statistics' table service](#)
- [Finnpanel](#)
- [Kantar TNS](#)
- [Mass media statistics' table service](#)
- [MediaAuditFinland](#)
- [Statistics Finland/Mass Media Statistics](#)
- [TNS-Metrix](#)

## Policies

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### Media legislation

Freedom of expression is included in the section 12 of the [Finnish Constitution](#):

“Everyone has freedom of expression. Freedom of expression entails the right to express, disseminate and receive information, opinions and other communication without prior prevention by anyone. More detailed provisions on the exercise of the freedom of expression are laid down by an Act. Provisions on restrictions relating to pictorial programmes that are necessary for the protection of children may be laid down by an Act.”

(Finnish Constitution, 731/1999, *Section 12 - Freedom of expression and right of access to information*)

The Constitution defines the Swedish language as a parallel official national language, specifies Sámi, Romany and Finnish sign language as minority languages; designates Sámi people as an indigenous culture and stipulates the rights of the Sámi people and other minority groups to develop their own culture.

Two ministries responsible for enforcing communication policy and legislation in the sector are the [Ministry of Education and Culture](#) and the [Ministry of Transport and Communications](#).

The Ministry of Education and Culture is responsible for developing educational, science, cultural, sport and youth policies and international cooperation in these fields. The Ministry oversees the content of TV, video and films, copyright issues, education, archiving and research.

The Finnish government appoints the [Copyright Council](#) for three years at a time to assist the Ministry in copyright matters and to issue opinions on the application of the Copyright Act.

The Ministry of Transport and Communications oversees telecommunications, the operating licences and the press subsidy system also through (FICORA), which maintains an overview of the functionality of electronic communications networks and information security, reports of eventual information security threats, plans and administers the use of radio frequencies.

The [Data Protection Board](#), an independent authority affiliated with the Ministry of Justice, is the most important decision-making agency in personal data issues. The board may grant permission for the processing of personal data, provided that the vital interests of the subject are protected. The [Data Protection Ombudsman](#) provides direction and guidance on the processing of personal data, supervises the processing to achieve the objectives of the Personal Data Act (523/1999), as well as makes decisions concerning the right of access, rectification and deletion.

The Supreme Court handles lawsuits of precedent nature concerning media, e.g. freedom of speech and media freedom. The Supreme Administrative Court is the highest court for administrative cases, including lawsuits related to publicity and accessibility of the material of public authorities.

The [Parliamentary Ombudsman](#) exercises oversight to ensure that public authorities and officials observe the law and fulfil their duties. The scope of oversight also includes other parties performing public functions. The aim is to ensure good administration and the observance of constitutional and human rights. The Ombudsman investigates complaints, launches investigations and carries out on-site inspections in official agencies and institutions.

The [Chancellor of Justice](#) of the government, along with [the parliamentary ombudsman](#), is the supreme guardian of the law in Finland. The chancellor observes openness in public governance and gives remarks for misbehaviour to authorities withholding information. The chancellor of justice is called upon to resolve matters concerning the supervision of the government, as well as matters of principle or of far-reaching consequence.

In all, there are some 25 acts on communications and mass media. The legislation includes a wide range of regulations and rights, from the constitution to the communications market act ([Finlex.fi](#)).

There is no special legislation on media competition, media concentration or media ownership. The legislation on media market competition is based on the Finnish legislation on competition restrictions and on EU directives. The [Finnish Competition and Consumer Authority](#) monitors business deals and trade practices in the media market.

The Act on the Exercise of Freedom of Expression in Mass Media, which became effective at the beginning of 2004, applies to publishing and program production. Communication via information networks is part of it and is therefore subject to legislation on mass media. The new Act amended the previous Freedom of the Press Act and Radio Broadcasting Responsibility Act. While the Act lays down a number of special requirements for regular publishing and program making, the webpages of private individuals are subject only to the Act's provisions on ensuring that, where necessary, responsibility is borne for any crime or damage.

Television program quotas are set out in the 1998 Act on Radio and Television Activities and adhere to the stipulations of the EU Directive Television Without Frontiers. The Finnish legislation follows the Directive on European programs on TV.



channels. The Finnish Act on Radio and Television Activities set a quota of 15 percent for programs by independent producers, with a clause that the programs must have been produced during the preceding five years.

The Act on Yleisradio Oy (Finnish Broadcasting Company) (1380/1993; amendments up to 635/2005 included) defines the nature of public service programming. Yle has to support tolerance and multiculturalism and provide programming for minority and special groups. Broadcasting must be in both official languages, including services in Sámi, Romany and sign languages. The company shall not broadcast advertising in its television or radio programs or in other content services that are transmitted in various telecommunications networks. Sponsored programs are not allowed for Yle.

The Act on the Classification of audiovisual programmes (775/2000) provides guidelines for the classification of television programs for the protection of children against pornography and violence. Violations of the act are punishable by Finnish penal code.

Television broadcasting licences in the terrestrial network are awarded by the state. If there is enough bandwidth available, the regulatory authority FICORA may award licences for short-term operations. A short-term operator is allowed to send programs around the clock for three months or for a maximum of eight hours a week.

The new Act on National Audiovisual Archive (2007) - [KAVI](#) - expands the tasks of the former Finnish Film Archive by including radio and television programmes in the archives. National Audiovisual Institute was formed in 2014 as a result of a merger between the National Audiovisual Archive (formerly Finnish Film Archive, 1957-2007) and the Centre for Media Education and Audiovisual Media (formerly Finnish Board of Film Classification, 1946-2011). KAVI's library is the only library for audiovisual literature in Finland. The library includes 32,000 books on film and TV, periodicals in several languages and nearly 45,000 files in the paper clipping archive.

The systematic saving of radio and TV programmes and the introduction of the databasing of programmes allows research use. Recorded programs are available for consultation in the archive, in the library of the University of Helsinki, in the library of parliament and at the University of Tampere. The new procedure for the systematic saving of audiovisual programs opened new resources and perspectives to the research of electronic media production.

## Accountability systems

[FICORA](#) supervises the use of radio frequencies and network operators may contact it with complaints about the Act on Television and Radio Operations. All decisions can be appealed to the Supreme Administrative Court.

The public service broadcasting company (Yle) operates under an act of its own. Its highest decision-making body is the administrative council, elected by the parliament. Commercial radio and television operations are regulated by separate legislation. The Act on the Exercise of Freedom of Expression in Mass Media (2004) applies to publishing and program production. Communication via information networks is subject to legislation on mass media ([Finlex.fi](#)).

The [Council for Mass Media](#) was set up by publishers, journalists and their associations to act as a self-regulatory body for mass media content. It promotes responsibility in mass media, and is not a juridical body. The monitoring of harmful Internet content is currently undertaken by the council, by the Finnish Information Processing Association's Ethics Advisory Committee, the Council on [Ethics in Advertising](#), the [Consumer Agency](#) and the Consumer Ombudsman, and by the [Code of conduct of the Finnish Periodical Publishers' Association](#).

## Regulatory authorities

Two ministries responsible for enforcing communication policy are the [Ministry of Education and Culture](#) and the [Ministry of Transport and Communications](#)

The Ministry of Education and Culture is responsible for developing educational, science, cultural, sport and youth policies and international cooperation in these fields. The Ministry governs publicly funded and subsidised museums, theatres and orchestras, local cultural provision and subsidised organisational and civic activities. The Ministry oversees the content of TV, video and films, copyright issues, education, archiving and research; it also grants subsidies to cultural periodicals.

An important body for journalists is the [Copyright Council](#), which operates under the Ministry of Education and Culture. The government appoints the Copyright Council for three years at a time to assist the Ministry of Education and Culture in copyright issues and to give statements on the application of the Copyright Act. The Council is composed of representatives of the major right holders and users of protected works. Anyone can request a statement from the Copyright Council, regardless of personal interests at stake.

The Ministry of Transport and Communications is responsible for the legislation on communications networks, issues of privacy protection and data security, promoting access to communications services, the policy on frequencies and the legislation on radio and TV broadcasting. The minister of communications represents Finland in the EU Council of telecommunications ministers.

From the late 1980s telecommunications has been open to competition. Despite the limited amount of frequencies, a sparse population and a small communications market, Finland has communications services that are inexpensive and represent high standards in international terms.

Television broadcasting in a terrestrial network requires an operating licence (programming licence) from the government. The Finnish Broadcasting Company Yle is exempt from having an operating licence for television broadcasting in frequencies that have been allocated to it by the government in its frequency plan. [Digita](#) is responsible for the television network. The government grants operating licences for local and regional radio services and for special radio broadcasting. Regional or local licences have been granted to 51 radio stations. A temporary radio may operate across a broader area than regional radios and this area is defined separately in the operating licence. Cable television system (CATV) is used for distributing TV and radio programmes on a fixed distribution network. Cable television networks are often used for broadband Internet.

The Ministry is responsible for state subsidies to newspaper publishing. The government budget includes annual provisions for political party newspapers and for discretionary press subsidies. The discretionary subsidies are granted to print and online newspapers published in national minority languages. Subsidies are also granted to the Swedish-language news services of the Finnish News Agency.

The Ministry's goal is to create a well-functioning communications and digital services market. This provides new business opportunities, promotes exports and increases the line of services. Regulation of communications markets targets the creation of technology-neutral, high-quality, reasonably priced and comprehensive services.

The basic communication services are telephone, broadband and postal services and television and radio broadcasting by Yle, the Finnish Broadcasting Company. Yle has a special right to carry out public service television and radio broadcasting without a licence, because its operations are defined in the law.

A broadband connection is a universal service in Finland. Consumers are entitled to obtain a reasonably priced telephone subscription or a 2 Mbit/s broadband service to their permanent place of residence or to a place of business.

Telecom operators designated as universal service providers are obligated to provide a reasonably-priced service to the permanent places of residence and business establishments in the area. The subscription may be implemented as a fixed or

wireless connection. The 2 Mbit/s connection speed enables the use of basic online services, such as online banking, newspapers and magazines.

From 2013, Yle's operations have been funded by a public broadcasting tax. Unpaid TV licence fees were no longer collected after the beginning of 2015, because debt collection costs became higher than the income from the fees. Broadcast tax is levied annually from people and corporations with other income taxes.

FICORA ensures data security in communications in Finland and that the country's communications networks and markets function effectively and without interruption and also that the position of consumers is safeguarded. FICORA employs about 240 specialists within jurisprudence, economics and technology.

FICORA has a [strategy](#) lasting between 2012 and 2020, which works to ensure "reliable and easy communications for everyone in Finland" by 2020. This will be achieved by focusing on three goals: [Provision of communications services will be more versatile](#), availability of basic communications services will improve and [reliability and security of communications networks and services will be developed](#). Cyber security is a new item on agenda, via an external division, the National Cyber Security Centre Finland.

The Authority actively promotes the market entry of communications services, intervenes if defects appear in the communications markets, provides radio frequencies for new purposes and increases transparency in the markets. Proactive goals of this kind seem like a new course of action among regulatory authorities. The majority of its operations are financed by collecting fees. The largest income sources are frequency fees for radio transmitters.

The government ensures that the public service broadcasting company Yle has sufficient network capacity for terrestrial television and radio operations. The government allocates Yle a fixed number of frequencies based on a frequency plan. Yle is not permitted to broadcast advertisements. Yle operations are funded by the broadcasting tax.

[Data Protection Ombudsman](#) provides guidance and advice on all issues related to the processing of personal data and controls the observance of the Data Act. Personal Data Act improves the opportunity of individuals to control the use of their personal data. The Finnish Constitution guarantees every citizen's private life and honour and the sanctity of the home. Citizens have the right to know why and how their personal data is being processed.

The Data Protection Board is an independent authority consisting of a chair, deputy chair and five members, who are required to be familiar with registry operations. The board is appointed by the Council of State for a term of three years. The board may grant controllers permission to process personal data, provided that certain prerequisites are fulfilled. The ombudsman operates in connection with the Ministry of Justice.

There are two courts dealing with mass media issues. The Supreme Court handles press freedom lawsuits that often become precedents for media. The Supreme Administrative Court is the highest court in the administrative court system and its jurisdiction covers the legality of the decisions of government officials and access to materials of the authorities.

The supervising of media content is achieved via voluntary self-regulation and through the cooperation of business actors in the sector. Supervision for self-regulation is carried out by the sector itself, based on the various contracts and guidelines of those involved. The authorities intervene only in criminal cases.

The [Council for Mass Media](#) (CMM) acts as a self-regulatory body for mass media content. The council was established in 1968 by publishers and journalists in mass communication. The Council publishes the guidelines for journalists and follows the adherence to them and defends the freedom of speech and expression. The introduction to the guidelines reads: "Freedom of speech is the foundation of a democratic society. Good journalistic practice is based on the public's right to have

access to facts and opinions.”

CMM does not exercise legal jurisdiction, journalists and other media personnel affiliated with it commit themselves to advancing and upholding the ethical principles of the profession.

The current [Guidelines for Journalists](#) are from January 2014. The guidelines include an annex from 2011 concerning websites.

Any person feeling that there has been a breach of good professional conduct by the media, may contact the Council, which, once it has established that good professional conduct has been breached, issues a notice. The party in violation must publish said note within a short time span.

All complaints are handled free of charge and within five months. The chair may give independent resolutions on matters, which do not qualify as breach of good professional conduct and are of no significant importance.

The chair is aided by 13 members, whose term of office is three years. Eight members represent expertise in media and five represent the public. The chair, whose expertise may also be in media, is appointed by the Managing Group. Representatives of the public are elected by CMM itself. They may not be employees or board members of any media entity.

The complaints must be submitted in writing and signed, most commonly via an online complaint form.

National regulations on communications and media (Unofficial translations in English if accessible behind the links.):

- [Act on Audiovisual Programmes](#) (710/2011)
- [Act on Classification of Audiovisual Programmes](#) (775/2000; amendments up to 1380/2006)
- [Act on the Monitoring of Foreigners' Corporate Acquisitions in Finland](#) (1612/1992; amendments up to 623/1999 included)
- [Act on the Public Disclosure and Confidentiality of Tax Information](#) (1346/1999; Amendments up to 1156/2005 included; last amended by Act 1108/2006)
- [Act on the State Television and Radio Fund](#) (745/1998, amendments up to 475/2012 included)
- [Act on Television and Radio Operations](#) (744/1998, amendments up to 129/2013 included)
- [Act on the Autonomy of Åland](#) (1144/1991)
- [Act on Communications Administration](#) (625/2001 as last amended by Act 520/2004)
- Act on the Competition Council (481/1992 as last amended by Act 962/2000)
- [Act on the Exercise of Freedom of Expression in the Mass Media](#) (460/2003)
- Act on the Finnish Competition Authority (711/1988 as last amended by Act 623/1999)
- Act on Obstructing Dissemination of Child Pornography Material (1068/2006)
- [Act on the Openness of Government Activities](#) (621/1999; amendments to 907/2015 included)
- Act on the Promotion of Film Art (28/2000 as last amended by Act 68/2002)
- [Act on the State Television and Radio Fund](#) (745/1998 as last amended by Act 1069/2007)
- Act on Television and Radio Operations (744/1998; amendments up to 129/2013 included)
- [Act on Yleisradio Oy](#) (Finnish Broadcasting Company) (1380/1993 as last amended by Act 635/2005)
- [Administrative Procedure Act](#) (434/2003)
- [Communications Market Act](#) (38/1978; amendments up to 29/2005 included)
- [Competition Act](#) (948/2011)
- [Copyright Decree](#) (574/1995, amendments up to 1004/2008 included)
- [Consumer Protection Act](#) (38/1978)

- Decree on Communications Administration (697/2001 as last amended by Decree 709/2002)
- The Finnish Constitution (731/1999 as last amended by Act 802/2007)
- [Copyright Act](#) (404/1961, amendments up to 608/2015)
- Film Promotion Act (28/2000)
- [Film Promotion Decree](#) (843/2007)
- Freedom of the Press Act (1/1919)
- [Government Decree on Television and Radio Operations](#) (698/2003)
- Guidelines for Journalists, 1.1.2005
- Penal Code (39/1889; amendments up to **1287/2016**)
- [Personal Data Act](#) (523/1999)
- [Telecommunication Market Act](#) (396/1997)
- [Tort Liability Act](#) (412/1974)
- [Unfair Business Practices Act](#) (1061/78 amendments up to 461/2002 included)
- [Value Added Tax Act](#) (Act 1501/1993 a last amended by Act 1312/2007)

## Sources

- [Chancellor of Justice](#)
- [Code of conduct of the Finnish Periodical Publishers' Association](#)
- [Consumer Agency](#)
- [Council for Mass Media](#)
- [Copyright Council](#)
- [Council for Mass Media](#)
- [Data Protection Ombudsman](#)
- [Ethics in Advertising](#)
- [Finlex](#) - Online database of up-to-date legislative and other judicial information of Finland.
- [Finnish Communications Regulation Authority](#) - FICORA.
- [Finnish Competition and Consumer Authority](#)
- [Guidelines for Journalists](#)
- [Ministry of Education and Culture](#)
- [Ministry of Transport and Communications](#)
- [National Audiovisual Archive](#)
- [Parliamentary Ombudsman](#)

## Education

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### Universities and schools

Finnish higher education system consists of two complementary sectors: universities and universities of applied sciences. Universities conduct scientific research and deliver undergraduate and postgraduate education based on it. Universities

award bachelor's and master's degrees and postgraduate licentiate and doctoral degrees. Universities of applied sciences train professionals to labour market demands and conduct research, development and innovation, which supports learning and promotes regional development. Universities of applied sciences are multi-field regional institutions focusing on contacts with co-operations with local companies.

The post-compulsory level is divided into general academic and vocational education. After compulsory comprehensive education, graduates continue to upper secondary schools or to initial vocational education and training. The aim of vocational education is to improve the skills of the workforce, to meet workplace needs and to support lifelong learning. There are 23 universities of applied sciences under the Ministry of Education and Culture and one university of applied sciences in the self-governing province of the Åland Islands.

Finnish universities, universities of applied sciences and vocational schools provide education on journalism and related fields, such as media, communication, media culture, speech communication, organisational communication, filmmaking and visual communication.

Journalism education has a relatively long history. The first formal journalism programme was established in 1925 at Helsinki Civic College. The programme gained more prestige in the late 1940s, when the first professorship in journalism was established at the school. The college moved from Helsinki to the city of Tampere in 1960 and became a university with the Department of Journalism and Mass Communication as one of its flagship schools.

In 2017, journalism education is offered at three universities. Besides the [University of Tampere](#), the [University of Jyväskylä](#) has had a journalism programme since 1987. In these two programmes, prospective journalists can pursue bachelor's, master's and doctoral degrees. Since 1962, the [Swedish School of Social Sciences](#) (part of University of Helsinki) has had a bachelor programme in journalism.

University journalism programmes are a mixture of practical journalism training and communication theory. Additional elements come from a variety of minor subjects, ranging from social sciences to humanities and economics. Despite tensions between journalism academics and the practitioners, university-educated journalists are well-appreciated in the media industry and their employment rate has been consistently high.

Besides the degrees in journalism, a basic communications degree can be had from several universities: at the [University of Helsinki](#) (politics and mass media), at [Aalto University](#) in Helsinki (corporate communication, new media, visual communication), at the [University of Tampere](#) (media studies), at the [University of Jyväskylä](#) (organizational communication, intercultural communication and speech communication), at the [University of Vaasa](#) (communication sciences and multimedia systems and technical communication) and at the [University of Turku](#) (media studies).

Communication and media studies at the [universities of applied sciences](#) or polytechnics are directed at a certain field and involve more practice. Students are in close contact with companies and have more practical training than university students. Communication studies are offered in several different programmes.

These universities of applied sciences offer communication training programmes: journalism and media at [TUAS in Turku](#), journalism at [Haaga-Helia](#) in Helsinki, communication at [Xamk](#) in four South-Eastern cities, film, television, communication, 3D animation and visualisation, digital communication at [Metropolia](#) in Helsinki, media and graphic design at [Lahti University of Applied Sciences](#) and film and television at [Arcada](#) in Helsinki.

In [vocational education](#), basic-level degrees are awarded in visual expression and audio-visual communication.

Professional and special vocational degrees are awarded in informatics and graphic and communication technique. The field

of communication offers various professions and positions, for which multi-skilled and specialised professionals are needed. In vocational education, all students take general studies, after which they specialise in further subjects of their choosing. Special emphasis is placed on offering a large variety of courses to choose from.

According to the official student register of Finnish universities, 72 percent of new journalism students at universities in the 21st century were female. The share of female student members in the Union of Journalists is also roughly 70 percent. Both figures are higher than the share of females among the ordinary members of the Union. Media, recruiting not only university students, alleviates gender imbalance.

Journalism remains an open profession in Finland with no formal educational or other qualifications needed. As a consequence, much of the workforce enters newsrooms with other than journalism studies as their background. However, the share of journalists having a journalism education has steadily risen.

In a labour market study by the Union of Journalists, completing a degree in journalism is defined as completing a namesake degree at University of Tampere, University of Jyväskylä, Swedish School of Social Sciences, School of Journalism by Sanoma Corporation, University of the Arts Helsinki and Lahti University of Applied Sciences.

According to the study, 16 percent of the active working members had at least a bachelor's degree in journalism from a university and 15 percent had a degree in a media subject from a university of applied sciences (polytechnic); 34 percent had a university degree in a major subject other than journalism, including members with a minor subject in journalism or media studies; 12 percent had polytechnic degrees in subjects other than journalism or in other media related subjects.

In addition, 10 percent of the members had unfinished university or polytechnic studies, 7 percent were secondary school graduates and 6 percent had some other education. In all, 31 percent of journalists currently working had at least a bachelor's degree in journalism from a university or a polytechnic media degree in 2016. There is a multitude of differences in education among active working journalists, reflecting the openness of the profession.

The educational level of Finnish journalists has risen. In a 1987 journalist survey, 33 percent had a university degree (40 percent of women and 29 percent of men) and in a 1993 survey, 41 percent did (48 percent of women and 35 percent of men). In a 2007 survey, 50 percent had at least a bachelor's degree, specifically 54 percent of women and 42 percent of men (Jyrkiäinen & Heinonen 2012, 177).

Compared to the general educational level in Finland, journalists are well educated. In 2015, the share of population with at least bachelor's level education was 20.3 percent ([Educational Structure of Population 2015](#)). Rising education levels for journalists are likely to continue as older age groups retire and younger, better educated recruits replace them.

The University of Tampere organises training and specialised refresher courses for journalists in cooperation with the Union of Journalists under the umbrella of [Continuing education at the University of Tampere](#). The courses are planned and carried out with the help and expertise of the [School of Communication, Media and Theatre \(CMT\)](#) and experienced journalists.

## Professional development

The breakdown of active members in the Union of Journalists across media sectors shows print media still dominating.

The share of active journalists, excluding retirees (26 percent) and students (5 percent), reveals the significant role of print media in the Finnish media market. In 2016, 53 percent of journalists worked in print, and of those 35 percent in newspapers, 18 percent in magazines, 33 percent in public service broadcasting at Yle, eight percent in commercial television and radio,

four percent in book publishing and two percent in information services (Union of Journalists in Finland 2016.)

During the last few years the share of magazine journalists has increased. The share in broadcasting media has decreased due to the changes in public and commercial broadcasting companies. At the same time, the workforce in independent TV production houses has increased. The main increase in the number of members is in the Helsinki metropolitan area. The share of freelance journalists and entrepreneurs, 9 percent in 2016, does not show any clear changes. The percentage of retired members will increase markedly in the next few years.

Finnish journalists work under numerous professional titles, such as journalists (newspapers, magazines, radio, television, websites), freelance editors, chief editors, photographers, video photographers, communication officers, communication entrepreneurs, publishing editors, graphic artists, translators as well as teachers and researchers of communication, journalism and media.

Due to the fragmentation of the journalistic workforce, there is continuing education available at many institutions: at the continuing training centres of the universities and the universities of the applied sciences and as in-house training at media companies. Increasing online publishing and video use in print media requires new skills.

Employment statistics of 2014 from Statistics Finland show, that 14,244 people were employed in journalistic and film and photography work. Occupations by share were: journalists 35.8 percent, radio and television journalists 18.5 percent, broadcasting and audio-visual technicians 15.0 percent, photographers 14.8 percent, production assistants and other stagecraft associate professionals 8.4 percent, managing editors and subeditors 5.3 percent, and announcers on radio and television and other media 2.1 percent. Occupational classifications are using the 2010 classification by Statistics Finland.

Translators are not included in the group of journalistic and film and photography workers, but some are members of the Union of Journalists. According to the Union, the degree of organisation of employed journalists is about 90 percent.

## Sources

[Universities](#) (Degree programmes on journalism, media studies, communication)

- [Aalto University](#)
- [Continuing education at the University of Tampere](#)
- [University of Helsinki](#)
- [University of Jyväskylä](#) (Journalism)
- [University of Tampere](#) (Journalism)
- [University of Turku](#)
- [University of Vaasa](#)
- [Swedish School of Social Sciences](#) (Journalism)

[Universities of applied sciences](#) (Degree programmes on journalism, media and communication)



- [Arcada](#)
- [Haaga-Helia](#)
- [Lahti University of Applied Sciences](#)
- [Metropolia](#)
- [TUAS in Turku](#)
- [Xamk](#)

# Conclusions

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## Conclusion

The most dramatic change in the Finnish mass media landscape after the 1980s has been the decrease by 45 percent in the total circulation of print newspapers from the record of 4.1m copies in 1991 to 2.3m copies in 2014. The ramifications from losses in circulation losses are still being felt. Newspaper markets are near saturation and new market niches are hard to find. The trend towards newspaper chains has subsided, but it is highly probable that acquisitions and mergers among newspaper companies will take place.

High readership for print media continues in Finland, but not at earlier levels, especially in the younger generations. However, high Internet usage is a consequence of high literacy in the country.

Newspaper houses have reacted and learned to adapt to the new business environment shaped by digitalisation and the landslide of the Internet. Newspaper houses still exist, but have transformed into multichannel media houses. Predictions about print newspapers being a sunset industry are coming true, but newspapers may find a new existence with the help of digital networks.

In most Finnish localities people no longer have a choice between subscription newspapers, but between a newspaper and free-of-charge papers. They can select from around twenty radio and television channels, transmitted from a distance, on the screen of a tablet or a smartphone. If people do not like what is available, they can easily change the channel. Readers, listeners, viewers and visitors are challenging the media by their choices and changes in their media behaviour. The mass media have to know them better.

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