
Radio Finland

4.1. General indicators

Number of subscriptions or connections based on total population

	1996	1997	1998	1999	2000	2001
All population (000) Radios/households	7.124	7.669	7.541	8.083	8.403	n.a.
Universe 15+ (000) Radio owners, estimates	3.066	2.981	2.785	2.873	2.822	n.a.

4.2. Advertising categories

Advertising Category :

Definitions (1) - Radio

	Does this advertising category exist in your country ?	Is this advertising category used in your country ?	Define every advertising mode listed (precise if not allowed or not existing)	Which specific aspects define this kind of ad ? (Length, content, ...)
Commercial Spots :	Yes	Yes	pricing by the length of spot and the day part	Length
Billboard Spots :	Yes	Yes	all kind of sponsoring from public and private instances excluding radio stations themselves	Content
Sponsoring Spots :	Yes	Yes	all kind of sponsoring from public and private instances excluding radio stations themselves	Content
Station Self Promotion Program :	Yes	Yes	simply trailers	Content
Commercial Self Promotion Spots :	Yes	Yes	all kind of sponsoring from public and private instances excluding radio stations themselves	Content
Direct Response Radio Spots :	Yes	No	last used in 80's	Length
Inserts or Product Placement Program :	No	No	not legal in Finland	n.a
Inserts or Product Placement Spots :	No	No	not legal in finland	n.a

Advertising Category :

Definitions (2) - Radio

	Are they measured...	
	... for audiences ?	... for investments ?
Commercial Spots :	Yes	Yes
Billboard Spots :	Yes	No
Sponsoring Spots :	Yes	No
Station Self Promotion Program :	Yes	No
Commercial Self Promotion Spots :	Yes	No
Direct Response Radio Spots :	Yes	No

Radio Finland

4.3. General information by station

About Radio Stations

Types of broadcast during 1996-2001*

	Status	Names	Active Period		Station Type
			Founded	Ended**	
Domestic Radios (national)	Public	Ylen Ykkönen	06/01/90		Music (50%) & News (50%)
	Public	Radio Suomi	06/01/90		Music & General Interest
	Public	Radio Extrem	06/19/05		Music & General Interest
	Public	Radiomafia	06/01/90		Music (70%)
	Public	Radio Aino	10/01/99		Talk (70%)
	Public	Ylen Klassinen	10/01/99		Music (70%)
	Public	Radio Vega	06/19/05		Music & General Interest
	Private	Radio Nova	05/12/97		Music (50%) & News (50%)
	Public	Radio Peili	10/12/98		Music (50%) & News (50%)

About Radio Stations

Types of broadcast during 1996-2001*

	Status	Names	Active Period		Station Type
			Founded	Ended**	
Regional Radios	Private	Kiss FM	03/25/95		Music (70%)
	Private	Radio City	04/30/85		Music & Entertainment
	Private	Radio NRJ	10/06/95		Music (70%)
	Private	Groove FM	01/07/99		Music (70%)
	Private	SuomiPOP	01/15/00		Music (70%)
	Public	Radio Suomi and its local stations (20)	06/12/05		Talk (70%)

About Radio Stations

Types of broadcast during 1996-2001*

	Status	Names	Active Period		Station Type
			Founded	Ended**	
Foreign Radios	Public	Radio Finland	1/05/1993		Talk (70%)
Other Radios	Public	Radio Sámi (in Lappish language)	1947		Other to define

About Radio Stations

Types of broadcast during 1996-2001*

Names	Transmission Mode	Main Reception Mode	Numerical Services on Program Level	Numerical Services on Commercial Level
Ylen Ykkönen	FM	Radio	No	No
Radio Suomi	FM	Radio	Yes	No
Radio Extrem	FM	Radio	No	No
Radiomafia	FM	Radio	No	No
Radio Aino	Telecom Cable / Internet	Radio	Yes	No
Ylen Klassinen	Telecom Cable / Internet	Radio	Yes	No
Radio Vega	FM	Radio	Yes	No
Radio Nova	FM	Radio	No	No
Radio Peili	Telecom Cable / Internet	Radio	Yes	No

About Radio Stations

Types of broadcast during 1996-2001*

Names	Transmission Mode	Main Reception Mode	Numerical Services on Program Level	Numerical Services on Commercial Level
Kiss FM	FM	Radio	No	No
Radio City	FM	Radio	No	No
Radio NRJ	FM	Radio	No	No
Groove FM	FM	Radio	No	No
SuomiPOP	FM	Radio	No	No
Radio Suomi and its local stations (20)	FM	Radio	No	No

About Radio Stations

Types of broadcast during 1996-2001*

Names	Transmission Mode	Main Reception Mode	Numerical Services on Program Level	Numerical Services on Commercial Level
Radio Finland Radio Sámi (in Lappish language)	Satellite FM	Radio Radio	No No	No No

4.4. Commercial Offer

Commercial Offer in 2001

	Name of Radio	Capital shares holding					Name of Sales houses	Radio's Target Group
			Private 1	Private 2	Private 3	Private n		
Domestic Radio stations	YLE1	Name Part (%)					YLE 100%	all population
	Radio Suomi	Name Part (%)					YLE 100%	all population
	Radio Nova	Name Part (%)	Alma Media 100%					Radio Nova/Oy Suomen Uutisradio Ab 25-44 Years

Commercial Offer in 2001

	Name of Radio	Capital shares holding					Name of Sales houses	Radio's Target Group	
		Private 1	Private 2	Private 3	Private n	Public			
Regional Radio stations	Kiss FM	Name	SBS-Radio					SBS-Radio	urban 15-34 Years
		Part (%)	n.a.						
	Radio City	Name	SBS-Radio					SBS-Radio	urban 25-54Years
		Part (%)	n.a.						
	NRJ	Name	NRJ (International)					NRJ	15-35 Years
		Part (%)	n.a.						urban active people

Commercial Offer in 2001

	Name of Radio	Capital shares holding						Name of Sales houses	Radio's Target Group
			Private 1	Private 2	Private 3	Private n	Public		
Foreign Radio stations	Radio Finland	Name					YLE		all Finn living abroad
		Part (%)					100%		

Commercial Offer in 2001

	Name of Radio	Capital shares holding					Public	Name of Sales houses	Radio's Target Group
		Private 1	Private 2	Private 3	Private n				
Other Radio station(s) to specify	Sámi radio	Name					YLE		Lappish people in Finland
		Part (%)					100%		

Commercial Offer in 2001

Average Rates in 2001* - All Day - base 30 sec. - Euro							
	Name of Radios	Commercial Spots	Billboard Spots	Sponsoring Spots	Commercial Auto Promotion Spots	Direct Response Spots	Insert or Product Placement Spots
Domestic Radio stations	Radio Nova	by package	tailor made	tailor made	tailor made	not existing	not existing

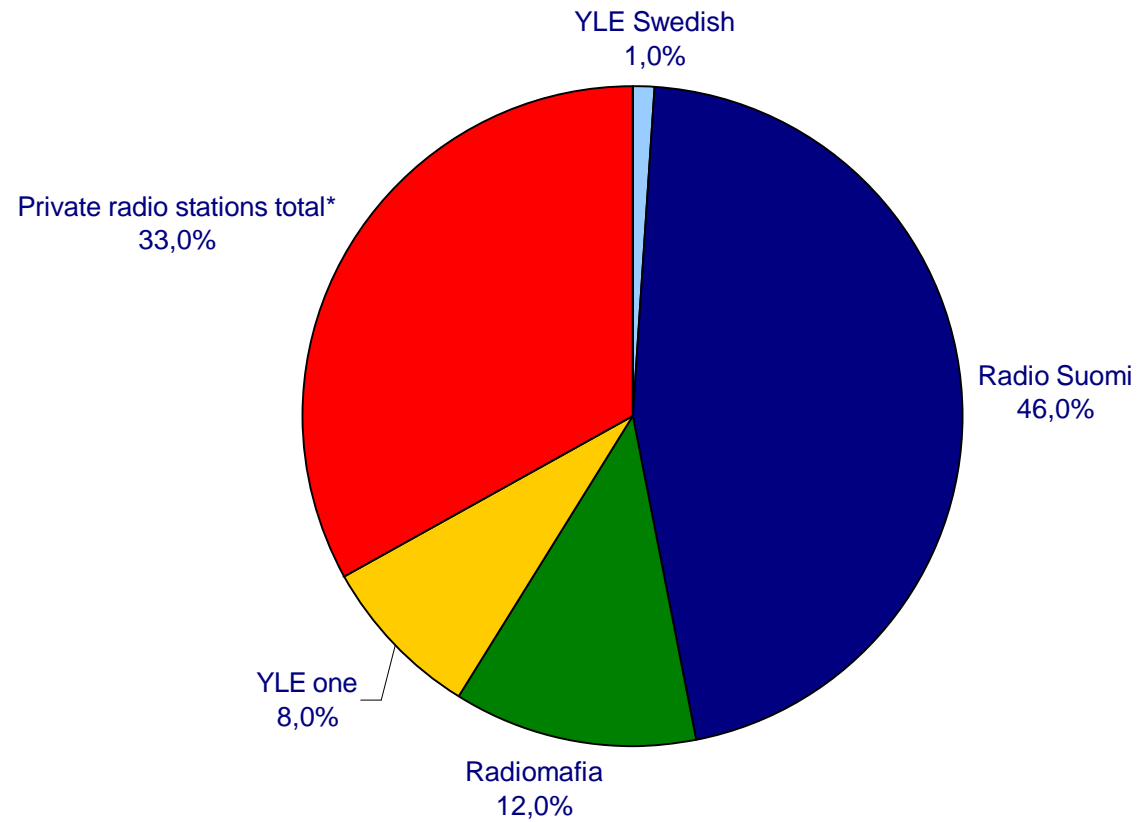
Commercial Offer in 2001

Average Rates in 2001* - All Day - base 30 sec. - Euro							
	Name of Radios	Commercial Spots	Billboard Spots	Sponsoring Spots	Commercial Auto Promotion Spots	Direct Response Spots	Insert or Product Placement Spots
Regional Radio stations	Kiss FM	147 EURO/also by package	tailor made	tailor made	tailor made	not existing	not existing
	Radio City	by package	tailor made	tailor made	tailor made	not existing	not existing
	NRJ	by package	tailor made	tailor made	tailor made	not existing	not existing

4.5. Audiences

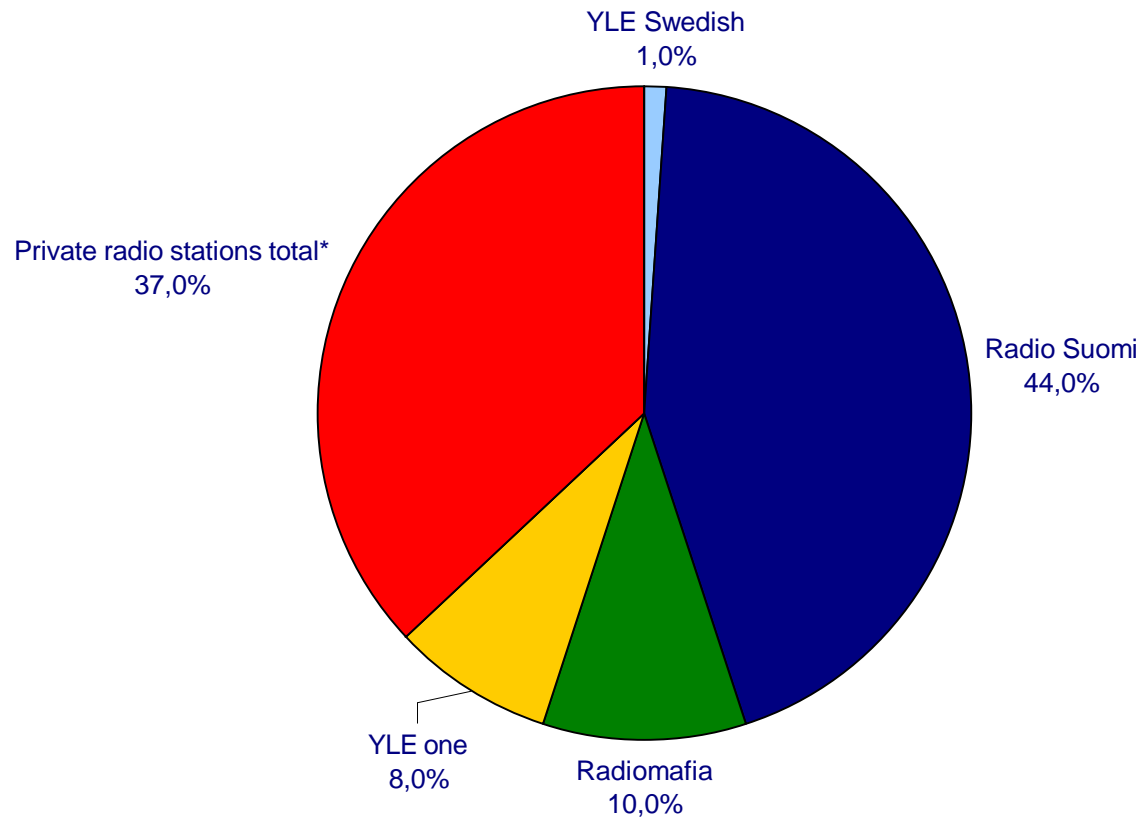
About Audience - 1996

Share of Market (%) - Target : 9+ (00h01-24h00)



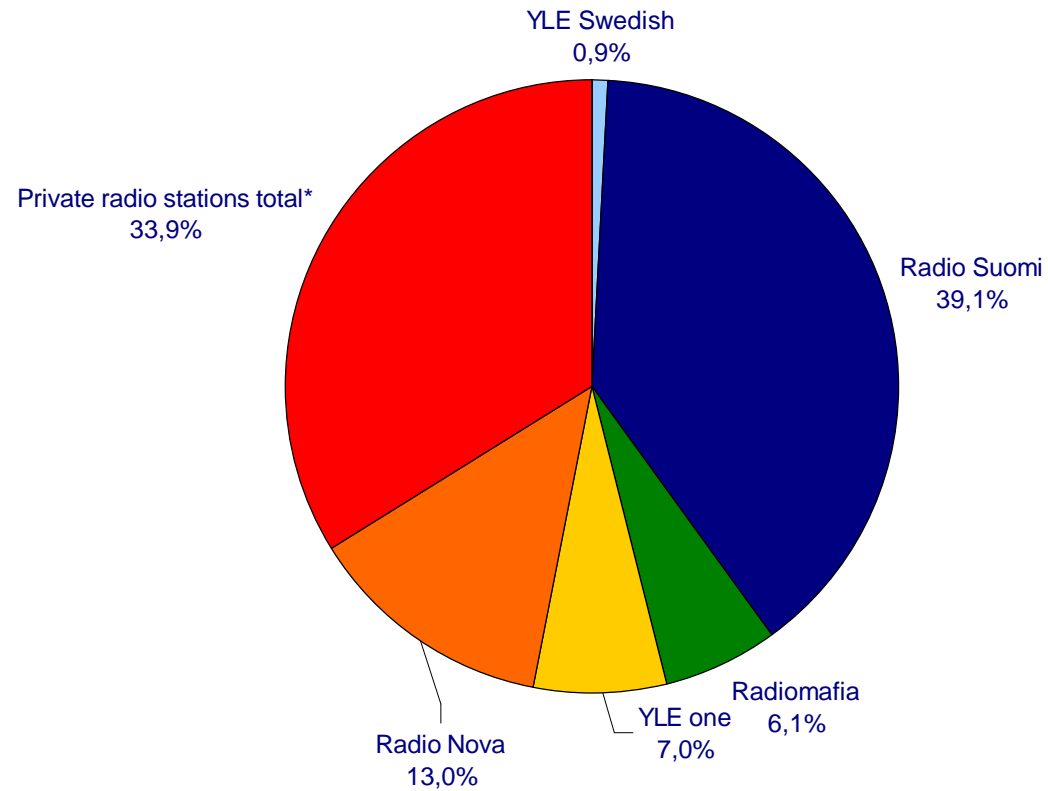
About Audience - 1997

Share of Market (%) - Target : 9+ (00h01-24h00)



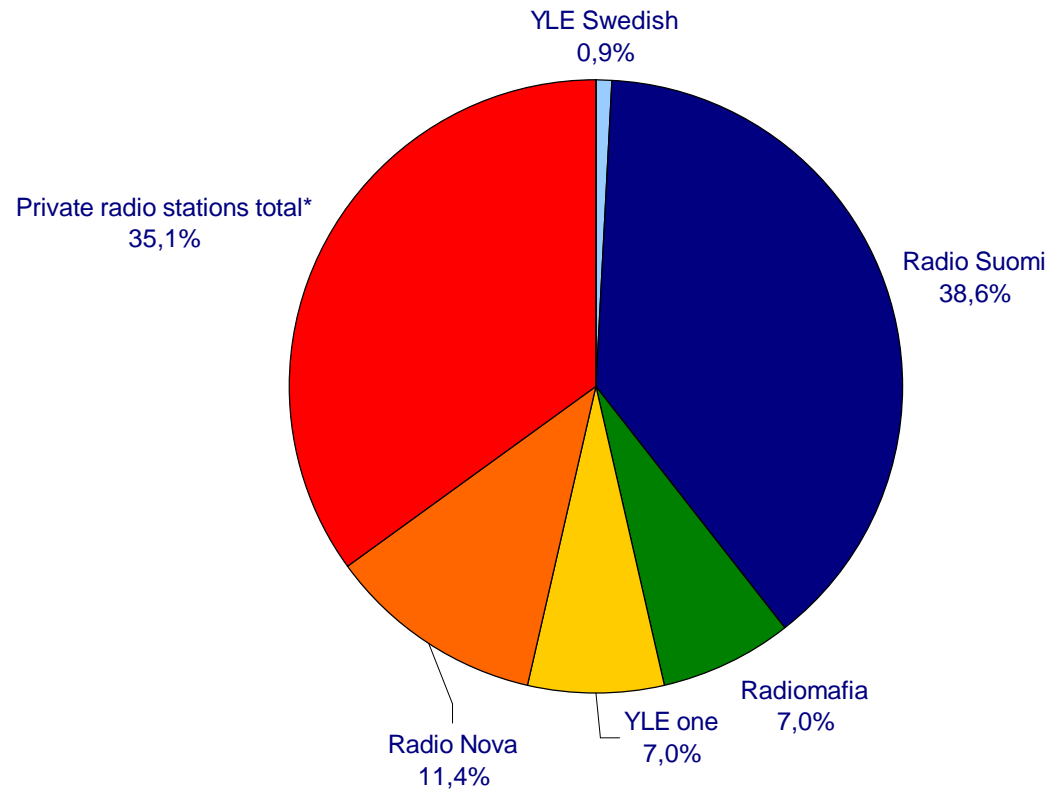
About Audience - 1998

Share of Market (%) - Target : 9+ (00h01-24h00)



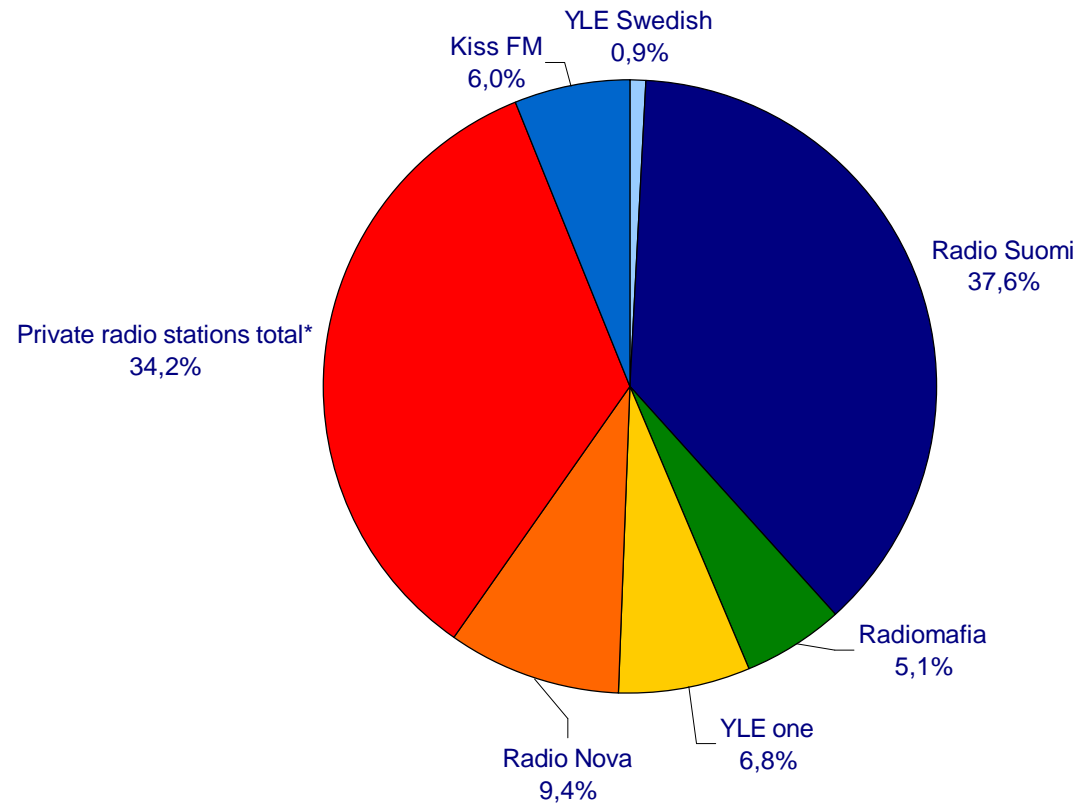
About Audience - 1999

Share of Market (%) - Target : 9+ (00h01-24h00)



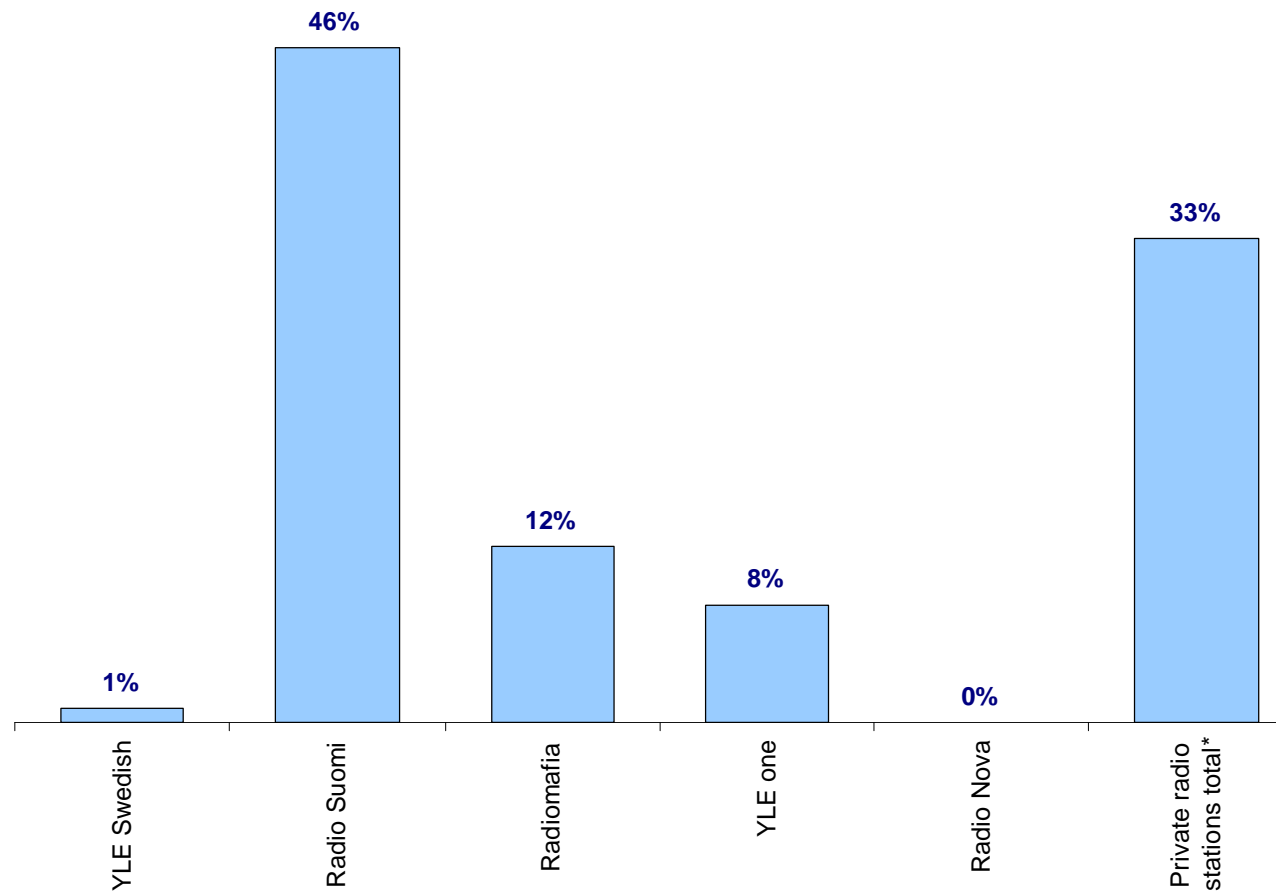
About Audience - 2000

Share of Market (%) - Target : 9+ (00h01-24h00)



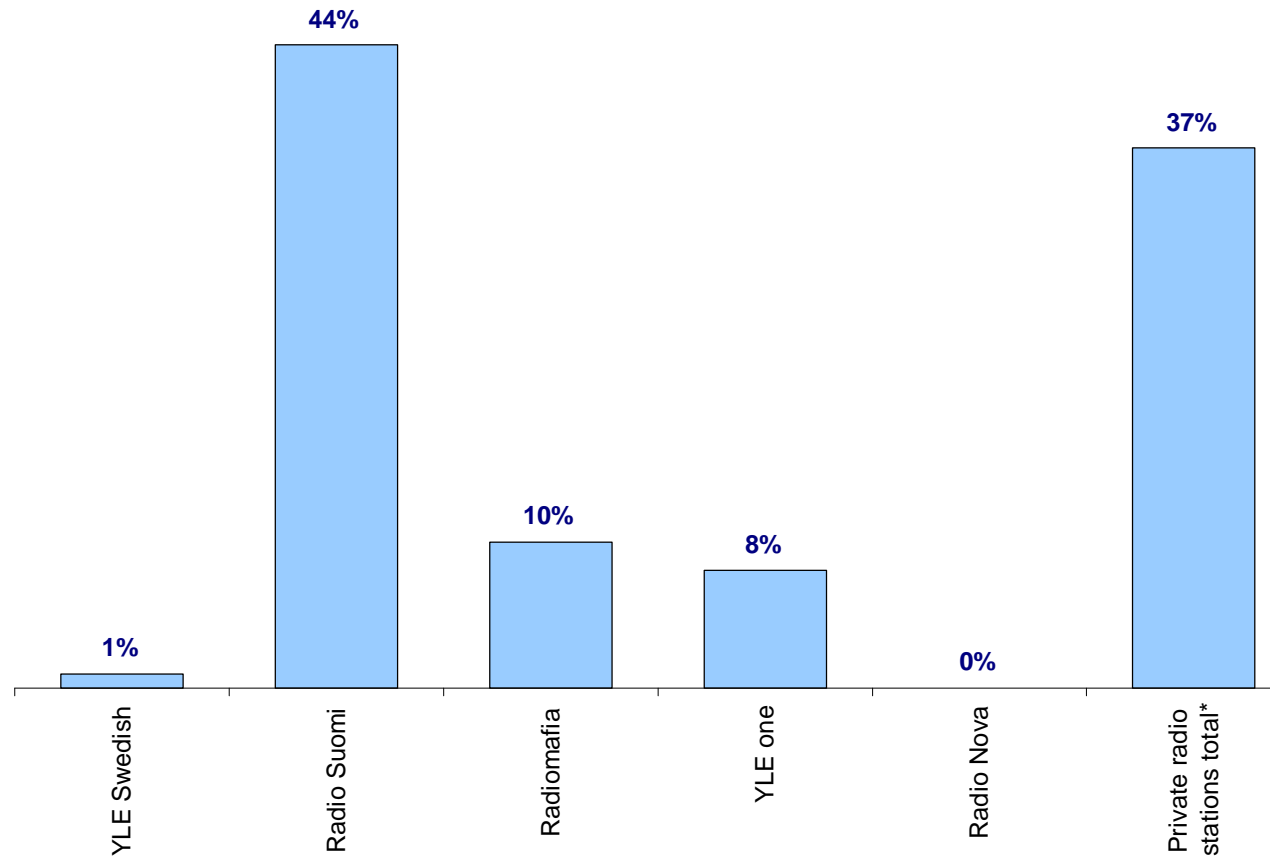
About Audience - 1996

Average Rating (%) - Target : 15+ (00h01-24h00)



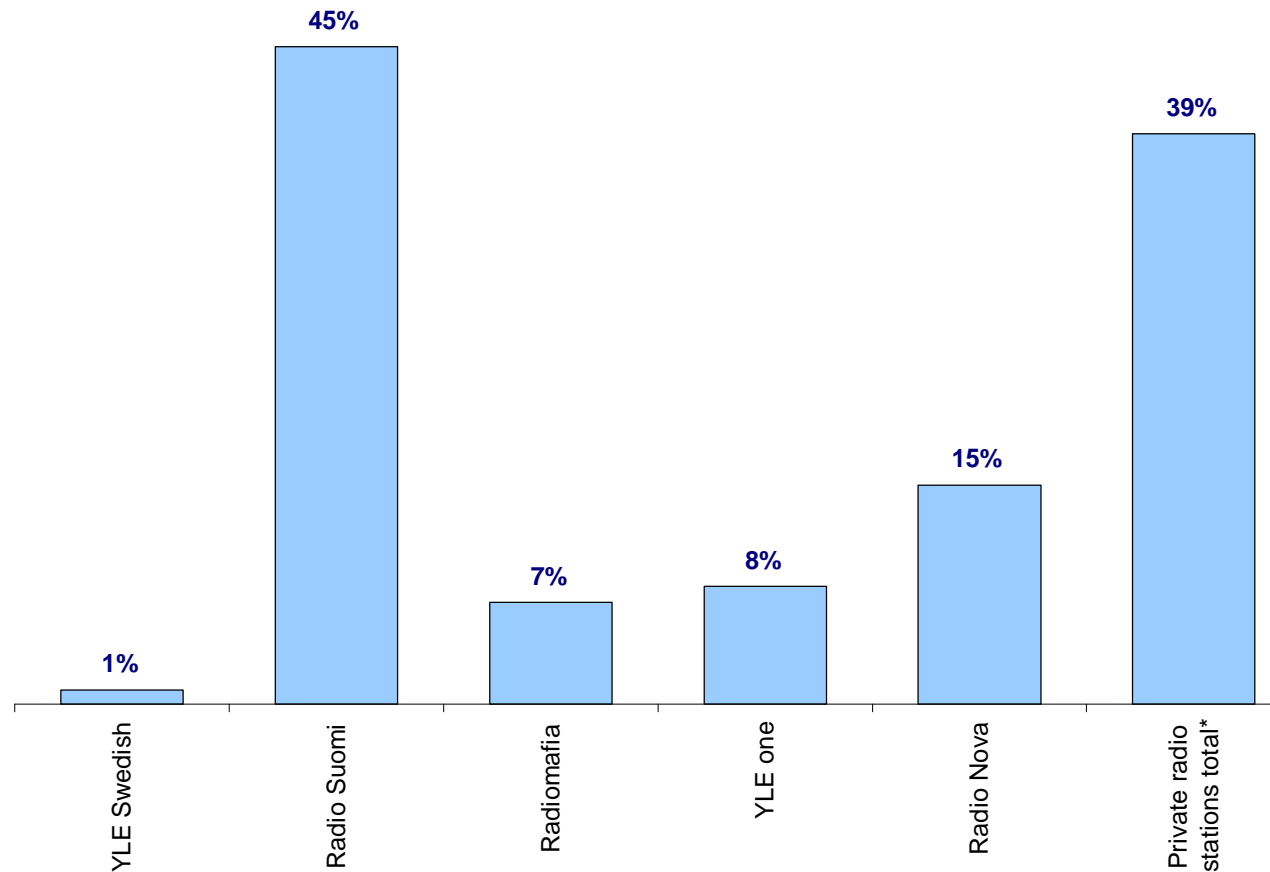
About Audience - 1997

Average Rating (%) - Target : 15+ (00h01-24h00)



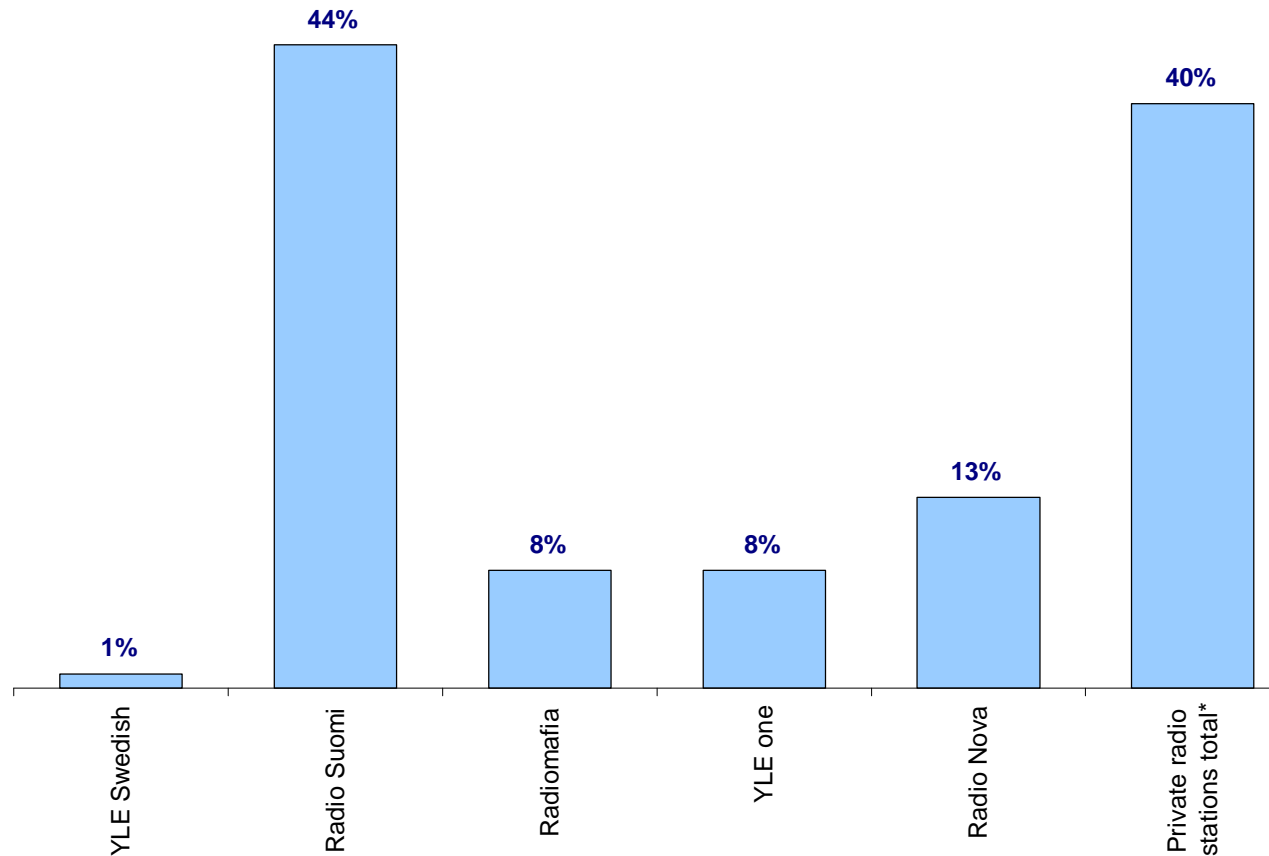
About Audience - 1998

Average Rating (%) - Target : 15+ (00h01-24h00)



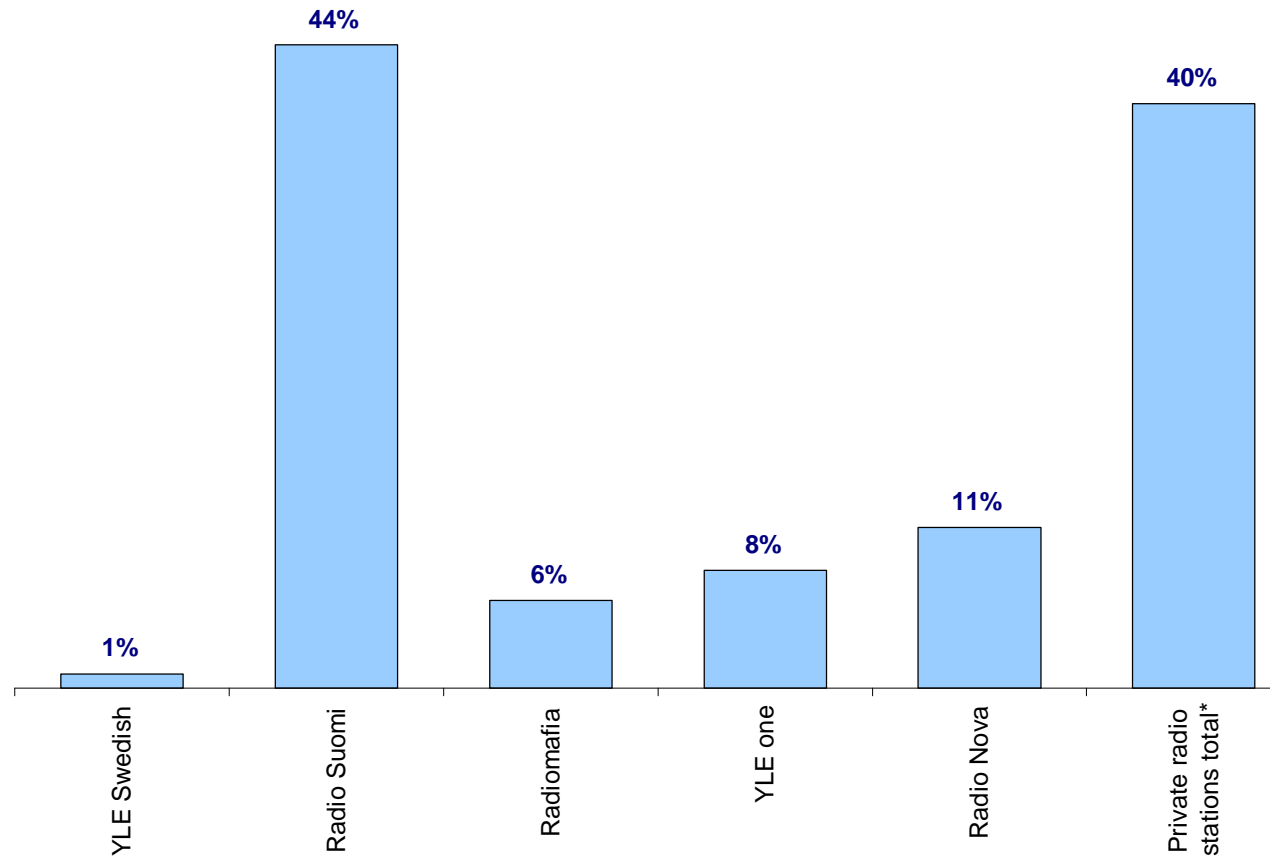
About Audience - 1999

Average Rating (%) - Target : 15+ (00h01-24h00)



About Audience - 2000

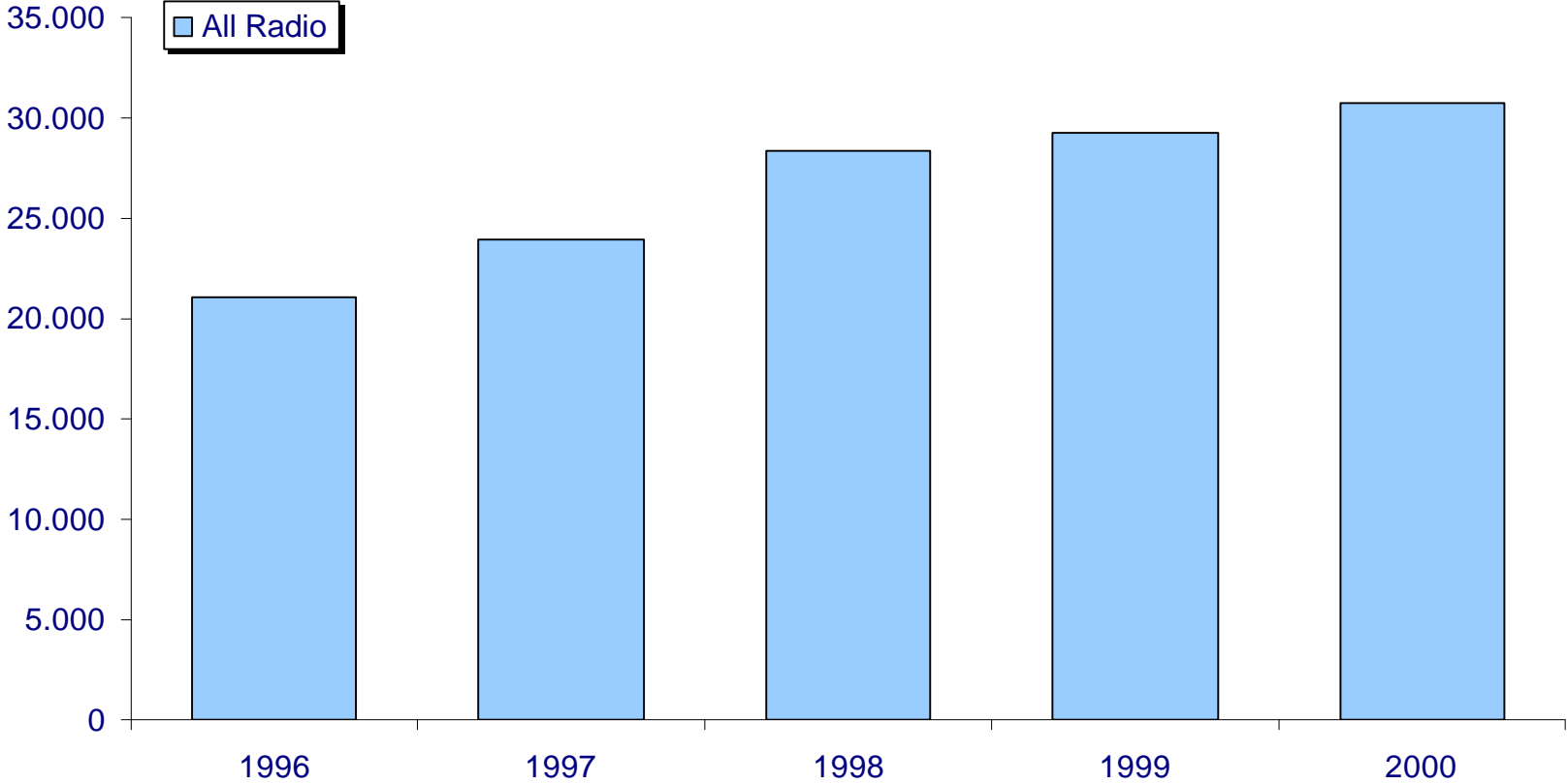
Average Rating (%) - Target : 15+ (00h01-24h00)



4.6. Media Investment

Media Investment

All radio by Year



Media Investment By Sector : All radio

