

72.6

07.08.90

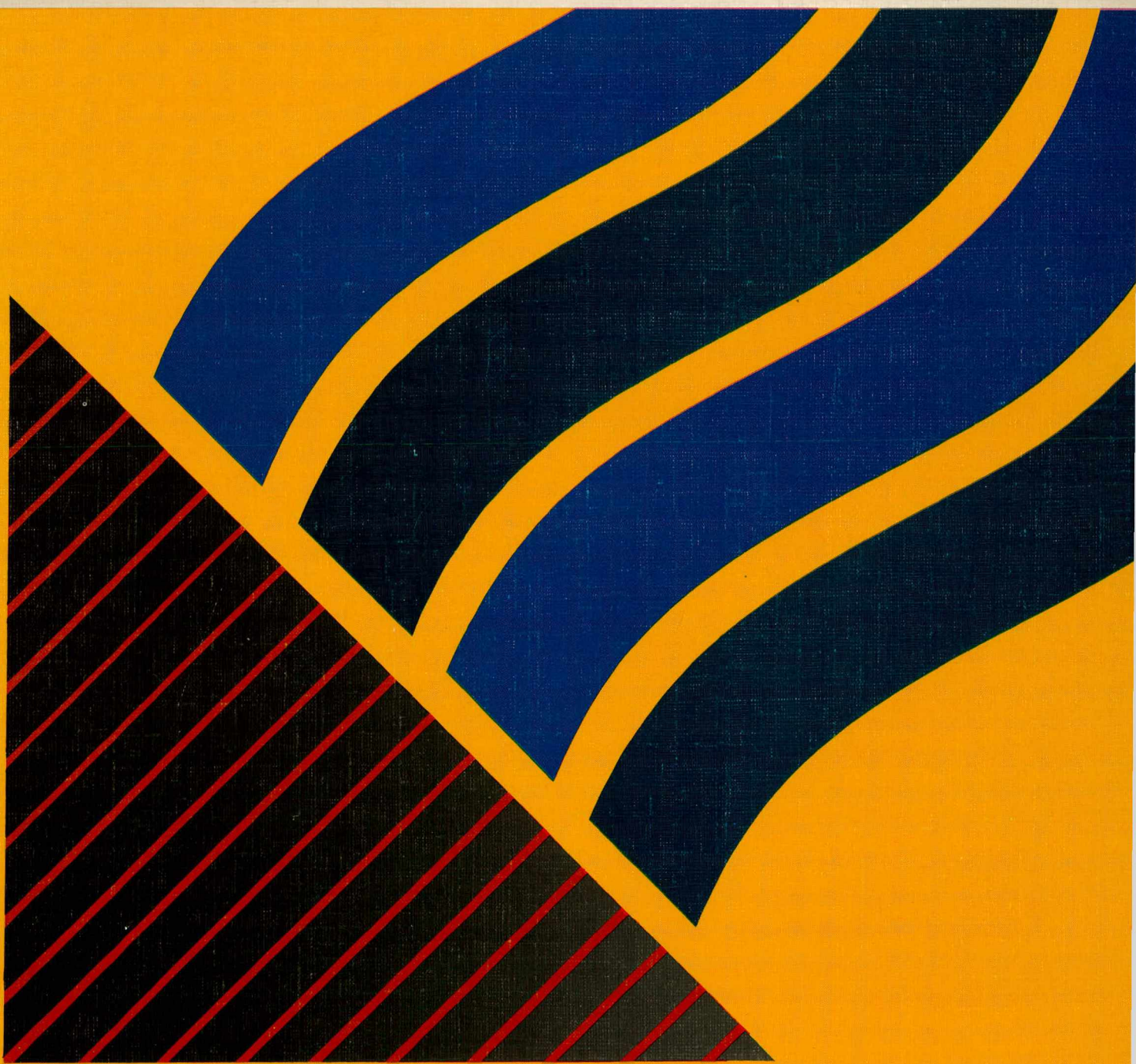
Tilastokeskus  
Statistikcentralen  
Central Statistical  
Office of Finland



SVT

Kulttuuri ja viestintä 1990:2  
Kultur och massmedier  
Culture and the media

# Finnish Mass Media 1989



---

Tilastokeskus  
Statistikcentralen  
Central Statistical  
Office of Finland



SVT

Kulttuuri ja viestintä 1990:2  
Kultur och massmedier  
Culture and the media

## Finnish Mass Media 1989

June 1990

---

162154

---

Inquiries:

Rauli Kohvakka  
Mirja Liikkanen  
Tuomo Sauri

tel. ( 90 ) 17 341

*SVT Suomen Virallinen Tilasto  
Finlands Officiella Statistik  
Official Statistics of Finland*

Cover: Ilkka Kärkkäinen

#### SYMBOLS USED IN TABLES

Magnitude nil	-
Magnitude less than half of unit employed	0,0
Data not available	..

# Preface

In 1985, the Central Statistical Office of Finland and the Ministry of Transport and Communications launched a joint development project for statistics on the mass media. The aim of the project is to produce statistics and surveys describing the mass media. This task is being carried out by the Central Statistical Office's unit for statistics on the mass media and culture. The present issue of mass media statistics for 1989 is the fifth publication produced under the project. It does not contain information on telecommunications, a separate publication on telecommunications having been issued by the Ministry of Transport and Communications in 1989.

A Ministry of Transport and Communications working group was set up to make plans for The Finnish Mass Media 1989 and to deal with the development of mass media statistics in general. The Working group had the following members:

Ismo Kosonen,	Senior Inspector,	Ministry of Transport and Communications
Rene Tigerstedt,	Research Officer,	Ministry of Transport and Communications
Hilkka Vihavainen,	Head of Division,	Central Statistical Office of Finland
Pertti Tiihonen,	Associate Professor,	University of Helsinki
Jyrki Jyrkiäinen,	Lecturer,	University of Tampere
Martti Soramäki,	Head, Media Development Group,	Finnish Broadcasting Company
Timo Siivonen	Senior Researcher	Technical Research Center of Finland

The working group was headed by Ismo Kosonen. The secretarial duties were shared by Senior Researcher Mirja Liikkanen and Senior Statiscian Rauli Kohvakka from the Central Statistical Office.

The main responsibility for the planning and execution of the Mass Media 1989 has been borne by Rauli Kohvakka. Responsibility for the contents of the articles rests with the authors. Mirja Liikkanen and Senior Researcher Tuomo Sauri have also participated in the planning and editing of the publication. The tables were typed by Offset Compositors Liisa Kotilainen. The statistical tables have been prepared by Markku Huttunen. The layout and graphic desing of the articles section is by Harri Nygren. The cover design is by Ilkka Kärkkäinen.

Helsinki, May 1990

Hilkka Vihavainen

# Contents

Preface .....	3
Authors .....	5
Articles:	
Use of the Mass Media in the 1980s <i>Mirja Liikkanen</i> .....	7
Aspects of International Developments in the Mass Media <i>Martti Soramäki</i> .....	21
The Role of Advertising in the Financing of Mass Communication in the 1980s <i>Rauli Kohvakka</i> .....	27
Broadcasting – Developments in the 1980s <i>Marina Österlund-Karinkanta</i> .....	31
Cable Television <i>Ismo Kosonen</i> .....	43
Private Local Radio Broadcasting <i>Jorma Mäntylä</i> .....	47
Video: An Increasingly Commonplace Medium <i>Juha Samola</i> .....	57
Sound Recordings <i>Pekka Gronow</i> .....	67
Structural Change in the Finnish Cinema <i>Kari Uusitalo</i> .....	73
The Structure of Finnish Book Publishing <i>Liisa Uusitalo</i> .....	81
Concentration of Finnish Newspapers: Developments in the 1980s <i>Jyrki Jyrkiäinen</i> .....	89
The Financial Performance of the Finnish Press in the 1980s <i>Ismo Kosonen</i> .....	101
Statistical Tables:	
List of tables .....	112
List of figures .....	116
Tables .....	117
Index of subjects .....	236
Addresses .....	242

# Authors

Pekka Gronow,	Head, Record Library, Finnish Broadcasting Company
Jyrki Jyrkiäinen,	Lecturer, Department of Journalism and Mass Communication, University of Tampere
Rauli Kohvakka,	Senior Statistician, Central Statistical Office of Finland
Ismo Kosonen,	Senior Inspector, Ministry of Transport and Communications
Mirja Liikkanen,	Senior Researcher, Central Statistical Office of Finland
Jorma Mäntylä,	Assistant Professor, Department of Journalism and Mass Communication, University of Tampere
Juha Samola,	Secretary General, Promotion Centre for Audiovisual Culture
Martti Soramäki,	Head, Media Development Group, Finnish Broadcasting Company
Kari Uusitalo,	Researcher, Finnish Film Archives
Liisa Uusitalo,	Associate Professor, Helsinki School of Economics
Marina Österlund-Karinkanta,	Planning Officer, Finnish Broadcasting Company



# Use of the Mass Media in the 1980s

*Mirja Liikkanen*

## Structural change in the communication system

The 1980s were a period of structural change in the field of electronic communication both internationally and nationally. It has become customary to characterize the change in terms of the concepts of Umberto Eco (1985) as a transition from 'paleotelevision' to 'neotelevision'. During the period of paleotelevision, one publicly controlled transmission was intended for viewing by all at the same time, and indeed people did watch it at the same time. During the period of neotelevision, the supply of programmes has become decentralized and privatized and audiences have differentiated.

In practice, in most Western European countries the change has meant that private cable television companies, commercial national or regional television companies and private local radio companies have been set up alongside the public broadcasting company. The transition has been further promoted by satellite programmes, videos and remote control units.

In Finland, too, private local radio stations have been established alongside YLE (Finnish Broadcasting Company) and cable television operations have expanded, notably the relaying of satellite programmes. On the one hand, YLE has increased its own programme supply; on the other hand, it has increased cooperation with the commercial television company, MTV Finland, by setting up the commercially sponsored Oy Kolmostelevisio Ab (Channel Three). In addition, TV 4 has been set up for the transmission of Sweden's television programmes to parts of southern Finland. The operations of the majority of the new units in radio and television broadcasting rely on advertising income.

From the viewer's point of view, the change has involved at least a quantitative increase in supply and choice. At the same time, it has marked a shift to more entertainment in the overall structure of programme supply.

The sovereignty and possibility of viewers to choose their viewing times and viewing and listening channels has been augmented by the increase in video equipment and remote control units. With the aid of videos, it is possible to postpone viewing until the most suitable time, while a remote control unit makes it easy to skip from one channel to another.

At the same time, regional differences in the volume of supply have widened. In many sparsely populated areas, only the programmes of YLE and MTV can be heard and seen, whereas the cable network areas of the largest cities offer Channel Three, several satellite channels, local cable television programmes and programmes from neighbouring countries. On the radio side, there is a choice of perhaps several local radio stations in addition to YLE's three channels.

For example, in the cable network areas of Helsinki, the supply of television programmes amounted to 133 hours on an average November day in 1987. Of this, the share of cable television was 82 per cent, the share of TV 1 six per cent and the share of TV 2 five per cent. The shares of Channel Three and MTV were

five per cent and two per cent respectively (Tiihonen 1988). Since then, the programmes of TV 4 have become available. In the Greater Helsinki area, depending on the location, it is today possible to listen to as many as seven private local radio stations.

The quantity of programmes has also increased in areas dependent on the programme supply of YLE and MTV, as YLE in particular has increased its programme supply in response to the competitive situation in the 1980s. The biggest increases have taken place in YLE's regional programmes, which have increased nearly six times in terms of broadcasting hours in a period of eight years, from just under 4 000 hours in the financial year 1980/81 to just under 22 000 hours in the financial year 1988/89. Short-wave broadcasts have increased by more than 40 per cent, and nationwide radio broadcasts by about one quarter. During this period, YLE's television broadcasting hours have grown by about 30 per cent and MTV's by 10 per cent. (Tables 2.1.5 and 2.1.6).

## A variety of monitoring data

In Finland, audience studies for different media have mainly been carried out or commissioned by the research departments of the respective communication companies. The far-reaching changes in the communication field in the 1980s have induced both new and old communication companies to enhance the efficiency of studies concerning both their own audiences and those of their competitors.

Quantitative studies have become more accurate and concise. YLE, MTV and the Finnish Association of Advertising Agencies started a meter study of television audiences, in which television viewing is studied with the aid of a device attached to the TV set. The study produces monitoring data for every day of the year and every hour of the day. YLE's Research Department also monitors radio listening. Private local radio stations and newspapers and periodicals commission studies of their own. In addition, some commercial research institutes carry out studies of their own concerning the use of various media.

Communication companies carry out audience studies for the purpose of programme policy planning. At the same time, they serve as market research. They can be used to monitor changes in the competitive situation, and they are also meant to be publicized. The research results create a picture of the different communication companies, their characteristics and competitive positions. As developments in mass communication are a socially interesting phenomenon and as communication companies are interested in both themselves and others, research results easily receive publicity. But, since studies are carried out using a variety of methods and samples, the public in recent years has been offered an array of competing figures concerning the differences in popularity between different communication companies and types of companies.

Common to all the various types of research mentioned above is that they seek to find out how many people follow the media, what they follow, who follows, for how long and when. The structural change in the communication system and the complexity of the competitive environment combined with other factors connected with change in society have given rise to the need for deeper analyses of the use of the media. Answers have also been sought to questions such as why the media are followed, how the media are connected with other structures of everyday life, what significance following the media has and what is created thereby.

## Leisure time and the mass media

Watching television, listening to the radio and reading newspapers are generally regarded as leisure time activities. Leisure can be defined in different ways depending on one's point of view. Leisure time can be regarded as time outside paid employment, freedom from family obligations, one's own time, or it can consist of certain activities defined as leisure time.

Changes in leisure time have been monitored, inter alia, by means of the Time Use Study of the Central Statistical Office. In this, leisure time is defined as a residual concept: leisure time is that time of the day which is left over after deducting the time used for sleeping, eating and other physical needs, paid employment, housework and full-time studying (Niemi and Pääkkönen 1989). This definition differs from the definitions in everyday language. For example, dining in restaurants is included in physical needs, but mere drinking in leisure time.

The time spent on mass media is included in leisure time. The figures in the Time Use Study do not include media use during working hours, such as reading newspapers and books, listening to the radio, etc.

According to the Time Use Study, the population of 10-64 years of age had an average of 41 hours of leisure per week in 1987. Men had 43 hours of leisure time, whereas women had three hours less, about 40 hours per week. Compared with the study undertaken in 1979, men's leisure time has remained unchanged. By contrast, women's leisure time has increased by about two hours per week. People under 15 years of age have the most leisure time and those in the 24-44 year age group the least (*ibid.*, p. 42).

Nearly a half of leisure time was devoted to full-time following of mass media in 1987, or two hours and 46 minutes a day on average. The time spent on following mass media has increased by about 25 minutes since 1979 (Table 1.7.).

## Television viewing

Most of the increase in the time spent on mass media use is due to the fact that television is watched more than earlier. According to the Time Use Study, an average of one hour and 41 minutes a day was used for full-time television viewing in 1987; this is 23 minutes more than at the end of the 1970s (Table 1.9). According to YLE's meter study, the average time spent on watching television in the financial year 1987/88 was one hour and 48 minutes a day (Kalkkinen 1988, p. 22). The data in the Time Use Study are based on viewing in October/November while YLE's figure is the average for the entire year.

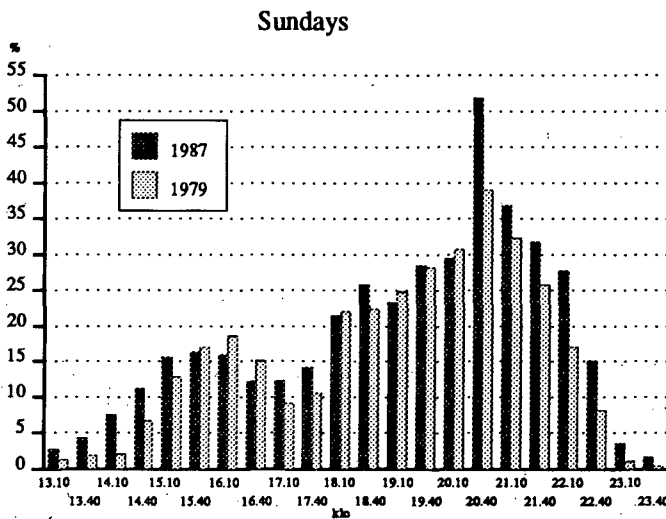
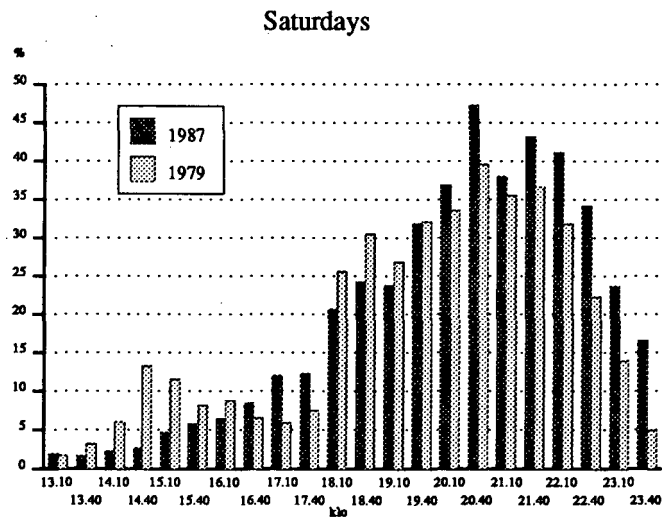
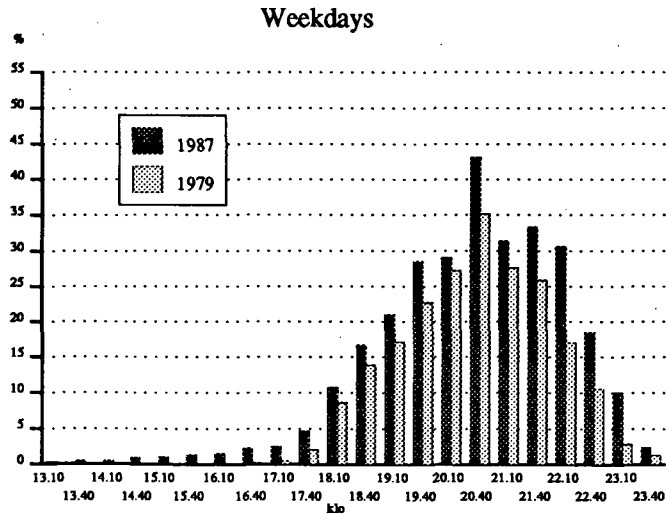
According to the Time Use Study, 80 per cent of the population watches television on an average day.

Television viewing here also includes video. Recorded video programmes were watched by seven per cent of the population on an average day, and rented cassettes by 1.5 per cent. At weekends, the share of video in total television viewing is larger than on weekdays. (Time Use Study 1987, unpublished tables.)

Men continue to watch television more than women. Men spend one hour and 51 minutes on average watching television and women one hour and 31 minutes. Men have increased their viewing slightly more than women (Table 1.7.).

Figure 1.

### Share of full-time television viewers on different days of the week (%)



Source: Time Use Studies 1979 and 1987

The time spent watching television is appreciably longer at weekends than on weekdays. Weekend viewing has increased especially among men. On Sundays in particular, men watch television more than earlier, the rise from 1979 amounting to 34 minutes. On weekdays, viewing by women and men has increased by an equal amount (23 minutes). (Time Use Study 1987, unpublished tables.)

Television viewing is strongly structured according to a daily pattern (Barwise & Ehrenberg 1988, p. 17). The peak viewing time - prime time - is focused on certain hours in the evening. Hellman and Sauri (1988, p. 15) define prime time as those hours of the evening "when work has been done and the night has not yet begun". It has been forecast that the emergence of neotelevision would be associated with a weakening or even a breakdown of the basic pattern of time used for TV viewing. However, this has not happened as regards television viewing in Finland. On the contrary, prime time appears to have strengthened, i.e. television attracts an increasingly large proportion of the population at roughly the same time of the evening. For example, the peak audience for YLE's main news broadcast was considerably higher in 1987 than at the end of the 1970s.

Some changes in viewing habits have nevertheless taken place as compared with the late 1970s. The most conspicuous change is that television viewing continues longer into the night than before, both on weekdays and at weekends. On weekdays, the peak viewing time still begins around seven o'clock in the evening but now goes on till about eleven. Day-time viewing, especially in the afternoon, has also increased somewhat.

The sharpest increase in late-night viewing has taken place on Saturdays, when 16.5 per cent of the population under 64 years of age are still watching television just before midnight.

By contrast, daytime viewing has increased on Sundays. The prime viewing time in the early evening has remained roughly unchanged, i.e. it starts a little earlier than on weekdays and ends slightly earlier than on weeknights on average.

The daily viewing habits of women and men differ from one another to some extent. Most of the differences are probably due to the fact that women generally watch television less than men. At prime viewing time, a clearly smaller share of women than of men watch television. For example, the main television news broadcast on Sundays is watched by 65 per cent of men but only by 40 per cent of women. Mainly because of household work, women start their television viewing slightly later in the evening on average than men, and they also finish viewing a little later.

## Changes in television viewing in different population groups

Television is watched the most by those whose everyday life is not built on the alternation of gainful employment and leisure time. Such groups include pensioners and the unemployed, who spend considerably more time on television viewing than other groups, well over two hours a day on average. Television viewing among these groups has also increased the most. These groups also spent the most time on concentrated radio listening. (Time Use Study 1987, unpublished tables.)

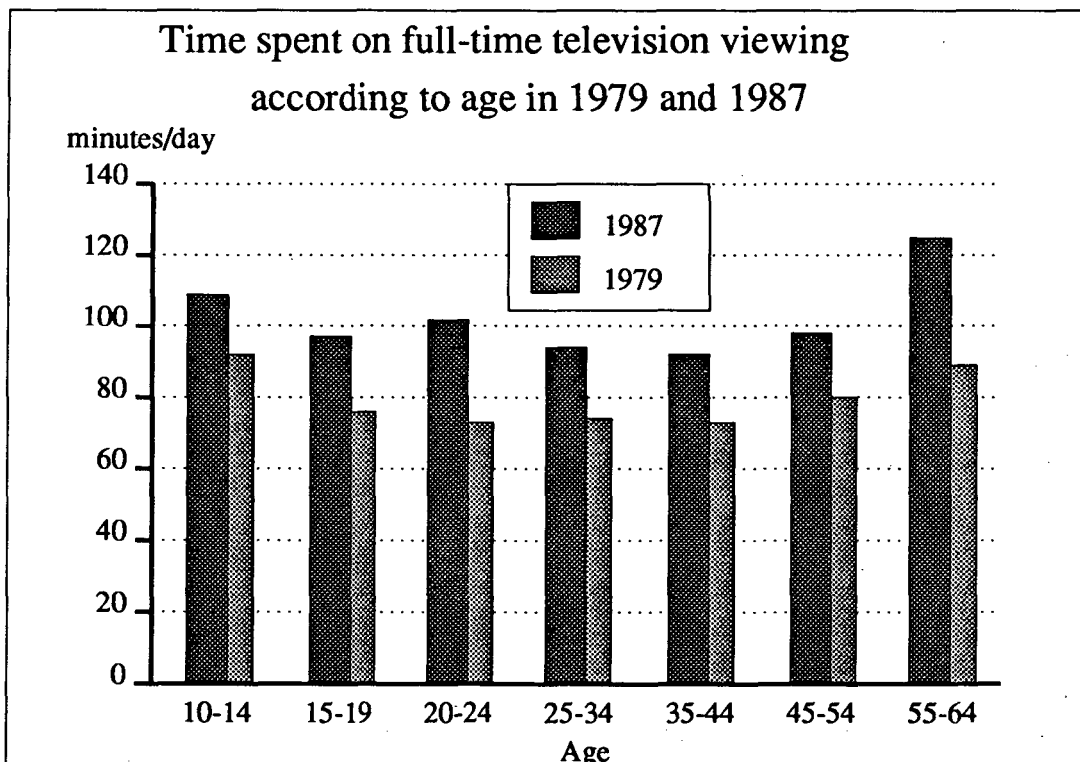
Among the economically active population by socioeconomic groups, there are slight differences in the changes in television viewing between men and women.

Economically active women have increased their television viewing. The biggest increase has taken place among manual workers and upper administrative and clerical workers and the smallest among employers and own-account workers. Among working women, upper administrative and clerical workers continue to watch television the least, though the difference has diminished. Television is watched the most by manual workers and lower administrative and clerical workers. Considered by socioeconomic groups, the differences in time spent watching television appeared to be smaller among women than among working men (Table 1.9).

Among economically active men, television viewing increased the most among upper administrative and clerical workers. Next came lower administrative and clerical workers, manual workers and farmers. In contrast to other men, employers and own-account workers reduced the time they spent watching television. Among men, too, manual workers and lower administrative and clerical workers spent the most time watching television (Table 1.9).

This development seems to suggest that upper administrative and clerical workers are changing their attitude towards television viewing. Those with a university degree also spent considerably more money than others on the purchase of electronic media equipment, such as colour TV sets and video equipment, in the 1980s (Table 1.6).

Figure 2.



Source: Time use Studies 1979 and 1987

Analysed by age, those in the 34-44 age group watched television the least, and those over 55 years of age the most. The largest increase in television viewing took place among those over 55 years and in the 20-24 age group. (Table 1.7).

## Neotelevision?

One of the key characteristics used to describe 'neotelevision' has been the dispersion of the audience of a single publicly controlled channel/channels into a set of different audiences which watch one or more of a number of different channels functioning on different principles. An accurate picture of these developments in Finland does not yet exist, though some studies have been carried out.

Tiihonen (1988) studied television viewing in Helsinki in autumn 1987. In the study, a comparison was made between four groups formed on the basis of programme supply. The public broadcasting population included, on the one hand, (a) those who could only watch the nationwide programmes of YLE and MTV and, on the other hand, (b) those who in addition to these were able to watch Channel Three. By contrast, the cable population comprised those who, in addition to the above programmes, could watch the programmes of Helsinki Television Ltd. The cable population was divided into two groups according to whether the viewers made use (c) only of free cable services or (d) also subscribed to pay-TV services.

The results indicated that viewing time was clearly the lowest among that part of the public broadcasting population which could not watch Channel Three. On the other hand, that part of the public broadcasting population which could watch Channel Three and the entire cable population had roughly the same viewing time on average.

It emerged from the study that with the advent of new channels, on old channels lose viewers. However, the reduction depends on the nature of the new supply. For example, watching the new Channel Three has reduced the watching of nationwide channels. At the same time, total viewing time has increased somewhat.

On the other hand, the availability of free cable television services reduced the watching of other channels relatively little. In fact, that part of the cable television population that only made use of free services had the longest total viewing time.

Subscription to pay-TV services appears to influence the watching of other channels the most. Total viewing time in this group was no longer than in other groups, but pay-TV channels were watched at the expense of other channels. Both the nationwide channels and the programmes of Channel Three were watched clearly the least in this group.

According to Tiihonen, there are more men than women in the cable television audience; more young and middle-aged viewers than elderly; more workers, students and school pupils than middle-class viewers or pensioners. It was pointed out in the study, however, that although in some groups cable television is clearly watched at the expense of other channels and cable television is the most watched "channel", cable television accounts for no more than just over one-third of total viewing time at the most. It would thus seem that relatively little fragmentation into a cable audience and a public broadcasting audience had occurred by the year under study.

## Neoradio?

The developments taking place in radio broadcasting in the 1980s have resembled those in television. One can, with justification, also speak of the birth of "neoradio". Private local radio operations have quickly established their position, and new licences are being issued all the time.

More often than not, radio is listened to simultaneously with other work or activities. For this reason, the Time Use Study, which only measures full-time listening in leisure time, does not describe radio listening in a very interesting fashion. In the following, radio listening is examined mainly on the basis of YLE's diary studies.

The population reached by national radio broadcasts has diminished markedly in the 1980s. Whereas nationwide radio broadcasts were listened to by nearly 80 per cent of the population on an average day in the early 1980s, these broadcasts reached no more than 60 per cent of the population in 1988 (Table 2.1.15). The biggest fall in the number of listeners has occurred in the Radio 1 network (Erholm 1989).

According to studies carried out by YLE, the time spent listening to national radio broadcasts has not changed very much during the past ten years. National radio broadcasts are listened to somewhat more than two hours a day on average. National radio broadcasts are listened to most by farmers, housewives and pensioners, and least by full-time students. Young people in general listen to national radio programmes far less today than earlier (Table 2.1.18).

YLE's local radio network was listened to for 13 minutes a day on average in 1988. It was listened to most by farmers and lower administrative and clerical workers. It reaches people in the 25-44 age group the best.

Private local radio, in turn, was listened to for 26 minutes a day on average. It reaches the population aged between 15 and 35 years the best. Analysed by occupation, private local radio is listened to most by employers and own-account workers and lower administrative and clerical workers. Local radio is listened to least by pensioners (Table 2.3.13).

YLE's monitoring data cover the entire population. According to a study commissioned by private local radio stations on their reception areas (Radio Facts 1989), the stations reach the public in these areas fairly well. According to the study, private local radio stations are mainly listened to on weekdays, when they reach an audience even bigger than that of YLE's most popular channel. Programmes broadcast by private local stations are listened to for 135 minutes on average weekdays.

Radio listening can be said to have undergone something of a renaissance in the 1980s, at the same time as the field of radio has changed. Programme supply has increased, and total listening time has grown. Young people in particular have discovered the private local radio, the programmes of which consist for the most part of music favoured by young people.

The fact that music listening is especially a pastime of the young is also evident in the fact that the majority of them also actively listens to music on records, tapes, etc. Records, tapes, etc. had been listened to by 72 per cent of 15-24-year-olds during the week studied in spring 1989. Among those under 15 years of age, the corresponding proportion was one-third. In the other age groups, the listening percentages ranged from 3 to 17. (Table 3.2.12)

## Cinemagoing

Cinemas and cinemagoing have experienced a serious crisis in the 1980s. Throughout the first half of the decade, attendance figures fell, reaching their lowest level in 1986. Since then, cinema attendance has been on a slight upward trend. There have certainly been many factors behind the fall in cinema attendance. The structural change which the entire communication system has undergone has been of key importance. The supply of films on television has grown manyfold in the course of the 1980s. The breakthrough of colour television has perhaps increased the attractiveness of television further. Moreover, video and the expansion in video rentals are obvious rivals of the cinema. (For video, see the article by Juha Samola in this publication.)

The cinemagoing population appears to have decreased in the 1980s. According to the Cultural Interest Study of 1981, nearly half the population had been to the cinema in the course of the year, whereas according to the Living Conditions Survey the share was just over 40 per cent in 1986. As previously, a slightly larger proportion of men than of women goes to the cinema.

Among all age groups and both sexes, the share of those who had not been to the cinema at all during the year increased. In relative terms, the biggest reduction in cinemagoing has, however, taken place among the age groups that have traditionally been frequent visitors to the cinema, i.e. among young people and young adults. (Cultural Statistics 1981, Cultural Interest and Leisure Time Study 1981 and Living Conditions Survey 1986, unpublished tables.)

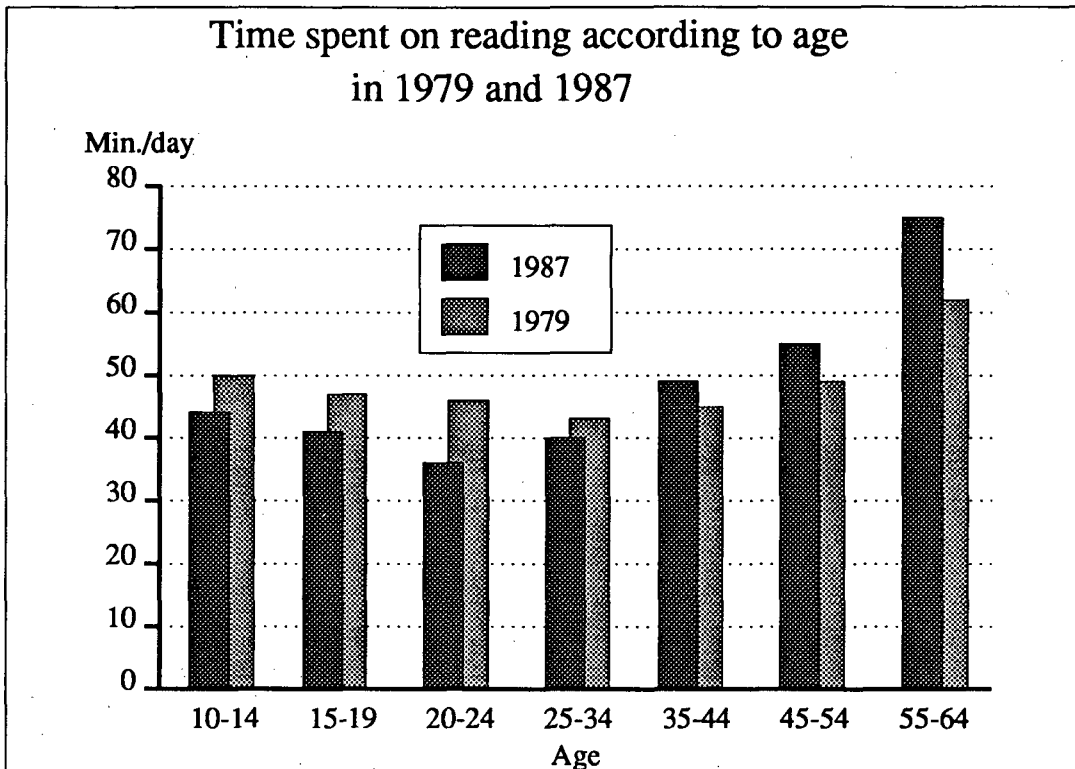
## The outlook on reading

Television viewing and reading are frequently contrasted in cultural policy discussion. Traditionally, reading stands for virtue, civilization, mental activity, high culture. In contrast, television viewing is easily conceived of as passive consumption of entertainment. It is feared that reading will fare badly as visual culture expands. The Finns have the reputation of being among the world's most avid readers. In this kind of context, however, there is seldom any mention of the content of reading, reading habits or the meanings attached to reading.

Among the entire population of 10-64 years of age, the average time spent on reading has remained the same from the end of the 1970s to 1987. An average of 49 minutes a day is spent on reading, about two-thirds of it on reading newspapers and one-third on reading books.

Men and women spend roughly the same amount of time on reading. However, this is distributed in different ways among them. Women spend more time on reading books than men do and have increased their reading of both newspapers and books to some extent. On the other hand, men read more newspapers than women. Compared to 1979, men have increased their reading of newspapers and reduced their reading of books. (Table 1.7.)

Figure 3



Source: Time Use Studies 1979 and 1987

According to the Time Use Study, young people spend far less time on reading than earlier. All in all, persons under 35 years of age have reduced the time they spend on reading. The sharpest fall has taken place in the 20-24 age group (Niemi and Pääkkönen, p. 49).

This is also the only age group in which reading of books has clearly decreased. Otherwise in all age groups, the reduction in the time devoted to reading has involved a reduction in the reading of newspapers and periodicals. When analysed according to sex, it appears that young men in particular have reduced the time they spend reading books. On the other hand, persons over 35 years of age spend more time on reading than earlier. The greatest increase is in the oldest age group, those between 55 and 64 years of age. People in their early middle age, 35-44 years of age, have increased the time they spend reading books, while older people have increased the time they spend reading newspapers and periodicals.

Although reading is part of the everyday life of the majority of the population, it is particularly the highly educated population groups, in addition to women, that maintain the tradition of reading. This appears particularly well if we examine the amount of money spent on the purchase of books. Those with a university degree spent considerably more money, both in absolute and in relative terms, on the purchase of books than other groups in 1985 (Table 1.6).

## Uses of the media and everyday life

The above examination of the consumption of mass media leaves many questions unanswered. It did not deal with such matters as contents, uses, the meaning of consumption for the consumer, the connection of mass media with everyday life and social relations, etc. In the study of mass media use, a need has arisen in recent years to expand and deepen the research methods.

In Finland, one of the most interesting attempts to deepen analysis to include questions like these was initiated by YLE. The aim was to apply life style and biography research to the examination of the uses of television in the new competitive environment. The project has so far resulted in two publications (*Kymmenen esseetä elämäntavasta* (Ten essays on the life style) 1986, *Elämää kuvavirrassa* (Life in a flow of images) 1989).

According to J.P. Roos (1989), one of the researchers taking part in the project, use of the media as part of the life style is specially important as a means of indicating distinctions between life styles. Using "theme" interviews, Roos has studied families belonging to a generation of Finns which is often referred to as the generation of the Great Change. The interviewees had the following features in common: age about 30-40 years, married/cohabiting, 1-2 children, working in "modern" occupations. They differed from one another in terms of education, socioeconomic status and place of residence.

Roos discovered three ways of watching television, which according to him define the hierarchy of tastes between classes in the same way as the Frenchman Pierre Bourdieu's classification of tastes into the "choice of the necessary", "cultural goodwill" and the "sense of distinction" (Roos 1989, Bourdieu 1979). He emphasizes, however, that television viewing "tastes" are not pure.

Roos links the ways of watching television he discovered to the different social strata as follows:

- 1) Typical of the working class is "acceptance of television as it is offered to us: as entertainment, a pastime, a provider of experiences and even of information". According to Roos, such a straightforward attitude towards television which is free of critical distance and interpretation stems from a lack of cultural capital, from a sense of not experiencing any affinity to the field of culture.
- 2) Typical of the middle classes' attitude to television is "concern, anxiety, fear". Television is experienced as threatening one's control of one's own life; it is feared that television makes one passive, neglectful of much more useful things. Television is comparable to "bad company".
- 3) Analysis of society and its distinction mechanisms through television, formation of rules for interpreting television and television viewing. "Television is experienced as an interesting and harmless medium". Features of this way of thinking were found by Roos among the so-called new cultural middle class and the culturally dominant class.

Roos summarizes his most important findings as follows: "In Finnish society, the naive attitude to television, i.e. watching all that is offered during prime viewing time, is becoming increasingly rare" (ibid., p. 89). According to Roos, more and more people carefully choose the television programmes they watch. Their choices are based on cultural and social regularities which Roos characterizes as control of life. The worst threat to this control of life is represented by unlimited and undifferentiated television viewing. Roos makes the assumption that an

increasing number of families are moving into a situation where television both governs life and is experienced as a threat and is used as a means of distinction.

Another way of extending the study of media consumption has been the attempt to link media use to other everyday activities and the family. In Finland, the interaction between family and television has been studied by Juhani Ihanus (1989), among others. Internationally, this orientation has been represented especially by studies on women and by qualitatively oriented researchers.

One of the best known students of the family and television is David Morley (1986, 1988). According to Morley, a student of television viewing needs to develop a "double focus" which will enable him to study television viewing simultaneously as a ritual structuring domestic life and as an active way of consuming and producing (Morley 1988, p. 25). In his opinion, television viewing cannot be studied separately from other everyday life activities. The use of television is connected both to the internal communication and power relationships within the family and to the meeting of the private and the public.

## Discussion

Major changes took place in mass communication technology and in the mass communication system over the 1980s, and ever more radical changes are expected in the future. But are these upheavals visible in our everyday life? Perhaps much less so than the talk of the communication revolution would lead us to believe. Everyday life changes slowly. The structure of everyday life is to a large extent determined by the external conditions of life: working hours, organisation of paid work, children's day-care arrangements, travel to and from work, etc. For the majority of the population, the external order of the day is much the same.

The order in everyday life is also maintained by rituals, some of which are connected with the use of mass media. They structure the day and create a common time schedule. It is difficult to break the Finnish custom of reading the newspaper in the morning or after coming home from work, or of enhancing the feeling of security by listening to the news on the radio in the morning and watching the news on television in the evening, or of turning on the TV set when it is time for relaxation. The relation of periodicals, books and films to everyday life is looser. Radio, especially the flow of local radio programmes consisting mainly of music, fits in well with everyday life. No concentration is needed to listen to the radio; one can listen to it on the way to work, while working or while doing household chores.

It would be rash on the basis of the research results presented above to put forward very far-going conclusions concerning changes in the habits related to television viewing, reading, or media use in general. Some trends are nevertheless discernible.

Although the communication system has indeed become fragmented in the 1980s, no particularly dramatic decline has taken place in the use of the traditional media and channels. Television viewing has nevertheless increased.

In Finland, men continue to watch television more than women. In many other countries, for example in the United Kingdom, the situation is the opposite (Barwise & Erhenberg 1988). In part, this may be linked to the fact that an exceptionally large number of women are in full-time employment in Finland. It can be assumed that the use of mass media, especially by women, is linked to other factors defining the structure of daily life, such as paid employment,

household work and the social relations and power structures within the family. Moreover, women in Finland are more oriented to literature and culture than men (see e.g. Liikkanen 1984) and also function, at least according to Roos, as controllers of television viewing by husbands and children.

Highly educated population groups in Finland have traditionally concerned themselves with literary and high culture. They have taken a negative attitude towards television, for instance, and have used television less than the other population groups. Now, it appears that their attitudes to visual and electronic communication are changing and becoming more open and less moralistic. Upper administrative and clerical workers have increased their television viewing considerably and spend more money than others on the acquisition of visual equipment. On the other hand, they are not giving up literary culture either; they are the most avid readers of books and spend the most money on purchasing them.

The greatest changes in attitudes to the different media and their consumption can be expected to take place among the youngest age groups. They have grown up in the conditions of fragmented communication and have learned to control and use the new communication technologies. They are unlikely to have the same kind of commitments to the older media than the older generations.

Some symptoms of change are in fact already discernible. Young people read less than before. Generally, the reduction has taken place in the reading of newspapers and periodicals, but also in the reading of books in the 20-24 age group. Young listeners have left the national radio channels in favour of local radio stations. They go to the cinema less frequently than before, have increased television viewing the most and are active users of video. Young people also watch cable television where it is available.

## Sources:

Barwise, Patrick & Ehrenberg, Andrew, *Television and Its Audience*. Sage Publications. London 1988.

Eco, Umberto, *Matka arkipäivän epätodellisuuteen* (Semiologia quotidiana). WSOY. Juva 1985.

Erholm, Erja, *Radionkuuntelu syksyllä 1988* (Radio listening in autumn 1988). YLE (Finnish Broadcasting Company). Planning and Research Department. Series D 1/1989.

Bourdieu, Pierre, *Distinction. A Social Critique of the Judgement of Taste*. Harvard 1984.

Heikkinen, Kalle (ed.), *Elämää kuvavirrassa* (Life in a flow of images). Publication series of the Media Development Group of YLE (Finnish Broadcasting Company) No. 3. YLE, Tammi Publishing Company. Helsinki 1989.

Heikkinen, Kalle (ed.), *Kymmenen esseetä elämäntavasta* (Ten essays on life style). Publication series of the Media Development Group of YLE (Finnish Broadcasting Company) No. 1. YLE. Helsinki 1986.

Hellman, Heikki and Sauri, Tuomo, *Suomalainen prime-time* (Finnish prime time). University of Jyväskylä. Publications of the Research Unit for Contemporary Culture No. 10. Jyväskylä 1988.

Ihanus, Juhani, "Siruna kuvien virrassa. Televisio ja perheen vuorovaikutus" (A chip in the flow of images. Television and interaction in the family) in Heikkinen, Kalle (ed.), *Elämää kuvavirrassa* (Life in a flow of images). Publication series of the Media Development Group of YLE (Finnish Broadcasting Company) No. 3. YLE, Tammi Publishing Company. Helsinki 1989.

Kalkkinen, Marja-Leena, *TV-ohjelmien seuraaminen 1987-1988. TV-mittaritutkimuksen vuosiyhteenveto*. (Viewing of TV programmes in 1987-1988, annual summary of the TV meter study). YLE (Finnish Broadcasting Company). Planning and Research Department. Series D 12/1988.

"Kulttuuriharrastus- ja vapaa-aikatutkimus 1981" (Cultural Interests and Leisure Time Study 1981), in *Cultural Statistics 1981*. Central Statistical Office of Finland. Statistical Surveys No. 73. Helsinki 1984.

Liikkanen, Mirja, *Cultural Activities Among Finnish Women*. Supplementary Master's thesis in communication. University of Helsinki 1984.

Morley, David and Silverstone, Roger, "Domestic Communication - Technologies and Meanings". Lecture at the IAMCR conference in Barcelona on 24-29 July 1988.

Morley, David, *Family Television: Cultural Power and Domestic Leisure*. Comedia Series No. 37. London 1986.

Niemi, Iris - Kiiski, Salme - Liikkanen, Mirja, *Ajankäyttötutkimus* (Time use study). Studies of the Central Statistical Office of Finland No. 65. Helsinki 1981.

Niemi, Iris and Pääkkönen, Hannu, *Ajankäytön muutokset 1980- luvulla* (Changes in time use in the 1980s). Studies of the Central Statistical Office of Finland No. 153. Helsinki 1989.

*Radio Facts 89*. Suuri radiokuuntelututkimus 89 (Comprehensive radio listening study 89). Finnpanel Oy and Suomen Gallup.

Roos, J.P, "Suomalainen televisio: Arkielämää, uhkaa ja vapautumista" (Finnish television: Everyday life, threat and liberation). In Heikkinen, Kalle (ed.), *Elämää kuvavirrassa* (Life in a flow of images). Publication series of the Media Development Group of YLE (Finnish Broadcasting Company) No. 3. Helsinki 1989.

Tiihonen, Pertti, *Televisioyleisön käyttäytyminen uudessa välineympäristössä*. Tutkimus helsinkiläisten televisionkatselusta. (Behaviour of the television audience in the new media environment. A study of television viewing by Helsinki residents). YLE (Finnish Broadcasting Company). Planning and Research Department. Series C 4/1988.

# Aspects of International Developments in the Mass Media<sup>1</sup>

Martti Soramäki

## Structure of markets and international trade

There are no systematic presentations on the world market and international trade in mass media. In another context, I have tried to create a comprehensive picture of this area, which is increasingly becoming the focus of communication and cultural policy in Western Europe.<sup>2</sup>

The world market for mass media primarily consists of the national markets of individual countries. This is because the largest market segments in mass media – radio and television broadcasting and the press – are of national nature. Literature and book publishing have a strong national character, as well.

In the film and record industry, international markets play a major role. As the trade in video programmes depends heavily on films, the international influence is also great in this area.

Cable television transmissions in Western Europe are primarily concerned with redistribution of programmes transmitted by satellite. Programmes transmitted in small countries are largely of foreign origin. Earlier, cable television was regarded as a medium of local culture, but in practice it has become a local distribution system for national or international programmes.

In television broadcasting in small and medium-size countries, only in the case of fiction programmes (films, TV series) is a sizeable proportion acquired on the international market. Other programmes are primarily of national origin. The large countries are also fairly self-sufficient as regards fiction programmes. In those countries where national competition has strongly increased as a result of deregulation, the degree of domestic production in television programmes has fallen particularly in respect of fiction programmes. This has been the case in Italy and France, for example.

The foregoing does not mean that multinational mass media companies are of no significance in national markets. For instance, multinational press companies may operate in several national markets.

---

1 This presentation examines such fields of mass media in which products are distributed directly to consumers. For example, news, newsfilm and advertising agencies remain outside the study.

2 Martti Soramäki: *Kansainvälinen viestintäkulttuuri. Näkökulmia joukkoviihteen tuotantoon, jakeluun ja kulutukseen* (International Communication Culture. Aspects of Production, Distribution and Consumption of Mass Entertainment (Working title, to be published in 1990 by Gaudeamus (in Finnish)). Among foreign books, the widest coverage can be found in the book by Andre Lange and Jean-Luc Renaud, *The Future of the European Audiovisual Industry*, The European Institute for the Media, 1989.

The main companies carrying on international operations in mass media can be divided into the following types:

- multinational companies;
- companies with major export operations but basically national in nature which are potential multinational companies;
- independent companies engaged in international trade without a global production and marketing network typical of multinational companies.

Trade structure of international trade in the media varies depending on the medium in question. This is due to the properties of the exported products, the nature of trade, and the maturity of markets. For example, the structure of trade in TV programs is not international, although there are few multinational companies trading in TV programs. By contrast, the international film trade is almost entirely dominated by multinationals .

Several multinational companies operate in the fields of newspaper and book publishing. In the press, their operations are based more on national markets.

There are some ten major multinational companies engaged in the international trade in films, video programmes, sound recordings and television programmes. These include the American, "Hollywood" companies (in alphabetical order, Columbia Pictures Entertainment, MCA/Universal, MGM/UA, News Corporation/20th Century Fox, Paramount, Walt Disney and Time Warner), the West German Bertelsmann, the Dutch Philips/Polygram, the Japanese Sony (owner of Columbia Pictures and owner of the CBS record company) and the British Thorn EMI.

The most typical of the large multinational newspaper companies is News Corporation whereas Time Warner holds a similar position in periodicals. In book publishing, the most important multinational companies in addition to Bertelsmann, Paramount and News Corporation are the Canadian International Thomson, the British Maxwell Communications, the American Newhouse and the British Pearson.

Large national, but potentially multinational, companies are to be found especially in the field of television broadcasting. These companies include the large American broadcasting companies CBS, Capital Cities/ABC and GE/NBC. In Western Europe, they include the commercial TV companies developed in the 1980s, the French TF 1 and Canal Plus and the Italian Fininvest (Silvio Berlusconi).

The European companies have only joined the ranks of this group of TV companies in the 1980s. This is due primarily to the fact that it was only in the 1980s that deregulation policies permitted the participation of private companies in commercially financed television broadcasting. The public broadcasting field in Europe has traditionally been dominated by public broadcasting companies, the largest among which (ARD and ZDF in the Federal Republic of Germany, the BBC in the United Kingdom, RAI in Italy and RTVE in Spain) also belong to the group of the largest communication companies in Western Europe. The Japanese public broadcasting company NHK is also one of the world's big communication enterprises.

Typical of the independent sector in international trade is change in the companies making up the sector, although the sector itself is permanent. The sector has important tasks such as the development of new forms of expression and the perception of market developments.

## The situation in Finland

As a developed industrial country, Finland has been able to maintain a significant degree of national production in many fields of mass media, and dependency on imports has not become dominant in these areas.

The degree of domestic origin in the various fields is as follows:

Field	Degree of domestic production (%)	Basis of calculation (year)
literature	68	share of domestic literature in published titles in 1988
sound recordings manufactured	48	share of sound recordings in Finland in the combined total of imports and domestic manufacture in 1988 <sup>3</sup>
films	11	viewer share of domestic films in 1988
television, of which		
– the Finnish Broadcasting Company	55	programme time in 1988/89
– MTV Finland (commercial television)	49	broadcasting time in 1988
– Kolmostelevisio (Channel Three)	23	programme time in 1988/89 (17 months)
– cable TV, video		The degree of domestic production is modest. Accurate data not available.

Overall, Finland is a net importer of mass communication products. As regards films, sound recordings, video programmes, cable television and TV fiction programmes, Finland is highly dependent on imports. In fact, these fields would hardly exist without imports. For the cinema business, video trade and the commercial television company MTV Finland, imports from the United States are very important. Reliable figures on the total value of imports are not available.

Exports of mass communication products are modest and are based on subsidies. As examples of export outlets one may mention the fact that export revenues from films and TV programmes are today only FIM 3 – 4 million per year. Exports of films and TV programmes are publicly supported cultural exports, as the costs involved clearly exceed export earnings. One reason for this situation is the language barrier. The Finnish language is one of Europe's strangest, least spoken languages.

Another reason lies in the fact that programmes from small countries have little appeal to the public in the major countries. In part, the current trends can be explained by increased internal competition in the national markets. This frequently directs the interest of television companies towards programmes with great popular appeal, which are often of US origin. In fact, this kind of development serves to reduce interest in the production of small countries.

---

<sup>3</sup> The degree of domestic origin means here the share of sound recordings of domestic manufacture. The difference between a sound recording of domestic manufacture and a domestic sound recording is discussed in the article by Pekka Gronow.

In publishing, no multinational companies operate in Finland. Purchases of publishing rights of foreign books are of great significance in book publishing in Finland.

Finnish marketing subsidiaries of multinational companies play a key role in the import of films. Such companies also operate in the sound recordings market. In addition to imports, these companies engage in national production aimed at Finnish markets. Only one multinational company operates in the video programmes trade in Finland (the Swedish Esselte). Otherwise, this field is dominated by Finnish distribution companies.

Because of high production costs and lack of creative resources, the scope for expanding domestic production is limited, particularly as regards visual programmes and fiction production. In strongly growing areas, there is a tendency for foreign production to increase its market share. This phenomenon is typical of smaller countries in general.

An example of this kind of development is offered by cable television transmissions, where the degree of domestic production is the lowest of all fields. As a result of the small markets and high of production costs of visual programmes, only a fraction of the total transmission time of cable television systems is of domestic origin. Because the delivery of domestic production on cable television has been recognized to be important in terms of communication policy, in the legislation it has been decided to calculate the degree of domestic origin for only a part of broadcast programmes (in order to arrive at sensible percentages at all). Thus, the degree of domestic origin is calculated only for nationally delivered programmes, and for a part of text information. On the other hand, the degree of domestic origin for national television programmes is calculated for total transmission time. Calculated in this way, the degree of domestic origin in cable television programmes is only a fraction of one per cent.

Another example of the difficulties in expanding domestic production is offered by television broadcasting in Finland, although this area has considerable resources. When, in the 1980s, it became necessary to increase programme supply, the share of domestic programmes fell slightly, even though the industry itself was able to produce notably more domestic programmes. The television channel reform to be carried out in 1993 will increase domestic production in volume terms, but will at the same time lower the degree of domestic origin slightly further. The degree will nevertheless remain fairly high, at around 45 - 50 per cent.

The preconditions for domestic production are also influenced by industry structure. In open competition, an industry fragmented into small companies cannot compete successfully with foreign imports. An example of this kind of situation is found in film production, which in Finland is based on small firms. The degree of domestic origin in the industry is one of the smallest in mass media, about 10 - 20 per cent in recent years. Other reasons for the low share of domestic production include the size of production costs in making films and the restrictiveness of subsidy measures.

It is clear that the high share of domestic production in TV programmes is essentially based on the fact that the industry is dominated by only two large companies in Finland today, the Finnish Broadcasting Company and the commercial MTV Finland.

Without public measures, it would not be possible to maintain a significant national production of visual programmes in Finland. As regards television, licence fees play an important role, and are also used to maintain public radio broadcasting. The limited market for commercials on Finnish television can sustain only one national television channel that is able to maintain a reasonable share of domestic production.

## Trends

Of the various fields of mass media, especially cable television (in the United States), video and television have been growth industries in the 1980s. However, this growth has not essentially changed the importance of electronic media relative to publishing, as the latter has also grown steadily.

According to estimates, particularly television broadcasting will grow in Western Europe in the 1990s, as new terrestrial and commercially financed TV channels continue to be introduced. In Western Europe, the only clearly declining field in the 1980s has been cinemas and, at least in some countries (but not in Finland), the decline is expected to continue further.

Great expectations were placed on satellite/cable television broadcasting in Western Europe in the 1980s. So far, however, the growth of the industry has been slow and the industry has remained small in size. The growth prospects for terrestrial TV channels in the 1990s give reason to expect that the breakthrough of satellite/cable television will become more difficult. An increasing number of satellite-transmitted channels will come up for both national and international distribution, but they will not gain a significant position in television viewing. The entry in the markets of new channels will, particularly in the larger Western European countries, entail tough competition, as a result of which only part of the channels will survive. Pay television will also become an increasingly common way of financing programme production, as TV advertising will concentrate on terrestrial channels.

The dominant position of multinational companies in the international markets is a permanent phenomenon. In certain areas, this structure already developed into its present form before the Second World War. In newspaper publishing, however, the present structure has only developed since the war. Large structural changes last occurred as the result of the birth of youth culture in the 1950s, which changed the nature of mass communication especially as regards films and sound recordings, and made the rise of new companies possible.

European and Japanese companies (mainly Sony) have somewhat strengthened their position in international trade at the expense of American corporations in the 1980s. This has come about as a consequence of changes in ownership patterns in major multinational communication companies, not because some company has grown into a multinational company simply by expanding its market share.

The different fields of mass media have also become more integrated in the 1980s, as multinational companies in publishing have expanded their operations into electronic communication (for example News Corporation and Bertelsmann). Electronics companies have always carried weight in electronic mass communication.

The growth prospects in electronic mass entertainment and the links with radio and television set manufacturing industry have induced multinational companies to develop strategies for increasing their market shares. Differences can be distinguished in the strategies between American, European and Japanese companies. The Japanese and European companies have relied in their operations on strategic acquisitions, especially in the United States. On the other hand, American companies have sought more to expand their market shares. Recently, horizontal and vertical integration has become a key growth strategy of multinational companies. For this reason, there will be ever larger multinational companies operating in the mass entertainment markets of the 1990s.

In the field of audiovisual programmes, the European states will also seek to develop various support measures and forms of cooperation, particularly in the form of the "Audiovisual Eureka" project set up in 1989 and led in practice by France. The activities of the communication companies in the United States are not based on support, but entirely on markets. This gives them a clear competitive advantage in the international trade of the industry.

# The Role of Advertising in the Financing of Mass Communication in the 1980s

*Rauli Kohvakka*

## The expansion of the mass communication system

The mass communication industry finances itself in different ways: by means of advertising income, sales of products to users or public subsidies. Mass communication may also take the form of a secondary activity, as exemplified by customer magazines published by large companies or non-commercial local radio stations run by various organisations. In such cases, mass communication is financed by the main activity. Though the form of financing does not determine the activity of a mass communication company or institution, it creates a situation in which an operational strategy has to be chosen. The form of financing restricts the number of economically feasible operating alternatives.

Financing through advertising puts the mass communication industry in a situation where it operates simultaneously in two markets. In one market the product is offered to the public and in the other the product (i.e. the audience obtained) is sold to advertisers. On a more general level, advertising links the mass communication industry to other economic activity, not merely to the state of the economy, but also, through changes in the status of advertising, to changes in the content of economic activity.

The Finnish mass communication system has expanded in the 1980s. Entirely new branches have come into being. Some of these new branches are wholly or partly financed by advertising. Of the 40 private local radio stations in operation in spring 1989, 36 were commercial stations. Cable television has got under way on a broader front in the 1980s. In addition to connection and programme charges, the commercial cable TV companies have also sought to finance their operations through advertising income. With the expansion of commercial and non-commercial television broadcasting, the possibility of viewing foreign satellite channels has become more common. Some of these channels are financed through sales of advertising time.

Changes in the national television system have enhanced the significance of commercial sponsorship. In autumn 1987, the third television company, Oy Kolmostelevisio Ab (Channel Three), started operations. It was set up with the aim of increasing advertising revenue which had not grown as strongly as expected. In the 1980s, the finances of Oy Yleisradio Ab (Finnish Broadcasting Company, YLE) were increasingly linked to the development of the advertising market. In 1987, the basis for the compensation for broadcasting time paid by the commercial television company MTV Oy to YLE was changed so that it became dependent on MTV's advertising income. Earlier, compensation was a fixed sum negotiated separately.

The expansion of the mass communication system on a commercially sponsored basis has been a part of the Government's mass communication policy. When private local radio broadcasting started, the state did not develop an economic

support system which would have created operating conditions for non-commercial local radio stations. The new commercially sponsored segments of the mass communication system described above will not necessarily retain the form in which they started in the 1980s. Their share in advertising revenue has not yet stabilized at a permanent level.

The expansion of the mass communication system has not entirely relied on commercial financing. The fact that Swedish TV programmes began to be transmitted in southern Finland in late 1988 was not based on an increase in advertising income. Likewise, the renting of video programmes became more common in the 1980s. The renting of video programmes by public libraries started as an experiment, but was subsequently made permanent. The non-commercial distribution of satellite programmes in master antenna systems became more widespread.

## Developments in advertising revenue in the 1980's

The expansion of the mass communication system in the form of new, commercially-sponsored branches and companies has occurred at an opportune moment. The newcomers have been able to enjoy a share of a cake which, thanks to advertisers, has got bigger and bigger by the year. In 1988, three times as much was already spent on advertising as at the beginning of the decade.

The 1980s have been a good time for the commercially sponsored sector of the mass communication industry. It has been able to maintain its share of the total amount of funds used for advertising at 85 per cent. Thus, the relation between direct advertising and mass communication advertising has not changed. In 1988, FIM 6.3 billion was spent on advertising in mass media (see Appendix table 1.2). Advertising space and time was purchased to the value of FIM 5.4 billion, and advertising production costs totalled FIM 0.9 billion. According to calculations made by the Association of Finnish Advertisers, a total of FIM 4.7 billion was spent on advertising in mass media in 1988, FIM 4.3 billion of which was made up by charges for advertising space and time and FIM 0.4 billion by production costs.

The expansion of the mass communication system at a time when more and more money is being spent on advertising has not, however, meant that the new media and companies seeking to finance themselves through advertising have immediately established their position. The finances of commercial cable TV broadcasting are not, at least not yet, based on advertising revenue but on

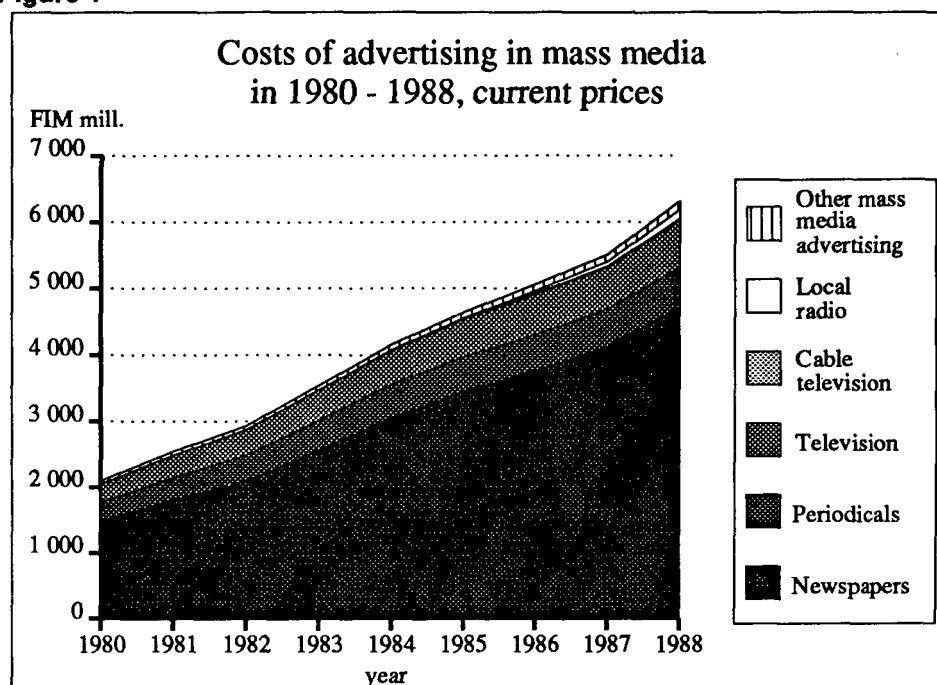
---

1) Suomen Gallup Oy, commissioned by the trade organisations and companies in the mass communication industry, carries out annual surveys on advertising expenditure in Finland. The results are published in the report *Mainonnan kustannukset Suomessa* (Advertising expenditure in Finland). The space and time used for advertising is measured from mass media. In calculating the money spent on advertising space and time, the net price concept is used. It is obtained by subtracting from the list price discount announced by the trade organisations, which is 15 per cent on mass media advertising. Advertising production costs are estimated to amount to 15 per cent of the price of space and time.

The survey has been criticized on the grounds that the estimate of the discount is too low. According to a study made by the Association of Finnish Advertisers, advertisers receive an average discount of 32 per cent on mass media advertising. According to the same study, production costs in advertising are ten per cent of the space and time costs paid.

The figures in *Advertising Expenditure in Finland* concerning the amount of money spent on advertising are probably too high. The survey nevertheless gives a reasonably reliable picture of the distribution of advertising outlays across the different media and of longer-term trends.

Figure 1



connection and programme charges. For the time being, there are no grounds for assuming that their advertising income will start to grow. On the other hand, private local radio broadcasting is consolidating its position as a commercially sponsored sector of the mass communication industry. In 1988, a total of FIM 130 million was spent on advertising on local radios. The sum is expected to grow further. However, not all local radio stations performed equally well, as far as their finances are concerned. Only the large and medium-sized stations have consolidated their financial position.

Advertising income has not consolidated the position of the pan-European satellite channels either. Their finances have not developed in the expected fashion in the 1980s. There are not enough advertisers in Europe who would be interested in a target area made up of several different countries and language areas. For example, Sky Channel has been transformed into a regional channel.

With the exception of cinema advertising, the amount of money used for advertising in mass media has increased in the 1980s.<sup>2</sup> There are large differences in growth between different media, however. Expenditure on newspaper advertising increased by 220 per cent between 1980 and 1988. However, different newspaper groups have performed in different ways. The amount used for advertising in Helsinki newspapers has increased by 237 per cent, and that used for advertising in local newspapers by 120 per cent. The funds allocated for advertising in free-distribution papers has increased by nearly 400 per cent.

Advertising in periodicals has not grown as much as advertising in newspapers. In 1988, 103 per cent more was spent on advertising in periodicals than in 1980. In this respect, professional journals have performed best among periodicals. As the only areas of the mass communication industry, certain groups of periodicals have experienced a fall in advertising income in certain years.

<sup>2</sup> The growth percentages presented here refer both to the funds used for buying advertising space and time and to production costs in advertising.

The amount of money spent on television advertising has grown more slowly than that spent on advertising in newspapers. Revenue from television advertising rose by 158 per cent in 1980-1988. The major part of the increase was due to advertising sales by Channel Three.

The expansion of the mass communication system and the growth in the amount of money spent on advertising has not led to any great changes in the distribution of the advertising revenue among the different media. The ratio between printed and electronic mass media has remained unchanged. In 1988, 84 per cent of total expenditure on advertising was used for newspaper advertising, 14 per cent for electronic advertising. In printed advertising, the market share of periodicals has diminished by about five percentage points, while the share of newspapers has increased by roughly the same figure. The share of television advertising has, in turn, declined by some two percentage points. An increase of equal magnitude has taken place in the share of local radio advertising.

## Advertising in the Finnish economy in the 1980s

The amount of money spent on advertising has grown faster than the economy in general. In 1988, the share of advertising costs in GDP amounted to 1.70 per cent, some four-tenths of a per cent more than at the beginning of the decade. Compared with the beginning of the 1970s, the GDP share of advertising costs has more than doubled (see Appendix table 1.3). Such rapid growth has not merely been the result of overall economic growth but also of the changed position of advertising in the economy. In manufacturing and trade, companies are willing to spend proportionally more money on advertising and marketing than earlier. Especially in comparison with the early 1970s, the change is great. Advertising may also have become more carefully planned. The marketing of a product has become an increasingly integral part of the planning of the product itself.

At the same time as more money is being spent on advertising, competition for these funds is getting fiercer and fiercer. This is evident in the trend towards chain sales in advertising and in more active marketing. In selling advertising space and time, efforts are made to influence customers with the aid of consumer studies. In competition, new firms seek to make inroads into the advertising market, while older companies strive to retain their shares.

The growth of the advertising industry in the 1980s also appears from the rapid growth of the number in persons working in advertising in the 1980s (Liikkanen 1988, p. 44- 47). The number of advertising and marketing firms has also grown (Luukinen 1989).

## Sources:

Liikkanen, Mirja (1988), *Kulttuurin ja joukkoviestinnän ammattiteissa toimivat 1970, 1980 ja 1985* (Culture and mass media professionals in 1970, 1980 and 1985). Central Statistical Office of Finland, Culture and the Mass Media 1988:1. Helsinki.

Luukinen, Ari (1989), *Markkinointipalvelutoiminta 1970-1980 luvuilla* (Marketing services in the 1970s and 1980s). Central Statistical Office of Finland. Studies No. 162. Helsinki.

Mainonnan kustannukset Suomessa (Advertising Expenditure in Finland), Suomen Gallup (Finnish Gallup)

# Broadcasting – Developments in the 1980s

*Marina Österlund-Karinkanta*

## Introduction

Broadcasting refers to programme activities taking place on radio waves using terrestrial transmitters on frequencies, or channels, internationally allocated for this purpose. As a result of technological advances, a transmitter located in a satellite can also be used along with a terrestrial transmitter, in which case we speak of satellite broadcasting.

Operating licences have been issued to Oy Yleisradio Ab (The Finnish Broadcasting Company Ltd, known internationally as YLE) for radio and television broadcasting and to private local radios for local radio broadcasting.

The operating licence of YLE stipulates, inter alia, that "programmes shall offer variety, be dignified, relevant, and impartial in their content and presentation, and also provide suitable entertainment. Efforts must be made in programming to promote public education and to provide useful information and news, while similarly ensuring that care is taken not to infringe on anyone's rights". Programmes are to be broadcast both in Finnish and Swedish and in the Sámi (Lapp) language. YLE has the right to make use of the assistance of Oy MTV Ab Finland (private commercial television) in television broadcasting.

## The Finnish broadcasting system

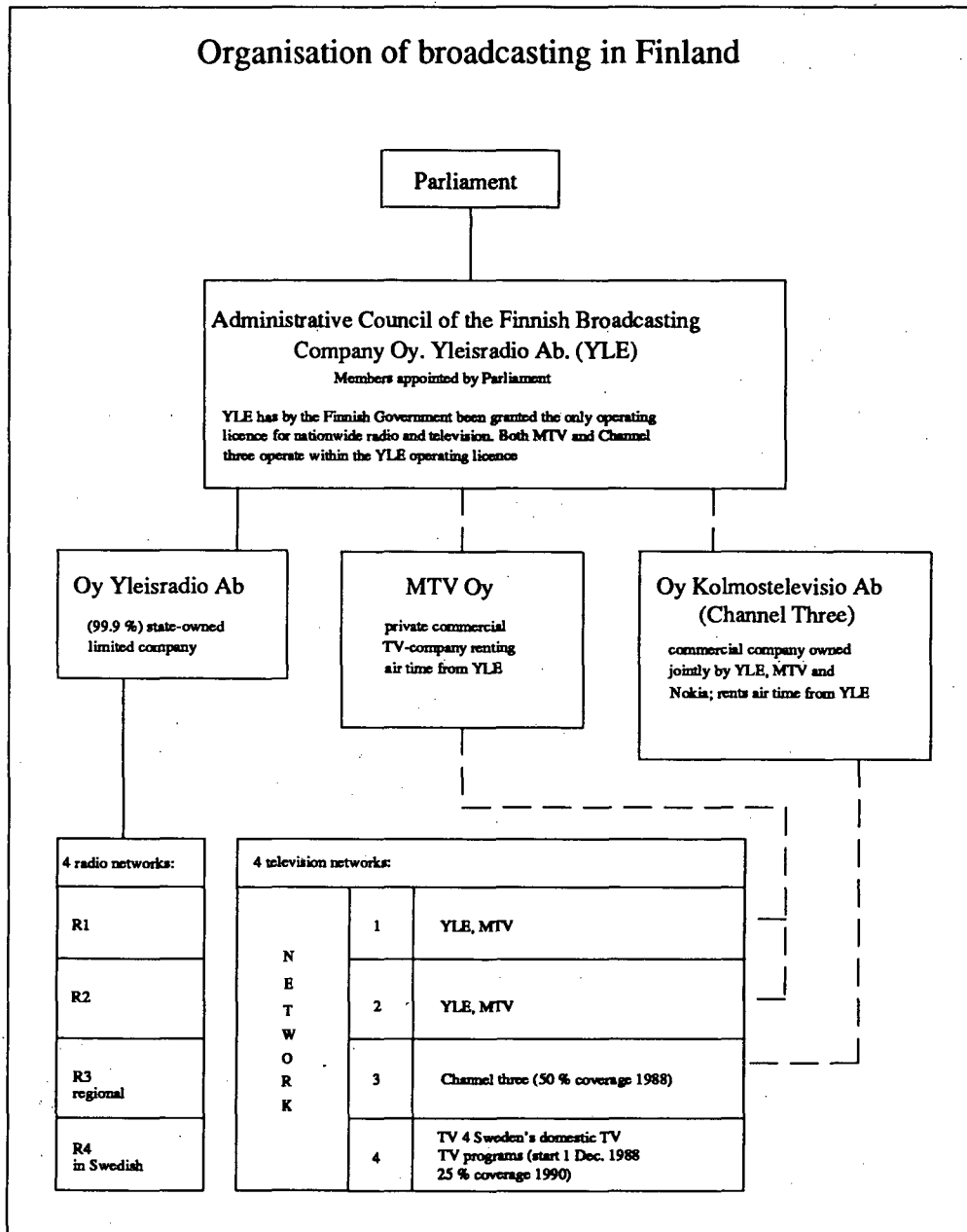
Despite all the radical changes that have taken place in the field of communications, a uniform broadcasting system has been maintained in television broadcasting – all national television broadcasting takes place within the framework of YLE's operating licence. In addition to YLE, 40 private local radio stations were engaged in radio broadcasting, as at the beginning of 1989.

Oy Kolmostelevisio Ab (Channel Three) was established in October 1985. YLE owned 50 per cent, MTV 35 per cent and Oy Nokia Ab an electronics company 15 per cent of the shares of Channel Three. Then on 1 January 1990 Channel Three became a subsidiary of MTV and the ownership structure changed so that MTV owned 65 per cent, YLE 20 per cent and Oy Nokia Ab 15 per cent of the shares.

Channel Three was founded mainly with the aim to respond to the challenge posed by cable and satellite television programmes and video. Certain obligations were imposed on Channel Three as regards e.g. the degree of domestic production. Among the special features of Channel Three are the use of regional advertising as a means of financing television broadcasting and reliance on independent producers for domestic programmes.

The Finnish broadcasting system operating under YLE's operating licence acquired the form illustrated in Figure 1 in the 1980s. However, the structure changed on 1 January 1990, when Channel Three became a subsidiary of MTV and in December 1989 MTV started breakfast television on the third television network.

Figure 1

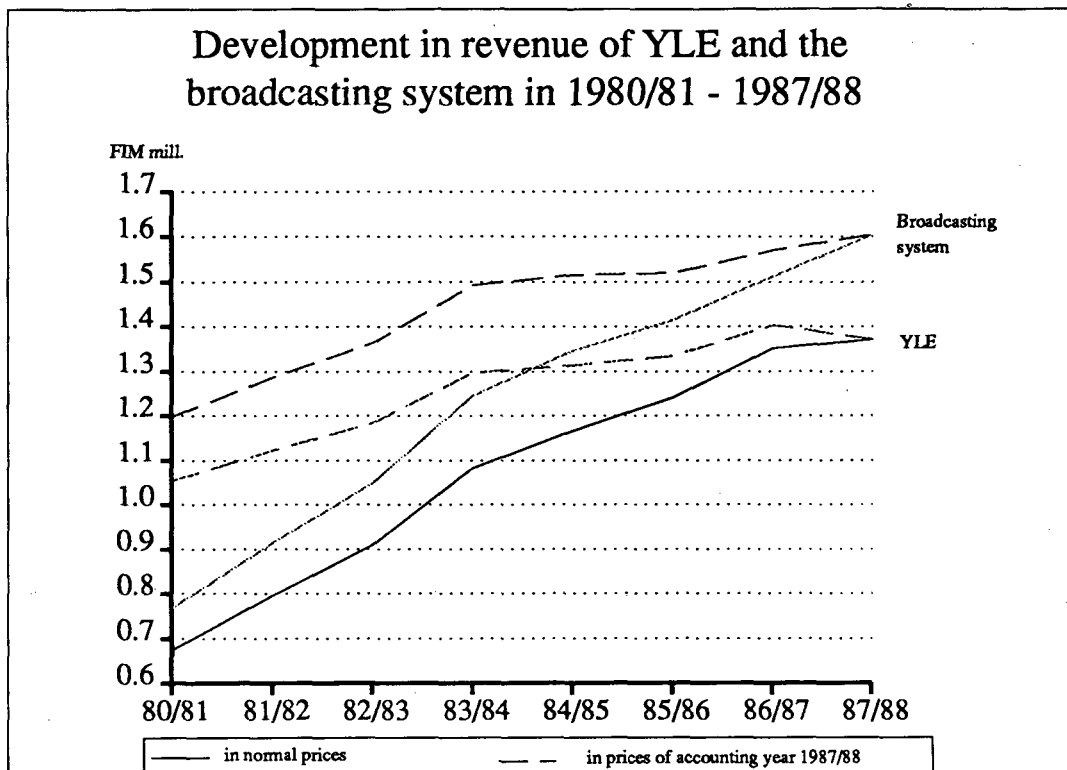


## Financing of Finnish broadcasting<sup>1</sup>

Though TV licence fees have fallen in real terms the real value of YLE's revenue from licence fees has risen in the 1980s as a result of the spread of colour television. In this respect, the end of the road is now in sight, as colour television licences made up 89 per cent of all licences by the end of 1988.

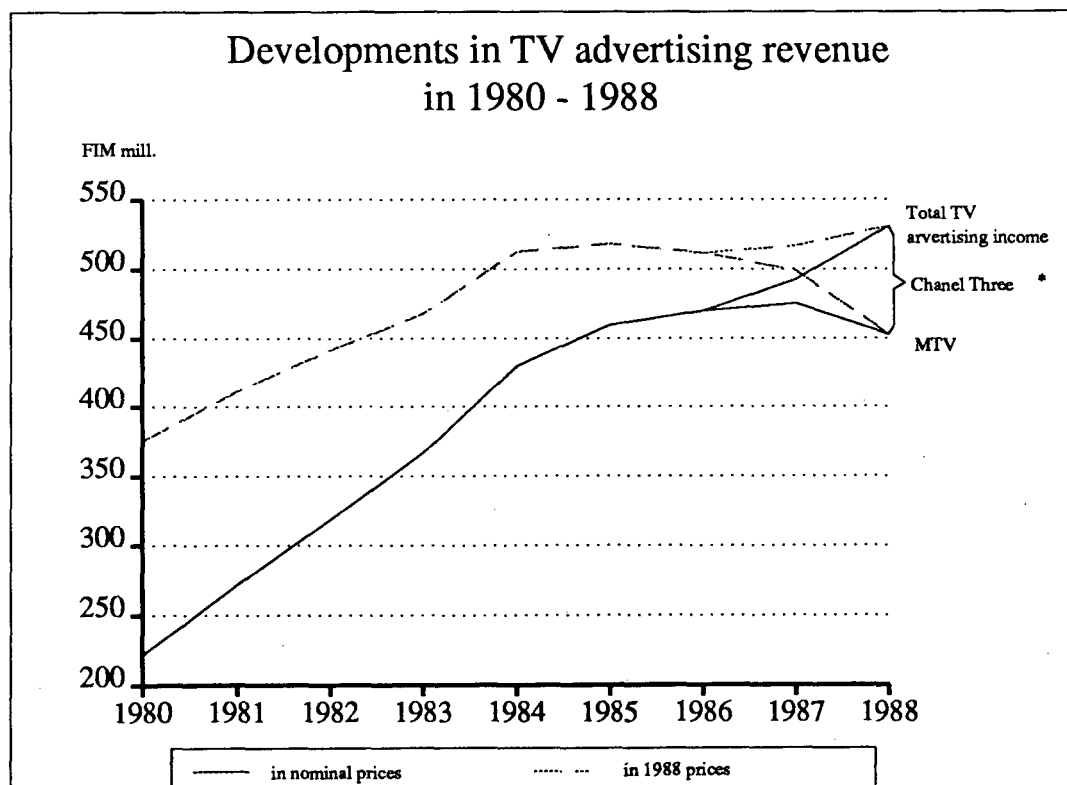
<sup>1</sup> In the sections describing developments in broadcasting hours and income, the reference period in the late 1980s is YLE's accounting year 1987/88, not 1988/89. The reason for this is that the four-week strike by YLE journalists in December 1988 made the latter accounting year rather exceptional and would have distorted the picture of the course of development. As regards the structure of supply and consumption of programmes, use has, however, been made of the accounting year 1988/89, disregarding the strike weeks.

Figure 2



The figures have been deflated by the consumer price index (1977=100) and expressed in prices of the accounting year 1987/88

Figure 3



\* The figure for 1988 is an estimate.

YLE's revenue has increased by 30 per cent in real terms between the accounting year 1980/81 and the accounting year 1987/88. The real revenue of the entire broadcasting system rose by 35 per cent in the same period.

MTV's advertising income grew by 21 per cent in real terms in 1980-88. The real growth in compensation for broadcasting time paid by MTV to YLE was 16 per cent over the same period.

MTV's total advertising time has fallen and is today 4 per cent less than at the beginning of the decade: 121 hours in 1980 as against 116 hours in 1988. However, Channel Three has increased total TV advertising time considerably. Channel Three's advertising time comprised about 230 hours of regional commercials in 1988.

## Developments in number of staff

The number of staff of both YLE and MTV continued to grow in the early 1980s, but turned down after the mid-1980s along with efforts by both companies to increase efficiency.

YLE's staff (including both permanent and freelance employees) increased by 8.3 per cent from the accounting year 1980/81 up to the accounting year 1987/88 and by 7.6 per cent up to the accounting period 1988/89, when the number of employees averaged 4 768 (see Appendix table 2.1.3).

MTV's staff (at the end of the calendar year) rose by 3.4 per cent between 1980 and 1988, when the number of staff was 586 (see Appendix table 2.1.4).

The number of staff of the newcomer Channel Three averaged 13.5 in 1987, 30 at the end of 1987 and there were, on average, 40 permanent employees in the accounting period 1 January 1988 – 31 May 1989.

With the commencement of operations by Channel Three, outside producers began to be used in television production in Finland on a much larger scale than earlier. How extensive a part of television production this particular field proves to be remains to be seen in the 1990s, when the amount of television broadcasting will be increased in connection with the reallocation of television channels to be effected in 1993.

## Television broadcasting (YLE, MTV and Channel Three)

### *Increase in broadcasting hours*

The entire television sector has grown strongly in Finland in the 1980s. Table 1 shows the growth of the television broadcasting system from the beginning of the decade to the late 1980s. The growth in the number of television broadcasting hours was 30 per cent for YLE, 10 per cent for MTV and 71 per cent for the entire system (YLE, MTV, Channel Tree).

**Table 1. Television broadcasting hours in 1980/81 and 1987/88**

	1980/81	1987/88	Increase	%
YLE	3 575 h	4 663 h	1 088 h	+ 30 %
MTV	919 h	1 011 h	92 h	+ 10 %
Channel Three		2 000 h (1988)	2 000 h	
Total	4 494 h	7 674 h	3 180 h	+ 71 %
(YLE + MTV)	(4 494 h)	(5 674 h)	(1 180 h)	(+ 26 %)
Swedish-language programmes supplied by YLE	538 h*)	730 h*)	192 h	+ 36 %

\*) Programmes of the Swedish-language TV section

Source: Appendix table 2.1.6.

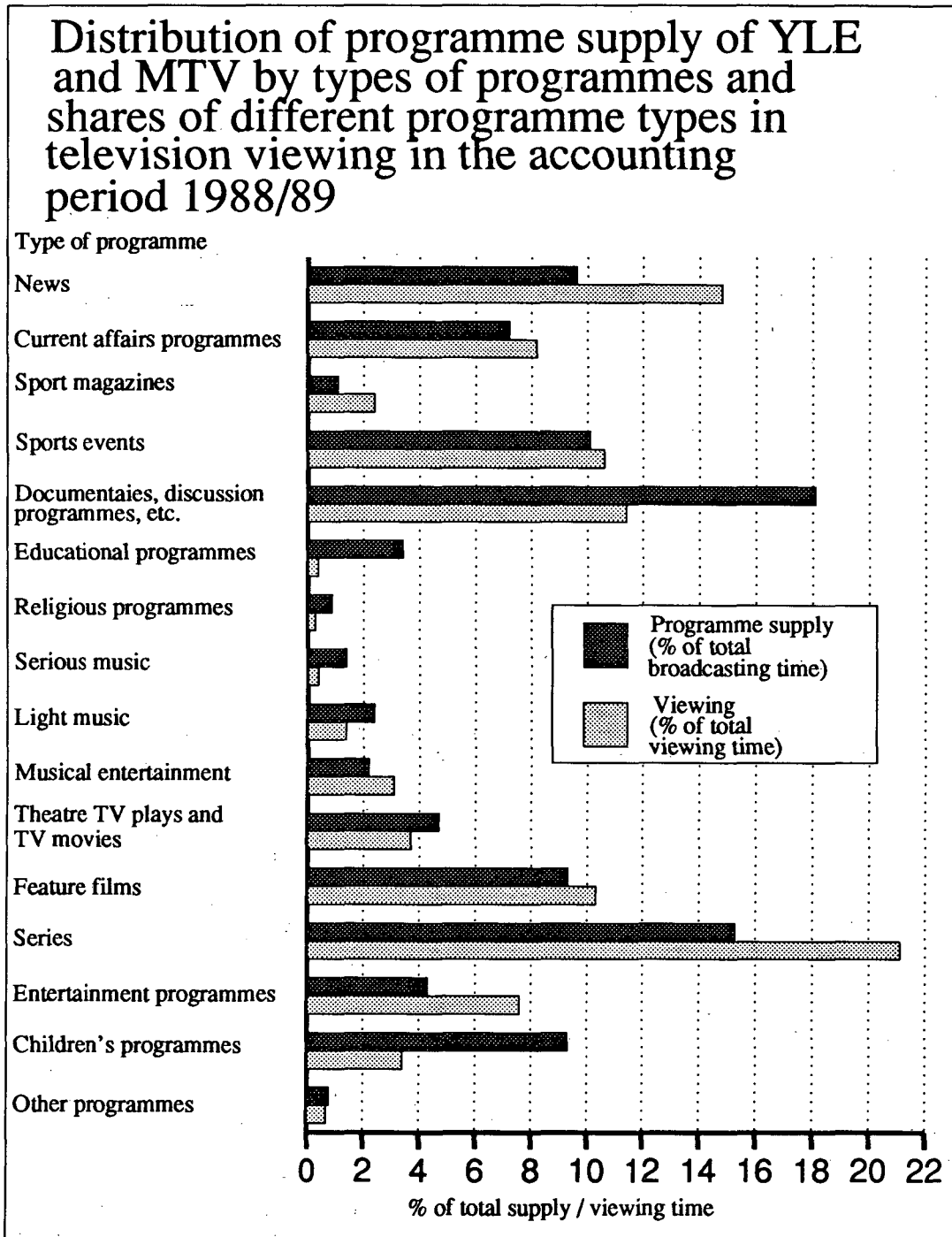
### *Structure of supply and consumption of programmes*

The main features of the structures of YLE's and MTV's programmes in the 1980s have remained much the same as in the 1970s. The most important single change has been the commencement of news broadcasting by MTV in the autumn of 1981, and its establishment on a permanent basis in January 1984. News broadcasting changed the structure of MTV's programmes to a certain extent, as the share of news rose to over 10 per cent of all programmes. Within the main categories of TV programmes, a certain degree of concentration on news, current affairs programmes, series and entertainment programmes can be distinguished in the 1980s (see Appendix table 2.1.9).

The degree of domestic production in YLE has been about 55 per cent since the mid-1980s. MTV's degree of domestic production rose by about 5 percentage points with the start of news broadcasting, i.e. to about 50 per cent (Appendix table 2.1.10). Channel Three's degree of domestic production has been lower (approximately 25-30 %). Overall, the degree of domestic production in television broadcasting is thus now about 50 per cent.

The average time used daily for television viewing has generally been about two hours in the 1980s (see Tables 2.1.20-21). Earlier, data were based on two-week diary studies carried out at different points of time. The changeover to the TV meter study in 1987 made continuous monitoring possible. The sharp seasonal fluctuation present in television viewing can now be taken into account with the right weights in the calculation of annual averages. At the same time, the carrying out of many other analyses has been facilitated, as for example the calculation of annual and seasonal averages concerning the viewing of various programme types. Figure 4 presents the distribution of programme supply and viewing for YLE and MTV by types of programmes in the accounting period 1988/89.

Figure 4



Source: Kasari 1989

#### *Distribution of time used for television viewing by sectors*

At the beginning of the decade, two companies were engaged in television broadcasting, YLE and MTV. In addition, Helsinki Television was engaged in cable television operations in Helsinki. Of the time used for television viewing, about 60 per cent was spent on programmes broadcast by YLE and about 40 per cent on programmes broadcast by MTV (Kalkkinen 1986).

Channel Three started full-scale operations on 1 September 1987, transmitting 37 hours per week. After the completion of the transmitter in Oulu in December 1988, Channel Three already reached over 50 per cent of households.

At the end 1988, more than 20 per cent of households fell within the viewing areas of cable and/or satellite programmes. The spread of cable television operations to other parts of the country than Helsinki really got under way when the supply of satellite channels grew in the early 1980s. As the number of satellite programme channels increased, it was even feared that they would replace national broadcasting, at least in part. This did not happen, however. Admittedly, cable and satellite programmes have at times drawn quite large audiences among households connected to the cable networks. However, according to the TV meter study which enables continuous monitoring, the share of cable and satellite programmes and cross-border viewing in the total time used for television viewing among households connected to cable networks turned down in 1988. The fall appears to be attributable to an increase in the viewing share of Channel Three.

Table 2 shows the distribution among different companies of time used for viewing television in population groups formed on the basis of available programme services.

**Table 2. Time used for television viewing<sup>1</sup> in spring 1989 (January-May)**

	Total population	Population in areas covered by Channel Three	Population connected to a cable network
YLE	59 %	54 %	50 %
MTV	27 %	26 %	24 %
Channel Three	10 %	17 %	10 %
Cable TV networks	4 %	3 %	16 %
Total	100 %	100 %	100 %
Total viewing time	111 min	106 min	115 min

1) Not including video viewing

Source: TV meter study.

The figures for the population in Channel Three and cable network viewing areas are only indicative.

The viewing of programmes or films on videorecorders is not included in the above table. The most important use of VCRs in the late 1980s, even more clearly than earlier, was for the recording of television programmes. Relatively little time was used for viewing rented video programmes. The economic significance of video rentals was also modest in comparison with other Nordic countries.

## Radio broadcasting

The 1980s also witnessed a considerable expansion of radio broadcasting. In the course of the decade, a third Finnish-language radio transmitter network was built to cover the entire country on the basis of the framework formed by YLE's

local radio stations. The Swedish-language radio network was also expanded. In 1985, the radio networks were given new profiles in connection with the reorganisation of YLE and regular night radio broadcasts were started in the summer of 1987.

**Table 3. Changes in radio broadcasting time in 1980/81 - 1987/88**

Company	Broadcasting time 1980/81	Broadcasting time 1987/88	Increase hours	Growth %
<b>YLE</b>				
Broadcasting time *)				
- Finnish-language networks	11 986	14 463	2 477	+ 21
- Swedish language networks	5 169	6 044	875	+ 17
Finnish-language regional and local programmes **)	2 722	10 929	8 207	+ 302
Swedish-language regional and local programmes	865	2 993	2 128	+ 246
Programmes in Sàmi (Lapp) language	101	303	202	+ 200
YLE total	20 843	34 732	13 889	+ 67
Private radio broadcasting (1987)	-	54 337		

\*) Not including duplication (i.e. sending the same programs on two channels at the same time)

\*\* ) The operations covered the entire country in 1989. The figures for the accounting year 1987/88 include slight overlapping owing to joint broadcasts by two or more regions. Joint broadcasts in the Finnish-language areas amounted to 390 hours and to 111 hours in Lapland.

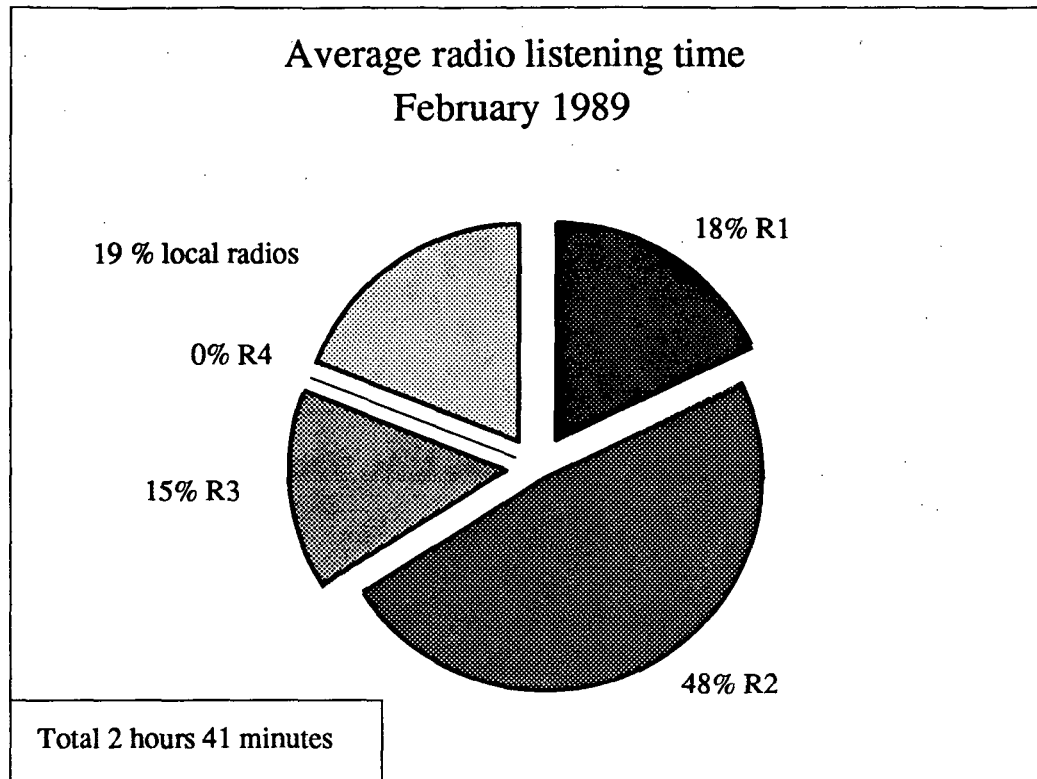
Sources: Annual reports of YLE.  
Paikallisradiokatsaus (Local radio review) 1988

The starting of broadcasting by private local radio stations (1985) and the profiling arrangements carried out in YLE's channels resulted in changes in programming and in listening patterns. In comparison with the beginning of the decade, overall radio listening time has increased from just over two hours a day to about three hours.

According to a study concerning listening to YLE radio broadcasts in the entire country (Erholm 1989), listening in February 1989 was distributed as shown in Figure 5.

So far, there are no studies giving a comprehensive picture of the breakdown of listening time between YLE and private local radio stations in actual "competition areas".

Figure 5.



## Conclusions and trends

### *Conclusions on the developments in the 1980s*

From the viewpoint of radio and television broadcasting, the 1980s turned out to be quite different from what was expected at the beginning of the decade. Among the main trends are the following:

- The introduction of video, cable and satellite technology has mainly involved the spread of technology while the role of programming has been more modest than expected.
- International programmes have gained a relatively small share of TV viewing; internationalisation is discernible in a slightly increasing share of programmes of foreign origin on terrestrial channels.
- Terrestrial broadcasting has strengthened (Channel Three; broadcasting satellite projects were replaced by Finnish-Swedish cooperation within the framework of terrestrial networks: Nacka transmissions in Sweden, Pyhävuori transmissions and TV 4 in Finland).
- Private local radio broadcasting commenced, and the position of radio in general strengthened.
- A Cable Television Act, Telecommunications Act and Technical Radio Act were enacted. However, actual broadcasting legislation seems likely to come about only through international agreements (if Finland joins the Council of Europe's convention on transfrontier television).

Planning work concerning broadcasting satellite operations was carried out on an extensive scale throughout the decade at the Nordic level in different ministries and in YLE. Ultimately, both the Nordsat and the Tele-X project were abandoned, mainly owing to their high costs.

Television cooperation between Sweden and Finland was developed on terrestrial channels. The transmission of YLE television programmes in the Stockholm area (Nacka transmissions) started in July 1986, while the transmission of Sweden's TV programmes to southern Finland started in December 1988. Both are edited channels made up primarily of self-produced programmes. In addition, both Sweden's TV channels have been transmitted as such via the Pyhävuori station in southern Ostrobothnia since the early autumn of 1986.

Other projects in the 1980s included:

- The TV 2 network was completed in the course of the decade. The reception area reached 94.6 per cent of viewers at the beginning of the decade and now reaches more than 99 per cent of the population.
- Teletext broadcasting was started in October 1981 in Finnish and Swedish.
- YLE's videogram and audiogram service was set up in order to improve the availability of radio and television programmes. The service started as an experiment, and since the beginning of 1987 has operated on a permanent basis. The service provides libraries and various institutions with programmes for borrowing and viewing/listening.
- In 1989, YLE started NICAM multisound (i.e. stereo on two language) transmissions on some transmitters.

### *Prospects for the 1990s*

At end of the 1980s, important decisions were made concerning the development of the Finnish broadcasting system in the 1990s. On the radio side, a decision was reached on new profiles for the three Finnish-language radio networks, and, on the television side, on a new allocation of channels.

With effect from the autumn of 1990, the Radio 1 network will be reserved for cultural programmes and the Radio 2 network for popular culture programmes appealing to young people and the young adult population. The programmes of the Radio 3 network will consist of regional programmes, national news and current affairs programmes, night radio and light entertainment music programmes. News will also be broadcast on the R 1 and R 2 networks.

The new television channel allocation will come into effect at the beginning of 1993, when commercial television broadcasting will move over entirely to the third television channel, while the present national television channels will be used solely by YLE. The third network will then reach 96 per cent of Finnish households.

The new television channel allocation is aimed at creating better conditions for maintaining a television system in Finland which is committed to the pursuit of public service media policy and cultural policy goals. At the same time, better conditions will be created for commercial television broadcasting, which as a part of the Finnish broadcasting system also financially supports public television broadcasting financed by licence fees.

## Sources:

Erja Erholm, *Radion kuuntelu helmikuussa 1989* (Radio listening in February 1989). YLE (Finnish Broadcasting Company), Planning and Research Department. Series D 14/1989.

Marja-Leena Kalkkinen, *Televisio-ohjelmien seuraaminen 1976-1985. Yhteenveto television seuraamistutkimuksista* (Viewing of television programmes in 1976-1985. Summary of television viewing studies). YLE (Finnish Broadcasting Company), Planning and Research Department. Series B6/1986.

Heikki Kasari, *Tv-ohjelmien seuraaminen 1988-89. Tv-mittari- tutkimuksen vuosiyhteenveto* (Viewing of TV programmes in 1988-89. Annual summary of TV meter study). YLE (Finnish Broadcasting Company), Planning and Research Department. Series D 16/1989.

*Paikallisradio 1988* (Local radio review 1988, in Finnish). Publications of the Ministry of Transport and Communication 12/88.

Martti Soramäki, *Yleisradiotoiminnan kehitys Suomessa. IX Nordiska konferensen för masskommunikationsforskning* (Development of broadcasting in Finland. IX Nordic Conference on Research on Mass Communication), available also in Swedish). YLE (Finnish Broadcasting Company), Communication Development Group. Summer 1989.

TV-mittaritutkimus (TV meter study). A Study commissioned by YLE (Finnish Broadcasting Company), MTV and the Association of Advertising Agencies and carried out by Finnpanel Oy.

Annual reports of the Finnish Broadcasting Company (YLE).

Annual reports of MTV



# Cable Television

*Ismo Kosonen*

## History

Cable TV transmissions got under way in Finland in the mid-1970s, when Helsinki Television Ltd (HTV) started operations in Helsinki which now cover the entire Greater Helsinki area. HTV's local programme production was fairly extensive in the early years, but proved unprofitable, and was subsequently cut back sharply. Today, the company produces hardly any programmes at all. In 1978, HTV started a pay-TV channel, the Entertainment Channel, which is believed to be the first pay-TV service outside the United States. When HTV ran into economic difficulties, the majority of its shares were transferred to Sanoma Oy, Finland's largest newspaper publisher, in 1981.

Elsewhere in Finland, cable television transmissions started on a more extensive scale in the 1980s, as the supply of satellite programmes started to increase. Development was particularly rapid in the Swedish-speaking areas of Western Finland, where the extensive Master Antenna Television Systems (MATVSS) built for the reception of television broadcasts from Sweden could easily be converted into cable networks relaying satellite programmes and local broadcasts.

## Legislation

The Act on Cable Television entered into force on 1 June 1987. According to the Act, a Finnish citizen or a Finnish corporate entity which has been granted an operating licence is entitled to carry on cable TV operations. Licences are granted by the Government, which may not, however, use discretionary power in considering applications. A licence must be granted if the applicant is solvent and it is obvious that the applicant is capable of maintaining regular transmissions and complies with the rules and regulations laid down in the law. According to a decision issued by the Ministry of Transport and Communications, housing and real estate companies do not require an operating licence for transmitting programmes in networks owned by them. Nor is a licence required if the network has less than 200 subscribers.

One of the purposes of enacting the Cable Television Act was to reduce the need for overlapping investments in networks. According to the law, the owner of a network is required to make available any unused part of the network to anybody entitled to carry on cable transmissions. In addition, the cable operator has to make available any channel capacity and programme time that may be left over after his own transmissions and those of the mandatory YLE (Finnish Broadcasting Company Ltd.) programmes to others engaged in transmitting if they so desire.

The legislation also imposes certain communication and cultural policy obligations on cable TV-operations. According to section 9 of the Act, cable TV transmissions must promote the principles of free speech, observe democratic values, support national, regional and local culture, provide information and opinions on local issues, promote free discussion among citizens and observe the requirements of propriety.

The possibility for local transmissions is secured in the legislation by requiring those engaged in cable TV operations to reserve one programme channel or some programme time for local programmes. In addition, the above-mentioned obligation to make available programme time has been specified so that priority is to be given to the transmission of programmes of local, regional or other Finnish origin. However, it is worth noting that the legislation does not require a cable television operator to transmit local programmes, or to surrender programme time for such, without compensation.

It has also been endeavoured to set communication and cultural policy objectives for cable TV operations by laying down a requirement concerning the degree of domestic origin in transmissions. According to Section 10 of the Act, the operating licence stipulates the minimum proportion of programmes which must be of Finnish origin. In connection with the operating licence decisions, the Government has stipulated that in networks with more than 10 000 subscribers, the share of programmes of Finnish origin must be 20 per cent at the beginning of the licence period, rising to 25 per cent during the five-year licence period. In networks with less than 10 000 subscribers, the corresponding shares are 15 per cent and 20 per cent. The regulations on the degree of domestic origin do not, however, apply to foreign programme channels transmitted via satellites if the programmes are relayed simultaneously and unaltered on programme channels reserved specifically for them.

According to the law, teletext news can, on certain conditions, be included among programmes of Finnish origin. For many cable TV operators, the share of teletext news in programmes is substantial.

## The present situation

By 1 July 1989, the Government had granted a total of 187 operating licences for cable transmissions to 206 localities. Of the licences, 71 have been issued to the National Board of Post and Telecommunications, 41 to regional telecommunications companies, 25 to antenna cooperatives or comparable bodies, 21 to companies primarily engaged in cable TV transmissions, and 29 to other types of bodies.

The majority of the cable TV networks are small networks with less than one thousand subscribers. However, at the beginning of 1988, about 71 per cent of subscribers were in networks with more than 5 000 subscribers, regarded as the critical limit for starting pay-TV services.

According to the semi-annual reports submitted to the Ministry of Transport and Communications by cable operators, there were 463 000 cable TV subscribers in Finland at the end of 1988. Thus, about 24 per cent of all households fall within the sphere of cable TV operations.

In recent years, the number of cable TV subscribers has increased at an annual rate of 25 - 30 per cent. Cable-TV has also expanded rapidly in the other Nordic countries and in the Federal Republic of Germany. The densest cable television networks are still to be found in Belgium, the Netherlands and Luxembourg, however, where cable networks were originally built to facilitate the viewing of programmes of neighbouring countries.

It is of some significance for the supply of satellite programmes that in the United Kingdom and France cable TV has got off to a very slow start and has not become a significant rival of ordinary broadcasting.

## Programme services

### *Satellite programmes and cross-border viewing*

Nearly all Finnish cable television networks offer one or more satellite-transmitted programmes free of charge. In the HTV network, it has been necessary to relay all satellite programmes on S-channels, and consequently these programmes cannot be received in buildings belonging to networks in which only eight channels are available. According to the semi-annual reports submitted to the Ministry of Transport and Communications, at the end of 1988, transmissions by the British Sky Channel could be seen in 354 900 households, and those of its rival, Super Channel, also British, in 346 800 households. Transmissions by the Soviet Ghorizont channel were transmitted to 238 500 households, the French TV5 to 185 100 households and the American-British MTV Europe to 129 300 households.

As regards cross-border viewing, at the end of 1988 it was possible to view transmissions of Sweden's two television channels via a cable network in 153 900 households and transmissions of Tallinn Television in 143 300 households. In addition, the National Board of Post and Telecommunications relayed broadcasts of Leningrad television to 7 500 homes in southeastern Finland.

### *Local programme supply*

In addition to satellite and teletext programmes, 57 cable networks transmitted locally edited programmes on their own channels in late 1988. In many cases, this activity still took place on an irregular and experimental basis, whereas in some localities – but not in the Greater Helsinki area – cable TV has already established its position as a local means of communication.

### *Other programming*

The distribution of pay-TV programmes is still fairly modest in Finland, with the exception of the HTV network. At the end of 1988, pay-TV services were supplied on only 12 networks. The most popular pay-TV channel was the Entertainment Channel compiled by Eurocable Oy, with 21 600 subscribers. The satelliterelayed FilmNet channel offering feature films had about 10 800 subscribers.

A new cable TV service introduced by a number of cable TV networks in 1988 was the relaying of radio programmes transmitted by satellite. At the end of the year, Sky Radio programmes were relayed to about 35 800 households. The relaying of Sky Radio programmes also expected to start on some major cable TV networks in the course of 1989.

Without exception, Cable TV services on the west coast of Finland include the relaying of broadcasts by the Swedish Broadcasting Company. In addition, some cable television networks relay local radio broadcasts outside their normal reception area.

## Economic performance

In 1988, the turnover of cable TV operations, including connection fees, amounted to FIM 223.9 million, an increase of as much as 39 per cent from the previous year.

In examining the Economic performance of cable TV it should be noted that the aim of the operations of many licence-holders is not profit but – for instance in the case of antenna cooperatives – merely the transmission of programme services at cost price. Moreover, a considerable proportion of local programmes in the smaller communities in particular are produced by amateurs on a voluntary basis.

In 1988, the cable TV companies with the largest turnovers were Helsinki Television Ltd, with a turnover, including connection charges, of FIM 60.7 million and Tampereen Tieto- verkko Oy, with a turnover of FIM 31.3 million. The revenue of the National Board of Post and Telecommunications from cable television amounted to FIM 51.6 million.

The major part of the turnover of cable TV companies derived from connection fees, which amounted to 56 per cent of income. For the largest cable TV companies, HTV and Tampereen Tietoverkko Oy, the major part of income nevertheless came from annual subscription charges and pay-TV services, however. In the industry as a whole, annual subscription charges amounted to FIM 42.4 million and pay-TV charges to FIM 31.1 million.

Cable TV was still practically of no significance as an advertising medium in 1988, as the advertising revenue of licencees was only FIM 7.1 million. Even if the advertising revenue paid directly to cable TV operators is included, the share of cable TV in total advertising revenue was only a fraction of one per cent.

# Private Local Radio Broadcasting

*Jorma Mäntylä*

## Private local radio stations

### *Licences granted*

The first experimental licences for private local radio broadcasting were granted in January 1985. On that occasion, a total of 22 two-year licences were issued, some of them jointly to several applicants. In all, 19 stations started broadcasting.

Subsequently, the Government has granted more licences. In spring 1989, there were 40 private local radio stations in operation, 36 of which were commercial and four non-commercial stations.

In May 1989, the Government granted 25 new licences, in addition to the stations already in operation; five of the new licences were non-commercial. As a result, the total number of licences rose to 65, eight of them were non-commercial. At the same time, private local radio broadcasting was established on a permanent basis by a decision of the Government. This involved a changeover from two-year experimental licences to five-year licence periods.

Those licencees who as of 1 August 1989 had started broadcasting or announced the starting of broadcasting are listed below.

### **1. Daily newspapers**

Helsinki/Radio Ykkönen (Radio One)  
 Huittinen/Radio Länsituuli  
 Hämeenlinna/Radio Jänne  
 Iisalmi/Radio Salminen  
 Joensuu/Radio Jokinen  
 Kotka/Radio Lokki  
 Pieksämäki  
 Rauma/Radio Ramona  
 Tampere/Radio Tampere  
 Vaasa/Radio Vaasa

### **2. Other newspapers**

Ikaalinen/Radio Satahäme  
 Jyväskylä/Radio Jyväskylä  
 Jämsä/Radio Jämsä  
 Kurikka/Radio Paitapiiska  
 Lapua/Simpsio 969  
 Savonlinna/Radio Savonmaa

**3. Organisations and associations**

Helsinki/Radio City  
 Kerava/Radio Etelän Ääni  
 Kuopio/Oikea Asema  
 Lappeenranta/Saimaan Aallot  
 Pori/Radio Pori  
 Tampere/Radio 957

**4. Other communications companies**

Helsinki/Radio Syke  
 Hyvinkää/Radio Pikkupäkä  
 Kouvola/SBC Radio  
 Mikkeli/Radio Matvek  
 Pietarsaari/Radio Botnia  
 Turku/Auran Aallot  
 Uusikaupunki/Radio UBC  
 Velkua/Meriradio  
 Äänekoski/Radio Nelostie

**5. Private individuals**

Alajärvi/Järviradio  
 Kokkola/Radio Kokkola  
 Lahti/Rytmiradio  
 Nurmijärvi/Radio Kolme  
 Oulu/Radio Kaiku  
 Ruovesi/Radio Pirkka  
 Turku/Radio Sata  
 Vantaa/Radio Lohi

**6. Others**

Kaustinen/Avainasema  
 Oulu/Radio Mega  
 Ähtäri/

**7. Non-commercial stations**

Haapavesi/Turvetuutti  
 Helsingin/Lähiradio  
 Inari/Radio Inari  
 Iniö/Radio Iniö  
 Tampere/Yliopistoradio

**8. Temporary licences**

In addition to the above, primarily five-year, licences, the Government has granted temporary licences, the duration of which has varied from a week to a few months. Owing to the irregularity and temporary nature of their operations, these local radios are not discussed in more detail here.

### *Changes in terms and conditions of licences*

As noted above, licences for private local radio broadcasting are now granted for five years. In addition, licences now permit joint broadcasts by up to three stations (previously two). At the same time, however, it is required that 75 per cent of the stations' programmes are self-produced.

Another new feature is non-commercial local radios. In spring 1989, there were four such stations (or five, if Radio Iniö, which is owned by the municipality of Iniö, is included in this category). Two of these became commercial when the spring 1989 licences were issued (Radio Ruovesi became Radio Pirkka and Radio Polaris was issued a commercial licence). In contrast, Radio Inari owned by the Inari College, which had started as a commercial station, became non-commercial.

### *Bankruptcies*

During the four-year history of local radios, four commercial stations have gone bankrupt or otherwise terminated their operations because of economic difficulties:

Radio 951, Toijala,  
Radio Ruka, Kuusamo,  
Radio West, Karkkila,  
Radio Lakeus, Nivala,

In addition, one station merged with another when Kouvolan Ääni (Voice of Kouvola) became part of SBC Radio. Two non-commercial stations, Radio Polaris and Radio Ruovesi, have received commercial licences. As the reason for the change, the stations cited economic difficulties.

Cancelling the establishment of a planned station has been more common than bankruptcy. Some ten licencees have not used their licences. Usually, the reason has been that the estimated population base is too small to ensure profitability (e.g. MSL Studio, in Kihniö, announced in summer 1989 that it would not start a local radio station).

### *Changes in ownership*

During the experimental phase of private local broadcasting, it was endeavoured to avoid crossownership (i.e. granting licences to newspapers). An exception to this, however, was Sanoma Oy, which, together with other Helsinki dailies, received a licence to start Radio Ykkönen (Radio One) as early as 1985. Subsequently, the significance of newspapers as owners of private local radio stations has increased. According to a study made at the University of Tampere, 16 of the 36 commercial stations operating in spring 1989 were owned by newspapers. In May 1989, additional local radio licences were granted to newspapers. By the summer of 1989, newspapers were principal or significant shareholders in 20 local radio stations. The Aamulehti Group is the leader in local radio operations among newspapers, with significant or dominant shareholdings in Radio Ykkönen (Radio One), Radio Jämsä and Radio Tampere.

Sanoma Oy is involved in Radio Ykkönen, Radio 957 and Radio Savonmaa. The latter holdings were obtained by Sanoma Oy when the Pro Lehdistö Oy company controlled by it acquired the investment company Viestintäkehitys Oy. Viestintäkehitys Oy also has significant shareholdings in local radio, including Saimaan Aallot, Radio Vaasa, Radio Lokki, Radio Lokki and Radio Janne.

### *Growth of the industry*

In four years, local radio stations have grown into small employers. According to a study commissioned by the Ministry of Transport and Communications from the University of Tampere, local radio stations had a total of 400 employees, 168 of them journalists, in spring 1989. Including free lance contracts, the stations had 800 employees. An average Finnish local radio station has ten employees, four of them journalists. Of the total 400 full-time employees, 42 per cent were journalists, 28 per cent marketing staff, 22 per cent finance and administration staff and 8 per cent technical staff (non-commercial stations not included). The following table lists the stations according to the number of employees:

**Table 1. Private local radio stations according to the number of employees**

Name of station	Employees	Name of station	Employees
Radio City	27	Meriradio	9
Auran Aallot	24	Radio Botnia	9
Radio Ykkönen	22	Radio Kolme	9
Oikea Asema	20	Radio Pikkupäkä	8.5
Radio 957	20	Simpso 969	7.5
Rytmiradio	18	Radio Paitapiiska	7.5
Radio Syke	16	Radio Lakeues	6.5
Saimaan Aallot	15	Radio Ramona	5
Radio Pori	15	Radio Kokkola	5
Radio Jyväskylä	14.5	Radio Salminen	5
Radio Kaiku	14	Radio Satahäme	5
Radio Mega	14	Radio Länsituuli	4
Radio Lohi	13	Järviradio	4
Radio Matvek	13	Avainasema	3.5
SBC Radio	12	Radio Pieksämäki	3
Etelän Ääni	12	Radio Inari	-
Radio Jokinen	11	Lähiradio	-
Radio Savonmaa	10,5	Radio Polaris	-
Radio Lokki	9	Radio Ruovesi	-
Radio Vaasa	9	Radio Iniö	-
		<b>Total</b>	<b>399.5</b>

Source: Appendix table 2.3.4.

## Local radio programmes

The University of Tampere has carried out a study of local radio programmes for the Ministry of Transport and Communications on two occasions. Local Radio Study I was undertaken in March 1986 and Local Radio Study II in September 1988 by listening to the reference tapes of the stations.

### *General*

A striking change is the increased broadcasting time of the stations. In spring 1986, the stations that had commenced operations in 1985 broadcast an average of 42 hours per week per station. In 1988, the average weekly broadcasting time of all operating stations was 70 hours per station. However, there are major differences between stations as regards both broadcasting time and the content of programmes. (See Appendix Tables 2.3.5 and 2.3.6).

With respect to broadcasting time, turnover, number of employees and type of programme, the stations can be divided into four categories:

1. Large stations (Radio City, Radio Ykkönen (Radio One), Radio 957, Auran Aallot)
2. Medium-size stations (Most of the stations in regional centres, including Oikea Asema, Radio Jyväskylä, Radio Pori, Radio Jokinen, etc.)
3. Small stations (mainly rural stations, including Radio Pieksämäki, Radio Satahäme, Avainasema, Järviradio etc.)
4. Non-commercial stations (Lähiradio, Radio Iniö, Radio Inari, Yliopistoradio (University Radio) etc.)

According to the study carried out by the University of Tampere, the distribution of the programmes of local radio stations has changed as shown in Figures 1 and 2.

### *Music*

Music is the most important type of programme broadcast by local radio stations. Its share also increased the most between March 1986 and September 1988 (50.1 % - 57.8 %). In 1986, local radio stations played roughly as much music as the Finnish Broadcasting Company, but by 1988 they had passed the Finnish Broadcasting Company as regards the percentage of music in total broadcasting time. Of the music played by local radio stations, approximately 96 per cent was light music (rock, pop, dance music), whereas the share of jazz, classical and other serious music was only 4 per cent. Of the music programmes broadcast by the Finnish Broadcasting Company in 1985, 61.9 per cent was light music and 38.1 per cent classical, jazz and other serious music.

Figure 1.

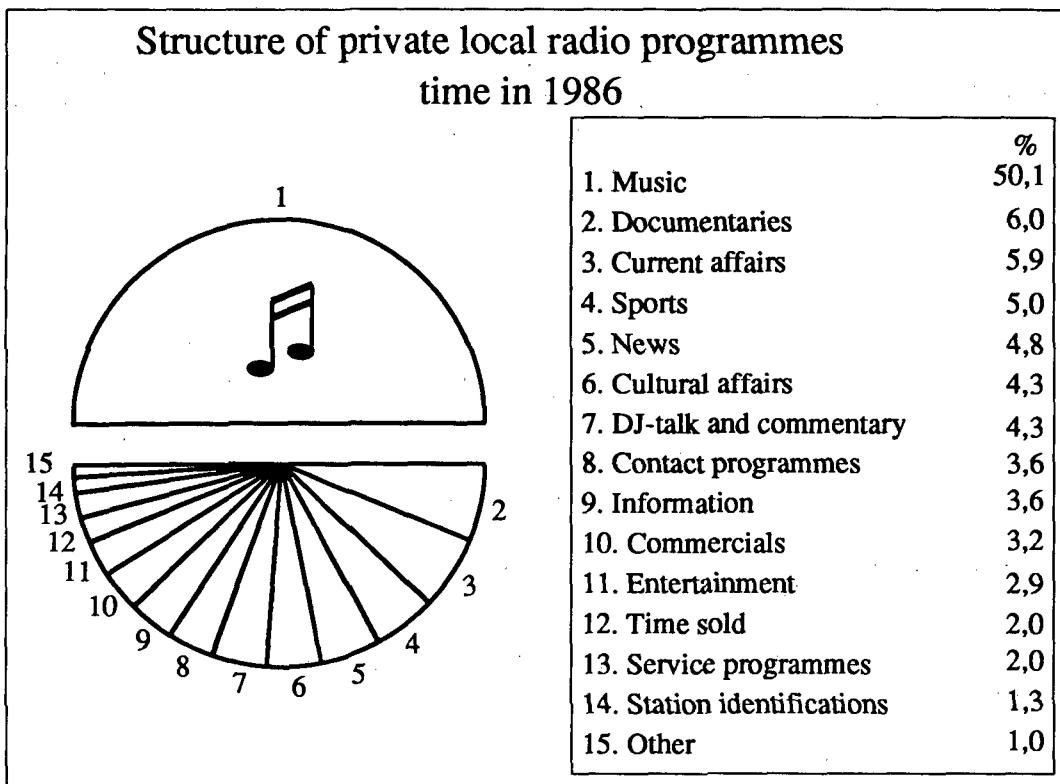
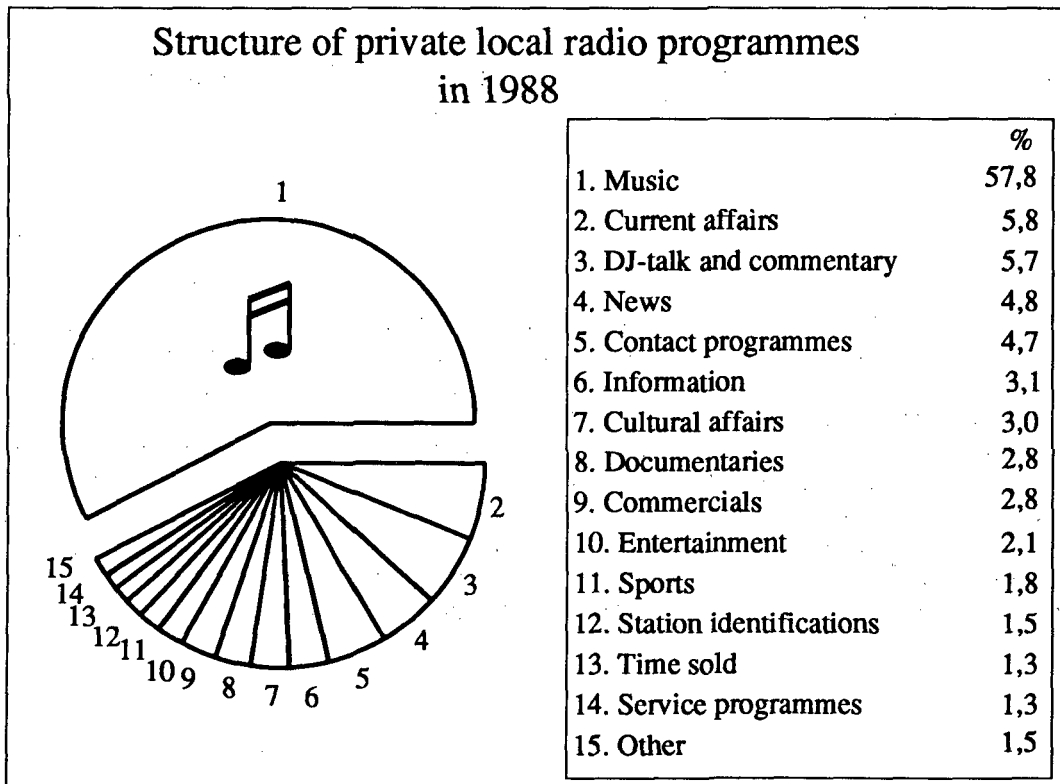


Figure 2.



The share of music has increased especially on the large stations in Helsinki and elsewhere which have gone over to 24-hour broadcasting. There are large differences between stations in other respects as well. Stations in the Greater Helsinki area favour Anglo-American music, whereas the share of domestic music is greater among stations in rural areas. Together with music, there has also been an increase in DJtalk and commentary, which would seem to suggest that stations specifically use recorded music discs to fill out their broadcasting time.

Non-commercial radio stations play the least music.

## *News*

According to the Local Radio Study carried out by the University of Tampere, 19 stations reported that they used the Finnish News Agency STT as the principal source of material for their news casts. The electronic media services of the Aamulehti Group were used by 12 stations. Generally, the large stations made use of the Finnish News Agency, and the small stations of Aamulehti. Five stations reported that they did not use outside services at all in their news reporting, or that they did not broadcast news.

The share of news in total broadcasting time remained roughly unchanged between 1986 and 1988, although the share of foreign news increased slightly while that of domestic and local news correspondingly fell. For most stations, news takes the form of short news bulletins between music shows, although there are large differences between stations. Certain stations also carry wider news reviews. Local news is generally based on material supplied by local and central government authorities, companies and organisations. Active acquisition of news and stories is rare.

Quite a few local radio stations have resorted to foreign radio stations in their news reporting. In this case, the stations transmit programmes obtained via satellite on local radio waves. Programmes of the Voice of America are transmitted by two stations, BBC programmes, mainly Finnish-language news and current affairs broadcasts, are transmitted by 17 radio stations.

## *Current affairs programmes and local programmes*

The share of current affairs programmes remained more or less unchanged in the two years studied (5.9 % - 5.8 %). There are large differences between stations, however. The leaders in current affairs broadcasts in 1988 were Radio Lakeus (22.5 %) and Låhiradio (12.2 %). The station with the smallest proportion of current affairs programmes was Radio Satahäme (0.6 %).

Similarly, there are large differences between stations as regards the local nature of current affairs programmes, as, too, in the volume of other local programmes.

On average, the share of local programmes fell from 22.3 per cent to 17.2 per cent in two years. One explanation for this can be found in efforts by local radio stations to fill broadcasting time with DJ music.

### *Documentary programmes*

Documentaries generally refer to factual programmes other than news. The share of documentaries was 0.7 per cent in 1986 and only 0.4 per cent in 1988. If the definition of a documentary is interpreted in a somewhat wider sense, a slightly greater percentage is obtained, but there was nevertheless a fall from six per cent to 2.8 per cent.

### *Cultural programmes and performing arts*

The share of cultural programmes was three per cent on average in 1988, compared with 4.3 per cent two years earlier. The most popular topic for cultural programmes was music. Radio plays virtually disappeared from local radio stations, although some stations still broadcast them in 1986.

### *Contact programmes*

Telephone contact programmes are, along with music, one of the few types of programme the volume of which increased in the period 1986-88 (3.6 % - 4.7 %). At the same time, however, contact programmes have acquired a more entertaining tone, and consist mainly of greetings, congratulations and record requests. The volume of discussion-type, journalistically more demanding contact programmes has fallen.

### *Service programmes*

The most common topics dealt with in service programmes are job openings, educational opportunities and matters connected with building and hobbies of various kinds.

### *Entertainment programmes*

Entertainment programmes here cover comedy, sketches and listener competitions. The share of entertainment programmes has remained roughly unchanged, at just under three per cent of the stations' total broadcasting time.

### *Children's programmes*

From the very beginning there have been few children's programmes on local radio. Most of the children's programmes on local radio stations are request programmes consisting of children's music, with or without speakers. Their share in total broadcasting time is less than one per cent. Quite a few stations do not broadcast children's programmes at all.

### *Religious and devotional programmes*

The volume of religious programmes remained broadly unchanged in the period between the two studies, at about one per cent. Certain radio stations rent broadcasting time to religious organisations. However, these programmes have been classified into a different category (see broadcasting time sold to organisations and other outsiders).

### *Sports programmes*

The volume of sports programmes on local radio stations has remained more or less unchanged. The fall evident in Figure 2 is explained by the sampling method used in the study, which did not fall on Thursday, a league match day. There are large differences between stations in the volume of sports programmes. The share is large if the station has agreements to report soccer or ice-hockey league matches. Some smaller stations do not have any sports commentaries at all.

### *Broadcasting time sold to organisations and other outsiders*

According to Local Radio Study I, the share of rented broadcasting time was two per cent and according to Local Radio Study II, 1.3 per cent. The fall in the percentage does not imply any fall in volume. Rather, the explanation lies not only in the growth of the stations' total broadcasting time but also in the classification. This is because some stations do not report whether religious or sponsored programmes represent rented broadcasting time or their own production. Furthermore, drawing the boundary between commercial sponsorship and other rented broadcasting time is difficult. However, no matter what criterion is used, Helsinki Låhiradio by far leads the other stations in rented broadcasting time.

Commercial sponsorship on local radio stations and other new electronic media has aroused discussion among journalists. Julkisen Sanan Neuvosto JSN (Press Council for Mass Media), for instance has adopted a critical view of the issue.

### *Local radio commercials and the financial position of local radio stations*

The percentage of commercials in the programmes of local radio stations remained roughly unchanged (3.2 per cent in 1986 and 2.8 per cent in 1988). Only a few stations have got close to the ten per cent advertising limit set in the licence terms and conditions. Differences between stations are very large, however (see Appendix table 2.3.7). On the whole, radio advertising has grown a great deal in volume terms. The share of advertising in the income of local radio stations is over 90 per cent. In 1988, approximately FIM 130 million was spent on radio advertising. The amount was estimated to rise to FIM 150 - 200 million in 1989, which would be equivalent to about 2 per cent of all advertising expenditure in Finland. Advertising is distributed very unevenly among stations, however. Table 2 shows the distribution of advertising in 1988 according to data supplied by the stations themselves.

**Table 2. Private local radio advertising in 1988**

Station	FIM mill.	Station	FIM mill.
Radio City	18.5	Radio Paitapiiska	1.3
Radio Ykkönen	17.5	Simpso 969	1.3
Radio 957	11.6	Etelän Ääni	1.2
Radio Auran Aallot	11.5	Radio Lakeus	0.8
Oikea Asema	7.0	Radio Ramona	0.75
Radio Jyväskylän	6.8	Radio Länsituuli	0.7
Rytmiradio Lahti	6.0	Radio Satahäme	0.7
Radio Pori	5.7	Järviradio	0.6
SBC Radio	3.5	Radio Pieksämäki	0.6
Radio Mega	3.1	Meriradio	0.6
Radio Syke	3.1	Radio Salminen	0.6
Radio Kolme	3.0	Radio Kaiku	0.5
Saimaan Aallot	2.5	Radio Kokkola	0.5
Radio Jokinen	2.5	Avainasema	0.4
Radio Lokki	2.4	Radio Pikkupäkä	0.4
Radio Matvek	2.3	Radio Lohi	No response
Radio Savonmaa	2.1	Radio Botnia	No response
Radio Vaasa	1.9	Radio Inari	-

Source: Aalloilla 2/1989 (On the Waves,)

The table shows that the four largest stations account for nearly a half of all advertising revenue, while the share of the eight largest amounted to two-thirds. The concluding summary of the Local Radio Study II carried out by the University of Tampere and the Ministry of Transport and Communications notes that the financial position of the large and medium-size stations has stabilized. They have achieved a stable or growing share of the advertising market. In contrast, the small stations are experiencing serious economic problems, owing to difficulties in obtaining advertising.

# Video: an Increasingly Commonplace Medium

*Juha Samola*

## General

Video has established its position in Finnish media culture in the course of the 1980s. Videocassette recorders (VCRs) have spread at a fairly rapid pace; at the beginning of the 1990s, every other household is likely to have a VCR. The use of video is also becoming more widespread in professional programme making.

The technology of video recording was originally developed to serve the needs of television companies. Earlier, TV companies were tied to direct studio broadcasts or to film material. The first videorecorder was manufactured in the United States in the early 1950s. Video technology was introduced around the middle of the same decade, first in the United States (the CBS TV company) and then fairly rapidly also in Europe.

The first videorecorders were unsuitable for home use in terms of both size and price. In the late 1960s, the first efforts were made to market the VCR to households. Technically, the system was still clumsy, however. For example, it was not possible to record at home. Nor were there any real "reasons" for using video. Only a few videoprogrammes were available on tape, and the overlapping of television programmes was not yet any great inconvenience.

In the mid-1970s, the home video systems now in use, Betamax (Sony) and VHS (JVC), were developed in Japan. In Europe, Philips developed its own system, which has been disappearing since the mid-1980s. When Sony also began to manufacture videos in accordance with the VHS standard, the "battle" between different recording systems effectively came to an end. Home video came to Europe in the late 1970s, but the real period of rapid development has been the 1980s.

Apart from the rapid technological advances, developments in the 1980s have been characterized by a heated and often emotional debate on the assumed disadvantages of video. The discussion has focused on videoprogrammes in particular. In the early part of the decade, the issue was discussed in, for example, the United Kingdom, Sweden and Finland. A result of this discussion in Finland was the enactment of an act on the inspection of video and other audiovisual programmes in 1987. Finland was the second country in Europe to introduce such legislation; a similar law had been enacted in the United Kingdom a couple of years earlier.

The Act on the inspection of video and other audiovisual programmes (697/89) entered into force in full at the beginning of 1989. The main stipulation of the law is that uninspected videoprogrammes may not be distributed by way of business. The reasons for this prohibition given in the law are mainly the same as those in the Film censorship act. The most debated point, and perhaps the last manifestation of "video puberty", is the stipulation in the law banning commercial distribution in video form of programmes rated only for viewing by adult audiences (over 18 years of age).

This review examines developments in Finland in the 1980s. It is restricted to discussing the uses and economic significance home video.

The distribution of VCRs in households has been monitored in several studies and reports. The Video Committee set up by the Ministry of Education has carried out together with the Central Statistical Office of Finland, the Ministry of Transport and Communications, the National Board of Post and Telecommunications, YLE (Finnish Broadcasting Company), MTV (commercial television) and copyright organisations three nationwide surveys examining, apart from the distribution of VCRs, such things as the uses of video and the effects of video on the use of other mass media. The studies were carried out in the autumn of 1984 (Ministry of Education 1986:36) and 1986 (Ministry of Education 1987:5) and in the spring of 1989. The data on video use presented below are based on these studies.

## Ownership of a home video becoming more widespread

The year 1982 is generally considered to be the breakthrough year for VCR sales in Finland. In that year, more than three times as many VCRs were sold as in the previous year. Sales continued to grow strongly throughout the 1980s. In 1984, for the first time over 100 000 VCRs were sold, and in 1988 a record 180 000 (Table 2.7).

In autumn 1984, 11 per cent of households owned a VCR. Two years later, nearly a quarter of all households owned a VCR, and in spring 1989 more than 40 per cent of all households owned one. Thus, about half of all Finns of 15 years of age and over lived in households which had a VCR.

A household's size and disposable income are important factors influencing the ownership of a VCR. In 1986, just over one-third of households with at least three members owned a VCR, whereas only one-fifth of households of two persons possessed one. In 1989, just over 60 per cent of households with three members owned a VCR, whereas the corresponding figure was less than 40 per cent for two-person households and only one-fifth for one-person households. A household's disposable income also influences the ownership of VCRs: the distribution of VCRs was greater among households with high incomes than among households with low incomes.

## The economic significance of home video

The economic significance of home video breaks down into two significant components: equipment trade, including the sale of videorecorders, video cameras, camera recorders and blank video cassettes, and the renting and purchase of programme recordings. In all, the value of the home video market in 1989 can be estimated at about FIM 900 million .

## Sale of equipment

Retail sales of videorecorders have totalled over FIM 400 million a year since the mid-1980s. They came to more than FIM 500 million in 1988 (Table 2.8).

Videocameras have sold in appreciably smaller numbers. In the first half of the 1980s, only a few thousand video cameras were sold each year. It was not until 1988 that videocamera sales picked up, probably due to the entry into the market of combined camera-recorders. Sales of camera-recorders in that year reached 12 000 units about FIM 100 million (statistics of the Radio Retailers' Association).

In 1983, when video had just made its breakthrough on the Finnish media scene, about two million blank video cassettes worth some FIM 60 million were imported into the country. In 1988, more than four million blank cassettes FIM 70 million were imported (Table 3.1.1).

There is a blank-cassette levy on imported blank cassettes. The levy is based on an amendment to the Copyright Act (442/84) which entered into force in 1984. In 1987 and 1988, the levy was FIM 0.06 per minute for video cassettes and FIM 0.03 per minute for sound cassettes. In 1988, revenue from the blank-cassette levy amounted to FIM 56.5 million (Table 1.4).

One-third of the revenue from the blank-cassette levy is distributed as direct compensation to authors for works broadcast on radio and television and two-thirds as indirect compensation designed for joint use by authors for further education, production of new programmes, etc. Indirect compensation is mainly channeled through The Promotion Centre for Audiovisual Culture, the Performing Music Promotion Centre Art and the Finnish Film Foundation.

## Renting and sale of programmes

Turnover in the renting of videoprogrammes increased rapidly in the early 1980s, doubling or tripling every year. In 1984, the turnover was estimated at nearly FIM 150 million, but growth has decelerated since then. In 1988, the turnover of programme trade was estimated at FIM 220-230 million. In recent years, the growth of the industry has been based almost entirely on the sale of programme cassettes. In 1988, sales of programme cassettes accounted for some 10 per cent of turnover (statistics of the Finnish Federation of Producers of Phonograms and Videograms).

Prerecorded videoprogrammes have been available in Finland since the late 1970s. In the early years, the market consisted mainly of pornographic cassettes and cheap action films. In the early 1980s, the selection of videoprogrammes improved when a few large American film companies realized the commercial potential of the home video market.

In 1982, just over 500 titles were available in Finland. In the following three years, the supply of programmes increased at an annual rate of about 1 000 programmes, which was four of five times the rate of growth the supply of new films in cinemas. The rate of growth of the supply of programmes slowed down after the mid-1980s. In 1988, an estimated 5 200 different programmes were available, the largest video rental shops being able to offer perhaps half this number.

The programmes offered by video rental shops have always been dominated by adventure films, thrillers and action films. Initially, their share of total supply was more than 60 per cent. Subsequently, the supply has diversified, and the share of drama and entertainment has increased. Nevertheless, action films still account for over a half of all titles and comedy and light entertainment for about one-quarter (Table 3.1.4).

In the early 1980s, there were still more than 30 importers of videoprogrammes in Finland. In the course of the decade, their number has fallen continuously and is 15 today. The industry is dominated by the four or five biggest importers, which have acquired dealership rights from the large American film companies.

There are about 150 shops specializing in the renting and sale of videoprogrammes in Finland. In addition, there are nearly 500 outlets in the Rautakirja kiosk chain and about 300 other rental and sales outlets (for example, service stations). Besides these 900 or so rental and sales outlets, which have a fairly wide selection of programmes, there is an unknown number of other shops, kiosks, and service stations whose product range also includes a modest supply of video cassettes. According to some estimates, the number of such rental outlets is around 1 000.

The supply of video rental shops is characterized by the limited number of domestic titles and the dominance of Anglo-American programmes. The poor availability of domestic programmes is to a certain extent balanced by the lending of videoprogrammes by public libraries. This service started as a two-year experiment in the mid-1980s, involving six libraries.

In 1988, there were already 70 libraries lending videoprogrammes, though the number of programmes offered was small. The spread of this service has been hampered by the lack of agreement on the issue of copyright compensation. The focus of programmes offered by libraries is on Finnish programmes, such as old Finnish films supplied by YLE (Finnish Broadcasting Company), children's programmes and plays. In addition, there is a modest supply of foreign film classics. Under certain agreements, libraries have access to more recent Finnish films as well (Tables 3.1.11 and 3.1.12).

## Use of home video

Right from the beginning, VCRs have been used mainly for the taping of television programmes for later viewing. The significance of later viewing has been increasing continuously, probably in part due to the increased number of TV channels. In 1984, 71 per cent of respondents regarded the possibility of recording as the principal use of video. In 1989, the number of those emphasizing this facility had risen to 78 per cent. In 1984, one in four households with a VCR still regarded watching of rented videoprogrammes as the principal use of a VCR, whereas five years later the corresponding share was no more than 14 per cent.

The share of those reporting the use of a videocamera and the watching of selfshot videotapes as the principal use of video has remained unchanged throughout the period studied. Only some two per cent of households with a VCR use a videocamera, and only about two per cent of households own one.

In 1989, there was a separate question on the significance of collecting a videolibrary. The taping of videoprogrammes for permanent use as the principal use of VCR was of little significance: only three per cent of VCR owners regarded this as the most important use (Table 3.1.6).

## Video viewing

Some clear trends can be discerned in video viewing. First, the number of people watching videoprogrammes has increased considerably. In 1984, one-third of Finns of 15 years and over had never watched a videoprogramme. In 1986, only one-fifth and, in 1989, just under ten per cent of the population had never watched videoprogrammes (Table 3.1.7).

Second, videos are used more frequently than before. The change is not very great, yet quite clear. In 1986, one-fifth of those who had ever watched videoprogrammes, had done so within the past couple of days. In 1989, the proportion of frequent viewers was one-fourth.

The increased popularity of viewing is also evident in the reduction in the proportion of those who seldom watch videoprogrammes. The proportion of those who had seen a videoprogramme more than six months ago was one-third in 1986 and one-fourth three years later. The proportion of daily viewers has not increased, however; it continues to be about four per cent of VCR owners.

Third, the time spent on watching videos has shortened. In 1989, half the respondents watched videoprogrammes for not more than one hour at a time, while 45 per cent did so in 1986 and 40 per cent in 1984. The change in viewing times is also discernible in the decreased proportion those viewing for two hours at a time. Their proportion was 17 per cent in 1984, 12 per cent in 1986 and only 8 per cent three years later.

The change in viewing time is not large, but it supports the "most general" trend in video use, which can perhaps best be described as the increased commonplaceness of video use. Commonplace here refers to the fact that video use is not distinguishable from the use of other electronic media and that video in general is no longer regarded as having any effect on the use of leisure time.

A fourth change in video use is the privatisation of viewing, with viewing done more frequently alone or with family. Viewing alone has increased considerably since 1984, when only five per cent of viewers did their viewing alone, whereas one in four did so in 1989. A similar change has also taken place among VCR owners. In 1984, 13 per cent of persons living in households with a VCR did their viewing alone, while in 1989 more than one-third did so.

Video viewing has also become an increasingly family-centered activity. In 1986, 42 per cent of viewers did their viewing together with a family member, while three years later more than a half (53 per cent) did so. For the majority of viewers, the decision on what to watch is a joint family decision. Three-quarters of those who had watched a videoprogramme less than six months ago reported that the initiative for viewing had come from a family member.

The transformation of video into a personal or family medium is further illustrated by the fact that nearly three-quarters of viewers had themselves decided on the taping of the programme. Only some two per cent of those in the habit of taping programmes had last done so on the basis of a decision taken outside the family.

The fifth clear change in video use concerns the primacy of television as a programme source. Television is the primary source of programmes for 84 per cent of VCR owners. (This was determined in connection with the question on the source of the videoprogramme last watched; Table 3.1.8.) In 1984, 38 per cent of all those who had ever watched a videoprogramme had watched programmes taped from television. Two years later, almost half the respondents reported having done so, and, in 1989, two-thirds.

The share of television as a source of videoprogrammes has grown; at least two factors have contributed to this. First, roughly speaking interest in rented programmes declines in relation to the time one has owned a VCR. Interest in rented programmes is highest when the VCR has just been acquired. Another factor influencing the primacy of television as a programme source is the increased attractiveness of television programmes from the point of view of the video user. The most popular programmes for taping are feature films, the broadcasting of which on TV has increased sharply since Channel Three started operations.

From the very beginning films have been the most popular type of programme watched on video though their popularity has diminished. In 1984, more than half the programmes last watched were films, in 1989 only 40 per cent. It is interesting to note that the share of Finnish films has increased somewhat during this period, from some two per cent to about six per cent (Table 3.1.9).

The second most popular type of programme is TV series. Watching of series has increased considerably during the five years studied. In 1984, only 8 per cent of video viewers reported a series as the programme last watched compared with nearly one-fourth in 1989. The popularity of series may be partly due to the increased broadcasting of mini-series on television.

A third type of programme clearly distinguishable as a category of its own is entertainment. Throughout the period studied, its share among the programmes last watched has remained fairly stable at about ten per cent.

The last change that should be mentioned in this context is the increased focus on entertainment in video use. Together, the three types of programmes mentioned above accounted for three-quarters of the programmes last watched in 1989. In 1984, the share of entertainment was "only" 68 per cent.

## Taping of programmes

Taping of television programmes is clearly the most important use of VCRs. Thus, nearly all those living in households with a VCR report having taped a programme at some time. Both in 1986 and in 1989, only three per cent of respondents had not taped TV programmes.

About 70 per cent of those living in households with a VCR tape programmes at least once a week. The share of those taping daily has grown from five per cent in earlier studies to nine per cent. The share of those taping "occasionally" (i.e. less than once a week) appears to have stabilized at between one-quarter and one-fifth of persons in households with a VCR.

What do people tape ? The order of types of programmes taped most frequently is the same as the order of types of TV programmes drawing the biggest audiences. Feature films are the most frequently taped programmes and series the second most frequently taped programmes. The share of entertainment in both TV programmes watched and TV programmes taped is about 12 per cent (Tables 2.1.22 and 3.1.9).

The difference between feature films and series is smaller in the case of programmes taped most frequently than in the case of programmes watched most frequently. In 1989, one VCR owner in three preferred taping films, while one in four preferred taping series. The increased popularity of series can also be seen in the fact that, in 1986, 40 per cent of VCR owners preferred taping feature films and one-fifth series. It is paradoxical that the popularity of films has fallen at the same time as the supply of films on television has substantially increased.

In addition to television programmes, rented video films are occasionally taped for own use. Respondents were first asked about this in the 1989 survey. According to the results, taping of rented programmes does not appear to be very common: only eight per cent of those in the habit of taping videoprogrammes reported having taped a rented video film on their own tape. A feature film taped from a rented video was not mentioned at all as the source of the programme last watched.

## Storing of taped programmes

Long-term storage of taped programmes has diminished somewhat. In 1984, just over one-third of respondents stored at least half of their tapings for at least three months, but only 28 per cent did so in 1989. The share of those taping for viewing at a later time increased from one-fifth to 27 per cent.

The change is small, but serves to confirm the trend towards an increasingly commonplace video. Video is an extension of television, and its main function is to facilitate people's use of time by enabling them to watch a programme - broadcast at an unsuitable time or at the same time as some other interesting programme - at a time that suits them best. Video is still being used for storing programmes, but this takes place more selectively than earlier. In 1989, nine per cent of those in the habit of taping programmes reported that they saved nearly all the programmes they taped.

The storage of programmes is probably also influenced to some extent by such a seemingly trivial factor as the growth in the number of cassettes, coupled with the problems associated with managing collections of cassettes. In households with a VCR, the average number of blank cassettes does not appear to have risen at all since 1984. There were on average ten blank or selftaped cassettes per household with a VCR in 1984; five years later the number was still the same. (This is a median figure, which gives a better picture of the number of cassettes than the mean. The mean number of cassettes is higher, about 15. The mean value is raised by the relatively small number of collections comprising several hundred cassettes.)

## Renting of videoprogrammes

In 1986, nearly half the respondents had rented a videorecording within the past month, but in 1989 the corresponding share was only just over one-third (Table 3.1.10). In light of the developments in the 1980s, it seems evident that renting of videoprogrammes in Finland will not increase significantly from its present level. Turnover in the video rental trade has been about FIM 200 million a year since the mid-1980s. In recent years, turnover in the industry has been augmented to some extent by increased sales of videoprogrammes, which in 1988 were estimated at 10 per cent of the total value (about FIM 220 million) of the videorecording market.

The volume of turnover in the videorecording market has remained unchanged, despite the decreased frequency of renting. This is probably due to the fact that the number of those trying renting is nevertheless growing. In 1986, 38 per cent of those who had ever watched videoprogrammes had rented a videorecording, while in 1989 the figure was close to a half.

In the 1989 survey, respondents were no longer asked the reasons for not renting videos. In 1986, when the question was asked, by far the most common reason given was either lack of interesting rental programmes or simply unwillingness to rent videorecordings; more than half of the respondents answered in this way. The third main reason was that renting by others (family members or friends) was considered sufficient (17 per cent). The cost of renting was clearly of little significance (4 per cent of respondents), and, for instance, the availability of rented programmes was not mentioned separately.

Similarly, in the 1989 survey respondents were no longer asked to state their preference regarding the programmes they rented. As no great changes have taken place in the supply of videoprogrammes, it can probably be assumed that the demand for programmes also conforms with earlier trends. In 1986, nearly 60 per cent of respondents reported having rented thrillers and adventure films most. These types of films also accounted for more than half (54 per cent) of the some 4 000 titles available in 1986, slightly less than in 1984. The change in demand probably reflects the change in supply. The share of drama has slowly increased at the expense of action films. In 1988, drama accounted for almost one-fifth of the approximately 5 200 titles available (Table 3.1.4).

## Video camera

Use of the video camera has not developed in the expected fashion in the 1980s. In 1986, only one per cent of the population of 15 years of age or over lived in a household with a video camera; in 1989, three per cent of households owned a video camera. Access to a video camera was somewhat more widespread than ownership. In 1989, nine per cent of the population had access to a video camera; this represented an increase of about three percentage points in three years.

Use of the video camera is unlikely to ever become a popular hobby. Instead, it is developing into an increasingly popular guided activity in video workshops, school video clubs and the like. For example, there were 12 video workshops operating in the autumn of 1989, and new workshops were being set up in some twenty municipalities.

## Effects of home video

It is difficult to determine accurately how video affects the way people use their time. In the studies on video use carried out in 1984-1989, effects were measured in terms of respondents' own estimates. For example, respondents were asked whether video had influenced their use of other mass media or some of their hobbies. The main focus of interest was on media and hobbies thought likely to be affected directly by video, such as television viewing or cinemagoing.

The main effects of video have appeared as reductions in the time spent on other activities. Apart from cinemagoing and television viewing, video has had an influence on reading of books and on listening to sound recordings and the radio. As regards the last two activities, however, the influence amounts to roughly equal reductions and increases of less than ten per cent.

Video continues to affect cinemagoing the most. One-fifth of respondents said they had reduced their cinemagoing after acquiring a video recorder. The ordinariness and diminished effects of video are well illustrated by the fact that in 1984 nearly 40 per cent of respondents reported that video had reduced their cinemagoing.

A similar, though less marked trend can be discerned in the impact of video on television viewing. In 1984, 15 per cent of respondents reported that video had reduced their television viewing, while 11 per cent did so in 1989. The share of those who reported that video had increased television viewing had remained virtually unchanged (8-9 per cent).

Video also influences reading. In 1989, 12 per cent reported that video had reduced their reading and, in 1984, 14 per cent. However, five per cent reported that the acquisition of a video recorder had increased their reading; the share has remained constant throughout the period studied.



# Sound Recordings

*Pekka Gronow*

## History and structure of the industry

The manufacturing and distribution of sound recordings comprises two independent fields of business, which are partly overlapping. On the one hand, there is an increasing number of recording studios in Finland which, in addition to the production of music recordings, serve advertising, film production and other customers. On the other hand, there is a smaller group of companies engaged in the business of publishing, importing and distributing sound recordings. The biggest recording producers generally own their studios, but there are also several notable companies in Finland which specialize in the import of foreign sound recordings and thus do not require studio services at all.

Like other forms of electronic communication, the production of sound recordings has grown rapidly during the past twenty years. In the 1960s still, only about one million recordings, mainly single records, were sold in Finland annually. In the 1980s, at least ten million recordings have been sold each year, mainly LP records and cassettes (but increasingly also CDs; see Appendix table 3.2.1). Today, most households have either a cassette recorder or a record player, often both. There have, of course, been cyclical fluctuations in the sales of recordings, and the industry has not grown in all years, but the trend has nevertheless been upward.

Growth is also evident in the number of companies. In the 1960s, Finland had less than ten record companies and about the same number of service enterprises in the industry (independent recording studios, pressing plants etc.). Along with the growth of the industry, both the number of record companies (producers of recordings) and the number of recording studios have rapidly grown. In 1986, there were 155 business establishments in Finland the industry of which was "gramophone and tape recording" (Central Statistical Office of Finland 1989). Since 1984, the number has grown by 26. Admittedly, the majority of these companies are small, with an average staff of two persons per establishment.

Among the studios, there are about twenty which have specialized in demanding music recordings; otherwise, companies in the industry carry out all possible recording work, from advertisements to private assignments. Frequently, the same companies are also engaged in cassette copying, although there are also firms specializing in this business. The copying of cassettes is technically fairly simple, and can be carried out in modest surroundings. The pressing of gramophone records requires much greater investments and skills and, as far as is known, is carried on by only two companies in Finland. So far, no CDs have been manufactured in Finland, the CDs issued by Finnish artists being manufactured abroad.

In the 1960s, nearly all records sold in Finland were published or imported by member companies of the producer organisation of the industry (currently known as the Finnish Federation of Producers of Phonograms and Videograms, a member of the International Federation of the Phonographic Industry). Statistical data on the development of the industry were readily obtainable at that time. With the growth of the industry, the market share of non-organised producers has risen to nearly one half. At the present time, the share of the members of the producers' organisation in the total value of sales is estimated to amount to about 60 per cent (see e.g. Appendix table 3.2.8).

Non-organised producers of sound recordings represent basically two, clearly different types of firms. On the one hand, the group includes companies concentrating on the import of foreign recordings, bypassing brand dealers. Some of these "wild" importers are specialised shops in different fields of music, while others import large consignments at low prices for distribution to discount department stores. The data used here on such imports are mainly based on foreign trade statistics.

On the other hand, non-organised producers include a large number of small producers which mainly turn out self-published recordings on cassettes. Many small producers publish only a few recordings a year, but taken as a whole such production is quite considerable. Understandably, the collection of statistical data from hundreds of small producers is difficult; it would hardly be possible at all if the Copyright Office Teosto, did not, on the basis of the Copyright Act, receive data on all musical recordings manufactured in Finland. These data complement the statistics collected by the producers' organisation (see Appendix table 3.2.7).

Thus, fully reliable statistics on the total sales of sound recordings in Finland do not exist. Only statistics on the total sales of organised producers are compiled, both in terms of units and value. As regards non-organised producers, we have to be content with the assessment that imports and manufacture together roughly correspond to total sales. This is of course generally the case, but not all recordings imported or manufactured in one year are sold in the same year. The figures are not therefore commensurable.

A good example of the problems in compiling statistics on sound recordings is given by the confusion between the concepts of a recording of domestic manufacture and domestic recording. A recording of domestic manufacture, such as a gramophone record pressed in this country, has been physically manufactured in Finland. A domestic recording, by contrast, has been recorded in Finland and a Finnish artist performs on it. However, "domestic" does not mean that the recording is of Finnish manufacture. For example, all domestic CDs are of foreign manufacture. Thus, they are imported recordings in the foreign trade statistics, but domestic in the statistics of the Finnish producers' organisation. Likewise, a substantial number of foreign recordings are manufactured in Finland (under licence or after expiry of copyright) which are nevertheless of domestic manufacture.

For the same reason, the data obtained from the foreign trade statistics on the import countries of sound recordings do not tell us anything about the actual country of origin of the recording. For example, many recordings are imported to Finland from Canada and the Netherlands because there are large companies in the industry in these countries. However, very few recordings of Canadian or Dutch origin are imported to Finland. Rather, the recordings in question may have been made in the United States, for instance (see Appendix table 3.2.2).

## Is the production of sound recordings doing well or poorly in the light of statistics?

It is a natural characteristic of business that an entrepreneur is never completely satisfied with the financial performance of his firm. The mass media frequently report that a certain branch is doing poorly. It should also be remembered that long-term trends or the consumer's point of view may give results which are quite different from the financial statement of a single company. A company should increase its profits every year. From the consumer's point of view it is only a good thing if prices are going down and he obtains more records for his money.

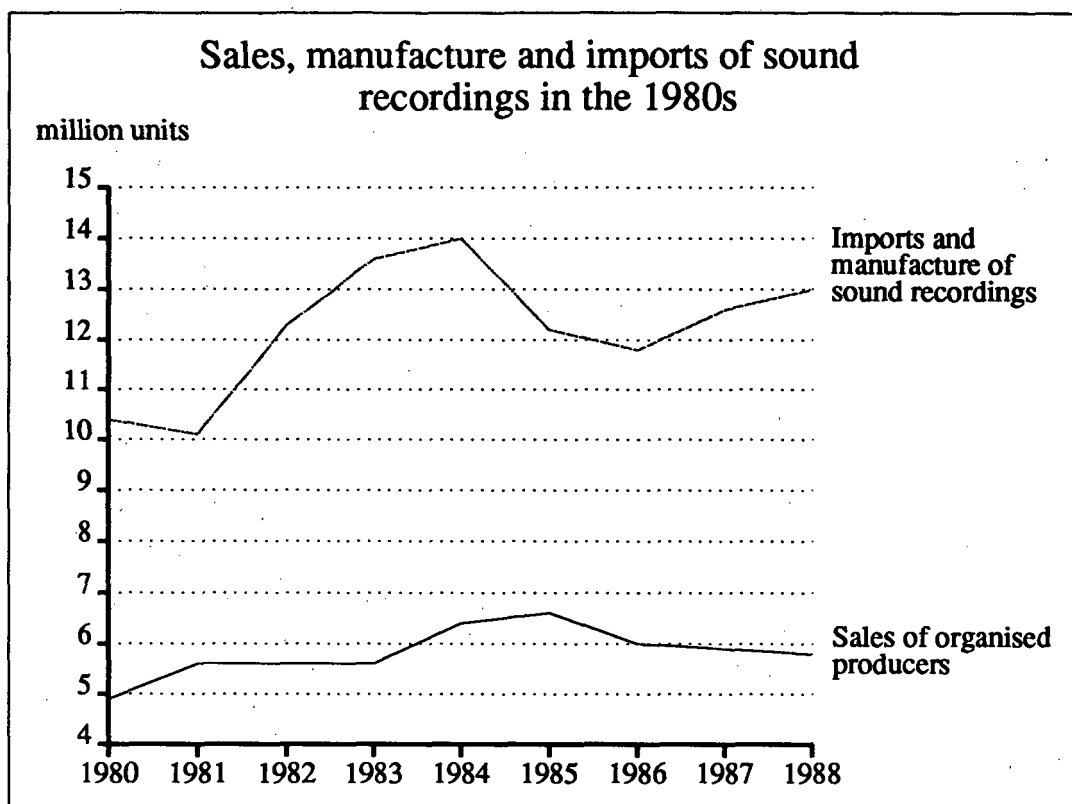
In recent years, we have frequently read in the press that the domestic production of sound recordings is in difficulties. Sales have not increased to the desired extent, and foreign recordings have won too large a share of the market. The statistics tell a different story, however. Over the long term, the production of sound recordings has without doubt been characterised by strong growth. In 1988, nearly twenty times as many recordings were sold in Finland as in 1968 (in 1968, sales amounted to 0.7 million units; in 1988, imports and manufacture totalled 13 million units, Appendix table 3.2.1) Growth was, however, fastest in the 1970s and has levelled off in the 1980s. From fixed recommended prices, there has been a shift to more flexible pricing; the real price paid by the consumer for recordings was falling until the more expensive CDs rectified the situation (from the producer's viewpoint).

The statistics also show that, with the growth of the industry, the market share of non-organised producers has increased relatively more rapidly. For example, in 1978, the total sales of the member companies of the Finnish producers' organisation fell, and the companies, with good reason, reported that the industry was in difficulties. (Appendix tables 3.2.8 and 3.2.9). However, taken as a whole, the industry expanded: total imports and manufacture rose, thanks to the non-organised producers. A slight fall took place in both figures in 1986. Even so, the growth that started in 1970s has continued in the 1980s, albeit at a slower pace. Whichever way development is measured, the 1988 figures are clearly higher than those for 1980.

The direction in which the sound recordings industry is developing thus depends on from whose point of view one looks at it. It is equally difficult to assess fluctuations in the popularity of domestic and foreign recordings. Since the late 1950s, organised producers have sold roughly the same number of each. The shares have varied between 40 and 60 per cent, with domestic and foreign recordings alternating in the top position (see Appendix table 3.2.8). The variations have been due to fluctuations in the popularity of different musical styles and even of individual artists (the Beatles, Topi Sorsakoski etc.).

Corresponding data are not available on the sales of non-organised producers. If, however we assume that imports primarily consist of foreign recordings and domestic manufacture primarily of domestic sound recordings (which is not necessarily true in every respect), there have been no radical changes in the market share of domestic recordings.

Figure 1.



The number of domestic recording titles, which gives some indication of how frequently producers publish new domestic recordings, has remained at a notably high level. Under the Legal Deposit Act that entered into force in 1981, the Jyväskylä University Library receives specimen copies of all recordings published in Finland; their number has remained around two thousand titles per year (Appendix table 3.2.6). However, these figures also include reissues of older recordings; the identification of actual new production would require detailed analysis of the material. Comparable statistics do not exist for earlier years.

If, however, we look at lists of the best-selling recordings published in music magazines, we note that very little domestic production appears among the top ten or twenty best-selling records. This fall is not yet discernible in total sales, nor in the number of published titles. The records at the top of the list represent the most profitable part of recording production, on the strength of which other, less certain products are published. If this trend continues, it will in the long term forebode difficulties for the production of sound recordings in Finland.

## New channels

The most important distribution channel for sound recordings is retail trade. Sales of sound recordings are the main source of finance for the production of new recordings. It should however, be remembered that recorded music reaches our ears in other ways as well.

Roughly a half of the programmes of radio stations consists of music (see Appendix tables 2.1.8 and 2.3.10). The major part of this comes from gramophone records, although YLE also produces substantial amounts of music itself. Since 1985, numerous new radio stations have been established in Finland, and YLE has also increased its broadcasting time. The relative share of records in the programmes of the new local radios is even larger than in YLE. This means that the average Finn daily listens to more and more recorded music on the radio.

Radio stations pay producers, composers and performing artists compensation for the music they play. Thus, the growth of radio also improves the financial results of the sound recordings industry (detailed statistics on this are not available). On the other hand, it has been argued that the prevalence of music on the radio could reduce the interest of the public in buying recordings or enhance the popularity of foreign recordings at the expense of domestic ones. As can be noted on the basis of the previous section, there is no clear evidence of this, but there is nonetheless every reason to follow developments here.

Libraries have also become an important distribution channel for sound recordings, although the number of recordings in libraries is still modest in comparison to books. Since 1985, the borrowing of recordings from libraries has increased substantially, whereas earlier listening on the library premises was favoured (see Appendix table 3.2.10).

## Sources:

Central Statistical Office of Finland (1989), *Kulttuurin ja joukkoviestinnän toimipaikkarakenne 1984 ja 1986*. *Kulttuuri ja viestintä 1989:1*. (Establishment structure of culture and mass communication in 1984 and 1986. Culture and communication 1989:1). Helsinki



# Structural Change in the Finnish Cinema

*Kari Uusitalo*

The 1980s marked a fundamental and, in part, uncontrolled structural change for the Finnish cinema. Because of the introduction of home videos at the beginning of the 1980s and their proliferation over the decade, the traditional institution of cinemas once again finds itself in a new competitive situation. Furthermore, the situation has by no means been eased by the substantial increase in the number of local cable television and satellite television channels accessible to viewers. While the annual growth in the number of television licences appears to have settled in the neighbourhood of 20,000, the number of home videos continues to grow at a rate of about 150,000 a year.

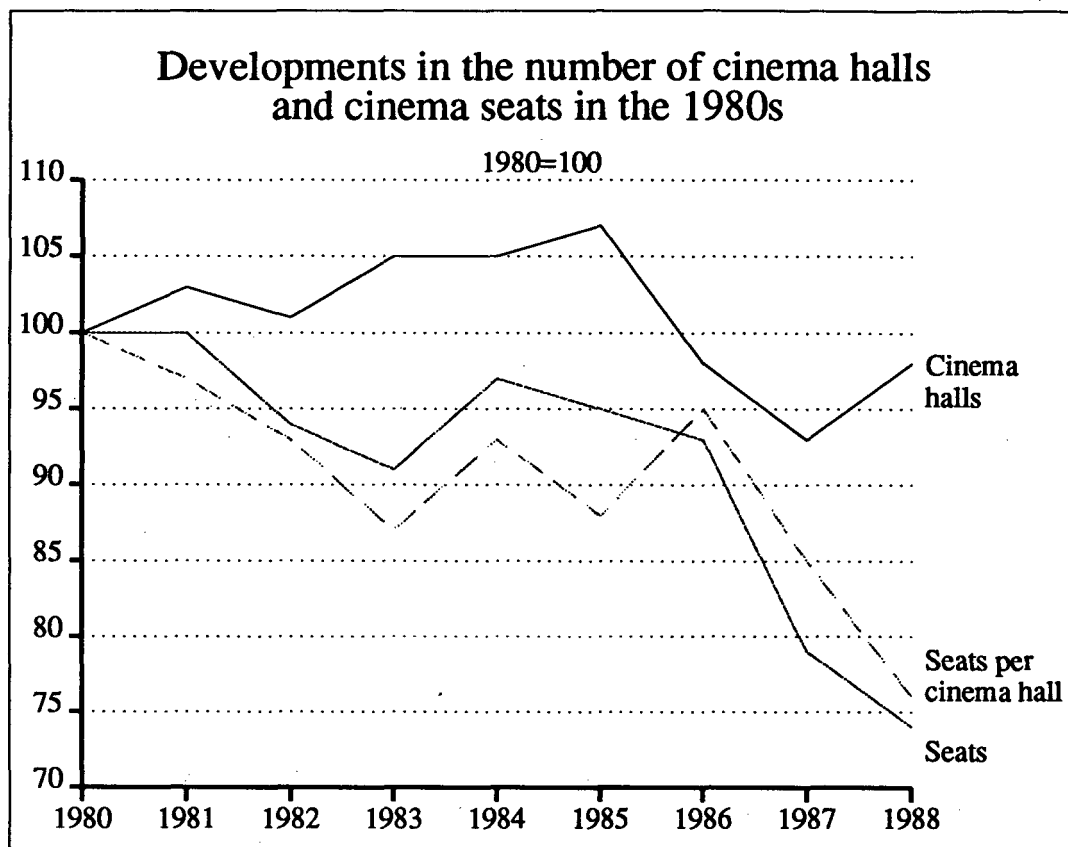
## Cinemas

From 1980 to 1988, the number of cinema halls ranged from 378 in 1985 to 328 in 1987 (see Appendix Table 3.3.1). Losses occurred in 1982, 1986 and 1987, and gains in 1980-81, 1983-85 and 1988. The fall in the number of cinemas in 1982 was due to the bankruptcy of Oy Kamras Film Agency Ab, the owner of 37 cinema halls. The closure of a total of 50 cinema halls in 1986-87 was due to the establishment of the new Finnkino Oy in September 1986: Finnkino, established on the ruins of three major cinema owners, Oy Kinosto, Adams Filmi Oy and Oy Savoy Filmi Ab, restructured its new chain of cinemas by closing all unprofitable and low-turnover units. It is the policy of Finnkino only to retain successful cinemas in urban districts with broad enough population bases.

Although the number of cinema halls was exactly the same at the end of 1988 as it had been two years earlier, there was a fall of no less than 17,371 in cinema seating capacity during the same period. This means that the seating capacity of 69,773 at the end of 1988 represented a fall of one-fifth from the level of two years earlier (see Appendix Table 3.3.1). While the average seating capacity per cinema was 253 in 1986, two years later it was no more than 203. In 1980 Finland had 19 cinemas with a seating capacity in excess of 500, but only ten at the end of 1988. The biggest of these were Rex (800) and Bristol 1 (673) in Helsinki, and Kino- Palatsi (710) in Tampere.

The shrinking of the size of cinema halls has been paralleled by an increasingly pronounced trend towards clusters of cinema halls. The first two clusters of two cinema halls came into being in 1971-72, the first few clusters of three cinema halls in 1978 and the first cluster of four cinema halls in 1983. At the end of 1988, there were 49 clusters of two or more cinema halls nationwide, the biggest of which were Forum 1-7 (opened in 1985) and Formia 1-4 (1983) in Helsinki, Julia 1-5 (1987) in Turku, Nordia 1-4 (1984) and Bio Bio 1-4 (1988) in Tampere, Ilves 1-4 (1987) in Lahti, and Formia 1-4 (1988) in Oulu.

Figure 1.



During 1988, cinemas were operated in 92 urban and 91 rural districts. There were only two urban districts without a cinema (Oulainen and Raisio), while the number of rural districts without a cinema was as high as 276. Helsinki accounted for 11.3 per cent of the number of cinema halls in Finland and for as much as 38.2 per cent of the turnover of cinemas. The corresponding figures for Turku and Tampere were about four per cent and just over seven per cent each. These three cities together accounted for 52.8 per cent of the total turnover of cinemas in 1988. The urban district of Kotka, ranking 15th in turnover, accounted for no more than one per cent of the total turnover of cinemas.

Since its establishment, Finnkino Oy has been the owner of by far the biggest and most extensive cinema chain in Finland. In June 1989, the company had a total of 86 cinema halls in 11 urban districts. The company thus held 29 per cent of the country's cinema stock and 28 per cent of its cinema seating capacity. Finnkino Oy leads the second-ranking Reijo Aho cinema chain by a wide margin: the latter chain comprises just nine cinema halls in two urban districts (Hämeenlinna and Seinäjoki).

At the end of 1988, Finnkino Oy owned 28 cinema halls in Helsinki, or 57 per cent of the city's cinema stock. The company owned all the cinema halls in Pori, Kouvola, Kotka, Joensuu, Imatra and Rovaniemi. The proportion of Finnkino-owned cinemas was 86 per cent in Tampere and Lahti, 85 per cent in Turku, 83 per cent in Kuopio, 71 per cent in Jyväskylä, and 60 per cent in Oulu and Lappeenranta. Of the ten biggest cinema towns in terms of turnover, Vaasa was the only one without a Finnkino cinema. During the first half of 1989 Finnkino Oy, on one hand, divested itself of its Imatra, Kotka and Lappeenranta cinemas and, on the other hand, acquired more cinemas in both Helsinki and Turku.

The role of the municipal cultural service as a provider of cinema services, especially in remote areas, has gradually reached major proportions. The first municipal cinema in Finland opened in Jämsänkoski in 1972. By the spring of 1989, nearly 50 municipalities provided a variety of municipal cinema services, including the operation of 33 regular municipal cinemas.

## Subsidies to cinemas

In the autumn of 1986, the Finnish Film Foundation set up a two-year project the purpose of which was to ensure the continued existence of cinemas in small and medium-sized localities. The foundation channelled into the project its funds earmarked for the support of cinemas and for the exhibition of films. The project's running costs were paid by the Ministry of Education, out of levies collected on blank cassettes. As a result of these measures, some one hundred cinemas threatened by an imminent closure could stay in business. The project could not, however, increase the number of cinemas. At the beginning of July 1988, the Film Foundation introduced a new system of cinema subsidies: if the box office receipts of a film amount to less than FIM 1,100, the operator of the cinema may keep the whole amount and the foundation will pay FIM 300 in compensation to the holder of the film's distribution rights. The purpose of the subsidy is to ensure that there will continue to be films available to small-town cinemas. The new system of subsidies immediately increased the distribution and exhibition of children's films, for instance.

Since 1985, the Film Foundation has also granted funds for the supply of extra copies of popular films, whether Finnish or foreign, to cinemas in small and remote localities. The purpose of the grants is to ensure simultaneous launching of popular films in small localities and major population centres alike, before the films become available on the video cassette rental market.

## Cinema attendance

Cinema attendance in Finland increased for the second consecutive year in 1988. A total of 6.7 million tickets were sold, representing an increase of 2.2 per cent from the previous year (see Appendix Table 3.3.1). The corresponding increase in 1987 was 210,000 or 3.3 per cent. The trough in postwar cinema attendance occurred in 1986, when only 6.3 million people attended the cinema. Indeed, the 1980-86 period marked an almost unremitting downward trend, for in 1979 a total of 10.1 million people still attended the cinema. Despite increased ticket prices, the aggregated turnover of cinemas decreased year by year from 1984 to 1987: in 1983, the aggregated gross turnover of cinemas still amounted to FIM 172.5 million, compared with only FIM 138.1 million in 1987.

The reasons for the fall in cinema attendance have been referred to above. It should, however, be added that the average price of a cinema ticket has doubled: while ticket prices in 1979 averaged FIM 12.21, by 1986 they had jumped to FIM 24.72 (see Appendix Table 3.3.1). At the beginning of 1986, the traditional system of reduced rates was abolished for conscripts, disabled persons and pensioners, also for children except for shows specially intended for children. This led to a situation where you could watch a rented video cassette at home for less than the price of two cinema tickets. In addition, the post-premiere waiting period for films had shortened, so that a popular film could reach the video shop of a remote locality before it ever reached the local cinema. The cinema had priced itself out of competition with video cassettes.

To reverse the steadily falling trend in cinema attendance, Finnkinno tried a new move as from the summer of 1987: ticket prices at Finnkinno cinemas were cut by FIM 5-10. Naturally, most of the other cinema owners followed suit. The result was that in 1988 cinema attendance grew by 6.2 per cent from the level of two years earlier. But the reverse of the move was that, because of the 15.5 per cent cut in the average ticket price (FIM 20.89) from 1986, the aggregated turnover of cinemas fell by 13.0 per cent (about FIM 20 million) in 1987 and remained slightly below the level of 1986 during the next year. In the course of 1989, ticket prices regained more or less the level they had had before the reduced-rate campaign was launched in the summer of 1987. On the other hand, cinema attendance continued to grow during the first few months of 1989; to the extent, in fact, that the seven-million mark in cinema attendance was probably passed again, for the first time in five years. To quote the daily paper *Uusi Suomi* of 11 June 1989, "The slight upward trend has taken a sharp turn up."

## Film premieres

The table below shows the distribution by country of origin of feature films premiered at Finnish cinemas in 1988 and 1983.

**Table 1. Feature films premiered in 1988 and 1983 by country of origin**

Country	Proportion of premieres			
	1988		1983	
	%	Ranking	%	Ranking
USA	58.51	1.	44.59	1.
Finland	7.98	2.	6.06	4.
France	5.32	3.	3.46	6.
UK	4.79	4.	7.79	2.
USSR	3.72	5.	7.36	3.
Sweden	2.12	6.	2.60	8.
Italy	1.60	7.	4.33	5.
Australia	1.60	7.	1.16	9.
Denmark	1.60	7.	1.73	11.
Spain	1.60	7.	1.73	11.
FRG	1.06	11.	2.16	9.
Other	10.09		16.03	

The already large proportion of American films has thus grown, by as much as 14 percentage points. Other countries showing gains are Finland and France, all the other major producer countries showing slight losses. The other, marginal import countries showed appreciable losses.

According to surveys, about one-third of annual box office receipts is accounted for by the ten best new releases and the remaining two-thirds by the other 180 to 190 titles. The fall in the annual cinema attendance to a level below seven-million is naturally reflected in the attendance figures of foreign new releases as well. Since the James Bond film *Octopussy*, which had its Finnish premiere in August 1983, no foreign film has drawn an audience in excess of half a million. This is obviously due to the fact that even very popular films are

nowadays available on video just a few months after their Finnish premiere. In addition, most of them will be viewable on television within a couple of years.

Finnkino Oy is also by far the biggest film distributor in these days. Of feature films premiered at Finnish cinemas in 1988,(188), 31.9 per cent were accounted for by films distributed by Finnkino. The next biggest distributors were the American-owned Warner Bros. (Finland) Oy (16.0 per cent) and United Pictures Oy (11.7 per cent), followed by Europa Vision Oy (9.6 per cent), a subsidiary of Rautakirja Oy. The corresponding figure for each of the remaining 17 distributors was less than five per cent.

## Finnish films

The attendance figures for Finnish films released during the 1988/89 season were alarmingly low. Today, a Finnish film drawing an audience of 30,000 can be considered a popular success. The season's greatest popular success, *Tupla-Uuno*, the thirteenth in the series of Turhapuro productions, drew only an audience of 245,064, while the seven other Turhapuro productions released over the 1980s had averaged an audience of 510,048.

**Table 2. Audiences of Finnish feature films released in the 1988/89 season<sup>1)</sup>**

Title/Director	Audience 1988/89
Tupla-Uuno / Hannu Seikkula	245 064
Nuoruuteni savotat / Mikko Niskanen	158 474
Onks Viljoo näkyny / Hannu Seikkula	73 850
Ihmiselon ihanuus ja kurjuus / Matti Kassila	39 376
Kuutamonaatti / Olli Soinio	35 698
Ariel / Aki Kaurismäki	34 732
Insiders / Lauri Törhönen	25 084
Leningrad Cowboys Go America / Aki Kaurismäki	22 514
Cha Cha Cha / Mika Kaurismäki	18 515
Kotia päin / Ilkka Järvilaturi	13 050
Anni tahtoo äidin / Anssi Mänttari	10 745
Hyvästi ennen aamua / Jorma Kalliokoski	946
Ruuvit löysällä / Visa Mäkinen	717

1) The audience figures for films released during the spring season 1989 are preliminary. No major increases are not, however, to be expected in the final figures.

The combined audience of Finnish feature films released in the 1988/89 season was 678,765, which translates into an average of 52,213 per film released. The corresponding figure for the season ten years earlier was 146,870, and for the 1983/84 season still as high as 82,630. Very few Finnish releases draw vast audiences. Furthermore, because of the increased public subsidies, producers need not pay the same attention to attendance figures as before.

When shown on national television, Finnish films, even old ones, draw audiences of one million or more. Of Finnish films shown on television during 1987-88, the most popular were Edwin Laine's *Täällä Pohjantähden alla* from 1968 (shown serialized in January-February 1988, average audience 1.6 million);

Rauni Mollberg's *Tuntematon sotilas* from 1985 (shown on 12 December 1987, audience 1.6 million); Visa Mäkinen's *Yön saalistajat* from 1984 (shown on 10 August 1987, audience 1.4 million - compared with a cinema audience of no more than 1,670); and Ere Kokkonen's *Uuno Epsanjassa* from 1985 (shown on 1 May 1988, audience 1.3 million).

In 1988, the Finnish Film Foundation used about FIM 14 million of its disposable funds in production subsidies for feature films. In addition, the foundation granted seven million for the same purpose from funds made available by the Finnish Broadcasting Company. The Finnish Film Foundation plays a central role in efforts to ensure the future of film production in Finland. Of the 16 premieres in 1988, including five long and medium-length films shown at matinees in Helsinki, only two had been produced without any support from the Film Foundation. From the beginning of 1989, the Film Foundation automatically grants, under a revised system of subsidies, a production subsidy of FIM 400,000 for every long film whose financing is otherwise in order. Depending on the case, this basic subsidy may cover up to one-fifth of total production costs.

**Table 3. Audiences of Finnish feature films released between 1 June 1978 and 31 May 1989, by season**

Season	Number of titles	Total	Audience per title
1978 - 79	7	1 028 087	146 870
1979 - 80	9	1 787 585	198 627
1980 - 81	8	981 242	122 655
1981 - 82	11	1 421 326	129 211
1982 - 83	15	1 187 102	79 140
1983 - 84	15	1 239 445	82 630
1984 - 85	15	1 380 095	92 006
1985 - 86	14	1 447 487	103 392
1986 - 87	21	1 412 590	67 266
1987 - 88	11	706 467	64 224
1988 - 89	13	678 765	52 213

The production costs of a long feature film in Finland currently average about FIM 4 million. The most expensive Finnish feature film to date is *Tuntematon sotilas*, directed and produced by Rauni Mollberg. Its production costs amounted to FIM 14 million. The same level of costs were reached by *Talvisota*, released on 30 November 1989. The film is based on Antti Tuuri's novel by the same name and was directed by Pekka Parikka. It was produced by National-Filmi Oy, a company established (in 1978) and owned by Mikko Niskanen which in 1987 became a subsidiary of Finnkinno Oy. Supported by funds from Finnish television and by subsidies from the Finnish Film Foundation, the company produced several major feature films during the latter half of the 1980s, such as *Elämän vonkamies* (1986) and *Nuoruutteni savotat* (1988), directed by Mikko Niskanen and based on novels by Kalle Päätalo, and *Pohjanmaa* (1988), directed by Pekka Parikka and based on a novel by Antti Tuuri.

Besides National-Filmi Oy, the most important companies producing feature films during the latter half of the 1980s include Mika and Aki Kaurismäki's Villealfa Film Productions Oy (est. 1981, 12 productions); Filmituotanto Spede Pasanen Oy (est. 1967, since 1983 a subsidiary of MTV Finland, seven

productions); Anssi Mänttari's Reppufilmi Oy (est. 1978, six productions); and Kaj Holmberg's Skandia Filmi Oy (est. 1984, now bankrupt, six productions). In November 1988, Villealfa Film Productions concluded an agreement on the production of five feature films in co-operation with the Swedish Film Institute and Esselte Video AB of Sweden. About one-fifth of the costs of the project will be financed with funds from Sweden.

Interest in the old Finnish cinema increased considerably over the 1980s. When Suomi-Filmi Oy at the end of 1988 released 24 of their productions from 1920-1978 in cassette form, the demand for the cassettes exceeded all expectations. The young generation of critics and film enthusiasts also appreciates, for instance, Teuvo Tulio melodramas from the 1940s - not for the sake of their banal plots, but as works of great visual splendour. The first edition of Volume 5 in the ten-volume *Suomen Kansallisfilmografia* (Finnish National Filmography) published in the winter of 1989 was, against all expectations, sold out in two months. The volume launched the publication of the filmography co-published by the Finnish Film Archives and the Government Printing Centre. Though the Finnish cinema is appreciated more than perhaps at any other time since the early days of the sound film in the 1930s, fewer people than ever before go to the cinema to watch a Finnish film. This is a paradox, and the truth.

## Sources:

Finnish Film Foundation, film statistics for 1982-1988

MTV Finland, statistics

Finnish Film Foundation, a report on cinemas from 1 November 1986 to 31 December 1988

Finnish Film Foundation, the annual report for 1988

Uusi Suomi of 11 June 1989, "Elokuvateattereilla hyvä vuosi. Kesä ei enää hiljennä elokuvateattereita." ("A good year for cinemas: summer no longer means stagnation")

Juha Mäkelä, a telephone interview on 15 June 1989



# The Structure of Finnish Book Publishing

*Liisa Uusitalo*

## Introduction

An industry's structure is a key factor influencing its performance. According to industrial economics, it is determined by both demand- and supply-side factors. The most important demand-side factor is concerned with the degree of differentiation of demand or, with reference to book publishing, with the question of how much space there is on the market for specialized publishers. Differentiation of demand and emergence of diverse consumer segments are also reflected as structural changes in the corporate organisation, i.e. as departments specializing in a given genre of literature or as subsidiaries.

Cost structure and application of technology in turn are important supply-side variables influencing an industry's structure. In addition, it has been stressed recently that companies can influence the structure and profitability of their industry through the decisions of their managements. By acting themselves, companies are able to achieve competitive advantages and to prevent new enterprises from entering the field or from transferring to a given category of companies.

Organisation theory, which uses analogies from population ecology, helps us to understand why organisations seem to adapt best to their environment by operating either as generalists or as specialists. Similarly, it is easy to see why medium-sized companies often find it hardest to maintain their position in the corporate population: they pursue as large consumer segments as large companies with greater resources do and, on the other hand, are not specialized enough to compete with the small companies in the periphery.

When considering the changes in and the profitability of an industry, it is thus meaningful to examine not only the averages for the industry as a whole but also the individual corporate categories, which differ from one another in terms of both strategy and operating environment.

Like many other fields of cultural production, the book publishing industry has a markedly dualistic structure. It breaks down into two separate strategic business groups: **general publishers**, the core or the oligopoly of the industry, and specialized **small publishers**, the "periphery" of mutually competing small companies.

The publishers in the oligopoly group are capital-intensive and their production satisfies the demands of many consumer segments. They take advantage of technology and the economies of scale. In addition, they are highly integrated vertically with both the printing and the book distribution industry and make use of mass marketing, e.g. advertising. Because of these production and distribution advantages, it is difficult for a small publisher to transfer to the oligopoly group, whereas it is relatively easy to enter the small publishers' group.

Small publishers tend to be highly specialized and labour-intensive. Their competitive advantages include low overhead costs combined with a focus on relatively small consumer segments, catering to whose demands is not profitable for the oligopoly companies. In addition, expertise, flexibility and, above all,

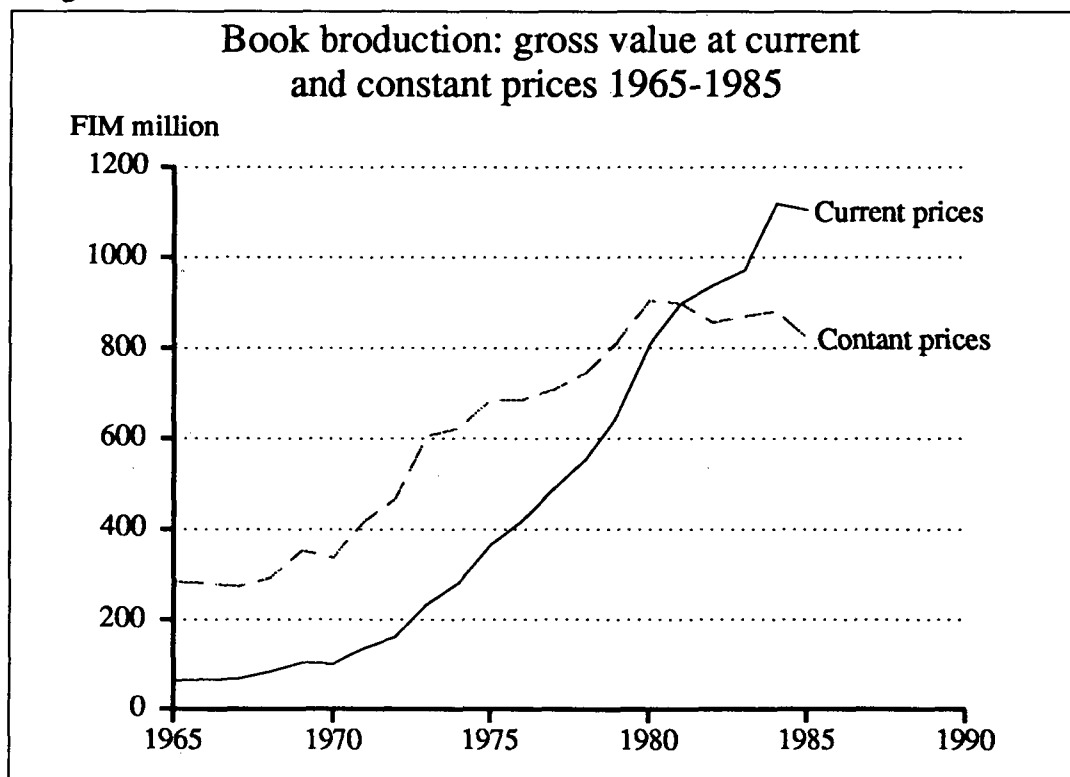
speed in the editing of books may give small publishers an important competitive advantage. However, general publishers have a wider range of competitive advantages, and they are better able to substitute and to synchronize their production in response to demand fluctuations. It can therefore be assumed that their profitability, too, is better than that of small publishers.

The following discussion, illustrated by a few examples, will deal with developments in the structure of the Finnish book publishing industry and with the strategic differences between the two publisher categories<sup>1)</sup>. The data sources used are *Industrial Statistics* and statistics based on membership surveys of the Publishers' Association of Finland.

## Growth in production, and centralization of the industry

Although the number of titles published in Finland is small compared with the major book-publishing nations, it is quite large in relation to the population base. General publishers in particular use overproduction of certain types of books as a strategy for dealing with the uncertainty of demand. Book production and consumption grew rapidly until the 1980s, when real growth appears to have reached saturation level, at least for the time being (Figure 1). The rapidity of growth appears from the fact that in the 1980s the level of both the value added and the gross value of book publishing was at least three times as high as in 1965. Value added as a proportion of gross value has also grown rapidly.

Figure 1



1 The data are derived from a more comprehensive research report, Brunila and Uusitalo 1989. Theoretical aspects of the development of the industry have also been discussed in Brunila 1989a and b, and in Uusitalo and Oksanen 1989.

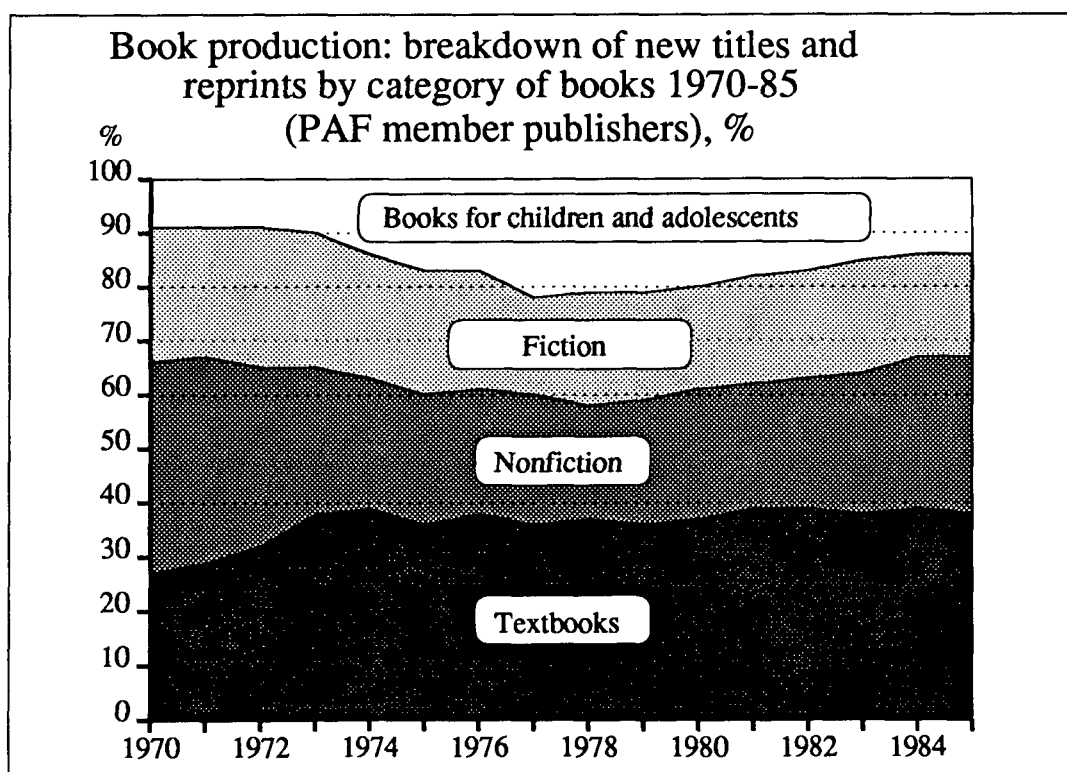
The consumption of books has also grown during the past two decades. The most notable deviation from this trend was registered in the mid-1970s, when growth in the consumption of books declined as the prices of books rose sharply in response to the oil crisis and the rise in the price of paper. The steady growth in the demand for books can be explained by the liberalization of the book market in 1971, by the increased demand for textbooks due to the comprehensive school reform, and by the general rise in the level of education, which has also influenced the acquisition of books by libraries. The saturation of consumption during the 1980s in turn is often linked to the growth in competing forms of culture, mainly to the growth in audiovisual media.

Of the production and consumption of books, over half is accounted for by textbooks. From the 1970s on, textbooks constitute the biggest category of book titles produced. Together with nonfiction, they cover two-thirds of all book titles produced (Figure 2). Next comes fiction, followed by fiction and, as the smallest category, books for children and adolescents (Appendix tables 4.1.1-4.1.5).

Since the comprehensive school reform in the 1970s, the volume of textbooks sold has diminished slightly, while there has been a slight but steady increase in the volume of fiction sold (Figure 3 and Appendix table 4.1.8). There is very little commercial production of scientific and scholarly books in Finland. The production of scientific and scholarly books is mainly accounted for by the series of publications issued by universities and learned societies. This also explains the modest level of marketing of scientific and scholarly books.

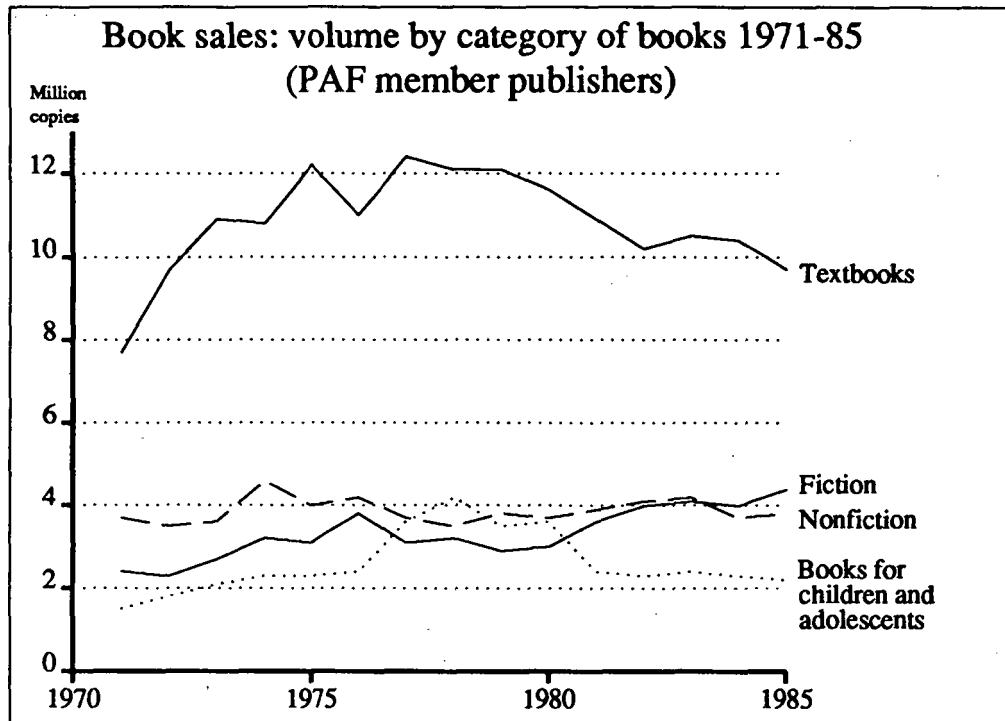
A characteristic shared by the entire field is the major change that has taken place in the cost structure: over the 1970s and '80s, the proportion of production costs diminished as a result of technological advances, whereas the proportion of marketing costs, for instance, increased. The proportion of labour costs remained unchanged.

Figure 2



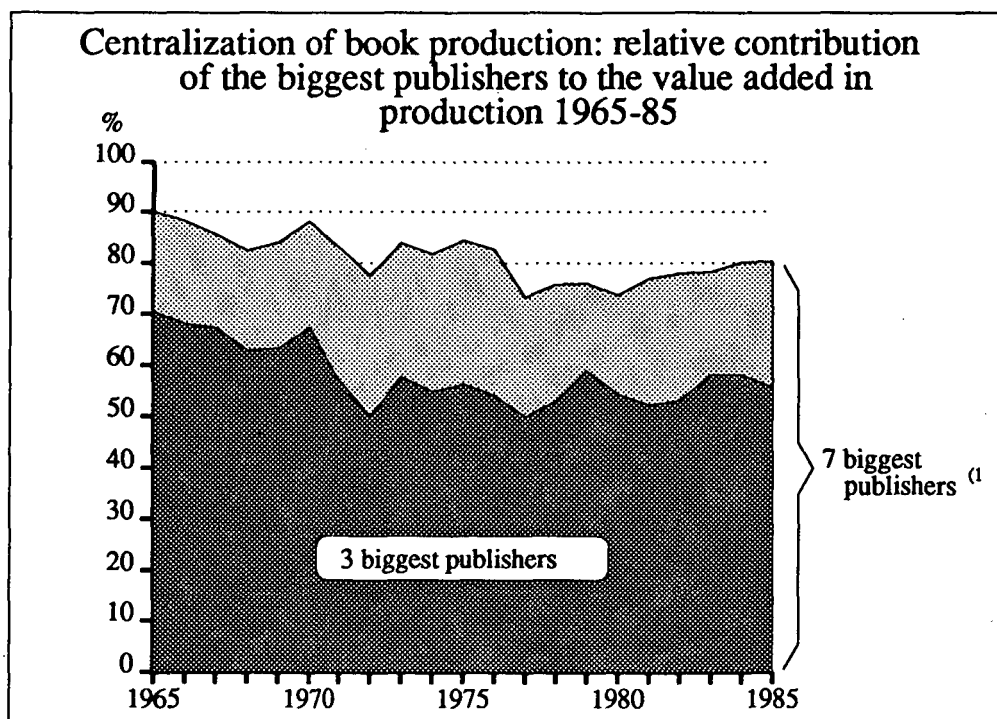
Source: Publishers' Association of Finland (PAF)

Figure 3



The degree to which the industry is centralized indicates the market strength of the oligopoly companies. The oligopoly group, composed of the seven publishers WSOY, Otava, Weilin+Göös (Amer), Tammi, Kirjayhtymä, Gummerus and Karisto, accounts for about 80 per cent of the market as measured by the value added in the industry as a whole. The three biggest publishers together account for more than 50 per cent of the market (Figure 4).

Figure 4



The concentration of sales among the general publishers will be further accentuated if the data of the members of the Publishers' Association of Finland alone are considered.

Thus, the industry is highly centralized in Finland, although the degree of centralization as a whole has diminished somewhat over the past two decades as new small publishers have entered the market. The degree of centralization within the oligopoly group is, however, increasing further as medium-sized publishers either join forces or merge with the biggest publishers. (Examples: In 1979, Weilin+Göös, a subsidiary of Amer, bought up Valistus, a medium-sized publishing house. Later, Tammi, Kirjayhtymä and Karisto, all medium-sized publishers, consolidated their marketing organisations. In 1988, Kirjayhtymä was bought up by Tammi. In the same year, Weilin+Göös sold their fiction publishing rights to Gummerus.)

The number of small publishers has fluctuated considerably. From 1965 to 1980, for instance, the number of small publishers trebled (Table 1). The differentiation of demand and the emergence of new market segments combined with the liberalization of the book market in 1971 accelerated the growth in the number of small publishers. Bookshops, the traditional sales channel of general publishers, were no longer the only distribution channel. In the 1980s again, the number of small publishers diminished. Plenty of new companies are established, but some old ones leave the market, primarily because the market cannot accommodate very many specialized publishers.

**Table 1. Small publishers: numbers and market shares 1965-85**

Year	Number <sup>1)</sup>	Number <sup>2)</sup>	Market <sup>2)</sup> share %	Year	Number <sup>1)</sup>	Number 2)	Market <sup>2)</sup> share %
1965	14	19	10	1976	32	30	17
1966	14	19	12	1977	38	33	27
1967	15	19	14	1978	38	32	24
1968	38	21	18	1979	39	33	24
1969	37	..	16	1980	44	35	26
1970	22	21	12	1981	42	37	23
1971	26	25	17	1982	36	37	22
1972	25	23	22	1983	31	39	22
1973	27	28	16	1984	30	37	20
1974	26	28	18	1985	29	41	20
1975	27	28	16				

1) Source: *Industrial Statistics* (coverage: publishers with five or more employees engaged in continuous production)

2) Source: Data of the members of the Publishers' Association of Finland

It is hardest for small publishers to cope in genres in which general publishers dominate (e.g. fiction, textbooks). Their position seems to be strongest as publishers of nonfiction (10 to 20 per cent). In the 1970s, small publishers also made a strong showing as publishers of books for children and adolescents, but big publishers have subsequently regained control of these markets.

## Differences between the operations of general and small publishers

The economies of scale are reflected in the general publishers' bigger editions, for instance; in the 1980s the average edition of a general publisher was 6,000 copies, while that of a small publisher was 3,000. Because of the high fixed costs (such as investments, advance payments for major editorial projects, inventories, etc.), general publishers' capital needs are several times as high as those of small publishers. General publishers enjoy major cost advantages, however, as regards securing financing and concluding long-term agreements with authors.

For small publishers, labour costs constitute a major cost item. While the labour costs of general publishers range from 8 to 10 per cent, those of small publishers range from 15 to 69 per cent, averaging about 30 per cent of total costs. Small publishers seem to be more important as employers, for they account for over half the industry's labour costs, even though their contribution to production only averages about 15 per cent. The utilization of labour of small publishers is of necessity more ineffective. The proportion of labour costs is all the higher as very little money is used for marketing and advertising.

The biggest difference in marketing between general and small publishers concerns the use of distribution channels. Bookshops are the oligopoly publishers' main distribution channel, while the bulk of small publishers' books are sold through direct sales. The distribution margin of books is rather high, about 40 per cent of the price of a book, including the discount granted to the bookshop. Book club sales, too, are totally dominated by general publishers. The proportion of advertising in marketing has grown for both publisher groups, but the absolute advertising costs of small publishers are negligible when compared with those of general publishers.

A producer's advertising and sales efforts are directed equally at the retail dealer and the end user. The use of marketing thus increases the power of the oligopoly publishers. Further, marketing efforts are usually focused on mass products for which there is great demand. Advertising thus helps the demand for books to focus on best-sellers produced by general publishers. The joint marketing efforts of small publishers again are hampered by the fact that there is keen competition among small publishers and that the great diversity of their specialization profiles makes joint marketing impossible at times.

The price trend of books in 1974-85 was rising (Figure 5). Despite the larger editions, the price level of books of the general publishers has been higher than that of the small publishers. This may be due in part to size and quality differences between the titles published (e.g. the hard-cover editions of general publishers).

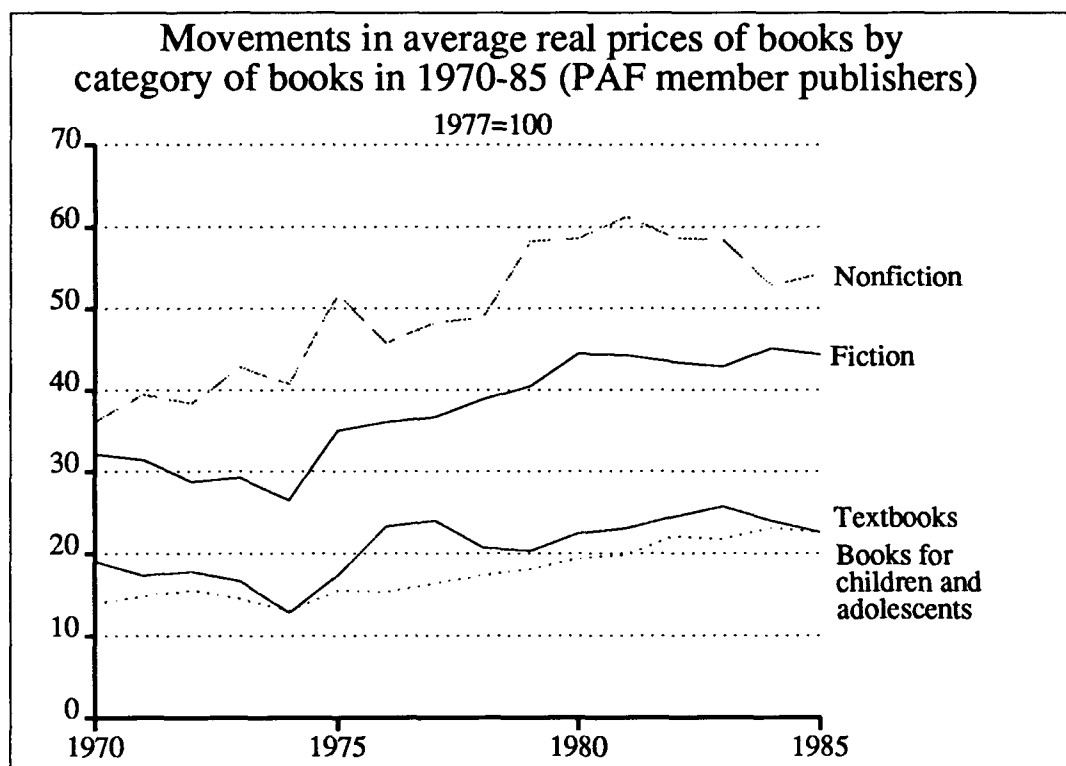
## Profitability differences

The cost and strategic differences described above are also reflected as profitability differences between the two publisher groups. In terms of price-cost margins, there is a marked difference in profitability between general publishers and small publishers. The profitability of small publishers lagged behind that of general publishers throughout the 1965-85 period. Only twice, in 1965 and 1977, did the small publishers reach the same level of profitability as the general publishers. The profitability of general publishers has been rising steadily since the first half of the 1970s.

The profitability of small publishers, too, kept rising up to the mid-1970s, though it fluctuated a great deal from year to year. At the end of the 1970s, a turnaround occurred: the profitability of small publishers began sliding as a result of mounting competition.

However, the existence of a periphery of specialized small publishers continues to be vital, not least for increasing of diversity and innovation in literary culture. Preservation of the industry's current structure, in which the two publisher groups coexist, is both likely and desirable.

Figure 5



Source: Publishers' Association of Finland (PAF)

## Sources

Brunila, Anne (1989a), *Formation and maintenance of market structure*, Helsinki School of Economics, Studies B:89.

Brunila, Anne (1989b), *Structure of the Finnish book publishing industry and the performance of firms*, Helsinki School of Economics, Research Reports D:114.

Brunila, Anne and Uusitalo Liisa (1989), *Kirjatuotannon rakenne ja strategiat* (The structure and strategies of the book publishing industry), University of Jyväskylä, Reports of the Research Group for Contemporary Culture.

Uusitalo, Liisa and Oksanen, Anne (1989), "The dual structure hypothesis and the book industry" in Waits, C. Richard, William S. Hendon and J. Mark Davidson Schuster (eds.), *Cultural Economics 88: A European Perspective*, The University of Akron, Akron, Ohio, pp. 21-30.



# Concentration of Finnish Newspapers: Developments in the 1980s

*Jyrki Jyrkiäinen*

This article discusses the concentration of mass communication in Finland, mainly with reference to newspapers. The aim is to describe the most important trends and features of concentration. The point of view is that of the publisher, which means that the impact of concentration on freedom of the press and on the consumer falls beyond the purview of this discussion.

From the postwar years to the present time, the number of newspapers has been relatively stable in Finland. A total of 94 newspapers proper (issued at least three times a week) were published in 1946 and 102 at 1 May 1989, twelve of them in Swedish.

Considered by urban districts in 1989, the largest number of newspapers, 13, was published in Helsinki. There were two urban districts with four papers, Oulu and Vaasa, and four with three papers: Joensuu, Pori, Tampere and Turku. There were nine urban districts with two papers: Hämeenlinna, Kokkola, Kuopio, Loviisa, Maarianhamina, Pietarsaari, Porvoo, Seinäjoki and Uusikaupunki. There were seven urban districts where at least one paper was published in Finnish and one in Swedish: Helsinki, Kokkola, Loviisa, Pietarsaari, Porvoo, Turku and Vaasa. There were four localities with only a (mainly) Swedish-language newspaper: Hanko, Maarianhamina (2), Närpiö and Tammisaari.

## The number of newspapers supplied

Between 1948 and 1989, some forty newspapers ceased publication. Of them, six had been established during the 19th century and 14 since 1940. The trough in the number of newspapers published occurred in the early 1970s, when 88 papers were published. Only minor changes have occurred since then, and the number of titles has grown over the 1980s. The papers that have ceased publication, or which have merged, have mainly been secondary papers affiliated with political parties. The National Coalition Party, the Democratic League of the People of Finland, and the Social Democratic Party of Finland have lost a considerable proportion of their provincial organs.

Finland has more than 200 urban or rural districts where newspapers proper or local papers are published. In 1989, newspapers proper were published in 67 localities, localities with two or more papers numbering 16 and those with only one paper 51 (Table 1).

**Table 1. Localities with newspaper publishing: numbers in 1950-1989**

Newspapers	Localities			
	1950	1965	1980	1989
1 paper	19	34	40	51
2 papers	9	9	9	9
3 papers	7	6	4	4
4+ papers	8	4	3	3
Total	43	53	56	67

Sources: Löytyniemi, V., *Sanomalehdistön rakenne ja talous 1940-luvulta 1980-luvulle* (The Structure and Finances of Finnish Newspapers from the 1940s to the 1980s), Suomen lehdistön historia 3, Kuopio 1988, pp. 307-482.

*Suomen lehdistö* (Finnish Press) 7-8/1989.

Jyrkiäinen, J., *Joukkotiedotuksen keskittymistutkimus* (Concentration in Mass Communication), Ministry of Transport and Communications, Subreport III, Liikenneministeriön julkaisuja 2/1989.

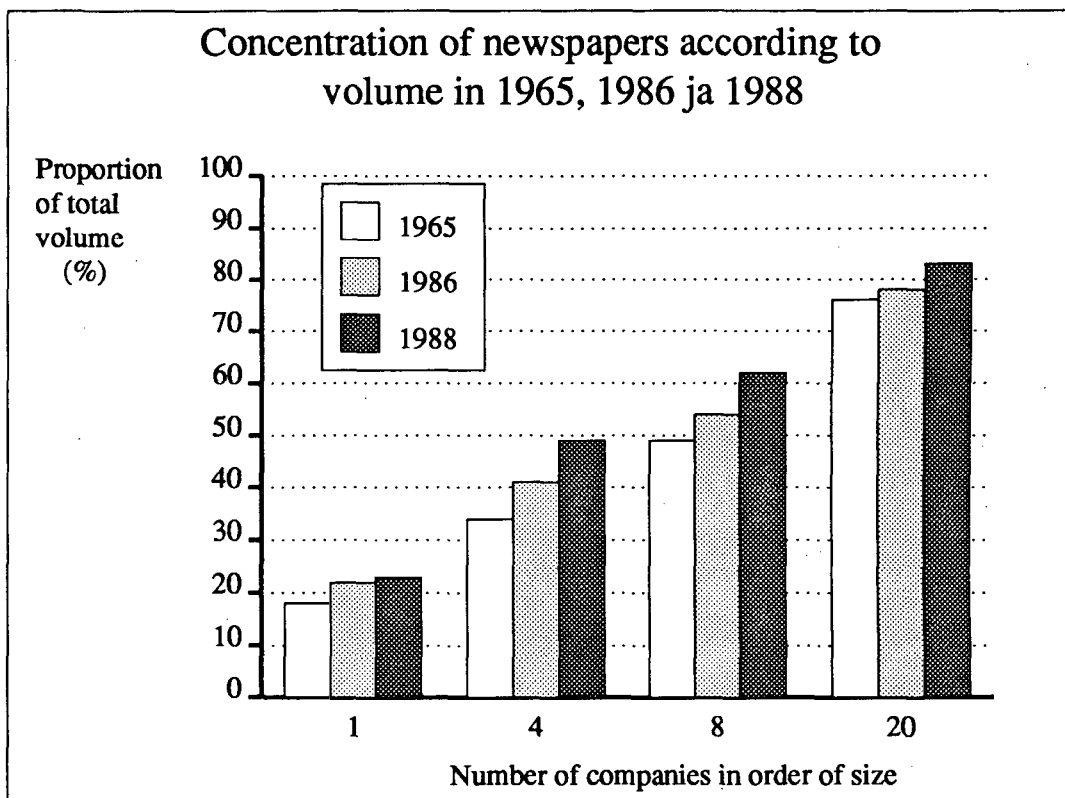
The number of localities with two papers has remained unchanged for forty years. The number of localities with three or more newspapers has declined considerably over the postwar years. Localities with competing newspapers, i.e. with at least two papers, numbered 24 in 1950 and 16 in 1989. Localities with more than two papers numbered 15 in 1950 and seven in 1989. There has been a considerable increase in the number of localities with one paper. They numbered 19 in 1950, 40 in 1980, and 51 in 1989. **The number of titles issued in localities of publication has shrunk, the number of localities with one paper has grown, and newspapers are being published in more localities than ever before.**

## Increased concentration in absolute and relative terms

The degree of **absolute** concentration can be studied by considering the relative contributions of, say, the 1-4-8-20 biggest newspaper publishers to total circulation or to total volume (i.e. circulation multiplied by the number of issues per year). From the point of view of concentration, recent changes are marked (Figure 1). In 1965, the two newspapers proper of Sanoma Oy, the biggest newspaper publisher, accounted for less than one-fifth (18 per cent) of total volume, compared with close to one-fourth (23 per cent) in 1988. The proportion of the four biggest newspaper publishers has grown the fastest: from over one-third (34 per cent) in 1965 to 41 per cent by 1986 and to just under one half (49 per cent) by 1988. The proportion of the eight biggest newspaper publishers was one half (49 per cent) in 1965, more than one half (54 per cent) in 1986 and more than three-fifths (62 per cent) in 1988. The proportion of the twenty biggest publishers has grown more slowly: from three-fourths (76 per cent) in 1965 to over three-fourths (78 per cent) by 1986 and to over four-fifths (83 per cent) by 1988. In the table on volumes, the contribution of Savon Sanomain Kirjapaino has been distributed evenly among the owners of Oy Pro Lehdistö Pro Pressen Ab, while the other Pro Lehdistö stakes have not been taken into account.

The degree of **relative concentration** is measured by the size of units relative to other units. Account is taken of the number of publishers as a cumulative percentage and of their relative contribution to the total volume or circulation of the newspaper market. Of the total volume of newspapers in 1988, 78 per cent was accounted for by 25 per cent (16) of the publishers, 93 per cent by one half of the publishers, and 98 per cent by three-fourths of the publishers.

Figure 1.



## Upswing in the newspaper market in the 1980s

Before the end of the 1970s, deals in the newspaper market were rare. Of newspaper deals in the early postwar years, the most important were the takeovers of *Itä-Häme* (Heinola) by *Etelä-Suomen Sanomat* (Lahti) in 1945, *Ylä-Vuoksi* (Imatra) by *Etelä-Saimaa* (Lappeenranta) in 1947, and *Kauppalehti* by *Uusi Suomi* in 1958. For a long time, the only newspaper chain was the chain of Social Democratic newspapers owned by the benefit society for Social Democratic newspapers established in 1949. After acquiring stakes in several newspapers in the 1950s, the society later became the majority owner of all but one (*Uusi Aika*) of the Social Democratic papers. At the present time, the society controls six Social Democratic newspapers.

Since the mid-1980s, dealing in the newspaper and periodicals market has been lively. Since 1986, some fifty newspapers and periodicals in all have changed hands. In the printing and publishing industries during 1988, a total of 36

corporate deals were concluded in which the stake of the new owner rose to at least 40 per cent and the turnover of the object of takeover was in excess of FIM 3 million. In terms of turnover, the biggest deals were the takeover of Uusi Suomi Oy by the Aamulehti group and that of Lehtimiehet Oy by Yhtyneet Kuvalehdet Oy, a company owned jointly by the WSOY company and its competitor and co-operation partner Otava Oy.

As a result of the newspaper deals, a number of changes occurred in the ownership structure of newspapers during 1988. Perhaps the most significant change in the ownership structure of newspapers since the beginning of the 1980s has been the **takeover of a number of local papers by the bigger provincial papers**. The leaders in the acquisition of local papers have been *Aamulehti*, *Iisalmen Sanomat*, *Ilkka*, *Karjalainen*, *Keskisuomalainen*, *Liitto*, *Pieksämäen Lehti*, *Pohjolan Sanomat*, *Satakunnan Kansa*, and *Savon Sanomat*, all of which own at least four local papers (Table 2).

Of local papers published in Finland in 1989, 67 papers, or about 38 per cent, were owned by newspapers proper. The aggregate circulation of local papers owned by newspapers proper accounts for about 46 per cent of the total circulation of local papers.

The Association of Local Newspapers has interviewed the editors-in-chief and editors of papers that have changed hands concerning the consequences of ownership concentration. According to the surveys, the editors reported that no restrictions had been imposed on their work after the change in ownership. In several cases, working conditions had improved as a result of the new resources. No papers have been discontinued in connection with ownership changes.

During the 1980s, a number of provincial papers started buying up regional papers published in nearby local districts. In 1983 *Keski-Uusimaa* took over *Uusimaa*, in 1984 *Kouvolan Sanomat* took over *Etelä-Suomi*, and in 1986 *Savon Sanomat* took over *Warkauden Lehti*.

In 1988, *Turun Sanomat* took over *Salon Seudun Sanomat* (by acquiring 49 per cent of the paper and, through Agrotuote Oy, 35.5 per cent of *Salon Seudun Sanomalehti Oy*) and *Uudenkaupungin Sanomat*.

Early in 1989, *Helsingin Sanomat* entered into a merger agreement concerning a newspaper published outside the Greater Helsinki area (20 per cent of *Kymen Viestintä Oy*, the publisher of *Kotkan Sanomat*). A shift in Sanoma Oy's policy was signalled by the company's acquisition of *Hyvinkään Sanomalehti Oy*, the publisher of *Hyvinkään Sanomat*, and of its affiliate *Hyvinkään Kirjapaino Oy*. Sanoma Oy had no previous record of buying up other newspapers.

*Hufvudstadsbladet*, the biggest Swedish-language newspaper, has taken over a few other Swedish-language newspapers. Having owned a stake in the Loviisa paper *Östra Nyland*, *Hufvudstadsbladet* in March 1988 acquired a majority position in the paper. In December 1988, it acquired 20 per cent of the Kokkola paper *Österbottningen*. Early in 1989, *Hufvudstadsbladet* took over *Borgåbladet*, which continues its operations as a subsidiary of *Hufvudstadsbladet*.

Many a provincial or local paper has thus seen its ownership shift away from its locality of publication.

Table 2. Ownership of local papers by newspapers proper in 1989

	Number of papers	Total circulation	Titles of papers
Aamulehti	7	54,900	Pyhäjokiseutu*, Koillis-Häme*, Raahen Seutu*, Nokian Uutiset*, Koillis-Lappi*, Suur-Keuruu*, Kurun Sanomat
Etelä-Saimaa	2	19,400	Ylä-Vuoksi*, Joutseno
Etelä-Suomen Sanomat	2	19,500	Itä-Häme*, Kuusankosken Sanomat*
Helsingin Sanomat	1	15,800	Hyvinkään Sanomat*
Hämeen Sanomat	1	3,900	Hämeenkulma
Iisalmen Sanomat	4	24,900	Salmetar, Matti ja Liisa, Miilu, Pielavesi-Keitele
Ilkka	4	19,200	Härmät, Luoteis-Satakunta, Suurpohjan Sanomat, Viiskunta
Kainuun Sanomat	3	20,100	Kuhmoinen, Sotkamon Lehti, Ylä-Kainuu
Karjalainen	4	27,800	Lieksan Lehti*, Ylä-Karjala*, Parikkalan Sanomat, Pogostan Sanomat
Karjalan maa	1	6,100	Outokummun Seutu
Keskisuomalainen	7	45,300	Kuorevesi-Mänttä- Viippula*, Sisä-Suomen Lehti*, Hankasalmen Sanomat, Jyväskylän Maalaiskunta-uutiset, Viitasaaren Seutu, Laukaa-Konnevesi, Viiden Kunnan Sanomat
Keskipohjanmaa	2	15,800	Kalajokilaakso*, Perhonjokilaakso
Keski-Uusimaa	2	13,200	Vantaan Seutu, Sipoon Sanomat
Lapin kansa	1	4,300	Länsiraja
Liitto	4	27,400	Koillissanomat*, Rantalakeus, Kalajoki-lehti, Iijokiseutu
Luoteis-Uusimaa	2	8,700	Karkkilan Tienoo*, Karjaan Seutu
Pieksämäen lehti	5	26,900	Länsi-Saimaa, Kangasniemen Kunnallislehti, Sisä-Savon Lehti, Pitäjänuutiset, Päijät-Häme
Pohjolan Sanomat	4	12,000	Siepakka, Pohjan Tornio, Lapin Kuriiri, Pohjoiskaira
Satakunnan Kansa	4	22,300	Kankaanpään Seutu, Kokemäen Sanomat, Luoteiskunnat, Merikarvia
Savon Sanomat	7	55,100	Soisalon Seutu, Uutis-Jousi, Puruvesi, Koillis-Savo, Pitäjäläinen, Karttulan-Tervon-Vesannon Sanomat, Warkauden Lehti
Turun Sanomat	1	5,700	Somero
Tyrvään Sanomat	1	5,600	Paikallissanomat
Åbo Underrättelser	1	5,100	Pargas Kungörelser Paraisten Kuulutukset
<b>Total</b>	<b>67</b>	<b>460,100</b>	

\* The frequency of issue of the paper allows the paper to be classified as a newspaper proper. The circulation data derive from *Suomen Lehdistö* (Finnish Press) 7-8/89 and *Aamulehti*, the issue of 14 September 1989.

The industry leader in expansion and diversification during the 1980s was the Aamulehti group. At the beginning of the 1980s, the group took over several local papers. The expansion of the group's predecessor, Tampereen Kirjapaino Oy, began at the end of 1985, when the company took over as its subsidiaries Tampereen Arpatehdas Oy and Oy PG-Yhtiöt Ab, a producer of forms and computer services. It became the majority owner of Vaasa Oy (*Pohjalainen* and 48 per cent of *Etelä-Pohjanmaa*) in February 1988 and acquired, through an exchange of shares, 93 per cent of Uusi Suomi Oy (*Uusi Suomi*, *Iltalehti*, *Kauppalehti*). The group's turnover has increased several times over in just a few years. Standing at FIM 214 million in 1983, it had climbed to FIM 650 million by 1986 and to FIM 856 million by 1988. The turnover in 1989 probably reached FIM 1.4 billion, with the contributions of the Uusi Suomi and Vaasa companies having covered the entire year. With its twelve newspapers (seven of which can be characterized as basically local), **the Aamulehti group is the biggest newspaper chain in Finland today.** It is the second biggest newspaper publisher in Finland.

Another major change in the structure of newspapers at the national level in 1988 was marked by the rearrangement of the ownership of newspapers in Kymenlaakso province. The Social Democratic *Eteenpäin* and the independent *Etelä-Suomi*, a subsidiary of Kouvolan Sanomat, were merged into *Kotkan Sanomat* as from the beginning of 1989. At the same time, the ownership structure of the newspapers in the area was changed through the establishment of Kymen Viestintä Oy, a company owned by Eteenpäin Oy (30 per cent), Kymmene Oy (30 per cent), Kouvolan Sanomat (20 per cent) and Sanoma Oy (20 per cent). Kymen Viestintä Oy is the publisher of *Kouvolan Sanomat* and a significant (40 per cent) minority owner of *Kotkan Sanomat*, the other owners of which are Viestintärahoitus Oy (ten per cent), Ojamari Oy (ten per cent) and Eteenpäin Oy (40 per cent). *Eteenpäin* continues as the weekly *Viikko-Eteenpäin*.

At the beginning of 1989, a total of 33 newspapers, or one-third of all papers, were owned, directly or indirectly, by some other newspaper or had, for all practical purposes, the same owner as some other newspaper. The aggregate circulation of these papers accounts for 23 per cent of the total circulation of newspapers proper, exclusive of minority stakes. In 1975, for instance, when 89 newspapers were published, 14 papers, or about 16 per cent, were owned by some other paper. Of them, eight were regional papers affiliated with the Social Democratic Party. The calculations do not include *Suomen Sosialidemokraatti*, the chain's leading paper (Table 3).

Newspaper deals during the past couple of years represent a greater increase in volume concentration than the events of the past couple of decades. This is mainly due to the takeover of Uusi Suomi Oy (*Uusi Suomi*, *Iltalehti*, *Kauppalehti*) by the Aamulehti group. The circulation dominance of a few of the biggest newspaper publishers has long been characteristic of the structure of newspapers in Finland. The 20 biggest newspaper publishers, in terms of total circulation, accounted for one half of newspaper titles and for nearly 80 per cent of the total circulation of newspapers at the beginning of 1989 (Table 3).

The latter half of 1988 saw the beginning of a structural change in the Finnish communications industry, with resulting new features to the ownership structure of newspapers. One important feature is that **the three biggest newspaper publishers have played a major role in newspaper deals.** Acquisition of newspapers has been part of the operating strategy of Aamulehti since the early 1980s, whereas the TS group and Sanoma Oy maintained a public stance of reserve concerning newspaper deals until they revised or reviewed their policy in the late 1980s.

**Table 3. The twenty biggest newspaper owners in order of size of circulation: number of papers owned, size of circulation and the cumulative proportion of total circulation (%) in 1989**

Publisher	Number of papers	Circulation* in thousands	% of total circulation	Names of papers
Sanoma Oy	3	687	20.6	Helsingin Sanomat, Iltä-Sanomat, Hyvinkään Sanomat
Aamulehti group	12	521	36.2	Aamulehti, Uusi Suomi, Kauppalehti, Iltalehti, Pohjalainen, Etelä-Pohjanmaa, Koillis-Häme, Koillis-Lappi, Nokian Uutiset, Raahen Seutu, Suur-Keuruu, Pyhäjokiseutu
TS-yhtymä	3	166	41.2	Turun Sanomat, Salon Seudun Sanomat, Uudenkaupungin Sanomat
Maataloustuottajain Palvelu Oy	1	127	45.0	Maaseudun Tulevaisuus
Savon Sanomain Kirjapaino Oy	2	103	48.1	Savon Sanomat, Warkauden Lehti
Keskisuomalainen Oy	3	98	51.0	Keskisuomalainen, Sisä-Suomen Lehti, Kuorevesi-Mänttä-Vilppula
Kirjapaino Oy Kaleva	1	94	53.8	Kaleva
Esan Kirjapaino Oy	3	88	56.5	Etelä-Suomen Sanomat, Itä-Häme, Kuusankosken Sanomat
Insinöörilehdet Oy	1	85	59.0	Tekniikka & Talous
Hufvudstadsbladet	3	83	61.5	Hufvudstadsbladet, Östra Nyland, Borgåbladet, Demari, Pohjois-Karjala, Turun Päivälehti, Pohjolan Työ, Kansan Lehti, Pohjanmaan Kansa
Työväenlehdistön kannatusyhdistys ry.	6	77	63.8	Kotimaa
Kustannus Oy Kotimaa	1	73	66.0	Karjalainen
Pohjois-Karjalan Kirjapaino Oy	3	71	67.7	Lieksan Lehti, Ylä-Karjala
Satakunnan Kirjateollisuus Oy	1	63	69.8	Satakunnan Kansa
Kymen Viestintä Oy	2	58	71.7	Kouvolan Sanomat, Kotkan Sanomat
Ilkka Oy	1	55	73.3	Ilkka
Etelä-Saimaan Kustannus Oy	2	51	74.9	Etelä-Saimaa, Ylä-Vuoksi
Kansan Uutiset	1	44	76.2	Kansan Uutiset
Keskipohjanmaan Kirjapaino Oy	2	43	77.5	Keskipohjanmaa, Kalajokilaakso
Lapin Kansa Oy	1	42	78.7	Lapin Kansa
Total for the twenty	52	2 628	78.7	
Total for all newspapers	102	3 337	100.0	

\* Circulation data from *Suomen Lehdistö* (Finnish Press) 7-8/89 and *Aamulehti*, the issue of 14 September 1989.

Another important feature is **the market entry of professional investors**. The first moves were made by private persons, but development companies soon followed suit. Provincial newspaper companies have been desirable targets because of the relatively low price of their shares and because of their small share capital relative to assets. Further, the ownership of certain Centre Party and Coalition Party provincial papers has been scattered, making acquisition of their shares relatively easy. Certain Centre Party papers (such as *Itä-Savo*, *Etelä-Saimaa* and *Karjalan Maa*) are held by one or two families, Coalition party papers again by various organisations. Through professional owners, part of the provincial ownership has shifted, at least for the time being, away from the respective provinces.

This situation was exploited most by Suomen Viestintäkehitys Oy, a subsidiary of the development company Panostaja Oy established in July 1989. The company aimed at minority stakes in large or medium-sized, well-established, profitable communications companies. It acquired significant minority stakes (10-25 per cent) in four newspaper companies, the Aamulehti group, Satakunnan Kirjateollisuus, Savon Sanomain Kirjapaino (33 per cent) and Ilkka, and in two local-radio companies, Savon Mediat and Tampereen Ääni (20 per cent in Radio 957), and smaller minority stakes in about 15 communications companies.

In October 1988, as a counterpole to Viestintäkehitys Oy, Sanoma Oy, Turun Sanomat and ten other, mainly provincial, newspapers established Oy Pro Lehdistö Pro Pressen Ab to stave off "hostile takeovers of provincial papers" by bidders from outside the respective provinces. The division of Pro Lehdistö ownership between the twelve newspaper companies is as follows: ten companies own 8.88 per cent of the voting rights each and the two smallest companies slightly less. The shareholders are Esan Kirjapaino, Hufvudstadsbladet (4.44 per cent), Hämeen Sanomat, Ilkka, Kainuun Sanomain Kirjapaino, Keski-Pohjanmaan Kirjapaino (6.66 per cent), Keskisuomalainen, Kirjapaino Osakeyhtiö Kaleva, Sanoma Oy, Satakunnan Kirjateollisuus, Savon Sanomain Kirjapaino and Turun Sanomat - all among the twenty biggest newspaper companies.

In May 1989, Oy Pro Lehdistö Pro Pressen Ab bought up the shares in Viestintäkehitys Oy held by Panostaja Oy, acquiring 59 per cent of the company's voting rights and 11 per cent of its share capital. The B shares of Viestintäkehitys Oy are quoted on the OTC list. Through its subsidiary Viestintäkehitys Oy, Pro Lehdistö now holds over 50 per cent (about ten per cent of the voting rights) of Savon Sanomain Kirjapaino, over 28 per cent of Satakunnan Kirjateollisuus, over 13 per cent (19.7 per cent of the voting rights) of Ilkka, over 20 per cent of Vaasa (the publisher of *Pohjalainen* and a subsidiary of Aamulehti), and over nine per cent (11.25 of the voting rights) of Aamulehti. The transaction did not affect the Aamulehti group, because in the spring of 1989 Viestintäkehitys sold a ten per cent stake to an unknown buyer by a five-year promissory note convertible to Aamulehti and Viestintäkehitys shares within five years. A situation has arisen where the industry owns portions of itself: a group of newspapers owns a company which owns other newspapers. **These transactions have helped to discourage takeover bids for newspaper companies.**

At the end of 1988, Centre Party newspapers led by Savon Sanomain Kirjapaino and Keskisuomalainen established the development company Maakuntien Viestintä Oy. The company has acquired a major stake in Keskipohjanmaan Kirjapaino, for instance. The core of the development company is composed of 14 Centre Party papers, with the rest of the shares held by banks financing the company's operations.

The shares of newspaper companies with multiple owners will be subject to accelerated dealing over the next few years. After investment companies entered the market, the right of redemption of newspaper company shares and other forms of ownership protection have lost some of their effect. An increasing number of newspaper companies have become increasingly closed by virtue of changes in their articles of association, and a category of owners has emerged which is dominated by old family-owned companies, management groups of newspaper companies, major industrial companies, banks and insurance companies.

Of the ten largest newspaper companies, five are family-owned: Sanoma Oy, the TS group, Esan Kirjapaino, Pohjois-Karjalan Kirjapaino and Kirjapaino-Osakeyhtiö Kaleva. The principal owner of Satakunnan Kirjateollisuus is the SK-Invest company, whose shareholders include the former major shareholders of Satakunnan Kirjateollisuus. As a result of newspaper deals, **cross-ownership among newspapers has increased**. Diverse institutional owners have increased their newspaper holdings, mainly at the cost of the small owner in the province.

## Investments in the new media

To improve their position in the face of mounting competition and to increase their profitability, newspaper companies have increased their investments in other media. This is leading to certain regionally concentrated media structures in Finnish mass communication.

A proportion of the investments of newspapers is accounted for by investments in such old media as local papers and free-distribution papers and by investments to diversify the printing industry's product range. Many newspapers, however, are also investing in such new media as cable television, private local radio and telemedia services. Besides competition on the traditional markets, there is increasing competition for new markets. This is due especially to the opportunities offered by the new telemedia and by the liberalization of the regulations governing electronic media.

Thanks to their market position and to their know-how and information resources, well-established newspaper companies will be able to expand, when necessary, to new markets. Expansion of newspapers to private local-radio companies is subject to the policy adopted with respect to the issue of broadcasting licences. Expansion to cable television companies on the other hand is easier, the only condition for the issue of a licence being that the company be financially sound.

Of the 20 biggest newspaper companies in terms of turnover, four are publishers of periodicals, 12 of local papers and eight of free-distribution papers; and six engage in private local radio services, 13 in cable television services and five in telemedia services. A number of newspapers also engage in the production of talking papers and videograms. After its expansion in 1988, the Aamulehti group pursues all of these activities (Table 4).

**Table 4. Media ownerships of the 20 biggest newspaper companies in 1989**

Company	News-papers	Peri-odicals	Local papers	Free sheets	Local radio	Cable TV	Tele-media
Sanoma Oy	2+2*	19	-	-	1*	1+3*	1
Aamulehti-yhtymä	12	5	1+2*	1	2*	1*	1
TS-yhtymä	3	-	1	2	1*	1*	1
Keskisuomalainen Oy	3	-	5	1	-	1*	-
Esan Kirjapaino Oy	3	-	-	2	-	1*	1
Savon Sanomain Kirjap. Oy	2	-	7	2	-	1+1*	-
Pohjois-Karjalan Kirjap. Oy	3	-	2	-	1*	-	-
Satakunnan Kirjateoll. Oy	1	-	4	1	1	1*	-
Kirjapaino Oy Kaleva	1	-	-	-	-	-	-
Länsi-Savo Oy	1+1*	-	-	-	-	1*	-
Kymen Viestintä Oy	1+1*	-	-	-	1*	1*	-
Keski-Uusimaa Oy	2	-	2+2*	1	-	1*	-
Etelä-Saimaan Kustann. Oy	2	-	1	1	-	1*	-
Lapin Kansa Oy	1	-	1	-	-	-	-
Insinöörilehdet Oy	1	6	-	-	-	-	-
Hufvudstadsbladet Ab	3+1*	2	-	-	1*	-	-
Kainuun Sanom. Kirjap. Oy	1	-	3	-	-	1*	-
Ilkka Oy	1	-	2	-	-	-	-
Forssan Kirjapaino Oy	1	-	-	-	-	1*	1
Kirjapaino Oy Maakunta	1	-	1	-	-	-	-
<b>Total</b>	<b>45+5*</b>	<b>32</b>	<b>30+4*</b>	<b>11</b>	<b>1+7*</b>	<b>2+15*</b>	<b>5</b>

\* = a significant minority stake

Sanoma Oy and Kymen Viestintä Oy are co-owners of the same paper (*Kotkan Sanomat*). Similarly, Sanoma Oy, the Aamulehti group and Hufvudstadsbladet Ab are co-owners of the same local-radio company (Radio One). Sanoma Oy's minority stakes in cable television companies relate to companies outside Finland.

## Newspapers and private local radio stations

In Finland, private local radio operations were launched in 1985. In August 1989, there were 47 private local radio stations in operation, 42 of which were commercial and five non-commercial. Helsinki, Turku and Tampere have three commercial local-radio stations and Oulu has two. Newspaper publishers own 11 local-radio stations, two of which are in the exclusive ownership of one publisher. Five local-radio stations are co-owned by several newspaper publishers. Local papers own five local-radio stations, two of which are in the exclusive ownership of one publisher. Papers of other types own five local-radio stations. Each of the three biggest newspapers is involved in local-radio operations.

For the first time, two provincial primary papers are major owners of private local radio stations. In May 1989, the Government granted private local radio licences to the primary papers in Tampere (*Aamulehti*, *Kansan Lehti*) and in Turku (*Turun Sanomat*, *Turun Päivälehti*, *Åbo Underrättelser*), which has led to an increased media concentration in these cities. Of newspapers which are the sole papers in their locality of publication, three are owners of local-radio stations: *Iisalmen Sanomat*, *Länsi-Suomi* (Rauma) and *Pieksämäen Lehti*.

Table 5. Newspaper-owned private local radio stations in 1989

Private local radio station	Newspapers (majority or minority stakes)
Radio Auran Aallot (Turku)	Turun Kaapelitelevisio (Turun Sanomat, Turun Päivälehti, Åbo Underrättelser)
Radio Jokinen (Joensuu)	Karjalainen (49.5 %), Pohjois-Karjala (49.5 %)
Radio Lokki (Kotka)	Eteenpäin (40 %), Etelä-Suomi (subsidiary of Kouvolan Sanomat 25 %), Kymen Sanomat (15 %)
Radio Länsituuli (Huitinen)	Satakunnan Kansa (100 %)
Radio Mega (Oulu)	Pohjolan Työ (30 %)
Radio Pieksämäki	Pieksämäen Lehti (100 %)
Radio Ramona (Rauma)	Länsi-Suomi (100 %)
Radio Salminen (Iisalmi)	Iisalmen Sanomat (73 %)
Radio Vaasa	Pohjanmaan Kansa (70 %)
Radio Tampere	Aamulehti (50 %), Kansan Lehti (50 %)
Radio One (Helsinki)	Uusi Suomi/Aamulehti group (19.5 %), Helsingin Sanomat (18.2 %), Hufvudstadsbladet (14.3 %), Kansan Uutiset (14.3 %), Suomenmaa (14.3 %)
Private local radio station	Local papers
Avainasema (Kaustinen)	Perhonjokilaakso (subsidiary of Keski-Pohjanmaa 33 %)
– (Jämsänjoki Valley)	Jämsän Lehti (41 %), Vastin
Radio Paitapiiska (Kurikka)	Kurikka-lehti (100 %)
Radio Satahäme (Ikaalinen)	Pohjois-Satakunta (45 %)
Simpsiö 969 (Lapua)	Lapuan Sanomat (100 %)
Private local radio station	Other papers
– (Espoo)	Länsiväylä (free-distribution paper)
Radio Jyväskylä	Vastin (weekly, 62 %)
Radio Savonmaa (Savonlinna)	Savonmaa (free-distribution paper, about 80 %)
– (Vammala)	Kustannusliike Aluelehdet (free-distribution paper) (no operations)
– (Sysmä)	Sysmälinen (local district paper)

Of secondary papers in their locality of publication, one (*Pohjanmaan Kansa*) is the owner of the sole local-radio station in the area; another (*Pohjois-Karjala*) is a minority owner of the sole radio station in the area; and three (*Kansan Lehti*, *Pohjolan Työ* and *Turun Päivälehti*) are minority owners of local-radio stations with competition from other local-radio stations.

The newspaper-owned development company Pro Lehdistö holds, through Viestintäkehitys Oy, a minority stake in Radio Savonmaa and Radio 957 (20 per cent). Suomen Viestintärahoitus Oy, co-owned by the Social Democratic newspapers, is a minority owner of three local-radio stations: Radio Vaasa, Saimaan Aallot and Radio Lokki (Table 5).

## Summary

Since the Second World War, the supply of newspapers in localities with newspaper publishing has shrunk as far as the number of titles is concerned; the number of localities with a sole newspaper has grown; and the number of localities with newspaper publishing has reached an all-time high.

As part of the structural change in the Finnish communications industry beginning late in 1988, new features have emerged in the concentration of newspapers. Since the beginning of the 1980s, many provincial papers have taken over local papers, with 38 per cent of the titles and 46 per cent of the total circulation of these now being held by newspapers.

The next step was the takeover of provincial papers by newspapers. As of the beginning of 1989, 33 newspapers, or one-third of all newspapers, were held, directly or indirectly, by some other newspaper or had to all practical purposes the same owner as some other newspaper. With its twelve papers, the Aamulehti group is the biggest newspaper chain in Finland these days.

In the latest phase, changes have occurred in the ownership of provincial and Greater Helsinki papers as well. The three biggest newspaper publishers have played a central role in recent newspaper deals. In 1988, the Aamulehti group acquired Finland's fourth biggest newspaper publisher in terms of turnover (Uusi Suomi Oy) and a major provincial newspaper publisher (Vaasa Oy); *Turun Sanomat* bought up *Salon Seudun Sanomat* and *Uudenkaupungin Sanomat*; and *Helsingin Sanomat* became a minority owner of *Kotkan Sanomat* and in 1989 acquired *Hyvinkään Sanomat*.

Many a provincial or local paper has seen its ownership shift away from its locality of publication.

Cross-ownership has been increasing among newspapers over the past two years. This trend has been strengthened by the establishment of development companies (Suomen Viestintäkehitys, Pro Lehdistö and Maakuntien Viestintä) to acquire shares in newspaper companies and by the increased competition among the biggest newspaper publishers. The market entry of professional investors, coupled with ownership rearrangements due to newspaper deals, has helped to discourage takeover attempts in the newspaper market.

To an increasing degree, newspaper companies engage in electronic communication. The three biggest newspapers engage in local-radio operations. Individual newspapers own significant minority stakes in cable television companies, or these are owned jointly by several newspapers. Of private local radio companies, eleven are held by newspapers, two of them exclusively by one paper and five others by several papers. Local papers own five local-radio companies, as do papers of other types.

In 1989, for the first time since the launching of local-radio operations in 1985, two provincial primary newspapers are majority owners of local-radio operations: *Aamulehti* and *Kansan Lehti* in Tampere and *Turun Sanomat*, *Turun Päivälehti* and *Åbo Underrättelser* in Turku. This, together with the earlier structure of the electronic media, has led to an increased media concentration in these cities.

In absolute terms, there has been a considerable increase in the concentration of newspapers over the past couple of years. While the biggest newspaper company accounted for 22 per cent of the total volume (i.e. circulation multiplied by the number of issues per year) of newspapers issued in 1986, the figure for 1989, according to the data for early 1989, was 23 per cent. The four biggest newspaper companies accounted for 41 per cent of the total volume of newspapers in 1986 and for 49 per cent in 1988. The corresponding figures for the eight biggest companies were 54 per cent in 1986 and 62 per cent in 1988. The figures for the twenty biggest companies were 78 per cent and 83 per cent.

# The Financial Performance of the Finnish Press in the 1980s

*Ismo Kosonen*

## Newspapers

### *Circulation still on the rise*

The total circulation of newspapers has grown continuously in Finland, in contrast to the overall trend in Europe. The annual percentage growth figures have nevertheless been fairly modest in the 1980s, which is due to the fact that the coverage of especially the large newspapers is beginning to reach market saturation point.

In 1988, the total circulation of newspapers was 3 274 000 copies. This represented an increase of 0.7 per cent from 1987, a large part of which resulted from the launching of two new newspapers. Without the new papers, the growth rate was 0.3 per cent.

**Table 1. Total circulation of Finnish newspapers in 1980 - 1988**

Year	Circulation, 1 000 copies	Change, %	Year	Circulation, 1 000 copies	Change, %
1980	2 800	2.0	1985	3 118	1.9
1981	2 896	3.4	1986	3 152	1.1
1982	2 948	1.8	1987	3 253	3.2
1983	3 001	1.8	1988	3 275	0.7
1984	3 060	2.0			

Source: Suomen Lehdistö (Finnish Press)

In the international perspective, Finland is one of the leading newspaper countries in the world, ranking second in the world after Japan in terms of the number of newspapers published per household.

With the exception of evening papers, the circulation of Finnish newspapers is based on subscriptions, for which reason annual fluctuations in the circulation of individual newspapers are generally fairly small. An examination of developments in the 1980s (Table 2) reveals that evening papers have recorded the strongest growth. In 1988, the circulations of evening papers fell slightly from the previous year owing to price increases, but, according to preliminary data, they have resumed their upward trend in 1989. The share of evening papers in the total circulation of dailies in Finland is only 8 - 9 per cent, whereas the corresponding share in Sweden is about 25 per cent.

Newspapers in the category "sole newspaper in the locality of publication" have also fared reasonably well in the 1980s, measured by circulation. This group consists mainly of newspapers of small towns with a circulation of 5 000 - 20 000. By contrast, the circulations of "secondary" newspapers have displayed a clear downward trend.

By far the largest newspaper in 1988 in terms of circulation was Helsingin Sanomat, the circulation of which was 457 100 copies (see Appendix table 4.2.4). The circulation of Ilta-Sanomat, which is owned by the same company, was 195 300. Aamulehti, published in Tampere, retained its position as the third largest newspaper with a circulation of 142 900, while the fourth largest was Turun Sanomat, published in Turku, with a circulation of 133 500. The fifth newspaper with a circulation of over 100 000 copies was Maaseudun Tulevaisuus, 129 200 copies. It is published three times a week and serves mainly the agricultural population.

**Table 2. Total circulation of newspapers by competitive categories in 1981, 1985, 1987 and 1988**

	1981		1985		1987		1988		Growth of circulation in 1981-1988, %
	Circulation, thousands	Share of total circulation, %	Circulation, thousands	Share of total circulation, %	Circulation, thousands	Share of total circulation, %	Circulation, thousands	Share of total circulation, %	
1.	667	23.1	699	22.4	715	22.5	734	23.0	10.0
2.	587	20.4	583	18.7	564	17.8	565	17.7	-3.8
3.	142	4.9	257	8.3	287	9.0	269	8.4	89.4
4.	731	25.4	773	24.8	797	25.1	808	25.3	10.5
5.	133	4.6	107	3.4	112	3.5	113	3.5	-15.0
6.	98	3.4	104	3.3	105	3.3	105	3.3	7.1
7.	296	10.3	388	12.4	409	12.9	411	12.9	38.9
8.	230	8.0	207	6.6	187	5.9	187	5.9	-18.7
Total	2 884		3 118		3 176		3 192		10.7

1. Large primary newspapers (Helsingin Sanomat, Aamulehti, Turun Sanomat)
2. Newspapers published in the Greater Helsinki area excl. Helsingin Sanomat)
3. Evening papers
4. Largest newspapers in marketing areas (excl. Helsingin Sanomat)
5. Regional primary newspapers
6. Swedish-language newspapers (excl. the Greater Helsinki area)
7. Sole newspapers in the locality of publication (i.e. other than those above)
8. Secondary newspapers (outside Helsinki)

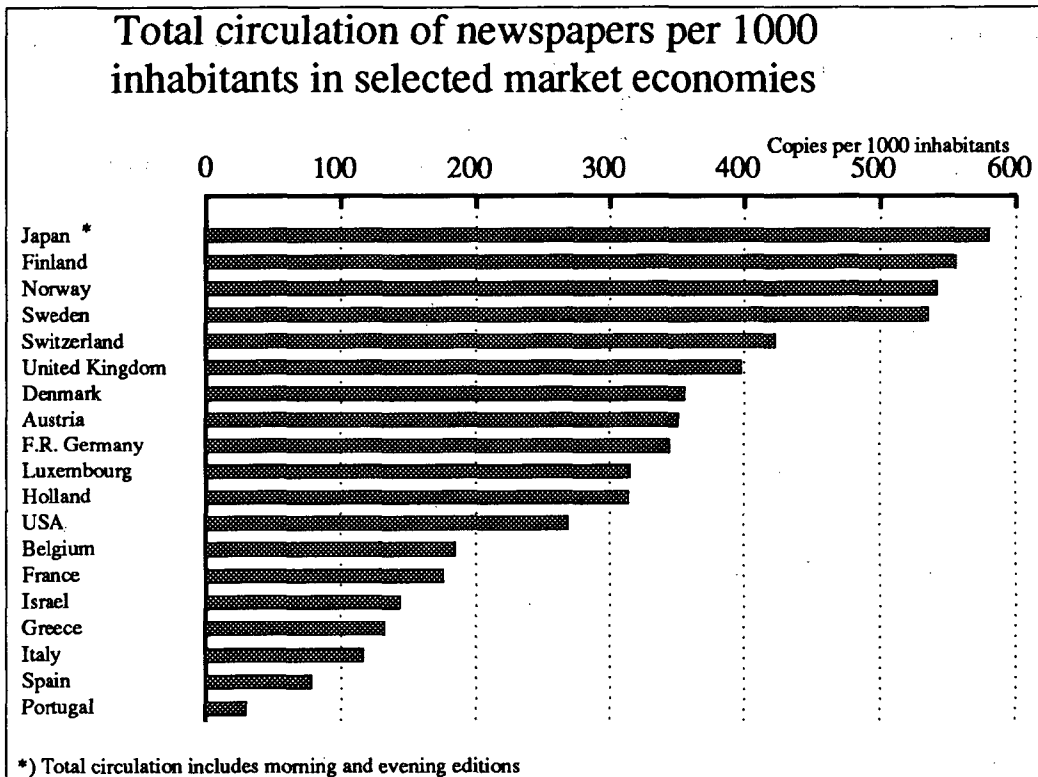
Sources: V. Löyttyniemi 1988, Suomen Lehdistö (Finnish Press) 7-8/1988 and 7-8/1989

### *Share of politically affiliated press down*

A significant feature of developments in the Finnish press in recent decades has been the sharp decline in the relative position of the party-political press. The share of newspapers affiliated with political parties in total newspaper circulation was 44.9 per cent in 1970, 39.2 per cent in 1980 and 30.2 per cent in 1988.

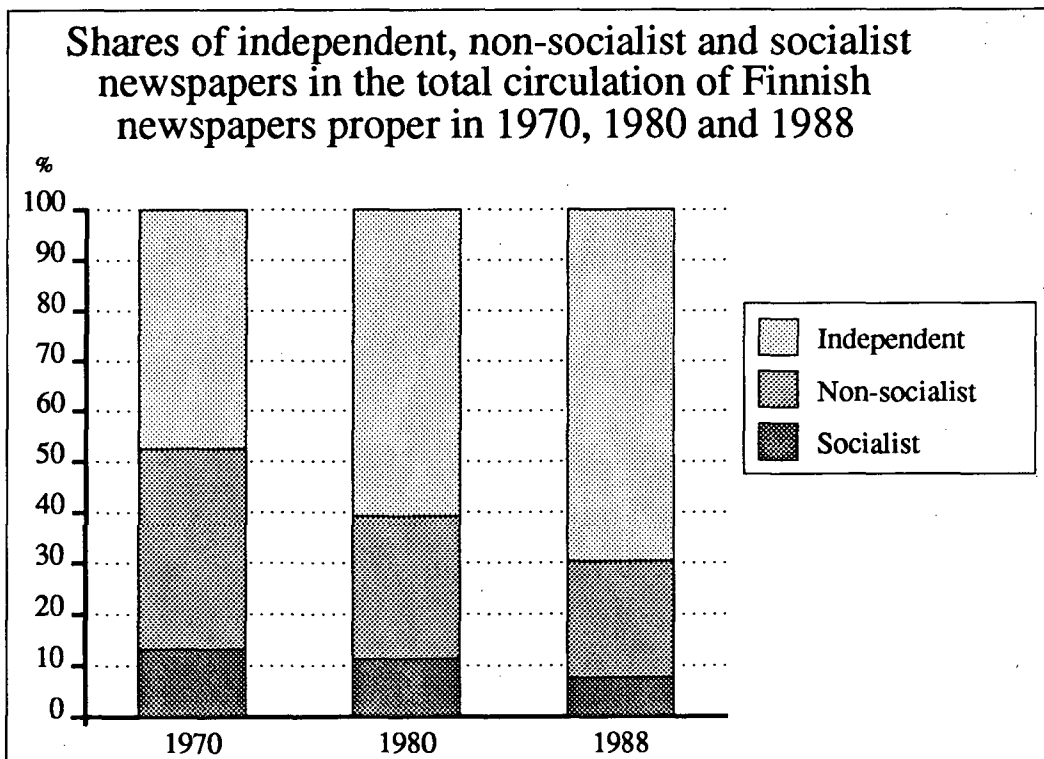
The decline in the share of the political press is not only due to the decline in the circulation of political newspapers, but also to the fact that some party newspapers have become independent.

Figure 1.



Source: Suomen Lehdistö (Finnish Press) 8 /1989, p. 79

Figure 2.



Lähteet: Veikko Löytyniemi: Sanomalehdistön rakenne ja talous 1940-luvulta 1980-luvulle (Structure and finances of Finnish newspapers from the 1940s to the 1980s), p. 331, in Suomen lehdistön historia 3 (History of the Finnish Press 3), Suomen Lehdistö (Finnish Press) 9 /1981, 7-8 /1989

*Turnover also up*

The year 1988 was also a good one for the press as regards turnover. The combined turnover of newspaper companies increased by a full 18.0 per cent in 1988 (see Suomen Lehdistö (Finnish Press) 7-8/1989). Admittedly, a large part of this is explained by the merger of the PG companies, which produce information systems and forms, with the Aamulehti-group. The turnover of newspapers proper increased by 12.2 per cent.

**Table 3. Turnover of the 30 largest newspapers in 1984 and 1988, and change in turnover from 1984 to 1988**

	Turnover, FIM 1 000 in 1984	Turnover, FIM 1 000 in 1988	Change, in 1984-88, %
Helsingin Sanomat	677 592	1 065 938	37.3
Aamulehti	191 301	274 571	43.5
Turun Sanomat	189 659	245 220	29.3
Ilta-sanomat	80 094	159 415	99.0
Kauppalehti	81 625	159 100	85.1
Keskisuomalainen	81 646	116 400	42.6
Kaleva	80 518	115 358	43.3
Etelä-Suomen Sanomat	87 109	112 843	29.5
Savon Sanomat	85 727	111 855	30.5
Satakunnan Kansa	70 744	89 822	27.0
Uusi Suomi	63 263	75 892	20.0
Karjalainen	50 359	72 877	44.7
Hufvudstadsbladet	54 688	67 200	22.9
Iltalehti	33 268	64 605	94.2
Pohjalainen	50 978	63 832	25.2
Lapin Kansa	47 900	59 673	24.6
Ilkka	37 424	58 836	57.2
Maaseudun Tulevaisuus	40 750	55 800	36.9
Pohjolan Sanomat	39 118	54 483	39.3
Hämeen Sanomat	33 464	50 600	51.2
Kouvolan Sanomat	35 107	49 700	41.6
Etelä-Saimaa	31 927	49 314	54.5
Kainuun Sanomat	32 815	43 900	29.8
Keskipohjanmaa	30 528	41 500	35.9
Länsi-Savo	30 888	41 165	33.3
Vasabladet	25 096	34 396	37.1
Salon Seudun Sanomat	20 813	34 200	64.3
Länsi-Suomi	24 142	31 595	30.9
Itä-Savo	20 223	29 000	42.7
Kansan Uutiset	28 685	23 517	-18.0
Total	2 358 551	3 444 617	41.8 %
All newspapers	2 846 521	4 070 242	43.0

Sources: Suomen Lehdistö (Finnish Press) 9/1985, 7-8/1989

At the industry level, the share of newspapers in corporate turnovers has fallen somewhat in recent years, which is mainly due to some large companies investments outside the industry. In 1988, the share of newspapers in the turnover of newspaper publishers was 67.9 per cent, whereas the corresponding share in 1984 was 72.4 per cent.

In terms of turnover, the largest newspaper companies in 1988 were Sanoma Oy (turnover FIM 1 654 mill.), Aamulehti-yhtymä Oy (turnover FIM 642 mill.) and Turun Sanomat Oy (turnover FIM 376 mill.).

In viewing the development of the largest newspapers and the entire industry in the five-year period 1984 - 1988 (see Table 3), it can be noted that the economic performance of the industry has followed fairly closely that of the economy as a whole. Over this period, Finland's GDP increased by 42.7 per cent (in current prices) and the turnover of the largest newspapers by an average of 41.8 per cent. The total turnover of all newspapers rose by 43.0 per cent.

Although growth at the industry level has been fairly steady in recent years, there are considerable differences in the performance of different newspapers. In terms of turnover, too, the growth of evening papers has been fastest. There has also been a strong increase in the turnover of Kauppalehti and Helsingin Sanomat. By contrast, the turnover of Kansan Uutiset, the chief organ of the Finnish People's Democratic League, has diminished and is clearly below the overall average. The turnover of Uusi Suomi, Hufvudstadsbladet, Lapin Kansa and Pohjalainen has also grown at a slower rate than GDP.

The share of the ten largest newspapers in the turnover of all newspapers was 57.1 per cent in 1984 and 59.5 per cent in 1988; thus, no significant change in the structural development of Finnish press has taken place in this respect.

### *Profitability has also improved*

The median operating margin of Finnish newspapers fell to 7.8 per cent in 1986, which can be regarded as a poor result. In 1987 and 1988, the situation improved to some extent; according to the financial statistics of the Confederation of Printing and Publishing Industries and the Finnish Newspaper Publishers' Association, the corresponding median was 11.2 per cent in 1987 and 10.8 per cent in 1988. The slight drop in 1988 is explained by factors connected with the measure and the sample. The median value of the operating margin rose in all sub-categories (newspapers published 2-4 times a week, 5-6 times a week, 7 times a week).

Here, too, however, the median figures conceal marked differences between companies. According to the companies' 1988 annual reports, Sanoma Oy, for example, had an operating margin of 22.4 per cent, Turun Sanomat Oy 16.5 per cent, Savon Sanomain Kirjapaino Oy 17.9 per cent, Esan Kirjapaino Oy 14.6 per cent, Kirjapaino Osakeyhtiö Kaleva 15.0 per cent, Aamulehti-yhtymä Oy 12.6 per cent, Keski-suomalainen Oy 20.1 per cent and Satakunnan Kirjateollisuus Oy 15.3 per cent. Thus, the operating margins of the large newspapers are without exception higher than the industry median.

As regards profitability, newspapers published less than seven times a week differ considerably from the dailies: in 1988, the median operating margin of newspapers published 2-4 times a week was 8.1 per cent, that of newspapers published 5-6 times a week 7.2 per cent, whereas the operating margin of newspapers published 7 times a week was 15.1 per cent.

### *Sources of income*

In recent years, the share of advertising income in the total income of newspapers has been about 75 per cent. In 1988, newspapers' advertising space increased by as much as 8 per cent (annual report of the Finnish Newspaper Publishers' Association 1988).

Increased electronic communication had not led to any loss of income for newspapers, perhaps the contrary. In 1988, the share of newspapers in total advertising costs was 64 per cent. No significant changes have taken place in the share during the past five years. In 1988, total advertising costs amounted to FIM 7.4 billion, of which the share of newspapers was FIM 4.7 billion.

For the sake of comparison, it may be noted that in both Sweden and Norway the share of newspapers in outlays on advertising has been about 50 per cent in recent years - i.e. a smaller share than in Finland, even though television advertising is prohibited in these countries.

### *State support for the press*

Selective state support for the press (Item 31.55.41 of the State Budget) amounted to only 2.5 per cent of the total turnover of newspapers in 1988. However, the share of state subsidies in the 34 newspapers receiving support (discretionary subsidies and parliamentary subsidies) in 1988 was 14.6 per cent; it is thus clear that without subsidies several newspapers would have had to cease publication. For some newspapers, government subsidies have amounted to as much as 30 per cent of costs in recent years.

The general transport subsidy to newspapers and periodicals amounted to FIM 348 million in 1988, of which the share of newspapers was FIM 214 million. In 1988, the net postal charge for a newspaper was on average FIM 0.32.

## Periodicals

### *Definition and number*

In its report (Committee Report 1986:29), the Parliamentary Press Committee has defined a periodical to be a publication issued periodically which "appears regularly at least four times a year, contains several different articles or other material per issue and is offered for subscription by the general public. The subscription fee for a periodical may be included in a membership or comparable fee. Printed matter containing mainly business reports, price lists, announcements and advertising are not regarded as periodicals".

As a good many periodicals are published irregularly and by a great many different groups, accurate information on the number of periodicals is not available. According to the 1988 statistics of the Deposit Copy Office of the University of Helsinki, 4 660 different periodicals were published in Finland that

year (see Appendix table 4.2.10). The majority of the periodicals do not fulfill the requirements of the above definition, however. The list of newspapers and periodicals maintained by the postal service included 2 835 newspapers and periodicals at the end of 1988. The general conditions for obtaining a discount on postal charges were fulfilled by 1 243 newspapers and periodicals, 974 of which were periodicals. In addition, the major part of the remaining 1 592 publications can be regarded as periodicals.

### *Circulation down*

In contrast to newspapers, the total circulation of periodicals has fallen slightly during the past five years, estimated on the basis of the statistics of the postal services and the newsstand/kiosk chain Rautakirja Oy. This development is probably partly explained by the fact that the large publishers have ceased the practice of artificially boosting the circulation of their periodicals (i.e. discount sales of single issues and subscriptions). The increase in the circulation of evening newspapers may also have contributed to this development.

Despite the large number of titles and numerous publishers of periodicals, the publishing of periodicals is fairly concentrated in Finland. The share of the four largest publishers, Yhtyneet Kuvalehdet Oy, A-lehdet Oy, Sanoma Oy and Lehtimiehet Oy, in the total volume of all periodicals was about 30 per cent in 1987. Moreover, at the end of the year, the publishing activities of Lehtimiehet Oy were transferred to Yhtyneet Kuvalehdet Oy.

Among the weeklies, the largest circulation in 1988 was attained by Seura, published by Yhtyneet Kuvalehdet, with a circulation of 276 700 copies (see Appendix table 4.2.11). The circulation of Apu, published by A-lehdet, was 100 000 copies smaller at 266 600. The circulation of both these weeklies has fallen by some 10 - 12 per cent during the past five years. By contrast, the circulation of the monthly Valitut Palat (Reader's Digest) has remained roughly unchanged at just above 330 000 copies.

**Table 4. Periodicals distributed by the postal service and sold by Rautakirja Oy**

	1984	1985	1986	1987	1988	Change 1988/84
Post (mill. copies)	346.8	338.6	337.0	335.8	334.4	
Rautakirja Oy	31.6	29.9	28.6	29.2	28.3	
Total	378.4	368.5	365.6	365.0	362.7	-4.2 %

Sources: Report by the Committee on Periodicals 1989, annual report of Rautakirja Oy 1988

Among women's magazines, the largest circulation in 1988 was enjoyed by Kotiliesi, the circulation of which reached 191 500 copies. Kodin Kuvalehti, published by Sanoma Oy, retained second position with a circulation of 166 700 copies. For women's magazines, too, there has been a general tendency for circulations to decline recently. In the comic books category, Aku Ankka (Donald Duck) continues to be overwhelmingly the most popular with a circulation of 288 800 copies.

### *Large circulation of customer periodicals*

Besides periodicals sold by subscription or as single copies, numerous so-called customer periodicals are published in Finland, some of which have quite a significant circulation. The audited circulation of the magazine Pirkka published monthly and distributed to the customers of the Kesko retailer group was as much as 1 655 500 copies in 1988 and that of Sähköviesti (Electricity News) distributed to electricity consumers 1 589 600 copies. The circulation of Yhteishyvä, the member and customer periodical of the SOK trade cooperative, was 545 900 in 1988, that of the YV magazine of the cooperative banking organization 477 200 copies and that of the Kauppa and Koti (Shop and Home) magazine of the Tuko retailer group 401 400 copies.

### *Financial difficulties in the periodicals category*

According to the financial statistics of the printing and publishing industries, the median operating margin of companies publishing periodicals amounted to 7.7 per cent in 1988, while the corresponding figure for all printing and publishing companies was 10.4 per cent. As the number of periodicals companies included in the sample was only 11, the results must be interpreted with caution, however. To provide an outline of the financial position of the industry, certain key financial indicators for the three largest companies mainly engaged in publishing periodicals are included in the table below. According to calculations by the Technical Research Centre of Finland, the total turnover of periodicals was about FIM 2.4 billion in 1988, so that the share of the three largest companies in the turnover of the industry was about 29 per cent.

According to Table 5, the turnover of Yhtyneet Kuvalehdet and A-lehdet, the number of periodicals published by which has remained largely unchanged during the period reviewed, has grown fairly slowly. In terms of operating margins, the profitability of the companies has been, and continues to be, fairly poor.

**Table 5. Turnover, operating margin and ratio of debt capital to turnover of Yhtyneet Kuvalehdet Oy, A-lehdet Oy and Lehtimiehet Oy in 1985 - 1988**

	1984	1985	1986	1987	1988
<b>Yhtyneet Kuvalehdet Oy</b>					
- turnover, FIM mill.	280.5	282.0	291.2	299.6	321.0
- operating margin, %	-1.3	-3.7	2.0	3.0	4.2
- debt capital/turnover	0.34	0.38	0.54	0.56	0.90
<b>A-lehdet Oy</b>					
- turnover, FIM mill.	214.2	222.1	206.9	213.3	220.8
- operating margin, %	3.6	1.7	5.2	5.8	5.1
- debt capital/turnover	0.43	0.43	0.44	0.47	0.45
<b>Lehtimiehet Oy</b>					
- turnover, FIM mill.				145.6	145.6
- operating margin, %				7.8	5.0
- debt capital/turnover				0.41	0.60

Sources: Companies' annual reports. The figures for Lehtimiehet Oy for earlier years are not comparable. The accounting period of A-lehdet Oy is 1 July - 30 June.

As the publishing of periodicals has not until now been a very capital-intensive industry, the indicators describing the indebtedness of the companies have remained good. As regards Yhtyneet Kuvalehdet, the purchase of the publishing rights of Lehtimiehet Oy is, it is true, already clearly visible in the indicators. If the popularity of mergers and takeovers increases in the future, the capital structure of the publishing companies could change substantially. For example, in the large acquisitions of communication companies carried out in the United States recently, the prices paid for the publishing rights of certain periodicals have been many times the annual turnover of these publications.

The figures for Lehtimiehet Oy clearly show the contraction in the company's activities along with the fall in the circulation of the main periodicals.

## Local newspapers

According to the statistics of the Association of Local Newspapers, 141 local newspapers appearing once or twice a week and with officially audited circulations were published in Finland in 1988. The total circulation of these newspapers was 777 800 copies. The circulation of papers published once a week was on average 4 110 copies and that of newspapers published twice a week 6 984 copies. In addition, members of the Association of Local Newspapers included 28 papers published three times a week or more frequently.

Local newspapers are mainly published outside regional centres. Thus, in only a few cases do they compete for news and advertisements with provincial newspapers. In recent years, several local newspapers have in fact been acquired by provincial newspapers. In 1988, 60 of the 169 member papers of the Association of Local Newspapers were owned by a company publishing a provincial newspaper. The number of papers belonging to a local-newspaper chain was 29.

According to the financial statistics of the Association of Local Newspapers, the turnover of local newspapers published once or twice a week was FIM 329.6 million in 1988. The share of advertising income in turnover was 77.0 per cent, or roughly the same as for newspapers proper. The turnover of all newspapers belonging to the Association of Local Newspapers amounted to FIM 521.8 million in 1988.

According to a survey carried out by the Federation of Printing and Publishing Industry Employers and the Confederation of Printing and Publishing Industries, the median operating margin of publishers of local newspapers was 15.4 per cent in 1988, i.e. notably higher than that of periodical (7.6 %) and newspapers (10.2 %).

### *Freedistribution papers*

As the publication of many free-distribution papers is very irregular and as new free-distribution papers are being born and dying all the time, no accurate data exists on the total number and circulation of these newspapers. The Printing and Publishing Laboratory of the Technical Research Centre of Finland has estimated the total turnover of free-distribution papers at about FIM 419 million.



# Statistical Tables

## LIST OF TABLES

	Page
<b>1. MASS MEDIA: ECONOMIC PERFORMANCE AND USE</b>	
1.1. TURNOVER OF MASS MEDIA, 1985 - 1988 .....	117
1.2. ARVERTISING EXPENDITURE, 1980 - 1988 .....	118
1.3. ADVERTISING EXPENDITURE AS A PROPORTION OF GROSS DOMESTIC PRODUCT IN 1953 - 1988 .....	120
1.4. COPYRIGHT FEES COLLECTED FROM MASS MEDIA IN 1985 - 1988 .....	121
1.5. SELECTED MEDIA WORKERS BY STATUS IN EMPLOYMENT AND BY SEX IN 1980 AND 1985 ..	122
1.6. HOUSEHOLD CONSUMPTION EXPENDITURE ON MASS MEDIA AND ITS PROPORTION IN CONSUMPTION EXPENDITURE BY SOCIO-ECONOMIC STATUS OF HEAD OF HOUSEHOLD IN 1985 .....	124
1.7. TIME USED ON MEDIA BY POPULATION AGED 10 - 64 YEARS BY AGE GROUP IN 1979 AND 1987 .....	126
1.8. TIME USED ON MEDIA BY POPULATION AGED 10 - 64 YEARS BY SEX IN 1979 AND 1987 .	127
1.9. TIME USED ON MEDIA BY EMPLOYED POPULATION ACCORDING TO SOCIO-ECONOMIC STATUS IN 1979 AND 1987 .....	128
1.10. TIME USED ON MEDIA BY POPULATION AGED 10-64 YEARS BY STAGE OF FAMILY LIFE CYCLE AND NUMBER OF CHILDREN IN 1979 AND 1987 .....	130
<b>2. ELECTRONIC MEDIA</b>	
2.1. ENTERTAINMENT ELECTRONICS PRODUCTS: VALUE OF OUTPUT IN FINLAND IN 1975 - 1987	132
2.2. ENTERTAINMENT ELECTRONICS AND TELECOMMUNICATIONS EQUIPMENT MANUFACTURE: PERSONNEL IN 1971 - 1987 .....	133
2.3. ENTERTAINMENT ELECTRONICS PRODUCTS: IMPORTS AND EXPORTS IN 1975 - 1987 .....	134
2.4. IMPORTS AND EXPORTS OF RADIO RECEIVERS: VOLUME IN 1975 - 1987 AND VALUE IN 1987 .....	135
2.5. IMPORTS OF TELEVISION RECEIVERS: VOLUME IN 1975 - 1988 AND VALUE IN 1988 ...	136
2.6. EXPORTS OF TELEVISION RECEIVERS: VOLUME IN 1975 - 1988 AND VALUE IN 1988 ....	136
2.7. ENTERTAINMENT ELECTRONICS EQUIPMENT: RETAIL TRADE IN 1976 - 1988 .....	137
2.8. ENTERTAINMENT ELECTRONICS EQUIPMENT: AVERAGE PRICES AND VALUE OF SALES IN 1976 - 1988 .....	138
2.9. ENTERTAINMENT ELECTRONICS EQUIPMENT: OWNERSHIP IN 1970 - 1988 .....	139
2.10. SELECTED ENTERTAINMENT ELECTRONICS EQUIPMENT: OWNERSHIP BY SOCIO-ECONOMIC STATUS IN 1981 AND 1985 .....	140
<b>2.1. NATIONAL BROADCASTING SERVICE</b>	
2.1.1. FINNISH BROADCASTING COMPANY: REVENUE IN 1965 - 1988/1989 .....	141
2.1.2. MTV FINLAND TURNOVER IN 1975 - 1988 .....	142
2.1.3. PERSONNEL OF FINNISH BROADCASTING COMPANY: SIZE DURING ACCOUNTING PERIODS 1980/81 - 1988/89 AND DISTRIBUTION BY ORGANISATIONAL UNIT DURING ACCOUNTING PERIOD 1988/89 .....	143
2.1.4. PERSONNEL OF MTV FINLAND IN 1975 - 1988 .....	144
2.1.5. RADIO BROADCASTING BY FINNISH BROADCASTING COMPANY: NUMBER OF HOURS IN 1940 - 1988/89 .....	147
2.1.6. TELEVISION BROADCASTING BY FINNISH BROADCASTING COMPANY AND MTV FINLAND: NUMBER OF HOURS BY CHANNEL IN 1985 - 1988/89 .....	148
2.1.7. CHANNEL THREE .....	149

	Page
2.1.8. NATIONAL RADIO BROADCASTING BY FINNISH BROADCASTING COMPANY: BREAKDOWN BY TYPE OF PROGRAMME IN 1976 - 1988 .....	150
2.1.9. TELEVISION BROADCASTING BY FINNISH BROADCASTING COMPANY AND MTV FINLAND: BREAKDOWN BY TYPE OF PROGRAMME AND BY COMPANY IN 1975 - 1988/89 .....	151
2.1.10. TELEVISION BROADCASTING BY FINNISH BROADCASTING COMPANY AND MTV FINLAND: PROPORTION OF FINNISH PRODUCTIONS BY COMPANY AND BY DIFFERENT TYPES OF PROGRAMMES IN 1979/80 - 1988/89 .....	152
2.1.11. TELEVISION BROADCASTING BY FINNISH BROADCASTING COMPANY AND MTV FINLAND: BREAKDOWN OF FOREIGN PROGRAMMING BY DIFFERENT TYPES OF PROGRAMMES IN 1979/80 - 1988/89 .....	153
2.1.12. TELEVISION BROADCASTING BY FINNISH BROADCASTING COMPANY: BREAKDOWN OF FOREIGN PROGRAMMES BY COUNTRY OF ORIGIN IN 1977 - 1988/89 .....	154
2.1.13. TELEVISION BROADCASTING BY MTV FINLAND: BREAKDOWN OF FOREIGN PROGRAMMES BY COUNTRY OF ORIGIN IN 1977 - 1988/89 .....	155
2.1.14. TELEVISION LICENCES IN 1960 - 1988 .....	156
2.1.15. LISTENING TO NATIONAL RADIO BROADCASTING ON A TYPICAL DAY IN 1976 - 1988 ....	157
2.1.16. NATIONAL RADIO BROADCASTING: LISTENING TIME BY POPULATION GROUP IN 1976 - 1988 .....	158
2.1.17. NATIONAL RADIO BROADCASTING: LISTENING TO DIFFERENT TYPES OF PROGRAMMES AS A PROPORTION OF TOTAL LISTENING TIME ON A TYPICAL DAY .....	159
2.1.18. WATCHING OF NATIONAL TELEVISION BROADCASTS ON A TYPICAL DAY IN 1976 - 1986 ..	160
2.1.19. WATCHING OF NATIONAL TELEVISION BROADCASTS ON A TYPICAL DAY IN 1987/88 AND 1988/89 .....	161
2.1.20. NATIONAL TELEVISION BROADCASTING: VIEWING TIME BY POPULATION GROUP ON A TYPICAL DAY IN 1976 - 1986 .....	162
2.1.21. TELEVISION BROADCASTING: VIEWING TIME BY POPULATION GROUP ON A TYPICAL DAY IN 1987/88 AND 1988/89 .....	163
2.1.22. NATIONAL TELEVISION BROADCASTING: WATCHING OF DIFFERENT TYPES OF PROGRAMMES AS A PROPORTION OF TOTAL VIEWING TIME ON A TYPICAL DAY .....	164
2.2. CABLE TELEVISION	
2.2.1. CABLE TELEVISION PROGRAMME SERVICES AVAILABLE IN FINLAND AT END-1988 .....	165
2.2.2. EUROPEAN SATELLITE CHANNELS: SUBSCRIBERS BY TARGET COUNTRY IN AUTUMN 1989 ...	166
2.2.3. CABLE AND SATELLITE TRANSMISSIONS; VIEWING AND VIEWING TIMES ON A TYPICAL DAY IN 1987/88 AND 1988/89 .....	167
2.3. LOCAL RADIO	
2.3.1. PRIVATE LOCAL RADIO STATIONS IN OPERATION AT THE BEGINNING OF 1989 .....	168
2.3.2. NEW LOCAL RADIO OPERATING LICENCES ISSUED IN SPRING 1989 .....	170
2.3.3. PRIVATE LOCAL RADIO OPERATIONS: REVENUE IN 1985 - 1988 .....	171
2.3.4. PRIVATE LOCAL RADIO OPERATIONS: OPERATING EXPENDITURE IN 1985 - 1989 .....	171
2.3.5. PRIVATE LOCAL RADIO STATIONS: PERSONNEL IN 1988 .....	172
2.3.6. PRIVATE LOCAL RADIO STATIONS: AVERAGE HOURS OF BROADCASTING PER WEEK IN 1988 .	173
2.3.7. PRIVATE LOCAL RADIO STATIONS LAUNCHED IN 1985: DEVELOPMENT OF AVERAGE HOURS OF TRANSMISSION PER WEEK .....	174
2.3.8. PRIVATE LOCAL RADIO STATIONS: TOTAL TRANSMITTING TIME AND PROPORTIONS OF ADVERTISING, PROGRAMMES PURCHASED, TRANSMITTING TIME SOLD AND PROGRAMMES SPONSORED IN 1988 .....	175
2.3.9. PRIVATE LOCAL RADIO STATIONS LAUNCHED IN 1985: ADVERTISING DATA .....	176

	Page
2.3.10. PRIVATE LOCAL RADIO TRANSMISSIONS: BREAKDOWN BY PROGRAMME TYPE IN 1986 AND 1988 .....	177
2.3.11. LOCAL RADIO OPERATIONS OF FINNISH BROADCASTING COMPANY: HOURS OF TRANSMISSION IN 1974/75 - 1987/88 AND NAMES OF STATIONS IN 1989 .....	178
2.3.12. REGIONAL AND LOCAL RADIO TRANSMISSIONS OF FINNISH BROADCASTING COMPANY BY REGION IN 1988/89 .....	178
2.3.13. LISTENING TO REGIONAL AND LOCAL RADIO TRANSMISSIONS ON A TYPICAL DAY IN 1988 .....	179
2.3.14. REGIONAL AND LOCAL RADIO TRANSMISSIONS: LISTENING TIME BY POPULATION GROUP ON A TYPICAL DAY IN 1988 .....	180
<b>3. RECORDED MEDIA</b>	
<b>3.1. VIDEO</b>	
3.1.1. VIDEOGRAM IMPORTS AND MANUFACTURE AND BLANK VIDEOCASSETTE IMPORTS IN 1982 - 1988 .....	181
3.1.2. VIDEOGRAM IMPORTS: BREAKDOWN OF VOLUME IN 1982 - 87 AND OF VALUE IN 1987 BY COUNTRY OF ORIGIN .....	181
3.1.3. BLANK VIDEOCASSETTE IMPORTS: BREAKDOWN OF VOLUME IN 1983 - 1988 AND OF VALUE IN 1987 AND 1988 BY COUNTRY OF ORIGIN .....	182
3.1.4. AVAILABLE VIDEOGRAMS BY TYPE OF PROGRAMME IN 1982 - 1988 .....	183
3.1.5. VIDEOCASSETTE RECORDERS: OWNERSHIP BY TYPE OF HOUSEHOLD IN AUTUMN 1986 AND SPRING 1989 .....	183
3.1.6. VIDEOCASSETTE RECORDERS: PRINCIPAL USE BY TYPE OF HOUSEHOLD IN 1986 AND 1989 .....	184
3.1.7. VIDEO VIEWING AND ITS FREQUENCY BY POPULATION GROUP IN AUTUMN 1986 AND SPRING 1989 .....	185
3.1.8. SOURCES OF VIDEO PROGRAMMES LAST WATCHED BY DIFFERENT POPULATION GROUPS IN SPRING 1989 (VIEWING DURING PRECEDING SIX MONTHS OR LESS) .....	186
3.1.9. TYPES OF VIDEO PROGRAMMES LAST WATCHED BY DIFFERENT POPULATION GROUPS IN AUTUMN 1986 AND SPRING 1989 (VIEWING DURING PRECEDING SIX MONTHS OR LESS) ...	187
3.1.10. DATE WHEN A VIDEOGRAM WAS LAST RENTED BY DIFFERENT POPULATION GROUPS IN AUTUMN 1986 AND SPRING 1989 .....	188
3.1.11. VIDEOGRAM USE IN MUNICIPAL LIBRARIES IN 1985 AND 1987 .....	189
3.1.12. VIDEOGRAM HOLDINGS OF MUNICIPAL LIBRARIES IN 1987 BY PROVINCE .....	189
<b>3.2. PHONOGRAMS</b>	
3.2.1. PHONOGRAM IMPORTS AND MANUFACTURE AND BLANK SOUND CASSETTE IMPORTS IN 1980 - 1988 .....	190
3.2.2. THE MOST IMPORTANT IMPORT COUNTRIES FOR GRAMOPHONE RECORDS IN 1961 - 1988 AND FOR CASSETTES IN 1976 - 1988 .....	191
3.2.3. PHONOGRAM IMPORTS: BREAKDOWN OF VOLUME IN 1976 AND 1980 - 1988 AND OF VALUE IN 1988 BY COUNTRY OF ORIGIN .....	192
3.2.4. RECORD PLAYER AND TAPE RECORDER IMPORTS: BREAKDOWN OF VOLUME IN 1976 AND 1980 - 1987 AND OF VALUE IN 1987 .....	194
3.2.5. BLANK CASSETTE IMPORTS: BREAKDOWN OF VOLUME IN 1976 - 1988 AND OF VALUE IN 1988 BY COUNTRY OF ORIGIN .....	195
3.2.6. PHONOGRAM PRODUCTION BY TYPE OF PHONOGRAM 1983 - 1987 .....	196
3.2.7. PHONOGRAMS MANUFACTURED IN FINLAND IN 1981 - 1987 .....	196
3.2.8. RECORD, CASSETTE AND CD RECORD SALES IN 1961 - 1988 .....	197
3.2.9. RECORD, CASSETTE AND CD RECORD SALES: VALUE IN 1971 - 1988 .....	198
3.2.10. PHONOGRAM AND TALKING BOOK USE IN MUNICIPAL LIBRARIES IN 1985 AND 1987 .....	199

	Page
3.2.11. PHONOGRAM HOLDINGS OF MUNICIPAL LIBRARIES IN 1987 BY PROVINCE .....	199
3.2.12. LISTENING TO RECORDS AND CASSETTES IN FEBRUARY 1989 BY POPULATION GROUP .....	200
3.3. CINEMA	
3.3.1. CINEMAS: NUMBER, PROPORTION OF URBAN CINEMAS, SEATING CAPACITY, CINEMA ATTENDANCE AND AVERAGE TICKET PRICE IN 1938 - 1988 .....	201
3.3.2. CINEMAS, AUDIENCES AND SHOWINGS BY TYPE OF MUNICIPALITY IN 1988 .....	201
3.3.3. FEATURE FILMS INSPECTED BY STATE FILM CENSORSHIP BOARD IN 1938 - 1988 .....	202
3.3.4. FEATURE FILM PREMIERES IN 1938 - 1988 .....	202
3.3.5. FEATURE FILM PREMIERES BY DISTRIBUTOR 1979 - 1988 .....	203
3.3.6. FEATURE FILM PREMIERES BY PRODUCER COUNTRY IN 1980 - 1988 .....	204
3.3.7. FINNISH FILMS INSPECTED IN 1970 - 1988 .....	205
3.3.8. FILMS PRODUCED IN FINLAND IN 1979 - 1988, BY ENTERPRISE .....	206
3.3.9. FINNISH FILMS RELEASED IN 1984 - 1988 .....	207
3.3.10. THE MOST POPULAR FILMS IN 1972 - 1988 .....	208
3.3.11. IMPORTATION OF FILMS BY COUNTRY OF ORIGIN IN 1930 - 1988 .....	208
3.3.12. GOVERNMENT APPROPRIATIONS FOR CINEMA IN 1980 - 1989 .....	209
3.3.13. GOVERNMENT SUBSIDIES TO FILM ORGANISATIONS 1982 - 1989 .....	209
3.3.14. ASSOCIATION OF FINNISH FILM CLUBS: MEMBERSHIPS IN 1963 - 1988 .....	210
3.3.15. GOVERNMENT SUBSIDIES FOR MUNICIPAL CINEMA IN 1980 - 1988 .....	211
3.3.16. FINNISH FILM FOUNDATION GRANTS IN 1975 - 1988 .....	212
4. PRINT MEDIA	
4.1. PRINTING AND PUBLISHING: PERSONNEL IN 1970 - 1987 AND ITS DISTRIBUTION BY INDUSTRY SUBDIVISION IN 1984, 1986 AND 1987 .....	213
4.1. BOOK PUBLISHING	
4.1.1. BOOKS PUBLISHED IN FINLAND: OUTPUT OF TITLES IN 1945 - 1988 .....	214
4.1.2. NONFICTION, FICTION, TEXTBOOKS AND CHILDREN'S BOOKS: TOTAL OUTPUT OF TITLES IN 1950 - 1988 .....	215
4.1.3. BOOKS PUBLISHED IN FINLAND: TOTAL OUTPUT OF TITLES BY TYPE OF BOOK IN 1977 - 1988, WITH BREAKDOWN BY LANGUAGE FOR 1988 .....	216
4.1.4. BOOKS IN FINNISH: OUTPUT OF TITLES BY TYPE OF BOOK IN 1985 - 1988 .....	217
4.1.5. TRANSLATIONS: OUTPUT OF TITLES BY ORIGINAL LANGUAGE IN 1981 - 1988 .....	217
4.1.6. BOOKSHOPS AND RAUTAKIRJA STALLS IN 1950 - 1988; SECOND-HAND BOOKSHOPS IN 1974 - 1988 .....	218
4.1.7. MARKETING CHANNELS FOR BOOKS PUBLISHED IN FINLAND IN 1971 - 1988 .....	218
4.1.8. BOOK SALES: VOLUME BY TYPE OF BOOK IN 1980 - 1988 .....	219
4.1.9. LIBRARIES IN 1961 - 1988; MAIN, BRANCH, INSTITUTIONAL AND MOBILE .....	219
4.1.10. MUNICIPAL LIBRARIES: BORROWERS, HOME LOANS AND HOLDINGS OF BOOKS IN 1930 - 1987 .....	220
4.1.11. MUNICIPAL LIBRARIES: VOLUMES, HOME LOANS AND BORROWERS BY PROVINCE IN 1987 ..	220

	Page
4.2. NEWSPAPERS AND PERIODICALS	
4.2.1. NEWSPAPERS: DATA ON NUMBERS IN 1938 - 1988 BY FREQUENCY OF ISSUE .....	221
4.2.2. NEWSPAPERS: STRUCTURE OF NUMBER, CIRCULATION AND VOLUME IN 1973, 1981, 1984/85 AND 1988 .....	222
4.2.3. NEWSPAPERS PROPER: NUMBER AND CIRCULATION BY POLITICAL AFFILIATION IN 1988 AND DISTRIBUTION OF CIRCULATION BY POLITICAL PARTY IN 1946 - 1988 .....	223
4.2.4. NEWSPAPERS: FREQUENCY OF ISSUE, VOLUME AND POLITICAL AFFILIATION IN 1988 AND CIRCULATION IN 1985, 1986 AND 1988 .....	224
4.2.5. LOCAL NEWSPAPERS: FREQUENCY OF ISSUE AND CIRCULATION .....	226
4.2.6. DISTRIBUTION OF NEWSPAPERS BY PROVINCE ACCORDING TO POLITICAL AFFILIATION AND LANGUAGE, AND DISTRIBUTION OF LOCAL PAPERS BY PROVINCE IN 1985 NAD 1988 .	227
4.2.7. GOVERNMENT SUBSIDIES TO NEWSPAPERS AND PERIODICALS IN 1980 - 1990 .....	228
4.2.8. NEWSPAPERS: TURNOVER AND CONTRIBUTION OF SUBSIDIES TO TURNOVER IN 1971 - 1988 1971 - 1988 .....	228
4.2.9. DISCRETIONARY GOVERNMENT SUBSIDIES TO NEWSPAPERS AND PERIODICALS: DISTRIBUTION BY RECIPIENT IN 1981 - 1987 .....	229
4.2.10. PERIODICALS: DATA ON NUMBERS BY FREQUENCY OF ISSUE IN 1938 - 1988 .....	231
4.2.11. PERIODICALS: DATA ON FREQUENCIES OF ISSUE, CIRCULATIONS, VOLUMES AND PUBLISHERS IN 1988 .....	232
4.2.12. NEWSPAPERS, PERIODICALS AND BULK-RATE ITEMS TRANSPORTED BY POST IN 1980 - 1988 .....	234

## LIST OF FIGURES

	Page
FIGURE 1. AREAS COVERED BY THE FINNISH BROADCASTING COMPANY'S TELEVISION SERVICES .....	145
FIGURE 2. AREAS COVERED BY THE FINNISH BROADCASTING COMPANY'S VHF RADIO .....	146
FIGURE 3. PRIVATE LOCAL RADIO STATIONS IN OPERATION AT THE BEGINNING OF 1989 .....	169

## 1. MASS MEDIA: ECONOMIC PERFORMANCE AND USE

## 1. TURNOVER OF MASS MEDIA, 1985 - 1988

	Turnover			
	1985	1986	1987 <sup>1)</sup>	1988
	FIM million			
Newspapers .....	3 200	3 360	3 627	4 070
Local papers .....	600	540	376	419
Free-distribution papers .....	280	310	383	424
Periodicals .....	1 650	1 700	2 240	2 400
Book publishing .....	1 550	1 600	1 770	1 805
Printed advertising material .....	1 000	1 150	1 200	1 400
<b>Print media, total .....</b>	<b>8 280</b>	<b>8 660</b>	<b>9 596</b>	<b>10 518</b>
Broadcasting .....	1 389	1 630	1 583	1 660
Local radio .....	9	40	75	129
Cable television .....	44	55	161	224
Phonograms .....	490	480	530	550
Videograms .....	190	250	250	250
Cinemas .....	170	157	136	152
Telemedia .....	2	4	6	12
<b>Electronic media, total .....</b>	<b>2 294</b>	<b>2 616</b>	<b>2 741</b>	<b>2 977</b>
<b>Mass media, total .....</b>	<b>10 574</b>	<b>11 276</b>	<b>12 337</b>	<b>13 495</b>

1) The method of compiling the statistics was changed as of 1987.  
Several papers were transferred from one category to another.

Source: Graphic Art Laboratory, Technical Research Centre of Finland.

## 1. MASS MEDIA: ECONOMIC PERFORMANCE AND USE

2. ADVERTISING<sup>1)</sup> EXPENDITURE<sup>2)</sup>, 1980 - 1988

	1980	1981	1982	1983	1984	1985	1986	1987 <sup>4)</sup>	1988
	FIM million								
<b>Press advertising<sup>3)</sup>:</b>									
Newspapers .....	1 478	1 809	2 090	2 561	3 058	3 454	3 772	4 128	4 723
- Helsinki .....	424	529	581	701	911	1 033	1 084	1 230	1 429
- Provincial .....	821	991	1 146	1 406	1 606	1 808	1 959	2 222	2 543
- Local .....	148	181	212	277	327	362	387	293	327
- Free-distribution .....	85	108	151	177	214	251	342	383	424
Periodicals .....	296	341	393	464	505	523	535	560	602
- General .....	118	135	146	171	177	174	166	213	217
- Women's .....	53	60	79	79	82	73	71	81	86
- Trade, professional .....	95	114	137	174	202	232	251	216	250
- House organs .....	30	32	31	40	44	44	47	50	49
Press advertising, total .....	1 774	2 150	2 483	3 025	3 563	3 977	4 307	4 688	5 325
<b>Electronic advertising:</b>									
Television .....	275	337	391	457	511	563	605	626	711
Cable television .....	..	..	..	..	8	12	17	17	17
Local radio .....	-	-	-	-	-	9	42	75	136
Electronic advertising, total .....	275	337	391	457	519	584	664	718	864
Trailers .....	4	5	4	4	3	3	3	3	4
Outdoor and transportation advertising .....	42	48	53	65	73	85	89	102	129
Media advertising, total .....	2 095	2 540	2 931	3 551	4 158	4 649	5 063	5 511	6 322
Direct advertising .....	352	446	506	599	719	805	880	957	1 063
Advertising, total .....	2 447	2 986	3 437	4 150	4 877	5 454	5 943	6 468	7 385

Continued

## 1. MASS MEDIA: ECONOMIC PERFORMANCE AND USE

## 2. CONTINUED

	1980	1981	1982	1983	1984	1985	1986	1987 <sup>4)</sup>	1988
	%								
<b>Press advertising<sup>3)</sup>:</b>									
Newspapers .....	60,4	60,6	60,8	61,7	62,7	63,3	63,5	63,8	64,0
- Helsinki .....	17,3	17,7	16,9	16,9	18,7	18,9	18,2	19,0	19,4
- Provincial .....	33,6	33,2	33,3	33,9	32,9	33,1	33,0	34,4	34,4
- Local .....	6,0	6,1	6,2	6,7	6,7	6,6	6,5	4,5	4,4
- Free-distribution .....	3,5	3,6	4,4	4,3	4,4	4,6	5,8	5,9	5,7
Periodicals .....	12,1	11,4	11,4	11,2	10,4	9,6	9,1	8,7	8,2
- General .....	4,8	4,5	4,2	4,1	3,6	3,2	2,8	3,3	2,9
- Women's .....	2,2	2,0	2,3	1,9	1,7	1,3	1,2	1,3	1,2
- Trade, professional .....	3,9	3,8	4,0	4,2	4,1	4,3	4,2	3,3	3,4
- House organs .....	1,2	1,1	0,9	1,0	0,9	0,8	0,8	0,8	0,7
Press advertising, total .....	72,5	72,0	72,2	72,9	73,1	72,9	72,5	72,5	72,1
<b>Electronic advertising:</b>									
Television .....	11,2	11,3	11,4	11,0	10,5	10,3	10,2	9,7	9,6
Cable television .....	..	..	..	..	0,2	0,2	0,3	0,3	0,2
Local radio .....	-	-	-	-	-	0,2	0,7	1,2	1,8
Electronic advertising, total .....	11,2	11,3	11,4	11,0	10,7	10,7	11,2	11,1	11,7
Trailers .....	0,2	0,2	0,1	0,1	0,1	0,1	0,1	0,0	0,1
Outdoor and transportation advertising .....	1,7	1,6	1,5	1,6	1,5	1,6	1,5	1,6	1,7
Media advertising, total .....	85,6	85,1	85,3	85,6	85,3	85,2	85,2	85,2	85,6
Direct advertising .....	14,4	14,9	14,7	14,4	14,7	14,8	14,8	14,8	14,4
Advertising, total .....	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0

1) Advertising covers media advertising and direct advertising by post.

2) Advertising expenditure covers the advertising expenditures of enterprises and corporations. The expenditures consist of the production costs of advertising (i.e. planning of advertising and preparation of advertising material) and of charges for office space, time and postage.

3) The figures do not include classified advertising. In 1988, the value of classified advertising was FIM 873 million.

4) In 1987 several papers were transferred from one category to another, making comparison with the figures for 1980 - 1986 problematic.

Source: Advertising Expenditure in Finland 1988; Suomen Gallup Oy

## 1. MASS MEDIA: ECONOMIC PERFORMANCE AND USE

3. ADVERTISING EXPENDITURE AS A PROPORTION OF GROSS DOMESTIC PRODUCT IN 1953 - 1988<sup>1)</sup>

Year	GDP <sup>2)</sup>	Media advertising	As a proportion of GDP	All advertising	As a proportion of GDP
	FIM million		%	FIM million	%
1953 .....	8 074	31	0,38	35	0,43
1960 .....	16 038	107	0,67	129	0,80
1970 .....	44 858	264	0,59	314	0,70
1975 .....	101 882	789	0,77	934	0,92
1980 .....	192 556	2 095	1,09	2 447	1,27
1981 .....	218 455	2 540	1,16	2 986	1,37
1982 .....	245 172	2 931	1,19	3 437	1,40
1983 .....	274 436	3 551	1,29	4 150	1,51
1984 .....	308 314	4 158	1,35	4 877	1,58
1985 .....	337 581	4 649	1,38	5 454	1,77
1986 <sup>3)</sup> .....	358 125	5 063	1,41	5 943	1,66
1987 .....	386 329	5 511	1,43	6 468	1,67
1988 .....	439 963 <sup>4)</sup>	6 322 <sup>5)</sup>	1,40	7 385 <sup>6)</sup>	1,70

1) The method of compiling the statistics was altered in 1986. The data for 1953 - 1985 have been corrected to agree with the new definition of advertising. Compared with previous issues of the statistics, the data do not include classified advertising, i.e. public and private announcements, advertisements for public sector vacancies, notices, or advertisements consisting only of a few lines. Also excluded are directories and sales promotion, including sales promotion programmes, fairs and exhibitions, point-of-sale advertising and sponsoring.

2) Gross domestic product at market prices.

3) In 1986, the total of advertising expenditure was FIM 5.9 billion, or 1.66 per cent of GDP according to the new definition. The items excluded amounted to FIM 1.6 billion, or 0.45 per cent of GDP.

4) Preliminary data.

5) FIM 1,276 per head.

6) FIM, 1,491 per head.

Source: Advertising Expenditure in Finland 1987, 1988; Suomen Gallup Oy

## 1. MASS MEDIA: ECONOMIC PERFORMANCE AND USE

## 4. COPYRIGHT FEES COLLECTED FROM MASS MEDIA IN 1985 - 1988

Copyright organisation <sup>1)</sup> Basis of payment	1985	1986	1987	1988
	FIM million			
KOPIOSTO:				
Retransmission of broadcasts .....	-	-	2,4	1,9
Distribution of recorded radio and TV programmes .....	1,2	1,3	1,3	1,6
GRAMEX:				
Finnish performances .....	10,1	18,5	9,9	11,8
TEOSTO:				
Compensation for recordings				
Phonograms .....	17,5	14,5	17,0	16,3
Films, videograms .....	1,1	1,1	1,6	1,6
Local radio advertisements .....	0	0	0,1	0,2
Radio, TV and cable TV companies .....	0,6	0,7	0,8	0,9
BLANK CASSETTE LEVIES .....	26,6	43,0	42,8	56,5

1) Teosto is the copyright office of composers; Gramex is the copyright society of performing artists and phonogram producers; and Kopiosto handles matters related to reprographic, videographic and retransmission rights.

Source: Annual reports of Teosto, Gramex and Kopiosto.

## 1. MASS MEDIA: ECONOMIC PERFORMANCE AND USE

## 5. SELECTED MEDIA WORKERS BY STATUS IN EMPLOYMENT AND BY SEX IN 1980 AND 1985

Occupation	Economically active population			Status in employment 1985								
	1980	1985	Change % 1980-85	Employers		Own-account workers		Employees		Family workers		
				Total	%	Total	%	Total	%	Total	%	%
<b>Artistic work</b>												
Writers, critics .....	316	460	45,6	8	1,7	324	70,4	115	25,0	13	2,8	100
Men .....	180	265	47,2	5	1,9	192	72,5	65	24,5	3	1,1	100
Women .....	136	195	43,4	3	1,5	132	67,7	50	25,6	10	5,1	100
Theatre and film directors, general managers .....	251	378	50,6	18	4,8	55	14,6	302	79,9	3	0,8	100
Men .....	182	259	42,3	15	5,8	33	12,7	211	81,5	0	0,0	100
Women .....	69	119	72,5	3	2,5	22	18,5	91	76,5	3	2,5	100
Photographers, cameramen .....	1635	2004	22,6	184	9,2	501	25,0	1255	62,6	64	3,2	100
Men .....	1173	1497	27,6	142	9,5	385	25,7	957	63,9	13	0,9	100
Women .....	462	507	9,7	42	8,3	116	22,9	298	58,8	51	10,1	100
<b>Editorial work</b>												
Newspaper editors, book editors .....	4544	6202	36,5	48	0,8	461	7,4	5674	91,5	19	0,3	100
Men .....	2612	3426	31,2	35	1,0	255	7,4	3132	91,4	4	0,1	100
Women .....	1932	2776	43,7	13	0,5	206	7,4	2542	91,6	15	0,5	100
Radio and TV cont. and script editors and directors .....	1032	1329	28,8	6	0,5	21	1,6	1302	98,0	0	0,0	100
Men .....	600	736	22,7	5	0,7	15	2,0	716	97,3	0	0,0	100
Women .....	432	593	37,3	1	0,2	6	1,0	586	98,8	0	0,0	100
<b>Library, archival and museum work</b>												
Librarians, archivists, museum workers .....	2838	3810	34,2		0,0	4	0,1	3802	99,8	4	0,1	100
Men .....	485	605	24,7		0,0	1	0,2	604	99,8	0	0,0	100
Women .....	2353	3205	36,2		0,0	3	0,1	3198	99,8	4	0,1	100
Other library, archival and museum workers .....	4074	4827	18,5		0,0	2	0,0	4823	99,9	2	0,0	100
Men .....	480	606	26,3		0,0		0,0	605	99,8	1	0,2	100
Women .....	3594	4221	17,4		0,0	2	0,0	4218	99,9	1	0,0	100
<b>Technical and industrial work and crafts related to culture and mass media</b>												
Radio and TV studio and sound-recording equipment operators .....	780	1078	38,2	10	0,9	45	4,2	1019	94,5	4	0,4	100
Men .....	608	864	42,1	10	1,2	42	4,9	811	93,9	1	0,1	100
Women .....	172	214	24,4		0,0	3	1,4	208	97,2	3	1,4	100
Other radio and TV transmitting equipment operators and cinema projectionists .....	130	120	-7,7	2	1,7	6	5,0	111	92,5	1	0,8	100
Men .....	109	101	-7,3	2	2,0	5	5,0	94	93,1	0	0,0	100
Women .....	21	19	-9,5		0,0	1	5,3	17	89,5	1	5,3	100
<b>Printing</b>												
Compositors, type-setters .....	4653	7987	71,7	43	0,5	82	1,0	7846	98,2	16	0,2	100
Men .....	2948	3978	34,9	34	0,9	58	1,5	3882	97,6	4	0,1	100
Women .....	1705	4009	135,1	9	0,2	24	0,6	3964	98,9	12	0,3	100
Printing pressmen .....	5430	5078	-6,5	30	0,6	79	1,6	4958	97,6	11	0,2	100
Men .....	4357	4298	-1,4	30	0,6	73	1,7	4189	97,5	6	0,1	100
Women .....	1073	780	-27,4	0	0,0	6	0,8	769	98,6	5	0,6	100
Copiers .....	1978	1936	-2,1	16	0,8	28	1,4	1885	97,4	7	0,4	100
Men .....	1319	1252	-1,4	12	1,0	22	1,8	1216	97,1	2	0,2	100
Women .....	659	684	3,7	4	0,6	6	0,9	669	97,8	5	0,7	100
Bookbinders .....	2835	2714	-4,3	13	0,5	26	1,0	2641	97,3	34	1,3	100
Men .....	897	881	-1,8	8	0,9	21	2,4	851	96,6	1	0,1	100
Women .....	1938	1833	-5,5	5	0,3	5	0,3	1790	97,7	33	1,8	100
Other printing industry occupations .....	2258	2303	2,0	47	2,0	75	3,3	2160	93,8	21	0,9	100
Men .....	1181	1146	-3,0	45	3,9	62	5,4	1031	90,0	8	0,7	100
Women .....	1077	1157	7,4	2	0,2	13	1,1	1129	97,6	13	1,1	100

Continued

## 1. MASS MEDIA: ECONOMIC PERFORMANCE AND USE

## 5. CONTINUED

Occupation	Economically active population			Status in employment 1985								
				Employers		Own-account workers		Employees		Family workers		
	1980	1985	Change % 1980-85	Total	%	Total	%	Total	%	Total	%	%
Advertising work												
Advertising managers .....	1295	2540	96,1	47	1,9	108	4,3	2371	93,3	14	0,6	100
Men .....	899	1544	71,7	41	2,7	91	5,9	1408	91,2	4	0,3	100
Women .....	396	996	151,5	6	0,6	17	1,7	963	96,7	10	1,0	100
Commercial artists .....	1109	1657	49,4	20	1,2	182	11,0	1441	87,0	14	0,8	100
Men .....	655	850	29,8	16	1,9	118	13,9	710	83,5	6	0,7	100
Women .....	454	807	77,8	4	0,5	64	7,9	731	90,6	8	1,0	100
Advertising copywriters .....	863	1253	45,2	12	1,0	35	2,8	1203	96,0	3	0,2	100
Men .....	358	441	23,2	6	1,4	20	4,5	415	94,1	0	0,0	100
Women .....	505	812	60,8	6	0,7	15	1,8	788	97,0	3	0,4	100
Mass media workers .....	36021	45676	26,8	504	1,1	2034	4,5	42908	93,9	230	0,5	100
Men .....	19043	22749	19,4	406	1,8	1393	6,1	20897	91,9	53	0,2	100
Women .....	16978	22927	35,0	98	0,4	641	2,8	22011	96,0	177	0,8	100
Employed labour force												
Total .....	2222139	2276887	2,5	50358	2,2	178354	7,8	1956136	85,9	91973	4,0	100
Men .....	1187343	1186869	-0,0	39159	3,3	138230	11,6	991736	83,6	17708	1,5	100
Women .....	1034796	1090018	5,3	11199	1,0	40124	3,7	964400	88,5	74265	6,8	100
Mass media workers												
% of total employed labour force .....			2,0		1,0		1,1		2,2		0,3	
Men .....			1,9		1,0		1,0		2,1		0,3	
Women .....			2,1		0,9		1,6		2,3		0,2	

Source: Mirja Liikanen, Kulttuurin ja joukkoviestinnän ammateissa toimivat (Culture and mass media workers) 1970, 1980 ja 1985, Central Statistical Office of Finland 1988

## 1. MASS MEDIA: ECONOMIC PERFORMANCE AND USE

## 6. HOUSEHOLD CONSUMPTION EXPENDITURE ON MASS MEDIA AND ITS PROPORTION IN CONSUMPTION EXPENDITURE BY SOCIO-ECONOMIC STATUS OF HEAD OF HOUSEHOLD IN 1985

Socio-economic status of head of household	All households		Farmers on own account		Other own-account workers		Upper-level salaried employees				Lower-level salaried employees			
	Consumption expenditure						First university degree	Professional education qualification	Vocational education qualification	Other lower-level salaried employees				
Number of households	2 045 176		118 472		97 996		74 335		167 508		226 987		159 184	
Average number of persons in household	2,36		3,44		3,04		3,03		2,75		2,42		2,21	
	mk	%	mk	%	mk	%	mk	%	mk	%	mk	%	mk	%
TV set (black-and-white)	23	0,6	25	0,7	9	0,2	8	0,1	26	0,5	25	0,6	13	0,3
Colour TV set	401	11,2	276	7,4	494	11,0	625	10,0	365	7,3	571	13,4	543	13,4
Radio and amplifier	105	2,9	166	4,5	204	4,5	137	2,2	134	2,7	90	2,1	86	2,1
Television licence	499	13,9	504	13,5	537	11,9	527	8,4	542	10,8	516	12,1	529	13,0
Cable television charges	7	0,2		0,0		0,0	40	0,6		0,0	3	0,1	7	0,2
Radio repairs and spare parts	7	0,2	5	0,1	5	0,1		0,0	1	0,0	7	0,2	14	0,3
Television repairs and spare parts	24	0,7	20	0,5	15	0,3	14	0,2	37	0,7	14	0,3		0,0
Sales of radios, TV sets, etc.	-66	-1,8	-48	-1,3	-104	-2,3	-28	-0,4	-102	-2,0	-60	-1,4	-62	-1,5
Electronic media, total	1000	27,9	948	25,4	1160	25,8	1323	21,2	1003	20,0	1166	27,4	1130	27,9
Record player, CD player	19	0,5	8	0,2	45	1,0	38	0,6		0,0	37	0,9	29	0,7
Tape recorder, cassette player	43	1,2	49	1,3	38	0,8	64	1,0	60	1,2	41	1,0	63	1,6
Radio cassette recorder, etc.	62	1,7	87	2,3	85	1,9	117	1,9	76	1,5	68	1,6	52	1,3
Stereo set	221	6,2	150	4,0	225	5,0	415	6,6	318	6,3	240	5,6	192	4,7
Loudspeakers	26	0,7	7	0,2	13	0,3	24	0,4	53	1,1	26	0,6	28	0,7
Video cassette recorder	271	7,6	172	4,6	514	11,4	416	6,7	408	8,1	325	7,6	385	9,5
Rent for video and TV equipment	12	0,3	5	0,1	32	0,7	21	0,3	12	0,2	12	0,3	3	0,1
Rent for videotaped films	39	1,1	44	1,2	98	2,2	56	0,9	35	0,7	31	0,7	55	1,4
Records	53	1,5	28	0,8	57	1,3	140	2,2	120	2,4	81	1,9	52	1,3
Prerecorded cassettes, tapes	40	1,1	41	1,1	66	1,5	41	0,7	58	1,2	45	1,1	55	1,4
Blank cassettes, tapes	27	0,8	26	0,7	33	0,7	40	0,6	50	1,0	59	1,4	23	0,6
Blank video cassettes	37	1,0	48	1,3	51	1,1	91	1,5	50	1,0	55	1,3	63	1,6
Cinema, film clubs	73	2,0	70	1,9	120	2,7	133	2,1	123	2,4	131	3,1	94	2,3
Recorded media, total	923	25,8	735	19,7	1377	30,6	1596	25,5	1363	27,1	1151	27,1	1094	27,0
Textbooks, nonfiction	181	5,0	246	6,6	241	5,4	537	8,6	373	7,4	252	5,9	203	5,0
Novels, short stories, poetry	129	3,6	84	2,3	134	3,0	291	4,7	258	5,1	199	4,7	217	5,4
Series of books	182	5,1	262	7,0	228	5,1	491	7,9	361	7,2	254	6,0	241	5,9
Books for children, adolescents	26	0,7	11	0,3	25	0,6	124	2,0	76	1,5	24	0,6	22	0,5
Books, total	518	14,5	603	16,2	628	14,0	1443	23,1	1068	21,2	729	17,1	683	16,8
Newspapers, subscriptions	536	15,0	737	19,8	589	13,1	883	14,1	650	12,9	542	12,7	498	12,3
Newspapers, single copies	69	1,9	15	0,4	102	2,3	80	1,3	141	2,8	90	2,1	95	2,3
Periodicals, subscriptions	373	10,4	539	14,5	398	8,9	626	10,0	524	10,4	377	8,9	377	9,3
Periodicals, single copies	86	2,4	63	1,7	122	2,7	130	2,1	131	2,6	97	2,3	102	2,5
Comic books, subscriptions	40	1,1	47	1,3	72	1,6	69	1,1	56	1,1	56	1,3	47	1,2
Comic books, single copies	9	0,3	11	0,3	15	0,3	19	0,3	14	0,3	17	0,4	7	0,2
Almanacs, calendars, albums, globes, etc.	31	0,9	30	0,8	34	0,8	81	1,3	77	1,5	26	0,6	21	0,5
Newspapers, periodicals, printed matter, total	1144	32,0	1442	38,7	1332	29,6	1888	30,2	1593	31,7	1205	28,3	1147	28,3
Consumption expenditure on mass media, total	3585	100	3728	100	4497	100	6250	100	5027	100	4054	100	4054	100
Total consumption expenditure	73974		82498		99323		127592		107032		77959		77959	
Expenditure on mass media as % of consumptions	4,8		4,5		4,5		4,9		4,7		5,2		5,2	

Source: Household Survey 1985, Central Statistical Office of Finland

Agricultural and forestry workers		Manufacturing and construction industry workers		Service sector workers		Employment pension recipients		Persons living on national pension benefits or social assistance grants		Other economically inactive persons		Socio-economic status of head of household	
												Consumption expenditure	
19 503		324 140		206 168		317 734		231 161		64 025		Number of households	
2,98		2,91		2,69		1,58		1,78		1,30		Average number of persons in household	
mk	%	mk	%	mk	%	mk	%	mk	%	mk	%		
10	0,2	38	1,0	15	0,4	26	1,2	22	1,3	29	1,3	TV set (black-and-white)	
487	11,9	491	12,5	374	9,4	262	11,7	266	15,3	219	9,5	Colour TV set	
100	2,4	159	4,0	117	2,9	46	2,1	58	3,3	23	1,0	Radio and amplifier	
503	12,3	537	13,6	530	13,3	494	22,1	392	22,5	349	15,2	Television licence	
	0,0	29	0,7		0,0		0,0		0,0		0,0	Cable television charges	
46	1,1	18	0,5	4	0,1	0	0,0	0	0,0		0,0	Radio repairs and spare parts	
34	0,8	26	0,7	51	1,3	45	2,0	1	0,1	11	0,5	Television repairs and spare parts	
-107	-2,6	-153	-3,9	-70	-1,8	-9	-0,4	-27	-1,6	-16	-0,7	Sales of radios, TV sets, etc.	
1073	26,3	1145	29,1	1021	25,7	864	38,6	712	40,9	615	26,7	Electronic media, total	
105	2,6	20	0,5	2	0,1	11	0,5	2	0,1		0,0	Record player, CD player	
50	1,2	66	1,7	38	1,0	21	0,9	15	0,9	38	1,7	Tape recorder, cassette player	
140	3,4	81	2,1	70	1,8	29	1,3	18	1,0	23	1,0	Radio cassette recorder, etc.	
516	2,6	364	9,2	454	11,4	11	0,5	19	1,1	0	0,0	Stereo set	
116	2,8	28	0,7	14	0,4	0	0,0	0	0,0	240	10,4	Loudspeakers	
485	11,9	397	10,1	484	12,2	13	0,6	13	0,7	77	3,3	Video cassette recorder	
7	0,2	25	0,6	18	0,5	5	0,2	1	0,1	0	0,0	Rent for video and TV equipment	
22	0,5	57	1,4	67	1,7	3	0,1	2	0,1	50	2,2	Rent for videotaped films	
16	0,4	65	1,7	69	1,7	8	0,4	4	0,2	5	0,2	Records	
24	0,6	42	1,1	50	1,3	8	0,4	38	2,2	52	2,3	Prerecorded cassettes, tapes	
30	0,7	23	0,6	28	0,7	8	0,4	2	0,1	27	1,2	Blank cassettes, tapes	
6	0,1	51	1,3	46	1,2	2	0,1	1	0,1	14	0,6	Blank video cassettes	
59	1,4	58	1,5	64	1,6	13	0,6	6	0,3	171	7,4	Cinema, film clubs	
1576	38,6	1277	32,4	1404	35,3	132	5,9	121	7,0	697	30,3	Recorded media, total	
57	1,4	138	3,5	140	3,5	64	2,9	58	3,3	150	6,5	Textbooks, nonfiction	
44	1,1	84	2,1	99	2,5	74	3,3	59	3,4	69	3,0	Novels, short stories, poetry	
289	7,1	115	2,9	244	6,1	34	1,5	35	2,0	157	6,8	Series of books	
20	0,5	31	0,8	26	0,7	1	0,0	6	0,3	1	0,0	Books for children, adolescents	
410	10,0	368	9,4	509	12,8	173	7,7	158	9,1	377	16,4	Books, total	
456	11,2	485	12,3	454	11,4	584	26,1	446	25,6	236	10,3	Newspapers, subscriptions	
27	0,7	80	2,0	73	1,8	46	2,1	21	1,2	62	2,7	Newspapers, single copies	
359	8,8	372	9,5	342	8,6	361	16,1	223	12,8	210	9,1	Periodicals, subscriptions	
70	1,7	107	2,7	86	2,2	54	2,4	40	2,3	75	3,3	Periodicals, single copies	
64	1,6	60	1,5	44	1,1	3	0,1	3	0,2	14	0,6	Comic books, subscriptions	
14	0,3	10	0,3	13	0,3	1	0,8	1	0,1	2	0,1	Comic books, single copies	
33	0,8	32	0,8	30	0,8	19	0,8	14	0,8	14	0,6	Almanacs, calendars, albums, globes, etc.	
1023	25,1	1146	29,1	1042	26,2	1068	47,7	748	43,0	613	26,6	Newspapers, periodicals, printed matter, total	
4082	100	3936	100	3976	100	2237	100	1739	100	2302	100	Consumption expenditure on mass media, total	
74520		83685		77870		49088		35241		43007		Total consumption expenditure	
5,5		4,7		5,1		4,6		4,9		5,4		Expenditure on mass media as % of consumptions	

## 1. MASS MEDIA: ECONOMIC PERFORMANCE AND USE

## 7. TIME USED ON MEDIA BY POPULATION AGED 10 - 64 YEARS BY AGE GROUP IN 1979 AND 1987

1979	Men, total	Women, total	Age						
			10-24		25-44		45-64		
			Men	Women	Men	Women	Men	Women	
Activity	h.min per day								
Cinema .....	0.02	0.01	0.04	0.02	0.02	0.01	0.00	0.00	0.00
Radio listening .....	0.10	0.06	0.07	0.07	0.07	0.03	0.17	0.11	0.11
TV viewing .....	1.27	1.10	1.27	1.27	1.23	1.04	1.35	1.15	1.15
Records, cassettes .....	0.03	0.02	0.08	0.05	0.02	0.01	0.01	0.00	0.00
Viewing and listening, total ..	1.42	1.19	1.46	1.41	1.34	1.09	1.53	1.26	1.26
Newspapers .....	0.17	0.13	0.09	0.07	0.18	0.13	0.26	0.17	0.17
Periodicals .....	0.08	0.08	0.12	0.09	0.05	0.07	0.07	0.09	0.09
Books .....	0.13	0.15	0.15	0.22	0.13	0.11	0.09	0.11	0.11
Unspecified reading .....	0.14	0.10	0.13	0.09	0.12	0.08	0.17	0.13	0.13
Reading, total .....	0.51	0.45	0.48	0.47	0.48	0.39	0.59	0.50	0.50
Libraries .....	0.01	0.01	0.02	0.02	0.01	0.01	0.00	0.00	0.00
Media, total .....	2.34	2.05	2.36	2.34	2.23	1.49	2.52	2.16	2.16
Leisure time, total .....	6.01	5.19	6.28	5.53	5.26	4.40	6.17	5.34	5.34
% taken up by media .....	42,7 %	39,2 %	40,2 %	43,6 %	43,9 %	38,9 %	46,9 %	40,7 %	40,7 %
Gainful employment .....	4.17	3.06	1.54	1.27	5.54	4.17	4.39	3.17	3.17
Domestic work .....	1.50	3.39	0.52	1.45	2.07	4.28	2.21	4.24	4.24
Personal needs .....	10.35	10.32	11.02	10.86	10.14	10.19	10.36	10.25	10.25
Studies .....	1.13	1.19	3.29	3.52	0.16	0.14	0.04	0.07	0.07

1987	Men, total	Women, total	Age							
			10-24		25-44		45-64			
			Men	Women	Men	Women	Men	Women		
Activity	h.min per day									
Cinema .....	0.01	0.01	0.00	-	0.02	0.04	0.01	0.01	0.00	0.00
Radio listening .....	0.12	0.08	0.02	0.03	0.05	0.05	0.08	0.04	0.24	0.13
TV viewing .....	1.51	1.31	1.59	1.39	1.50	1.30	1.43	1.23	2.02	1.40
Records, cassettes .....	0.05	0.04	0.09	0.07	0.16	0.12	0.03	0.01	0.01	0.01
Viewing and listening, total ..	2.09	1.44	2.10	1.49	2.13	1.51	1.55	1.29	2.27	1.59
Newspapers .....	0.20	0.16	0.03	0.02	0.09	0.09	0.21	0.14	0.33	0.26
Periodicals .....	0.08	0.07	0.18	0.10	0.11	0.05	0.05	0.07	0.09	0.09
Books .....	0.11	0.18	0.12	0.31	0.10	0.20	0.12	0.15	0.12	0.16
Unspecified reading .....	0.10	0.08	0.08	0.04	0.07	0.06	0.08	0.07	0.14	0.11
Reading, total .....	0.50	0.48	0.42	0.47	0.36	0.39	0.45	0.43	1.08	1.01
Libraries .....	0.01	0.01	0.01	0.03	0.01	0.01	0.01	0.01	0.00	0.01
Media, total .....	3.00	2.33	2.53	2.39	2.50	2.31	2.41	2.13	3.35	3.01
Leisure time, total .....	6.02	5.35	7.09	6.38	6.15	5.51	5.24	4.56	6.32	6.02
% taken up by media .....	49,7 %	45,7 %	40,3 %	39,9 %	45,3 %	43,0 %	49,7 %	44,9 %	54,8 %	50,0 %
Gainful employment .....	4.29	3.17	0.03	0.03	3.07	2.04	5.57	4.25	4.26	3.24
Domestic work .....	2.01	3.35	0.53	1.00	1.13	2.18	2.14	4.19	2.30	4.08
Personal needs .....	10.25	10.21	11.16	10.50	10.48	10.39	10.06	10.04	10.24	10.18
Studies .....	1.01	1.10	4.34	5.01	2.35	3.05	0.17	0.14	0.04	0.05

Source: Time Use Study 1979 and 1987, Central Statistical Office of Finland

## 1. MASS MEDIA: ECONOMIC PERFORMANCE AND USE

## 8. TIME USED ON MEDIA BY POPULATION AGED 10 - 64 YEARS BY SEX IN 1979 AND 1987

Activity	Both sexes				Men				Women			
	Time used		Participation		Time used		Participation		Time used		Participation	
	1979	1987	1979	1987	1979	1987	1979	1987	1979	1987	1979	1987
	h.min		%		h.min		%		h.min		%	
Cinema .....	0.02	0.01	1,4	0,7	0.02	0.01	1,6	0,6	0.01	0.01	1,1	0,8
Radio listening .....	0.08	0.10	17,8	20,1	0.10	0.12	20,4	21,6	0.06	0.08	15,5	18,6
TV viewing .....	1.18	1.41	72,1	81,6	1.27	1.51	74,4	83,8	1.10	1.31	70,0	79,5
Records, cassettes .....	0.03	0.04	5,9	8,5	0.03	0.05	6,7	8,9	0.02	0.04	5,1	8,1
Viewing and listening, total ..	1.31	1.56			1.42	2.09			1.19	1.44		
Newspapers .....	0.15	0.18	48,9	51,5	0.17	0.20	50,1	53,1	0.13	0.16	47,8	49,9
Periodicals .....	0.08	0.08	19,1	18,2	0.08	0.08	17,4	17,2	0.08	0.07	20,8	19,3
Books .....	0.14	0.14	19,3	20,1	0.13	0.11	16,0	14,5	0.15	0.18	22,4	25,8
Unspecified reading .....	0.12	0.09	28,7	25,4	0.14	0.10	31,0	25,9	0.10	0.08	26,5	24,8
Reading, total .....	0.49	0.49			0.52	0.49			0.46	0.49		
Libraries .....	0.01	0.01	2,3	2,4	0.01	0.01	2,1	2,0	0.01	0.01	2,5	2,8
Media, total .....	2.21	2.46			2.35	2.59			2.06	2.34		
Leisure time, total .....	5.39	5.49			6.01	6.02			5.19	5.35		
% taken up by media .....	41,6 %	47,6 %			42,9 %	49,4 %			39,5 %	46,0 %		
Gainful employment .....	3.41	3.53			4.18	4.29			2.33	3.02		
Domestic work .....	2.47	2.47			1.50	2.01			3.39	3.35		
Personal needs .....	10.34	10.23			10.35	10.25			10.33	10.21		
Studies .....	1.17	1.05			1.14	1.01			1.20	1.10		

Source: Time Use Study 1979 and 1987, Central Statistical Office of Finland

## 1. MASS MEDIA: ECONOMIC PERFORMANCE AND USE

## 9. TIME USED ON MEDIA BY EMPLOYED POPULATION ACCORDING TO SOCIO-ECONOMIC STATUS IN 1979 AND 1987

MEN														
Activity	Total		Socio-economic status											
			Farmer on own account		Other own-account worker		Upper-level salaried employee		Lower-level salaried employee		Skilled worker		Unskilled worker	
	Participation	Time used	Participation	Time used	Participation	Time used	Participation	Time used	Participation	Time used	Participation	Time used	Participation	Time used
	%	h.min	%	h.min	%	h.min	%	h.min	%	h.min	%	h.min	%	h.min
1979														
Cinema .....	1,4	0.02	0,9	0.01	1,3	0.02	0,9	0.02	1,1	0.01	1,5	0.02	3,1	0.04
Radio listening .....	17,4	0.07	25,8	0.11	12,8	0.05	12,1	0.04	17,6	0.07	16,9	0.07	20,3	0.10
TV viewing .....	73,6	1.23	76,4	1.12	76,0	1.19	66,3	1.06	71,7	1.22	75,1	1.30	75,3	1.37
Records, cassettes ...	4,0	0.02	2,0	0.01	2,7	0.01	4,4	0.02	3,5	0.02	4,3	0.02	7,3	0.03
Viewing and listening, total .....		1.34		1.25		1.27		1.14		1.32		1.41		1.54
Newspapers .....	54,1	0.18	44,0	0.16	55,3	0.19	65,5	0.25	58,9	0.20	51,4	0.16	53,2	0.14
Periodicals .....	13,8	0.06	13,5	0.05	15,3	0.07	16,3	0.07	14,5	0.06	12,5	0.05	15,3	0.06
Books .....	14,3	0.11	9,1	0.06	10,3	0.07	16,1	0.15	19,6	0.12	13,1	0.10	16,5	0.15
Unspecified reading ..	31,1	0.13	39,9	0.16	28,2	0.11	31,4	0.14	32,5	0.13	29,7	0.12	24,1	0.15
Reading, total .....		0.48		0.43		0.44		1.01		0.51		0.43		0.50
Libraries .....	1,4	0.01	0,4	0.00	0,4	0.00	2,6	0.01	1,7	0.01	1,3	0.00	2,0	0.01
Media, total .....		2.23		2.08		2.11		2.16		2.24		2.24		2.45
Leisure time, total ..		5.22		4.28		5.02		5.37		5.27		5.23		6.15
% taken up by media ..		44,4 %		47,8 %		43,4 %		40,4 %		44,0 %		44,6 %		44,0 %
Gainful employment ...		6.18		7.20		6.55		6.09		5.16		6.09		5.21
Domestic work .....		1.56		1.42		1.37		1.53		1.56		2.05		1.35
Personal needs .....		10.16		10.21		10.22		10.06		10.09		10.16		10.42
Studies .....		0.06		0.06		0.01		0.14		0.08		0.04		0.06
1987														
Activity	Total		Socio-economic status											
			Farmer on own account		Other own-account worker		Upper-level salaried employee		Lower-level salaried employee		Wage earner			
	Participation	Time used	Participation	Time used	Participation	Time used	Participation	Time used	Participation	Time used	Participation	Time used		
	%	h.min	%	h.min	%	h.min	%	h.min	%	h.min	%	h.min		
Cinema .....	0,5	0.01	-	-	-	-	1,1	0.01	0,3	0.00	0,6	0.01		
Radio listening .....	18,9	0.08	25,5	0.12	10,6	0.03	19,9	0.06	18,6	0.07	19,1	0.09		
TV viewing .....	83,5	1.43	79,2	1.30	64,7	1.11	83,9	1.33	84,7	1.44	85,6	1.51		
Records, cassettes ...	5,4	0.03	3,2	0.01	4,4	0.02	6,1	0.03	3,6	0.02	6,8	0.04		
Viewing and listening, total .....		1.55		1.43		1.16		1.43		1.53		2.05		
Newspapers .....	56,1	0.20	51,2	0.21	52,9	0.21	66,4	0.31	59,2	0.22	54,2	0.17		
Periodicals .....	13,6	0.06	13,2	0.06	9,8	0.05	20,5	0.08	15,1	0.08	12,1	0.05		
Books .....	13,4	0.10	4,8	0.04	12,6	0.10	21,1	0.15	14,6	0.11	12,9	0.09		
Unspecified reading ..	26,0	0.10	32,6	0.15	24,4	0.08	34,0	0.13	29,3	0.11	22,4	0.08		
Reading, total .....		0.46		0.46		0.44		1.07		0.52		0.39		
Libraries .....	1,5	0.00	0,7	0.00	0,8	0.00	3,1	0.01	1,6	0.00	1,2	0.00		
Media, total .....		2.42		2.49		2.00		2.51		2.45		2.44		
Leisure time, total ..		5.17		4.52		4.47		5.30		5.20		5.19		
% taken up by media ..		51,1 %		57,9 %		41,8 %		51,8 %		51,6 %		51,4 %		
Gainful employment ...		6.30		7.08		7.13		6.10		6.04		6.32		
Domestic work .....		2.00		1.36		1.50		2.10		2.17		1.58		
Personal needs .....		10.07		10.16		10.03		10.02		10.08		10.07		
Studies .....		0.05		0.00		0.05		0.08		0.10		0.02		

Continued

## 1. MASS MEDIA: ECONOMIC PERFORMANCE AND USE

## 9. CONTINUED

WOMEN														
Activity	Total		Socio-economic status											
			Farmer on own account		Other own-account worker		Upper-level salaried employee		Lower-level salaried employee		Skilled worker		Unskilled worker	
	Participation	Time used	Participation	Time used	Participation	Time used	Participation	Time used	Participation	Time used	Participation	Time used	Participation	Time used
	%	h.min	%	h.min	%	h.min	%	h.min	%	h.min	%	h.min	%	h.min
1979														
Cinema .....	1,0	0.01	-	-	0,7	0.01	1,1	0.01	1,4	0.02	0,8	0.01	0,4	0.01
Radio listening .....	12,5	0.04	20,4	0.08	11,3	0.03	13,3	0.03	10,5	0.03	13,1	0.05	12,3	0.05
TV viewing .....	68,8	1.04	72,5	0.57	71,7	1.10	55,6	0.41	69,3	1.06	70,7	1.09	69,1	1.05
Records, cassettes ...	2,5	0.01	1,1	0.00	2,0	0.01	4,1	0.01	2,9	0.01	2,1	0.01	2,2	0.01
Viewing and listening, total .....		1.10		1.05		1.15		0.46		1.12		1.16		1.12
Newspapers .....	51,3	0.13	44,4	0.12	52,6	0.13	58,3	0.18	51,0	0.13	51,6	0.13	51,9	0.11
Periodicals .....	19,6	0.07	18,4	0.07	23,5	0.09	21,2	0.07	19,6	0.07	19,6	0.08	18,6	0.08
Books .....	19,1	0.12	10,4	0.05	18,6	0.12	27,5	0.15	20,6	0.13	17,7	0.11	17,3	0.10
Unspecified reading ..	26,1	0.09	37,5	0.13	21,7	0.09	33,3	0.13	23,6	0.08	23,2	0.08	28,0	0.09
Reading, total .....		0.41		0.37		0.43		0.53		0.41		0.40		0.38
Libraries .....	1,6	0.01	0,9	0.00	0,8	0.00	3,3	0.01	1,7	0.01	1,5	0.00	0,8	0.00
Media, total .....		1.52		1.42		1.58		1.40		1.54		1.56		1.50
Leisure time, total ..		4.36		3.58		4.43		4.37		4.38		4.37		4.51
% taken up by media ..		40,6 %		42,9 %		41,7 %		36,1 %		41,0 %		41,9 %		37,8 %
Gainful employment ...		5.11		4.44		4.47		5.43		5.15		5.19		4.51
Domestic work .....		3.47		5.11		3.52		3.20		3.37		3.42		3.45
Personal needs .....		10.15		10.02		10.18		10.04		10.17		10.13		10.26
Studies .....		0.09		0.04		0.20		0.18		0.10		0.06		0.05
1987														
Activity	Total		Socio-economic status											
			Farmer on own account		Other own-account worker		Upper-level salaried employee		Lower-level salaried employee		Wage earner			
	Participation	Time used	Participation	Time used	Participation	Time used	Participation	Time used	Participation	Time used	Participation	Time used		
	%	h.min	%	h.min	%	h.min	%	h.min	%	h.min	%	h.min		
Cinema .....	0,6	0.01	-	-	-	-	-	-	1,2	0.01	-	-		
Radio listening .....	15,9	0.07	25,2	0.12	12,2	0.02	13,0	0.06	14,5	0.06	18,5	0.08		
TV viewing .....	78,8	1.22	80,1	1.12	77,6	1.17	77,0	1.01	77,6	1.24	82,1	1.31		
Records, cassettes ...	4,1	0.02	2,0	0.00	-	-	6,3	0.03	4,1	0.02	4,8	0.02		
Viewing and listening, total .....		1.32		1.24		1.19		1.10		1.33		1.41		
Newspapers .....	53,1	0.16	60,6	0.18	49,6	0.14	54,4	0.21	53,3	0.17	51,0	0.14		
Periodicals .....	16,7	0.06	18,9	0.06	19,8	0.06	18,9	0.07	17,4	0.07	12,6	0.05		
Books .....	22,3	0.15	13,4	0.08	21,7	0.11	25,5	0.18	25,6	0.18	16,7	0.12		
Unspecified reading ..	24,6	0.07	32,1	0.11	16,9	0.04	24,3	0.07	25,5	0.07	22,9	0.07		
Reading, total .....		0.44		0.43		0.35		0.53		0.49		0.38		
Libraries .....	2,0	0.01	-	-	-	-	2,9	0.01	2,8	0.01	1,0	0.00		
Media, total .....		2.17		2.07		1.54		2.04		2.23		2.19		
Leisure time, total ..		4.53		4.17		4.08		4.55		5.01		4.55		
% taken up by media ..		46,8 %		49,4 %		46,0 %		42,0 %		47,5 %		47,1 %		
Gainful employment ...		5.18		5.04		5.30		5.46		5.00		5.41		
Domestic work .....		3.36		4.46		4.06		3.22		3.31		3.29		
Personal needs .....		10.02		9.53		10.02		9.49		10.15		9.46		
Studies .....		0.07		-		0.05		0.08		0.10		0.04		

1) Skilled worker  
2) Unskilled worker

Source: Time Use Study 1979 and 1987, Central Statistical Office of Finland

## 1. MASS MEDIA: ECONOMIC PERFORMANCE AND USE

## 10. TIME USED ON MEDIA BY POPULATION AGED 10-64 YEARS BY STAGE OF FAMILY LIFE CYCLE AND NUMBER OF CHILDREN IN 1979 AND 1987

Activity	MEN Total		Stage of family life cycle									
			Single person living with parents		Other single person, no children		Single parent with children		Married/cohabiting, no children		Married/cohabiting with children	
	Participation	Time used	Participation	Time used	Participation	Time used	Participation	Time used	Participation	Time used	Participation	Time used
	%	h.min per day	%	h.min per day	%	h.min per day	%	h.min per day	%	h.min per day	%	h.min per day
1979												
Cinema .....	1,6	0.02	3,4	0.04	2,9	0.03	..	..	0,6	0.01	0,4	0.01
Radio listening .....	20,4	0.10	20,7	0.09	32,7	0.23	..	..	26,8	0.14	13,3	0.05
TV viewing .....	74,4	1.27	74,7	1.28	60,8	1.12	..	..	78,2	1.38	75,2	1.23
Records, cassettes .....	6,7	0.03	13,6	0.07	6,1	0.03	..	..	3,7	0.02	2,9	0.01
Viewing and listening, total ..		1.42		1.48		1.41		..		1.55		1.30
Newspapers .....	50,1	0.17	36,9	0.10	48,2	0.21	..	..	60,3	0.24	55,4	0.18
Periodicals .....	17,4	0.08	24,9	0.13	13,3	0.07	..	..	15,5	0.07	13,4	0.05
Books .....	16,0	0.13	19,9	0.16	14,8	0.16	..	..	15,7	0.12	13,5	0.10
Unspecified reading .....	31,0	0.14	29,3	0.13	28,1	0.16	..	..	32,9	0.16	32,1	0.13
Reading, total .....		0.51	74,0	0.51	74,6	0.59	..	..	83,0	0.59	79,3	0.46
Libraries .....	2,1	0.01	3,6	0.02	1,9	0.01	..	..	1,5	0.01	1,2	0.01
Media, total .....		2.34		2.41		2.41		..		2.55		2.17
Leisure time, total .....		6.01		6.41		6.20		..		6.17		5.15
% taken up by media .....		42,7 %		40,1 %		42,4 %		..		46,4 %		43,5 %
Gainful employment .....		4.19		1.59		3.56		..		4.36		6.03
Domestic work .....		1.50		0.59		1.56		..		2.08		2.18
Personal needs .....		10.35		11.02		10.35		..		10.39		10.12
Studies .....		1.13		3.17		1.09		..		0.16		0.10
1987												
Cinema .....	0,6	0.01	1,4	0.02	1,4	0.01	..	..	0,2	0.00	0,4	0.00
Radio listening .....	21,6	0.12	13,5	0.07	35,2	0.23	..	..	29,5	0.18	16,4	0.07
TV viewing .....	83,8	1.51	83,0	1.58	76,8	1.38	..	..	87,3	2,4	83,5	1.39
Records, cassettes .....	8,9	0.05	22,6	0.14	12,7	0.07	..	..	2,4	0.01	2,5	0.01
Viewing and listening, total ..		2.09		2.21		2.09		..		2.23		1.47
Newspapers .....	53,1	0.20	31,4	0.08	50,8	0.24	..	..	68,5	0.30	58,0	0.21
Periodicals .....	17,2	0.08	25,8	0.13	14,4	0.08	..	..	15,9	0.07	12,5	0.05
Books .....	14,5	0.11	15,9	0.11	11,4	0.13	..	..	16,0	0.13	12,6	0.10
Unspecified reading .....	25,9	0.10	23,7	0.09	17,8	0.06	..	..	29,2	0.13	27,5	0.09
Reading, total .....	76,5	0.50	68,7	0.42	67,8	0.51	..	..	86,2	1.03	77,6	0.44
Libraries .....	2,0	0.01	2,6	0.01	2,7	0.01	..	..	1,7	0.01	1,6	0.00
Media, total .....		3.00		3.04		3.01		..		3.27		2.31
Leisure time, total .....		6.02		6.41		6.43		..		6.23		5.00
% taken up by media .....		49,7 %		45,0 %		46,0 %		..		54,0 %		50,3 %
Gainful employment .....		4.29		2.14		4.08		..		4.39		6.14
Domestic work .....		2.01		1.09		1.53		..		2.15		2.30
Personal needs .....		10.25		10.55		10.26		..		10.23		10.03
Studies .....		1.01		2.59		0.47		..		0.16		0.11

Continued

## 1. MASS MEDIA: ECONOMIC PERFORMANCE AND USE

10. CONTINUED

Activity	WOMEN Total		Stage of family life cycle									
			Single person living with parents		Other single person, no children		Single parent with children		Married/ cohabiting, no children		Married/ cohabiting with children	
	Par- tici- pation	Time used	Par- tici- pation	Time used	Par- tici- pation	Time used	Par- tici- pation	Time used	Par- tici- pation	Time used	Par- tici- pation	Time used
	%	h.min per day	%	h.min per day	%	h.min per day	%	h.min per day	%	h.min per day	%	h.min per day
1979												
Cinema .....	1,1	0.01	2,0	0.02	1,4	0.02	1,4	0.02	0,9	0.01	0,5	0.01
Radio listening .....	15,5	0.06	17,2	0.07	25,9	0.14	14,4	0.03	16,8	0.07	9,2	0.03
TV viewing .....	70,0	1.10	69,2	1.15	60,4	1.07	66,8	1.04	72,2	1.12	73,6	1.08
Records, cassettes .....	5,1	0.02	14,4	0.06	3,0	0.01	3,8	0.01	2,1	0.01	1,6	0.00
Viewing and listening, total ..		1.19		1.30		1.24		1.10		1.21		1.12
Newspapers .....	47,8	0.13	33,9	0.07	54,6	0.17	52,8	0.14	55,1	0.16	49,3	0.12
Periodicals .....	20,8	0.08	25,3	0.10	20,6	0.09	19,9	0.06	20,8	0.09	17,8	0.06
Books .....	22,4	0.15	32,9	0.23	25,2	0.17	20,3	0.11	18,2	0.13	16,7	0.09
Unspecified reading .....	26,5	0.10	24,1	0.09	27,3	0.12	31,1	0.11	28,4	0.11	26,2	0.09
Reading, total .....		0.45	75,2	0.49	81,9	0.54	83,9	0.42	81,9	0.49	76,7	0.36
Libraries .....	2,5	0.01	4,8	0.02	2,4	0.01	2,4	0.01	2,0	0.01	1,3	0.00
Media, total .....		2.05		2.21		2.19		1.53		2.11		1.48
Leisure time, total .....		5.19		6.04		6.04		4.29		5.21		4.34
% taken up by media .....		39,2 %		38,7 %		38,1 %		45,3 %		40,8 %		39,4 %
Gainful employment .....		3.06		1.08		3.31		4.57		3.42		3.43
Domestic work .....		3.39		1.18		3.00		4.04		4.03		5.15
Personal needs .....		10.32		11.04		10.35		10.09		10.27		10.16
Studies .....		1.19		4.23		0.47		0.19		0.23		0.09
1987												
Cinema .....	0,8	0.01	2,1	0.03	1,1	0.02	0,9	0.01	0,6	0.01	-	-
Radio listening .....	18,6	0.08	12,8	0.04	31,2	0.17	11,7	0.03	22,9	0.11	12,8	0.04
TV viewing .....	79,5	1.31	78,6	1.39	71,7	1.29	81,1	1.42	82,8	1.35	80,9	1.20
Records, cassettes .....	8,1	0.04	23,6	0.12	10,2	0.05	2,4	0.00	3,2	0.01	1,8	0.01
Viewing and listening, total ..		1.44		1.58		1.53		1.46		1.48		1.25
Newspapers .....	49,9	0.16	24,2	0.06	58,8	0.21	41,5	0.11	63,3	0.23	50,8	0.13
Periodicals .....	19,3	0.07	23,1	0.08	17,8	0.07	3,6	0.01	20,3	0.08	18,4	0.06
Books .....	25,8	0.18	37,3	0.26	32,3	0.22	24,5	0.14	20,3	0.14	20,0	0.13
Unspecified reading .....	24,8	0.08	24,8	0.07	27,6	0.11	30,4	0.10	24,4	0.08	23,1	0.06
Reading, total .....	78,4	0.48	74,8	0.48	83,6	1.02	74,4	0.37	82,3	0.53	74,8	0.39
Libraries .....	2,8	0.01	5,7	0.02	2,8	0.01	2,8	0.00	1,6	0.01	2,0	0.00
Media, total .....		2.33		2.48		2.56		2.23		2.42		2.04
Leisure time, total .....		5.35		6.28		6.26		4.54		5.31		4.41
% taken up by media .....		45,6 %		43,2 %		45,5 %		48,6 %		48,9 %		44,1 %
Gainful employment .....		3.17		0.51		3.33		4.25		3.57		3.59
Domestic work .....		3.35		1.25		2.44		4.09		3.49		5.11
Personal needs .....		10.21		11.04		10.26		10.10		10.16		9.57
Studies .....		1.10		4.11		0.50		0.09		0.24		0.09

Source: Time Use Study 1979 and 1987, Central Statistical Office of Finland

## 2. ELECTRONIC MEDIA

## 1. ENTERTAINMENT ELECTRONICS PRODUCTS: VALUE OF OUTPUT IN FINLAND IN 1975 - 1987

	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987
	FIM million												
Colour TV sets .....	316,2	424,1	414,0	456,1	529,0	572,6	547,9	653,9	785,1	838,1	909,0	1 133,0	1 309,3
Other TV sets .....	35,9	29,5	43,9	15,0	13,5	3,9	2,4	-	-	-	-	-	-
Car radios, permanent fitting ..	-	-	-	-	-	-	-	-	-	-	-	-	-
Battery-operated radio cassette recorders .....	..	..	..	59,1	61,2	47,4	5,8	-	-	-	-	-	-
Other battery-operated radio receivers .....	-	-	6,7	-	-	-	0,0	0,0	-	-	-	-	-
Tuners, tuner amplifiers .....	..	..	..	0,4	0,3	2,8	-	-	-	-	-	-	-
Tuner amplifier-record player combinations .....	..	..	..	0,0	-	-	-	-	-	-	-	-	-
Tuner amplifier-record player-tape recorder .....	..	..	..	2,5	1,7	-	-	-	-	-	-	-	-
Tuner amplifier-record player-tape recorder .....	..	..	..	18,3	23,1	15,4	5,7	1,5	-	-	-	-	-
Other radio receivers .....	99,1	127,2	102,0	15,1	4,1	1,7	2,8	1,9	1,9	1,3	1,2	1,0	1,0
Microphones, microphone stands .	0,3	0,3	0,3	0,8	0,4	0,1	0,2	0,0	0,0	0,1	-	-	0,1
Loudspeakers .....	24,6	21,9	8,3	16,1	7,6	7,2	18,3	20,6	25,5	23,7	27,5	23,5	27,3
Audio-frequency amplifiers .....	4,1	4,1	5,1	4,5	6,3	8,2	9,4	11,0	11,9	19,9	14,6	18,1	33,2
Record players .....	0,3	0,2	0,1	-	-	-	-	-	-	-	-	-	-
Videocassette recorders .....	-	-	0,0	-	-	-	0,8	-	-	-	-	-	-
Tape decks .....	0,3	0,2	0,1	-	-	-	-	-	-	-	-	-	-
Other .....	-	-	-	0,4	0,5	-	-	-	-	3,6	2,8	3,1	3,4
Records <sup>1)</sup> .....	3,3	4,4	4,6	3,6	3,6	3,5	3,2	3,3	3,0	2,2	2,6	2,4	2,7
Sound cassettes <sup>1)</sup> .....	..	1,5	1,4	4,0	3,9	4,5	5,0	5,2	4,7	2,5	2,3	2,3	2,8
Videograms .....	..	..	..	..	..	..	..	1,4	1,0	0,9	0,6	0,8	..
Other recorded media .....	2,9	1,7	1,3	0,8	0,7	1,1	1,0	1,0	-	-	-	-	19,8
Videocassettes with tape, blank	..	..	..	..	..	..	..	..	-	-	-	-	5,3
Other blank tapes (of open reel studio types) .....	..	-	-	-	-	-	-	-	1,4	1,2	1,1	1,5	1,8
Other blank recording media ...	..	-	-	-	-	0,0	0,2	0,0	0,1	-	-	5,3	-
Language-teaching records and cassettes, talking books, etc. ....	..	..	..	..	..	..	..	1,6	3,1	4,6	23,1	25,4	32,0

1) Excl. language-teaching records and cassettes.

Sources: Industrial Statistics (1975-1985), OSF XVIII A  
Yearbook of Industrial Statistics, Volume 2 (1986-1987)

## 2. ELECTRONIC MEDIA

## 2. ENTERTAINMENT ELECTRONICS AND TELECOMMUNICATIONS EQUIPMENT MANUFACTURE: PERSONNEL IN 1971 - 1987

	Personnel							Total
	Owners	Salaried employees			Wage earners			
		Women	Men	Total	Women	Men	Total	
	Number							

Manufacture of entertainment electronics equipment<sup>1)</sup>

1971	-	104	302	406	1 332	641	1 973	2 379
1972	-	70	203	273	882	458	1 340	1 613
1973	-	188	506	694	2 197	884	3 081	3 775
1974	1	241	548	789	2 305	1 381	3 686	4 476
1975	-	237	528	765	2 456	791	3 247	4 012
1976	2	255	584	839	2 370	780	3 150	3 991
1977	-	258	566	824	2 122	677	2 799	3 623
1978	-	254	531	785	1 829	623	2 452	3 237
1979	3	247	494	741	1 777	590	2 367	3 111
1980	3	249	532	781	1 589	542	2 131	2 915
1981	-	194	483	677	1 256	506	1 762	2 439
1982	-	186	533	719	1 089	455	1 544	2 263
1983	-	167	418	585	925	351	1 276	1 861
1984	-	196	532	728	1 167	441	1 608	2 336
1985	-	207	565	772	1 196	492	1 688	2 460
1986	-	..	..	748	..	..	1 655	2 403
1987	3	..	..	788	..	..	1 820	2 611

Manufacture of telecommunications equipment<sup>2)</sup>

1971	1	302	765	1 067	1 674	1 232	2 906	3 974
1972	6	375	900	1 275	1 806	1 402	3 208	4 489
1973	2	422	1 026	1 448	2 036	1 417	3 453	4 903
1974	6	692	1 401	2 093	2 170	1 968	4 138	6 237
1975	8	840	1 662	2 502	3 008	1 536	4 544	7 054
1976	3	792	1 709	2 501	3 008	1 453	4 461	6 965
1977	2	868	1 701	2 569	2 634	1 326	3 960	6 531
1978	6	909	1 808	2 717	2 403	1 434	3 837	6 560
1979	8	936	1 831	2 767	2 626	1 528	4 154	6 929
1980	15	768	1 552	2 320	3 004	1 565	4 569	6 904
1981	16	859	1 733	2 592	2 651	1 417	4 068	6 676
1982	10	878	1 826	2 704	2 536	1 271	3 807	6 521
1983	13	977	2 083	3 060	2 711	1 327	4 038	7 111
1984	12	1 026	2 320	3 346	2 779	1 474	4 253	7 611
1985	9	1 210	2 723	3 933	3 028	1 475	4 503	8 445
1986	8	..	..	4 089	..	..	4 511	8 608
1987	3	..	..	4 515	..	..	4 437	8 955

1) The category covers the manufacture of cassette recorders, record players, tape recorders, and radio and television receivers.

2) The category covers the manufacture of telephone equipment, radio and television transmitting equipment, X-ray and transillumination equipment, dictating machines, radar equipment, gramophone records and recorded sound tapes.

Source: Industrial Statistics, OSF XVIII A

## 2. ELECTRONIC MEDIA

## 3. ENTERTAINMENT ELECTRONICS PRODUCTS: IMPORTS AND EXPORTS IN 1975 - 1987

		1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	
		Milj. mk													
Colour TV	Import	58,6	78,8	62,6	57,8	79,2	116,4	89,0	85,0	129,0	182,5	160,4	170,1	204,0	
	Export	187,9	222,8	238,2	273,8	368,7	438,7	418,3	446,1	522,6	602,6	604,4	913,1	1 060,6	
Other TV	Import	13,7	12,6	8,7	8,8	20,0	24,3	14,9	14,1	15,7	10,7	7,7	6,0	3,2	
	Export	8,8	4,0	17,1	4,9	2,3	2,6	2,0	0,0	0,1	0,1	0,2	0,2	0,1	
Car radios, permanent fitting	Import	14,6	16,1	20,6	24,9	31,7	37,0	42,5	41,6	59,9	65,3	75,8	92,2	102,3	
	Export	0,0	0,1	0,0	0,3	0,2	0,2	0,3	0,1	0,5	0,4	0,6	1,2	1,5	
Battery-operated radio-cassette recorders	Import	..	..	..	29,2	28,8	43,0	54,7	56,1	62,6	78,8	90,2	70,6	74,1	
	Export	..	..	..	51,9	54,8	51,9	7,8	0,3	0,7	0,5	1,0	2,4	1,5	
Other battery-operated radio receivers	Import	24,0	28,3	38,0	7,8	5,5	6,6	7,3	5,6	8,5	10,5	10,7	13,5	16,9	
	Export	3,6	4,1	2,5	0,5	0,5	0,2	0,2	0,3	0,1	0,4	0,1	0,5	0,5	
Tuners, tuner amplifiers	Import	..	..	..	12,7	14,6	23,7	30,4	25,2	27,0	24,1	22,5	19,4	17,6	
	Export	..	..	..	0,8	0,7	0,9	0,1	0,5	0,2	0,2	0,2	0,7	6,8	
Tuner amplifier-record player combinations	Import	..	..	..	2,2	1,2	2,7	0,7	1,2	0,6	1,6	5,2	0,8	2,2	
	Export	..	..	..	1,8	0,0	0,0	0,0	0,0	0,0	0,0	0,0	0,0	0,0	
Tuner amplifier-tape recorder combinations	Import	..	..	..	6,8	5,3	6,4	3,1	3,0	3,8	4,3	4,6	6,2	5,5	
	Export	..	..	..	8,2	1,7	0,0	0,0	0,0	0,2	0,0	0,1	0,0	0,3	
Tuner amplifier-record player-tape recorder combinations	Import	..	..	..	24,3	27,1	22,2	16,8	10,2	12,9	17,0	32,9	28,8	24,5	
	Export	..	..	..	8,3	2,3	1,8	1,2	1,0	1,2	0,0	0,7	0,5	1,0	
Other radio receivers	Import	43,9	42,0	49,5	3,1	7,1	8,5	8,2	5,9	2,4	3,6	4,2	5,1	4,7	
	Export	100,0	79,8	82,5	0,2	0,1	0,0	0,2	0,2	0,4	0,4	0,1	0,1	0,2	
Microphones, microphone stands	Import	3,1	3,2	3,2	4,2	5,3	5,4	5,2	7,2	6,9	6,6	8,0	9,5	10,5	
	Export	0,1	0,3	0,1	0,2	0,3	0,3	0,6	0,4	0,2	0,4	0,7	0,8	10,2	
Loudspeakers, unassembled and unmounted	Import	15,5	15,5	15,3	16,8	18,8	15,2	15,1	15,1	16,9	21,1	22,0	26,8	30,1	
	Export	0,3	0,3	0,9	0,5	0,5	0,3	0,2	0,4	1,0	0,6	1,1	0,7	1,1	
Other loudspeakers	Import	10,7	11,3	15,8	14,7	18,1	27,6	31,4	31,0	36,9	39,7	46,2	47,1	50,3	
	Export	11,8	8,1	11,0	13,4	13,1	10,6	9,5	7,5	8,7	10,0	8,8	10,1	18,3	
Audio-frequency amplifierst	Import	6,7	5,6	6,5	6,3	10,9	18,9	25,4	20,0	26,9	25,2	34,3	26,3	25,9	
	Export	0,4	0,4	0,6	0,7	1,4	1,1	2,2	1,9	2,5	0,4	6,2	0,7	0,9	
Juke boxes	Import	1,4	2,2	2,0	2,2	2,2	1,9	1,6	0,7	2,0	0,6	0,2	1,0	1,4	
	Export	0,0	-	0,0	0,1	0,1	0,0	-	-	-	0,1	0,1	0,1	0,1	
Gramophones with amplifier	Import	1,1	0,7	0,8	0,4	0,6	0,4	0,1	0,3	0,1	0,3	0,4	0,1	0,2	
	Export	0,0	0,0	0,0	-	0,0	0,0	0,0	0,0	-	-	0,0	0,0	0,0	
Record players without amplifier	Import	15,5	18,2	12,5	12,1	13,3	18,3	21,1	16,8	24,1	23,6	29,9	45,3	39,5	
	Export	0,2	0,4	0,1	0,0	0,0	0,2	0,1	0,3	0,0	0,4	0,2	1,8	1,4	
Videocassette recorders	Import	2,8	1,5	3,4	4,6	16,4	37,2	51,1	152,4	238,1	377,4	265,9	301,4	283,1	
	Export	0,1	0,0	0,1	0,3	2,2	14,1	5,5	14,1	20,4	32,5	29,1	50,8	36,7	
Tape decks	Import	40,1 <sup>1)</sup>	34,4	36,3	43,0	37,0	44,7	53,9	45,4	50,5	61,4	60,2	57,9	46,4	
	Export	0,5 <sup>1)</sup>	0,2	0,5	0,5	0,9	0,5	1,7	0,7	0,4	0,8	1,0	1,2	1,7	
Other	Import	1,0	1,6	0,6	2,4	4,4	6,7	3,9	6,4	4,7	6,0	6,0	10,1	9,4	
	Export	0,0	0,1	0,0	0,1	0,2	0,4	2,6	6,1	5,9	6,8	6,6	12,3	10,8	
Records <sup>2)</sup>	Import	16,4	18,8	19,4	20,3	25,4	28,1	31,8	37,5	40,2	44,1	44,5	60,5	76,8	
	Export	1,6	1,9	2,1	1,9	1,8	2,7	2,8	3,1	3,0	4,4	5,0	3,4	2,4	
Sound cassettes <sup>2)</sup>	Import	..	6,3	8,4	8,1	9,7	9,2	10,6	12,1	13,1	14,3	13,9	16,9	20,9	
	Export	..	0,8	1,0	1,0	1,0	1,6	1,5	1,3	1,2	2,0	1,5	1,0	1,3	
Videograms	Import	..	..	..	..	..	..	..	14,9	25,2	30,4	41,3	35,9	34,2	
	Export	..	..	..	..	..	..	..	0,2	0,3	0,5	1,6	1,5	0,9	
Other recorded media	Import	7,7	3,2	4,3	10,6	11,3	15,7	26,0	3,2	4,5	4,7	6,3	7,8	6,1	
	Export	1,0	0,1	0,3	1,1	0,6	0,5	0,7	0,1	0,2	0,2	0,2	0,3	0,5	
Videocassettes with blank tape	Import	..	..	..	..	..	..	..	..	58,2	86,5	49,2	70,0	59,7	
	Export	..	..	..	..	..	..	..	..	0,1	0,1	0,7	0,2	0,7	
C-cassettes with blank tape	Import	..	15,5	15,2	16,2	20,5	21,3	22,7	40,3	29,1	27,3	29,3	30,5	22,8	
	Export	..	0,2	0,3	0,2	0,2	0,2	0,1	0,3	0,1	0,2	0,2	0,1	0,3	
Other blank tapes (of open reel and studio types)	Import	..	7,0	7,5	7,1	8,5	11,6	12,5	13,0	13,3	15,7	17,3	18,1	16,6	
	Export	..	0,5	0,1	0,2	0,2	0,6	0,0	0,3	0,1	0,1	0,2	0,5	0,1	
Other blank recording media	Import	25,6	6,5	5,3	7,0	9,9	13,6	15,7	28,6	24,7	29,2	34,2	35,4	38,6	
	Export	0,5	0,2	0,2	0,1	0,5	0,3	0,3	0,1	0,5	0,3	0,1	0,9	1,7	

1) Also includes tape-operated dictating machines.

2) Excl. language-teaching records and cassettes.

Source: Foreign trade 1975-1987, OSF 1A

## 2. ELECTRONIC MEDIA

## 4. IMPORTS AND EXPORTS OF RADIO RECEIVERS: VOLUME IN 1975 - 1987 AND VALUE IN 1987

	1975	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	
	Number											Value FIM thousand
<u>Imports</u>												
Car radios, permanent fitting	63 903	100 381	124 307	136 518	139 895	125 456	160 292	158 138	177 360	199 713	240 155	102 317
Battery-operated radio cassette recorders	..	109 708	113 690	168 661	187 862	193 964	205 559	287 025	327 875	298 053	357 527	74 068
Other batter-operated radio receivers	108 301	61 702	54 487	72 150	87 296	53 821	81 752	98 763	128 365	185 003	327 427	16 846
Tuners, tuner amplifiers	..	23 802	31 738	59 039	84 491	69 919	71 231	71 817	67 700	51 478	41 757	17 583
Tuner amplifier- record player combinations	..	2 322	1 712	4 776	1 042	1 731	825	1 561	4 294	683	2 715	2 207
Tuner amplifier-tape recorder combinations	..	10 793	10 967	13 878	7 800	7 067	10 523	10 834	11 595	11 844	9 213	5 534
Tuner amplifier- record player-tape recorder combinations	..	24 194	27 630	23 900	21 074	14 728	17 995	23 670	41 171	30 206	33 152	24 464
Other radio receivers	117 794	17 326	68 620	73 930	72 427	59 967	13 283	24 149	37 047	40 318	55 961	4 648
<u>Exports<sup>1)</sup></u>												
Car radios, permanent fitting	78	868	869	439	426	256	1 015	508	1 137	3 174	4 083	1 489
Battery-operated radio cassette recorders	..	210 915	186 079	219 902	43 308	1 095	1 778	641	2 583	7 735	5 340	1 494
Other batter-operated radio receivers	10 811	2 196	1 700	594	209	704	281	1 207	1 703	4 582	3 377	261
Tuners, tuner amplifiers	..	887	1 025	471	186	1 336	522	284	1 295	1 713	78 437 <sup>2)</sup>	6 801
Tuner amplifier- record player combinations	..	2 300	42	14	6	10	33	8	1	3	1	2
Tuner amplifier-tape recorder combinations	..	8 994	2 122	19	24	7	242	4	206	3	384	310
Tuner amplifier- record player-tape recorder combinations	..	6 989	1 760	1 347	1 041	855	546	16	1 053	694	953	977
Other radio receivers	118 755	292	517	152	17	87	847	15	265	406	797	220

1) The volume of manufacture of radio receivers and tuner amplifier combinations was modest in Finland in the 1980s. The exports described in foreign trade statistics consist mainly of re-exports or exports of semi-finished products.

2) Semi-finished products.

Source: Foreign Trade 1975-1987, OSF 1A, National Board of Customs

## 2. ELECTRONIC MEDIA

5. IMPORTS OF TELEVISION RECEIVERS<sup>1)</sup>: VOLUME IN 1975-1988 AND VALUE IN 1988

	Colour TV sets	Other TV sets
	Number	
1975 .....	31 988	26 625
1976 .....	43 264	29 640
1977 .....	35 411	24 109
1978 .....	37 148	23 873
1979 .....	47 525	58 535
1980 .....	75 802	75 483
1981 .....	59 325	47 607
1982 .....	59 811	42 956
1983 .....	88 855	45 131
1984 .....	128 642	32 817
1985 .....	114 034	22 620
1986 .....	124 184	13 339
1987 .....	158 741	10 843
1988 .....	191 624	16 256
Value of imports in 1988, FIM thousand ....	221 011	5 966

1) Excl. sets for technical or medical use.

Source: Foreign Trade, Vol. 1, OSF IA, National Board of Customs

6. EXPORTS OF TELEVISION RECEIVERS<sup>1)</sup>: VOLUME IN 1975-1988 AND VALUE IN 1988

	Colour TV sets	Other TV sets
	Number	
1975 .....	116 245	15 855
1976 .....	134 158	7 117
1977 .....	142 085	30 057
1978 .....	154 159	8 039
1979 .....	206 006	3 024
1980 .....	251 315	3 720
1981 .....	252 395	2 564
1982 .....	260 731	4
1983 .....	292 291	103
1984 .....	360 499	99
1985 .....	368 693	462
1986 .....	516 275	176
1987 .....	561 435	224
1988 .....	417 658	227
Value of exports in 1988, FIM thousand ....	801 820	406

1) Excl. sets for technical or medical use.

Source: Foreign Trade, Vol. 1, OSF IA, National Board of Customs

## 2. ELECTRONIC MEDIA

7. ENTERTAINMENT ELECTRONICS EQUIPMENT: RETAIL TRADE IN 1976 - 1988<sup>1)</sup>

	1976	1980	1981	1982	1983	1984	1985	1986	1987	1988
	Number in thousands									
Colour TV sets .....	130	155	145	165	180	215	200	185	225	275
Black-and-white TV sets .....	58	72	55	50	42	35	28	15	10	7
Videocassette recorders .....	-	6	13	48	85	115	130	120	145	180
Videocameras .....	-	-	1	2,5	3	3,5	2	1	-	-
Videocamera-video recorders .....	-	-	-	-	-	-	3	5	8	12
Computers (basic unit) .....	-	-	-	3	30	50	50	50	45	45
Stereo equipment										
- Tuners .....	-	14	26	32	30	30	40	30	12	12
- Amplifiers .....	-	15	30	35	33	32	42	32	15	16
- Tuner amplifiers .....	15	31	40	35	30	28	23	18	15	14
- Stereo systems with loudspeakers ...	65	48	37	32	27	30	50	40	55	62
Stereo equipment, total, excl. tuners	80	94	107	102	90	90	115	90	85	92
Speakers (units sold separately) .....	175	100	155	155	140	130	140	110	95	95
Players:										
- Record players .....	20	41	62	65	58	57	65	45	28	22
- CD players .....	-	-	-	-	2	3	8	15	30	45
- Open-reel tape recorders .....	3	1	1	1	0,5	-	-	-	-	-
- Stereo decks .....	24	47	70	75	65	60	70	50	28	29
- Cassette players, Walkmans .....	40	15	25	25	30	180	200	170	200	200
Players, total .....	87	104	158	166	155,5	300	343	280	286	296
Radio cassette recorders .....	110	155	170	200	200	250	280	270	290	275
Radio receivers:										
- Portable radios .....	50	35	25	25	30	45	50	60	70	80
- Non-portable and clock radios .....	20	70	75	65	45	40	40	45	50	60
Radio receivers, total .....	70	105	100	90	75	85	90	105	120	140
Car radios .....	85	130	140	145	152	155	170	175	190	215

1) The figures are based on Radio Retailers' Association estimates derived from data on wholesale deliveries, foreign trade statistics, etc.

Source: Radio Retailers' Association

## 2. ELECTRONIC MEDIA

8. ENTERTAINMENT ELECTRONICS EQUIPMENT: AVERAGE PRICES AND VALUE OF SALES IN 1976 - 1988<sup>1)</sup>

	1976	1980	1981	1982	1983	1984	1985	1986	1987	1988
Colour television sets										
Average price, FIM .....	3 200	2 950	2 900	2 900	3 000	2 850	2 750	2 800	2 750	2 825
Value, FIM million .....	416	457	421	478	540	613	550	518	619	777
Black-and-white television sets										
Average price, FIM.....	1 100	800	800	775	825	800	700	675	600	700
Value, FIM million.....	64	58	44	39	35	28	20	10	6	5
Videocassette recorders										
Average price, FIM.....	-	5 100	4 850	4 500	4 450	4 200	3 800	3 500	3 100	2 875
Value, FIM million.....	-	31	63	216	374	483	494	420	450	518
Videocameras										
Average price, FIM.....	-	-	5 000	5 000	5 000	4 900	6 000	6 000	-	-
Value, FIM million.....	-	-	5	12	15	17	12	6	-	-
Videocamera-video recorders										
Average price, FIM.....	-	-	-	-	-	-	10 000	10 000	8 500	8 000
Value, FIM million.....	-	-	-	-	-	-	30	50	68	96
Computers, incl. accessories										
Average price, FIM.....	-	-	-	2 500	2 000	2 500	2 500	3 500	3 500	4 000
Value, FIM million.....	-	-	-	7	60	125	125	175	158	180
Stereo equipment:										
- Tuners										
Average price, FIM.....	-	950	850	750	800	750	700	750	900	950
Value, FIM million.....	-	13	22	24	24	22	28	23	11	11
- Amplifiers										
Average price, FIM.....	-	1 100	1 000	850	950	900	850	950	1 150	1 250
Value, FIM million.....	-	17	30	30	31	29	36	30	17	20
- Tuner amplifiers										
Average price, FIM.....	..	1 300	1 200	1 100	1 150	1 100	1 100	1 150	1 350	1 450
Value, FIM million.....	..	40	48	39	34	31	25	21	20	20
- Stereo systems, incl. speakers										
Average price, FIM.....	..	2 400	2 150	2 000	2 000	2 000	2 200	2 300	2 400	2 200
Value, FIM million.....	..	115	80	64	54	60	110	92	132	136
Stereo equipment, total										
Value, FIM million .....	..	185	180	157	143	142	199	166	180	187
Speakers (units sold separately)										
Average price, FIM.....	250	400	400	360	380	360	360	380	420	460
Value, FIM million.....	40	40	62	56	53	47	50	42	40	44
Players:										
- Record players										
Average price, FIM.....	550	850	800	720	740	740	700	675	750	800
Value, FIM million.....	11	35	50	47	43	42	46	30	21	18
- CD players										
Average price, FIM.....	-	-	-	-	4 000	3 000	2 200	1 900	1 575	1 400
Value, FIM million.....	-	-	-	-	8	9	18	29	47	63
- Open-reel tape recorders										
Average price, FIM.....	2 350	3 500	4 500	5 000	5 000	-	-	-	-	-
Value, FIM million.....	7	4	5	5	3	-	-	-	-	-
- Stereo decks										
Average price, FIM.....	1 100	1 100	1 050	975	1 050	1 000	950	1 000	1 200	1 300
Value, FIM million.....	26	52	74	73	68	60	66	50	34	38
- Mono- and microcassette players, personal stereo cassette players (Walkmans)										
Average price, FIM.....	250	350	400	450	500	300	270	280	230	230
Value, FIM million.....	10	5	10	11	15	54	54	47	46	46
Players, total, value FIM million ...	54	96	139	136	137	165	184	156	148	165
Radio cassette recorders										
Average price, FIM.....	700	670	680	710	800	750	730	670	600	560
Value, FIM million.....	77	104	116	142	160	188	204	181	154	154
Radio receivers:										
- Portable radios										
Average price, FIM.....	300	310	340	340	300	280	260	240	215	210
Value, FIM million.....	15	11	9	9	9	13	13	14	15	17
- Non-portable and clock radios										
Average price, FIM.....	350	300	270	230	250	260	260	250	220	200
Value, FIM million.....	7	21	20	15	11	10	10	11	11	12
Radio receivers, total,										
Value, FIM million .....	22	32	29	24	18	23	23	25	26	29
Car radios										
Average price, FIM.....	600	900	950	1 000	1 125	1 250	1 275	1 350	1 350	1 400
Value, FIM million.....	51	117	133	145	171	194	217	236	257	301
Total value of sales, FIM million ...	882	1 120	1 192	1 417	1 726	2 025	2 108	1 985	2 490	2 852

1) The figures are based on Radio Retailers' Association estimates derived from data on wholesale deliveries, foreign trade statistics, etc.

Source: Radio Retailers' Association

## 2. ELECTRONIC MEDIA

9. ENTERTAINMENT ELECTRONICS EQUIPMENT: OWNERSHIP IN 1970 - 1988<sup>1)2)</sup>

	1970	1975	1977	1978	1979	1980	1982	1983	1985	1986	1987	1988
	%											
Population without a TV set ..	19	8	9	8	6	7	7	5	4	4	5	4
TV set owners .....	81	92	91	92	94	93	93	95	96	96	95	96
- black-and-white TV set .....	81	76	71	63	60	55	49	44	39	32	30	28
- only black-and-white TV set .....	81	75	65	61	50	41	36	25	15	13	10	9
- colour television set .....	0	17	26	31	44	51	57	69	80	83	85	87
- two or more television sets ..	..	..	..	..	13	17	18	24	32	34	34	36
Videocassette recorder .....	-	-	-	-	-	0	2	7	18	27	33	38
Radio .....	97	98	98	..	98	..	98	96	99	99	99	100
Stereo radio .....	5	..	25	..	39	..	49	62	74	79	76	80
Record player .....	..	..	33	..	37	..	..	48	57	61	58	59
Cassette player .....	..	..	53	..	70	..	..	82	88	91	89	91
Open-reel tape recorder .....	..	..	11	..	8	..	..	14	17	14	13	11
Car radio .....	..	..	17	..	31	..	..	52	57	62	65	65
Car cassette player .....	..	..	..	..	..	..	..	45	52	56	60	61

1) As a percentage of total populatio, not of households.

2) Data based on interview surveys.

Source: Marja-Leena Kalkkinen, Kotitalouksien laitekanta (Equipment stock of households), Finnish Broadcasting Company, Planning and Research Department, Series B 2/1988

## 2. ELECTRONIC MEDIA

## 10. SELECTED ENTERTAINMENT ELECTRONICS EQUIPMENT: OWNERSHIP BY SOCIO-ECONOMIC STATUS IN 1981 AND 1985

	Number of households in population		Change in the number of households	Ownership of entertainment electronics equipment							
	1981	1985		Colour TV set		Black-and-white TV set		Record player, tape recorder		Video-cassette recorder	Personal computer
			1981-85	1981	1985	1981	1985	1981	1985	1985	1985
			%	%							
All households .....	1 873 139	2 045 176	9,2	50	74	51	35	67	67	15	5
Farmers on own account .....	126 076	118 472	-6,0	44	72	58	41	62	60	11	3
Other own-account workers .....	70 898	97 996	38,2	76	86	39	30	83	81	28	8
Upper-level salaried employees											
First university degree .....	68 106	74 335	9,1	70	83	48	34	93	90	15	15
Professional education qualification .....	140 041	167 508	19,6	65	86	46	34	88	88	21	15
Lower-level salaried employees											
Vocational education qualification .....	200 414	226 987	13,3	58	76	46	40	84	85	18	7
Other lower-level salaried employees .....	157 557	159 184	1,0	57	82	46	32	83	75	21	5
Agricultural and forestry workers .....	25 087	19 503	-22,3	35	71	58	41	69	73	18	3
Manufacturing and construction industry workers .....	364 725	324 140	-11,1	53	83	55	36	75	78	23	5
Service sector workers .....	206 328	206 168	-0,1	55	82	50	32	77	72	23	6
Employment pension recipients .	237 870	317 734	33,6	44	71	51	30	40	45	4	1
Persons living on national pension benefits or on social assistance grants .....	214 080	231 161	8,0	20	45	58	41	28	31	1	0
Other economically inactive persons .....	61 956	64 025	3,3	19	41	44	40	64	63	9	7
Total .....	1 873 138	2 007 213	7,2								

Source: Household Survey 1981 and 1985, Central Statistical Office of Finland

## 2. ELECTRONIC MEDIA

## 1. NATIONAL BROADCASTING SERVICE

## 1. FINNISH BROADCASTING COMPANY: REVENUE IN 1965 - 1988/1989

Year	Radio licence fees	Licence fees, black-and-white TV sets	Licence fees, colour TV sets	Receipts from MTV Finland	Government subsidies	Other revenues	Total
FIM thousands							
1965	28 510	39 563	-	16 620	..	2 144	86 837
1966	29 633	45 129	-	19 146	..	4 215	98 123
1967	31 434	50 365	-	21 742	..	3 605	107 146
1968	31 771	54 025	-	24 810	..	4 529	115 135
1969	32 044	56 917	51	25 453	..	4 722	119 187
1970/71 <sup>1)</sup>	33 151	60 850	444	26 997	..	5 459	126 901
1971/72	36 044	66 803	1 423	27 791	..	7 070	139 131
1972/73	50 413	88 314	3 456	32 277	..	9 195	183 655
1973/74	54 011	97 284	6 376	37 466	..	5 601	200 738
1974/75	55 112	102 187	11 176	49 011	..	3 868	221 354
1975/76	67 125	125 306	24 253	53 642	..	4 753	275 079
1976/77	73 106 <sup>2)</sup>	171 471	44 294	71 409	..	3 620	363 890
1977/78	12 699	246 637 <sup>3)</sup>	120 670	90 763	..	5 826	476 594
1978/79	156	227 759	222 009	106 176	..	5 371	561 472
1979/80 <sup>4)</sup>	43	204 222	275 301	122 087	1 105 <sup>4)</sup>	8 569	611 327
1980/81	10	179 257	332 469	149 768	1 189	11 038	673 731
1981/82	1	176 345	428 058	173 995	1 556	15 740	795 696
1982/83	-	166 774	525 980	199 729	2 349	13 704	908 536
1983/84	-	159 924	677 113	230 662	2 393	11 978	1 082 070
1984/85	-	132 665	756 635	262 465	4 394	9 729	1 165 888
1985/86	-	108 421	819 907	291 817	6 472	14 760	1 241 377
1986/87	-	96 962	913 265	311 971	12 540	16 891	1 351 629
1987/88	-	81 555	972 666	275 641	16 329	24 922	1 371 113
1988/89	-	64 300	1 063 100	276 600	11 400	44 400	1 459 800

%

1965	32,8	45,6	-	19,1	..	2,5	100,0
1966	30,2	46,0	-	19,5	..	4,3	100,0
1967	29,3	47,0	-	20,3	..	3,4	100,0
1968	27,6	46,9	-	21,6	..	3,9	100,0
1969	26,9	47,7	0,0	21,4	..	4,0	100,0
1970/71 <sup>1)</sup>	26,1	48,0	0,3	21,3	..	4,3	100,0
1971/72	25,9	48,0	1,0	20,0	..	5,1	100,0
1972/73	27,4	48,1	1,9	17,6	..	5,0	100,0
1973/74	26,9	48,4	3,2	18,7	..	2,8	100,0
1974/75	24,9	46,2	5,0	22,1	..	1,8	100,0
1975/76	24,4	45,6	8,8	19,5	..	1,7	100,0
1976/77	20,1 <sup>2)</sup>	47,1	12,2	19,6	..	1,0	100,0
1977/78	2,7	51,7 <sup>3)</sup>	25,3	19,0	..	1,2	100,0
1978/79	0,0	40,6	39,5	18,9	..	1,0	100,0
1979/80 <sup>4)</sup>	0,0	33,4	45,0	20,0	0,2 <sup>4)</sup>	1,4	100,0
1980/81	0,0	26,6	49,3	22,2	0,2	1,6	100,0
1981/82	0,0	22,2	53,8	21,9	0,2	2,0	100,0
1982/83	-	18,3	57,9	22,0	0,3	1,5	100,0
1983/84	-	14,8	62,6	21,3	0,2	1,1	100,0
1984/85	-	11,4	64,9	22,5	0,4	0,8	100,0
1985/86	-	8,7	66,1	23,5	0,5	1,2	100,0
1986/87	-	7,2	67,6	23,1	0,9	1,2	100,0
1987/88	-	6,0	70,9	20,1	1,2	1,8	100,0
1988/89	-	4,4	72,8	19,0	0,8	3,0	100,0

1) The reference period was changed from a calendar year to an accounting period beginning the first of June.

2) Radio licence fees were abolished on 1 January 1977.

3) Since the licence reform effective from 1 September 1977, holders of a colour television no longer need a licence for a black-and-white set.

4) The grounds for the statistics have been altered. Before the 1979/1980 accounting year, government subsidies were not included in revenues proper.

Sources: Statistical Yearbook of Finland;  
Yearbooks of the Finnish Broadcasting Company;  
Finnish Broadcasting Company

## 2. ELECTRONIC MEDIA

## 1. NATIONAL BROADCASTING SERVICE

2. MTV FINLAND<sup>1)</sup> TURNOVER IN 1975 - 1988

Year	Advertising time	Audio-video dept.	Laboratory	Other services	Total
	%				FIM million
1975 .....	..	..	..	..	97,2
1976 .....	..	..	..	..	117,6
1977 .....	..	..	..	..	144,9
1978 .....	..	..	..	..	163,5
1979 .....	..	..	..	..	197,8
1980 .....	..	..	..	..	236,5
1981 .....	..	..	..	..	290,5
1982 .....	93,8	2,9	1,8	1,5	339,5
1983 .....	92,8	3,2	1,5	2,5	395,5
1984 .....	92,7	3,1	1,2	3,0	463,7
1985 .....	93,7	2,7	1,4	2,2	490,7
1986 .....	93,1	2,5	1,8	2,6	505,3
1987 .....	91,9	2,6	1,2	4,3	517,4
1988 .....	..	..	..	..	498,4

1) MTV Finland is a commercial television company operating under the licence of, and renting air-time from, the Finnish Broadcasting Company.

Source: Annual report of MTV Finland.

## 2. ELECTRONIC MEDIA

## 1. NATIONAL BROADCASTING SERVICE

3. PERSONNEL OF FINNISH BROADCASTING COMPANY: SIZE DURING ACCOUNTING PERIODS<sup>1)</sup> 1980/81 - 1988/89 AND DISTRIBUTION BY ORGANISATIONAL UNIT DURING ACCOUNTING PERIOD 1988/89

	Average number of employees per accounting period					
	Permanent		Free lance		Total	
	Number	%	Number	%	Number	%
1980/81 .....	4 027		403		4 430	
1981/82 .....	4 180		357		4 537	
1982/83 .....	4 237		439		4 676	
1983/84 .....	4 300		441		4 741	
1984/85 .....	4 342		471		4 813	
1985/86 .....	4 411		468		4 879	
1986/87 .....	4 459		397		4 856	
1987/88 .....	4 445		354		4 799	
1988/89 .....	4 417		351		4 768 <sup>2)</sup>	
Head office .....	135	3,1	9	2,6	144	3,0
Planning and training .....	66	1,5	3	0,9	69	1,4
Radio .....	643	14,6	52	14,8	695	14,6
TV 1 .....	1 048	23,7	61	17,4	1 109	23,3
TV 2 .....	504	11,4	39	11,1	543	11,4
Swedish-language programming .....	260	5,9	52	14,8	312	6,5
Regional programming .....	464	10,5	83	23,6	547	11,5
Engineering .....	1 070	24,2	35	10,0	1 105	23,2
Administration .....	226	5,1	17	4,8	243	5,1
Total .....		100,0		100,0		100,0

1) The accounting period of the Finnish Broadcasting Company runs from 1 June to 31 May.

2) On 1 January 1989, the number of radio and TV journalists was 1, 147.

Source: Finnish Broadcasting Company, Personnel Department

## 2. ELECTRONIC MEDIA

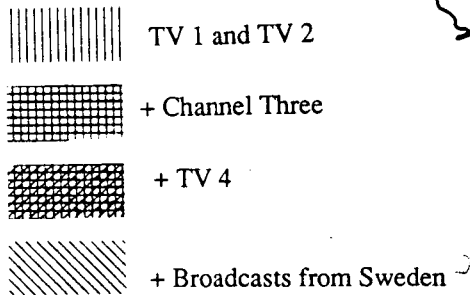
## 1. NATIONAL BROADCASTING SERVICE

## 4. PERSONNEL OF MTV FINLAND IN 1975 - 1988

Year	Administration, services, finance	Engineering	Programming	Marketing	Total	
1975 .....		325		105	23	453
1976 .....		331		103	22	456
1977 .....		350		104	24	478
1978 .....		378		111	23	512
1979 .....		403		116	21	540
1980 .....		418		128	21	567
1981 .....		448		170	20	638
1982 .....	180		289	168	20	657
1983 .....	188		282	164	21	655
1984 .....	182		298	164	21	665
1985 .....		503		173	26	702
1986 .....	200		293	180	23	696
1987 .....	186		255	199	27	667
1988 .....	174			385	27	586 <sup>1)</sup>

1) The cut in personnel is partly due to the spin-off of MTV's set design and production unit on 1 September 1988.

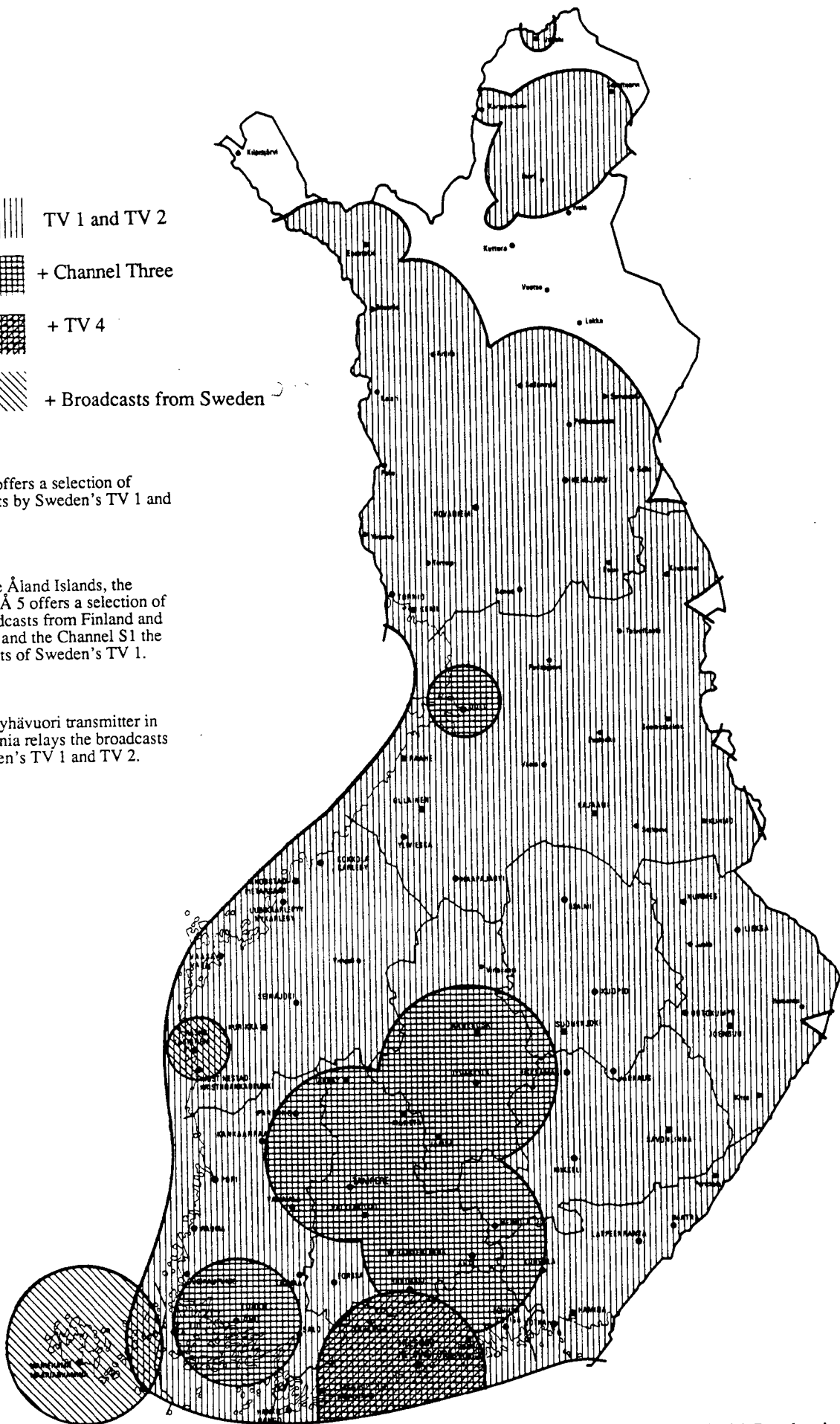
Source: MTV Finland  
Annual reports of MTV Finland



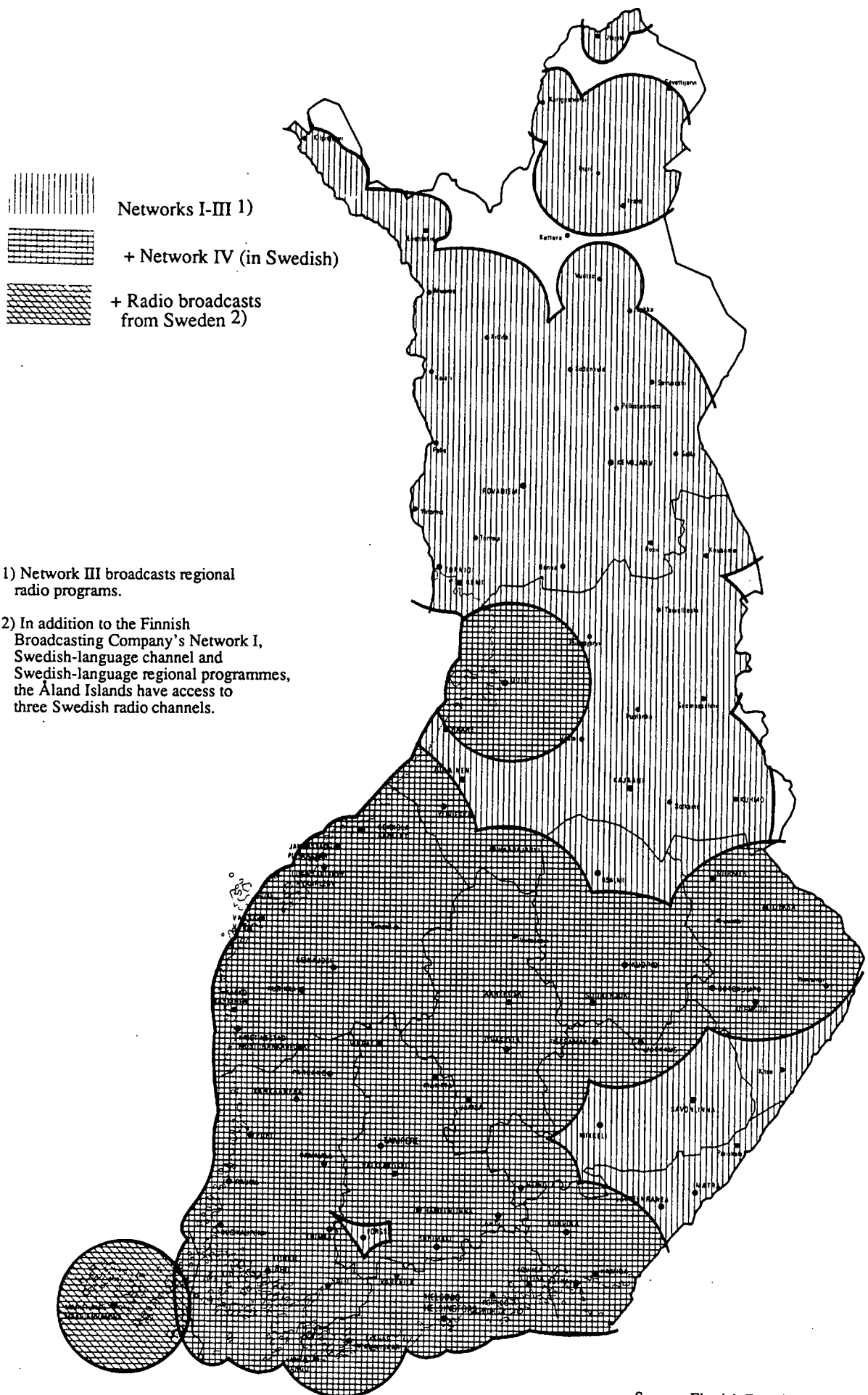
1) TV 4 offers a selection of broadcasts by Sweden's TV 1 and TV 2.

2) On the Åland Islands, the Channel Å 5 offers a selection of TV broadcasts from Finland and Sweden, and the Channel S1 the broadcasts of Sweden's TV 1.

3) The Pyhävuori transmitter in East Botnia relays the broadcasts of Sweden's TV 1 and TV 2.



Source: Finnish Broadcasting Company



## 2. ELECTRONIC MEDIA

## 1. NATIONAL BROADCASTING SERVICE

5. RADIO BROADCASTING BY FINNISH BROADCASTING COMPANY: NUMBER OF HOURS IN 1940 - 1988/89<sup>1)</sup>

Year	National networks				Short-wave broadcasting	Regional broadcasting <sup>2)</sup>		
	Main programme in Finnish <sup>3)</sup>	Parallel programme in Finnish <sup>4)</sup>	Programming in Finnish, total	Programming in Swedish		Programming in Finnish	Programming in Swedish	Programming in Lappish <sup>5)</sup>
Hours								
1940 .....	..	..	4 211	1 615	-	-	-	..
1945 .....	..	..	3 324	1 097	-	-	-	..
1950 .....	..	..	4 641	1 169	-	-	-	..
1955 .....	4 509	667	5 176	1 469	1 148	-	-	..
1960 .....	4 455	788	5 243	1 570	933	-	-	..
1965 .....	6 016	3 504	9 520	2 193	1 212	1 046	582	..
1970/71 <sup>6)</sup> .....	6 052	3 546	9 598	3 313 <sup>7)</sup>	3 102	1 362	785	..
1971/72 .....	6 105	4 042	10 147	3 818	3 183	1 629	578	..
1972/73 .....	6 198	4 102	10 300	4 332	3 311	1 750	587	..
1973/74 .....	6 275	4 386	10 661	4 351	3 458	1 807	526	..
1974/75 .....	6 017 <sup>8)</sup>	4 568 <sup>8)</sup>	10 585 <sup>8)</sup>	4 076 <sup>8)</sup>	3 467	1 704	449	..
1975/76 .....	5 959	4 594	10 553	4 139	3 400	2 106	567	74
1976/77 .....	6 045	5 097	11 142	4 201	4 064	2 259	684	74
1977/78 .....	5 745	5 283	11 028	4 031	3 964	2 269	744	77
1978/79 .....	5 984	5 475	11 459	4 548	3 908	2 418	726	83
1979/80 .....	5 955	5 784	11 739	5 036	2 058 <sup>9)</sup>	2 664	739	94
1980/81 .....	6 314	5 672	11 986	5 170	2 058	2 722	865	101
1981/82 .....	7 006	6 781	13 787	6 835	8 485	2 906	948	103
1982/83 .....	7 015	6 764	13 779	6 771	9 304	3 898	988	113
1983/84 .....	7 021	6 780	13 801	6 772	8 748	4 357	1 229	117
1984/85 .....	6 895	7 118	14 013	6 813	9 706	5 644	1 342	158
1985/86 .....	6 737	7 082	13 819	6 767	9 709	7 398	2 172	156
1986/87 .....	6 697	7 004	13 701	6 683	9 725	9 134	2 604	214
1987/88 .....	6 757	8 581	15 338	6 444	11 534	10 929	2 994	303
1988/89 <sup>10)</sup> .....	6 434	7 832	14 266	5 379	12 215	18 389	2 833	512

1) Because of the considerable ambiguities in the grounds of the statistics, the figures are not comparable. Up to the accounting period 1980/81, the figures refer to hours of programming, later to hours of transmission.

2) As from the accounting period 1975/76, regional broadcasting in Finnish also includes local broadcasting.

3) 1985/86 Radio 1.

4) 1985/86 Radio 2.

5) In addition, joint Nordic broadcasts in Lappish.

6) The reference period has been changed from a calendar year to an accounting period beginning on the first of June.

7) As from the accounting period 1970/71, the figures also include music programmes taken from the Finnish-language channels.

8) As the grounds of the statistics have been altered, the figures are not fully comparable with earlier figures. Of joint broadcasts, only the contribution of the main channel has been included.

9) The grounds of the statistics have been altered. The figures only cover the External Service's own production. Short-wave broadcasting also includes direct and delayed broadcasts of programmes supplied by the different national programme units. As from 1981/82, all hours are covered.

10) The figures for the year reflect the strike of radio and television journalists lasting from 30 November to 21 December 1988.

Source: Finnish Broadcasting Company; Yearbooks and annual report of the Finnish Broadcasting Company

## 2. ELECTRONIC MEDIA

## 1. NATIONAL BROADCASTING SERVICE

## 6. TELEVISION BROADCASTING BY FINNISH BROADCASTING COMPANY AND MTV FINLAND: NUMBER OF HOURS BY CHANNEL IN 1985 - 1988/89

Year	Finnish Broadcasting Company			MTV Finland (commercial)			Finnish Broad-casting Company and MTV Finland broadcasts together	Of which: contribution of MTV
	TV 1	TV 2	Total	MTV 1	MTV 2	Total		
Hours								%
1958	400	-	400	105	-	105	505	20,8
1959	625	-	625	293	-	293	918	31,9
1960	997	-	997	411	-	411	1 408	29,2
1961	1 114	-	1 114	470	-	470	1 584	29,7
1962	1 219	-	1 219	612	-	612	1 831	33,4
1963	1 373	-	1 373	688	-	688	2 061	33,4
1964	1 488	-	1 488	692	-	692	2 180	31,7
1965	1 651	1 154	2 805	651	11	662	3 467	19,1
1966	1 702	1 066	2 768	616	71	687	3 455	19,9
1967	1 798	1 072	2 870	645	74	719	3 589	20,0
1968	1 960	875	2 835	661	68	729	3 564	20,5
1969	2 039	928	2 967	658	74	732	3 699	19,8
1970/71 <sup>1)</sup>	1 818	747	2 565	655	133	788	3 353	23,5
1971/72	1 934	778	2 712	655	137	792	3 504	22,6
1972/73	1 869	950	2 819	642	141	783	3 602	21,7
1973/74	1 858	1 183	3 041	670	154	824	3 865	21,3
1974/75	2 064	1 374	3 438	707	167	874	4 312	20,3
1975/76	2 181	1 364	3 545	708	165	873	4 418	19,8
1976/77	2 107	1 419	3 526	701	176	877	4 403	19,9
1977/78	1 898	1 396	3 294	699	178	877	4 171	21,0
1978/79	2 053	1 353	3 406	688	188	876	4 282	20,5
1979/80	2 001	1 484	3 485	701	207	908	4 394	20,7
1980/81	2 077	1 498	3 575	699	220	919	4 494	20,4
1981/82	2 075	1 567	3 642	655	308	963	4 605	20,9
1982/83	2 063	1 576	3 639	659	339	998	4 637	21,5
1983/84	2 151	1 745	3 896	662	356	1 018	4 915	20,7
1984/85	2 349	1 864	4 213	669	352	1 022	5 235	19,5
1985/86	2 189	1 886	4 075	684	348	1 032	5 107	20,2
1986/87	2 276	1 977	4 253	718	325	1 043	5 296	19,7
1987/88	2 476	2 187	4 663	658	353	1 011	5 674	17,8
1988/89 <sup>2)</sup>	2 491	2 108	4 599	640	375	1 015	5 614	18,1

1) The reference period has been changed from a calendar year to an accounting period beginning on the first of June.

2) The figures for the year reflect the strike of radio and television journalists lasting from 30 November to 21 December 1988.

Source: Finnish Broadcasting Company; Yearbooks and annual report of the Finnish Broadcasting Company

2. ELECTRONIC MEDIA
1. NATIONAL BROADCASTING SERVICE
7. CHANNEL THREE

---

Broadcasting launched on 1 September 1987 (trial broadcasts on 1 December 1986)

Areas covered: Helsinki (1.12.1986)  
 Tampere (3.8.1987)  
 Turku (1.11.1987)  
 Jyväskylä (1.12.1987)  
 Lahti (1.8.1988)  
 Oulu (1.12.1988)  
 Total coverage about 2.5 million persons

Turnover: FIM 136 million (accounting period 1 Jan. 1988 - 31 May 1989)

Number of staff at end of accounting period: 46

Shareholders: Finnish Broadcasting Company 50 %<sup>1)</sup>  
 MTV Finland 35 %<sup>1)</sup>  
 Nokia Oy 15 %

Hours of programming during accounting year: 37 hours per week on average

Domestic content of programming: 23 %

---

1) As from 1 January 1990, Finnish Broadcasting Company 20 % and MTV Finland 65 %.

Source: Channel Three

## 2. ELECTRONIC MEDIA

## 1. NATIONAL BROADCASTING SERVICE

8. NATIONAL RADIO BROADCASTING BY FINNISH BROADCASTING COMPANY: BREAKDOWN BY TYPE OF PROGRAMME IN 1976 - 1988<sup>1)</sup>

Type of programme	1976	1980	1982	1984	1986	1988	
						Network 1	Network 2
	%						
Newscasts .....	7	6	7	7	7	6	4
Weather bulletins .....	4	2	2	2	2	4	0
Current affairs programmes .....	8	8	8	9	7	6	7
General education programmes .....	8	4	4	4	5	6	4
Cultural programmes .....	2	5	7	5	7	6	4
Educational programmes .....	3	3	4	4	3	8	-
Practical programmes .....	4	4	5	4	4	7	1
Religious programmes .....	3	3	2	2	2	4	0
Theatre .....	2	2	2	3	2	3	1
Classical music .....	18	18	19	19	18	36	0
Light music .....	25	25	24	21	21	10	26
Talk-music programmes .....	13	10	9	12	11	2	35
Talk entertainment .....	1	3	3	4	3	2	4
Sport .....	1	1	0	1	4	-	4
Children's programmes .....	1	4	4	4	4	2	4
Regional programmes .....	..	..	..	..	..	-	6
Total .....	100	100	100	100	100	100	100

1) The data are based on survey weeks.

Sources: Erja Erholm, *Radio-ohjelmien seuraaminen (Radio listening) 1976-86, 1988*, (Finnish Broadcasting Company, Planning and Research Department, Series B 1/1987 and Series D 1/1989)

## 2. ELECTRONIC MEDIA

## 1. NATIONAL BROADCASTING SERVICE

## 9. TELEVISION BROADCASTING BY FINNISH BROADCASTING COMPANY AND MTV FINLAND: BREAKDOWN BY TYPE OF PROGRAMME AND BY COMPANY IN 1975 - 1988/89

Type of programme	1975 <sup>2)</sup>			1980/81 <sup>1)</sup>			1981/82 <sup>1)</sup>			1982/83 <sup>1)</sup>			1983/84 <sup>1)</sup>		
	YLE	MTV	Total	YLE	MTV	Total	YLE	MTV	Total	YLE	MTV	Total	YLE	MTV	Total
	%														
Newscasts .....	14	-	11	11	-	9	12	9	11	11	12	12	11	12	11
Current affairs programmes ....	7	5	7	5	6	5	8			8	2	7	7	3	6
Documentaries .....	21	17	20	25	14	23	22	12	27	20	11	18	20	8	17
Educational programmes .....	9	-	7	8	-	7	7	-	5	7	-	6	6	-	5
Theatre, TV plays and TV movies	3	4	3	5	7	5	5	6	5	6	7	6	5	4	5
Feature films .....	8	16	9	7	20	9	6	17	9	7	18	9	7	20	10
Series .....	11	43	18	5	30	9	5	31	10	6	26	10	7	26	11
Entertainment programmes .....	4	9	5	4	20	7	6	19	9	8	20	10	7	22	10
Music programmes .....	5	6	5	5	2	4	5	3	5	5	2	4	5	2	5
Sports programmes .....	8	-	6	12	-	10	10	-	8	9	-	8	11	-	9
Children's programmes .....	10	-	8	12	1	10	12	3	10	11	2	9	12	3	10
Other .....	1	-	1	2	-	1	2	-	1	2	-	1	2	-	1
Total % .....	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Hours .....	..	..	..	3324	768	4092	3393	813	4206	3412	835	4247	3623	854	4477

Type of programme	1985 <sup>2)</sup>			1986 <sup>2)</sup>			1987/88 <sup>1)</sup>			1988/89 <sup>1)</sup>		
	YLE	MTV	Total	YLE	MTV	Total	YLE	MTV	Total	YLE	MTV	Total
	%											
Newscasts .....	13	11	12	12	11	12	9	11	9	9	12	10
Current affairs programmes ....	7	2	6	7	3	6	7	3	6	7	8	7
Documentaries .....	22	8	19	24	3	20	22	8	19	20	6	18
Educational programmes .....	3	-	3	3	-	3	5	-	4	4	-	3
Theatre, TV plays and TV movies	6	2	5	4	11	5	5	2	5	5	2	5
Feature films .....	7	11	8	9	12	10	8	16	10	8	14	9
Series .....	10	40	16	8	33	12	9	38	14	11	39	15
Entertainment programmes .....	6	20	9	7	26	11	5	21	8	4	18	6
Music programmes .....	5	2	4	3	-	3	4	1	4	5	1	3
Sports programmes .....	7	2	6	8	1	6	11	-	9	13	-	11
Children's programmes .....	12	3	10	14	-	11	12	-	10	11	-	9
Other .....	2	-	2	1	-	1	2	-	2	2	-	2
Total % .....	100	100	100	100	100	100	100	100	100	100	100	100
Hours .....	..	..	..	..	..	..	4585	991	5579	4534	930	5464

YLE = Finnish Broadcasting Company

MTV = MTV Finland

1) Total for the accounting period.

2) The data are based on samples.

Sources: *Televisio-ohjelmiston rakenne ohjelmatyypeittäin ja alkuperämittain* (The structure of television programming by type of programme and by country of origin), Finnish Broadcasting Company, Planning and Research Department, Series B 17/1976, 1/1982, 2/1983 and 9/1985.  
*Televisio-ohjelmien seuraaminen* (Television viewing), Finnish Broadcasting Company, Planning and Research Department, Series B 6/1986, Series D 4/1987, 12/1988 and 16/1989

## 2. ELECTRONIC MEDIA

## 1. NATIONAL BROADCASTING SERVICE

10. TELEVISION BROADCASTING BY FINNISH BROADCASTING COMPANY AND MTV FINLAND<sup>1)</sup>: PROPORTION OF FINNISH PRODUCTIONS BY COMPANY AND BY DIFFERENT TYPES OF PROGRAMMES IN 1979/80 - 1988/89<sup>2)</sup>

	1979/80			1980/81			1981/82			1982/83			1983/84		
	YLE	MTV	Total	YLE	MTV	Total	YLE	MTV	Total	YLE	MTV	Total	YLE	MTV	Total
	%														
Finnish productions .....	59	43	56	61	45	58	63	48	61	63	49	60	60	50	58
Foreign productions .....	36	57	40	33	55	37	33	52	37	32	51	36	35	50	38
International sports events: Eurovision, Inter- vision, Nordvision .....	5	-	4	6	-	5	4	-	3	5	-	4	5	-	4
Total .....	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

## Proportion of Finnish productions in different types of programmes:

Newscasts .....	100	-	100	100	-	100	100	100	100	100	100	100	100	100	100
Current affairs programmes	100	100	100	100	100	100	100	57	66	100	100	100	100	100	100
Documentaries .....	53	60	54	56	60	56	54	60	57	60	51	57	61	64	61
Educational programmes ...	82	-	82	74	-	74	76	-	76	80	-	80	63	-	63
Theatre .....	43	51	45	44	65	49	58	94	66	64	100	74	64	100	69
TV films .....							37	9	30	25	7	21	35	5	28
Feature films .....	8	34	19	11	27	18	17	23	19	12	23	16	11	23	16
Series .....	6	6	6	16	4	9	9	17	14	15	11	13	5	11	8
Entertainment programmes .	72	89	78	84	90	87	74	90	81	75	81	78	80	85	82
Music programmes .....	50	73	51	59	72	61	58	65	59	64	94	66	52	86	55
Sports programmes .....	52	100	52	48	-	48	61	100	61	49	68	50	54	100	54
Children's programmes ....	55	4	53	63	8	61	60	9	57	59	2	57	54	0	51
Religious programmes .....							100	-	100	92	-	92	97	-	97
Other .....	100	100	100	95	-	95	100	-	100	100	100	100	100	-	100

	1984/85			1985/86			1987/88			1988/89		
	YLE	MTV	Total	YLE	MTV	Total	YLE	MTV	Total	YLE	MTV	Total
	%											
Finnish productions .....	54	50	53	54	50	53	56	47	55	56	49	55
Foreign productions .....	42	50	44	42	50	44	36	53	39	35	51	38
International sports events: Eurovision, Inter- vision, Nordvision .....	43)	-	33)	43)	-	33)	83)	-	63)	93)	-	73)
Total .....	100	100	100	100	100	100	100	100	100	100	100	100

## Proportion of Finnish productions in different types of programmes:

Newscasts .....	..	..	..	..	..	..						
Current affairs programmes	..	..	..	..	..	..	72	97	75	76	99	79
Documentaries .....	..	..	..	..	..	..						
Educational programmes ...	..	..	..	..	..	..						
Theatre .....	..	..	..	..	..	..						
TV films .....	..	..	..	..	..	..	31	16	27	27	12	24
Feature films .....	..	..	..	..	..	..						
Series .....	..	..	..	..	..	..	6	7	7	7	8	8
Entertainment programmes .	..	..	..	..	..	..	71	93	82	76	96	86
Music programmes .....	..	..	..	..	..	..	54	95	63	58	94	66
Sports programmes .....	..	..	..	..	..	..	40	-	40	46	-	46
Children's programmes ....	..	..	..	..	..	..	67	0	67	68	0	68
Other .....	..	..	..	..	..	..	96	-	96	95	-	95

YLE = Finnish Broadcasting Company

MTV = MTV Finland

1) The figures on MTV productions differ slightly from those presented in MTV's annual reports.

2) Data for 1986/87 not available.

3) The figures are estimates.

Sources: Televisio-ohjelmiston rakenne ohjelmatyypeittäin ja alkuperämaittain (The structure of television programming by type of programme and by country of origin), Finnish Broadcasting Company, Planning and Research Department, Series 1/1982, 2/1983, 9/1985, 2/1987

Televisio-ohjelmien seuraaminen (Television viewing), Finnish Broadcasting Company, Planning and Research Department, Series B 6/1986, Series D 4/1987, 12/1988 and 16/1989

## 2. ELECTRONIC MEDIA

## 1. NATIONAL BROADCASTING SERVICE

11. TELEVISION BROADCASTING BY FINNISH BROADCASTING COMPANY AND MTV FINLAND: BREAKDOWN OF FOREIGN PROGRAMMING BY DIFFERENT TYPES OF PROGRAMMES IN 1979/80 - 1988/89<sup>1)</sup>

Type of programme	1979/80			1980/81			1981/82			1982/83			1983/84		
	YLE	MTV	All	YLE	MTV	All	YLE	MTV	All	YLE	MTV	All	YLE	MTV	All
	%														
Current affairs, documentaries	34,1	14,1	28,7	33,8	10,2	27,2	30,8	10,1	25,1	24,6	9,6	20,5	22,2	5,5	18,1
Educational programmes .....	3,4	-	2,5	6,3	-	4,6	5,0	-	3,7	4,5	-	3,2	6,7	-	5,0
Theatre, TV films .....	9,2	8,1	8,9	8,0	4,2	6,9	7,9	5,2	7,1	10,3	6,7	9,3	6,4	4,6	5,9
Feature films .....	15,2	20,2	16,6	18,1	26,7	20,5	16,2	25,4	18,7	19,3	27,6	21,6	17,8	31,2	21,1
Series .....	12,1	49,9	22,3	11,4	51,5	22,6	14,1	49,1	23,7	15,8	44,6	23,6	19,0	46,7	25,9
Entertainment programmes .....	4,4	3,1	4,1	2,1	3,8	2,5	5,1	3,5	4,7	5,8	7,0	6,2	4,2	6,3	4,7
Music programmes .....	6,0	0,5	4,5	5,7	1,2	4,4	6,2	1,9	5,1	5,2	0,2	3,8	7,4	0,6	5,7
Sports programmes .....	0,8	-	0,6	0,6	-	0,5	0,5	-	0,4	0,5	0,2	0,4	1,0	-	0,8
Children's programmes .....	14,8	4,2	11,9	13,9	2,4	10,7	14,1	4,8	11,5	13,6	4,1	11,0	15,1	5,1	12,6
Other .....	-	-	-	-	-	-	-	-	-	0,4	-	0,3	0,1	-	0,1
Total % .....	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
Hours .....	1 164	434	1 598	1 093	423	1 516	1 118	419	1 537	1 103	422	1 525	1 282	426	1 708

Type of programme	1984/85			1985/86			1986/87			1987/88			1988/89		
	YLE	MTV	All	YLE	MTV	All	YLE	MTV	All	YLE	MTV	All	YLE	MTV	All
	%														
Current affairs, documentaries	..	..	..	29,9	4,3	23,8	..	..	..	27,3	1,3	21,9	22,4	0,6	18,2
Educational programmes .....	..	..	..	21,2	30,0	23,3	..	..	..	21,1	28,6	22,7	23,2	28,4	24,2
Theatre, TV films .....	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Feature films .....	..	..	..	19,5	57,7	28,7	..	..	..	18,3	66,9	28,4	22,8	68,6	31,6
Series .....	..	..	..	3,0	4,0	3,2	..	..	..	1,9	1,9	1,9	1,6	0,8	1,4
Entertainment programmes .....	..	..	..	6,2	0,1	4,8	..	..	..	6,7	0,8	5,4	5,5	0,8	4,6
Music programmes .....	..	..	..	10,4	-	7,9	..	..	..	15,3	-	12,1	16,2	-	13,1
Sports programmes .....	..	..	..	9,7	3,9	8,3	..	..	..	9,2	0,6	7,4	8,1	0,6	6,7
Children's programmes .....	..	..	..	0,1	-	0,0	..	..	..	0,2	-	0,2	0,2	-	0,2
Other .....	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..
Total % .....	..	..	..	100,0	100,0	100,0	..	..	..	100,0	100,0	100,0	100,0	100,0	100,0
Hours .....	..	..	..	1 635	518	2 153	..	..	..	2 006	525	2 531	1 979	475	2 454

1) Excl. sports programmes acquired via Eurovision, Intervision and Nordvision programme exchanges. Taken together, these programmes constitute 3-7 per cent of programming each year.

YLE = Finnish Broadcasting Company  
MTV = MTV Finland

Sources: Televisio-ohjelmiston rakenne ohjelmatyyteittäin ja alkuperämaittain (The structure of television programming by type of programme and by country of origin), Finnish Broadcasting Company, Planning and Research Department, Series B 17/1976, 1/1982, 2/1983 and 9/1985.  
Televisio-ohjelmien seuraaminen (Television viewing), Finnish Broadcasting Company, Planning and Research Department, Series B 6/1986, Series D 4/1987, 12/1988 and 16/1989

## 2. ELECTRONIC MEDIA

## 1. NATIONAL BROADCASTING SERVICE

## 12. TELEVISION BROADCASTING BY FINNISH BROADCASTING COMPANY: BREAKDOWN OF FOREIGN PROGRAMMES BY COUNTRY OF ORIGIN IN 1977 - 1988/89

Country of origin	1977	1978	1979/80	1980/81	1981/82	1982/83	1983/84	1984/85	1985/86	1986/87	1987/88	1988/89																																																																																																																																																																																																																																																							
	%																																																																																																																																																																																																																																																																		
Nordic countries													Sweden .....	18,3	18,6	17,5	15,1	15,4	13,8	12,8	..	9,8	..	7,6	9,5	Other; joint production	8,3	10,3	11,9	9,2	12,5	8,8	8,8	..	7,4	..	6,2	6,5	Western Europe													United Kingdom .....	16,0	21,4	14,1	14,9	16,1	18,7	15,5	..	24,5	..	24,4	25,9	France .....	6,1	5,1	4,8	5,5	5,0	4,5	4,3	..	5,2	..	6,8	8,1	Federal Republic of Germany .....	6,1	5,0	5,7	6,9	7,2	8,6	8,4	..	9,6	..	9,1	7,9	Other; joint production	8,4	6,5	11,7	11,2	9,0	9,8	8,4	..	6,7	..	9,9	7,0	Eastern Europe													Soviet Union .....	6,2	4,4	4,3	3,8	2,4	3,5	3,4	..	4,7	..	2,9	2,3	Other; joint production	7,6	8,5	6,1	7,6	6,7	4,8	4,6	..	5,6	..	3,4	2,8	North America													United States .....	14,4	13,8	16,7	18,4	18,1	20,1	22,5	..	16,3	..	14,6	13,4	Canada .....	3,0	1,7	2,2	2,5	3,5	2,2	2,3	..	2,2	..	9,9	3,4	Central and South America .....	0,7	-	0,6	0,2	0,0	0,4	0,7	..	1,0	..	1,0	0,9	Asia and Australia .....	1,5	3,1	2,1	4,3	3,8	4,1	4,2	..	7,0	..	3,9	12,1	Africa .....	0,2	0,4	-	-	0,1	0,4	-	..	0,0	..	0,0	0,2	Other; joint productions	3,2	1,3	2,8	0,5	0,1	0,3	5,1	..	0,0	..	-	-	Total .....	100	100	100	100	100	100	100	..	100	..	100	100	Hours .....	1 036	1 041	1 164	1 093	1 118	1 102	1 283	..	1 635	..	2 006	1 980
Sweden .....	18,3	18,6	17,5	15,1	15,4	13,8	12,8	..	9,8	..	7,6	9,5	Other; joint production	8,3	10,3	11,9	9,2	12,5	8,8	8,8	..	7,4	..	6,2	6,5	Western Europe													United Kingdom .....	16,0	21,4	14,1	14,9	16,1	18,7	15,5	..	24,5	..	24,4	25,9	France .....	6,1	5,1	4,8	5,5	5,0	4,5	4,3	..	5,2	..	6,8	8,1	Federal Republic of Germany .....	6,1	5,0	5,7	6,9	7,2	8,6	8,4	..	9,6	..	9,1	7,9	Other; joint production	8,4	6,5	11,7	11,2	9,0	9,8	8,4	..	6,7	..	9,9	7,0	Eastern Europe													Soviet Union .....	6,2	4,4	4,3	3,8	2,4	3,5	3,4	..	4,7	..	2,9	2,3	Other; joint production	7,6	8,5	6,1	7,6	6,7	4,8	4,6	..	5,6	..	3,4	2,8	North America													United States .....	14,4	13,8	16,7	18,4	18,1	20,1	22,5	..	16,3	..	14,6	13,4	Canada .....	3,0	1,7	2,2	2,5	3,5	2,2	2,3	..	2,2	..	9,9	3,4	Central and South America .....	0,7	-	0,6	0,2	0,0	0,4	0,7	..	1,0	..	1,0	0,9	Asia and Australia .....	1,5	3,1	2,1	4,3	3,8	4,1	4,2	..	7,0	..	3,9	12,1	Africa .....	0,2	0,4	-	-	0,1	0,4	-	..	0,0	..	0,0	0,2	Other; joint productions	3,2	1,3	2,8	0,5	0,1	0,3	5,1	..	0,0	..	-	-	Total .....	100	100	100	100	100	100	100	..	100	..	100	100	Hours .....	1 036	1 041	1 164	1 093	1 118	1 102	1 283	..	1 635	..	2 006	1 980													
Other; joint production	8,3	10,3	11,9	9,2	12,5	8,8	8,8	..	7,4	..	6,2	6,5	Western Europe													United Kingdom .....	16,0	21,4	14,1	14,9	16,1	18,7	15,5	..	24,5	..	24,4	25,9	France .....	6,1	5,1	4,8	5,5	5,0	4,5	4,3	..	5,2	..	6,8	8,1	Federal Republic of Germany .....	6,1	5,0	5,7	6,9	7,2	8,6	8,4	..	9,6	..	9,1	7,9	Other; joint production	8,4	6,5	11,7	11,2	9,0	9,8	8,4	..	6,7	..	9,9	7,0	Eastern Europe													Soviet Union .....	6,2	4,4	4,3	3,8	2,4	3,5	3,4	..	4,7	..	2,9	2,3	Other; joint production	7,6	8,5	6,1	7,6	6,7	4,8	4,6	..	5,6	..	3,4	2,8	North America													United States .....	14,4	13,8	16,7	18,4	18,1	20,1	22,5	..	16,3	..	14,6	13,4	Canada .....	3,0	1,7	2,2	2,5	3,5	2,2	2,3	..	2,2	..	9,9	3,4	Central and South America .....	0,7	-	0,6	0,2	0,0	0,4	0,7	..	1,0	..	1,0	0,9	Asia and Australia .....	1,5	3,1	2,1	4,3	3,8	4,1	4,2	..	7,0	..	3,9	12,1	Africa .....	0,2	0,4	-	-	0,1	0,4	-	..	0,0	..	0,0	0,2	Other; joint productions	3,2	1,3	2,8	0,5	0,1	0,3	5,1	..	0,0	..	-	-	Total .....	100	100	100	100	100	100	100	..	100	..	100	100	Hours .....	1 036	1 041	1 164	1 093	1 118	1 102	1 283	..	1 635	..	2 006	1 980																										
Western Europe													United Kingdom .....	16,0	21,4	14,1	14,9	16,1	18,7	15,5	..	24,5	..	24,4	25,9	France .....	6,1	5,1	4,8	5,5	5,0	4,5	4,3	..	5,2	..	6,8	8,1	Federal Republic of Germany .....	6,1	5,0	5,7	6,9	7,2	8,6	8,4	..	9,6	..	9,1	7,9	Other; joint production	8,4	6,5	11,7	11,2	9,0	9,8	8,4	..	6,7	..	9,9	7,0	Eastern Europe													Soviet Union .....	6,2	4,4	4,3	3,8	2,4	3,5	3,4	..	4,7	..	2,9	2,3	Other; joint production	7,6	8,5	6,1	7,6	6,7	4,8	4,6	..	5,6	..	3,4	2,8	North America													United States .....	14,4	13,8	16,7	18,4	18,1	20,1	22,5	..	16,3	..	14,6	13,4	Canada .....	3,0	1,7	2,2	2,5	3,5	2,2	2,3	..	2,2	..	9,9	3,4	Central and South America .....	0,7	-	0,6	0,2	0,0	0,4	0,7	..	1,0	..	1,0	0,9	Asia and Australia .....	1,5	3,1	2,1	4,3	3,8	4,1	4,2	..	7,0	..	3,9	12,1	Africa .....	0,2	0,4	-	-	0,1	0,4	-	..	0,0	..	0,0	0,2	Other; joint productions	3,2	1,3	2,8	0,5	0,1	0,3	5,1	..	0,0	..	-	-	Total .....	100	100	100	100	100	100	100	..	100	..	100	100	Hours .....	1 036	1 041	1 164	1 093	1 118	1 102	1 283	..	1 635	..	2 006	1 980																																							
United Kingdom .....	16,0	21,4	14,1	14,9	16,1	18,7	15,5	..	24,5	..	24,4	25,9	France .....	6,1	5,1	4,8	5,5	5,0	4,5	4,3	..	5,2	..	6,8	8,1	Federal Republic of Germany .....	6,1	5,0	5,7	6,9	7,2	8,6	8,4	..	9,6	..	9,1	7,9	Other; joint production	8,4	6,5	11,7	11,2	9,0	9,8	8,4	..	6,7	..	9,9	7,0	Eastern Europe													Soviet Union .....	6,2	4,4	4,3	3,8	2,4	3,5	3,4	..	4,7	..	2,9	2,3	Other; joint production	7,6	8,5	6,1	7,6	6,7	4,8	4,6	..	5,6	..	3,4	2,8	North America													United States .....	14,4	13,8	16,7	18,4	18,1	20,1	22,5	..	16,3	..	14,6	13,4	Canada .....	3,0	1,7	2,2	2,5	3,5	2,2	2,3	..	2,2	..	9,9	3,4	Central and South America .....	0,7	-	0,6	0,2	0,0	0,4	0,7	..	1,0	..	1,0	0,9	Asia and Australia .....	1,5	3,1	2,1	4,3	3,8	4,1	4,2	..	7,0	..	3,9	12,1	Africa .....	0,2	0,4	-	-	0,1	0,4	-	..	0,0	..	0,0	0,2	Other; joint productions	3,2	1,3	2,8	0,5	0,1	0,3	5,1	..	0,0	..	-	-	Total .....	100	100	100	100	100	100	100	..	100	..	100	100	Hours .....	1 036	1 041	1 164	1 093	1 118	1 102	1 283	..	1 635	..	2 006	1 980																																																				
France .....	6,1	5,1	4,8	5,5	5,0	4,5	4,3	..	5,2	..	6,8	8,1	Federal Republic of Germany .....	6,1	5,0	5,7	6,9	7,2	8,6	8,4	..	9,6	..	9,1	7,9	Other; joint production	8,4	6,5	11,7	11,2	9,0	9,8	8,4	..	6,7	..	9,9	7,0	Eastern Europe													Soviet Union .....	6,2	4,4	4,3	3,8	2,4	3,5	3,4	..	4,7	..	2,9	2,3	Other; joint production	7,6	8,5	6,1	7,6	6,7	4,8	4,6	..	5,6	..	3,4	2,8	North America													United States .....	14,4	13,8	16,7	18,4	18,1	20,1	22,5	..	16,3	..	14,6	13,4	Canada .....	3,0	1,7	2,2	2,5	3,5	2,2	2,3	..	2,2	..	9,9	3,4	Central and South America .....	0,7	-	0,6	0,2	0,0	0,4	0,7	..	1,0	..	1,0	0,9	Asia and Australia .....	1,5	3,1	2,1	4,3	3,8	4,1	4,2	..	7,0	..	3,9	12,1	Africa .....	0,2	0,4	-	-	0,1	0,4	-	..	0,0	..	0,0	0,2	Other; joint productions	3,2	1,3	2,8	0,5	0,1	0,3	5,1	..	0,0	..	-	-	Total .....	100	100	100	100	100	100	100	..	100	..	100	100	Hours .....	1 036	1 041	1 164	1 093	1 118	1 102	1 283	..	1 635	..	2 006	1 980																																																																	
Federal Republic of Germany .....	6,1	5,0	5,7	6,9	7,2	8,6	8,4	..	9,6	..	9,1	7,9	Other; joint production	8,4	6,5	11,7	11,2	9,0	9,8	8,4	..	6,7	..	9,9	7,0	Eastern Europe													Soviet Union .....	6,2	4,4	4,3	3,8	2,4	3,5	3,4	..	4,7	..	2,9	2,3	Other; joint production	7,6	8,5	6,1	7,6	6,7	4,8	4,6	..	5,6	..	3,4	2,8	North America													United States .....	14,4	13,8	16,7	18,4	18,1	20,1	22,5	..	16,3	..	14,6	13,4	Canada .....	3,0	1,7	2,2	2,5	3,5	2,2	2,3	..	2,2	..	9,9	3,4	Central and South America .....	0,7	-	0,6	0,2	0,0	0,4	0,7	..	1,0	..	1,0	0,9	Asia and Australia .....	1,5	3,1	2,1	4,3	3,8	4,1	4,2	..	7,0	..	3,9	12,1	Africa .....	0,2	0,4	-	-	0,1	0,4	-	..	0,0	..	0,0	0,2	Other; joint productions	3,2	1,3	2,8	0,5	0,1	0,3	5,1	..	0,0	..	-	-	Total .....	100	100	100	100	100	100	100	..	100	..	100	100	Hours .....	1 036	1 041	1 164	1 093	1 118	1 102	1 283	..	1 635	..	2 006	1 980																																																																														
Other; joint production	8,4	6,5	11,7	11,2	9,0	9,8	8,4	..	6,7	..	9,9	7,0	Eastern Europe													Soviet Union .....	6,2	4,4	4,3	3,8	2,4	3,5	3,4	..	4,7	..	2,9	2,3	Other; joint production	7,6	8,5	6,1	7,6	6,7	4,8	4,6	..	5,6	..	3,4	2,8	North America													United States .....	14,4	13,8	16,7	18,4	18,1	20,1	22,5	..	16,3	..	14,6	13,4	Canada .....	3,0	1,7	2,2	2,5	3,5	2,2	2,3	..	2,2	..	9,9	3,4	Central and South America .....	0,7	-	0,6	0,2	0,0	0,4	0,7	..	1,0	..	1,0	0,9	Asia and Australia .....	1,5	3,1	2,1	4,3	3,8	4,1	4,2	..	7,0	..	3,9	12,1	Africa .....	0,2	0,4	-	-	0,1	0,4	-	..	0,0	..	0,0	0,2	Other; joint productions	3,2	1,3	2,8	0,5	0,1	0,3	5,1	..	0,0	..	-	-	Total .....	100	100	100	100	100	100	100	..	100	..	100	100	Hours .....	1 036	1 041	1 164	1 093	1 118	1 102	1 283	..	1 635	..	2 006	1 980																																																																																											
Eastern Europe													Soviet Union .....	6,2	4,4	4,3	3,8	2,4	3,5	3,4	..	4,7	..	2,9	2,3	Other; joint production	7,6	8,5	6,1	7,6	6,7	4,8	4,6	..	5,6	..	3,4	2,8	North America													United States .....	14,4	13,8	16,7	18,4	18,1	20,1	22,5	..	16,3	..	14,6	13,4	Canada .....	3,0	1,7	2,2	2,5	3,5	2,2	2,3	..	2,2	..	9,9	3,4	Central and South America .....	0,7	-	0,6	0,2	0,0	0,4	0,7	..	1,0	..	1,0	0,9	Asia and Australia .....	1,5	3,1	2,1	4,3	3,8	4,1	4,2	..	7,0	..	3,9	12,1	Africa .....	0,2	0,4	-	-	0,1	0,4	-	..	0,0	..	0,0	0,2	Other; joint productions	3,2	1,3	2,8	0,5	0,1	0,3	5,1	..	0,0	..	-	-	Total .....	100	100	100	100	100	100	100	..	100	..	100	100	Hours .....	1 036	1 041	1 164	1 093	1 118	1 102	1 283	..	1 635	..	2 006	1 980																																																																																																								
Soviet Union .....	6,2	4,4	4,3	3,8	2,4	3,5	3,4	..	4,7	..	2,9	2,3	Other; joint production	7,6	8,5	6,1	7,6	6,7	4,8	4,6	..	5,6	..	3,4	2,8	North America													United States .....	14,4	13,8	16,7	18,4	18,1	20,1	22,5	..	16,3	..	14,6	13,4	Canada .....	3,0	1,7	2,2	2,5	3,5	2,2	2,3	..	2,2	..	9,9	3,4	Central and South America .....	0,7	-	0,6	0,2	0,0	0,4	0,7	..	1,0	..	1,0	0,9	Asia and Australia .....	1,5	3,1	2,1	4,3	3,8	4,1	4,2	..	7,0	..	3,9	12,1	Africa .....	0,2	0,4	-	-	0,1	0,4	-	..	0,0	..	0,0	0,2	Other; joint productions	3,2	1,3	2,8	0,5	0,1	0,3	5,1	..	0,0	..	-	-	Total .....	100	100	100	100	100	100	100	..	100	..	100	100	Hours .....	1 036	1 041	1 164	1 093	1 118	1 102	1 283	..	1 635	..	2 006	1 980																																																																																																																					
Other; joint production	7,6	8,5	6,1	7,6	6,7	4,8	4,6	..	5,6	..	3,4	2,8	North America													United States .....	14,4	13,8	16,7	18,4	18,1	20,1	22,5	..	16,3	..	14,6	13,4	Canada .....	3,0	1,7	2,2	2,5	3,5	2,2	2,3	..	2,2	..	9,9	3,4	Central and South America .....	0,7	-	0,6	0,2	0,0	0,4	0,7	..	1,0	..	1,0	0,9	Asia and Australia .....	1,5	3,1	2,1	4,3	3,8	4,1	4,2	..	7,0	..	3,9	12,1	Africa .....	0,2	0,4	-	-	0,1	0,4	-	..	0,0	..	0,0	0,2	Other; joint productions	3,2	1,3	2,8	0,5	0,1	0,3	5,1	..	0,0	..	-	-	Total .....	100	100	100	100	100	100	100	..	100	..	100	100	Hours .....	1 036	1 041	1 164	1 093	1 118	1 102	1 283	..	1 635	..	2 006	1 980																																																																																																																																		
North America													United States .....	14,4	13,8	16,7	18,4	18,1	20,1	22,5	..	16,3	..	14,6	13,4	Canada .....	3,0	1,7	2,2	2,5	3,5	2,2	2,3	..	2,2	..	9,9	3,4	Central and South America .....	0,7	-	0,6	0,2	0,0	0,4	0,7	..	1,0	..	1,0	0,9	Asia and Australia .....	1,5	3,1	2,1	4,3	3,8	4,1	4,2	..	7,0	..	3,9	12,1	Africa .....	0,2	0,4	-	-	0,1	0,4	-	..	0,0	..	0,0	0,2	Other; joint productions	3,2	1,3	2,8	0,5	0,1	0,3	5,1	..	0,0	..	-	-	Total .....	100	100	100	100	100	100	100	..	100	..	100	100	Hours .....	1 036	1 041	1 164	1 093	1 118	1 102	1 283	..	1 635	..	2 006	1 980																																																																																																																																															
United States .....	14,4	13,8	16,7	18,4	18,1	20,1	22,5	..	16,3	..	14,6	13,4	Canada .....	3,0	1,7	2,2	2,5	3,5	2,2	2,3	..	2,2	..	9,9	3,4	Central and South America .....	0,7	-	0,6	0,2	0,0	0,4	0,7	..	1,0	..	1,0	0,9	Asia and Australia .....	1,5	3,1	2,1	4,3	3,8	4,1	4,2	..	7,0	..	3,9	12,1	Africa .....	0,2	0,4	-	-	0,1	0,4	-	..	0,0	..	0,0	0,2	Other; joint productions	3,2	1,3	2,8	0,5	0,1	0,3	5,1	..	0,0	..	-	-	Total .....	100	100	100	100	100	100	100	..	100	..	100	100	Hours .....	1 036	1 041	1 164	1 093	1 118	1 102	1 283	..	1 635	..	2 006	1 980																																																																																																																																																												
Canada .....	3,0	1,7	2,2	2,5	3,5	2,2	2,3	..	2,2	..	9,9	3,4	Central and South America .....	0,7	-	0,6	0,2	0,0	0,4	0,7	..	1,0	..	1,0	0,9	Asia and Australia .....	1,5	3,1	2,1	4,3	3,8	4,1	4,2	..	7,0	..	3,9	12,1	Africa .....	0,2	0,4	-	-	0,1	0,4	-	..	0,0	..	0,0	0,2	Other; joint productions	3,2	1,3	2,8	0,5	0,1	0,3	5,1	..	0,0	..	-	-	Total .....	100	100	100	100	100	100	100	..	100	..	100	100	Hours .....	1 036	1 041	1 164	1 093	1 118	1 102	1 283	..	1 635	..	2 006	1 980																																																																																																																																																																									
Central and South America .....	0,7	-	0,6	0,2	0,0	0,4	0,7	..	1,0	..	1,0	0,9	Asia and Australia .....	1,5	3,1	2,1	4,3	3,8	4,1	4,2	..	7,0	..	3,9	12,1	Africa .....	0,2	0,4	-	-	0,1	0,4	-	..	0,0	..	0,0	0,2	Other; joint productions	3,2	1,3	2,8	0,5	0,1	0,3	5,1	..	0,0	..	-	-	Total .....	100	100	100	100	100	100	100	..	100	..	100	100	Hours .....	1 036	1 041	1 164	1 093	1 118	1 102	1 283	..	1 635	..	2 006	1 980																																																																																																																																																																																						
Asia and Australia .....	1,5	3,1	2,1	4,3	3,8	4,1	4,2	..	7,0	..	3,9	12,1	Africa .....	0,2	0,4	-	-	0,1	0,4	-	..	0,0	..	0,0	0,2	Other; joint productions	3,2	1,3	2,8	0,5	0,1	0,3	5,1	..	0,0	..	-	-	Total .....	100	100	100	100	100	100	100	..	100	..	100	100	Hours .....	1 036	1 041	1 164	1 093	1 118	1 102	1 283	..	1 635	..	2 006	1 980																																																																																																																																																																																																			
Africa .....	0,2	0,4	-	-	0,1	0,4	-	..	0,0	..	0,0	0,2	Other; joint productions	3,2	1,3	2,8	0,5	0,1	0,3	5,1	..	0,0	..	-	-	Total .....	100	100	100	100	100	100	100	..	100	..	100	100	Hours .....	1 036	1 041	1 164	1 093	1 118	1 102	1 283	..	1 635	..	2 006	1 980																																																																																																																																																																																																																
Other; joint productions	3,2	1,3	2,8	0,5	0,1	0,3	5,1	..	0,0	..	-	-	Total .....	100	100	100	100	100	100	100	..	100	..	100	100	Hours .....	1 036	1 041	1 164	1 093	1 118	1 102	1 283	..	1 635	..	2 006	1 980																																																																																																																																																																																																																													
Total .....	100	100	100	100	100	100	100	..	100	..	100	100	Hours .....	1 036	1 041	1 164	1 093	1 118	1 102	1 283	..	1 635	..	2 006	1 980																																																																																																																																																																																																																																										
Hours .....	1 036	1 041	1 164	1 093	1 118	1 102	1 283	..	1 635	..	2 006	1 980																																																																																																																																																																																																																																																							

Sources: Tuuli Tukiaisen: Television ulkomainen ohjelmatarjonta (The supply of foreign television programmes), Finnish Broadcasting Company, Planning and Research Department, Series B2/1987;  
Finnish Broadcasting Company, Planning and Research Department

## 2. ELECTRONIC MEDIA

## 1. NATIONAL BROADCASTING SERVICE

## 13. TELEVISION BROADCASTING BY MTV FINLAND: BREAKDOWN OF FOREIGN PROGRAMMES BY COUNTRY OF ORIGIN IN 1977 - 1988/89

Country of origin	1977	1978	1979/80	1980/81	1981/82	1982/83	1983/84	1984/85	1985/86	1986/87	1987/88	1988/89																																																																																																																																																																																																																																																																				
	%																																																																																																																																																																																																																																																																															
Nordic countries													Sweden .....	2,4	1,7	3,5	2,5	0,4	2,0	0,7	..	0,8	..	4,2	3,8	Other; joint production	-	-	0,1	0,1	0,3	0,8	-	..	-	..	-	-	Western Europe													United Kingdom .....	27,0	21,7	23,1	21,4	29,1	23,4	24,8	..	27,4	..	16,0	11,8	France .....	11,7	8,0	9,9	8,6	9,5	7,2	5,5	..	2,1	..	3,2	1,3	Federal Republic of Germany .....	5,1	2,0	1,3	2,6	3,2	1,1	0,9	..	2,9	..	2,1	5,4	Other; joint production	9,6	10,4	5,6	3,6	6,3	4,7	1,8	..	1,8	..	1,7	3,2	Eastern Europe													Soviet Union .....	3,8	2,3	1,9	1,0	0,8	3,7	0,8	..	1,4	..	1,5	0,2	Other; joint production	2,7	6,8	5,6	2,7	0,7	1,8	0,3	..	1,9	..	-	-	North America													United States .....	34,9	44,7	45,3	54,0	47,3	50,6	64,3	..	60,1	..	69,7	73,4	Canada .....	1,5	0,2	0,7	0,1	1,2	0,3	-	..	0,1	..	0,2	0,4		0,4	-	-	0,4	-	0,4	-	..	-	..	-	-	Central and South America .....	0,9	2,2	2,8	2,6	1,2	2,3	0,6	..	1,5	..	1,3	0,4	Asia and Australia .....	-	-	-	-	-	-	-	..	-	..	-	-	Africa .....	-	-	-	0,3	-	1,8	0,2	..	-	..	-	-	Other; joint productions	-	-	-	0,3	-	1,8	0,2	..	-	..	-	-	Total .....	100	100	100	100	100	100	100	..	100	..	100	100	Hours .....	415	388	433	423	420	422	426	..	518	..	525	475
Sweden .....	2,4	1,7	3,5	2,5	0,4	2,0	0,7	..	0,8	..	4,2	3,8	Other; joint production	-	-	0,1	0,1	0,3	0,8	-	..	-	..	-	-	Western Europe													United Kingdom .....	27,0	21,7	23,1	21,4	29,1	23,4	24,8	..	27,4	..	16,0	11,8	France .....	11,7	8,0	9,9	8,6	9,5	7,2	5,5	..	2,1	..	3,2	1,3	Federal Republic of Germany .....	5,1	2,0	1,3	2,6	3,2	1,1	0,9	..	2,9	..	2,1	5,4	Other; joint production	9,6	10,4	5,6	3,6	6,3	4,7	1,8	..	1,8	..	1,7	3,2	Eastern Europe													Soviet Union .....	3,8	2,3	1,9	1,0	0,8	3,7	0,8	..	1,4	..	1,5	0,2	Other; joint production	2,7	6,8	5,6	2,7	0,7	1,8	0,3	..	1,9	..	-	-	North America													United States .....	34,9	44,7	45,3	54,0	47,3	50,6	64,3	..	60,1	..	69,7	73,4	Canada .....	1,5	0,2	0,7	0,1	1,2	0,3	-	..	0,1	..	0,2	0,4		0,4	-	-	0,4	-	0,4	-	..	-	..	-	-	Central and South America .....	0,9	2,2	2,8	2,6	1,2	2,3	0,6	..	1,5	..	1,3	0,4	Asia and Australia .....	-	-	-	-	-	-	-	..	-	..	-	-	Africa .....	-	-	-	0,3	-	1,8	0,2	..	-	..	-	-	Other; joint productions	-	-	-	0,3	-	1,8	0,2	..	-	..	-	-	Total .....	100	100	100	100	100	100	100	..	100	..	100	100	Hours .....	415	388	433	423	420	422	426	..	518	..	525	475													
Other; joint production	-	-	0,1	0,1	0,3	0,8	-	..	-	..	-	-	Western Europe													United Kingdom .....	27,0	21,7	23,1	21,4	29,1	23,4	24,8	..	27,4	..	16,0	11,8	France .....	11,7	8,0	9,9	8,6	9,5	7,2	5,5	..	2,1	..	3,2	1,3	Federal Republic of Germany .....	5,1	2,0	1,3	2,6	3,2	1,1	0,9	..	2,9	..	2,1	5,4	Other; joint production	9,6	10,4	5,6	3,6	6,3	4,7	1,8	..	1,8	..	1,7	3,2	Eastern Europe													Soviet Union .....	3,8	2,3	1,9	1,0	0,8	3,7	0,8	..	1,4	..	1,5	0,2	Other; joint production	2,7	6,8	5,6	2,7	0,7	1,8	0,3	..	1,9	..	-	-	North America													United States .....	34,9	44,7	45,3	54,0	47,3	50,6	64,3	..	60,1	..	69,7	73,4	Canada .....	1,5	0,2	0,7	0,1	1,2	0,3	-	..	0,1	..	0,2	0,4		0,4	-	-	0,4	-	0,4	-	..	-	..	-	-	Central and South America .....	0,9	2,2	2,8	2,6	1,2	2,3	0,6	..	1,5	..	1,3	0,4	Asia and Australia .....	-	-	-	-	-	-	-	..	-	..	-	-	Africa .....	-	-	-	0,3	-	1,8	0,2	..	-	..	-	-	Other; joint productions	-	-	-	0,3	-	1,8	0,2	..	-	..	-	-	Total .....	100	100	100	100	100	100	100	..	100	..	100	100	Hours .....	415	388	433	423	420	422	426	..	518	..	525	475																										
Western Europe													United Kingdom .....	27,0	21,7	23,1	21,4	29,1	23,4	24,8	..	27,4	..	16,0	11,8	France .....	11,7	8,0	9,9	8,6	9,5	7,2	5,5	..	2,1	..	3,2	1,3	Federal Republic of Germany .....	5,1	2,0	1,3	2,6	3,2	1,1	0,9	..	2,9	..	2,1	5,4	Other; joint production	9,6	10,4	5,6	3,6	6,3	4,7	1,8	..	1,8	..	1,7	3,2	Eastern Europe													Soviet Union .....	3,8	2,3	1,9	1,0	0,8	3,7	0,8	..	1,4	..	1,5	0,2	Other; joint production	2,7	6,8	5,6	2,7	0,7	1,8	0,3	..	1,9	..	-	-	North America													United States .....	34,9	44,7	45,3	54,0	47,3	50,6	64,3	..	60,1	..	69,7	73,4	Canada .....	1,5	0,2	0,7	0,1	1,2	0,3	-	..	0,1	..	0,2	0,4		0,4	-	-	0,4	-	0,4	-	..	-	..	-	-	Central and South America .....	0,9	2,2	2,8	2,6	1,2	2,3	0,6	..	1,5	..	1,3	0,4	Asia and Australia .....	-	-	-	-	-	-	-	..	-	..	-	-	Africa .....	-	-	-	0,3	-	1,8	0,2	..	-	..	-	-	Other; joint productions	-	-	-	0,3	-	1,8	0,2	..	-	..	-	-	Total .....	100	100	100	100	100	100	100	..	100	..	100	100	Hours .....	415	388	433	423	420	422	426	..	518	..	525	475																																							
United Kingdom .....	27,0	21,7	23,1	21,4	29,1	23,4	24,8	..	27,4	..	16,0	11,8	France .....	11,7	8,0	9,9	8,6	9,5	7,2	5,5	..	2,1	..	3,2	1,3	Federal Republic of Germany .....	5,1	2,0	1,3	2,6	3,2	1,1	0,9	..	2,9	..	2,1	5,4	Other; joint production	9,6	10,4	5,6	3,6	6,3	4,7	1,8	..	1,8	..	1,7	3,2	Eastern Europe													Soviet Union .....	3,8	2,3	1,9	1,0	0,8	3,7	0,8	..	1,4	..	1,5	0,2	Other; joint production	2,7	6,8	5,6	2,7	0,7	1,8	0,3	..	1,9	..	-	-	North America													United States .....	34,9	44,7	45,3	54,0	47,3	50,6	64,3	..	60,1	..	69,7	73,4	Canada .....	1,5	0,2	0,7	0,1	1,2	0,3	-	..	0,1	..	0,2	0,4		0,4	-	-	0,4	-	0,4	-	..	-	..	-	-	Central and South America .....	0,9	2,2	2,8	2,6	1,2	2,3	0,6	..	1,5	..	1,3	0,4	Asia and Australia .....	-	-	-	-	-	-	-	..	-	..	-	-	Africa .....	-	-	-	0,3	-	1,8	0,2	..	-	..	-	-	Other; joint productions	-	-	-	0,3	-	1,8	0,2	..	-	..	-	-	Total .....	100	100	100	100	100	100	100	..	100	..	100	100	Hours .....	415	388	433	423	420	422	426	..	518	..	525	475																																																				
France .....	11,7	8,0	9,9	8,6	9,5	7,2	5,5	..	2,1	..	3,2	1,3	Federal Republic of Germany .....	5,1	2,0	1,3	2,6	3,2	1,1	0,9	..	2,9	..	2,1	5,4	Other; joint production	9,6	10,4	5,6	3,6	6,3	4,7	1,8	..	1,8	..	1,7	3,2	Eastern Europe													Soviet Union .....	3,8	2,3	1,9	1,0	0,8	3,7	0,8	..	1,4	..	1,5	0,2	Other; joint production	2,7	6,8	5,6	2,7	0,7	1,8	0,3	..	1,9	..	-	-	North America													United States .....	34,9	44,7	45,3	54,0	47,3	50,6	64,3	..	60,1	..	69,7	73,4	Canada .....	1,5	0,2	0,7	0,1	1,2	0,3	-	..	0,1	..	0,2	0,4		0,4	-	-	0,4	-	0,4	-	..	-	..	-	-	Central and South America .....	0,9	2,2	2,8	2,6	1,2	2,3	0,6	..	1,5	..	1,3	0,4	Asia and Australia .....	-	-	-	-	-	-	-	..	-	..	-	-	Africa .....	-	-	-	0,3	-	1,8	0,2	..	-	..	-	-	Other; joint productions	-	-	-	0,3	-	1,8	0,2	..	-	..	-	-	Total .....	100	100	100	100	100	100	100	..	100	..	100	100	Hours .....	415	388	433	423	420	422	426	..	518	..	525	475																																																																	
Federal Republic of Germany .....	5,1	2,0	1,3	2,6	3,2	1,1	0,9	..	2,9	..	2,1	5,4	Other; joint production	9,6	10,4	5,6	3,6	6,3	4,7	1,8	..	1,8	..	1,7	3,2	Eastern Europe													Soviet Union .....	3,8	2,3	1,9	1,0	0,8	3,7	0,8	..	1,4	..	1,5	0,2	Other; joint production	2,7	6,8	5,6	2,7	0,7	1,8	0,3	..	1,9	..	-	-	North America													United States .....	34,9	44,7	45,3	54,0	47,3	50,6	64,3	..	60,1	..	69,7	73,4	Canada .....	1,5	0,2	0,7	0,1	1,2	0,3	-	..	0,1	..	0,2	0,4		0,4	-	-	0,4	-	0,4	-	..	-	..	-	-	Central and South America .....	0,9	2,2	2,8	2,6	1,2	2,3	0,6	..	1,5	..	1,3	0,4	Asia and Australia .....	-	-	-	-	-	-	-	..	-	..	-	-	Africa .....	-	-	-	0,3	-	1,8	0,2	..	-	..	-	-	Other; joint productions	-	-	-	0,3	-	1,8	0,2	..	-	..	-	-	Total .....	100	100	100	100	100	100	100	..	100	..	100	100	Hours .....	415	388	433	423	420	422	426	..	518	..	525	475																																																																														
Other; joint production	9,6	10,4	5,6	3,6	6,3	4,7	1,8	..	1,8	..	1,7	3,2	Eastern Europe													Soviet Union .....	3,8	2,3	1,9	1,0	0,8	3,7	0,8	..	1,4	..	1,5	0,2	Other; joint production	2,7	6,8	5,6	2,7	0,7	1,8	0,3	..	1,9	..	-	-	North America													United States .....	34,9	44,7	45,3	54,0	47,3	50,6	64,3	..	60,1	..	69,7	73,4	Canada .....	1,5	0,2	0,7	0,1	1,2	0,3	-	..	0,1	..	0,2	0,4		0,4	-	-	0,4	-	0,4	-	..	-	..	-	-	Central and South America .....	0,9	2,2	2,8	2,6	1,2	2,3	0,6	..	1,5	..	1,3	0,4	Asia and Australia .....	-	-	-	-	-	-	-	..	-	..	-	-	Africa .....	-	-	-	0,3	-	1,8	0,2	..	-	..	-	-	Other; joint productions	-	-	-	0,3	-	1,8	0,2	..	-	..	-	-	Total .....	100	100	100	100	100	100	100	..	100	..	100	100	Hours .....	415	388	433	423	420	422	426	..	518	..	525	475																																																																																											
Eastern Europe													Soviet Union .....	3,8	2,3	1,9	1,0	0,8	3,7	0,8	..	1,4	..	1,5	0,2	Other; joint production	2,7	6,8	5,6	2,7	0,7	1,8	0,3	..	1,9	..	-	-	North America													United States .....	34,9	44,7	45,3	54,0	47,3	50,6	64,3	..	60,1	..	69,7	73,4	Canada .....	1,5	0,2	0,7	0,1	1,2	0,3	-	..	0,1	..	0,2	0,4		0,4	-	-	0,4	-	0,4	-	..	-	..	-	-	Central and South America .....	0,9	2,2	2,8	2,6	1,2	2,3	0,6	..	1,5	..	1,3	0,4	Asia and Australia .....	-	-	-	-	-	-	-	..	-	..	-	-	Africa .....	-	-	-	0,3	-	1,8	0,2	..	-	..	-	-	Other; joint productions	-	-	-	0,3	-	1,8	0,2	..	-	..	-	-	Total .....	100	100	100	100	100	100	100	..	100	..	100	100	Hours .....	415	388	433	423	420	422	426	..	518	..	525	475																																																																																																								
Soviet Union .....	3,8	2,3	1,9	1,0	0,8	3,7	0,8	..	1,4	..	1,5	0,2	Other; joint production	2,7	6,8	5,6	2,7	0,7	1,8	0,3	..	1,9	..	-	-	North America													United States .....	34,9	44,7	45,3	54,0	47,3	50,6	64,3	..	60,1	..	69,7	73,4	Canada .....	1,5	0,2	0,7	0,1	1,2	0,3	-	..	0,1	..	0,2	0,4		0,4	-	-	0,4	-	0,4	-	..	-	..	-	-	Central and South America .....	0,9	2,2	2,8	2,6	1,2	2,3	0,6	..	1,5	..	1,3	0,4	Asia and Australia .....	-	-	-	-	-	-	-	..	-	..	-	-	Africa .....	-	-	-	0,3	-	1,8	0,2	..	-	..	-	-	Other; joint productions	-	-	-	0,3	-	1,8	0,2	..	-	..	-	-	Total .....	100	100	100	100	100	100	100	..	100	..	100	100	Hours .....	415	388	433	423	420	422	426	..	518	..	525	475																																																																																																																					
Other; joint production	2,7	6,8	5,6	2,7	0,7	1,8	0,3	..	1,9	..	-	-	North America													United States .....	34,9	44,7	45,3	54,0	47,3	50,6	64,3	..	60,1	..	69,7	73,4	Canada .....	1,5	0,2	0,7	0,1	1,2	0,3	-	..	0,1	..	0,2	0,4		0,4	-	-	0,4	-	0,4	-	..	-	..	-	-	Central and South America .....	0,9	2,2	2,8	2,6	1,2	2,3	0,6	..	1,5	..	1,3	0,4	Asia and Australia .....	-	-	-	-	-	-	-	..	-	..	-	-	Africa .....	-	-	-	0,3	-	1,8	0,2	..	-	..	-	-	Other; joint productions	-	-	-	0,3	-	1,8	0,2	..	-	..	-	-	Total .....	100	100	100	100	100	100	100	..	100	..	100	100	Hours .....	415	388	433	423	420	422	426	..	518	..	525	475																																																																																																																																		
North America													United States .....	34,9	44,7	45,3	54,0	47,3	50,6	64,3	..	60,1	..	69,7	73,4	Canada .....	1,5	0,2	0,7	0,1	1,2	0,3	-	..	0,1	..	0,2	0,4		0,4	-	-	0,4	-	0,4	-	..	-	..	-	-	Central and South America .....	0,9	2,2	2,8	2,6	1,2	2,3	0,6	..	1,5	..	1,3	0,4	Asia and Australia .....	-	-	-	-	-	-	-	..	-	..	-	-	Africa .....	-	-	-	0,3	-	1,8	0,2	..	-	..	-	-	Other; joint productions	-	-	-	0,3	-	1,8	0,2	..	-	..	-	-	Total .....	100	100	100	100	100	100	100	..	100	..	100	100	Hours .....	415	388	433	423	420	422	426	..	518	..	525	475																																																																																																																																															
United States .....	34,9	44,7	45,3	54,0	47,3	50,6	64,3	..	60,1	..	69,7	73,4	Canada .....	1,5	0,2	0,7	0,1	1,2	0,3	-	..	0,1	..	0,2	0,4		0,4	-	-	0,4	-	0,4	-	..	-	..	-	-	Central and South America .....	0,9	2,2	2,8	2,6	1,2	2,3	0,6	..	1,5	..	1,3	0,4	Asia and Australia .....	-	-	-	-	-	-	-	..	-	..	-	-	Africa .....	-	-	-	0,3	-	1,8	0,2	..	-	..	-	-	Other; joint productions	-	-	-	0,3	-	1,8	0,2	..	-	..	-	-	Total .....	100	100	100	100	100	100	100	..	100	..	100	100	Hours .....	415	388	433	423	420	422	426	..	518	..	525	475																																																																																																																																																												
Canada .....	1,5	0,2	0,7	0,1	1,2	0,3	-	..	0,1	..	0,2	0,4		0,4	-	-	0,4	-	0,4	-	..	-	..	-	-	Central and South America .....	0,9	2,2	2,8	2,6	1,2	2,3	0,6	..	1,5	..	1,3	0,4	Asia and Australia .....	-	-	-	-	-	-	-	..	-	..	-	-	Africa .....	-	-	-	0,3	-	1,8	0,2	..	-	..	-	-	Other; joint productions	-	-	-	0,3	-	1,8	0,2	..	-	..	-	-	Total .....	100	100	100	100	100	100	100	..	100	..	100	100	Hours .....	415	388	433	423	420	422	426	..	518	..	525	475																																																																																																																																																																									
	0,4	-	-	0,4	-	0,4	-	..	-	..	-	-	Central and South America .....	0,9	2,2	2,8	2,6	1,2	2,3	0,6	..	1,5	..	1,3	0,4	Asia and Australia .....	-	-	-	-	-	-	-	..	-	..	-	-	Africa .....	-	-	-	0,3	-	1,8	0,2	..	-	..	-	-	Other; joint productions	-	-	-	0,3	-	1,8	0,2	..	-	..	-	-	Total .....	100	100	100	100	100	100	100	..	100	..	100	100	Hours .....	415	388	433	423	420	422	426	..	518	..	525	475																																																																																																																																																																																						
Central and South America .....	0,9	2,2	2,8	2,6	1,2	2,3	0,6	..	1,5	..	1,3	0,4	Asia and Australia .....	-	-	-	-	-	-	-	..	-	..	-	-	Africa .....	-	-	-	0,3	-	1,8	0,2	..	-	..	-	-	Other; joint productions	-	-	-	0,3	-	1,8	0,2	..	-	..	-	-	Total .....	100	100	100	100	100	100	100	..	100	..	100	100	Hours .....	415	388	433	423	420	422	426	..	518	..	525	475																																																																																																																																																																																																			
Asia and Australia .....	-	-	-	-	-	-	-	..	-	..	-	-	Africa .....	-	-	-	0,3	-	1,8	0,2	..	-	..	-	-	Other; joint productions	-	-	-	0,3	-	1,8	0,2	..	-	..	-	-	Total .....	100	100	100	100	100	100	100	..	100	..	100	100	Hours .....	415	388	433	423	420	422	426	..	518	..	525	475																																																																																																																																																																																																																
Africa .....	-	-	-	0,3	-	1,8	0,2	..	-	..	-	-	Other; joint productions	-	-	-	0,3	-	1,8	0,2	..	-	..	-	-	Total .....	100	100	100	100	100	100	100	..	100	..	100	100	Hours .....	415	388	433	423	420	422	426	..	518	..	525	475																																																																																																																																																																																																																													
Other; joint productions	-	-	-	0,3	-	1,8	0,2	..	-	..	-	-	Total .....	100	100	100	100	100	100	100	..	100	..	100	100	Hours .....	415	388	433	423	420	422	426	..	518	..	525	475																																																																																																																																																																																																																																										
Total .....	100	100	100	100	100	100	100	..	100	..	100	100	Hours .....	415	388	433	423	420	422	426	..	518	..	525	475																																																																																																																																																																																																																																																							
Hours .....	415	388	433	423	420	422	426	..	518	..	525	475																																																																																																																																																																																																																																																																				

Sources: Tuuli Tukiainen: Television ulkomainen ohjelmatarjonta (The supply of foreign television programmes), Finnish Broadcasting Company, Planning and Research Department, Series B2/1987;  
Finnish Broadcasting Company, Planning and Research Department

## 2. ELECTRONIC MEDIA

## 1. NATIONAL BROADCASTING SERVICE

## 14. TELEVISION LICENCES IN 1960 - 1988

Year	Black-and-white TV licences		Colour TV licences	
	Number	Per 1,000 inhabitants	Number	Per 1,000 inhabitants
1960 .....	92 500	21	-	-
1965 .....	732 000	160	-	-
1970 .....	1 058 400	230	4 200	1
1971 .....	1 099 100	238	11 900	3
1972 .....	1 183 000	255	35 200	8
1973 .....	1 223 900	262	65 200	14
1974 .....	1 261 000	269	114 200	24
1975 .....	1 335 600	285	222 600	47
1976 .....	1 420 900	300	358 600	76
1977 .....	1 023 300 <sup>1)</sup>	216	431 100	91
1978 .....	965 700	203	534 100	112
1979 .....	856 900	180	648 200	136
1980 .....	752 200	157	786 000	164
1981 .....	689 800	144	923 800	192
1982 .....	613 800	127	1 064 400	220
1983 .....	533 400	110	1 204 400	248
1984 .....	439 400	90	1 330 700	273
1985 .....	344 600	71	1 439 700	296
1986 .....	287 500	58	1 534 900	312
1987 .....	236 700	48	1 606 200	326
1988 .....	185 300	37	1 677 200	339

1) Since the licence reform effective from 1 September 1977, holders of colour television licences no longer need a licence for a black-and-white set.

Sources: Statistical Yearbook of Finland;  
Finnish Broadcasting Company

## 2. ELECTRONIC MEDIA

## 1. NATIONAL BROADCASTING SERVICE

## 15. LISTENING TO NATIONAL RADIO BROADCASTING ON A TYPICAL DAY IN 1976 - 1988

Population group	Autumn <sup>1)</sup>						
	1976	1978	1980	1982	1984	1986	1988
	%						
All <sup>2)</sup> .....	81	79	76	77	66	64	62
Occupation							
Manual workers .....	83	80	77	81	70	68	..3)
Service sector workers .....	78	77	76	79	67	69	..3)
Upper-level salaried employees .....	74	77	77	70	65	67	..3)
Farm population .....	89	84	91	87	76	76	..3)
Housewives .....	85	84	85	85	75	68	..3)
Pensioners .....	84	84	84	86	80	64	..3)
Students .....	76	71	63	60	52	51	..3)
Education							
Primary school .....	84	80	74	76	64	64	..3)
Middle or vocational school .....	81	78	78	81	73	64	..3)
Senior sec. sch., institute, or more ....	74	78	77	74	64	67	..3)
Age							
9 - 14 years .....	..	..	49	53	40	39	38
15 - 24 " .....	79	74	75	74	63	61	48
25 - 44 " .....	79	77	79	80	66	69	65
45 - 64 " .....	86	84	80	83	75	69	72
65 - " .....	82	81	86	89	78	60	73
Sex							
Men .....	79	76	74	75	66	64	62
Women .....	83	82	77	79	67	64	63

1) The data for 1986 from March.

2) In 1976 and 1978, the survey covered the population aged 15 years or over, in 1980 - 1988 the population aged 9 - 75 years.

3) Change in classification:

Occupation		Education	
Wage earners	69	First level	63
Lower-level salaried employees	59	Second level	58
Upper-level salaried employees	69	Third level	69
Farmers on own account	75		
Other own-account workers	60		
Homemakers	74		
Pensioners	67		
Students	45		
Unemployed	64		

Sources: Erja Erholm: Radio-ohjelmien seuraaminen (Radio listening) 1976-86; 1988. Finnish Broadcasting Company, Planning and Research Department, Series B 1/1987 and Series D 1/1989

## 2. ELECTRONIC MEDIA

## 1. NATIONAL BROADCASTING SERVICE

## 16. NATIONAL RADIO BROADCASTING: LISTENING TIME BY POPULATION GROUP IN 1976 - 1988

Population group	Autumn <sup>1)</sup>						
	1976	1978	1980	1982	1984	1986	1988
	Hours and minutes per day						
All <sup>2)</sup> .....	2.15	2.16	2.08	2.18	2.00	2.11	2.12
Occupation							
Manual workers .....	2.14	2.12	2.07	2.36	2.16	2.39	.. <sup>3)</sup>
Service sector workers .....	2.09	2.14	2.17	2.20	1.52	2.09	.. <sup>3)</sup>
Upper-level salaried employees .....	1.17	1.43	1.41	1.32	1.29	1.49	.. <sup>3)</sup>
Farm population .....	2.35	2.22	2.41	2.52	2.43	2.50	.. <sup>3)</sup>
Housewives .....	3.14	2.52	3.06	3.14	2.57	2.42	.. <sup>3)</sup>
Pensioners .....	2.59	3.18	2.58	3.21	2.59	2.48	.. <sup>3)</sup>
Students .....	1.29	1.15	1.11	1.04	1.04	1.03	.. <sup>3)</sup>
Education							
Primary school .....	2.36	2.31	2.07	2.23	2.05	2.28	.. <sup>3)</sup>
Middle or vocational school .....	2.01	2.07	2.21	2.34	2.17	2.00	.. <sup>3)</sup>
Senior sec. sch., institute, or more ....	1.43	1.56	1.50	1.47	1.34	1.42	.. <sup>3)</sup>
Age							
9 - 14 years .....	..	..	0.46	0.52	0.41	0.39	0.32
15 - 24 " .....	1.50	1.41	1.50	1.42	1.29	1.31	1.05
25 - 44 " .....	2.07	2.07	2.13	2.34	1.02	2.27	2.07
45 - 64 " .....	2.35	2.51	2.32	2.45	2.38	2.40	3.09
65 - " .....	2.45	2.46	2.59	3.17	2.42	2.27	2.35
Sex							
Men .....	1.55	1.57	1.55	2.00	1.49	2.09	2.09
Women .....	2.35	2.33	2.18	2.32	2.07	2.12	2.16

1) The data for 1986 from March.

2) In 1976 and 1978, the survey covered the population aged 15 years or over, in 1980 - 1988 the population aged 9 - 75 years.

3) Change in classification:

## Occupation

Wage earners	2.45
Lower-level salaried employees	1.54
Upper-level salaried employees	1.50
Farmers on own account	3.01
Other own-account workers	2.21
Homemakers	2.43
Pensioners	3.00
Students	0.50
Unemployed	2.53

## Education

First level	2.32
Second level	1.48
Third level	1.48

Sources: Erja Erholm: Radio-ohjelmien seuraaminen (Radio listening) 1976-86; 1988. Finnish Broadcasting Company, Planning and Research Department, Series B 1/1987 and Series D 1/1989

## 2. ELECTRONIC MEDIA

## 1. NATIONAL BROADCASTING SERVICE

## 17. NATIONAL RADIO BROADCASTING: LISTENING TO DIFFERENT TYPES OF PROGRAMMES AS A PROPORTION OF TOTAL LISTENING TIME ON A TYPICAL DAY

Type of programme	Autumn <sup>1)</sup>						
	1976	1980	1982	1984	1986	1988	
						Network 1	Network 2
%							
Newscasts .....	11	9	10	10	11	9	5
Weather bulletins .....	5	3	2	2	2	6	0
Current affairs programmes .....	13	12	11	12	10	12	12
General education programmes .....	5	2	3	3	4	4	3
Cultural programmes .....	1	2	2	2	4	5	3
Educational programmes .....	0	1	1	1	1	2	-
Practical programmes .....	3	4	5	4	4	8	2
Religious programmes .....	5	3	3	3	2	8	0
Theatre .....	2	2	2	1	1	3	1
Classical music .....	5	6	6	5	5	21	0
Light music .....	31	30	32	29	24	15	23
Talk-music programmes .....	20	15	14	18	17	1	29
Talk entertainment .....	0	6	6	8	5	5	5
Sport .....	0	0	0	1	6	-	2
Children's programmes .....	1	5	3	3	4	1	4
Regional programmes .....	..	..	..	..	..	-	10
Total % .....	100	100	100	100	100	100	100
Minutes .....	135	128	138	120	131	34	97

1) The data for 1986 from March.

Sources: Erja Erholm, Radio-ohjelmien seuraaminen (Radio listening) 1976-86, 1988, (Finnish Broadcasting Company, Planning and Research Department, Series B 1/1987 and Series D 1/1989)

## 2. ELECTRONIC MEDIA

## 1. NATIONAL BROADCASTING SERVICE

18. WATCHING OF NATIONAL TELEVISION BROADCASTS<sup>1)</sup> ON A TYPICAL DAY IN 1976 - 1986

Population group	Autumn					
	1976	1978	1980	1982	1984	1986
	%					
All <sup>2)</sup> .....	77	74	78	84	80	77
Occupation						
Manual workers .....	79	77	78	83	82	.. 3)
Service sector workers .....	80	73	79	83	80	.. 3)
Upper-level salaried employees .....	79	74	76	79	80	.. 3)
Farm population .....	78	75	82	85	87	.. 3)
Housewives .....	87	79	86	90	81	.. 3)
Pensioners .....	77	72	79	88	81	.. 3)
Students .....	65	68	77	81	76	.. 3)
Education						
Primary school .....	80	74	80	86	82	80
Middle or vocational school .....	78	75	78	84	82	76
Senior sec. sch., institute, or more .....	71	70	73	79	76	76
Age						
9 - 14 years .....	..	..	85	87	81	80
15 - 24 " .....	69	69	71	78	77	75
25 - 44 " .....	79	75	79	84	81	79
45 - 64 " .....	82	78	81	87	83	80
65 - " .....	73	69	76	86	79	73
Sex						
Men .....	78	76	80	84	83	77
Women .....	77	72	77	83	79	79

1) Finnish Broadcasting Company and MTV Finland

2) In 1976 and 1978, the survey covered the population aged 15 years or over, in 1980 and 1982 the population aged 9-79 years, and in 1984 and 1986 the population aged 9-75 years.

3) Change in classification:

Occupation	
Wage earners	80
Lower-level salaried employees	79
Upper-level salaried employees	77
Farmers on own account	77
Other own-account workers	61
Homemakers	91
Pensioners	78
Students	77
Unemployed	69

Sources: Marja-Leena Kalkkinen, *Televisio-ohjelmien seuraaminen (Television viewing) 1976-85, 1986*, Finnish Broadcasting Company, Planning and Research Department, Series B 6/1986 and D 4/1987

## 2. ELECTRONIC MEDIA

## 1. NATIONAL BROADCASTING SERVICE

19. WATCHING OF NATIONAL TELEVISION BROADCASTS<sup>1)</sup> ON A TYPICAL DAY IN 1987/88 AND 1988/89<sup>2)</sup>

Population group	1987/88				1988/89			
	YLE	MTV	YLE + MTV	Channel Three	YLE	MTV	YLE + MTV	Channel Three
	%							
All .....	62	52	66	7	60	50	64	15
Occupation								
Farmers .....	69	55	72	3	64	54	67	8
Wage earners .....	66	55	69	5	64	54	66	14
Lower-level salaried employees	66	56	70	11	65	55	69	19
Upper-level salaried employees	63	52	66	6	64	52	67	15
Students .....	47	39	52	8	45	36	50	15
Age								
3 - 9 years <sup>3)</sup> .....	53	29	56	6	48	24	50	12
10 - 14 " .....	58	46	65	11	52	39	57	19
15 - 24 " .....	40	35	45	6	42	35	47	13
25 - 34 " .....	61	50	65	9	59	48	63	18
35 - 44 " .....	63	52	67	8	60	48	64	17
45 - 64 " .....	69	58	71	7	67	57	69	13
65 - " .....	79	67	80	4	79	70	80	15
Sex								
Men .....	61	50	65	7	59	49	63	16
Women .....	62	53	66	8	61	52	65	15
Place of residence								
Greater Helsinki .....	57	47	62	24	56	46	60	30
Rest of area covered by Ch. 3	60	50	64	14	58	48	62	27
Other urban districts .....	64	54	68	2	63	53	66	11
Other built-up areas .....	61	53	65	4	60	52	64	11
Rural areas .....	62	51	65	1	60	50	63	6

1) Finnish Broadcasting Company (YLE), MTV Finland and Channel Three

2) Because of a change in survey methodology, the data are not directly comparable with those presented in Table 18. The method of measuring introduced in 1987 is based on a continuous monitoring of viewing, and the data are averages for the whole year. The method records automatically when the television set is turned on or off and what channel is watched. Earlier, the surveys were based on sample weeks and the respondents kept a record of their television viewing. The sharp fall in the response rates of the diary surveys during the 1980s may have contributed to the distortion of results.

3) The other data in the table only cover the viewing of persons aged over nine years.

Sources: *Tv-ohjelmien seuraaminen* (Television viewing) 1987/88 and 1988/89, Finnish Broadcasting Company, Planning and Research Department, Series D 12/1988, 16/1989

## 2. ELECTRONIC MEDIA

## 1. NATIONAL BROADCASTING SERVICE

20. NATIONAL TELEVISION BROADCASTING<sup>1)</sup>: VIEWING TIME BY POPULATION GROUP ON A TYPICAL DAY IN 1976 - 1986

Population group	Autumn						
	1976	1978	1980	1982	1984	1985	1986
	Hours and minutes per day						
All <sup>2)</sup> .....	1.46	1.41	1.43	1.58	2.06	1.51	1.51
Occupation							
Manual workers .....	1.51	1.50	1.46	1.59	2.14	1.51	.. <sup>3)</sup>
Service sector workers .....	1.49	1.40	1.44	1.51	1.57	1.41	.. <sup>3)</sup>
Upper-level salaried employees .....	1.38	1.38	1.33	1.38	1.57	1.49	.. <sup>3)</sup>
Farm population .....	1.39	1.35	1.34	1.53	2.17	1.46	.. <sup>3)</sup>
Housewives .....	2.12	1.56	2.02	2.18	2.26	2.15	.. <sup>3)</sup>
Pensioners .....	2.03	1.48	1.54	2.25	2.24	2.11	.. <sup>3)</sup>
Students .....	1.10	1.20	1.36	1.44	1.47	1.33	.. <sup>3)</sup>
Education							
Primary school .....	1.55	1.45	1.49	2.05	2.11	1.51	2.01
Middle or vocational school .....	1.43	1.42	1.43	1.58	2.15	1.57	1.44
Senior sec. sch., institute, or more .....	1.29	1.31	1.28	1.41	1.52	1.46	1.38
Age							
9 - 14 years .....	..	..	1.51	2.01	2.01	1.40	1.42
15 - 24 " .....	1.17	1.28	1.30	1.39	1.49	1.37	1.37
25 - 44 " .....	1.49	1.45	1.46	1.56	2.04	1.47	1.52
45 - 64 " .....	2.01	1.49	1.49	2.10	2.22	2.06	2.06
65 - " .....	1.44	1.40	1.43	2.11	2.24	2.02	1.48
Sex							
Men .....	1.47	1.45	1.47	1.59	2.11	1.52	1.53
Women .....	1.45	1.38	1.41	1.57	2.04	1.50	1.51

1) Finnish Broadcasting Company and MTV Finland

2) In 1976 and 1978, the survey covered the population aged 15 years or over, in 1980 and 1982 the population aged 9-79 years, and in 1984 and 1986 the population aged 9-75 years.

3) Change in classification:

Occupation	
Wage earners	1.58
Lower-level salaried employees	1.50
Upper-level salaried employees	1.36
Farmers on own account	1.59
Other own-account workers	1.12
Homemakers	2.05
Pensioners	2.11
Students	1.38
Unemployed	1.48

Sources: Marja-Leena Kalkkinen, Televisio-ohjelmien seuraaminen (Television viewing) 1976-85, 1986, Finnish Broadcasting Company, Planning and Research Department, Series B 6/1986 and D 4/1987

## 2. ELECTRONIC MEDIA

## 1. NATIONAL BROADCASTING SERVICE

21. TELEVISION BROADCASTING<sup>1)</sup>: VIEWING TIME BY POPULATION GROUP ON A TYPICAL DAY IN 1987/88 AND 1988/89<sup>2)</sup>

Population group	1987/88				1988/89			
	YLE	MTV	YLE + MTV	Channel Three	YLE	MTV	YLE + MTV	Channel Three
	Hours and minutes per day							
All .....	1.02	0.29	1.31	0.04	0.58	0.27	1.25	0.08
Occupation								
Farmers .....	1.15	0.30	1.46	0.01	1.06	0.27	1.33	0.04
Wage earners .....	1.15	0.34	1.49	0.03	1.09	0.31	1.40	0.08
Lower-level salaried employees	1.02	0.31	1.34	0.05	1.00	0.29	1.29	0.10
Upper-level salaried employees	1.07	0.30	1.37	0.03	1.08	0.28	1.37	0.08
Students .....	0.37	0.21	0.58	0.04	0.33	0.18	0.52	0.08
Age								
3 - 9 years <sup>3)</sup> .....	0.41	0.11	0.52	0.02	0.35	0.08	0.43	0.04
10 - 14 " .....	0.44	0.23	1.07	0.05	0.37	0.18	0.55	0.09
15 - 24 " .....	0.31	0.20	0.52	0.03	0.29	0.18	0.48	0.07
25 - 34 " .....	0.55	0.28	1.24	0.05	0.50	0.24	1.15	0.12
35 - 44 " .....	0.57	0.29	1.26	0.04	0.50	0.24	1.15	0.09
45 - 64 " .....	1.21	0.35	1.57	0.03	1.12	0.31	1.44	0.06
65 - " .....	1.53	0.43	2.37	0.01	1.47	0.44	2.31	0.07
Sex								
Men .....	1.03	0.28	1.31	0.04	0.58	0.25	1.23	0.09
Women .....	1.01	0.31	1.32	0.04	0.58	0.28	1.27	0.08
Place of residence								
Greater Helsinki .....	0.47	0.24	1.12	0.12	0.49	0.23	1.13	0.16
Rest of area covered by Ch. 3	0.51	0.27	1.18	0.07	0.46	0.24	1.11	0.15
Other urban districts .....	1.06	0.31	1.38	0.01	1.03	0.29	1.33	0.06
Other built-up areas .....	1.02	0.31	1.33	0.02	0.58	0.29	1.27	0.05
Rural areas .....	1.13	0.31	1.44	0.00	1.06	0.27	1.34	0.03

1) Finnish Broadcasting Company (YLE), MTV Finland and Channel Three

2) Because of a change in survey methodology, the data are not directly comparable with those presented in Table 20. The method of measuring introduced in 1987 is based on a continuous monitoring of viewing, and the data are averages for the whole year. The method records automatically when the television set is turned on or off and what channel is watched. Earlier, the surveys were based on sample weeks and the respondents kept a record of their television viewing. The sharp fall in the response rates of the diary surveys during the 1980s may have contributed to the distortion of results.

3) The other data in the table only cover the viewing of persons aged over nine years.

Sources: *Tv-ohjelmien seuraaminen* (Television viewing) 1987/88 and 1988/89, Finnish Broadcasting Company, Planning and Research Department, Series D 12/1988, 16/1989

## 2. ELECTRONIC MEDIA

## 1. NATIONAL BROADCASTING SERVICE

22. NATIONAL TELEVISION BROADCASTING<sup>1)</sup>; WATCHING OF DIFFERENT TYPES OF PROGRAMMES AS A PROPORTION OF TOTAL VIEWING TIME ON A TYPICAL<sup>2)</sup> DAY

Type of programme	Autumn							Whole accounting period	
	1976	1978	1980	1982	1984	1985	1986	1987/88	1988/89
	%								
Newscasts .....	17	11	11	15	17	17	15	13	15
Current affairs programmes .....	7	6	9	6	9	7	7	8	8
Documentaries .....	11	14	12	8	9	10	9	12	11
Educational pr. (evening broadcasts)	0	1	1	1	1	1	1	1	-
Theatre .....	9	7	4	2	2	1	3	4	-
TV films .....	4	7	2	3	1	3	4	4	4
Feature films .....	14	18	21	17	11	8	13	12	10
Series .....	17	12	14	19	17	25	20	20	21
Entertainment programmes .....	12	10	10	15	19	15	16	13	11
Music programmes .....	3	4	5	1	2	3	1	1	1
Sports programmes .....	5	7	4	5	4	6	6	11	13
Children's programmes .....	1	3	5	7	7	3	4	4	3
Other .....	0	1	1	1	1	1	1	1	1
Total % .....	100	100	100	100	100	100	100	100	100
Minutes .....	105	101	105	118	126	111	111	91	85

1) Finnish Broadcasting Company and MTV Finland.

2) The data do not include School television programmes or equivalent broadcast in daytime. Further, the principal audience of children's programmes is not included, the populations of the surveys covering only persons aged 15 or 9 years and over.

Sources: Televisio-ohjelmien seuraaminen (Television viewing) 1976-1985, 1986, 1987/88 and 1988/89, Finnish Broadcasting Company, Planning and Research Department, Series B/1986, Series D 4/1987, 12/1988 and 16/1989

## 2. ELECTRONIC MEDIA

## 2. CABLE TELEVISION

1. CABLE TELEVISION PROGRAMME SERVICES AVAILABLE IN FINLAND<sup>1)</sup> AT END-1988

	Subscribers	As a proportion of cable households <sup>2)</sup>
	Number	%

## SATELLITE PROGRAMMES

Sky Channel <sup>3)</sup> .....	354 900	76,5
Eurosport .....	354 900	76,5
Super Channel .....	346 800	74,8
TV 5 .....	185 100	39,9
Worldnet .....	115 400	24,9
MTV-Europe .....	129 300	27,9
Landscape <sup>4)</sup> .....	2 300	0,5
Ghorizont .....	238 500	51,4

## CROSS-BORDER VIEWING

Moscow TV .....	232 900	50,2
Swedish TV 1 .....	148 200	32,0
Swedish TV 2 .....	151 200	32,6
Tallin TV .....	143 300	30,9
Leningrad TV .....	7 500	1,6
Kostamuksha .....	200	0,0

## RADIO PROGRAMMES

Swedish radio .....	90 200	19,5
Private Local radio programming .....	255 500	55,1
Sky Radio <sup>4)</sup> .....	35 800	7,7

1) There is no reliable information available on subscribers to cable operators' own programme services. Of pay-services, subscriber data are available only for Filmnet (10,800) and the Entertainment Channel (21,600).

2) Not all subscribers are households. Cable households number 463,700.

3) In the autumn of 1989, Sky Channel ceased operations in Europe outside the United Kingdom.

4) Operations discontinued.

Source: Ministry of Transport and Communications

## 2. ELECTRONIC MEDIA

## 2. CABLE TELEVISION

## 2. EUROPEAN SATELLITE CHANNELS: SUBSCRIBERS BY TARGET COUNTRY IN AUTUMN 1989

Channel	Lang- uage	Subscribers											Total			
		Finland	Sweden	Norway	Denmark	U.K.	Ireland	France	Belgium	Nether- lands	Luxemb.	FRG		Switzer- land	Austria	Spain
In thousands																
BBC TV Euro	English	1	30	10	300	-	-	10	-	-	-	-	-	-	5	356
MTV	English	230	900	320	450	330	270	180	2 300	2 460	12	1 400	470	-	-	9 322
Eurosport1)	English	22	6	-	232	262	51	-	-	2	-	-	-	-	-	575
Super Channel	English	460	770	430	640	170	300	90	2 150	3 900	100	5 430	1 300	450	900	17 090
3 Sat	German	-	-	-	-	-	-	-	-	-	-	5 590	750	470	-	6 810
Sat 1	German	-	-	-	-	-	-	-	-	-	-	5 640	1 100	600	-	7 340
Filmnet	English	10	-	100	80	-	-	10	-	-	-	-	100	-	10	310
TV51)	French	215	619	182	339	13	27	95	1 540	3 338	65	4 821	727	22	60	12 063
TV3	Swedish	-	920	470	700	-	-	-	-	-	-	-	-	-	-	2 090
Screensport	English	40	110	50	1	320	270	120	-	100	-	1 700	30	-	600	3 341
Lifestyle	English	-	100	50	1	320	270	-	-	100	-	1 700	-	-	600	3 141
CNN	English	1	70	60	170	40	10	20	830	670	20	330	360	-	-	2 581
Children's Channel	English	-	130	-	-	190	250	-	-	560	-	-	-	-	-	1 130

1) As of summer 1989

Source: Pohjoismainen tv-yhteistyö ja eurooppalainen viestintäintegraatio vuonna 1988  
(Television co-operation in the Nordic countries and media integration in Europe in 1988),  
Ministry of Transport and Communications, Publications 3/89,  
Cable and Satellite 9/1989 and 11/1989

## 2. ELECTRONIC MEDIA

## 2. CABLE TELEVISION

## 3. CABLE AND SATELLITE TRANSMISSIONS; VIEWING AND VIEWING TIMES ON A TYPICAL DAY IN 1987/88 AND 1988/89

Population group	Population group reached		Average viewing time	
	1987/88	1988/89	1987/88	1988/89
	%		Hours and minutes per day	
All .....	9	3	0,05	0,04
Occupation				
Farmers .....	2	..	0,01	0,00
Wage-earners .....	7	2	0,04	0,04
Lower-level salaried employees	12	4	0,06	0,05
Upper-level salaried employees	12	4	0,06	0,05
Students .....	10	3	0,06	0,05
Age				
3 - 9 years <sup>1)</sup> .....	5	1	0,02	0,01
10 - 14 " .....	9	2	0,06	0,03
15 - 24 " .....	10	4	0,06	0,06
25 - 34 " .....	12	4	0,06	0,05
35 - 44 " .....	8	3	0,04	0,03
45 - 64 " .....	8	2	0,05	0,03
65 - " .....	9	3	0,08	0,07
Sex				
Men .....	10	3	0,05	0,04
Women .....	9	3	0,05	0,04
Place of residence				
Greater Helsinki .....	8	4	0,05	0,03
Turku, Tampere .....	15	4	0,06	0,04
Jyväskylä, Lahti .....				
Other urban districts .....	13	4	0,08	0,06
Other built-up areas .....	7	2	0,04	0,03
Rural areas .....	3	1	0,02	0,02

1) The other data in the table only cover the viewing of persons aged over nine years.

Source: TV-ohjelmien seuraamistutkimukset (Television viewing) 1987/88 and 1988/89, Finnish Broadcasting Company, Planning and Research Department, Series D 12/1988, 16/1989

## 2. ELECTRONIC MEDIA

## 3. LOCAL RADIO

## 1. PRIVATE LOCAL RADIO STATIONS IN OPERATION AT THE BEGINNING OF 1989

Radio station	Locality	Coverage	Trans- missions launched on (date)	Type of owner	Share capital <sup>4)</sup>
		1,000 population			FIM 1,000
Radio Lakeus <sup>1)</sup>	Nivala	70	27.04.85	Local newspapers	490
Radio City	Helsinki	800	30.04.85	Organisations, associations	2 500
SBC Radio	Kouvola	110	12.08.85	Small media companies	750
Radio 957	Tampere	310	15.08.85	Organisations, associations	2 000
Radio Jyväskylä	Jyväskylä	150	19.08.85	Local newspapers	600
Radio Ykkönen - Radio Ettan	Helsinki	800	30.08.85	Newspapers	770
Auran Aallot	Turku	200	07.09.85	Small media companies	200
Oikea Asema	Kuopio	199	18.09.85	Organisations, associations	2 500
Simpsio 969	Lapua	110	12.10.85	Local newspapers	300
Radio Paitapiiska	Kurikka	100	14.10.85	Local newspapers	31
Saimaan Aallot	Lappeenranta	120	11.11.85	Organisations, associations	939
Radio Vaasa - Radio Vasa	Vaasa	111	29.11.85	Newspapers	1 000
Radio Pori	Pori	120	01.12.85	Organisations, associations	3 000
Radio Pieksämäki	Pieksämäki	30	01.12.85	Newspapers	operated as part of main company
Radio Satahäme	Ikaalinen	120	02.12.85	Local newspapers	33
Radio Iniö	Iniö	(270 inhabitants)	24.01.86	Non-commercial	-
Radio Kolme	Nurmijärvi	300	03.08.87	Private individuals	100
Radio Matvek	Mikkeli	79	20.10.87	Small media companies	-
Järviradio	Alajärvi	55	20.11.87	Private individuals	75
Radio Lokki	Kotka	120	30.11.87	Newspapers	1 500
Avainasema	Kaustinen	25	01.12.87	Other	90
Radio Länsituuli	Huittinen	110	01.12.87	Newspapers	operated as part of main company
Radio Savonmaa	Savonlinna	80	01.12.87	Local newspapers	540
Radio Ruovesi <sup>2)</sup>	Ruovesi	..	06.12.87	Non-commercial	-
Rytmiradio	Lahti	150	07.12.87	Private individuals	..
Radio Botnia	Pietarsaari	100	11.12.87	Small media companies	1 000 (main company)
Radio Inari	Inari	10	17.12.87	Other	-
Radio Polaris <sup>2)</sup>	Viitasaari	..	30.12.87	Non-commercial <sup>3)</sup>	-
Lähiradio	Helsinki	800	04.01.88	Non-commercial	-
Radio Etelän Ääni	Kerava	300	31.01.88	Organisations, associations	60
Radio Ramona	Rauma	100	03.03.88	Newspapers	operated as part of main company
Meriradio	Velkua	40	06.03.88	Small media companies	200
Radio Jokinen	Joensuu	100	12.03.88	Newspapers	1 000
Radio Mega	Oulu	150	01.06.88	Other	1 000
Radio Kaiku	Oulu	150	13.08.88	Private individuals	50
Radio Kokkola	Kokkola	80	15.08.88	Private individuals	15
Radio Lohi	Vantaa	150	22.09.88	Private individuals	15
Radio Salminen	Iisalmi	50	23.09.88	Newspapers	15
Radio Syke	Helsinki	800	01.10.88	Small media companies	1 400
Radio Pikkupäkä	Hyvinkää-Riihimäki	110	28.10.88	Small media companies	200

1) Closed in May 1989

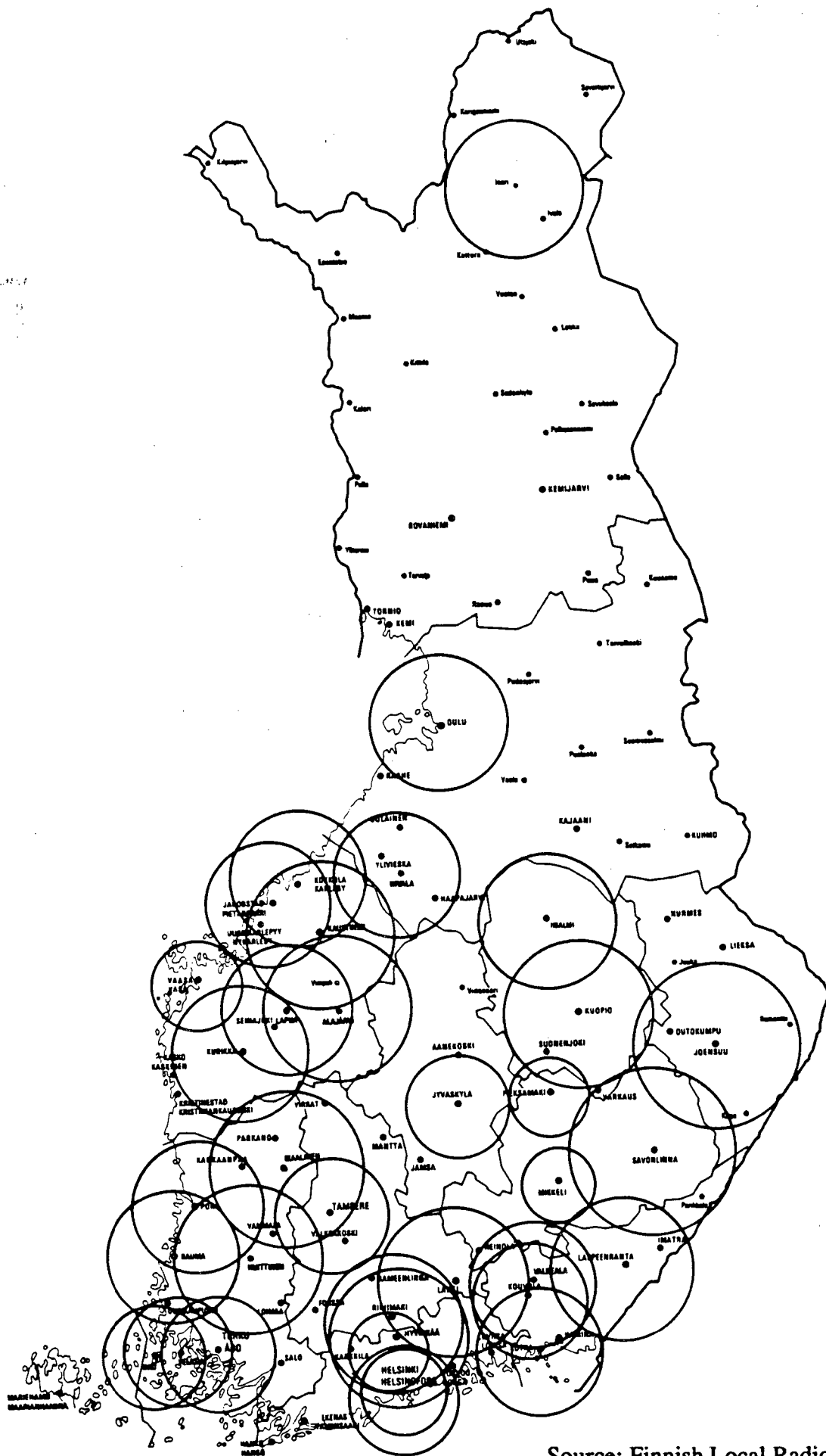
2) Closed in March 1989

3) Non-commercial licence expired on 30 June 1989, commercial licence effective from 1 July 1989.

4) Autumn 1988

Sources: Paikallisradiokatsaus (Local radio bulletin) 1988, Ministry of Transport and Communication;  
Paikallisradiotutkimus (Survey of local radio operations) II,  
Ministry of Transport and Communications Publications 15/1989;  
Licenced member stations of the Finnish Local  
Radio Association in 1988, Finnish Local Radio  
Association, 27 April 1989

Figure 3. Private local radio stations in operation at the beginning of 1989



Source: Finnish Local Radio Association

2. ELECTRONIC MEDIA
3. LOCAL RADIO
2. NEW LOCAL RADIO OPERATING LICENCES ISSUED IN SPRING 1989

Locality	Licences
Espoo	Westcompass Ky
Haapavesi	Haapaveden Opiston Kannatusyhdistys ry (non-commercial)
Harjavalta	Teljän Paikallisradio Oy
Heinola	Radio Ilves Oy and Radio Heinola Oy
Helsinki	Osuuskunta Suomen Messut - Andelslaget Finlands Mässa (non-commercial)
Hämeenlinna	Hämeenlinnan Paikallisradio Oy
Jämsä, Jämsänkoski	Jämsänjokilaakson Paikallisviestintä Oy
Kajaani, Hyrynsalmi, Kuhmo, Suomussalmi, Sotkamo, Paltamo, Ristijärvi	Kainuun Paikallisradio Oy
Kihniö	MSL-Studio Oy
Kitee, Kesälahti, Rääkkylä, Tohmajärvi, Värtsilä	Kustannus Oy Kiteeläinen and Keski-Karjalan Paikallislehti Oy
Mäntsälä	Timo T. A. Mikkonen Today Oy
Raahe	Tapio Järvelä Ky
Rovaniemi, Rovaniemen mlk	Disco-Point Ky and Rovaniemen Äiti-Radio Oy
Ruovesi, Juupajoki, Vilppula	KTH Know How Oy
Salo, Halikko	Salon Alueradio Oy
Sysmä	Pitäjälehti Sysmälinen Reino Pulkkanen Ky
Tampere	Megavoice Oy ja Tammermetso Oy
Tampere	Tampereen Seudun Paikallisradio Oy
Tampere	Tampereen yliopisto (non-commercial)
Tornio	Tornion Paikallisradioyhdistys ry (non-commercial)
Turku	Pro Radio Oy
Turku	Oy Turun Kaapelitelevisio - Åbo Kabeltelevision Ab
Turku	Työväen Sivistysliiton Turun Opintojärjestö ry and Kansan Sivistystyön Liiton Turun Opintojärjestö ry (non-commercial)
Uusikaupunki	Vakka-Suomen Paikallisradio Oy
Vammala	Kustannusliike Aluelehdet Oy
Ähtäri	Radio Ostola Oy
Äänekoski	Viestintä- ja Mainostoimisto Äänekosken Viiskulma Oy

Source: Ministry of Transport and Communications

## 2. ELECTRONIC MEDIA

## 3. LOCAL RADIO

3. PRIVATE<sup>1)</sup> LOCAL RADIO OPERATIONS: REVENUE IN 1985 - 1988

Revenue	1985	1986	1987	1988
	%			
Advertising revenue .....	88,5	92,0	95,1	94,2
Sale of programme time .....	0,9	3,2	2,4	
Sale of programmes .....	0,3	0,5	0,2	5,8
Grants and donations .....	-	2,7	0,5	
Other revenue .....	10,3	1,6	1,8	
Total % .....	100,0	100,0	100,0	100,0
FIM million .....	9,8	39,0	72,7	115,8

1) Radio Iniö is a municipal station.

Lähteet: Ministry of Transport and Communications  
Paikallisradiokatsaukset (Local radio bulletins), Ministry of Transport and Communications 1988 and 1989

4. PRIVATE<sup>1)</sup> LOCAL RADIO OPERATIONS: OPERATING EXPENDITURE IN 1985 - 1989

Expenditure	1985	1986	1987	1988
	%			
Wages and salaries .....	37,6	39,2	41,2	42,1
Payments to contributors .....	9,7	9,2	11,3	10,3
Copyright fees .....	11,7	11,1	10,6	8,7
Purchases of programmes .....	1,4	3,6	3,3	5,0
Production and transmitting equipment rents, maintenance service and repairs .....	2,4	2,8	3,1	
Rents and maintenance of buildings and offices .....	5,5	4,7	3,8	5,9
Other operating expenditure .....	31,6	29,3	26,7	28,0
Total % .....	100,0	100,0	100,0	100,0
FIM million .....	19,2	44,6	61,0	108,8

1) Radio Iniö is a municipal station.

Lähteet: Ministry of Transport and Communications  
Paikallisradiokatsaukset (Local radio bulletins), Ministry of Transport and Communications 1988 and 1989

## 2. ELECTRONIC MEDIA

## 3. LOCAL RADIO

## 5. PRIVATE LOCAL RADIO STATIONS: PERSONNEL IN 1988

Name of station	Journalists	Accounting, finance, administration	Marketing	Engineering	Permanent, total	Free lance contributors, average
Radio City .....	8	7	7	5	27	20
Auran Aallot .....	11	5	5	3	24	10
Radio Ykkönen .....	7	6	5	4	22	25
Oikea Asema .....	10	5	4	1	20	5
Radio 957 .....	9	4	7	-	20	25
Rytmiradio .....	6	5	4	3	18	20
Radio Syke .....	3	4	6	3	16	20
Saimaan Aallot .....	6	5	3	1	15	5
Radio Pori .....	5	3	6,5	0,5	15	15
Radio Jyväskylä .....	8	2,5	3	1	14,5	5
Radio Kaiku .....	7	3	4	-	14	10
Radio Mega .....	7	3	3	1	14	6
Radio Lohi .....	4	4	3	2	13	20
Radio Matvek .....	5	3	3	2	13	12
SBC Radio .....	5	4	3	-	12	15
Etelän Ääni .....	4	2	6	-	12	12
Radio Jokinen .....	7	1	3	-	11	15
Radio Savonmaa .....	6	2	2,5	-	10,5	10
Radio Lokki .....	5	1	3	-	9	10
Radio Vaasa .....	4	1	3	1	9	10
Meriradio .....	4	3	2	-	9	2
Radio Botnia .....	4	2	2	1	9	3
Radio Kolme .....	2	2	4	1	9	10
Radio Pikkupäkä .....	3	2	3,5	-	8,5	10
Simpsio 969 .....	3	0,5	3	1	7,5	10
Radio Paitapiiska .....	3	1,5	2	-	6,5	12
Radio Lakeus .....	2,5	1,5	2	0,5	6,5	4
Radio Ramona .....	5	-	-	-	5	7
Radio Kokkola .....	2	1	1	1	5	5
Radio Salminen .....	2	1	2	-	5	-
Radio Satahäme .....	2	-	3	-	5	3
Radio Länsituuli .....	2	-	2	-	4	6
Järviradio .....	2	1	1	-	4	15
Avainasema .....	2	0,5	1	-	3,5	3
Radio Pieksämäki .....	2	-	1	-	3	9
Radio Inari .....	-	-	-	-	-	15
Lähiradio .....	-	-	-	-	-	20
Radio Polaris .....	-	-	-	-	-	5
Radio Ruovesi .....	-	-	-	-	-	5
Radio Iniö .....	-	-	-	-	-	4
Total .....	167,5	86,5	113,5	32	399,5	418
Personnel categories as a percentage of permanent staff .....	41,9	21,7	28,4	8,0	100,0	

Source: Paikallisradiotutkimus (Survey of local radio operations) II.  
Ministry of Transport and Communications Publications 15/89

## 2. ELECTRONIC MEDIA

## 3. LOCAL RADIO

## 6. PRIVATE LOCAL RADIO STATIONS: AVERAGE HOURS OF BROADCASTING PER WEEK IN 1988

Name of radio station	Hours of broadcasting per week	
Auran Aallot (Turku) .....	109	
Avainasema (Kaustinen) .....	23	
Etelän Ääni (Kerava) .....	68	(Starting from 31 January 1988)
Järviradio (Alajärvi) .....	45	
Lähiradio (Helsinki) .....	..	
Meriradio (Velkua) .....	73	(Starting from 6 March 1988)
Oikea Asema (Kuopio) .....	106	
Paitapiiska (Kurikka) .....	61	
Radio 957 (Tampere) .....	104	
Radio Böttnia (Pietarsaari) .....	52	
Radio City (Helsinki) .....	142	
Radio Inari (Inari) .....	37	(Starting from 22 September 1988)
Radio Iniö (Iniö) .....	12	
Radio Jokinen (Joensuu) .....	75	(Starting from 12 March 1988)
Radio Jyväskylä (Jyväskylä) .....	98	
Radio Kaiku (Oulu) .....	168	(Starting from 13 August 1988)
Radio Kokkola (Kokkola) .....	27	(Starting from 15 August 1988)
Radio Kolme (Nurmijärvi) .....	75	
Radio Lakeus (Nivala) .....	32	(Closed down in May 1989)
Radio Lohi (Vantaa) .....	59	(Starting from 22 September 1988)
Radio Lokki (Kotka) .....	54	
Radio Länsituuli (Huittinen) .....	27	
Radio Matvek (Mikkeli) .....	78	
Radio Mega (Oulu) .....	50	(Starting from 1 June 1988)
Radio Pieksämäki (Pieksämäki) .....	29	
Radio Pikkupäkä (Hyvinkää-Riihimäki) .....	75	(Starting from 28 October 1988)
Radio Polaris (Viitasaari) .....	7	(A non-commercial operating licence until 30 June 1989, a commercial one from 1 July 1989)
Radio Pori (Pori) .....	113	
Radio Ramona (Rauma) .....	39	(Starting from 1 October 1988)
Radio Ruovesi (Ruovesi) .....	4	(Closed down in March 1989)
Radio Salminen (Iisalmi) .....	55	(Starting from 23 September 1988)
Radio Satahäme (Ikaalinen) .....	61	
Radio Savonmaa (Savonlinna) .....	70	
Radio Simpsiö (Lapua) .....	73	
Radio Syke (Helsinki) .....	168	(Starting from 1 October 1988)
Radio Vaasa (Vaasa) .....	71	
Radio Ykkönen (Helsinki) .....	120	
Rytmiradio (Lahti) .....	91	
SBC-Radio (Kouvola) .....	83	(Starting from 12 August 1988)
Saimaan Aallot (Lappeenranta) .....	83	
Average per station .....	70	

Source: Paikallisradiokatsaus (Local radio bulletin) 1988, Ministry of Transport and Communication 1989

## 2. ELECTRONIC MEDIA

## 3. LOCAL RADIO

7. PRIVATE LOCAL RADIO STATIONS LAUNCHED IN 1985<sup>1)</sup>: DEVELOPMENT OF AVERAGE HOURS OF TRANSMISSION PER WEEK

Name of radio station	1985	1986	1987	1988	Change 1985-86	Change 1986-87	Change 1987-88
	Hours per week	Hours per week	Hours per week	Hours per week	%	%	%
Radio City (Helsinki) .....	56	87	110	142	55	27	29
Radio Ykkönen (Helsinki) .....	80	75	104	120	-6	39	15
Oikea Asema (Kuopio) .....	31	43	86	106	39	100	23
Radio Vaasa (Vaasa) .....	13	29	60	71	123	107	18
Saimaan Aallot (Lappeenranta) .....	15	43	71	83	187	65	17
Radio Jyväskylä (Jyväskylä) .....	34	48	85	98	41	77	15
SBC-Radio (Kouvola) .....	31	33	45	83	7	36	12
Auran Aallot (Turku) .....	21	40	94	109	91	135	16
Radio Lakeus (Nivala) .....	61	24	29	32	-61	21	10
Radio 957 (Tampere) .....	26	64	91	104	146	42	14
Radio Pori (Pori) .....	21	55	109	113	162	98	4
Radio Paitapiiska (Kurikka) .....	20	26	49	61	30	89	25
Radio Satahäme (Ikaalinen) .....	14	19	18	61	36	-5	239
Radio Simpsiö (Lapua) .....	16	22	37	73	38	68	97
Radio Pieksämäki (Pieksämäki) .....	15	19	21	29	27	11	38
Average .....	30	42	67	85			

1) Four private local radio stations launched in 1985 have been closed.

Source: Paikallisradiokatsaus (Local radio bulletin) 1988. Ministry of Transport and Communications 1989

## 2. ELECTRONIC MEDIA

## 3. LOCAL RADIO

## 8. PRIVATE LOCAL RADIO STATIONS: TOTAL TRANSMITTING TIME AND PROPORTIONS OF ADVERTISING, PROGRAMMES PURCHASED, TRANSMITTING TIME SOLD AND PROGRAMMES SPONSORED IN 1988

Name of radio station	Total transmitting time	Transmitting days per week	Own production	Advertising	Purchased program	Transmitting time sold	Sponsored progr.
	Hours		%	%	%	%	%
Auran Aallot (Turku) .....	5 675	7	90,3	5,1	4,1	0,5	-
Avainasema (Kaustinen) .....	1 221	6	98,5	1,1	0,2	0,2	-
Etelän Ääni (Kerava) .....	3 252	6	98,4	1,2	-	0,4	-
Järviradio (Alajärvi) .....	2 336	7	84,3	0,9	12,5	2,3	-
Lähiradio (Helsinki) .....	..	6	100,0	-	-	-	-
Meriradio (Velkua) .....	3 121	7	76,7	1,2	22,1	-	-
Oikea Asema (Kuopio) .....	5 504	7	96,7	2,7	0,6	-	-
Paitapiiska (Kurikka) .....	3 183	6	96,4	1,3	-	2,3	-
Radio 957 (Tampere) .....	5 393	7	92,9	6,5	-	0,6	-
Radio Botnia (Pietarsaari) .....	2 717	5	95,2	2,5	0,7	1,6	-
Radio City (Helsinki) .....	7 408	7	95,3	3,3	-	1,0	0,4
Radio Inari (Inari) .....	514	6	97,6	1,2	-	1,2	-
Radio Iniö (Iniö) .....	618	6	100,0	-	-	-	-
Radio Jokinen (Joensuu) .....	3 037	7	89,9	2,9	6,8	0,4	-
Radio Jyväskylä (Jyväskylä) .....	5 108	7	83,8	2,6	8,3	5,3	-
Radio Kaiku (Oulu) .....	3 576	7	99,3	0,7	0,0	-	-
Radio Kokkola (Kokkola) .....	546	7	90,3	3,3	1,3	5,1	-
Radio Kolme (Nurmijärvi) .....	3 883	6	92,4	2,2	4,3	1,1	-
Radio Lakeus (Nivala) .....	1 657	6	97,9	1,9	-	0,2	-
Radio Lohi (Vantaa) .....	825	6	99,5	0,5	-	-	-
Radio Lokki (Kotka) .....	2 790	7	98,1	1,4	-	0,2	0,3
Radio Länsituuli (Huitinen) .....	1 412	7	91,2	1,7	1,9	5,1	0,1
Radio Matvek (Mikkeli) .....	4 057	6	87,6	1,6	10,8	-	-
Radio Mega (Oulu) .....	1 556	7	78,8	2,4	18,7	0,1	-
Radio Pieksämäki (Pieksämäki) .....	1 502	6	96,2	3,1	0,7	-	-
Radio Pikkupäkä (Hyvinkää-Riihimäki) ..	602	6	92,4	5,1	-	2,5	-
Radio Polaris (Viitasaari) .....	364	3	92,3	-	-	7,7	-
Radio Pori (Pori) .....	5 882	7	93,6	4,7	-	0,5	1,2
Radio Ramona (Rauma) .....	1 699	6	98,7	1,1	-	0,2	-
Radio Ruovesi (Ruovesi) .....	231	3-4	72,7	-	-	27,3	-
Radio Salminen (Iisalmi) .....	763	6	96,9	2,6	0,5	-	-
Radio Satahäme (Ikaalinen) .....	3 179	6	96,7	1,7	-	1,6	-
Radio Savonmaa (Savonlinna) .....	3 657	6	93,7	1,7	4,1	0,1	0,4
Radio Simpsiö (Lapua) .....	3 783	6	96,0	1,2	-	2,8	-
Radio Syke (Helsinki) .....	2 184	7	98,8	1,2	-	-	-
Radio Vaasa (Vaasa) .....	3 678	7	84,2	2,2	-	9,0	4,6
Radio Ykkönen (Helsinki) .....	6 226	7	84,6	6,0	5,0	1,7	2,7
Rytmiradio (Lahti) .....	4 733	7	95,7	3,6	0,7	-	-
SBC-Radio (Kouvola) .....	4 299	7	86,6	3,5	8,2	1,0	0,7
Saimaan Aallot (Lappeenranta) .....	4 312	6	72,6	3,4	15,7	1,0	7,3

Source: Paikallisradiokatsaus (Local radio bulletin) 1988. Ministry of Transport and Communications 1989

## 2. ELECTRONIC MEDIA

## 3. LOCAL RADIO

## 9. PRIVATE LOCAL RADIO STATIONS LAUNCHED IN 1985: ADVERTISING DATA

Name of radio station	Advertising total per year			Advertising as a proportion of total transmitting time		
	1986 <sup>1)</sup>	1987	1988	1986 <sup>1)</sup>	1987	1988
	Hours			%		
Radio City (Helsinki) .....	157	231	242	3,9	4,0	3,3
Radio Ykkönen (Helsinki) .....	116	298	375	2,9	5,4	6,0
Oikea Asema (Kuopio) .....	54	137	148	2,6	3,1	2,7
Radio Vaasa (Vaasa) .....	14	123	82	0,9	4,0	2,2
Saimaan Aallot (Lappeenranta) .....	28	75	148	1,4	2,0	3,4
Radio Jyväskylä (Jyväskylä) .....	47	139	131	2,1	3,1	2,6
SBC-Radio (Kouvola) .....	75	151	152	4,6	6,5	3,5
Auran Aallot (Turku) .....	63	214	288	3,2	4,4	5,1
Radio Lakeus (Nivala) .....	23	26	31	1,9	1,8	1,9
Radio 957 (Tampere) .....	70	285	352	4,1	5,2	6,5
Radio Pori (Pori) .....	67	242	275	2,6	4,3	4,7
Radio Paitapiiska (Kurikka) .....	17	28	40	1,3	1,1	1,3
Radio Satahäme (Ikaalinen) .....	16	27	55	1,7	2,8	1,7
Radio Simpsiö (Lapua) .....	13	22	45	1,2	1,1	1,2
Radio Pieksämäki (Pieksämäki) .....	19	60	47	2,0	5,4	3,1
Hours, total .....	779	2 058	2 411			
Advertising as a proportion of total transmitting time .....				2,4	3,6	3,3

1) The data for 1986 have been estimated from the data for the six months from January to 30 June 1986.

Sources: Follow-up system for local radio operations, interim report of 17 September 1986, Ministry of Transport and Communications  
Paikallisradiokatsaukset (Local radio bulletins), Ministry of Transport and Communications, 1988 and 1989

## 2. ELECTRONIC MEDIA

## 3. LOCAL RADIO

## 10. PRIVATE LOCAL RADIO TRANSMISSIONS: BREAKDOWN BY PROGRAMME TYPE IN 1986 AND 1988

Programme types	Percentage	
	1986 <sup>1)</sup>	1988 <sup>2)</sup>
Music .....	50,1	57,8
Newscasts .....	4,8	4,8
Current affairs programmes .....	5,9	5,8
Documentaries .....	0,7	0,4
Cultural programmes .....	4,3	3,0
Contact programmes .....	3,6	4,7
Service programmes .....	2,0	1,3
Other informative programmes .....	5,3	2,4
Entertainment programmes .....	2,9	2,1
Children's programmes .....	0,9	0,8
Religious programmes .....	0,1	0,7
Sports programmes .....	5,0	1,8
Programme time sold .....	2,0	1,3
Advertising .....	3,2	2,8
Information .....	3,6	3,1
DJ-talk and commentary .....	4,3	5,7
Station identifications .....	1,3	1,5
	100,0	100,0

1) One programme week of private local radio stations in operation during the spring of 1986.

2) The programming of 16 private local radio stations during three days of transmissions in the autumn of 1988.

Sources: Paikallisradiotutkimus (Survey of local radio operations) II, Ministry of Transport and Communications Publications 15/89

## 2. ELECTRONIC MEDIA

## 3. LOCAL RADIO

11. LOCAL RADIO OPERATIONS OF FINNISH BROADCASTING COMPANY: HOURS OF TRANSMISSION IN 1974/75 - 1987/88<sup>1)</sup> AND NAMES OF STATIONS<sup>2)</sup> IN 1989

Accounting year	Transmissions in Finland	Transmissions in Swedish	Transmissions in Lappish	Yhteensä
	Number of hours			
1974/75 .....	210	-	-	210
1975/76 .....	500	-	-	500
1976/77 .....	527	59	-	586
1977/78 .....	513	92	-	605
1978/79 .....	527	92	-	619
1979/80 .....	527	92	-	619
1980/81 .....	553	92	-	645
1981/82 .....	896	92	-	988
1982/83 .....	1 543	92	-	1 635
1983/84 .....	1 952	310	-	2 262
1984/85 .....	3 058	387	-	3 445
1985/86 .....	4 813	556	158	5 527
1986/87 .....	6 219	575	214	7 008
1987/88 .....	7 604	845	303	8 752

1) Data for 1988/89 not available.

2) Local radio stations of the

Finnish Broadcasting Company:	Location of offices	Name of local radio station	Year of launching of operations
	Helsinki	Ylen Aikainen	1975
	Helsinki	Radio Mellanlyland	1976
	Tampere	Tampereen Radio	1982
	Turku	Turun Radio	1982
	Oulu	Oulu Radio	1983
	Kuopio	Kuopion länj	1984
	Lahti	Lahden Radio	1984
	Mikkeli	Radio Mikkeli	1985
	Jyväskylä	Radio Keski-Suomi	1986
	Inari	Saamen Radio	1987
	Pori	Satakunnan Radio	1988
	Joensuu	Pohjois-Karjalan Radio	1988
	Vaasa	Radio Pohjanmaa	1988
	Kajaani	Kainuun Radio	1988
	Rovaniemi	Lapin Radio	1988
	Kotka/Kouvola	Kymenlaakson Radio	1989
	Lappeenranta	Etelä-Karjalan Radio	1989

Source: Oy Yleisradio Ab

## 12. REGIONAL AND LOCAL RADIO TRANSMISSIONS OF FINNISH BROADCASTING COMPANY BY REGION IN 1988/89

	In Finnish	In Swedish	In Lappish
	Number of hours		
Uusimaa province .....	1 779	1 469	-
Western Finland .....	2 623	343	-
Häme province .....	2 169	-	-
Southeastern Finland .....	884	-	-
Eastern Finland .....	2 406	-	-
Central Finland .....	2 525	-	-
Pohjanmaa province .....	2 790	411	-
Oulu province .....	1 607	-	-
Lappland .....	1 593	-	-
Area of programmes in Lappish .....	13	-	512
Aland Islands .....	-	735	-
Total .....	18 389	2 958	512

Source: Finnish Broadcasting Company, Yearbook 1988/89

## 2. ELECTRONIC MEDIA

## 3. LOCAL RADIO

## 13. LISTENING TO REGIONAL AND LOCAL RADIO TRANSMISSIONS ON A TYPICAL DAY IN 1988

	Autumn	
	Local network of Finnish Broadcasting Company	Private local radio stations
	%	
All .....	12	16
Occupation		
Wage earners .....	12	16
Lower-level salaried employees .....	16	25
Upper-level salaried employees .....	15	21
Farmers on own account .....	24	11
Other own-account .....	6	22
Homemakers .....	5	20
Pensioners .....	11	5
Students .....	7	18
Unemployed .....	3	16
Education		
First level .....	10	10
Second level .....	15	23
Third level .....	12	24
Age		
9 - 14 years .....	5	11
15 - 24 " .....	8	26
25 - 34 " .....	13	29
35 - 44 " .....	17	18
45 - 64 " .....	13	10
65 - 75 " .....	9	2
Sex		
Men .....	12	17
Women .....	11	15
Place of residence		
Greater Helsinki, Turku, Tampere .....	11	24
Other urban districts .....	9	16
Rural districts .....	16	11

Source: Erja Erholm, Radionkuuntelu syksyllä (Radio listening in Autumn) 1988, Finnish Broadcasting Company, Planning and Research Department, Series D 1/1989

## 2. ELECTRONIC MEDIA

## 3. LOCAL RADIO

## 14. REGIONAL AND LOCAL RADIO TRANSMISSIONS: LISTENING TIME BY POPULATION GROUP ON A TYPICAL DAY IN 1988

	Autumn	
	Local network of Finnish Broadcasting Company	Private local radio stations
	Hours and minutes per day	
All .....	0.13	0.26
Occupation		
Wage earners .....	0.16	0.29
Lower-level salaried employees .....	0.21	0.51
Upper-level salaried employees .....	0.13	0.30
Farmers on own account .....	0.36	0.13
Other own-account .....	0.06	1.09
Homemakers .....	0.04	0.31
Pensioners .....	0.14	0.05
Students .....	0.03	0.23
Unemployed .....	0.04	0.23
Education		
First level .....	0.11	0.16
Second level .....	0.21	0.44
Third level .....	0.11	0.36
Age		
9 - 14 years .....	0.02	0.15
15 - 24 " .....	0.06	0.45
25 - 34 " .....	0.13	0.51
35 - 44 " .....	0.26	0.29
45 - 64 " .....	0.14	0.14
65 - 75 " .....	0.10	0.04
Sex		
Men .....	0.15	0.28
Women .....	0.12	0.25
Place of residence		
Greater Helsinki, Turku, Tampere .....	0.11	0.46
Other urban districts .....	0.09	0.24
Rural districts .....	0.20	0.17

Source: Erja Erholm, *Radionkuuntelu syksyllä* (Radio listening in Autumn) 1988, Finnish Broadcasting Company, Planning and Research Department, Series D 1/1989

## 3. RECORDED MEDIA

## 1. VIDEO

## 1. VIDEOGRAM IMPORTS AND MANUFACTURE AND BLANK VIDEOCASSETTE IMPORTS IN 1982 - 1988

	1982	1983	1984	1985	1986	1987	1988
	Number						
Videogram imports .....	116 000	310 000	350 000	390 000	345 000	390 000	415 000
Videograms manufactured in Finland .....	-	-	51 020	239 287	378 987	468 043	992 007
Blank videogram imports .....	-	2 000 000	3 100 000	2 200 000	3 300 000	3 400 000	4 100 000

Sources: Copyright Office Teosto;  
Foreign Trade, National Board of Customs

2. VIDEOGRAM IMPORTS: BREAKDOWN OF VOLUME IN 1982 - 87 AND OF VALUE IN 1987 BY COUNTRY OF ORIGIN<sup>1)</sup>

Country	1982	1983	1984	1985	1986	1987			
	%					Weight 1,000 kg	%	Value FIM 1,000	%
Denmark .....	0,0	4,3	5,7	0,8	0,9	3	2,2	334	1,0
Norway .....	-	1,1	1,0	0,0	0,9	1	0,7	337	1,0
Sweden .....	51,4	46,2	36,2	47,2	68,2	71	51,4	19 998	58,4
FRG .....	2,9	2,1	1,9	4,0	3,6	2	1,4	667	1,9
Belgium .....	-	0,0	-	0,0	0,0	0	0,0	36	0,1
France .....	0,0	0,0	1,0	0,8	1,8	4	2,9	550	1,6
Italy .....	0,0	0,0	0,0	0,0	0,0	0	0,0	85	0,2
Netherlands .....	0,0	2,1	1,9	3,2	2,7	14	10,1	2 917	8,5
UK .....	25,7	15,1	31,4	24,8	11,8	31	22,5	6 606	19,3
Switzerland .....	-	0,0	0,0	0,0	0,0	0	0,0	76	0,2
USA .....	5,7	2,2	1,9	1,6	4,5	4	2,9	1 597	4,7
Canada .....	-	-	0,0	-	-	0	0,0	87	0,2
Japan .....	8,6	25,8	17,1	16,0	4,5	1	0,7	295	0,9
Hong Kong .....	0,0	1,1	1,9	-	0,0	0	0,0	23	0,1
Australia .....	-	0,0	-	-	0,0	0	0,0	37	0,1
Republic of Korea .....	-	-	-	-	0,9	4	2,9	163	0,5
USSR .....	-	-	-	-	-	0	0,0	293	0,9
Turkey .....	-	-	-	-	-	1	0,7	58	0,2
Unspecified <sup>2)</sup> .....	5,7	0,0	0,0	1,6	0,0	2	1,4	84	0,2
Total .....	100,0	100,0	100,0	100,0	100,0		100,0	34 240	100,0
Weight (1,000 kg) .....	35 <sup>3)</sup>	93 <sup>3)</sup>	105 <sup>3)</sup>	125 <sup>3)</sup>	110 <sup>3)</sup>	138 <sup>3)</sup>			

1) Country of origin refers to the country where the recording was made, not to the country where its contents originate from.

2) In foreign trade statistics on videogram imports, the country of origin is specified only if the value of imports from a country is at least FIM 20,000.

3) Estimated by the average unit weight, about 110,000 videograms were imported in 1982, about 290,000 in 1983 and about 330,000 in 1984.

Source: Foreign Trade 1982-87, OSF 1A, National Board of Customs

## 3. RECORDED MEDIA

## 1. VIDEO

## 3. BLANK VIDEOCASSETTE IMPORTS: BREAKDOWN OF VOLUME IN 1983 - 1988 AND OF VALUE IN 1987 AND 1988 BY COUNTRY OF ORIGIN

Country	1983	1984	1985	1986	1987			1988		
	%				Number	%	FIM 1,000	Kpl	%	1 000 mk
Denmark .....	-	-	0,2	2,9	9 680	0,3	172	10 863	0,3	120
Norway .....	-	0,1	2,9	0,2	-	-	-	2 286	0,1	43
Sweden .....	0,1	0,3	-	0,1	4 185	0,1	69	54 573	1,3	683
FRG .....	9,1	11,2	15,9	23,7	816 082	23,9	13 169	1 237 676	30,6	19 085
Austria .....	2,6	0,5	0,8	0,8	68 839	2,0	1 218	179 076	4,4	2 482
Belgium .....	-	0,0	-	-	-	-	-	-	-	-
France .....	-	0,1	0,9	2,5	126 716	3,7	1 708	86 510	2,1	1 237
UK .....	12,2	3,9	5,9	8,0	532 756	15,6	10 296	512 368	12,7	9 654
Ireland .....	0,1	0,0	-	-	-	-	-	-	-	-
Italy .....	4,5	20,6	15,9	9,7	275 374	8,1	5 247	222 569	5,5	3 758
USA .....	6,5	0,9	1,7	0,8	37 649	1,1	1 329	126 087	3,1	5 140
Japan .....	61,1	58,9	53,6	43,4	1 127 131	33,0	21 257	1 177 848	29,2	21 908
Hong Kong .....	1,7	0,9	1,8	3,7	150 214	4,4	1 501	113 746	2,8	963
Republic of Korea .....	1,9	2,4	0,2	4,2	245 176	7,2	3 327	297 587	7,4	3 279
Taiwan .....	0,1	0,2	-	-	-	-	-	4 405	0,1	40
Singapore .....	0,1	-	-	-	-	-	-	-	-	-
Netherlands .....	-	-	0,1	0,1	3 679	0,1	76	8 114	0,2	374
Malaysia .....	-	-	-	-	3 780	0,1	72	-	-	-
Turkey .....	-	-	-	-	15 167	0,4	217	-	-	-
Unspecified <sup>1)</sup> .....	0,0	0,0	0,0	0,0	1 480	0,0	33	4 439	0,1	49
Total .....	100,0	100,0	100,0	100,0		100,0	59 691	4 038 147	100,0	68 765
Number .....	1 791 894	3 100 136	2 200 377	3 348 723	3 417 908					

1) In foreign trade statistics on blank videocassette imports, the country of origin is specified only if the value of imports from the country is at least FIM 20,000.

Source: Foreign Trade 1983-88, OSF 1A, National Board of Customs

## 3. RECORDED MEDIA

## 1. VIDEO

4. AVAILABLE VIDEOGRAMS BY TYPE OF PROGRAMME IN 1982 - 1988<sup>1)</sup>

Programme type	Videograms					
	1982	1983	1984	1985 <sup>5)</sup>	1986	1988
	%					
Social and psychological drama <sup>2)</sup> ...	12	14	15	16	16	18
Thriller, adventure <sup>3)</sup> .....	61	61	57	54	54	52
Humour, light entertainment <sup>4)</sup> .....	20	18	20	23	22	25
Sex .....	5	6	6	5	5	4
Other .....	3	2	2	1	2	2
Total .....	100	100	100	100	100	100
Number .....	n. 600	n. 1 500	n. 2 500	n. 3 500	n. 4 000	n. 5 200

1) Data collected in October of each year. The basic classification of films established by the periodical Katso/Video.

2) Covers dramas and historical films.

3) Covers war, horror, science fiction, detective, crime, western and other adventure films.

4) Covers comedies, music films and videograms, children's films.

5) Data derived from a paper presented by Martti Soramäki at a video seminar held on 10 October 1985.

Source: Supervising Board of Videogram Distribution  
Finnish Federation of Producers of Phonograms and Videograms

## 5. VIDEOCASSETTE RECORDERS: OWNERSHIP BY TYPE OF HOUSEHOLD IN AUTUMN 1986 AND SPRING 1989

	All households							
	1986	1989	VCR in household %					
			Yes		No		Total	
	N	N	1986	1989	1986	1989	1986	1989
Total .....	4 479	2 144	23	48	77	52	100	100
Size of household								
1 person .....	1 216	305	8	21	92	79	100	100
2 persons .....	1 323	631	19	38	81	62	100	100
3 persons .....	825	452	37	57	64	43	100	100
4 persons .....	758	497	36	68	64	32	100	100
5 + persons .....	338	252	34	55	66	45	100	100
Data not available .....	19	3	32	33	68	67	100	100
Children under 15 in household								
0-6 years .....	462	219	33	66	67	34	100	100
7-14 years .....	489	348	39	63	61	37	100	100
Both .....	432	205	33	59	67	41	100	100
No children under 15 .....	3 096	1 369	18	40	82	60	100	100
Monthly income of household, FIM								
0 - 4 000 .....	826	181	5	12	95	88	100	100
4 001 - 6 000 .....	902	248	16	26	84	74	100	100
6 001 - 9 000 .....	897	349	28	44	72	56	100	100
9 001 - 12 000 .....	631	353	36	55	65	45	100	100
12 001 - 15 000 .....	293	264	39	61	61	39	100	100
Over 15 000 .....	274	370	38	68	62	22	100	100
Data not available .....	656	376	25	52	75	48	100	100

Sources: Videotutkimus (Video survey) 1986, Ministry of Education Working Group Reports 1987.5, Helsinki 1987;  
The data file of the 1989 video survey

## 3. RECORDED MEDIA

## 1. VIDEO

## 6. VIDEOCASSETTE RECORDERS: PRINCIPAL USE BY TYPE OF HOUSEHOLD IN 1986 AND 1989

Household type	1986 (N = 1043)					1989 (N = 1038)						
	Recording and watching of TV programmes	Watching of rented or borrowed video programmes	Watching of self-produced video programmes	Data not available	Total	Recording of TV programmes for viewing at a more suitable time	Recording of TV programmes for permanent use	Watching of rented video programmes	Watching of self-produced video programmes	Other	Data not available	Total
	%					%						
Total .....	74	19	2	5	100	78	3	14	2	2	1	100
Size of household												
1 person .....	70	22	4	4	100	69	8	16	2	5	2	100
2 persons .....	72	20	4	4	100	78	3	12	3	2	3	100
3 persons .....	73	19	1	7	100	75	3	18	2	2	2	100
4 persons .....	78	16	2	4	100	83	3	11	1	2	0	100
5 + persons ....	78	18	1	2	100	76	3	19	1	1	0	100
Data not available .....	50	17	0	33	100	100	0	0	0	0	0	100
Children under 15 in household												
0-6 years .....	81	14	1	4	100	81	3	14	1	0	1	100
7-14 years .....	74	19	1	6	100	82	3	12	0	2	0	100
Both .....	86	9	2	4	100	84	5	6	3	2	0	100
No children under 15 .....	70	22	3	5	100	74	3	17	2	2	2	100
Monthly income of household, FIM												
0 - 4 000	68	23	0	9	100	41	14	36	5	0	5	100
4 001 - 6 000	72	18	2	8	100	69	2	25	2	0	3	100
6 001 - 9 000	73	20	3	4	100	81	2	11	3	3	1	100
9 001 - 12 000	76	17	4	3	100	77	3	17	1	3	1	100
12 001 - 15 000	77	20	0	3	100	87	4	7	2	1	0	100
Over 15 000 ...	85	10	1	4	100	81	3	11	1	3	1	100
Data not available .....	68	24	1	7	100	72	4	19	2	1	3	100

Sources: Videotutkimus (Video survey) 1986, Ministry of Education Working Group Reports 1987.5, Helsinki 1987;  
The data file of the 1989 video survey

3. RECORDED MEDIA

1. VIDEO

7. VIDEO VIEWING AND ITS FREQUENCY BY POPULATION GROUP IN AUTUMN 1986 AND SPRING 1989

	Video viewing		Viewing during preceding six months or less (1986 N = 2 422)1), 1989 N = 1 429)1)																								
	1986	1989	VCR at home		No VCR, but one or more viewings		No viewings		Frequency of viewing																		
	N	N	%	%	%	%	%	%	Daily	A few times a week	Once a week	Twice a month	Once a month	Less than once a month	Cannot say	Total											
Total .....	4 495	2 141	27	48	52	42	21	9	100	100	4	4	19	26	17	20	14	17	12	10	34	23	1	1	100	100	
Sex																											
Men .....	2 124	1 010	31	50	52	41	18	9	100	100	5	5	24	30	17	19	14	16	11	8	29	20	1	1	100	100	
Women .....	2 371	1 131	24	47	53	44	23	9	100	100	3	2	15	21	16	21	14	18	12	11	39	26	1	1	100	100	
Age																											
15 - 24 .....	841	422	33	57	65	42	2	0	100	100	5	5	22	30	17	20	19	20	14	11	22	12	0	0	100	100	
25 - 34 .....	902	394	33	59	40	7	2	2	100	100	5	3	21	26	17	21	11	18	13	10	33	21	1	1	100	100	
35 - 44 .....	928	502	37	61	49	35	14	3	100	100	2	5	22	26	19	23	13	13	12	9	31	22	1	1	100	100	
45 - 54 .....	675	314	26	47	50	44	24	9	100	100	3	2	13	17	15	18	14	19	8	11	46	32	2	1	100	100	
55 - 64 .....	671	306	14	24	46	53	40	23	100	100	2	0	13	19	10	16	11	17	6	5	56	42	2	1	100	100	
65 - 74 .....	471	203	4	16	35	47	61	37	100	100	1	6	5	26	8	6	8	4	6	6	67	50	4	2	100	100	
Data not available .....	7																										
Socio-economic status																											
Employer, own account worker .....	184	188	40	48	40	40	20	12	100	100	8	5	19	19	19	19	13	18	11	12	29	27	1	0	100	100	
Upper-level salaried employee .....	345	200	35	53	57	44	8	2	100	100	3	4	19	25	19	22	13	12	10	12	35	22	1	2	100	100	
Lower-level salaried employee .....	908	476	31	56	57	42	12	2	100	100	2	1	18	25	17	20	15	19	11	10	36	23	1	1	100	100	
Wage earner .....	1 176	512	34	56	51	38	15	5	100	100	5	5	24	31	19	19	14	18	11	8	27	17	1	1	100	100	
Farmer .....	368	43	19	28	48	60	32	12	100	100	3	0	14	8	15	8	10	12	14	20	43	48	1	4	100	100	
Student .....	434	226	27	56	71	44	2	0	100	100	4	4	19	27	16	24	17	18	17	12	27	14	1	0	100	100	
Pensioner .....	772	375	8	21	40	48	52	32	100	100	3	3	14	18	6	14	9	10	4	6	62	47	2	1	100	100	
Homemaker, other .....	146	79	30	53	46	41	24	6	100	100	1	9	22	19	13	26	15	19	9	4	40	23	0	0	100	100	
Data not available .....	162	42	28	64	65	33	7	2	100	100	5	11	14	30	12	11	16	16	13	8	35	22	3	3	100	100	
Education																											
First level .....	2 236	953	25	44	49	42	27	14	100	100	4	4	19	25	17	19	14	18	11	9	34	25	1	1	100	100	
Second level .....	1 713	908	31	53	56	42	13	4	100	100	3	4	20	26	17	21	14	17	12	10	33	22	1	0	100	100	
Third level .....	374	192	25	47	61	46	14	7	100	100	3	3	18	27	13	19	12	11	10	12	42	24	1	3	100	100	
Data not available .....	172	54	24	37	45	37	31	26	100	100	9	12	12	21	15	21	17	24	9	9	36	12	1	0	100	100	

1) Owing to factors related to interview recording techniques, the Ns of persons who had done some viewing during the preceding six months or less vary somewhat from table to table.

Sources: Videotutkimus (Video survey) 1986, Ministry of Education Working Group Reports 1987.5, Helsinki 1987; The data file of the 1989 video survey

## 3. RECORDED MEDIA

## 1. VIDEO

## 6. SOURCES OF VIDEO PROGRAMMES LAST WATCHED BY DIFFERENT POPULATION GROUPS IN SPRING 1989 (VIEWING DURING PRECEDING SIX MONTHS OR LESS)

	Viewing during preceding six months or less (N = 1 429)1)					Source of self-recorded programme								Total
	Self-produced	Watched at work or school	Self-taped	Acquired some other way	Total	Finnish Broadcasting Company	MTV Finland	Channel Three	TV 4 or Swedish TV	Satellite or cable channel	Rented cassette	Data not available		
%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Total .....	4,5	4,5	63,2	27,7	100,0	22,0	46,7	12,3	2,1	2,7	0,4	13,8	100,0	
Sex .....														
Men .....	3,8	4,5	61,4	30,3	100,0	24,4	44,9	11,1	2,3	3,2	0,2	13,6	100,0	
Women .....	5,3	4,6	64,9	25,4	100,0	19,8	48,3	13,4	1,9	2,1	0,2	14,0	100,0	
Age .....														
15 - 24 .....	3,1	5,1	56,6	35,2	100,0	14,4	51,8	15,3	2,7	5,4	0,9	9,5	100,0	
25 - 34 .....	5,1	4,1	63,6	27,2	100,0	28,2	43,1	14,4	2,0	1,5	0,5	10,4	100,0	
35 - 44 .....	2,7	5,8	70,8	20,7	100,0	26,4	46,9	10,5	1,4	1,9	0,4	12,4	100,0	
45 - 54 .....	6,3	2,6	66,1	24,9	100,0	19,2	49,6	10,4	0,8	3,2	0,0	16,8	100,0	
55 - 64 .....	9,4	4,3	57,2	29,1	100,0	17,9	38,8	7,5	0,0	4,5	0,0	31,3	100,0	
65 - 74 .....	8,0	2,0	60,0	30,0	100,0	20,0	36,7	10,0	3,3	0,0	0,0	30,0	100,0	
Socio-economic status .....														
Employer, own account worker .....	5,4	0,9	68,2	25,4	100,0	29,3	41,3	9,3	2,7	1,3	0,0	16,0	100,0	
Upper-level salaried employee .....	5,6	13,0	60,9	20,5	100,0	31,6	34,7	11,2	2,0	4,1	0,0	16,3	100,0	
Lower-level salaried employee .....	5,0	5,2	65,6	24,2	100,0	24,6	48,3	12,5	2,1	2,5	0,0	10,0	100,0	
Wage earner .....	2,7	1,1	66,1	30,0	100,0	20,0	51,2	12,5	0,4	2,1	0,8	12,9	100,0	
Farmer .....	4,0	4,0	40,0	52,0	100,0	10,0	70,0	0,0	0,0	0,0	0,0	20,0	100,0	
Student .....	4,0	9,4	58,4	28,2	100,0	11,9	52,5	15,2	5,1	5,9	0,8	8,5	100,0	
Pensioner .....	7,5	0,0	59,2	33,3	100,0	14,1	42,2	8,4	0,0	0,0	0,0	35,2	100,0	
Homemaker, other .....	8,5	0,0	68,1	23,4	100,0	34,4	34,4	9,4	6,2	3,1	3,1	9,4	100,0	
Data not available .....	0,0	0,0	54,0	45,9	100,0	15,0	40,0	30,0	5,0	0,0	0,0	10,0	100,0	
Education .....														
First level .....	3,1	2,6	65,0	29,3	100,0	17,6	46,5	12,5	2,4	3,7	0,8	16,5	100,0	
Second level .....	5,8	4,4	61,7	28,1	100,0	25,6	47,4	12,0	1,5	1,7	0,3	11,6	100,0	
Third level .....	5,4	12,4	66,7	15,5	100,0	30,2	38,4	12,8	2,3	1,2	0,0	15,1	100,0	
Data not available .....	0,0	12,1	54,6	33,3	100,0	5,6	61,1	16,7	5,6	0,0	0,0	11,1	100,0	

1) Owing to factors related to interview recording techniques, the Ns of persons who had done some viewing during the preceding six months or less vary somewhat from table to table.

Sources: Videotutkimus (Video survey) 1986, Ministry of Education Working Group Reports 1987.5, Helsinki 1987; The data file of the 1989 video survey

3. RECORDED MEDIA

1. VIDEO

9. TYPES OF VIDEO PROGRAMMES LAST WATCHED BY DIFFERENT POPULATION GROUPS IN AUTUMN 1986 AND SPRING 1989 (VIEWING DURING PRECEDING SIX MONTHS OR LESS)

		Viewing during preceding six months or less (1986 N = 2406, 1989 N = 13351)																														
		Foreign film or play	Serial	Finnish entertainment	Foreign entertainment	Sports programme	Nature programme	Progr. for children or adol.	Inform. or current affairs pr.	Educ. progr.	Music progr., music video	Self-produced programme	Other	Cannot say	Total																	
		-86 -89	-86 -89	-86 -89	-86 -89	-86 -89	-86 -89	-86 -89	-86 -89	-86 -89	-86 -89	-86 -89	-86 -89	-86 -89	-86 -89																	
		%																														
Total	.....	5	6	40	34	13	23	3	6	4	3	3	6	1	1	5	6	2	3	6	4	5	3	6	1	4	3	3	2	100	100	
Sex																																
Men	.....	5	7	44	36	11	19	3	5	5	3	5	9	1	2	4	4	4	4	4	4	4	3	5	1	4	4	3	3	2	100	100
Women	.....	5	5	37	32	15	27	3	6	4	3	1	3	1	1	6	8	2	2	7	3	5	3	7	1	4	2	3	2	100	100	
Age																																
15 - 24	.....	3	3	49	42	12	20	2	6	7	5	2	5	0	0	1	2	1	1	6	4	9	7	3	1	3	1	2	2	2	100	100
25 - 34	.....	3	4	44	38	14	26	4	5	4	3	6	2	1	5	7	2	2	5	4	3	1	5	0	3	2	2	2	1	100	100	
35 - 44	.....	5	8	35	26	15	25	5	7	3	2	4	5	2	2	7	8	2	6	6	4	3	3	5	1	6	3	3	2	100	100	
45 - 54	.....	8	6	36	34	12	23	3	5	2	3	5	9	2	1	3	6	4	2	4	2	4	1	9	1	5	5	3	3	100	100	
55 - 64	.....	11	15	28	25	9	15	2	6	4	3	4	4	2	3	6	8	4	4	6	4	4	2	10	1	6	4	5	8	100	100	
65 - 74	.....	9	15	22	26	10	17	0	7	5	0	2	0	0	4	15	11	6	4	1	4	0	2	12	0	5	4	11	4	100	100	
Socio-economic status																																
Employer, own account worker	.....	8	4	38	28	14	30	2	3	3	0	9	10	0	0	5	8	2	6	3	1	3	4	7	0	4	6	1	2	100	100	
Upper-level salaried employee	.....	2	5	32	31	18	17	2	3	1	3	3	5	2	3	4	7	3	10	12	7	4	1	8	1	7	5	2	1	100	100	
Lower-level salaried employee	.....	4	4	38	34	16	25	3	6	4	3	7	1	1	6	6	6	2	3	4	5	4	3	5	0	6	2	3	1	100	100	
Wage earner	.....	5	7	49	38	13	23	4	8	5	4	3	5	2	1	4	4	1	1	1	1	1	3	2	3	1	3	2	2	2	100	100
Farmer	.....	7	21	39	29	10	13	4	8	3	0	8	4	1	0	3	8	3	0	3	8	3	4	9	0	3	0	3	4	100	100	
Student	.....	3	3	45	35	11	25	1	4	6	5	2	4	0	1	1	2	1	2	12	6	11	9	3	2	3	2	2	3	100	100	
Pensioner	.....	10	14	27	34	10	14	2	7	5	2	4	2	0	3	10	9	4	2	2	2	2	1	12	1	5	4	7	6	100	100	
Homemaker, other	.....	10	2	35	21	7	33	9	2	7	5	0	2	1	0	10	30	4	2	1	0	4	0	3	0	0	0	0	6	2	100	100
Data not available	.....	1	16	26	41	9	16	4	5	4	3	3	5	1	3	6	3	4	3	16	0	7	0	11	0	3	3	3	3	100	100	
Education																																
First level	.....	6	9	43	33	12	23	3	6	5	3	3	5	1	1	4	6	2	2	4	2	5	4	5	1	4	3	3	3	100	100	
Second level	.....	4	4	42	37	14	23	3	5	5	3	4	6	1	1	5	6	2	3	5	4	4	3	6	1	4	2	2	2	100	100	
Third level	.....	2	6	18	26	14	20	2	2	3	3	3	5	3	4	8	9	6	9	17	9	7	2	10	0	9	4	2	1	100	100	
Data not available	.....	6	3	42	27	12	27	4	9	1	0	4	0	1	0	5	3	1	6	6	9	8	12	6	0	1	0	4	3	100	100	

1) Owing to factors related to interview recording techniques, the Ns of persons who had done some viewing during the preceding six months or less vary somewhat from table to table.

3. RECORDED MEDIA

1. VIDEO

10. DATE WHEN A VIDEOGRAM WAS LAST RENTED BY DIFFERENT POPULATION GROUPS IN AUTUMN 1986 AND SPRING 1989

	Never rented (1986 N = 4 495 1989 N = 1 942)		Rented at one time or another (1986 N = 1 340, 1989 N = 909)															
	1986	1989	A few days ago		A week or so ago		2-3 weeks ago		A month or so ago		2-5 months ago		At least six months ago		Cannot say		Total	
			1986	1989	1986	1989	1986	1989	1986	1989	1986	1989	1986	1989	1986	1989	1986	1989
Total	70	53	7	4	11	7	11	11	18	13	19	25	33	38	1	2	100	100
Sex																		
Men	62	47	8	5	13	8	11	11	18	12	19	27	30	36	1	2	100	100
Women	77	59	6	3	8	7	11	11	17	14	20	23	38	41	1	2	100	100
Age																		
15 - 24	41	21	10	7	14	11	14	16	16	14	20	26	25	25	1	1	100	100
25 - 34	54	34	6	3	11	7	8	11	19	15	22	22	34	42	0	2	100	100
35 - 44	69	52	5	2	8	3	10	6	18	10	18	28	41	48	1	3	100	100
45 - 54	85	77	5	2	10	5	8	3	16	12	15	22	47	55	0	2	100	100
55 - 64	95	92	3	6	3	17	16	6	19	17	16	17	44	39	0	0	100	100
65 - 74	99	95	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.
Socio-economic status																		
Employer, own account worker	71	65	4	3	13	3	6	10	25	8	19	24	32	49	2	2	100	100
Upper-level salaried employee	65	56	7	1	8	9	6	11	12	15	23	27	42	33	2	4	100	100
Lower-level salaried employee	66	46	6	2	8	6	11	7	17	12	19	27	38	44	1	2	100	100
Wage earner	62	44	8	6	14	7	12	13	19	13	18	23	29	37	1	2	100	100
Farmer	82	76	6	0	5	22	14	11	18	0	15	33	42	33	0	0	100	100
Student	49	24	5	4	14	8	10	15	17	18	24	26	28	28	1	1	100	100
Pensioner	96	92	10	5	10	15	3	5	14	10	10	15	52	50	0	0	100	100
Homemaker, other	78	68	3	8	6	4	13	4	25	0	16	20	38	64	0	0	100	100
Data not available	68	46	13	14	10	14	17	14	19	14	13	23	27	23	0	0	100	100

Sources: Videotutkimus (Video survey) 1986, Ministry of Education Working Group Reports 1987.5, Helsinki 1987; The data file of the 1989 video survey

## 3. RECORDED MEDIA

## 1. VIDEO

11. VIDEOGRAM USE IN MUNICIPAL LIBRARIES IN 1985 AND 1987<sup>1)</sup>

	Video viewings	Viewers
	Number	
Urban districts		
1985 .....	6 084	9 188
1986 .....	3 005	21 205
Rural districts		
1985 .....	767	6 524
1986 .....	1 622	6 056
Total		
1985 .....	6 851	15 712
1986 .....	4 627	27 261

1) The figures do not include the Åland Islands.

Source: National Board of General Education

12. VIDEOGRAM HOLDINGS OF MUNICIPAL LIBRARIES IN 1987 BY PROVINCE<sup>1)</sup>

	Videograms
	Number
Uusimaa .....	960
Turku-Pori .....	874
Häme .....	600
Kymi .....	191
Mikkeli .....	64
N. Karelia .....	53
Kuopio .....	582
Central Finland .....	48
Vaasa .....	174
Oulu .....	1 121
Lapland .....	379
Total .....	5 046
Urban districts .....	3 868
Rural districts .....	1 178

1) The figures do not include the Åland Islands.

Source: National Board of General Education

## 3. RECORDED MEDIA

## 2. PHONOGRAMS

## 1. PHONOGRAM IMPORTS AND MANUFACTURE AND BLANK SOUND CASSETTE IMPORTS IN 1980 - 1988

	1980	1981	1982	1983	1984	1985	1986	1987	1988
	Number in millions								
CD record imports <sup>1)</sup> .....	-	-	-	-	-	-	-	-	1,4
Gramophone record imports <sup>1)</sup> .....	5,1	4,1	5,5	5,5	4,8	4,3	4,0	4,5	3,6
Music cassette imports .....				1,4	1,5	1,6	1,7	1,8	1,8
Gramophone records manufactured in Finland .....	5,3	6,0	6,8	6,7	2,8	2,4	2,4	2,3	6,2
Music cassettes manufactured in Finland .....					4,9	3,9	3,7	4,0	
Blank cassette imports <sup>2)</sup> .....	5,5	5,4	6,7	6,3	5,0	6,6	7,1	5,5	5,8

1) Up until 1987, CD record imports are included in gramophone record imports.

2) C-cassettes only. The importation of other cassettes takes place under a different designation.

Source: Copyright Office Teosto

## 3. RECORDED MEDIA

## 2. PHONOGRAMS

2. THE MOST IMPORTANT IMPORT COUNTRIES FOR GRAMOPHONE RECORDS IN 1961 - 1988 AND FOR CASSETTES<sup>1)</sup> IN 1976 - 1988

Year	As a proportion of the value (FIM) of imports								
	Sweden	FRG	France	Nether-lands	UK	Switzer-land	USA	Canada	Total
	%								
Gramophone records									
1961 .....	17,7	23,7	1,6	4,1	20,8	7,9	8,0	3,4	87,2
1962 .....	25,1	29,6	2,3	7,1	9,5	4,4	4,7	8,5	91,2
1963 .....	20,9	31,9	2,0	6,4	14,9	7,5	4,4	6,3	94,3
1964 .....	13,8	23,5	3,8	9,1	22,2	14,2	8,7	0,3	95,6
1965 .....	13,4	20,1	4,9	11,1	27,3	11,3	6,6	1,1	95,8
1966 .....	12,9	23,7	5,4	6,2	32,1	11,4	5,0	0,5	97,2
1967 .....	17,5	26,6	2,7	6,7	26,7	12,1	5,5	0,5	98,3
1968 .....	10,8	22,4	2,0	6,0	35,3	13,2	6,0	0,1	95,8
1969 .....	13,8	27,0	2,0	5,7	28,7	8,7	7,2	0,0	93,1
1970 .....	9,8	25,7	2,1	3,6	40,8	3,4	8,5	0,4	94,3
1971 .....	9,2	25,7	5,1	5,9	39,5	1,9	8,5	0,0	95,8
1972 .....	9,6	29,2	4,9	5,7	34,2	1,5	9,8	0,1	95,0
1973 .....	6,6	25,8	4,3	6,4	36,0	1,1	14,4	0,2	94,8
1974 .....	7,1	23,7	2,6	7,1	30,0	0,2	23,5	0,0	94,2
1975 .....	10,1	18,1	3,4	8,2	32,7	0,2	16,8	0,0	89,5
1976 .....	8,9	19,2	3,2	9,1	36,5	0,2	15,4	-	92,5
1977 .....	12,1	18,3	3,2	8,3	36,9	0,3	16,2	0,2	95,5
1978 .....	12,3	22,2	3,4	8,4	27,7	0,1	17,3	0,1	91,5
1979 .....	14,3	21,6	4,4	8,9	22,9	0,3	19,1	0,7	92,2
1980 .....	12,6	17,8	2,8	9,2	20,8	0,2	25,9	1,2	90,5
1981 .....	11,2	19,4	2,4	17,0	20,2	-	16,1	4,8	91,1
1982 .....	11,5	18,0	1,9	21,5	16,3	0,2	11,4	6,1	86,9
1983 .....	10,9	20,5	2,5	28,6	18,0	0,1	4,8	6,4	91,8
1984 .....	10,9	26,0	1,7	26,2	23,6	0,1	3,2	3,6	95,3
1985 .....	7,4	33,1	1,7	27,0	20,5	0,2	2,9	2,7	95,5
1986 .....	7,0	32,2	1,6	24,6	18,0	1,9	2,7	5,9	93,9
1987 .....	6,3	30,8	2,1	19,2	20,4	1,9	3,0	10,0	93,7
1988 .....	8,3	24,0	0,5	26,3	21,5	0,0	7,9	5,7	94,2
Cassettes									
1976 .....	17,7	20,5	2,2	16,4	24,7	3,0	7,1	-	91,6
1977 .....	15,6	17,0	3,0	14,6	23,4	9,6	9,0	-	92,2
1978 .....	20,1	14,6	1,1	14,3	18,1	14,6	5,3	-	88,1
1979 .....	23,1	17,1	1,8	13,0	15,2	9,5	6,2	-	85,9
1980 .....	23,4	14,4	0,6	12,9	18,4	4,2	11,2	-	85,1
1981 .....	20,0	13,0	1,3	23,1	20,9	3,3	5,2	-	86,8
1982 .....	17,6	13,9	0,5	21,0	18,0	2,3	11,2	-	84,5
1983 .....	18,0	16,5	1,6	29,2	10,6	5,9	4,7	-	86,5
1984 .....	15,3	21,7	0,5	33,0	14,8	4,9	1,8	-	92,0
1985 .....	12,1	25,2	0,8	34,0	9,1	2,2	1,5	-	84,9
1986 .....	10,9	21,4	0,7	31,7	10,2	3,6	2,3	0,5	81,3
1987 .....	11,1	20,0	1,1	31,8	16,6	1,9	1,1	6,4	90,3
1988 .....	10,5	12,8	0,3	25,1	25,3	2,5	1,7	2,1	80,3

1) Excl. blank cassettes.

2) Up until 1988, Canada enforced a compulsory licence on phonograms with a flat fee of two cents a band, which was considerably below the level of other Western countries. In addition, the Canadian government subsidized the exportation of phonograms. On 1 October 1988, the system was replaced by an agreement between Canada's record companies, artists and publishers prescribing a copyright fee of 5.25 cents a band. During 1988, in anticipation of the agreement, the Copyright Office Teosto collected a copyright surcharge for phonograms imported to Finland from Canada, as Canada's old copyright system was considered to be in violation of international agreements. As at 30 October 1989, on Canadian cent equalled FIM 0.036.

Sources: Heikki Hellman and Reijo Vahtokari, Kapitalismin kulttuuri ja kulttuuriteollisuuden toimintaedellytykset. Aineistoa massakulttuurin ja suomalaisen ääniteteollisuuden tutkimukseen (Culture and the operating conditions of the cultural industry under capitalism. Material for a study of mass culture and the Finnish phonogram industry). University of Tampere, Institute of Journalism and Mass Communication. Publications no. 43/1979; Foreign Trade, Official Statistics of Finland 1A, National Board of Customs

## 3. RECORDED MEDIA

## 2. PHONOGRAMS

3. PHONOGRAM<sup>1)</sup> IMPORTS: BREAKDOWN OF VOLUME IN 1976 AND 1980 - 1988 AND OF VALUE IN 1988 BY COUNTRY OF ORIGIN<sup>2)</sup>

Country	1976	1980	1981	1982	1983	1984	1985	1986	1987	1988 <sup>6)</sup>		
	% of total									Number	%	Value of imports FIM 1,000
<u>Gramophone records</u>												
Denmark .....	0,1	0,1	0,1	0,5	0,4	0,7	0,3	0,4	0,2	1 095	0,0	22
Norway .....	2,7	3,4	4,4	3,8	1,1	0,0	-	0,1	0,3	1 193	0,0	22
Sweden .....	6,0	10,9	11,6	13,2	8,0	7,7	6,1	7,5	6,1	288 814	8,3	4 377
FRG .....	17,1	10,9	17,6	13,1	10,9	14,4	21,9	26,7	26,0	831 831	24,0	13 490
Austria .....	0,2	-	-	-	-	-	-	0,4	0,2	761	0,0	32
Belgium <sup>3)</sup> .....	0,4	0,0	0,1	0,2	0,7	0,2	1,1	0,3	0,2	6 705	0,2	134
Spain .....	0,2	0,1	0,1	0,4	0,5	0,4	0,2	-	0,2	38 193	1,1	521
France .....	2,7	1,5	2,0	1,3	1,4	0,9	0,9	1,0	1,6	19 009	0,5	390
Greece .....	0,1	0,1	0,1	-	-	-	-	-	-	2 309	0,1	36
Ireland .....	-	0,1	0,1	-	-	-	-	-	-	-	-	-
Italy .....	0,4	0,4	0,4	3,7	4,9	1,3	1,8	1,1	1,6	91 661	2,6	830
Netherlands .....	11,4	10,2	23,4	22,0	25,5	22,4	26,9	28,5	24,3	910 949	26,3	10 975
Portugal .....	-	0,1	0,1	-	0,1	-	-	-	0,1	6 255	0,2	48
UK .....	39,7	15,4	22,6	23,3	36,9	48,0	35,7	24,2	19,4	743 497	21,5	11 219
Switzerland .....	0,2	0,3	-	0,1	0,0	0,0	0,1	1,1	5,2	1 414	0,0	28
Hungary .....	-	-	0,2	0,0	0,1	0,1	-	0,1	-	5 015	0,2	34
Czechoslovakia ..	0,2	0,1	0,1	0,1	0,1	-	-	-	-	-	-	-
USSR .....	1,4	0,4	0,3	-	0,1	0,1	0,1	0,1	0,3	3 833	0,1	54
USA .....	16,8	45,1	13,5	14,7	6,3	2,0	3,2	2,8	3,6	273 082	7,9	4 172
Canada .....	-	0,5	2,7	2,6	2,5	1,3	1,2	4,1	8,1	195 867	5,7	4 357
Brazil .....	-	0,2	0,1	-	-	-	0,1	-	-	-	-	-
Mexico .....	-	-	-	-	0,0	-	-	-	-	-	-	-
Japan .....	0,2	-	0,1	0,0	0,1	0,4	0,5	1,4	1,1	3 161	0,1	107
Philippines .....	-	-	0,1	0,8	0,1	-	-	-	-	-	-	-
Hong Kong .....	-	-	0,0	0,3	-	-	-	-	1,0	20 802	0,6	86
Republic of Korea	-	-	-	-	-	-	-	-	0,3	-	-	-
Australia .....	-	-	-	-	-	-	-	-	0,1	11 781	0,3	160
Uspecified <sup>5)</sup> .....	0,2	0,2	0,3	0,2	0,0	0,1	0,1	0,2	0,1	1 648	0,0	40
<b>Total .....</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>		<b>100,0</b>	<b>51 134</b>
<b>Number .....</b>	<b>525,2<sup>4)</sup></b>	<b>3805797</b>	<b>2914756</b>	<b>4148217</b>	<b>4529221</b>	<b>4794846</b>	<b>4334551</b>	<b>3990596</b>	<b>4496743</b>	<b>3 459 875</b>		
<u>Cassettes</u>												
Denmark .....	1,4	6,4	10,6	3,5	1,5	7,2	22,8	22,6	5,0	161 408	8,8	558
Norway .....	2,0	4,3	3,8	4,6	1,8	-	-	-	0,4	2 336	0,2	67
Sweden .....	15,6	21,3	17,4	12,6	15,4	13,5	11,4	9,8	9,6	192 127	10,5	2 608
FRG .....	21,8	8,7	10,1	13,2	12,3	14,6	19,2	16,2	18,0	234 680	12,8	4 463
Belgium <sup>3)</sup> .....	0,5	-	-	0,3	0,4	0,6	0,6	0,8	-	-	-	-
Spain .....	0,8	-	-	1,1	2,9	1,3	0,2	-	-	24 299	1,3	127
France .....	2,5	0,3	0,8	0,3	1,2	0,3	0,3	0,2	3,4	6 054	0,3	324
Italy .....	1,4	0,8	0,6	4,1	2,7	0,6	3,0	0,6	1,0	84 840	4,6	288
Netherlands .....	12,6	14,0	27,6	24,6	29,8	30,7	30,8	25,9	30,3	459 766	25,1	4 195
UK .....	27,7	14,9	18,2	19,2	9,5	19,5	5,7	11,4	18,1	463 423	25,3	6 332
Switzerland .....	2,9	5,8	6,4	4,9	10,4	9,2	3,5	7,9	5,3	45 654	2,5	388
USA .....	7,2	22,0	3,9	9,3	4,2	1,2	0,9	2,9	0,4	30 285	1,6	1 137
Mexico .....	-	-	-	-	0,1	-	-	-	-	-	-	-
Japan .....	-	-	0,1	0,2	1,8	1,1	1,6	1,2	1,3	3 297	0,2	75
Hong Kong .....	2,8	-	-	1,9	5,9	-	-	-	-	35 257	1,9	514
Singapore .....	-	0,7	-	-	-	-	-	-	-	242	0,0	50
Canada .....	-	-	-	-	-	-	-	0,2	3,9	38 014	2,1	762
Portugal .....	-	-	-	-	-	-	-	-	1,7	34 210	1,9	198
USSR .....	-	-	-	-	-	-	-	-	0,1	-	-	-
Austria .....	-	-	-	-	-	-	-	-	1,0	7 559	0,4	143
Australia .....	-	-	-	-	-	-	-	-	-	7 684	0,4	74
Uspecified <sup>5)</sup> .....	0,8	0,8	0,5	0,2	0,1	0,2	0,1	0,3	0,4	1 725	0,1	42
<b>Total .....</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>		<b>100,0</b>	<b>22 348</b>
<b>Number .....</b>	<b>64,2<sup>4)</sup></b>	<b>1367985</b>	<b>1230814</b>	<b>1353402</b>	<b>1389975</b>	<b>1473228</b>	<b>1504548</b>	<b>1623121</b>	<b>1761092</b>	<b>1 832 860</b>		

## 3. RECORDED MEDIA

## 2. PHONOGRAMS

## 3. CONTINUED

Country	1976	1980	1981	1982	1983	1984	1985	1986	1987	1988 <sup>6)</sup>		
	%									Number	%	Value of imports FIM 1,000
<u>CD records</u>												
Austria .....	-	-	-	-	-	-	-	-	-	136 425	9,4	2 278
Belgium .....	-	-	-	-	-	-	-	-	-	8 348	0,6	137
Switzerland .....	-	-	-	-	-	-	-	-	-	131 579	9,1	1 471
FRG .....	-	-	-	-	-	-	-	-	-	347 714	24,0	10 633
Denmark .....	-	-	-	-	-	-	-	-	-	85 250	5,9	871
Spain .....	-	-	-	-	-	-	-	-	-	1 705	0,1	45
France .....	-	-	-	-	-	-	-	-	-	23 376	1,6	628
UK .....	-	-	-	-	-	-	-	-	-	272 406	18,8	6 826
Italy .....	-	-	-	-	-	-	-	-	-	10 628	0,7	200
Netherlands .....	-	-	-	-	-	-	-	-	-	168 020	11,6	2 549
Norway .....	-	-	-	-	-	-	-	-	-	70 470	4,9	814
Portugal .....	-	-	-	-	-	-	-	-	-	6 856	0,5	116
Sweden .....	-	-	-	-	-	-	-	-	-	75 899	5,2	1 707
Japan .....	-	-	-	-	-	-	-	-	-	10 413	0,7	283
Republic of Korea	-	-	-	-	-	-	-	-	-	48 417	3,3	629
Canada .....	-	-	-	-	-	-	-	-	-	8 499	0,6	308
USA .....	-	-	-	-	-	-	-	-	-	37 218	2,6	1 593
Australia .....	-	-	-	-	-	-	-	-	-	2 366	0,2	55
Unspecified <sup>5)</sup> .....	-	-	-	-	-	-	-	-	-	61	0,0	3
Total .....	-	-	-	-	-	-	-	-	-	-	100,0	31 146
Number .....	-	-	-	-	-	-	-	-	-	1 445 644		

1) Excl. phonograms intended for language instruction.

2) Country of origin refers to the country where the phonogram was manufactured, not to the country where its contents originate from.

3) Up until 1978, inclusive of Luxembourg.

4) Tonnes.

5) In foreign trade statistics on phonogram imports, the country of origin is specified only if the value of imports from a country is at least FIM 20,000

6) Up until 1987, CD records were included in statistics on LP records.

Source: Foreign Trade 1976-1988, OSF 1A, National Board of Customs

## 3. RECORDED MEDIA

## 2. PHONOGRAMS

## 4. RECORD PLAYER AND TAPE RECORDER IMPORTS: BREAKDOWN OF VOLUME IN 1976 AND 1980 - 1987 AND OF VALUE IN 1987

Country	1976	1980	1981	1982	1983	1984	1985	1986	1987		
	%								Number	%	Value of imports FIM 1,000
<u>Record players</u>											
Denmark .....	1,0	0,4	0,2	0,4	0,3	0,3	0,5	0,3	469	0,6	375
Norway .....	-	-	-	-	-	0,1	-	-	-	-	-
Sweden .....	0,6	0,5	0,2	-	-	-	0,1	-	491	0,6	333
FRG .....	5,0	12,4	4,4	2,6	1,0	1,0	1,7	1,5	2 126	2,8	1 243
Belgium <sup>1)</sup> .....	62,0	8,3	15,8	13,9	12,1	9,6	6,0	9,0	4 163	5,4	2 847
Spain .....	0,7	-	-	-	-	-	-	-	-	-	-
France .....	0,4	-	-	-	-	0,9	-	-	-	-	-
Italy .....	2,0	-	-	-	-	-	-	-	-	-	-
Netherlands .....	1,7	0,9	-	0,1	0,2	0,6	-	-	91	0,1	131
UK .....	21,0	3,5	1,0	2,3	-	0,7	0,8	0,1	66	0,1	78
Switzerland .....	0,4	-	-	-	-	-	-	0,0	11	0,0	41
Czechoslovakia .....	-	-	-	-	0,4	0,3	0,2	-	-	-	-
USA .....	0,0	-	-	-	-	-	-	-	-	-	-
Brazil .....	-	-	-	-	0,3	-	-	-	-	-	-
Japan .....	5,2	73,3	78,3	80,7	83,8	84,9	88,7	84,0	58 520	76,3	31 845
Republic of Korea .....	-	0,6	-	-	-	0,5	0,9	2,5	1 690	2,2	268
Taiwan .....	-	-	-	-	1,9	0,9	1,1	2,6	8 194	10,7	1 839
Canada .....	-	-	-	-	-	-	0,0	0,0	10	0,0	36
Singapore .....	-	-	-	-	-	-	-	-	750	1,0	375
Uspecified <sup>2)</sup> .....	0,0	0,1	0,1	0,0	0,0	0,2	0,0	0,1	123	0,2	50
<b>Total .....</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>		<b>100,0</b>	<b>39 461</b>
Number .....	118 476	61 172	76 063	58 353	68 491	67 454	75 534	82 315	76 704		
<u>Tape recorders<sup>3)</sup></u>											
Denmark .....	0,2	0,1	0,3	0,1	0,1	0,1	0,1	0,1	441	0,2	820
Norway .....	2,1	1,3	0,5	1,0	0,9	0,4	0,3	0,5	490	0,2	1 043
Sweden .....	0,3	0,2	0,1	0,0	0,0	0,0	0,0	0,1	217	0,1	123
FRG .....	0,9	1,5	0,8	1,0	0,5	0,4	0,3	1,6	1 120	0,5	1 763
Austria .....	7,1	2,1	2,4	6,2	1,4	1,2	0,8	1,9	1 177	0,5	825
Belgium <sup>1)</sup> .....	46,9	6,4	6,3	8,5	8,9	1,7	1,5	0,8	599	0,3	164
France .....	0,0	-	0,1	-	-	-	0,1	-	-	-	-
Italy .....	-	-	0,0	0,1	1,0	0,1	-	-	19	0,0	48
Netherlands .....	2,3	0,2	0,0	0,1	0,0	0,7	1,1	0,0	29	0,0	213
Portugal .....	-	-	-	-	0,1	-	0,1	0,2	-	-	-
UK .....	0,2	0,2	0,3	0,1	0,2	0,3	0,1	0,0	94	0,0	388
Switzerland .....	0,1	0,1	0,2	0,3	0,1	0,1	0,1	0,1	109	0,0	2 157
Hungary .....	-	-	-	-	0,0	-	-	-	-	-	-
USSR .....	0,0	0,0	0,0	0,0	0,0	0,0	0,0	0,0	23	0,0	56
USA .....	0,1	0,5	0,2	0,2	0,0	0,0	0,0	0,0	150	0,1	187
Japan .....	36,8	69,3	67,4	68,6	77,3	80,2	83,4	75,5	116 992	52,4	32 599
Republic of Korea .....	0,7	12,5	11,8	10,0	4,0	8,0	7,7	2,6	14 020	6,3	1 086
Taiwan .....	0,4	2,4	2,3	1,7	0,9	1,3	1,8	4,5	28 497	12,8	1 900
Philippines .....	-	0,1	-	-	-	-	-	-	600	0,3	69
Hong Kong .....	0,2	1,7	6,7	1,4	2,1	1,9	0,6	6,4	41 128	18,4	1 798
Singapore .....	1,7	1,2	0,6	0,7	2,3	3,6	1,8	2,1	6 989	3,1	729
Malaysia .....	-	-	0,0	-	-	-	-	-	711	0,3	80
China .....	-	-	-	-	-	-	0,3	3,5	9 672	4,3	364
Uspecified <sup>2)</sup> .....	0,0	0,2	0,0	0,0	0,2	0,0	0,0	0,0	47	0,0	16
<b>Total .....</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>		<b>100,0</b>	<b>46 428</b>
Number .....	201 744	118 907	158 354	108 684	157 317	330 035	289 715	188 210	223 124		

1) Up until 1978, inclusive of Luxembourg.

2) In foreign trade statistics on phonogram imports, the country of origin is specified only if the value of imports from a country is at least FIM 20,000.

3) In figures for 1976, tape recorders also include tape-operated dictating machines.

Source: Foreign Trade 1976-1987, OSF 1A, National Board of Customs

## 3. RECORDED MEDIA

## 2. PHONOGRAMS

## 5. BLANK CASSETTE IMPORTS: BREAKDOWN OF VOLUME IN 1976 - 1988 AND OF VALUE IN 1988 BY COUNTRY OF ORIGIN

Country	1976	1980	1981	1982	1983	1984	1985	1986	1987	1988			
	%									Number	%	Value of imports FIM 1,000	
Denmark .....	0,1	0,6	-	-	-	-	0,2	-	-	-	-	-	-
Norway .....	0,1	0,0	0,1	0,0	0,1	0,1	0,1	-	-	-	-	-	-
Sweden .....	0,2	0,5	0,1	0,1	1,0	1,1	0,5	0,4	1,5	13 103	0,2	63	
FRG .....	30,8	21,1	23,0	17,4	23,4	16,9	18,5	11,5	16,8	804 819	13,5	2 616	
Austria .....	0,8	1,1	0,9	1,2	1,1	1,1	1,4	-	0,1	-	-	-	
Belgium <sup>1)</sup> .....	1,9	5,8	10,7	7,0	13,2	12,3	8,1	6,6	4,9	186 902	3,1	499	
Spain .....	-	-	2,7	8,1	-	-	-	-	-	5 520	0,1	42	
France .....	0,0	0,0	1,0	2,7	4,6	5,4	8,0	5,3	5,7	323 244	5,4	1 165	
Ireland .....	-	-	0,2	0,1	3,6	1,4	-	-	0,1	-	-	-	
Italy .....	7,4	11,0	15,0	9,4	8,6	0,8	0,0	0,8	-	-	-	-	
Netherlands .....	4,8	2,7	0,0	0,1	-	-	1,4	0,1	-	122	0,0	32	
Portugal .....	2,5	0,7	-	-	-	-	-	-	-	-	-	-	
UK .....	5,8	0,8	0,9	0,9	0,0	0,3	0,1	0,0	0,3	28 610	0,5	108	
Switzerland .....	2,4	2,8	1,2	1,7	0,1	0,4	0,1	0,1	-	91 820	1,5	338	
USA .....	6,3	15,6	8,4	0,8	0,4	1,4	0,9	0,7	0,8	72 981	1,2	361	
Japan .....	6,6	13,3	19,2	26,4	31,2	41,0	45,1	54,1	51,6	3 086 409	51,7	14 039	
Hong Kong .....	30,3	23,3	12,8	10,2	7,5	7,1	3,3	3,9	3,4	227 059	3,8	476	
Rep. of Korea ..	-	0,7	3,7	13,7	5,2	10,7	12,3	16,3	13,6	899 395	15,1	1 976	
Singapore .....	-	-	-	0,0	-	-	-	-	-	98 855	1,7	296	
Taiwan .....	-	-	-	0,0	-	-	-	-	0,2	83 542	1,4	392	
Israel .....	-	0,0	0,1	0,0	-	-	-	-	-	-	-	-	
Turkey .....	-	-	-	-	-	-	-	-	0,3	36 800	0,6	81	
Australia .....	-	-	-	-	-	-	-	-	0,3	-	-	-	
Unspecified <sup>2)</sup> ...	0,0	0,0	0,0	0,2	0,0	0,0	0,1	0,1	0,5	10 078	0,2	38	
Total .....	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0		100,0	22 522	
Number .....	495,8 <sup>3)</sup>	5449103	5413414	6732504	6289306	4973494	6710351	7060629	5700140	5 969 259			

1) Up until 1978, inclusive of Luxembourg.

2) In foreign trade statistics on phonogram imports, the country of origin is specified only if the value of imports from a country is at least FIM 20,000

3) Tonnes.

Source: Foreign Trade 1976-1988, OSF 1A, National Board of Customs

## 3. RECORDED MEDIA

## 2. PHONOGRAMS

## 6. PHONOGRAM PRODUCTION BY TYPE OF PHONOGRAM 1983 - 1987

Year	Singles <sup>1)</sup>		LP records <sup>1)</sup>		Cassettes		CD records		Talking books		Open-reel tapes		Total	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
1983 ...	377	21,1	511	28,6	896	50,2	-	-	-	-	-	-	1 784	100,0
1984 ...	392	22,3	510	29,0	837	47,6	-	-	17	1,0	1	0,1	1 757 <sup>2)</sup>	100,0
1985 ...	380	20,3	489	26,1	981	52,4	-	-	22	1,2	1	0,1	1 873 <sup>3)</sup>	100,0
1986 ...	390	18,3	571	26,8	1 123	52,7	9	0,4	36	1,7	-	-	2 129	100,0
1987 ...	405	20,8	516	26,5	924	47,5	23	1,2	78	4,0	-	-	1 946	100,0

1) EP records have been classified by size: single-sized as singles, LP-sized as LPs, and Maxi-singles as LPs.

2) Of these, 22 were late shipments from 1983.

3) Of these, six were late shipments from 1984.

Source: Jyväskylä University Library

## 7. PHONOGRAMS MANUFACTURED IN FINLAND IN 1981 - 1987

	Phonograms manufactured in						
	1981	1982	1983	1984	1985	1986	1987
	Number in thousands						
<u>Standard producers<sup>1)</sup></u>							
IFPI <sup>2)</sup> members							
Singles .....	..	..	..	36	77	167	111
EP records .....	..	..	..	-	5	-	-
LP records .....	..	..	..	1 604	1 503	1 350	1 403
Cassettes .....	..	..	..	2 582	2 474	1 959	2 015
Total .....	3 378	3 345	3 762	4 222	4 059	3 476	3 530
Non-IFPI <sup>2)</sup> members							
Singles .....	..	..	..	3	39	59	66
EP records .....	..	..	..	-	-	-	-
LP records .....	..	..	..	725	496	568	496
Cassettes .....	..	..	..	900	601	762	748
Total .....	1 635	1 986	1 772	1 628	1 135	1 389	1 310
<u>Incidental producers<sup>3)</sup></u>							
Singles .....	71	81	35	43	30	37	56
EP records .....	3	9	8	4	8	12	10
LP records .....	156	138	198	384	245	212	184
Cassettes .....	742	1 232	972	1 441	816	934	1 244
Total .....	972	1 459	1 212	1 872	1 099	1 195	1 494
Total .....	5 985	6 790	6 746	7 722	6 293	6 060	6 334

1) With phonogram production as their principal activity. Their number was 25 in 1981, 24 in 1982, 25 in 1983, 28 in 1984, 33 in 1985, 31 in 1986, 31 in 1987 and 26 in 1988.

2) International Federation of Phonogram and Videogram Producers. Its member organisation in Finland: Finnish Federation of Producers of Phonograms and Videograms.

3) Incidental producers' figures for 1983 and 1984 are not comparable.

4) No breakdown of production available for 1988. A total of 6.2 million phonograms were produced, 2.7 million of them records and 3.5 million cassettes.

Source: Copyright Office Teosto/Finnish Federation of Producers of Phonograms and Videograms

## 3. RECORDED MEDIA

## 2. PHONOGRAMS

8. RECORD, CASSETTE AND CD RECORD SALES<sup>1)</sup> IN 1961 - 1988

Year	Singles and EP records			LP records			Cassettes and 8-track cartridges <sup>2)</sup>			CD records			Total		
	Finnish	Foreign	Total <sup>3)</sup>	Finnish	Foreign	Total <sup>3)</sup>	Finnish	Foreign	Total <sup>3)</sup>	Finnish	Foreign	Total <sup>3)</sup>	Finnish	Foreign	Total <sup>3)</sup>

Number in thousands

1961	477	507	984 <sup>4)</sup>	7	57	64	..	..	..	-	-	-	484	564	1 048
1965	386	324	710	27	145	172	..	..	..	-	-	-	413	469	882
1970	269	139	408 <sup>4)</sup>	195	555	750	48	66	114	-	-	-	512	760	1 272
1971	277	195	472	343	835	1 178	227	191	418	-	-	-	847	1 221	2 068
1972	274	203	477	424	1 045	1 469	392	343	735	-	-	-	1 090	1 591	2 681
1973	246	205	451	516	1 071	1 587	540	408	948	-	-	-	1 302	1 684	2 986
1974	188	185	373	556	1 057	1 613	569	411	980	-	-	-	1 313	1 653	2 966
1975	270	193	463 <sup>4)</sup>	834	1 099	1 933	1 034	526	1 560	-	-	-	2 138	1 818	3 956
1976	216	180	396	993	1 171	2 164	1 505	579	2 084	-	-	-	2 714	1 930	4 644
1977	259	206	465	1 068	1 324	2 392	1 544	671	2 215	-	-	-	2 871	2 201	5 072
1978	214	220	434	817	1 219	2 036	1 209	622	1 831	-	-	-	2 240	2 061	4 301
1979	219	226	445	822	1 330	2 152	1 136	648	1 784	-	-	-	2 177	2 204	4 381
1980	221	250	471 <sup>4)</sup>	937	1 397	2 334	1 424	627	2 051	-	-	-	2 582	2 274	4 856
1981	290	314	604 <sup>4)</sup>	1 195	1 455	2 650	1 672	692	2 364	-	-	-	3 157	2 461	5 618
1982	316	291	607	1 156	1 433	2 589	1 812	558	2 370	-	-	-	3 284	2 282	5 566
1983	282	302	584	941	1 596	2 537	1 827	659	2 486	-	-	-	3 050	2 557	5 607
1984	311	264	575	1 017	1 543	2 560	2 641	644	3 285	-	-	-	3 969	2 451	6 420
1985	296	319	615 <sup>4)</sup>	1 134	1 825	2 959	2 365	694	3 059	-	-	-	3 795	2 838	6 633
1986	178	289	467	999	2 011	3 010	1 764	799	2 563	-	-	-	2 941	3 099	6 040
1987	176	256	432	1 044	1 816	2 860	1 767	822	2 589	34	215	249	2 987	2 894	5 881
1988	229	260	489	1 104	1 742	2 846	1 631	832	2 463	125	555	680	2 964	2 834	5 798

%

1961	48,5	51,5	100,0	10,9	89,1	100,0	..	..	..	-	-	-	46,2	53,8	100,0
1965	54,4	45,6	100,0	15,7	84,3	100,0	..	..	..	-	-	-	46,8	53,2	100,0
1970	65,9	34,1	100,0	26,0	74,0	100,0	42,1	57,9	100,0	-	-	-	40,3	59,7	100,0
1971	58,7	41,3	100,0	29,1	70,9	100,0	54,3	45,7	100,0	-	-	-	41,0	59,0	100,0
1972	57,4	42,6	100,0	28,9	71,1	100,0	53,3	46,7	100,0	-	-	-	40,7	59,3	100,0
1973	54,5	45,5	100,0	32,5	67,5	100,0	57,0	43,0	100,0	-	-	-	43,6	56,4	100,0
1974	50,4	49,6	100,0	34,5	65,5	100,0	58,1	41,9	100,0	-	-	-	44,3	55,7	100,0
1975	58,3	41,7	100,0	43,1	56,9	100,0	66,3	33,7	100,0	-	-	-	54,0	46,0	100,0
1976	54,5	45,5	100,0	45,9	54,1	100,0	72,2	27,8	100,0	-	-	-	58,4	41,6	100,0
1977	55,6	44,4	100,0	44,6	55,4	100,0	69,7	30,3	100,0	-	-	-	56,6	43,4	100,0
1978	49,3	50,7	100,0	40,1	59,9	100,0	66,0	34,0	100,0	-	-	-	52,1	47,9	100,0
1979	49,2	50,8	100,0	38,2	61,8	100,0	63,7	36,3	100,0	-	-	-	49,7	50,3	100,0
1980	46,9	53,1	100,0	40,2	59,8	100,0	69,4	30,6	100,0	-	-	-	53,2	46,8	100,0
1981	48,0	52,0	100,0	45,1	54,9	100,0	70,7	29,3	100,0	-	-	-	56,2	43,8	100,0
1982	52,1	47,9	100,0	44,7	55,3	100,0	76,5	23,5	100,0	-	-	-	59,0	41,0	100,0
1983	48,3	51,7	100,0	37,1	62,9	100,0	73,5	26,5	100,0	-	-	-	54,4	45,6	100,0
1984	54,1	45,9	100,0	39,7	60,3	100,0	80,4	19,6	100,0	-	-	-	61,8	38,2	100,0
1985	48,1	51,9	100,0	38,3	61,7	100,0	77,3	22,7	100,0	-	-	-	57,2	42,8	100,0
1986	38,1	61,9	100,0	33,2	66,8	100,0	68,8	31,2	100,0	-	-	-	48,7	51,3	100,0
1987	40,7	59,3	100,0	36,5	63,5	100,0	68,3	31,7	100,0	13,7	86,3	100,0	50,8	49,2	100,0
1988	46,8	53,2	100,0	38,8	61,2	100,0	66,2	33,8	100,0	18,4	81,6	100,0	51,1	48,9	100,0

1) Covers the sales and imports of the members of the Finnish Federation of Producers of Phonograms and Videograms (up until 1977, the Finnish National Group of the IFPI). Up until 1976, member producers accounted for about 80-90 per cent of the estimated value of total sales. The figure has fallen since and was about 61 per cent in 1985.

2) Up until 1976, inclusive of 8-track cartridges.

3) A considerable proportion of the singles sold each year are purchased by the Slot Machine Association. In 1980, for instance, the Association purchased about 200,000 singles.

4) The proportion of EPs has varied over the years, from 220,000 in 1961 to 21,500 in 1970, 1,600 in 1975, 34,500 in 1980, 80,600 in 1981 and 142,800 in 1985.

Source: Finnish Federation of Producers of Phonograms and Videograms

## 3. RECORDED MEDIA

## 2. PHONOGRAMS

9. RECORD, CASSETTE AND CD RECORD SALES<sup>1)</sup>: VALUE IN 1971 - 1988

Year	Records			Cassettes <sup>2)</sup>			CD records			Records and cassettes, total		
	Finnish	Foreign	Total	Finnish	Foreign	Total	Finnish	Foreign	Total	Finnish	Foreign	Total
	FIM million											
1971	9,1	17,7	26,8	5,9	5,0	10,9	-	-	-	15,0	22,7	37,7
1972	10,8	21,6	32,4	9,8	8,5	18,3	-	-	-	20,6	30,1	50,5
1973	13,6	25,1	38,7	14,2	10,9	25,1	-	-	-	27,8	36,0	63,8
1974	15,0	28,2	43,2	15,9	12,4	28,3	-	-	-	30,9	40,6	71,5
1975	24,0	29,7	53,7	29,5	15,6	45,1	-	-	-	53,5	45,3	98,8
1976	31,1	34,3	65,4	44,1	18,6	62,7	-	-	-	75,2	52,9	128,1
1977	36,5	44,5	81,0	50,4	24,2	74,6	-	-	-	86,9	68,7	155,6
1978	31,3	44,8	76,1	40,3	22,0	62,3	-	-	-	71,6	66,8	138,4
1979	32,7	51,5	84,1	37,7	23,0	60,7	-	-	-	70,4	74,5	144,9
1980	41,1	58,7	99,8	48,9	24,4	73,3	-	-	-	90,0	83,1	173,1
1981	56,5	70,2	126,6	60,8	29,5	90,4	-	-	-	117,3	99,7	217,0
1982	59,4	71,7	131,1	65,9	25,6	91,5	-	-	-	125,3	97,3	222,6
1983	54,2	89,5	143,7	72,4	34,0	106,4	-	-	-	126,6	123,5	250,1
1984	60,2	92,3	152,5	105,4	36,9	142,3	-	-	-	165,6	129,2	294,8
1985	69,9	111,4	181,3	101,4	40,0	141,4	-	-	-	171,3	151,4	322,7
1986	62,2	134,1	196,3	77,9	46,8	124,7	-	-	-	140,1	181,0	321,0
1987	62,4	113,6	176,0	79,2	45,5	124,7	3,7	22,7	26,4	141,6	159,1	300,7
1988	65,7	102,9	168,6	78,4	48,2	127,6	11,1	50,9	62,0	145,1	151,1	296,2

1) Covers the sales and imports of the members of the Finnish Federation of Producers of Phonograms and Videograms (up until 1977, Finnish National Group of the IFPI). Up until 1976, member producers accounted for about 80-90 per cent of the estimated value total sales. The figure has fallen since and was about 61 per cent in 1985.

2) Up until 1976, inclusive of 8-track cartridges.

Source: Finnish Federation of Producers of Phonograms and Videograms

## 3. RECORDED MEDIA

## 2. PHONOGRAMS

10. PHONOGRAM AND TALKING BOOK USE IN MUNICIPAL LIBRARIES IN 1985 AND 1987<sup>1)</sup>

	Phonogram playings	Listeners	Talking book loans
	Number		
Urban districts			
1985 .....	559 101	755 575	37 090
1987 .....	549 226	596 709	522 082
Rural districts			
1985 .....	355 719	579 464	9 543
1987 .....	295 487	469 501	365 048
Total			
1985 .....	914 820	1 335 039	46 633
1987 .....	845 326	1 066 210	887 130

1) The figures do not include the Åland Islands.

Source: National Board of General Education, Library Bureau

11. PHONOGRAM HOLDINGS OF MUNICIPAL LIBRARIES IN 1987 BY PROVINCE<sup>1)</sup>

Province	Music phonograms	Other phonograms
	Number	
Uusimaa .....	126 958	54 854
Turku-Pori .....	86 606	40 199
Häme .....	105 297	39 514
Kymi .....	47 020	20 389
Mikkeli .....	36 920	15 539
N. Karelia .....	31 900	13 922
Kuopio .....	38 649	22 068
Central Finland .....	49 340	17 794
Vaasa .....	71 344	37 489
Oulu .....	109 718	38 978
Lapland .....	48 551	25 815
Total .....	752 303	326 561
Urban districts .....	493 698	184 198
Rural districts .....	258 605	142 363

1) The figures do not include the Åland Islands.

Source: National Board of General Education, Library Bureau

3. RECORDED MEDIA
2. PHONOGRAMS
12. LISTENING TO RECORDS AND CASSETTES IN FEBRUARY 1989<sup>1)</sup> BY POPULATION GROUP

	Proportion of listeners	Average listening time
	%	Minutes
SEX		
Total .....	20	17
Men .....	20	16
Women .....	20	18
AGE		
Total .....	20	17
9 - 14 .....	35	33
15 - 24 .....	72	46
25 - 34 .....	14	17
35 - 44 .....	11	11
45 - 64 .....	5	5
65 - 75 .....	2	3
EDUCATION		
Total .....	20	17
First level .....	15	14
Second level .....	32	23
Third level .....	20	18
OCCUPATION		
Total .....	20	17
Wage earners .....	14	13
Lower-level salaried employees .....	15	14
Upper-level salaried employees .....	10	12
Farmers on own account .....	3	4
Other own-account workers .....	15	14
Homemakers .....	10	13
Pensioners .....	3	5
Students .....	60	43
PLACE OF RESIDENCE		
Total .....	17	20
Greater Helsinki .....	18	22
Turku, Tampere .....	17	20
Other urban districts, rural districts	16	19
DAY		
Typical day .....	17	20
Week-days .....	17	19
Saturdays .....	16	24
Sundays .....	17	22

1) The data derive from a diary survey of the Finnish-speaking population aged 9-75 years. Survey week: 6-12 February 1989. Sample size: 1,500 persons, 50.8 per cent of whom returned the diary.

Source: Erja Erholm, Radiokuuntelu helmikuussa (Radio listening in February) 1989, Finnish Broadcasting Company, Planning and Research Department, Series D 14/1989

## 3. RECORDED MEDIA

## 3. CINEMA

## 1. CINEMAS: NUMBER, PROPORTION OF URBAN CINEMAS, SEATING CAPACITY, CINEMA ATTENDANCE AND AVERAGE TICKET PRICE IN 1938 - 1988

Year	Cinemas	Cinema halls	Proportion of urban cinema halls	Municipalities with cinema	Proportion of municipalities with cinema	Seating capacity	Showings	Cinema attendance	Attendance	Average price of cinema ticket
	Number	Number	%	Number	%	Number	Number	Number in millions	Number	FIM
1938	316	316	44,3	135	22,4	90 800	..	17,0	4,7	..
1950	507	507	34,5	267	48,8	146 600	..	25,7	6,4	..
1955	588	588	31,0	299	54,6	164 700	..	33,6	7,9	..
1960	610	610	33,0	316	57,7	171 000	..	24,6	5,4	..
1965	384	384	42,7	220	40,3	116 400	..	10,9	2,4	..
1970	330	330	45,2	194	37,5	100 700	..	11,7	2,5	2,74
1971	330	331	44,4	196	38,1	100 900	..	13,9	3,0	3,45
1972	316	318	46,5	198	38,7	97 700	126 900	10,1	2,2	4,33
1973	306	308	48,7	194	40,2	95 000	133 400	10,9	2,3	4,88
1974	306	311	58,2	174	36,2	94 800	132 400	9,6	2,0	6,54
1975	310	317	58,4	178	37,3	95 200	132 800	9,6	2,0	7,40
1976	303	310	57,1	178	37,4	94 200	131 600	8,8	1,9	8,78
1977	308	316	65,2	174	37,5	93 100	126 400	9,0	1,9	10,08
1978	301	314	67,5	170	36,6	91 100	128 300	9,8	2,1	11,07
1979	313	336	69,3	171	36,9	91 500	143 900	10,1	2,1	12,21
1980	317	352	70,7	177	38,1	93 700	163 800	9,9	2,1	13,39
1981	312	362	68,2	176	38,2	93 600	176 500	9,4	2,0	14,97
1982	305	357	73,4	178	38,6	88 000	163 900	9,1	1,9	16,41
1983	318	368	71,2	181	39,3	85 400	167 100	9,1	1,9	18,98
1984	312	370	68,6	180	39,0	91 200	167 700	7,6	1,6	21,96
1985	305	378	72,5	184	39,9	88 800	164 600	6,7	1,4	24,60
1986	271	344	73,2	187	40,6	87 100	156 400	6,3	1,3	24,72
1987	256	328	72,5	182	39,5	74 300	144 100	6,5	1,3	20,89
1988	261	344	72,3	183	39,7	69 800	152 600	6,7	1,4	22,71

Sources: Finnish Film Foundation;  
Statistical Yearbook of Finland

## 2. CINEMAS, AUDIENCES AND SHOWINGS BY TYPE OF MUNICIPALITY IN 1988

Localities with cinemas	Population		Cinema attendance			Cinema halls	Attendance per cinema hall	Showings	Attendance per showing
	Number	%	Number in 1,000s	%	Number per person				
Helsinki	489 929	9,9	2 536	35,1	5,2	40	63 400	42 700	59
Turku	160 496	3,2	489	6,8	3,0	13	37 600	12 300	39
Tampere	170 575	3,4	465	6,4	2,7	15	31 000	12 000	38
Oulu	98 674	2,0	244	3,4	2,5	14	17 400	7 000	34
Jyväskylä	65 771	1,3	214	3,0	3,3	7	30 600	4 400	48
Lahti	93 659	1,9	193	2,7	2,1	7	27 500	4 900	39
Kuopio	79 009	1,6	157	2,2	2,0	6	26 200	4 000	39
Vaasa	53 743	1,1	135	1,9	2,5	6	22 600	2 700	51
Lappeenranta	53 772	1,1	127	1,8	2,4	5	25 500	2 900	43
Pori	77 364	1,6	121	1,7	1,6	5	24 300	2 800	43
Total	1 342 992	27,1	4 681	64,8	3,5	118	39 700	95 700	49
Other urban districts	1 681 047	33,9	2 255	31,2	1,3	138	16 300	48 600	46
Rural districts	699 714	14,1	294	4,1	0,4	98	3 000	8 300	35
Localities with cinemas, total	3 723 753	75,2	7 230	100,0	1,9	354	20 400	152 500	47
Whole country	4 954 446	100,0	7 230	100,0	1,5	354	20 400	152 500	47

Source: Film Statistics 1988, Finnish Film Foundation

## 3. RECORDED MEDIA

## 3. CINEMA

## 3. FEATURE FILMS INSPECTED BY STATE FILM CENSORSHIP BOARD IN 1938 - 1988

Year	Foreign			Finnish			Total <sup>2)</sup>			Censored <sup>3)</sup>	Banned <sup>3)</sup>
	Taxed	Tax-free 1)	Total	Taxed	Tax-free 1)	Total	Taxed	Tax-free 1)	Total		
1938 ....	340	7	347	-	19	19	340	26	366	48	11
1945 ....	221	5	226	21	-	21	242	5	247	3	1
1950 ....	346	31	377	27	85	112 <sup>4)</sup>	373	116	489	48	16
1955 ....	357	58	415	18	19	37	375	77	452	38	23
1960 ....	445	25	470	1	17	18	446	42	488	56	48
1965 ....	473	64	537	7	2	9	480	66	546	56	27
1970 ....	270	39	309	12	1	13	282	40	322	33	14
1971 ....	322	38	360	11	1	12	333	39	372	37	25
1972 ....	340	32	372	6	4	10	346	36	382	35	29
1973 ....	315	88	403	5	4	9	320	92	412	66	34
1974 ....	351	32	383	2	-	2	353	32	385	73	20
1975 ....	284	28	312	5	9	14	289	37	326	48	41
1976 ....	273	38	311	8	8	16	281	46	327	39	24
1977 ....	278	31	309	9	1	10	287	32	319	45	14
1978 ....	286	17	303	10	1	11	296	18	314	46	30
1979 ....	335	30	365	7	2	9	342	32	374	42	14
1980 ....	344	8	352	8	5	13	352	13	365	46	14
1981 ....	412	17	429	12	1	13	424	18	442	63	22
1982 ....	356	18	374	12	7	19	368	25	393	48	15
1983 ....	411	16	427	17	4	21	428	20	448	42	18
1984 ....	389	9	398	17	5	22	406	14	420	20	22
1985 ....	411	22	433	36	20	56	447	42	489	24	17
1986 ....	417	24	441	22	2	24	439	26	465	18	6
1987 ....	449	15	464	17	2	19	466	17	483	6	7
1988 ....	354	8	362	8	4	12	362	12	374	28	2

1) Educational films.

2) Excl. banned feature films.

3) Both feature and short films.

4) Many Finnish films were reinspected in 1950.

Sources: State Film Censorship Board;  
Statistical Yearbook of Finland

## 4. FEATURE FILM PREMIERES IN 1938 - 1988

Year	Finnish	Foreign	Total	Finnish	Foreign	Total	Films distributed
	Number			%			Number
1938/39 <sup>1)</sup> .....	20	293	313	6,4	93,6	100,0	..
1945 .....	18	234	252	7,1	92,9	100,0	..
1950 .....	14	377	391	3,6	96,4	100,0	..
1955 .....	29	373	402	7,2	92,8	100,0	..
1960 .....	18	330	348	5,2	94,8	100,0	..
1965 .....	7	250	257	2,7	97,3	100,0	..
1970 .....	12	209	221	5,4	94,6	100,0	..
1971 .....	9	252	261	3,4	96,6	100,0	..
1972 .....	6	234	240	2,5	97,5	100,0	1 745
1973 .....	7	238	245	2,9	97,1	100,0	1 693
1974 .....	3	235	238	1,3	98,7	100,0	1 687
1975 .....	5	221	226	2,2	97,8	100,0	1 715
1976 .....	9	191	200	4,5	95,5	100,0	1 693
1977 .....	7	187	194	3,6	96,4	100,0	1 621
1978 .....	10	198	208	4,8	95,2	100,0	1 547
1979 .....	9	218	227	4,0	96,0	100,0	1 580
1980 .....	11	225	236	4,7	95,3	100,0	1 608
1981 .....	14	249	263	5,3	94,7	100,0	1 686
1982 .....	17	197	214	7,9	92,1	100,0	1 669
1983 .....	13	211	224	5,8	94,2	100,0	1 622
1984 .....	20	202	222	9,0	91,0	100,0	1 455
1985 .....	15	209	224	6,7	93,3	100,0	1 433
1986 .....	29	200	229	12,6	87,3	100,0	1 297
1987 .....	15	180	195	7,7	92,3	100,0	1 115
1988 .....	16	172	188	8,5	91,5	100,0	995

1) Theatrical season.

Sources: Finnish Film Foundation;  
Statistical Yearbook of Finland

## 3. RECORDED MEDIA

## 3. CINEMA

## 5. FEATURE FILM PREMIERES BY DISTRIBUTOR 1979 - 1988

Distributor	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	Total
Warner Bros. Oy	29	31	23	23	21	27	28	28	26	30	266
Adams Filmi Oy <sup>2)</sup>	30	33	28	25	16	24	31	12	0	0	199
Finnkino Oy <sup>2)</sup>	0	0	0	4	4	5	4	26	71	60	174
Kinosto Oy <sup>2)</sup>	12	14	16	16	18	22	26	26	0	0	150
Kosmos-Filmi Oy	16	8	20	14	21	16	13	16	18	7	149
Suomi-Filmi Oy	19	21	21	23	19	21	9	3	1	0	137
United Pictures Oy	0	1	0	0	19	19	31	18	15	22	125
Kamras Filmi Oy	28	38	33	1	0	0	0	0	0	0	100
Europa Vision Oy	1	0	0	1	18	11	10	16	22	18	97
CIC (UIP)	22	28	15	21	4	0	0	0	0	0	90
Magna-Filmi Oy	13	13	12	6	9	2	3	0	0	0	58
Cine-Studio Oy	0	6	11	13	12	8	4	0	0	0	54
Dianafilmi Oy	6	7	9	6	3	5	3	5	3	4	51
Tralag Oy	0	2	4	9	9	12	10	3	1	1	51
Fox Films Oy	7	5	5	6	2	0	1	9	4	6	45
MGM (United Pictures)	5	2	4	6	8	4	4	3	2	2	40
Valio Filmi Oy	9	7	7	2	3	3	4	4	0	0	39
United Artists Films	13	9	14	3	0	0	0	0	0	0	39
Nordfilm Oy	0	0	1	4	9	8	7	7	2	0	38
Gaudeamus Oy	0	0	0	4	6	5	4	7	4	4	34
Tikva Filmi Oy	0	0	0	4	7	6	3	8	0	0	28
VCM Suomi Oy	0	0	0	0	0	0	0	9	6	8	23
Walhalla <sup>1)</sup>	2	1	4	2	3	0	1	4	2	3	22
Eini Carlstedt	1	1	2	1	1	2	2	3	2	2	17
Mega Films Oy	0	0	0	1	7	2	3	1	0	0	14
Lunaris Oy	0	1	3	2	0	0	1	4	1	2	14
Savoy Filmi Oy <sup>2)</sup>	0	0	0	0	3	5	4	2	0	0	14
Kasetti-Tv	1	5	6	1	0	0	0	0	0	0	13
Lii-Filmi Oy	0	1	1	0	2	5	1	1	0	0	11
Kino Filmi Oy	5	2	1	2	0	0	0	0	0	0	10
Express Film Oy	0	0	0	0	0	7	2	0	0	0	9
Oulun Elokuvatöimistö <sup>1)</sup>	0	0	0	0	0	0	1	2	2	2	7
Ruusujen Aika Oy	2	1	3	0	1	0	0	0	0	0	7
Filmari Ky	0	0	3	1	1	1	0	0	0	0	6
Republic-Filmi Oy	0	3	0	1	0	0	0	2	0	0	6
El-Ko Films Ky	0	0	0	0	0	0	0	2	4	0	6
Film & Video	0	0	1	0	0	1	4	0	0	0	6
Filmimies Oy	0	0	0	0	0	1	2	2	0	0	5
Mio-Filmi Oy	0	0	0	0	0	0	0	0	3	2	5
Senso Films Oy	0	0	0	0	0	0	0	0	2	3	5
Urania Film Ltd Oy	0	0	0	0	0	0	0	1	1	3	5
Filmimport M. Kihlman	2	0	1	1	0	0	0	0	0	0	4
Helena Film Agency Oy	0	0	0	0	0	0	1	2	0	1	4
Suomen Elokuvakontakti ry	0	0	0	0	0	0	1	1	1	1	4
Curly Production Oy	0	0	0	0	1	2	0	0	0	0	3
Reppufilmi Oy	0	0	0	0	0	1	1	1	0	0	3
Mas-Filmi	0	0	0	0	1	1	0	0	0	0	2
Filmstar	0	0	0	0	2	0	0	0	0	0	2
Set-Filmi Oy	1	0	0	0	0	0	0	0	0	0	1
Telev. & Filmikonsult	0	1	0	0	0	0	0	0	0	0	1
Aton Filmi	0	0	0	1	0	0	0	0	0	0	1
ABC-Kinot Oy	1	0	0	0	0	0	0	0	0	0	1
Kinokeskus Vertigo <sup>1)</sup>	1	0	0	0	0	0	0	0	0	0	1
Manhattan Film	0	0	0	0	0	0	0	0	0	1	1
Other non-commercial distributors	0	0	5	3	1	2	1	1	2	5	20
Total	226	241	253	207	231	228	220	229	195	188	2 217

1) Non-commercial.

2) Oy Savoy Filmi Ab, Adams Filmi Oy and Kinosto Oy ceased operations in 1986 and were merged with Finnkino Oy.

Source: Film Statistics 1988, Finnish Film Foundation

## 3. RECORDED MEDIA

## 3. CINEMA

## 6. FEATURE FILM PREMIERES BY PRODUCER COUNTRY IN 1980 - 1988

Producer country	1980		1981	1982	1983	1984		1985	1986	1987	1988		Total	
	Number	%	Number		%						%		Number	%
USA .....	111	47,0	110	103	103	119	52,2	125	115	112	110	58,5	1 008	50,5
UK .....	21	8,9	19	12	18	18	7,9	17	15	13	9	4,8	142	7,1
Finland .....	8	3,4	15	15	14	18	7,9	14	28	12	15	8,0	139	7,0
USSR .....	8	3,4	17	13	17	16	7,0	11	14	18	7	3,7	121	6,1
France .....	5	2,1	11	7	8	7	3,1	7	13	8	10	5,3	76	3,8
Italy .....	18	7,6	5	4	10	8	3,5	5	4	8	3	1,6	65	3,3
Sweden .....	7	3,0	6	5	6	4	1,8	3	6	7	4	2,1	48	2,4
FRG .....	5	2,1	12	11	5	3	1,3	2	2	2	2	1,1	44	2,2
Canada .....	6	2,5	10	9	8	2	0,9	2	3	2	1	0,5	43	2,2
Australia .....	2	0,8	3	3	5	3	1,3	3	1	1	3	1,6	24	1,2
Italy-France .....	1	0,4	4	1	3	4	1,8	3	2	0	2	1,1	20	1,0
Denmark .....	3	1,3	1	1	4	0	0,0	1	2	1	3	1,6	16	0,8
Japan .....	2	0,8	4	3	2	0	0,0	0	1	1	0	0,0	13	0,7
Spain .....	0	0,0	3	1	2	1	0,4	1	0	0	3	1,6	11	0,6
France-FRG .....	1	0,4	0	2	1	3	1,3	0	1	0	1	0,5	9	0,5
France-Switzerland .....	1	0,4	3	0	0	1	0,4	2	1	0	0	0,0	8	0,4
Spain-Italy .....	2	0,8	3	0	0	2	0,9	0	0	0	0	0,0	7	0,4
Netherlands .....	0	0,0	1	1	0	1	0,4	1	0	2	1	0,5	7	0,4
Czechoslovakia .....	2	0,8	1	3	0	0	0,0	0	0	0	1	0,5	7	0,4
Israel .....	2	0,8	1	0	0	2	0,9	1	0	0	0	0,0	6	0,3
Italy-FRG .....	1	0,4	0	2	0	0	0,0	2	1	0	0	0,0	6	0,3
Switzerland .....	1	0,4	1	0	1	0	0,0	1	2	0	0	0,0	6	0,3
Greece .....	0	0,0	1	2	0	0	0,0	0	1	1	0	0,0	5	0,3
Hungary .....	0	0,0	1	1	2	1	0,4	0	0	0	0	0,0	5	0,3
FRG-USA .....	0	0,0	0	0	0	0	0,0	1	2	0	2	1,1	5	0,3
Belgium-France .....	2	0,8	1	0	1	0	0,0	0	0	0	0	0,0	4	0,2
Brazil .....	0	0,0	1	0	1	1	0,4	0	1	0	0	0,0	4	0,2
UK-France .....	0	0,0	0	2	1	1	0,4	0	0	0	0	0,0	4	0,2
UK-USA .....	1	0,4	0	0	1	0	0,0	0	0	1	1	0,5	4	0,2
Italy-USA .....	0	0,0	0	1	0	1	0,4	0	0	1	1	0,5	4	0,2
Poland .....	2	0,8	2	0	0	0	0,0	0	0	0	0	0,0	4	0,2
Sweden-Finland .....	1	0,4	0	0	0	1	0,4	1	0	0	1	0,5	4	0,2
FRG-Finland .....	0	0,0	0	0	0	1	0,4	0	0	3	0	0,0	4	0,2
New Zealand .....	0	0,0	1	0	1	1	0,4	1	0	0	0	0,0	4	0,2
Israel-FRG .....	0	0,0	2	0	1	0	0,0	0	0	0	0	0,0	3	0,2
Canada-France .....	1	0,4	0	0	0	1	0,4	1	0	0	0	0,0	3	0,2
Luxembourg .....	0	0,0	0	0	0	0	0,0	1	0	0	2	1,1	3	0,2
Belgium-USA .....	0	0,0	0	0	1	1	0,4	0	0	0	0	0,0	2	0,1
UK-Canada .....	1	0,4	0	0	1	0	0,0	0	0	0	0	0,0	2	0,1
UK-Sweden .....	0	0,0	0	0	0	0	0,0	1	1	0	0	0,0	2	0,1
Spain-USA .....	0	0,0	0	0	1	0	0,0	0	1	0	0	0,0	2	0,1
India .....	0	0,0	1	0	0	1	0,4	0	0	0	0	0,0	2	0,1
Italy-USSR-Mexico .....	0	0,0	0	0	2	0	0,0	0	0	0	0	0,0	2	0,1
Italy-FRG-France .....	1	0,4	1	0	0	0	0,0	0	0	0	0	0,0	2	0,1
Japan USA .....	0	0,0	0	0	0	1	0,4	0	1	0	0	0,0	2	0,1
Canada-USA .....	2	0,8	0	0	0	0	0,0	0	0	0	0	0,0	2	0,1
China .....	0	0,0	0	0	0	0	0,0	1	0	1	0	0,0	2	0,1
France-Sweden .....	2	0,8	0	0	0	0	0,0	0	0	0	0	0,0	2	0,1
Sweden-Denmark .....	0	0,0	0	0	1	0	0,0	0	1	0	0	0,0	2	0,1
Other .....	16	6,8	22	5	10	5	2,2	12	10	1	6	3,2	87	4,4
Total .....	236	100,0	263	207	231	228	100,0	220	229	195	188	100,0	1 997	100,0

Source: Film Statistics 1988, Finnish Film Foundation

## 3. RECORDED MEDIA

## 3. CINEMA

## 7. FINNISH FILMS INSPECTED IN 1970 - 1988

Year	35-mm films				16-mm films	8-mm films	Video films	Total	MTV Finland commercials	Channel Three commercials
	Feature films	Short films	Com- mercials	Trailers						
1970 .....	13	57	141	14	82	17	-	324	969	-
1971 .....	9	43	144	9	87	9	-	301	851	-
1972 .....	8	33	123	7	97	21	-	289	816	-
1973 .....	7	25	136	6	98	18	-	290	1 016	-
1974 .....	2	27	148	3	106	51	-	337	960	-
1975 .....	7	34	128	5	91	26	-	291	1 068	-
1976 .....	9	12	138	4	78	57	-	298	968	-
1977 .....	7	19	120	13	63	11	-	233	1 021	-
1978 .....	10	20	128	11	78	19	-	266	1 101	-
1979 .....	9	26	142	8	106	47	-	338	1 234	-
1980 .....	10	18	162	12	104	9	-	315	1 448	-
1981 .....	12	19	145	14	97	15	5	307	1 553	-
1982 .....	17	23	120	16	88	60	8	332	1 496	-
1983 .....	16	18	88	16	107	24	12	281	1 559	-
1984 .....	23	21	89	20	57	20	57	287	1 817	-
1985 .....	32	20	60	19	101	5	95	332	1 832	-
1986 .....	32	12	48	26	64	10	149	341	1 788	-
1987 .....	21	19	61	13	58	24	203	399	2 086	110
1988 .....	11	16	62	7	43	17	62	218	1 545	1 157

Source: Film Statistics 1988, Finnish Film Foundation

## 3. RECORDED MEDIA

## 3. CINEMA

## 8. FILMS PRODUCED IN FINLAND IN 1979 - 1988, BY ENTERPRISE

Enterprise	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988	Total
Villealfa Film Productions .....	-	-	1	1	1	1	3	1	4	2	14
Reppufilmi Oy .....	1	-	-	-	2	3	1	4	-	-	11
Jörn Donner Productions Oy .....	1	-	-	1	-	3	-	1	2	1	9
Filmituot. Spede Pasanen Oy .....	-	-	-	-	1	2	2	1	2	1	9
Produktion Visa Mäkinen .....	-	1	1	1	1	2	1	1	-	-	8
Skandia Filmi Oy .....	-	-	-	-	-	1,5 <sup>1)</sup>	-	4	2	-	7,5
Filminor Oy .....	1	1	1	-	-	1	-	1	1	1	7
Funny Films Oy .....	1	1	2	1	-	-	-	1	-	-	6
National-Filmi Oy .....	-	-	-	1	1	-	-	0,5 <sup>1)</sup>	-	3	5,5
Sateenkaarifilmi Oy .....	-	1	1	1	2	-	-	-	-	-	-
Oy Kinosto .....	-	-	0,5 <sup>1)</sup>	0,5 <sup>1)</sup>	1	1	-	1	-	-	4
Taideteollinen korkeakoulu .....	-	-	1	-	-	-	1	1	-	1	4
P-Kino Oy .....	-	1	-	-	1	-	1	-	-	-	3
Filmiauer Oy .....	-	-	1	1	-	-	1	-	-	-	3
Giron-Filmi Oy .....	-	-	-	1	-	-	1	-	-	1	3
Neofilmi Oy .....	-	-	-	1	-	-	-	1	-	1	3
Lähikuva Oy .....	-	-	1	1	-	-	-	-	-	-	2
Arctic-Filmi Oy .....	-	1	-	-	-	-	1	-	-	-	2
Curly produktion .....	-	1	-	1	-	-	-	-	-	-	2
Ay Partanen & Rautoma .....	-	-	-	1	-	1	-	-	-	-	2
Ilokuva, Naukkarinen & Co .....	-	-	-	1	-	-	1	-	-	-	2
Elokuvatuottajat Oy .....	-	-	-	-	1	-	1	-	-	-	2
Aureus-Filmi Oy .....	-	-	-	-	-	1	-	1	-	-	2
Kinotuotanto Oy .....	-	-	-	-	-	-	-	1	1	-	2
Lunaris Oy .....	-	-	-	-	-	1	-	-	-	1	2
Suomi-Filmi Oy .....	-	1,5 <sup>1)</sup>	-	-	-	-	-	-	-	-	1,5
Elovalkia Oy .....	-	-	-	-	-	1	-	-	0,5 <sup>1)</sup>	-	1,5
Ryhäteatteri .....	-	-	-	-	-	-	-	1	0,5 <sup>1)</sup>	-	1,5
Spede-Yhtiöt .....	0,33 <sup>1)</sup>	-	-	-	-	-	-	1	-	-	1,33
Filmityo Oy .....	-	-	0,5 <sup>1)</sup>	0,5 <sup>1)</sup>	-	-	-	-	-	-	1
Fennada-Filmi Oy .....	1	-	-	-	-	-	-	-	-	-	1
Nelimarkka & Seeck .....	1	-	-	-	-	-	-	-	-	-	1
Cine-Art Oy .....	1	-	-	-	-	-	-	-	-	-	1
Pajuvirta-Kekkonen .....	-	1	-	-	-	-	-	-	-	-	1
Finn Co-Producers Oy .....	-	1	-	-	-	-	-	-	-	-	1
Ylöjärven Draama Oy .....	-	-	1	-	-	-	-	-	-	-	1
Mika Kaurismäki .....	-	-	1	-	-	-	-	-	-	-	1
Filmikonsti Oy .....	-	-	1	-	-	-	-	-	-	-	1
Art Films Only .....	-	-	1	-	-	-	-	-	-	-	1
Filmi-Kassila Oy .....	-	-	-	1	-	-	-	-	-	-	1
Eino Ruutsalo .....	-	-	-	1	-	-	-	-	-	-	1
Kansallinen Elokuva Oy .....	-	-	-	1	-	-	-	-	-	-	1
Ektofilm Oy .....	-	-	-	-	1	-	-	-	-	-	1
Tambur Oy .....	-	-	-	-	1	-	-	-	-	-	1
Arkikuva .....	-	-	-	-	-	1	-	-	-	-	1
Yhtyneet Filmituottajat Oy .....	-	-	-	-	-	-	1	-	-	-	1
Lasse Keso .....	-	-	-	-	-	-	-	1	-	-	1
Maunu Kurkvaara .....	-	-	-	-	-	-	-	1	-	-	1
Panfilmi Oy .....	-	-	-	-	-	-	-	1	-	-	1
<b>Total .....</b>	<b>7,3</b>	<b>10,5</b>	<b>14</b>	<b>17</b>	<b>13</b>	<b>19,5</b>	<b>15</b>	<b>24,5</b>	<b>13</b>	<b>12</b>	<b>146</b>

1) Co-produced with another enterprise.

Source: Film Statistics 1988, Finnish Film Foundation

## 3. RECORDED MEDIA

## 3. CINEMA

## 9. FINNISH FILMS RELEASED IN 1984 - 1988

Title of film	Year of premiere	Audience	Box office receipts
		Number	FIM
1. Uuno Turhapuro armeijan leivissä .....	1984	750 965	15 052 789
2. Uuno Epsanjassa .....	1985	607 939	13 711 999
3. Tuntematon sotilas .....	1985	588 876	21 898 672
4. Uuno Turhapuro muuttaa maalle .....	1986	556 077	12 808 358
5. Uuno Turhpuro kaksoisagentti .....	1987	351 895	7 738 271
6. Tupla-Uuno .....	1988	236 915	5 214 984
7. Kliffaa hei .....	1985	193 130	4 209 934
8. Pohjanmaa .....	1988	179 175	4 384 148
9. Pikkupojat .....	1986	171 545	3 832 461
10. Elämän vonkamies .....	1986	161 038	4 392 976
11. Palava enkeli .....	1984	151 144	3 112 620
12. Niskavuori .....	1984	146 986	3 581 652
13. Liian iso keikka .....	1986	126 798	3 008 675
14. Nuoruuteni savotat .....	1988	120 882	3 595 500
15. Kun Hunttalan Matti Suomen osti .....	1984	95 691	1 995 518
16. Lumikuningatar .....	1986	93 991	1 759 018
17. Akallinen mies .....	1986	86 337	1 991 099
18. Rosso .....	1985	84 539	2 020 495
19. Lentävät luupäät .....	1984	81 007	1 445 315
20. Helsinki Napoli all night long .....	1987	78 151	1 864 719
21. Kilaani-tarina sammakoitten suvusta .....	1984	65 841	1 659 068
22. Onks Viljoo näkyny? .....	1988	62 541	1 448 272
23. Vaaroja paratiisissa .....	1986	59 988	1 373 884
24. Calamari Union .....	1985	57 794	1 342 538
25. Jäähvyäiset Presidentille .....	1987	54 408	1 159 394
26. Riisuminen .....	1986	47 857	1 122 522
27. Pessi ja Illusia .....	1984	39 932	636 727
28. Suuri illusioini .....	1985	38 049	944 604
29. Born American-Jäätävä polte .....	1986	33 036	767 082
30. Ariel .....	1988	31 170	717 876
31. Hirtettyjen kettujen metsä .....	1986	29 693	669 263
32. Fakta-homma .....	1987	28 989	575 193
33. Kuutamonaatti .....	1988	26 758	657 978
34. Hamlet liikemaailmassa .....	1987	23 526	463 184
35. Petos .....	1988	19 802	387 778
36. Da Capo .....	1985	19 610	528 144
37. Angelan sota .....	1984	18 964	432 327
38. Jään kääntöpiiri .....	1987	17 600	370 023
39. Dirty Story-Likainen tarina .....	1984	16 153	380 778
40. Lain ulkopuolella .....	1987	15 448	299 649
41. Ihmiselon ihanuus ja kurjuus .....	1988	14 321	355 535
42. Rakkauselokuva .....	1984	13 366	312 790
43. Äiä itke Iines .....	1987	13 343	298 072
44. Viimeiset rotannahat .....	1985	10 370	250 211
45. Harmagedon .....	1986	9 450	217 319
46. Reilu peli .....	1988	6 118	248 930
47. Näkemiin Hyvästi .....	1986	5 881	132 540
48. Ursula .....	1986	5 551	123 225
49. Ylösnousemus .....	1985	5 337	115 003
50. Macbeth .....	1987	5 140	98 174

Source: Film Statistics 1988, Finnish Film Foundation

## 3. RECORDED MEDIA

## 3. CINEMA

## 10. THE MOST POPULAR FILMS IN 1972 - 1988

Title of film	Year of premiere	Audience
Foreign films		
One Flew Over the Cuckoo's Nest .....	1976	813 896
Papillon .....	1974	758 628
E.T. the Extra-Terrestrial .....	1982	684 655
Godfather .....	1972	637 785
Jaws .....	1975	587 451
The Sting .....	1974	573 052
Tom and Jerry .....	1968	551 157
Octopussy .....	1983	534 119
The Last Tango in Paris .....	1973	524 771
Raiders of the Lost Ark .....	1981	510 442
Gone with the Wind .....	1950	506 904
Live and Let Die .....	1973	484 453
Finnish films		
Uuno Turhapuro armeijan leivissä .....	1984	750 965
Maa on syntinen laulu .....	1973	711 898
Uuno Turhapuro .....	1973	613 009
Uuno Epsanjassa .....	1985	607 939
Tuntematon sotilas .....	1985	588 876
Uuno Turhapuro menettää muistinsa .....	1982	572 488
Uuno Turhapuro muuttaa maalle .....	1986	556 077
Loma .....	1976	515 277
Viimeinen savotta .....	1977	497 346
Koeputkiaikuinen ja Simon enkelit .....	1979	490 439
Lottovoittaja UKK Turhapuro .....	1976	480 083
Professori Uuno Turhapuro .....	1975	455 739

Source: Film Statistics 1988, Finnish Film Foundation

## 11. IMPORTATION OF FILMS BY COUNTRY OF ORIGIN IN 1930 - 1988

Country of origin	1930-1934	1935-1939	1940-1944	1945-1949	1950-1954	1955-1959	1960-1964	1965-1969	1970-1974	1975-1979 <sup>3)</sup>	1980-1984 <sup>3)</sup>	1985-1988 <sup>3)</sup>
	%											
USA .....	63,8	56,1	38,1	62,4	67,3	53,5	36,5	41,4	36,6	38,0	46,9	55,5
UK, France, Italy .....	4,7	17,0	9,6	16,8	16,1	27,8	38,5	38,4	40,6	26,1	16,2	14,3
FRG <sup>1)</sup> .....	20,8	13,7	29,2	1,0	4,3	8,9	9,6	6,3	3,8	4,3	3,1	1,0
Socialist countries												
- USSR .....	1,3	0,6	1,6	8,2	6,5	3,9	4,1	4,4	6,4	6,6	6,1	6,0
- Other <sup>2)</sup> .....	-	-	-	1,1	0,8	0,6	3,4	2,5	0,7	1,0	1,2	0,3
Other countries .....	9,4	12,6	21,6	10,5	5,0	5,3	7,9	7,0	11,9	24,0	26,5	22,9
Total .....	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
Number .....	1 035	1 324	827	1 496	1 940	2 001	1 689	1 339	1 204	1 023	1 165	832
Imports as a percentage of premieres .....	97,9	94,8	89,4	94,7	94,2	95,1	95,5	97,2	96,8	97,0	94,0	91,7

1) Up until 1949, Germany.

2) CMEA countries and Yugoslavia.

3) All co-productions in 1975-1984, with the exception of those under "UK, France, Italy" and "Other socialist countries", are included under "Other countries".

Lähteet: Matti Soramäki, The Structure of the International Film Industry and Market, University of Tampere, Department of Journalism and Mass Communication, Preprint series 21/1976; Finnish Film Foundation

## 3. RECORDED MEDIA

## 3. CINEMA

## 12. GOVERNMENT APPROPRIATIONS FOR CINEMA IN 1980 - 1989

	1980	1983	1984	1985	1986	1987	1988	1989
	FIM 1,000							
State prizes for film artists .....	50	75	80	80	78	80	80	-
Production subsidies for Finnish films	6 250	14 300	15 300	17 400	19 500	19 300	19 000	21 000
Grants to film organisations .....	200	300	340	360	500	1 300	1 300	1 730
To develop the supply of films in local areas .....	490	900	930	1 150	1 200	1 200	1 200	1 500
To increase the supply of film prints .	170	300	340	360	700	700	1 200	-
Film equipment and systems for Finnish Film Foundation .....	-	700	750	1 600	1 600	1 600	1 200	1 200
Financing of Film Foundation activities as agreed by the Foundation and the Finnish Broadcasting Company .....	-	-	-	-	-	-	2 200	2 200
Grants to Finnish Film Foundation .....	-	-	-	-	-	-	-	4 700
Film subsidies .....	750	2 050	2 450	2 700	2 700	2 700	2 700	2 700
Finnish Film Archives .....	2 647	4 458	6 187	5 757	8 829	8 850	8 875	9 933
Cinema hall renovations .....	-	-	-	1 000	1 200	1 200	1 200	-
Film inspection .....	542	709	825	866	970	1 467	1 383	1 920
Total .....	11 099	23 792	27 202	31 273	37 277	38 397	40 338	46 883

Sources: Ministry of Education  
National Accounts 1980-1985;  
Erityismenoarviot (Detailed national budgets), State Treasury;  
National Budget Proposal 1986-1989

## 13. GOVERNMENT SUBSIDIES TO FILM ORGANISATIONS 1982 - 1989

Film organisation	1982	1983	1984	1985	1986	1987	1988	1989
	FIM 1,000							
Centre for film and TV education .....	10	11	20	150	173	200	220	240
Association of Finnish Amateur Film and Video Makers (formerly, Association of Finnish Amateur Film Makers) .....	26	29	32	50	50	50	54	60
Pohjola-Norden/Walhalla-Forum for Nordic Films in Finland (1984-86) .....	15	16	21	100	100	110	76	115
Association of Finnish Film Clubs .....	165	178	187	394	400	480	400	525
Finnish Film Contact .....	33	37	46	152	202	320	380	610
Finnish Film Workers .....	26	29	34	94	60	80	100	-
Central Organisation of Finnish Film Producers .....	-	-	-	20	45	60	70	77
Association of Finnish Film and Video Workers .....	-	-	-	-	-	-	-	103
Total .....	275	300	340	960	1 030	1 300	1 300	1 730

Source: Ministry of Education

## 3. RECORDED MEDIA

## 3. CINEMA

## 14. ASSOCIATION OF FINNISH FILM CLUBS: MEMBERSHIPS IN 1963 - 1988

Year	Active clubs	Individual members <sup>2)</sup>
1963 .....	22	..
1964 .....	17	..
1965 .....	28	..
1966 .....	29	..
1967 .....	32	..
1968 .....	40	..
1969 .....	56	10 200
1970 .....	53	6 900
1971 .....	61	7 400
1972 .....	64	8 500
1973 .....	111	11 000
1974 .....	153	15 500
1975 .....	163	17 000
1976 .....	186	16 700
1980 .....	228	18 300
1981 .....	232	19 500
1982 .....	280 <sup>1)</sup>	24 000
1983 .....	256	24 000
1984 .....	228	25 000
1985 .....	210	25 000
1986 .....	192	25 000
1987 .....	193	25 000
1988 .....	181	25 000

1) Calculation method differs from other years.

2) Estimate.

Source: Association of Finnish Film Clubs

## 3. RECORDED MEDIA

## 3. CINEMA

## 15. GOVERNMENT SUBSIDIES FOR MUNICIPAL CINEMA IN 1980 - 1988

Recipient of subsidy	1980	1981	1982	1983	1984	1985	1986	1987	1988
	FIM 1,000								
Dragsfjärd (rural district).....	0	0	0	0	4	0	4	5	5
Eura (rural district) .....	0	0	0	0	0	0	0	5	0
Haukipudas (rural district) .....	5	10	7	8	10	11	11	15	10
Heinola (urban district) .....	0	0	0	0	0	0	0	0	15
Iisalmen kamera ry (ass. of photo- grapher & film makers) .....	20	77	65	70	80	95	95	125	110
Ilomantsi (rural district) .....	35	38	38	38	35	35	35	37	35
Inari (rural district).....	0	0	0	0	0	0	4	10	10
Joensuu (urban district) .....	5	15	10	15	0	0	10	15	10
Joutsa (rural district) .....	0	5	0	0	10	11	11	15	14
Joutseno (rural district) .....	0	5	0	0	10	11	11	15	14
Juva (rural district) .....	10	0	13	0	0	0	0	0	0
Jyväskylän (urban district) .....	10	12	12	12	10	11	11	0	0
Jyväskylä (rural district) .....	10	12	12	12	10	0	0	0	0
Jämsänkoski (rural district) .....	40	43	43	43	40	44	44	45	40
Kainuun maakuntaliitto (provincial union) .....	55	77	65	70	80	95	112	125	0
Kajaanin elokuvakerho ry (film club)	0	0	0	0	0	0	15	0	0
Kangasniemi (rural district) .....	0	0	0	0	7	11	11	10	10
Kemijärvi (urban district) .....	15	15	15	15	15	15	15	15	5
Kemi (urban district) .....	5	9	7	8	7	11	11	20	10
Keminmaa (rural district) .....	0	10	10	10	10	10	11	15	13
Kemiö (rural district) .....	0	0	0	0	5	11	0	0	0
Kempele (rural district) .....	0	9	5	8	9	10	11	15	13
Keski-Suomen maakuntaliitto ry (provincial union) .....	0	15	10	15	15	15	15	20	20
Kimito (rural district) .....	0	0	0	0	0	0	11	15	10
Kittilä (rural district) .....	0	0	0	0	5	11	11	15	13
Korpo (rural district) .....	0	25	10	15	25	27	27	30	25
Kuhmo (urban district) .....	0	0	0	0	0	0	5	10	5
Kuopio (urban district) .....	0	0	0	0	0	0	15	20	20
Lapin maakuntaliitto ry (provincial union) .....	55	77	65	70	80	95	112	125	110
Lapua (urban district) .....	0	0	0	0	0	0	0	0	5
Lieksa (urban district) .....	35	35	38	35	14	17	17	25	20
Liperi (rural district) .....	0	10	10	10	10	5	5	0	0
Loimaa (urban district) .....	0	0	0	0	0	0	0	10	0
Muonio (rural district) .....	0	4	0	0	4	9	9	10	10
Nokia (urban district) .....	0	0	0	0	0	0	10	15	15
Orivesi (urban district) .....	0	0	0	0	0	0	0	0	5
Oulun elokuvakeskus ry (film centre)	0	77	20	70	80	95	112	125	110
Oulu (urban district) .....	35	40	34	38	40	40	40	50	40
Pargas (urban district) .....	0	0	0	0	0	0	10	15	10
Pieksämäki (urban district) .....	0	5	5	5	5	5	5	8	7
Pirkanmaan elokuvakeskus ry (film centre) .....	0	0	0	0	15	95	112	125	110
Pohjois-Karjalan maakuntaliitto ry (provincial union) .....	55	77	65	70	80	95	105	115	110
Pomarkku (rural district) .....	0	3	0	0	3	0	5	8	7
Pori (urban district) .....	5	10	7	10	10	10	10	10	10
Punkaharju (rural district) .....	0	0	0	0	0	5	5	8	8
Raisi (urban district) .....	0	0	0	0	0	0	10	0	0
Rantasali (rural district) .....	0	24	0	0	24	24	24	26	20
Salla (rural district) .....	0	0	0	0	0	8	6	6	6
Sodankylä (rural district) .....	0	0	0	0	0	0	4	12	7
Suomen elokuväsäätiö (Finnish Film Foundation) .....	55	70	65	70	70	75	72	85	0
Tohmajärvi (rural district) .....	5	8	7	8	8	0	0	0	0
Tornio (urban district) .....	0	5	0	0	5	6	6	10	10
Vantaa (urban district) .....	15	15	23	25	0	10	10	0	20
Viitasaari (rural district) .....	20	25	23	23	25	25	30	30	25
Vöra (rural district) .....	0	0	0	0	0	0	0	5	8
Ylitornio (rural district) .....	0	0	0	0	0	0	0	0	10
<b>Total .....</b>	<b>490</b>	<b>887</b>	<b>760</b>	<b>773</b>	<b>930</b>	<b>1 143</b>	<b>1 337</b>	<b>1 545</b>	<b>1 200</b>

Source: Finnish Film Foundation

## 3. RECORDED MEDIA

## 3. CINEMA

16. FINNISH FILM FOUNDATION GRANTS<sup>1)</sup> IN 1975 - 1988

Recipient	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988
	FIM 1,000													
Film production														
- Feature films <sup>5)</sup> ....	675	1 080	2 950	2 713	4 820	5 780	6 110	7 740	8 711	16 867	10 329	11 109	7 144	13 030
- Short films .....	238	130	547	880	834	1 449	2 848	2 925	2 249	4 028	3 346	3 499	3 707	5 746
- Prints .....	5	6	5	36	79	38	106	188	21	95	170	24	124	53
- Manuscripts .....	16	10	80	237	217	505	805	491	931	904	982	769	854	2 066
- Children's films, long .....	65	112	173	190	312	158	-	-	-	-	2 250	500	50	1 379
- Use of cutting room facilities .....	-	-	-	23	35	30	24	48	10	14	114	945	747	666
- Other .....	-	-	-	-	-	-	86	655	257	315	580	557	490	30
Promotion of exports, festivals .....	47	65	107	117	125	199	294	299	354	341	455	367	430	924
Cinemas <sup>2)</sup> .....	546	801	995	1 027	1 126	1 047	1 107	1 270	1 496	1 426	2 233	2 877	1 875	2 533
Imports, showings <sup>6)</sup> children's film services <sup>3)</sup> .....	214	241	173	404	471	335	350	1 137	1 043	1 166	1 472	1 120	1 457	2 453
Cultural and educatio- nal activities per- taining to cinema <sup>4)</sup>	355	490	780	751	851	945	944	1 133	1 128	1 573	1 075	1 207	1 318	743
Total .....	2 161	2 935	5 810	6 376	8 869	10 473	12 674	15 886	16 200	26 729	23 006	22 974	18 195	29 623

Recipient	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988
	%													
Film production														
- Feature films <sup>5)</sup> ....	31,2	36,8	50,8	42,5	54,3	55,2	48,2	48,7	53,8	63,1	44,9	48,3	31,1	44,0
- Short films .....	11,0	4,4	9,4	13,8	9,4	13,8	22,5	18,4	13,9	15,1	14,5	15,2	16,1	19,4
- Prints .....	0,3	0,2	0,1	0,6	0,9	0,4	0,8	1,2	0,1	0,3	0,7	0,1	0,5	0,2
- Manuscripts .....	0,7	0,3	1,4	3,7	2,4	4,8	6,3	3,1	5,7	3,4	4,3	3,3	3,7	7,0
- Children's films, long .....	3,0	3,8	3,0	3,0	3,5	1,5	-	-	-	-	9,8	2,2	0,2	4,7
- Use of cutting room facilities .....	-	-	-	0,4	0,4	0,3	0,2	0,3	0,1	0,0	0,5	4,1	3,3	2,2
- Other .....	-	-	-	-	-	-	0,7	4,1	1,6	1,2	2,5	2,4	2,1	0,1
Promotion of exports, festivals .....	2,2	2,2	1,8	1,8	1,4	1,9	2,3	1,9	2,2	1,3	2,0	1,6	1,9	3,1
Cinemas <sup>2)</sup> .....	25,3	27,3	17,1	16,1	12,7	10,0	8,7	8,0	9,2	5,3	9,7	12,5	8,2	8,5
Imports, showings <sup>6)</sup> children's film services <sup>3)</sup> .....	9,9	8,2	3,0	6,3	5,3	3,2	2,8	7,2	6,4	4,4	6,4	4,9	6,3	8,3
Cultural and educatio- nal activities per- taining to cinema <sup>4)</sup>	16,4	16,7	13,4	11,8	9,6	9,0	7,5	7,1	7,0	5,9	4,7	5,3	5,7	2,5
Total .....	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0

1) For this purpose, cinemas pay four per cent of their gross box office receipts to the Finnish Film Foundation (Act 1021/76). From 1977, the foundation also receives funds from the national budget.

2) Covers interest subventions and loans to cinemas and grants for provision of other services.

3) From 1977, children's film services are included in "Cultural and educational activities pertaining to cinema".

4) Research, education, study trips, publications, film magazines, information, grants to organisations, and (since 1977) children's films.

5) The figure for 1986 includes FIM 22,680 in sureties for losses on feature films and in bank loans for feature films as converted to grants. The figure for 1987 includes FIM 763,365 in sureties for losses as converted to grants.

6) Does not include the support for video distribution of films in 1986 and 1987.

Source: Finnish Film Foundation;  
Annual Reports, Finnish Film Foundation

## 4. PRINT MEDIA

## 1. PRINTING AND PUBLISHING: PERSONNEL IN 1970 - 1987 AND ITS DISTRIBUTION BY INDUSTRY SUBDIVISION IN 1984, 1986 AND 1987

	Personnel							
	Owners	Salaried employees			Wage-earning employees			Total
		Women	Men	Total	Women	Men	Total	
Number								
1970 .....	146	4 558	4 545	9 103	8 151	10 477	18 628	27 877
1971 .....	153	4 651	4 566	9 217	8 200	10 623	18 823	28 193
1972 .....	136	4 601	4 746	9 347	8 376	10 704	19 080	28 563
1973 .....	132	5 078	4 998	10 076	8 653	11 074	19 727	29 935
1974 .....	135	5 149	5 230	10 379	8 963	11 225	20 188	30 702
1975 .....	133	5 426	5 305	10 731	9 031	11 112	20 143	31 007
1976 .....	126	5 475	5 473	10 948	8 853	11 066	19 919	30 993
1977 .....	118	5 482	5 560	11 042	8 843	10 716	19 559	30 719
1978 .....	178	5 686	5 683	11 369	8 798	10 824	19 622	31 169
1979 .....	192	5 950	5 869	11 819	9 051	11 092	20 143	32 154
1980 .....	227	6 293	5 978	12 271	11 198	12 041	23 239	35 737
1981 .....	227	6 603	6 010	12 613	11 503	12 507	24 010	36 850
1982 .....	264	6 827	6 319	13 146	11 426	12 582	24 008	37 418
1983 .....	239	6 958	6 448	13 406	11 272	12 652	23 924	37 569
1984 .....	231	7 350	6 632	13 982	11 489	13 124	24 613	38 826
1985 .....	236	7 357	6 877	14 234	11 183	13 357	24 540	38 774
1986 .....	225	-	-	14 163	-	-	24 053	38 216
1987 .....	190	-	-	14 335	-	-	24 278	38 613

	1984				1986				1987				Change 1984-87 %
	Own-ers	Salar. empl.	Wage earn. empl.	Total	Own-ers	Salar. empl.	Wage earn. empl.	Total	Own-ers	Salar. empl.	Wage earn. empl.	Total	
Newspaper printing ....	11	1 775	7 803	9 589	8	1 385	5 758	7 151	9	1 293	5 191	6 493	-32,3
Other printing .....	138	2 377	8 734	11 249	145	2 215	8 728	11 088	126	2 417	8 936	11 479	2,0
Etching of steel and copper plates .....	23	229	1 061	1 313	19	223	982	1 224	19	284	1 119	1 422	8,3
Book binding .....	28	98	975	1 101	21	52	616	689	12	72	547	631	-42,7
Newspaper publishing ..	28	6 367	5 757	12 152	29	6 993	7 649	14 671	17	7 084	7 972	15 073	24,0
Periodicals publishing	2	1 620	140	1 762	2	1 548	141	1 691	4	1 640	149	1 793	1,8
Book publishing .....	1	1 414	114	1 529	1	1 391	143	1 535	1	1 395	129	1 525	-0,3
Other publishing .....	0	102	29	131	0	132	28	160	2	150	45	197	50,4

Source: Industrial Statistics, OSF XVII A

## 4. PRINT MEDIA

## 1. BOOK PUBLISHING

## 1. BOOKS PUBLISHED IN FINLAND: OUTPUT OF TITLES IN 1945 - 1988

Year	Original titles in Finland and Swedish				Translations into				Original titles in other languages		Total		
	Finnish 1)	Swedish	Total	% of all titles	Finnish	Swedish	Total	% of all titles	Number	% of all titles	Number	%	Of which: first editions
	Number				Number								
1945 .....	1 514	275	1 789	88,3	148	43	191	9,4	45	2,2	2 025	100,0	..
1950 .....	1 217	232	1 449	76,6	279	16	295	15,6	147	7,8	1 891	100,0	..
1955 .....	1 319	227	1 546	72,1	416	38	454	21,2	143	6,7	2 143	100,0	..
1960 .....	1 455	207	1 662	66,7	582	17	599	24,0	232	9,3	2 493	100,0	..
1965 .....	1 787	206	1 993	62,5	866	29	895	28,1	301	9,4	3 189	100,0	..
1970 .....	2 083	198	2 281	68,1	822	27	849	25,3	221	6,6	3 351	100,0	..
1971 .....	2 549	259	2 808	64,6	971	50	1 021	23,5	515	11,9	4 344	100,0	..
1972 .....	2 767	267	3 034	67,1	921	51	972	21,5	516	11,4	4 522	100,0	..
1973 <sup>2)</sup> .....	1 985	229	2 214	61,6	931	30	961	26,7	419	11,7	3 594	100,0	2 778
1974 .....	2 576	203	2 779	65,5	871	27	898	21,2	568	13,4	4 245	100,0	3 295
1975 .....	2 643	242	2 885	63,3	1 090	14	1 104	24,2	569	12,5	4 558	100,0	3 307
1976 .....	2 751	249	3 000	65,4	1 100	14	1 114	24,3	475	10,3	4 589	100,0	3 515
1977 <sup>3)</sup> .....	2 134	205	2 339	63,6	1 021	9	1 030	28,0	310	8,4	3 679	100,0	3 036
1978 <sup>3)</sup> .....	2 085	131	2 216	65,8	745	12	757	22,5	394	11,7	3 367	100,0	2 768
1979 <sup>4)</sup> .....	3 113	255	3 368	69,7	903	54	957	19,8	509	10,5	4 834	100,0	4 588
1980 .....	4 387	342	4 729	72,6	959	56	1 015	15,6	767	11,8	6 511	100,0	6 294
1981 <sup>5)</sup> .....	5 578	475	6 053	73,6	1 155	68	1 223	14,9	951	11,6	8 227	100,0	8 008
1982 .....	5 040	449	5 489	73,8	884	65	949	12,8	998	13,4	7 436	100,0	7 213
1983 .....	5 881	526	6 407	74,5	874	85	959	11,2	1 228	14,3	8 594	100,0	8 264
1984 .....	5 892	511	6 403	74,8	892	83	975	11,4	1 185	13,8	8 563	100,0	8 098
1985 .....	6 181	474	6 655	74,5	906	89	995	11,1	1 280	14,3	8 930	100,0	8 358
1986 .....	6 183	446	6 629	76,2	996	97	1 093	12,6	972	11,2	8 694	100,0	7 978
1987 .....	6 320	450	6 770	74,3	971	78	1 049	11,5	1 287	14,1	9 106	100,0	8 397
1988 .....	6 615	457	7 072	68,0	1 458	134	1 592	15,3	1 722	16,5	10 386	100,0	9 585

1) Includes books in more than one language.

2) From 1973, the figures derive from the data file of the systematic section of Suomen kirjallisuus, the national bibliography of Finland. The compilation of the statistics conforms to the Unesco recommendation (see the Unesco Statistical Yearbook). Up until 1972, the figures do not include pamphlets (5-48 pages). From 1973, some pamphlets (mainly fiction) are included.

3) For reasons of labour shortage, etc., some publications have not been catalogued.

4) From 1979, the figures include all pamphlets.

5) The revised Deposit Copy Act combined with improved provision of information has enabled the receipt and cataloguing of much of the backlog from previous years.

Sources: Helsinki University Library, Deposit Copy Office;  
Statistical Yearbook of Finland

## 4. PRINT MEDIA

## 1. BOOK PUBLISHING

## 2. NONFICTION, FICTION, TEXTBOOKS AND CHILDREN'S BOOKS: TOTAL OUTPUT OF TITLES IN 1950 - 1988

Year	Nonfiction		Fiction <sup>1)</sup>		Total		Of which:			
							Textbooks		Children's books	
	Number	%	Number	%	Number	%	Number	%	Number	%
1950	1 391	73,6	500	26,4	1 891	100,0	..	..	147	7,8
1955	1 509	70,4	634	29,6	2 143	100,0	..	..	202	9,4
1960	1 712	68,7	781	31,3	2 493	100,0	..	..	224	9,0
1965	2 239	70,2	950	29,8	3 189	100,0	277	8,7	90	2,8
1970	2 496	74,5	855	25,5	3 351	100,0	397	11,8	198	5,9
1971	3 365	77,5	979	22,5	4 344	100,0	556	12,8	230	5,3
1972	3 542	78,3	980	21,7	4 522	100,0	708	15,7	220	4,9
1973 <sup>2)</sup>	2 384	66,3	1 210 <sup>3)</sup>	33,7	3 594	100,0	619	17,2	321	8,9
1974	3 241	76,3	1 004	23,7	4 245	100,0	598	14,1	311	7,3
1975	3 420	75,0	1 138	25,0	4 558	100,0	459	10,1	319	7,0
1976	3 414	74,4	1 175	25,6	4 589	100,0	442	9,6	304	6,6
1977	2 622	71,3	1 057	28,7	3 679	100,0	423	11,5	279	7,6
1978	2 571	76,4	796	23,6	3 367	100,0	281	8,3	194	5,8
1979 <sup>4)</sup>	3 855	79,7	979	20,3	4 834	100,0	583	12,1	327	6,8
1980	5 590	85,9	921	14,1	6 511	100,0	531	8,2	228	3,5
1981	7 049	85,7	1 178	14,3	8 227	100,0	575	7,0	403	4,9
1982	6 454	86,8	982	13,2	7 436	100,0	450	6,1	118	1,6
1983	7 604	88,5	990	11,5	8 594	100,0	542	6,3	254	2,9
1984	7 610	88,9	953	11,1	8 563	100,0	670	7,8	318	3,7
1985	7 847	87,9	1 083	12,1	8 930	100,0	692	7,7	290	3,2
1986	7 588	87,3	1 106	12,7	8 694	100,0	631	7,2	268	3,1
1987	8 021	88,0	1 085	11,9	9 106	100,0	638	7,0	353	3,9
1988	8 777	84,5	1 609	15,5	10 386	100,0	760	7,3	579	5,6

1) Fiction covers prose, books for children and adolescents, and poetry.

2) From 1973, the figures derive from the data file of the systematic section of Suomen kirjallisuus, the national bibliography of Finland. The compilation of the statistics conforms to the Unesco recommendation (see the Unesco Statistical Yearbook). Up until 1972, the figures do not include pamphlets (5-48 pages). From 1973, some pamphlets (mainly fiction) are included.

3) The figure also includes linguistics and the history of literature.

4) From 1979, the figures include all pamphlets.

Sources: Helsinki University Library, Deposit Copy Office;  
Statistical Yearbook of Finland

## 4. PRINT MEDIA

## 1. BOOK PUBLISHING

3. BOOKS PUBLISHED IN FINLAND: TOTAL OUTPUT OF TITLES BY TYPE OF BOOK IN 1977 - 1988, WITH BREAKDOWN BY LANGUAGE FOR 1988  
SUOMEN-, RUOTSIN- JA MUUNKIELISET KIRJAT

Type of book	1977	1978	1979 <sup>1)</sup>	1980	1981	1982	1983	1984	1985	1986	1987	1988	1988			
													%	Of which:		
														Finnish	Swedish	In other languages
General works ....	81	117	189	297	347	356	372	361	329	325	384	361	3,5	306	28	27
Philosophy, psychology .....	100	106	116	165	217	202	178	193	191	176	188	156	1,5	142	13	1
Religion .....	216	194	239	365	366	322	318	333	360	333	342	382	3,7	334	29	19
Sociology, statistics .....	60	71	168	212	254	239	203	227	233	211	215	194	1,9	170	7	17
Politics, economics .....	147	171	435	564	752	706	747	800	795	766	807	938	9,0	707	55	176
Law, public administration ...	148	182	276	447	628	500	620	602	625	582	626	771	7,4	688	52	31
Military art and science .....	16	23	35	69	66	45	61	69	61	56	50	65	0,6	56	5	4
Education.....	179	117	236	381	481	408	477	430	533	429	463	597	5,7	486	65	46
Trade, transport, communication ....	16	11	3	-	-	-	-	-	-	-	-	-	-	-	-	-
Ethnography, folklore .....	35	54	43	76	92	72	60	64	98	78	87	72	0,7	57	9	6
Linguistics .....	261	146	220	264	274	272	310	342	347	316	319	324	3,1	225	50	49
Mathematics .....	73	53	103	180	163	152	168	260	257	219	202	215	2,1	92	17	106
Natural science ..	268	305	378	507	580	655	700	714	683	577	744	710	6,8	434	37	239
Medical sciences .	167	181	206	351	389	329	442	368	415	396	471	490	4,7	330	15	145
Engineering, technology, industry .....	106	215	341	614	871	824	1095	1047	1053	1236	1131	1247	12,0	973	42	232
Agriculture, forestry .....	99	121	173	204	263	304	418	405	433	372	404	391	3,8	341	11	39
Domestic science .	48	49	37	83	80	80	96	92	121	98	103	114	1,1	113	-	1
Management, administr., organiz. ....	104	108	154	217	398	310	415	435	403	461	453	507	4,9	431	34	42
Architecture, fine arts .....	128	106	132	198	284	234	360	302	330	326	392	404	3,9	361	24	19
Games, sport .....	37	35	53	54	126	73	94	106	98	75	102	124	1,2	120	1	3
History of literature .....	22	21	24	35	48	40	54	63	46	58	56	68	0,7	52	9	7
Fiction .....	1057	796	979	921	1178	982	990	953	1083	1106	1085	1609	15,5	1523	78	8
Geography, travel	137	61	123	79	80	67	90	83	111	84	92	115	1,1	88	12	15
History, biography .....	174	124	171	228	290	264	326	314	325	414	390	532	5,1	445	72	15
Total .....	3679	3367	4834	6511	8227	7436	8594	8563	8930	8694	9106	10386	100,0	8474	665	1247

1) From 1979, all pamphlets are included.

Sources: Helsinki University Library, Deposit Copy Office;  
Statistical yearbook of Finland

## 4. PRINT MEDIA

## 1. BOOK PUBLISHING

4. BOOKS IN FINNISH: OUTPUT OF TITLES<sup>1)</sup> BY TYPE OF BOOK IN 1985 - 1988

Book type	1985		1986		1987		1988					
							First editions		Revised and new, editions <sup>2)</sup>		Total	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Fiction, original												
Prose .....	352	8,0	282	6,0	306	6,3	183	7,5	112	4,9	295	6,2
Children's books .....	118	2,7	153	3,3	137	2,8	75	3,1	53	2,3	128	2,7
Books for adolescents .....	18	1,8	72	1,5	120	2,5	44	1,8	46	2,0	90	1,9
Fiction, translated												
Prose .....	398	9,1	427	9,1	388	8,0	257	10,5	194	8,5	451	9,5
Children's books .....	312	7,1	504	10,7	496	10,2	221	9,0	75	3,3	296	6,3
Books for adolescents .....	102	2,3	109	2,3	123	2,5	66	2,7	90	4,0	156	3,3
Poetry, plays .....	80	1,8	90	1,9	88	1,8	51	2,1	38	1,7	89	1,9
Nonfiction .....	1 267	28,9	1 334	28,4	1 416	29,2	925	37,7	537	23,6	1 462	30,9
Encyclopedias, etc. ....	51	1,2	64	1,4	89	1,8	32	1,3	47	2,1	79	1,7
Comprehensive school textbooks .	870	19,9	878	18,7	810	16,7	273	11,1	627	27,6	900	19,0
Other textbooks .....	747	17,1	779	16,6	872	18,0	325	13,2	454	20,0	779	15,5
Total .....	4 378	100,0	4 692	100,0	4 845	100,0	2 452	100,0	2 273	100,0	4 725	100,0

1) The data derive from a Publishers' Association of Finland Survey of its member publishers. The number of members may vary from year to year. In 1987, 36 out of 62 members responded to the survey.

2) Includes all new editions. Cf. Table 4.1.1., where the "Total" column covers first editions and only the first of the new editions for each year.

Source: Publishers' Association of Finland

## 5. TRANSLATIONS: OUTPUT OF TITLES BY ORIGINAL LANGUAGE IN 1981 - 1988

Original language	1981		1982		1983		1984		1985		1986		1987		1988	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Translations into Finnish																
English .....	612	53,0	453	51,2	438	50,1	503	56,4	520	57,4	554	55,6	557	57,3	859	58,9
Swedish .....	165	14,3	145	16,4	157	18,0	114	12,8	124	13,7	153	15,3	149	15,3	186	12,7
German .....	103	8,9	107	12,1	98	11,2	83	9,3	96	10,6	96	9,6	74	7,6	117	8,0
French .....	68	5,9	37	4,2	42	4,8	44	4,9	43	4,7	49	4,9	61	6,3	68	4,7
Danish .....	28	2,4	16	1,8	15	1,7	21	2,4	10	1,1	10	1,0	26	2,7	20	1,4
Russian .....	50	4,3	27	3,1	25	2,9	30	3,4	26	2,9	32	3,2	22	2,3	60	4,1
Norwegian ...	31	2,7	21	2,4	13	1,5	15	1,7	22	2,4	21	2,1	13	1,3	20	1,4
Italian .....	17	1,5	9	1,0	8	0,9	8	0,9	11	1,2	9	0,9	16	1,6	27	1,8
Spanish .....	9	0,8	4	0,5	6	0,7	8	0,9	6	0,7	7	0,7	8	0,8	17	1,2
Other .....	72	6,2	65	7,4	72	8,2	66	7,4	48	5,3	65	6,5	45	4,6	84	5,8
Total .....	1 155	100,0	884	100,0	874	100,0	892	100,0	906	100,0	996	100,0	971	100,0	1 458	100,0
Translations into Swedish																
Finnish .....	63	92,6	56	86,2	79	92,9	75	90,4	86	96,6	89	91,7	68	87,2	124	92,5
English .....	1	1,5	4	6,2	2	2,4	5	6,0	2	2,2	1	1,0	4	5,1	3	2,2
Other <sup>1)</sup> .....	4	5,9	5	7,7	4	4,7	3	3,6	1	1,1	7	7,2	6	7,7	7	5,2
Total .....	68	100,0	65	100,0	85	100,0	83	100,0	89	100,0	97	100,0	78	100,0	134	100,0

1) Incl. translations from more than one language.

Source: Helsinki University Library, Deposit Copy Office

## 4. PRINT MEDIA

## 1. BOOK PUBLISHING

## 6. BOOKSHOPS AND RAUTAKIRJA STALLS IN 1950 - 1988; SECOND-HAND BOOKSHOPS IN 1974 - 1988

Year	Bookshops					Rautakirja stalls	Second-hand bookshops
	Bookshops proper	Small bookshops and agencies	Branches of bookshops	Total	per 10,000 inhabitants		
1950	..	..	..	624	1,5	200	-
1955	..	..	..	688	1,6	226	-
1960	..	..	..	729	1,6	293	-
1965	..	..	..	788	1,7	357	-
1970	..	..	..	739	1,6	466	-
1971	316	255	150	721	1,6	509	-
1972	306	217	142	665	1,4	539	-
1973	309	213	137	659	1,4	577	-
1974	306	199	103	608	1,3	602	105
1975	302	200	101	603	1,3	618	-
1976	302	194	98	594	1,3	630	105
1977	266	228	97	591	1,2	619	-
1978	263	225	70	558	1,2	602	112
1979	262	223	71	556	1,2	608	-
1980	253	233	56	542	1,1	622	161 <sup>2)</sup>
1981	260	228	54	542	1,1	653	-
1982	263	232	53	548	1,1	694	153
1983	270	232	48	550	1,1	749	-
1984	262	204	48	514	1,1	796	165
1985	259	211	50	520	1,1	832	-
1986	268	208	44	520	1,1	840	189
1987	270	216	42	528	1,1	837	-
1988 <sup>3)</sup>	271	224	40	535	1,1	823 <sup>1)</sup>	247

1) In a departure from earlier years, the figure for Rautakirja stalls in 1988 does not include other Rautakirja outlets, such as video shops.

2) Up until 1980, the figures for second-hand bookshops also include a few newsstands.

3) In addition, in 1988 department stores of wholesale distributors (EKA, ELANTO, KESKO, SOK, TUKO (ANTTILA) operated about 150 book departments in connection with stationery departments. The number and scope of these may vary considerably.

Sources: Publishers' Association of Finland; Rautakirja Oy; Central Statistical Office of Finland, Register of Enterprises and Establishments

7. MARKETING CHANNELS FOR BOOKS PUBLISHED IN FINLAND IN 1971 - 1988<sup>1)</sup>

Marketing channel	Net sales <sup>2)</sup>														
	1971	1975	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985	1986	1987	1988
	%														
Bookshops	54,7	51,0	50,0	55,7	52,7	45,1	44,8	47,8	46,2	49,6	51,3	49,3	45,9	39,4	38,1
Distributors															
Kirjavälitys Oy	9,9	6,3	4,8	6,6	8,2	8,1	7,1	7,9	8,0	7,4	8,4	9,8	10,4	11,5	14,0
Rautakirja Oy	2,3	5,2	4,7	3,6	2,6	1,4	1,3	1,4	0,9	0,8	0,9	3,2	7,5	7,3	8,1
Other (e.g. school materials distributors)	1,0	2,9	5,8	2,8	4,3	5,1	6,4	1,5	1,6	2,1	2,4				
Hire-purchase sales	25,6	28,2	22,4	20,4	20,7	22,3	22,6	22,6	21,4	18,4	15,1	15,5	14,3	15,1	14,2
Other (e.g. book clubs)	6,5	6,5	12,3	10,9	11,4	18,0	17,8	18,8	21,9	21,7	21,9	22,2	21,8	26,7	25,7
Total	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0	100,0
1 000 mk	104000	245000	274000	297000	334000	423000	494000	554000	..	..	..	..	..	..	..

1) The figures are not comparable from year to year as the member publishers of the Publishers' Association of Finland, who supply the information, are not the same every year. In 1988, for instance, 29 of 62 members responded to the survey.

2) Net sales (i.e. gross sales less retail dealers' commissions) of the members of the Publishers' Association of Finland. The size of the commission varies depending on the type of the book: six per cent for comprehensive-school textbooks, 25 per cent for other textbooks and 20-42 per cent for other books.

Source: Publishers' Association of Finland

## 4. PRINT MEDIA

## 1. BOOK PUBLISHING

8. BOOK SALES<sup>1)</sup>: VOLUME BY TYPE OF BOOK IN 1980 - 1988<sup>2)</sup>

Book type	1980		1981		1982		1983		1984		1985		1986		1987		1988	
	1,000 copies	%	1,000 copies	%	1,000 copies	%	1,000 copies	%	1,000 copies	%	1,000 copies	%	1,000 copies	%	1,000 copies	%	1,000 copies	%
Major publishers <sup>3)</sup>																		
Fiction .....	3030	14,9	3296	16,3	3588	18,4	3683	18,8	3467	18,5	3981	21,0	3643	20,2	3447	18,6	3669	19,5
Books for children, adolescents .....	2347	11,5	2322	11,5	2175	11,2	2308	11,8	2138	11,4	2085	11,0	1995	11,1	2326	12,6	2472	13,1
Encyclopedias, etc.			1085	5,4	1006	5,2	894	4,6	777	4,1	836	4,4	696	3,8	622	3,4	667	3,5
Nonfiction .....	3617	17,8	2648	13,1	2580	13,3	2596	13,2	2349	12,5	2387	12,5	2252	12,5	2694	14,5	2668	14,2
Comprehensive-school textbooks ..	8974	44,1	8642	42,8	7829	40,3	7648	39,0	7368	39,3	7301	38,4	7112	39,4	7153	38,6	7116	37,8
Other textbooks....	2392	11,7	2199	10,9	2271	11,7	2505	12,8	2671	14,2	2416	12,7	2348	13,0	2282	12,3	2235	11,9
Major publishers, subtotal .....																		
	20359	100,0	20192	100,0	19449	100,0	19634	100,0	18770	100,0	19006	100,0	18046	100,0	18524	100,0	18827	100,0
Other publishers <sup>4)</sup> , subtotal .....																		
	2835		2008		1991		1935		1775		1487		3533		4028		4424	
Total .....																		
	23194		22200		21440		21569		20545		20493		21578		22552		23251	

1) As reported by the member publishers of the Publishers' Association of Finland.

2) Net sales (i.e. gross sales less retail dealers' commissions) of the members of the Publishers' Association of Finland. The size of the commission varies depending on the type of the book: six per cent for comprehensive-school textbooks, 25 per cent for other textbooks and 20-42 per cent for other books.

3) The seven biggest publishers.

4) Numbering 21 in 1988.

Source: Publishers' Association of Finland

## 9. LIBRARIES IN 1961 - 1988; MAIN, BRANCH, INSTITUTIONAL AND MOBILE

Year	Main	Branch	Institutional	Total	Mobile
1961 .....	553	2 280	-	2 833	1
1962 .....	555	2 355	-	2 910	10
1963 .....	552	2 383	63	2 998	10
1964 .....	551	2 555	109	3 215	10
1965 .....	548	2 616	139	3 303	20
1966 .....	548	2 624	159	3 331	29
1967 .....	540	2 558	185	3 283	44
1968 .....	539	2 468	191	3 198	53
1969 .....	524	2 304	187	3 015	68
1970 .....	519	2 174	210	2 903	89
1971 .....	516	2 001	208	2 725	114
1972 .....	514	1 828	208	2 550	147
1973 .....	484	1 653	199	2 336	168
1974 .....	482	1 399	191	2 072	178
1975 .....	478	1 261	191	1 930	201
1976 .....	475		1 330	1 805	205
1977 .....	465		1 236	1 701	205
1978 .....	464		1 262	1 726	228
1979 .....	464		1 167	1 631	223
1980 .....	464		1 144	1 608	219
1981 .....	461		1 133	1 594	223
1982 .....	461		1 119	1 580	223
1983 .....	461		1 097	1 558	230
1984 .....	461		1 125	1 586	230
1985 .....	461		1 083	1 544	234
1986 .....	461		1 082	1 543	234
1987 .....	445		820	1 265	235
1988 .....	445		759	1 204	233

Sources: National Board of General Education, Library Bureau;  
National Board of General Education, Follow-up system for government subsidies to libraries;  
Government Committee on Libraries for 1973, Committee Report 1975:110;  
Statistical Yearbook of Finland;  
Kirjastovuosisikirja (Yearbook of Finnish libraries) 1983-1985

## 4. PRINT MEDIA

## 1. BOOK PUBLISHING

## 10. MUNICIPAL LIBRARIES: BORROWERS, HOME LOANS AND HOLDINGS OF BOOKS IN 1930 - 1987

Year	Borrowers		Home loans			Volumes	
	Number	% of population	Number	Per inhabitant	Per Borrower	Number	Per inhabitant
1930 .....	227 000	6,6	3 175 000	0,9	14,0	1 358 000	0,4
1935 .....	344 000	9,6	4 859 000	1,4	14,1	1 829 000	0,5
1940 .....	320 000	8,7	4 357 000	1,2	13,6	2 068 000	0,6
1945 .....	296 000	7,8	3 941 000	1,0	13,3	2 436 000	0,6
1950 .....	399 000	9,9	5 974 000	1,5	15,0	3 090 000	0,8
1955 .....	539 000	12,7	9 653 000	2,3	18,0	4 315 000	1,0
1960 .....	737 000	16,6	15 300 000	3,4	20,8	5 847 000	1,3
1965 .....	911 000	19,9	19 968 000	4,4	21,9	8 784 000	1,9
1970 .....	1 225 000	26,6	32 429 000	7,1	26,5	12 084 000	2,6
1971 .....	1 282 000	27,7	35 736 000	7,7	27,9	12 850 000	2,8
1972 .....	1 356 000	29,1	38 702 000	8,3	28,5	13 642 000	2,9
1973 .....	1 432 000	30,7	43 060 000	9,2	30,1	14 490 000	3,1
1974 .....	1 504 000	32,0	48 766 000	10,4	32,4	15 470 000	3,3
1975 .....	1 612 000	34,1	54 657 000	11,6	33,9	16 824 000	3,6
1976 .....	1 673 000	35,4	60 194 000	12,7	36,0	17 900 000	3,8
1977 .....	1 729 000	36,4	66 368 000	14,0	38,4	19 221 000	4,0
1978 .....	1 843 000	38,7	70 434 000	14,8	38,2	20 624 000	4,3
1979 .....	1 877 000	39,5	71 669 000	15,0	38,2	22 006 000	4,6
1980 .....	1 842 000	38,5	72 513 000	15,1	39,4	23 500 000	4,9
1981 .....	1 919 000	39,9	75 352 000	15,7	39,3	24 881 000	5,2
1982 .....	1 978 000	40,9	78 008 000	16,1	39,4	26 412 000	5,5
1983 .....	1 999 000	41,0	78 730 000	16,2	39,4	27 674 000	5,7
1984 .....	2 023 000	41,3	76 545 000 <sup>1)</sup>	15,6	37,8	28 917 000 <sup>1)</sup>	5,9
1985 .....	2 021 000	41,2	80 335 000	16,4	39,8	30 469 000	6,2
1986 .....	2 084 000	42,4	83 577 000	17,0	40,1	30 330 000	6,2
1987 .....	2 160 000	43,7	86 985 000	17,6	40,3	33 004 000	6,7

1) Excl. the Åland Islands.

Sources: National Board of General Education, Library Bureau;  
 Government Committee on Libraries for 1973, Committee Report 1975:110;  
 Statistical Yearbook of Finland;

## 11. MUNICIPAL LIBRARIES: VOLUMES, HOME LOANS AND BORROWERS BY PROVINCE IN 1987

Province	Popul- ation	Main libraries	Other libraries	Volumes		Home loans		Borrowers	
				1,000	Per in- habitant	1,000	Per in- habitant	1,000	% of population
Uusimaa .....	1 214 775	39	156	6 058	5,0	18 045	14,9	502	41,3
Turku-Pori .....	714 196	94	172	5 098	7,1	12 132	17,0	290	40,6
Åland Islands .....	23 761	16	8	236	9,9	332	14,0	12	50,5
Häme .....	681 550	49	76	4 290	6,3	12 133	17,8	292	42,8
Kymi .....	337 254	28	68	2 411	7,1	6 088	18,0	156	46,3
Mikkeli .....	207 927	29	20	1 311	6,3	3 830	18,4	88	42,3
N. Karelia .....	176 699	19	28	1 321	7,5	3 441	19,5	71	40,2
Kuopio .....	255 705	24	40	1 824	7,1	5 228	20,9	125	48,9
Central Finland .....	248 441	32	38	1 859	7,5	4 641	18,7	116	46,7
Vaasa .....	444 405	57	92	3 264	7,3	7 468	16,8	181	40,7
Oulu .....	433 715	52	62	3 356	7,7	9 445	21,8	227	52,3
Lapland .....	200 174	22	68	1 976	9,9	4 092	20,4	100	50,0
Whole country .....	4 938 602	461	828	33 004	6,7	86 985	17,6	2 160	43,7

Sources: National Board of General Education, Library Bureau;  
 Statistical Yearbook of Finland;

## 4. PRINT MEDIA

## 2. NEWSPAPERS AND PERIODICALS

## 1. NEWSPAPERS: DATA ON NUMBERS IN 1938 - 1988 BY FREQUENCY OF ISSUE

Year	Issues per week			Total	Language of which:		
	4-7	2-3 <sup>1)</sup>	1 <sup>1)</sup>		Finnish	Finnish and Swedish	Swedish
1938 .....	38	86	64	188	162	1	25
1940 .....	33	66	57	156	132	1	23
1945 .....	54	55	55	164	138	1	25
1950 .....	67	56	80	203	171	2	30
1955 .....	70	49	78	197	167	3	27
1960 .....	65	58	84	207	182	4	21
1965 .....	68	54	116	238	214	4	20
1970 .....	67	50	123	240	216	3	21
1971 .....	65	59	131	255	234	2	19
1972 .....	60	63	139	262	232	5	25
1973 .....	61	62	128	251	223	6	22
1974 .....	62	59	157	278	253	5	20
1975 .....	60	62	161	283	258	3	22
1976 .....	61	60	138	259	242	3	14
1977 .....	59	65	180	304	280	2	22
1978 <sup>2)</sup> .....	55	59	142	256	235	4	17
1979 .....	58	63	171	292	272	5	15
1980 .....	58	68	172	298	278	6	14
1981 .....	63	78	210	351	329	5	17
1982 .....	66	80	222	368	343	6	19
1983 <sup>3)</sup> .....	66	101	175	342	328	3	11
1984 .....	67	120	167	354	334	7	13
1985 .....	65	145	176	386	368	4	14
1986 .....	66	116	197	379	362	4	13
1987 .....	68	133	178	379	360	5	14
1988 .....	66	143	184	393	374	5	14

1) Mainly local papers, not included in newspapers proper.

2) Change in reference period. Because of the later reference period, the level of coverage of the statistics is higher than in earlier years.

3) From 1983, national newspapers issued less than three times a week are classified as periodicals. Newspapers issued only during a part of the year are not included in the statistics.

Sources: Statistical Yearbook of Finland;  
Helsinki University Library, Deposit Copy Office

4. PRINT MEDIA
2. NEWSPAPERS AND PERIODICALS
2. NEWSPAPERS: STRUCTURE OF NUMBER, CIRCULATION AND VOLUME IN 1973, 1981, 1984/85 AND 1988

Type of paper	Number	Circulation	Volume <sup>1)</sup>
	Number	Mill. copies	Mill. copies
1973			
Newspaper-type publications <sup>2)</sup>			
Newspapers proper <sup>3)</sup> .....	94	2,4	710
Local papers <sup>5)</sup> .....	137	0,6	45
Free-distribution papers .....	45	1,0 <sup>4)</sup>	35
Total .....	276	4,0	790
1981			
Newspaper type publications <sup>2)</sup>			
Newspapers proper <sup>3)</sup> .....	94	2,9	890
Local papers <sup>5)</sup> .....	113 <sup>5)</sup>	0,6 <sup>5)</sup>	..
Free-distribution papers .....	88 <sup>6)</sup>	2,4 <sup>6)</sup>	95 <sup>6)</sup>
Total .....	..	..	..
1984/85			
Newspaper-type publications <sup>2)</sup>			
Newspapers proper <sup>3)</sup> .....	101	3,1 <sup>7)</sup>	973
Local papers <sup>5)</sup> .....	144	0,7 <sup>7)</sup>	..
Free-distribution papers .....	131	3,3 <sup>4)</sup>	190
Total .....	376	..	..
1988			
Newspaper-type publications <sup>2)</sup>			
Newspaper proper <sup>3)</sup> .....	103	3,3 <sup>7)</sup>	976
Local papers <sup>5)</sup> .....	159	0,7 <sup>7)</sup>	61
Free-distribution papers <sup>8)</sup> .....	..	..	..
Total .....	262	..	..

1) Volume = circulation of paper multiplied by number of issues a year.

2) Issued at least once a week; deal with matters of general and topical interest. As the statistics cover only those papers for which circulation data are available, some papers, especially free-distribution papers, may be missing. The data for different years are not fully comparable.

3) Issued at least three times a week.

4) Size of issue.

5) Local papers issued 1-2 times a week and audited by the Finnish Audit Bureau of Circulations. The figure for 1988 includes a few papers the circulation data of which have been obtained from the respective publishers.

6) The data are from 1979.

7) For some papers, the latest audited circulation relates to the preceding year.

8) The data are from 1989.

Sources: Report of the Government Committee on Communication Policy, Parts I and II: Surveys and proposals concerning the newspaper press and news agencies, Committee Report 1973:91 and 1973:148 II;

Finnish Audit Bureau of Circulations;

Pekka Ylöstalo, "Ilmaislehtien sisällöstä 49 prosenttia ilmoituksia" (49 per cent of the contents of free distribution papers are advertisements), Suomen Lehdistö 5-6/1980;

Jouni Meriläinen "Ilmaislehtien sisällöstä 52 prosenttia ilmoituksia" (52 per cent of the contents of free distribution papers are advertisements), Suomen Lehdistö 4/1985;

Appendix tables 4.2.5. and 4.2.6.

## 4. PRINT MEDIA

## 2. NEWSPAPERS AND PERIODICALS

3. NEWSPAPERS PROPER<sup>1)</sup>: NUMBER AND CIRCULATION BY POLITICAL AFFILIATION IN 1988 AND DISTRIBUTION OF CIRCULATION BY POLITICAL PARTY IN 1946 - 1988

Political affiliation	Relative to circulation					1988			
	1946	1966	1976 <sup>2)</sup>	1981 <sup>3)</sup>	1986	Newspapers		Circulation	
	%					Number	%	Number	%
Independent .....	34,8	50,3	57,4	61,3	68,3	68	66,0	2 289 554	69,6
Non-socialist .....	49,8	36,9	30,4	27,7	23,5	16	15,5	743 770	22,7
- National Coalition Party .....	23,8	17,7	12,1	11,3	10,7	5	4,8	343 949	10,5
- Centre Party <sup>4)</sup> .....	15,1	16,0	16,0	15,8	12,7	13	12,6	396 122	12,1
- Liberal Party <sup>5)</sup> .....	6,1	-	-	-	-	-	-	-	-
- Swedish People's Party in Finland .....	4,8	3,2	2,3	0,6	0,1	1	1,0	3 699	0,1
Socialist .....	15,4	12,8	12,2	11,0	8,1	15	14,6	240 759	7,3
- Social Democratic Party of Finland .....	7,9	6,0	6,1	5,4	4,0	9	8,7	113 150	3,5
- Democratic League of the People of Finland .....	7,5	5,7	6,1	5,6	3,4	6	5,8	105 609	3,2
- Socialist Union of Workers and Small Farmers of Finland <sup>6)</sup> .....	-	1,1	-	-	-	-	-	-	-
- Democratic Alternative .....	-	-	-	-	0,7	1	1,0	21 799	0,7
Total .....	100,0	100,0	100,0	100,0	100,0	103	100,0	3 274 084	100,0

1) Issued 3-7 times a week.

2) The circulation figures of 16 papers are from 1975, and the 1976 figures of 10 papers have been provided by the papers themselves.

3) The circulation figures of 14 papers are from 1980 and of seven papers from 1979, while the figures of four papers have been provided by the papers themselves.

4) *Karjalan Maa*, the joint paper of the Centre Party and the Liberal Party, is also included.

5) *Etelä-Suomen Sanomat*, *Kaleva* and *Turun Sanomat* of the Progressive Party/Liberal Party became independent in 1951.

6) The publication of *Päivän Uutiset*, the newspaper of the Socialist Workers' Party, the successor of the Socialist Union of Workers and Small Farmers of Finland, ceased in 1975.

Sources: Report of the Government Committee on Communication Policy, Parts I and II. Surveys and proposals concerning the newspapers press and news agencies, Committee Report 1973:91 and 1973:148 II; Finnish Audit Bureau of Circulations; Suomen lehdistö (Finnish press) 9/1976, 9/1981 and 9/1985

## 4. PRINT MEDIA

## 2. NEWSPAPERS AND PERIODICALS

4. NEWSPAPERS: FREQUENCY OF ISSUE, VOLUME AND POLITICAL AFFILIATION IN 1988 AND CIRCULATION<sup>1)</sup> IN 1985, 1986 AND 1988

Newspaper, place of issue	Political affil. 1988 <sup>2)</sup>	Circulation <sup>1)</sup> 1985 Number	Circulation <sup>1)</sup> 1986 Number	Circulation <sup>1)</sup> 1988 Number	Is- sues per week 1988	Is- sues in 1988	Volume 1988, Number	Change in circu- lation 1985-1988
Aamulehti, Tampere .....	kok	140 133	140 918	142 920	7	355	50 736 600	2,0
Anjalankosken Sanomat, Anjalankoski..	sit	7 483 -84	7 581	7 674	3	153	1 174 122	2,6
Borgåbladet, Porvoo .....	sit	11 861 -84	11 799	11 449	6	307	3 514 843	-3,5
Demari, Helsinki .....	sdp	34 099	34 099 -85	32 669 -87	5	225	7 350 525	-4,2
Eteenpäin, Kotka .....	sdp	20 408 -84	20 647	20 628	7	350	7 219 800	1,1
Etelä-Pohjanmaa, Seinäjoki .....	sit	10 876 -84	11 473	11 688	5	252	2 945 376	7,5
Etelä-Saimaa, Lappeenranta .....	kesk	32 915	34 304	35 527	7	352	12 505 504	7,9
Etelä-Suomen Sanomat, Lahti .....	sit	64 237	65 145	67 687	7	355	24 028 885	5,4
Etelä-Suomi, Kotka .....	sit	18 089	18 089 -85	16 593 -87	7	350	5 807 550	-8,3
Forssan Lehti, Forssa .....	sit	14 804 -84	15 345	15 985	6	300	4 795 500	8,0
Hangötidningen, Hanko .....	rkp	3 715 -84	3 751	3 699	3	151	558 549	-0,4
Helsingin Sanomat, Helsinki .....	sit	427 335	430 251	457 068	7	355	162 259 140	7,0
Hufvudstadsbladet, Helsinki .....	sit	66 996	65 089	66 562	7	352	23 429 824	-0,6
Hyvinkään Sanomat, Hyvinkää .....	sit	16 492	16 204	15 788	6	307	4 846 916	-4,3
Hämeen Kansa .....	sdp	6 582	6 005	6 005 -86	3	151	906 755	-8,8
Hämeen Sanomat, Hämeenlinna .....	sit	30 838	31 085	32 253	7	355	11 449 815	4,6
Hämeen Yhteistyö, Tampere .....	skdl	13 187	13 187 -85	11 155	3	151	1 684 405	-15,4
Iisalmen Sanomat, Iisalmi .....	kesk	18 766 -84	19 635	19 779	7	352	6 962 208	5,4
Ilkka, Seinäjoki .....	kesk	52 114	53 465	55 026	7	352	19 369 152	5,6
Iltalehti, Helsinki .....	sit	76 083	78 949	74 131	6	301	22 313 431	-2,6
Iltä-Sanomat, Helsinki .....	sit	181 294	193 971	195 280	6	305	59 560 400	7,7
Itä-Häme, Heinola .....	sit	14 307	14 309	14 577	4	208	3 032 016	1,9
Itä-Savo, Savonlinna .....	kesk	21 506	22 242	23 101	7	352	8 131 552	7,4
Jakobstads Tidning, Pietarsaari .....	sit	11 519	11 750	12 147	6	302	3 668 394	5,5
Kainuun Sanomat, Kajaani .....	kesk	29 330	29 610	30 301	7	352	10 665 952	3,3
Kalajokilaakso, Ylivieska .....	sit	10 594	10 650	8 588 -89	5	255	2 189 940	-18,9
Kaleva, Oulu .....	sit	86 659	88 177	91 866	7	351	32 244 966	6,0
Kansan Lehti, Tampere .....	sdp	10 581	10 581 -85	10 228 -87	5	250	2 557 000	-3,3
Kansan Sana, Kuopio .....	skdl	8 843 -79	8 843 self-r.	9 015 self-r.	3	146	1 316 190	1,9
Kansan Tahto, Oulu .....	skdl	16 551	16 936	16 015	5	253	4 051 795	-3,2
Kansan Uutiset, Helsinki .....	skdl	45 731 -83	41 504	43 454	5	251	10 906 954	-5,0
Kansan Ääni, Vaasa .....	skdl	11 215 -79	11 215 self-r.	11 215 self-r.	3	146	1 637 390	0,0
Karjalainen, Joensuu .....	kok	53 221	53 364	55 261	7	352	19 451 872	3,8
Karjalan Maa, Joensuu .....	kes	16 259	12 543	12 500 -897	3	152	1 900 000	-23,1
Karkkilan Tienoo, Karkkila .....	sit	-	-	5 835	3	150	875 250	-
Kaupparehti, Helsinki .....	sit	69 013	72 983	80 274	5	255	20 469 870	16,3
Keskipohjamaa, Kokkola .....	kesk	32 746	33 064	34 432	7	352	12 120 064	5,1
Keskisuomalainen, Jyväskylä .....	sit	75 423	76 283	79 362	7	355	28 173 510	5,2
Keski-Uusimaa, Tuusula .....	sit	22 238	22 693	23 695	7	353	8 364 335	6,6
Koillissanomat, Kuusamo .....	sit	10 717 -84	10 564	10 055 -87	5	256	2 574 080	-6,2
Koillis-Häme, Jämsä .....	sit	9 596 -84	9 619	9 510	5	220	2 092 200	-0,9
Koillis-Lappi, Kemijärvi .....	sit	8 965 -84	8 578	8 598	3	149	1 281 102	-4,1
Kotimaa, Helsinki .....	sit	77 044	76 064	73 616	3	150	11 042 400	-4,4
Koti-Karjala, Kitee .....	sit	-	-	7 662	3	152	1 164 624	-
Kouvolan Sanomat, Kouvola .....	sit	32 493	32 767	33 464	7	352	11 779 328	3,0
Kuorevesi-Mänttä-Vilppula, Mänttä ...	sit	8 406	8 391	8 426 -87	3	146	1 230 196	0,2
Kuusankosken Sanomat, Kuusankoski ...	sit	5 099	5 099 -85	4 929 -87	3	150	739 350	-3,3
Kymen Sanomat, Hamina .....	kesk	11 613 -83	9 985	9 816	6	300	2 944 800	-15,5
Laitilan Sanomat, Laitila .....	sit	-	6 017	5 725	3	146	835 850	-
Lalli, Kokemäki .....	kesk	11 417 -79	11 417 self-r.	10 431	5	251	2 618 181	-8,6
Lapin Kansa, Rovaniemi .....	sit	39 942	40 407	41 533	7	352	14 619 616	4,0
Lieksan Lehti, Lieksa .....	sit	8 588	8 886	8 873	3	148	1 313 204	3,3
Loimaan Lehti, Loimaa .....	sit	10 319	10 319 -85	10 244 -87	3	147	1 505 868	-0,7
Loviisan sanomat, Loviisa .....	sit	4 533 -84	4 722	4 839	3	153	740 367	6,8
Luoteis-Uusimaa, Huhmari .....	sit	6 607	6 607 -85	6 633 -87	3	151	1 001 583	0,4
Länsi-Savo, Mikkeli .....	sit	27 143	27 296	28 286	7	352	9 956 672	4,2
Länsi-Suomi, Rauma .....	kok	19 214	19 453	20 069	7	352	7 064 288	4,4
Länsi-Uusimaa, Lohja .....	sit	15 531	15 531 -85	13 471	6	306	4 122 126	-13,3
Maaseudun Tulevaisuus, Helsinki .....	sit	131 138	130 894	129 173	3	152	19 634 296	-1,5
Nokian Uutiset, Nokia .....	sit	-	9 291	8 056	3	153	1 232 568	-
Nurmijärven Sanomat, Nurmijärvi .....	sit	7 207 -84	7 333	7 383	3	150	1 107 450	2,4
Nya Åland, Maarianhamina .....	sit	6 059 -84	6 538	7 280	3	152	1 106 560	20,2

Continued

## 4. PRINT MEDIA

## 2. NEWSPAPERS AND PERIODICALS

## 4. CONTINUED

Newspaper, place of issue	Political affil. 1988 <sup>2)</sup>	Circulation <sup>1)</sup> 1985 Number	Circulation <sup>1)</sup> 1986 Number	Circulation <sup>1)</sup> 1988 Number	Is- sues per week 1988	Is- sues in 1988	Volyme 1988, Number	Change in circu- lation 1985-1988
Orimattilan Sanomat, Orimattila .....	sit	-	7 086	7 103	3	148	1 051 244	-
Pieksämäen Lehti, Pieksämäki .....	sit	7 896	8 274	8 775	-87	5	2 237 625	11,1
Pietarsaaren Sanomat, Pietarsaari ...	sit	3 976	3 976	3 628	-85	3	565 968	-8,8
Pohjalainen, Vaasa .....	kok	63 715	64 008	63 828		7	22 467 456	0,2
Pohjanmaan Kansa, Vaasa .....	sdp	10 054	10 054	6 113	self-r. -87	4	1 234 826	-39,2
Pohjois-Karjala, Joensuu .....	sdp	10 866	10 866	7 328	-85	3	1 121 184	-32,6
Pohjolan Sanomat, Kemi .....	kesk	38 123	39 149	40 890		7	14 393 280	7,3
Pohjolan Työ, Oulu .....	sdp	8 215	8 215	6 736	self-r. -87	3	1 017 136	-18,0
Pyhäjokiseutu, Oulainen .....	sit	9 953	9 953	9 878	-85	4	2 005 234	-0,8
Raahen Seutu, Raahen .....	sit	9 484	9 453	9 422		4	1 950 354	-0,7
Riihimäen Sanomat, Riihimäki .....	sit	12 303	12 787	13 191		6	3 983 682	7,2
Salon Seudun Sanomat, Salo .....	sit	20 271	20 637	21 293		7	7 495 136	5,0
Satakunnan Kansa, Pori .....	kok	60 451	60 807	61 871		7	21 964 205	2,3
Satakunnan Työ, Pori .....	skdl	14 755	14 755	14 755	-84	3	1 213 250	0,0
Savon Sanomat, Kuopio .....	kesk	84 712	85 167	87 819		7	30 912 288	3,7
Sisä-Suomen Lehti, Äänekoski .....	sit	8 628	8 822	9 029		3	1 363 379	4,6
Suomenmaa, Helsinki .....	kesk	32 802	32 802	18 000	self-r. self-r.	5	4 464 000	-45,1
Suomenselän Sanomat, Virrat .....	sit	11 645	11 645	11 645	-83	3	1 688 525	0,0
Suur-Keuruu, Keuruu .....	sit	6 682	6 909	7 038		3	1 083 852	5,3
Syd-Österbotten, Närpiö .....	sit	8 464	8 730	8 807		3	1 329 857	4,1
Tekniikka & Talous, Helsinki .....	sit	-	-	83 122		3	10 390 250	-
Tiedonantaja, Helsinki .....	skpy	30 838	21 799	21 799	self-r. self-r.	4	4 381 599	-29,3
Turun Päivälehti, Turku .....	sdp	10 958	10 325	11 012		5	2 719 964	0,5
Turun Sanomat, Turku .....	sit	131 399	131 630	133 489		7	47 255 106	1,6
Tyrvään Sanomat, Vammala .....	sit	11 146	11 146	11 180	-85	3	1 654 640	0,3
Uudenkaupungin Sanomat, Uusikaupunki	sit	8 507	8 874	8 546		5	2 179 230	0,5
Uusi Aika, Pori .....	sdp	14 938	14 938	11 690	-84	3	1 776 880	-21,7
Uusi Suomi, Helsinki .....	sit	91 815	92 596	90 322		7	31 793 344	-1,6
Uusimaa, Porvoo .....	sit	12 772	13 143	14 190		6	4 313 760	11,1
Vakka-Suomen Sanomat, Uusikaupunki ..	sit	8 558	9 007	9 386		3	1 417 286	9,7
Valkeakosken Sanomat, Valkeakoski ...	sit	8 714	8 827	8 697		5	2 217 735	-0,2
Vasabladet, Vaasa .....	sit	27 231	27 407	27 307		6	8 192 100	0,3
Västra Nyland, Tammissaari .....	sit	12 073	12 183	12 497		6	3 749 100	3,5
Warkauden lehti, Varkaus .....	sit	13 531	14 207	13 635		6	4 090 500	0,8
Ylä-Karjala, Nurmes .....	sit	6 167	6 305	6 398		3	946 904	3,7
Ylä-Vuoksi, Imatra .....	sit	15 418	15 469	15 575		6	4 672 500	1,0
Åbo Underrättelser, Turku .....	sit	7 928	8 016	8 005		5	2 041 275	1,0
Åland, Maarianhamina .....	sit	11 435	11 212	11 285		5	2 809 965	-1,3
Österböttingen, Karleby .....	sit	5 152	5 189	5 438		6	1 636 838	5,6
Östra Nyland, Loviisa .....	sit	4 346	4 345	4 415	-85	4	887 415	1,6
Circulation, total .....		3 109 795	3 152 431	3 272 841			976 011 931	5,2

1) In cases where the circulation figure is not for the year in question, the year is shown separately.

2) sit = independent

## Non-socialist parties:

kok = National Coalition Party  
kesk = Centre Party  
rkp = Swedish People's Party in Finland

## Socialist parties:

sdp = Social Democratic Party of Finland  
skdl = Democratic League of the People of Finland  
skpy = Democratic Alternative

Source: Suomen Lehdistö (Finnish press)

4. PRINT MEDIA  
 2. NEWSPAPERS AND PERIODICALS  
 5. LOCAL NEWSPAPERS: FREQUENCY OF ISSUE AND CIRCULATION<sup>1)</sup> IN 1988

Local papers, place of issue	Issues per week	Circulation <sup>1)</sup> 1988	Local paper, place of issue	Issues per week	Circulation <sup>1)</sup> 1988
	Number	Number		Number	Number
Alasatakunta, Eura .....	2	9 399 -87	Lapuan Sanomat, Lapua .....	2	7 976
Alavieska, Alavieska .....	1	1 597 -86	Laukaa-Konnevesi, Laukaa .....	1	7 338
Annonbladett - Ilmoituslehti, Kimito ..	1	5 000 self-r <sup>2)</sup>	Lauttakylä-lehti, Huttinen .....	2	8 840
Elimäen Sanomat, Elimäki .....	1	3 216 -87	Lempäälän-Vesilahden Sanomat, Lempäälä	2	7 448 -87
Eurajoen-Luvian Seutu, Eurajoki .....	1	2 500 self-r <sup>2)</sup>	Lestijoki, Kannus .....	2	5 693 -87
Hankasalmen Sanomat, Hankasalmi .....	1	3 750	Lohjan Uutiset, Lohja .....	1	
Harjavallan Seutu, Harjavalta .....	2	6 695 -87	Lopen Lehti, Loppi .....	1	4 413 -86
Heinäveden Lehti, Heinävesi .....	1	4 224	Luoteiskunnat, Noormarkku .....	1	3 554
Hirvensalmen Sanomat, Hirvensalmi ....	1	1 874 -87	Luot.-Satakunta/Merikarvian Kunnallis-		
Hämeenkulma, Oitti .....	1	3 889	lehti, Kristiinankaupunki .....	1	1 446 -87
Hämeenkyrön Sanomat, Hämeenkyrö .....	2	6 749 -87	Luumäen Lehti, Taavetti .....	1	3 603
Härmät, Ylihärmä .....	1	4 547 -87	Länsiraja, Ylitornio .....	1	4 282
Iijokiseutu, Pudasjärvi .....	2	6 982 -86	Länsi-Saimaa, Mikkelä .....	1	3 392
Iitinseutu, Kausala .....	2	4 993 -86	Maaselkä, Haapajärvi .....	2	7 232 -87
Ilmajoki-Lehti, Ilmajoki .....	2	6 020 -86	Matti ja Liisa, Iisalmi .....	1	6 632
Jalasjärven-Peräseinäjoen Kunnallis-			Merikarvia -lehti, Merikarvia .....	1	2 691 -87
sanomat, Jalasjärvi .....	2	8 070	Meriporilainen, Pori .....	1	2 339 -86
Jokiposti, Kiiminki .....	1	1 950 self-r <sup>2)</sup>	Miilu, Sonkajärvi .....	1	5 068
Jokivarsi, Haapavesi .....	2	2 532 -86	Mäntsälä-lehti, Mäntsälä .....	2	5 476 -87
Joroisten Lehti, Joroinen .....	2	3 253 -86	Nivala-lehti, Nivala .....	2	7 134
Joutsan Seutu, Joutsa .....	1	5 156	Oriveden Sanomat, Orivesi .....	2	6 620 -87
Joutseno-lehti, Joutseno .....	1	3 784	Outokummun Seutu, Outokumpu .....	2	6 088 -87
Juankosken Sanomat, Juankoski .....	1	2 000 self-r <sup>2)</sup>	Padasjoen Sanomat, Padasjoki .....	1	3 709 -87
Jurvan Sanomat, Jurva .....	1	3 077 -87	Paikallissanomat, Vammala .....	1	5 636 -87
Juvan Lehti, Juva .....	2	5 222 -86	Pargas Kungörelser - Paraisten		
Jyväskylän Maalaiskuntautiset, Jkylä	1	5 979 -87	Kuulutukset, Parainen .....	1	5 103 self-r <sup>2)</sup>
Jyväskylän Ympäristölehti, Jyväskylä .	1	2 824 -87	Parikkalan Sanomat, Parikkala .....	1	4 962 -87
Järvisuodun Sanomat, Lappajärvi .....	1	9 097	Perhönjokilaakso, Veteli .....	1	5 146
Järvisuodun Sanomat, Lappajärvi .....	2	8 442	Perniönseudun Lehti, Perniö .....	1	3 890 -87
Kaakkoisseutu, Simpele .....	2	2 863 -86	Petäjavesi, Petäjavesi .....	1	1 859 -86
Kaakonkulma, Virolahti .....	1	5 156 -86	Pielavesi-Keitele, Pielavesi .....	2	7 020
Kaarina, Kaarina .....	1	3 293 -87	Pielisjokiseutu, Eno .....	2	6 542
Kalajoki-lehti, Kalajoki .....	1	4 339 -87	Pitäjäinen, Nilsjä .....	2	5 260
Kangasalan Sanomat, Kangasala .....	2	8 620 -87	Pitäjänuutiset, Mäntyharju .....	2	7 847 -87
Kangasniemen Kunnallislehti,			Pogostan Sanomat, Ilomantsi .....	2	7 524
Kangasniemi .....	1	4 530 -87	Pohjan Tornio, Tornio .....	1	2 787 -86
Kankaanpään Seutu, Kankaanpää .....	2	10 222	Pohjankyrö-lehti, Isokyrö .....	2	7 383
Karjaan Seutu, Karjaa .....	1	2 947 -87	Pohjois-Satakunta, Ikaalinen .....	2	6 904 -87
Karttulan-Tervon-vesannon Sanomat,			Punkalaitumen Sanomat, Punkalaidun ...	1	4 339 -87
Karttula .....	1	3 904	Puolanka, Puolanka .....	1	2 600 self-r <sup>2)</sup>
Kauhajoen Kunnallislehti, Kauhajoki ..	2	8 796	Puruvesi, Punkasalmi .....	2	9 569
Kauhava, Kauhava .....	1	4 265 -86	Puumala-lehti, Puumala .....	1	3 666
Keski-Häme, Lammi .....	1	5 295 -87	Pyhäjärven Sanomat, Pyhäsalmi .....	2	5 396 -86
Kiihtelys-Pyhäselkä Lehti, Hammaslahti	1	2 544 -86	Päijät-Häme, Vääksey .....	2	4 131 -87
Kiuruvesi, Kiuruvesi .....	1	9 549	Ranikkoseutu, Raisio .....	2	11 163 -87
Koillis-Savo, Kaavi .....	2	7 488	Rantalakeus, Liminka .....	1	5 809 -87
Kokemäen Sanomat, Kokemäki .....	1	5 826	Rantapohja, Haukipudas .....	2	12 488
Korpilahti, Korpilahti .....	1	3 083 -87	Rantasalmen Lehti, Rantasalmi .....	1	3 429 -87
Kotiseutu-uutiset, Liperi .....	2	6 279	Reisjärvi, Reisjärvi .....	1	1 285 self-r <sup>2)</sup>
Kotiseudun Sanomat, Pihtipudas .....	1	6 103	Ruovesi, Ruovesi .....	1	5 389 -87
Kotokulma, Turenki .....	2	5 573 -87	Salmetar, Iisalmi .....	1	6 228
Kuhmoisten Sanomat, Kuhmoinen .....	1	3 548 -87	Sampo-lehti, Saarijärvi .....	1	6 739
Kuhmolainen, Kuhmo .....	2	6 179	Siepakka, Pello .....	1	3 224 -86
Kunnallinen Viikkolehti, Karainen ..	2	9 844 -87	Sieviläinen, Sievi .....	1	3 532 -87
Kunnallislehti Kyrönmaa, Laihia .....	2	4 068 -87	Siikajokilaakso, Ruukki .....	2	6 731 -87
Kunnallislehti Paimio, Paimio .....	2	6 967 -86	Sipoon Sanomat, Sipoo .....	1	2 972
Kunnallistiedot, Pälkäne .....	2	6 547	Sisä-Savon Lehti, Suonenjoki .....	2	7 146 -87
Kuntasanommat, Halikko .....	1	2 112 -87	Soisalon Seutu, Leppävirta .....	2	5 459
Kurikka -lehti, Kurikka .....	2	6 146 -86	Somero-lehti, Somero .....	2	5 724 -87
Kurkijokelainen, Loimaa .....	1	2 189 -86	Sotkamo, Sotkamo .....	2	5 405
Kurun Sanomat, Kuru .....	1	2 369 -86	Sulkava, Sulkava .....	1	2 601 -86

Continue.

4. PRINT MEDIA
2. NEWSPAPERS AND PERIODICALS
5. CONTINUED

Local papers, place of issue	Issues per week	Circulation <sup>1)</sup> 1988	Local paper, place of issue	Issues per week	Circulation <sup>1)</sup> 1988
	Number	Number		Number	Number
Säynätsalo, Säynätsalo .....	1	1 548 -87	Vanajaveden Seutu, Parola .....	1	4 491
Teisko-Aittolahti, Kangasala .....	1	1 704	Vantaan Seutu, Vantaa (ti leveikki) ..	1	10 217
Tejuka, Teuva .....	1	5 048 -86	Vantaan Seutu, Vantaa (to levikki) ...	1	33 829
Tervareitti, Muhos .....	2	7 890	Vapaus, Mikkeli .....	1	6 173
Tohmajärven-Värtsilän lehti .....	1	3 647 -87	Viiala-Lehti, Viiala .....	1	2 508 -87
Toijalan Seutu, Toijala .....	2	5 365 -87	Viiden Kunnan Sanomat, Karstula .....	1	5 685 -87
Turun Tienoo, Lieto .....	2	6 738	Viiskunta, Alavus .....	2	8 237
Tuusniemen ja Vehmersalmen Lähi- sanomat, Tuusniemi .....	1	1 600 self-r <sup>2)</sup>	Viitasaaren seutu, Viitasaari .....	1	5 197
Tuusulan Kellokas, Tuusula .....	2	5 761 self-r <sup>2)</sup>	Vuolinen, Otanmäki .....	1	1 432 -87
Ulvilan Seutu, Ulvila .....	2	4 928	Väylä, Paltamo .....	1	2 026 -87
Urjalan Sanomat, Urjala .....	1	6 113 -87	Yhteissanomat, Savitaipale .....	2	5 491 -87
Uutis-Jousi, Siilinjärvi .....	2	6 266	Ykkössanomat, Saukkola .....	1	3 878
Uutis-Valjakko, Turku .....	2	4 672 -86	Ylä-Kainuu, Ämmänsaari .....	2	8 521
Vaarojen Sanomat, Juuka .....	2	5 102	Ylä-Satakunta, Parkano .....	2	8 605 -87
Valkealan Sanomat, Valkeala .....	1	3 360 self-r <sup>2)</sup>	Ylöjärven Sanomat, Ylöjärvi .....	1	5 225 -86
Valpas, Kuopio .....	1	5 100 self-r <sup>2)</sup>			
			Local papers proper (1-2 issues per week), total circulation		701 998

- 1) For a number of local papers, circulation last audited in 1986 or 1987.
- 2) Self-reported circulation figure.

Source: Finnish Audit Bureau of Circulations  
Paikallislehdistö (Local press)

6. DISTRIBUTION OF NEWSPAPERS BY PROVINCE ACCORDING TO POLITICAL AFFILIATION<sup>3)</sup> AND LANGUAGE, AND DISTRIBUTION OF LOCAL PAPERS BY PROVINCE IN 1985 AND 1988

Province	Local papers <sup>2)</sup>				Newspapers proper <sup>1)</sup>				Newspapers proper							Newspapers proper	
	1985		1988		1985		1988		1988							1988	
	Number	%	Number	%	Number	%	Number	%	Sit	Kok	Kesk	Rkp	Sdp	Skdl	Skp	Finnish	Swedish
	Number	%	Number	%	Number	%	Number	%	Number	Number	Number	Number	Number	Number	Number	Number	Number
Uusimaa .....	11	10	6,5	6,0	24	26	23,8	25,2	21	-	1	1	1	1	1	21	5
Turku-Pori .....	29	28	17,3	16,7	14	14	13,9	13,6	8	2	1	-	2	1	-	13	1
Åland Islands ..	-	-	-	-	2	2	2,0	1,9	2	-	-	-	-	-	-	-	2
Häme .....	22	21	13,1	12,5	12	12	11,9	11,6	8	1	-	-	2	1	-	12	-
Kymi .....	11	12	6,5	7,1	9	8	8,9	7,8	5	-	2	-	1	-	-	8	-
Mikkeli .....	13	13	7,7	7,7	4	4	4,0	3,9	3	-	1	-	-	-	-	4	-
N. Karelia .....	10	10	6,0	6,0	5	6	5,0	5,8	3	1	1	-	1	-	-	6	-
Kuopio .....	11	11	6,5	6,6	4	4	4,0	3,9	1	-	2	-	-	1	-	4	-
Central Finland	17	16	10,1	9,5	4	4	4,0	3,9	4	-	-	-	-	-	-	4	-
Vaasa .....	18	19	10,7	11,3	11	11	10,9	10,7	6	1	2	-	1	1	-	7	4
Oulu .....	21	23	12,5	13,7	9	9	8,9	8,7	5	-	2	-	1	1	-	9	-
Lapland .....	5	5	3,0	3,0	3	3	3,0	2,9	2	-	1	-	-	-	-	3	-
Whole country ..	168	168	100,0	100,0	101	103	100,0	100,0	68	5	13	1	9	6	1	91	12

1) Issued at least three times a week.

2) Members of the Association of Local Newspapers

3) Sit = Independent

Kok = National Coalition Party

Kesk = Centre Party

Rkp = Swedish People's Party in Finland

Sdp = Social Democratic Party of Finland

Skdl = Democratic League of the People of Finland

Skp = Communist Party of Finland

Sources: Suomen Lehdistö (Finnish press) 9/1985, 7-8/1989;  
Paikallislehdistö (Local press) 4/86, 4/1988;  
Association of Local Newspapers

4. PRINT MEDIA

2. NEWSPAPERS AND PERIODICALS

7. GOVERNMENT SUBSIDIES TO NEWSPAPERS AND PERIODICALS IN 1980 - 1990

	1980	1981	1982	1983	1984	1985	1986	1987 <sup>2)</sup>	1988 <sup>2)</sup>	1989 <sup>2)</sup>	1990 <sup>2)</sup>
	FIM million										
Discretionary Government subsidies to newspapers and periodicals <sup>1)</sup>											
- Transport subsidy .....	32,0	35,9	40,2	43,0	43,0	45,2	48,8	60,2	61,3	62,8	66,0
- Subsidy through political parties ..	32,0	35,9	40,2	43,0	43,0	45,2	47,0	40,1	40,9	42,4	45,0
Subsidy aimed at lowering telecommunication costs of news agencies and their client papers .....	3,0	3,7	4,1	4,4	4,4	4,8	4,7	5,2	5,3	5,7	6,0
General transport subsidy to newspapers and periodicals .....	209,6	254,3	283,7	337,0	330,3	334,4	302,0	332,6	348,0	350,0	331,0
Subsidy of joint distribution of newspapers .....	0,5	0,6	1,9	5,5	4,0	6,8	15,0	15,0	10,0	9,3	13,5
Government subsidy to opinion periodicals .....	1,0	1,2	1,2	1,3	1,3	1,4	1,7	2,0	2,1	2,3	2,3
Government subsidy to religious periodicals .....	1,4	1,4	1,4	1,5	1,5	1,6	1,7	1,8	1,8	2,2	2,0

1) Subsidy aimed at lowering the transport, distribution and other costs of newspapers.  
2) Budget proposal.

Sources: Ministry of Transport and Communications;  
National Accounts;  
Government budget proposals

8. NEWSPAPERS: TURNOVER AND CONTRIBUTION OF SUBSIDIES TO TURNOVER IN 1971 - 1988  
1971 - 1988

Year	Turnover of newspapers	Subsidies to newspapers	Rel. contr. of subs. to turnover
	FIM million		%
1971 .....	330	7,5	2,27
1972 .....	400	8	2,00
1973 .....	490	9	1,84
1974 .....	585	16	2,74
1975 .....	738	27	3,66
1976 .....	866	220,8 <sup>1)</sup>	25,50
1977 .....	1 033	222,8	21,57
1978 .....	1 150	252,7	21,97
1979 .....	1 349	258,1	19,13
1980 .....	1 567	274,1	17,49
1981 .....	1 863	326,7	17,54
1982 .....	2 080	366,0	17,60
1983 .....	2 492	429,2	17,22
1984 .....	2 900	420,3	14,49
1985 .....	3 932	431,6	10,98
1986 .....	4 739	412,8	8,71
1987 .....	5 093	447,9	8,79
1988 .....	5 993	460,2	7,68

1) The method of calculating the subsidies has changed. In addition to the discretionary Government subsidies and the joint distribution subsidy, the figure for 1976 includes the general transport subsidy to newspapers and periodicals. Up until 1975, the postal service received compensation for losses attributable to the distribution of newspapers from a separate appropriation amounting to FIM 30 million in 1972-73, FIM 40 million in 1974 and FIM 50 million in 1975.

Sources: Committee Report 1986:29,  
Parliamentary Press Committee;  
Suomen Lehdistö (Finnish press)

## 4. PRINT MEDIA

## 2. NEWSPAPERS AND PERIODICALS

## 9. DISCRETIONARY GOVERNMENT SUBSIDIES TO NEWSPAPERS AND PERIODICALS: DISTRIBUTION BY RECIPIENT IN 1981 - 1987

Recipient	1981	1983	1985	1986	1987			Name of party <sup>1)</sup> through which subsidy was provided
					Transport subsidy	Party subsidy	Total	
FIM 1,000								
Newspapers								
Aamulehti .....	1 247	1 150	900	1 380	-	950	950	KOK
Borgåbladet .....	205	260	259	270	168	103	271	RKP
Eteenpäin .....	1 320	2 800	2 200	2 700	2 250	1 900	4 150	SDP
Etelä-Saimaa .....	350	450	450	500	-	800	800	KESK
Etelä-Suomi .....	23	100	-	50	80	-	80	-
Hangötidningen .....	149	232	256	277	450	21	471	RKP
Hufvudstadsbladet .....	1 901	2 108	2 103	2 299	3 100	-	3 100	RKP
Hämeen Kansa .....	810	850	1 100	1 300	990	670	1 660	SDP
Hämeen Yhteistyö .....	792	900	1 000	1 124	700	371	1 071	SKDL
Iisalmen Sanomat .....	1 400	1 325	1 325	1 400	900	650	1 550	KESK
Ilkka .....	1 600	1 850	1 850	1 500	-	850	850	KESK
Itä-Savo .....	1 300	1 400	1 400	1 300	-	1 050	1 050	KESK
Jakobstads Tidning .....	316	369	451	431	360	-	360	RKP
Kainuun Sanomat .....	500	575	575	600	-	800	800	KESK
Kalajokilaakso .....	30	40	-	-	-	-	-	-
Kansan Lehti .....	1 700	3 030	2 200	2 525	2 150	900	3 050	SDP
Kansan Sana .....	941	900	1 200	996	600	348	948	SKDL
Kansan Tahto .....	1 593	1 950	2 168	2 813	2 300	379	2 679	SKDL
Kansan Uutiset .....	8 930	9 527	8 848	8 323	6 200	1 519	7 719	SKDL
Kansan Ääni .....	377	580	631	886	400	444	844	SKDL
Karjalainen .....	1 590	1 350	950	1 190	-	950	950	KOK
Karjalan Maa .....	2 200	2 570	2 570	2 650	2 100	50	2 150	KESK
Keskipohjanmaa .....	500	675	675	700	-	800	800	KESK
Keskisuomalainen .....	350	450	450	500	-	-	-	KESK
Kymen Sanomat .....	1 250	1 480	1 510	1 650	2 400	-	2 400	KESK
Lalli .....	1 550	1 838	2 000	2 130	2 000	400	2 400	KESK
Liitto .....	2 300	2 670	2 700	3 000	2 600	600	3 200	KESK
Länsi-Savo .....	200	265	-	-	-	-	-	KOK
Länsi-Suomi .....	977	1 230	800	725	-	1 200	1 200	KOK
Nya Åland .....	-	-	80	88	200	-	200	-
Pohjalainen .....	2 281	1 900	2 900	2 511	1 840	950	2 790	KOK
Pohjanmaan Kansa .....	840	1 250	1 300	1 440	990	600	1 590	SDP
Pohjois-Karjala .....	1 080	1 080	1 600	1 730	1 080	600	1 680	SDP
Pohjoian Sanomat .....	1 150	1 125	1 125	1 155	-	1 400	1 400	KESK
Pohjoian Työ .....	800	1 000	1 100	1 270	810	550	1 360	SDP
Saimaan Sanomat .....	660	1 050	700	-	-	-	-	SDP
Satakunnan Kansa .....	1 490	1 500	1 100	1 190	-	950	950	KOK
Satakunnan Työ .....	770	770	846	1 124	600	471	1 071	SKDL
Savon Sanomat .....	350	300	300	300	-	400	400	KESK
Suomenmaa .....	2 879	3 200	4 120	5 000	6 000	-	6 000	KESK
Suomen Sosialidemokraatti .....	7 050	7 902	10 800	11 731	7 770	2 978	10 748	SDP
Syd-Österbotten .....	218	257	256	277	250	36	286	RKP
Tiedonantaja .....	134	150	20	20	20	-	20	SKP
Turun Päivälehti .....	1 170	2 780	2 200	2 325	2 150	900	3 050	SDP
Uusi Aika .....	1 099	1 450	1 700	1 750	1 260	600	1 860	SDP
Uusi Suomi .....	1 700	2 150	1 750	1 760	2 760	-	2 760	KOK
Vasabladet .....	126	84	84	84	-	-	-	RKP
Västra Nyland .....	286	349	464	499	690	-	690	RKP
Åbo Underrättelser .....	690	813	850	875	855	152	1 007	RKP
Åland .....	-	70	-	78	-	-	-	-
Österbottningen .....	346	546	502	511	477	80	557	RKP
Östra Nyland .....	248	267	272	285	250	15	265	RKP
Newspapers, subtotal .....	61 768	72 917	74 640	79 223	57 750	26 437	84 187	

Continued

4. PRINT MEDIA  
2. NEWSPAPERS AND PERIODICALS  
9. CONTINUED

Recipient	1981	1983	1985	1986	1987			Name of party through which subsidy was provided
					Transport subsidy	Party subsidy	Total	
FIM 1,000								
Other recipients of subsidies								
Province of the Åland Islands .	179	215	226	235	-	200	200	-
Arbetarbladet .....	680	770	950	825	400	340	740	SDP
Democratic Alternative .....	-	-	-	-	-	601	601	DEVA
Folktidningen Ny Tid .....	377	350	384	396	200	178	378	SKDL
Kansamme Puolesta .....	182	201	200	237	0	120	120	KESK
Kristinestads tidning .....	-	-	-	-	-	8	8	RKP
Kristityn vastuu .....	1 682	1 021	718	747	50	902	952	SKL
Medborgarbladet .....	840	1 139	1 287	1 344	0	1 491	1 491	RKP
Nykypäivä .....	3 102	3 580	4 694	4 855	0	5 175	5 175	KOP
Perustuslaillinen oik. puolue .	-	161	226	235	0	50	50	PIP
Suomen Uutiset .....	1 366	3 314	4 292	4 695	1 750	2 206	3 956	SMP
Svenskbygden .....	-	-	-	-	-	50	50	PIP
Svensk Framtid .....	120	120	120	108	0	150	150	PIP
Tidningen Astra .....	40	60	105	184	0	200	200	PIP
Uusin Polttopiste .....	830	859	678	705	0	0	0	LOP
Valpas .....	240	320	500	460	0	440	400	SDP
Vapaus .....	244	310	432	450	0	400	400	SDP
Vastin .....	-	80	200	370	0	400	400	SDP
Other recipients, subtotal ....	9 882	12 500	15 012	15 846	2 400	12 911	15 311	
All recipients, grand total ...	71 650	85 417	89 652	95 069	60 150	39 348	99 498	

1) For full names of the parties, see Table 4.2.4.

Sources: Suomen Lehdistö (Newspapers and periodicals in Finland) 9/1984, 12/1986, 12/1987, 12/1977 and 7-8/1989

## 4. PRINT MEDIA

## 2. NEWSPAPERS AND PERIODICALS

10. PERIODICALS<sup>1)</sup>: DATA ON NUMBERS BY FREQUENCY OF ISSUE IN 1938 - 1988

Year	Frequency of issue			Total	Of which:			
	Once a week	1-2 times a month	Other (2 - 11 times a year)		In Finnish	In Finnish and Swedish	In Swedish	In other languages
1938 .....	56	441	360	857	616	51	172	18
1940 .....	43	320	475	838	611	53	160	14
1945 .....	55	366	502	923	686	64	157	16
1950 .....	32	431	739	1 202	879	103	176	44
1955 .....	56	477	928	1 461	1 114	112	198	37
1960 .....	59	516	965	1 540	1 179	130	183	48
1965 .....	54	536	1 557	2 147	1 712	178	194	63
1970 .....	45	411	1 447	1 903	1 557	144	152	50
1971 .....	29	414	1 597	2 040	1 658	148	160	74
1972 .....	37	399	1 593	2 029	1 701	134	138	56
1973 .....	30	359	1 453	1 842	1 505	136	141	60
1974 .....	45	395	1 605	2 045	1 651	174	157	63
1975 .....	42	418	1 653	2 113	1 724	182	152	55
1976 .....	42	419	1 687	2 148	1 762	154	162	70
1977 .....	63	416	1 754	2 233	1 795	208	158	72
1978 <sup>2)</sup> .....	72	443	1 870	2 385	1 980	190	153	62
1979 .....	75	585	2 472	3 132	2 579	282	203	68
1980 .....	68	546	2 992	3 606	3 080	271	195	60
1981 .....	85	583	3 265	3 933	3 291	309	244	89
1982 .....	93	640	3 583	4 316	3 608	322	261	125
1983 <sup>3)</sup> .....	109	593	3 608	4 310	..	..	..	..
1984 .....	115	517	3 800	4 432	3 817	285	233	97
1985 .....	109	536	3 630	4 275	3 753	170	259	93
1986 .....	97	566	3 889	4 552	3 940	243	267	102
1987 .....	95	580	4 144	4 819	4 154	296	260	119
1988 .....	88	507	4 065	4 660	4 174	202	188	96

1) Only periodicals issued at least twice a year.

2) The date of the survey has been changed. Because of the later date, the statistics are more complete than previously.

3) Since 1983, national newspapers issued less than three times a week have been counted among periodicals. The statistics do not include newspapers that have appeared for only a part of the year.

Sources: *Statistical Yearbook of Finland*;  
Helsinki University Library, Deposit Copy Office

## 4. PRINT MEDIA

## 2. NEWSPAPERS AND PERIODICALS

11. PERIODICALS<sup>1)</sup>: DATA ON FREQUENCIES OF ISSUE, CIRCULATIONS, VOLUMES AND PUBLISHERS IN 1988

Name of periodical	Issues per year	Circulation 1988	Volume 1988	Publisher in 1988
General-interest periodicals:				
Valitut Palat .....	12	330 523	3 966 276	Oy Valitut Palat - Reader's Digest Ab
Seura .....	52	276 700	14 388 400	Yhtyneet Kuvalehdet Oy
Apu .....	52	266 572	13 861 744	A-lehdet Oy
Nykyposti .....	12	152 441	1 829 292	Lehtimiehet Oy
Suomen Kuvalehti .....	52	106 118	5 518 136	Yhtyneet Kuvalehdet Oy
Hymy .....	24	99 705	2 392 920	Lehtimiehet Oy
Largest specialized periodicals:				
Kotiliesi .....	24	191 636	4 599 264	Yhtyneet Kuvalehdet Oy
Kotivinkki .....	12	191 482	2 297 784	Kustannus Oy Forma
Kodin kuvalehti .....	24	166 697	4 000 728	Sanoma Osakeyhtiö
Anna .....	52	151 852	7 896 304	Yhtyneet Kuvalehdet Oy
Et-lehti .....	12	135 467	1 625 604	Sanoma Osakeyhtiö
Tekniikan Maailma .....	20	124 805	2 496 100	Lehtimiehet Oy
Eeva .....	12	117 894	1 414 728	A-lehdet Oy
Suuri Käsiyökerho .....	12	111 359	1 336 308	Sanoma Osakeyhtiö
Me naiset .....	52	96 776	5 032 352	Sanoma Osakeyhtiö
Pellervo .....	20	88 079	1 761 580	Pellervoseura Oy
Tuulilasi .....	12	87 564	1 050 768	A-lehdet Oy
Suosikki .....	16	86 442	1 383 072	Lehtimiehet Oy
Kauneus ja terveys .....	12	79 700	956 400	A-lehdet Oy
Veikkaus-Lotto .....	52	74 988	3 899 376	Oy Veikkaus Ab
Katso .....	52	71 273	3 706 196	A-lehdet Oy
Alibi .....	12	64 801	777 612	Lehtimiehet Oy
Futari .....	8	63 695	509 560	Sanoma Osakeyhtiö
Koululainen .....	17	61 424	1 044 208	Yhtyneet Kuvalehdet Oy
Makasiini .....	12	61 325	735 900	A-lehdet Oy
Tieteen kuvalehti .....	12	58 676	704 112	Suomen Fogtdal Oy
Kaks'plus .....	12	55 881	670 572	Lehtimiehet Oy
Voi hyvin .....	6	53 787	322 722	A-lehdet Oy
Avotakka .....	12	53 567	642 804	A-lehdet Oy
Kotilääkäri .....	12	51 881	622 572	Finnish Population and Family Welfare Federation
Koneviesti .....	22	51 759	1 138 698	Viestilehdet Oy
Tee itse .....	12	51 699	620 388	Suomen Fogtdal Oy
Muoti + kauneus .....	9	51 528	463 752	Yhtyneet Kuvalehdet
Sana A+B .....	52	51 488	2 677 376	Karas-Sana Oy
Talouselämä .....	43	50 943	2 190 549	Talouselämä Oy
SinäMinä .....	14	48 285	675 990	Kolmiokirja Oy
Suomen Urheilulehti .....	52	47 776	2 484 352	Suomen Valtakunnan Urheiluliitto
Lasten Pyhäkoululehti .....	10	46 968	469 680	Suomen Ev.lut Puhäkouluyhdistys ry
Gloria .....	12	45 968	551 616	Sanoma Osakeyhtiö
Kunto Plus .....	4	43 961	175 844	Suomen Fogtdal Oy
Meidän Talo .....	12	42 427	509 124	A-lehdet Oy
Vauhdin Maailma .....	12	39 821	477 852	Lehtimiehet Oy
Mikro BITTI .....	12	39 346	472 152	Technopress Oy
Regina .....	24	36 897	885 528	Kolmiokirja Oy
Eläinmaailma .....	12	36 613	439 356	Sanoma Osakeyhtiö
Tiede 2000 .....	8	36 455	291 640	Tieteen tiedotus Oy
Vene .....	10	35 422	354 220	Lehtimiehet Oy
JP-Totto .....	10	34 207	342 070	Centre for Boys
Askel .....	11	33 905	372 955	Askel-lehdet Oy
V8-Magazine .....	8	33 641	269 128	Veekasi Oy
Erä .....	12	32 634	391 608	Lehtimiehet Oy
Käytännön Maamies .....	12	30 973	371 676	Association of Agricultural Centres
Metsästys ja kalastus .....	12	30 559	366 708	Yhtyneet Kuvalehdet Oy
Emäntälehti .....	12	30 120	361 440	Martha Organisation

## 4. PRINT MEDIA

## 2. NEWSPAPERS AND PERIODICALS

## 11. CONTINUED

Name of periodical	Issues per week	Circulation 1988	Volume 1988	Publisher in 1988
Comic books <sup>1)</sup> :				
Aku Ankka .....	52	288 721	15 013 492	Sanoma Osakeyhtiö
Röope-setä .....	12	53 537	642 444	Sanoma Osakeyhtiö
Nalle Puh .....	12	43 452	521 424	Sanoma Osakeyhtiö
Nalle .....	12	21 624	259 488	Lehtimiehet Oy
Nakke .....	52	18 896	982 592	A-lehdet Oy
Villivarsa .....	12	17 366	208 392	Lehtimiehet Oy
Maija Mehiläinen .....	28	15 786	442 008	Sanoma Osakeyhtiö
Tarzan .....	12	15 542	186 504	Lehtimiehet Oy
Kattimatti .....	12	9 810	117 720	Lehtimiehet Oy
Leppis .....	8	7 115	56 920	Lasten Keskus Oy
Pellefantti .....	12	6 172	74 064	Lehtimiehet Oy
Haamujengi .....	5	4 410	22 050	Lehtimiehet Oy
Jekku .....	12	3 587	43 044	Kolmiokirja Oy
Largest trade and professional journals, periodicals of non-profit				
Kunta ja Me .....	24	198 326	4 759 824	Municipal Workers and Employees Union (KTV)
Akava .....	8	185 960	1 487 680	Confederation of Unions for Academic Professionals in Finland
SPR .....	4	179 291	717 164	Finnish Red Cross
Ahjo .....	23	167 432	3 850 936	Finnish Metalworkers' Union
Kirkko ja kaupunki .....	42	164 849	6 923 658	Evangelical Lutheran Parishes in Helsinki
STTK-FTFC .....	11	153 250	1 685 750	Confederation of Technical Employee Organisations in Finland
Puntari-Pyndaren .....	22	122 681	2 698 982	Union of Commercial Employees
Sotaveteraani .....	8	118 511	948 088	Finnish War Veterans' Federation
TUL .....	17	115 410	1 961 970	Workers' Sports Federation
Sydän .....	8	104 729	837 832	Finnish Heart Association
Työ Terveys Turvallisuus .....	16	96 077	1 537 232	Institute of Occupational Health
Veronmaksaja .....	9	94 529	850 761	Taxpayers' Association
Eläkeliiitto .....	6	82 332	493 992	Eläkeliiitto ry
Metsälehti .....	24	77 465	1 859 160	Kustannusosakeyhtiö Metsälehti
Tekniset .....	15	74 099	1 111 485	Technicians' Union
Largest house organs:				
Pirkka .....	12	1 665 454	19 985 448	Kauppiaitten Kustannus Oy
Sähköviesti .....	4	1 589 629	6 358 516	Finnish Association of Electricity Supply Undertakings
YV .....	12	545 902	6 550 824	Central Association of the Finnish Co-operative Banks
Yhteishyvä .....	12	477 204	5 726 448	SOK Corporation
Kauppa ja Koti .....	12	401 375	4 816 500	Kauppa ja Koti Oy
Me .....	12	330 430	3 964 160	Viestintärengas Oy
Kymppi .....	8	183 651	1 469 208	Samerka Oy
Hippo (Finnish) .....	6	176 405	1 058 430	OKO Bank
Silver News .....	4	139 711	558 844	Central Association of the Finnish Co-operative Banks
Ykkösklubi .....	4	136 588	546 352	Samerka Oy
Elanto .....	10	133 671	1 336 710	Oy Kaupparengas Ab
Asu Hyvin .....	10	127 384	1 273 840	Kauppiaitten Kustannus ry
Maatilan Pirkka .....	7	119 952	839 664	Kauppiaitten Kustannus Oy
Elbladet .....	4	96 262	384 048	Finnish Association of Electricity Supply Undertakings
Milli (Finnish) .....	4	94 823	379 292	Samerka Oy

1) Periodicals for which circulation data are available. For some periodicals, the latest circulation figure is for an earlier year than 1988.

Sources: Finnish Audit Bureau of Circulations  
List of periodicals 1988, National Board of Post and Telecommunications

## 4. PRINT MEDIA

## 2. NEWSPAPERS AND PERIODICALS

12. NEWSPAPERS<sup>1)</sup>, PERIODICALS<sup>1)</sup> AND BULK-RATE ITEMS TRANSPORTED BY POST IN 1980 - 1988<sup>5)</sup>

Year	Newspapers and periodicals							Bulk-rate items <sup>3)</sup>					
	Newspapers			Periodicals	Local papers	Un-addr. papers	Other papers	Total	Addr. bulk letters <sup>4)</sup>	Un-addr. bulk letters	Addr. bulk publications	Un-addr. bulk publications	Total
	Total	Day delivery	Special delivery <sup>2)</sup>										
	Number in millions	%	%	Number in millions				Number in millions					
1980 ....	345,7	77	23	331,3	51,2	6,9	-	735,1	93,9	75,6	38,0	12,3	219,8
1981 ....	385,1	72	28	343,2	53,8	7,8	-	789,9	115,1	91,5	40,5	15,1	262,2
1982 ....	381,8	71	29	334,2	57,5	7,0	-	780,4	111,4	116,9	45,4	16,1	289,8
1983 ....	392,0	61	39	342,4	62,1	10,2	-	806,7	126,3	135,9	45,8	21,8	329,8
1984 ....	392,9	60	40	346,8	62,6	10,7	-	813,0	143,6	146,5	56,6	29,9	376,6
1985 ....	402,7	61	39	338,6	65,2	8,9	-	815,4	150,9	146,9	61,9	33,2	392,9
1986 ....	388,8	62	38	337,0	64,3	8,4	-	798,5	152,1	151,0	67,7	40,9	411,6
1987 ....	386,7	63	37	335,8	64,1	7,2	-	793,8	169,9	157,5	70,8	44,6	442,8
1988 <sup>5)</sup> ..	391,0	62	38	335,4	63,6	8,3	61,4	859,7	228,1	204,6	-	-	432,7

1) Transported to addresses in Finland and abroad.

2) Special delivery refers to all other deliveries than day delivery. Special delivery of newspapers takes place mostly early in the morning.

3) Addressed letters and publications show the name and address of the recipient, whereas unaddressed letters are only marked to show the group of recipients.

4) To addresses in Finland and abroad.

5) Data for 1988 are not comparable with earlier data, with the exception of data on newspapers, local papers and periodicals. In 1988, the classification of postal tariffs was revised. What earlier were classified as addressed and unaddressed bulk publications were in 1988 classified as addressed and unaddressed bulk letters and as other papers.

Source: Posts and Telecommunications 1989, OSF XIII:104



# Index of Subjects

	Table/Figure
<b>Advertising</b>	1.2. – 1.3.
<b>Blank cassettes</b>	
– Exports	2.3.
– Imports	2.3., 3.2.1., 3.2.5.
<b>Book publishing</b>	
– Personnel	4.1.
– Turnover	1.1.
<b>Books</b>	
– Bookshops	4.1.6., 4.1.7.
– Children's books	4.1.2., 4.1.4., 4.1.8.
– Fiction	4.1.2. – 4.1.4., 4.1.8.
– Household consumption expenditure	1.6.
– Marketing channels	4.1.6., 4.1.7.
– Non-fiction	4.1.2. – 4.1.4., 4.1.8.
– Original titles in Finnish and Swedish	4.1.1., 4.1.4.
– Output of titles	4.1.1. – 4.1.4.
– Publishers	4.1.8.
– Reading of books	1.7. – 1.10.
– Sales	4.1.7., 4.1.8.
– School textbooks	4.1.2., 4.1.4., 4.1.8.
– Translations	4.1.1., 4.1.4., 4.1.5.
– Types of books	4.1.2. – 4.1.4., 4.1.8.
<b>Bulk rate Items</b>	4.2.12.
<b>Cable television</b>	
– Cable television households	2.2.1.
– Commercials	1.2.
– Programme services	2.2.1.
– Satellite TV channels viewable in Europe	2.2.2.
– Subscribers	2.2.2.
– Turnover	1.1.
– Viewing	2.2.3.
<b>Cassette players,</b> <i>see Sound reproducing equipment</i>	
<b>Cassettes, see Phonograms</b>	
<b>Channel Three</b>	2.1.7., 2.1.19., 2.1.21., Figure 1.
<b>Cinema</b>	
– Attendance	3.3.1., 3.3.2.
– Audiences	3.3.1., 3.3.2., 3.3.9.
– Cinemas	3.3.1., 3.3.2.,
– Distributors	3.3.5.
– Enterprises	3.3.5, 3.3.8.
– Film inspection	3.3.3., 3.3.7., 3.3.12.
– Film clubs	3.3.14.
– Film organisations	3.3.12., 3.3.13.
– Film production	3.3.8.
– Finnish Film Foundation	3.3.12., 3.3.16.
– Finnish Film Archives	3.3.12.
– Government appropriations	3.3.12., 3.3.13., 3.3.15.

- Household consumption expenditure	1.6.
- Imports	3.3.11.
- Municipal cinema	3.3.12., 3.3.15.
- New releases, Finnish	3.3.9.
- Origin of films (Finnish/foreign)	3.3.3., 3.3.4., 3.3.6., 3.3.11.
- Premieres	3.3.4., 3.3.5., 3.3.6., 3.3.9.
- Showings	3.3.1., 3.3.2.
- Televised feature films	2.1.9. - 2.1.11.
- The most popular films	3.3.10.
- Trailers	1.2., 3.3.12., 3.3.16.
- Turnover	1.1.
<b>Circulation</b>	
- Local papers	4.2.11.
- Newspapers	4.2.2., 4.2.5.
- Periodicals	4.2.2. - 4.2.4.
<b>Consumption expenditure, household</b>	
	1.6.
<b>Copyright fees, collected by</b>	
	1.4.
- Gramex, the copyright society of performing artists and phonogram producers	1.4.
- Kopiosto, the office for reprographic, videographic and retransmission rights	1.4.
- Teosto, the copyright office of composers	1.4.
<b>Electronic entertainment equipment, see Entertainment electronics</b>	
<b>Electronic mass media</b>	
- Turnover	1.1.
<b>Employees, see Personnel</b>	
<b>Entertainment electronics; see also Video, Radio, Television, Sound reproducing equipment</b>	
- Average prices	2.8.
- Equipment exports	2.3.
- Equipment imports	2.3.
- Equipment manufacture	2.1.
- Equipment ownership	2.9., 2.10.
- Equipment sales, retail	2.7., 2.8.
- Household consumption expenditure	1.6.
- Manufacturing personnel	2.2.
- Radio exports	2.3., 2.4.
- Radio imports	2.3., 2.4.
- Television set exports	2.3., 2.6.
- Television set imports	2.3., 2.5.
<b>Equipment sales</b>	
	2.7., 2.8.
<b>Finnish Broadcasting Company (YLE), see also Radio, Television</b>	
- Government grants	2.1.1.
- Licence fees	2.1.1.
- Personnel	2.1.3.
- Programmes by type of programme	2.1.8., 2.1.9. - 2.1.11.
- Radio transmissions	2.1.5., 2.3.11., 2.3.12.
- Radio listening	2.1.15. - 2.1.17. 2.3.13.
- Revenue	2.1.1.

- Television broadcasts	2.1.6.
- Television licences	2.1.14.
- Television viewing	2.1.18. - 2.1.22.
- Transmission network coverage	Figure 2.
- Turnover	1.1.
<b>Free-distribution papers</b>	
- Advertising	1.2.
- Number	4.2.2.
- Size of issue	4.2.2.
- Turnover	1.1.
- Volume	4.2.2.
<b>Frequency of issue</b>	
- Local papers	4.2.5.
- Newspapers	4.2.1., 4.2.4.
- Periodicals	4.2.10., 4.2.11.
<b>Gramophone,</b> <i>see Sound reproducing equipment</i>	
<b>Libraries</b>	
- Borrowers	4.1.10., 4.1.11.
- Holdings of books	4.1.10., 4.1.11.
- Home loans	4.1.10., 4.1.11.
- Number	4.1.9., 4.1.11.
- Phonograms	3.2.10., 3.2.11.
- Videograms	3.1.11., 3.1.12.
<b>Libraries, mobile</b>	4.1.9.
<b>Local papers</b>	
- Advertising	1.2.
- Circulation	4.2.2., 4.2.5.
- Frequency of issue	4.2.5.
- Number	4.2.2., 4.2.6.
- Papers transported by post	4.2.12.
- Places of issue	4.2.5.
- Turnover	1.1.
- Volume	4.2.2.
<b>Local radio operations, Finnish Broadcasting Company</b>	
- Audiences	2.3.13., 2.3.14.
- Stations	2.3.11.
- Transmissions	2.3.11., 2.3.12.
<b>Local radio operations, private</b>	
- Areas of reception	Figure 3.
- Audiences	2.3.13., 2.3.14.
- Commercials	2.3.8., 2.3.9.
- Hours of transmission	2.3.6. - 2.3.9.
- Operating expenditure	2.3.4.
- Personnel	2.3.5.
- Programming, types of programmes	2.3.8., 2.3.10.
- Radio stations	2.3.1., 2.3.2., 2.3.5. - 2.3.9.
- Revenue	2.3.3.
- Types of owners	2.3.1.
<b>Mass media</b>	
- Household consumption expenditure	1.6.
- Mass media workers	1.5.
- Turnover	1.1.

<b>Mass media advertising</b>	1.2., 1.3.
<b>Mass media workers</b>	1.5.
<b>MTV,</b>	
see also Finnish Broadcasting Company	
– Countries of origin of programmes	2.1.12., 2.1.13.
– Hours of transmission	2.1.6.
– Personnel	2.1.4.
– Programme types	2.1.9. – 2.1.11.
– Proportion of Finnish productions	2.1.10.
– Turnover	2.1.2.
<b>Newspapers,</b>	
see also Local papers	
– Advertising	1.2.
– Circulation	4.2.2. – 4.2.4.
– Turnover	1.1., 4.2.8.
– Frequency of issue	4.2.1., 4.2.4.
– Government subsidies	4.2.7. – 4.2.9.
– Household consumption expenditure	1.6.
– Newspapers transported by post	4.2.12.
– Number	4.2.1. – 4.2.3., 4.2.6.
– Personnel	4.1.
– Political affiliation	4.2.3., 4.2.4., 4.2.6.
– Reading of newspapers	1.7. – 1.10.
– Subsidies	4.2.7., 4.2.8., 4.2.9.
– Volume	4.2.2., 4.2.4.
<b>Periodicals</b>	
– Advertising	1.2.
– Circulation	4.2.11.
– Government subsidy for opinion journals	4.2.7.
– Government subsidy for religious periodicals	4.2.7.
– Household consumption expenditure	1.6.
– Issue	4.2.10., 4.2.11.
– Number	4.2.10.
– Periodicals transported by post	4.2.12.
– Personnel of publishers	4.1.
– Publishers	4.2.11.
– Reading of periodicals	1.7. – 1.10.
– Turnover	1.1.
– Types of periodicals	4.2.11.
<b>Personnel</b>	
– Advertising	1.5.
– Editors	1.5.
– Electronic entertainment equipment manufacture	2.2.
– Finnish Broadcasting Company (YLE)	2.1.3.
– Libraries	1.5.
– MTV Finland (commercial television company)	2.1.4.
– Printing industry	1.5., 4.2.
– Private local radio operations	2.3.5.
– Publishing	4.1.
– Telecommunications equipment manufacture	2.2.
<b>Phonograms (records and cassettes)</b>	
– Exports	2.3.
– Household consumption expenditure	1.6.
– Import countries	3.2.2., 3.2.3.
– Imports	2.3., 3.2.1. – 3.2.3.

– Manufacture	2.1., 3.2.1., 3.2.6., 3.2.7.
– Origin	3.2.2., 3.2.3.
– Output of titles	3.2.6.
– Phonogram listening	1.7. – 1.10.
– Recording fees, blank cassette levies	1.
– Sales	3.2.8., 3.2.9.
– Turnover	1.1.
<b>Press advertising</b>	1.2.
<b>Press, see Newspapers, Periodicals, Local papers</b>	
<b>Print media turnover</b>	1.1.
<b>Printing Industry personnel</b>	4.1.
<b>Publishing Industry personnel</b>	4.1.
<b>Radio, see also Finnish Broadcasting Company, Local radio operations</b>	
– Areas of reception	Figures 2 ja 3.
– Audiences	2.1.15. – 2.1.17. 2.3.13., 2.3.14.
– Equipment prices, average	2.8.
– Equipment sales	2.7., 2.8.
– Household consumption expenditure	1.6.
– Licence fees	2.1.1.
– Programme types	2.1.8., 2.1.17. 2.3.10.
– Radio receiver ownership	2.9., 2.10.
– Radio commercials	1.2., 2.3.3., 2.3.8., 2.3.9.
– Radio listening	2.1.15. – 2.1.17. 2.3.13., 2.3.14.
– Radio receiver manufacture	2.1., 2.2.
– Radio receiver exports	2.3., 2.4.
– Radio receiver imports	2.3., 2.4.
– Hours of transmission by the Finnish Broadcasting Company	2.1.5.
<b>Reading</b>	1.7. – 1.10.
<b>Record player, see Sound reproducing equipment</b>	
<b>Recordings, see Phonograms and Videograms</b>	
<b>Satellite TV channels viewable in Europe</b>	2.2.2.
<b>Sound reproducing equipment (record players, tape recorders)</b>	
– Average prices	2.8.
– Exports	2.3.
– Household consumption expenditure	1.6.
– Import countries	3.2.4.
– Imports	2.3., 3.2.4.
– Manufacture	2.1.
– Ownership	2.9., 2.10.
– Retail sales	2.7., 2.8.
<b>Telemedia</b>	
– Turnover	1.1.

**Television,**

*see also Cable television, Channel Three,  
MTV Finland, Finnish Broadcasting Company*

– average prices	2.8.
– Countries of origin of programmes	2.1.12., 2.1.13.
– exports	2.3., 2.6.
– Hours of transmission	2.1.6., 2.3.6 – 2.3.8.
– Household consumption expenditure	1.6.
– imports	2.3., 2.5.
– manufacture	2.1., 2.2.
– ownership	2.9., 2.10.
– Programme types	2.1.8. – 2.1.11., 2.1.22.
– Proportions of programmes of Finnish origin	2.1.10.
– Receivers	
– sales	2.7., 2.8.
– Television commercials	1.2., 2.1.2.
– Television licence fees	2.1.1.
– Television licences	2.1.14.
– Television viewing	2.1.18. – 2.1.22. 2.2.3.
– Transmission network coverage	Figure 1.

**Turnover data**

1.1., 2.1.2., 4.2.8.

**Videocameras**

– Average prices	2.8.
– Sales	2.7., 2.8.

**Videocassette recorders**

– Average prices	2.8.
– Exports	2.3.
– Household consumption expenditure	1.6.
– Imports	2.3.
– Manufacture	2.1., 2.2.
– Ownership	2.9., 2.10., 3.1.5.
– Sales	2.7., 2.8.
– Use	3.1.6., 3.1.7.
– Viewing	3.1.6. – 3.1.9.

**Videocassettes, blank**

– Exports	2.3.
– Imports	2.3., 3.1.1., 3.1.3.
– Manufacture	5.3.

**Videofilm inspection**

3.3.7.

**Videograms**

– Acquisition to libraries	4.1.12.
– Countries of origin	3.1.2.
– Exports	2.3.
– Imports	2.3., 3.1.1., 3.1.2.
– Manufacture	2.1.
– Programme types	3.1.4., 3.1.9.
– Recording fees	1.4.
– Renting	3.1.6., 3.1.10.
– Turnover	1.1.
– Viewing	3.1.6. – 3.1.9.
– Viewing in libraries	3.1.11.

**Videorecorders,**

*see Videocassette recorders*

**Videorecordings,**

*see Videograms*

## Addresses of Bodies Concerned with Mass Media:

Antipiracy Center in Finland  
Hietaniemenkatu 2, 00100 Helsinki  
tel. 90 / 493 371

Association of Electronics Wholesalers  
Mannerheimintie 76 A, 00250 Helsinki  
tel. 90 / 441 651

Association of Finnish Film Clubs  
Annankatu 13 B, 00120 Helsinki  
tel. 90 / 648 354

Association of Finnish Libraries  
Kirjastolehti (Library Journal)  
Museokatu 18 A, 00150 Helsinki  
tel. 90 / 441 984

Association of Local Newspapers  
Arkadiankatu 18 A, 00100 Helsinki  
tel. 90 / 441 366

Association of Telephone Companies in Finland  
Sinebrychoffinkatu 11, 00120 Helsinki  
tel. 90 / 602 200

Automation Unit of Finnish Research Libraries  
Teollisuuskatu 23, 00510 Helsinki  
tel. 90 / 70 581

Central Arts Committee  
Mariankatu 5, 00170 Helsinki  
tel. 90 / 660 313

Central Association of the Graphic Arts Industries  
Lönrotinkatu 11, 00120 Helsinki  
tel. 90 / 602 911

Central Organization of Finnish Film Producers  
Kaisaniemenkatu 3 B, 00100 Helsinki  
tel. 90 / 635 898

Central Statistical Office of Finland  
Statistics on the Mass Media and Culture  
P.O.B. 770 00101 Helsinki  
tel. 90 / 17 341

Copyright Office Teosto  
Lauttasaarentie 1, 00200 Helsinki  
tel. 90 / 6922 511

Copyright Society of Performing Artists and Phonogram Producers in Finland  
Hietaniemenkatu 2, 00100 Helsinki  
tel. 90 / 494 280

Deposit Copy Office  
Helsinki University Library  
Teollisuuskatu 23, 00510 Helsinki  
tel. 90 / 70 851

Finnish Audit Bureau of Circulations  
Runeberginkatu 19 A, 00100 Helsinki  
tel. 90 / 496 793

Finnish Broadcasting Company  
Kesäkatu 2, 00250 Helsinki  
tel. 90 / 441 141  
- Planning and Coordination  
- Media Development Group

Finnish Cable-TV Association  
Opastinsilta 8 B, 00520 Helsinki  
tel. 90 / 1565 212

Finnish Cinema Owners' Association  
Kaisaniemenkatu 3 B, 00100 Helsinki  
tel. 90 / 632 617

Finnish Council for Scientific Information and Research Libraries  
Pohjoisranta 4 A, 00170 Helsinki  
tel. 90 / 1341 7200

Finnish Federation of Producers of Phonograms and Videograms  
Arinatie 6, 00370 Helsinki  
tel. 90 / 551 021

Finnish Film Archives  
Pursimiehenkatu 29-31, 00150 Helsinki  
tel. 90 / 171 417

Finnish Film Foundation  
K13, Kanavakatu 24, 00160 Helsinki  
tel. 90 / 177 727

Finnish Local Radio Association  
Itälahdenkatu 22b A, 00210 Helsinki  
tel. 90 / 6821 322

Finnish Newspaper Publishers' Association / Suomen Lehdistö  
Kalevankatu 4, 00100 Helsinki  
tel. 90 / 607 786

Finnish Periodical Publishers' Association  
Lönnrotinkatu 33 A, 00100 Helsinki  
tel. 90 / 603 311

Graphic Art Laboratory  
Technical Research Centre of Finland  
Itätuulentie 2, 02150 Espoo  
tel. 90 / 4561

Institute of Communication  
Department of Political Science  
University of Helsinki  
Aleksanterinkatu 7, 00100 Helsinki  
tel. 90 / 1911

Institute of Journalism and Mass Communication  
Department of Social Science  
University of Tampere  
P.O.B. 607 33101 Tampere  
tel. 931 / 156 111

Jyväskylä University Library  
Phonogram cataloguing  
Seminaarinkatu 15, 40100 Jyväskylä  
tel 90 / 291 563

Kopiosto ry  
Runeberginkatu 15 A, 00100 Helsinki  
tel. 90 / 406 197

- Joint control of reprographic, videographic and retransmission rights in Finland

Library Bureau  
National Board of General Education  
Hakaniemenkatu 2, 00520 Helsinki  
tel. 90 / 7061

Ministry of Education  
Bureau of Media Culture and Copyright Affairs  
Video Commission  
National Committee on Media Culture  
Meritullinkatu, 10 00170 Helsinki  
tel. 90 / 134 171

Ministry of Transport and Communications  
Section for Mass Communication  
P.O.B. 235  
Kaivokatu 6, 00100 Helsinki  
tel. 90 / 17 361

National Board of Customs  
Erottajankatu 2, 00130 Helsinki  
tel. 90 / 6141

National Board of Post and Telecommunications  
Finance Department / Research and Statistics Division  
P.O.B. 445  
Mannerheimintie 11, 00100 Helsinki  
tel. 90 / 1561

Promotion Centre for Audiovisual Culture  
Runeberginkatu 15 A, 00100 Helsinki  
tel. 90 / 406 197

Publishers' Association of Finland  
Merimiehenkatu 12 A 16, 00150 Helsinki  
tel. 90 / 179 135

Radio Retailers' Association  
Vuorimiehenkatu 21, 00140 Helsinki  
tel. 90 / 174 233

State Film Censorship Board  
Jaakonkatu 5 B, 00100 Helsinki  
tel. 90 / 17 341

Suomen Gallup Oy / Advertising expenditure  
Itälahdenkatu 21, 00210 Helsinki  
tel. 90 / 69 601

Supervising Board of Videogram Distribution  
c/o Finnish Federation of Producers of Phonograms and Videograms  
Arinatie 6, 00370 Helsinki  
tel. 90 / 551 021

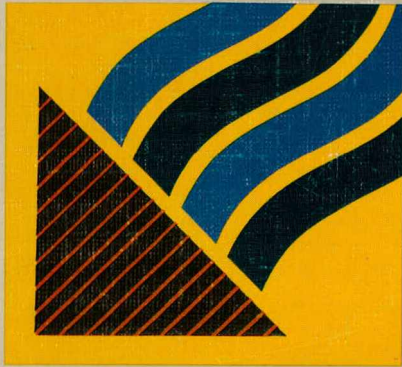
Telecommunications Administration Centre  
Vattuniemenkatu 8, 00210 Helsinki  
tel. 90 / 69 661

Union of Journalists in Finland  
Yrjönkatu 11 A, 00120 Helsinki  
tel. 90 / 647 326

Unit for Research in Contemporary Culture  
University of Jyväskylä  
Seminaarinkatu 15, 40100 Jyväskylä



## Finnish Mass Media 1989



Finnish Mass media 1989 is a collection of articles and statistics providing a comprehensive review of the development of mass media in Finland over the 1980s. The book also discusses such topics as concentration of media ownership, the role of international trade in the Finnish system of mass communication, changes in media use, and the role of advertising in the financing of mass media.

The publication covers the following media:

- Broadcasting
- Cable television
- Private local radio stations
- Phonograms
- Video
- Cinema
- Book publishing

Available from:

Central Statistical Office  
P.O.B. 504  
SF-00101 Helsinki  
Tel. + 358 0 17 341

Price:

140 mk

ISSN 0784-8765  
= Kulttuuri ja viestintä  
ISSN 0788-1347