



CHAPTER

## 4 Media Ownership and Concentration in Finland

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### Abstract

This chapter looks at media ownership and concentration in Finland. After an overview of the Finnish media landscape, the rest of the chapter examines print media (newspapers, book publishing, magazine publishing), audiovisual media (radio, broadcast television), telecommunications media (wireline and wireless telecom), and Internet media (Internet Service Providers). Several mass media industries are becoming more and more competitive in Finland, such as broadcast television and book publishing. Newspapers and magazines remain highly concentrated despite the regionalism that characterizes their markets; the radio industry is still highly concentrated, with the public broadcaster YLE dominating the market. Wireline and wireless telecom and ISP also remain highly concentrated, with Telia Sonera and Elisa the largest.

**Keywords:** Finnish media market, media industry, media groups, book publishing, radio industry, telecommunications, Internet, Telia Sonera, YLE, Elisa Finnish media market, media industry, media groups, book publishing, radio industry, telecommunications, Internet, Telia Sonera, YLE, Elisa

**Subject:** Economic Sociology, Social Research and Statistics

### Introduction

Finland is a postindustrial, sparsely inhabited Nordic country with a population of approximately 5.4 million. It has two official languages: Finnish, spoken by the vast majority of the population, and Swedish, spoken by 5.4% of Finnish citizens.

Mass media's share of the Finnish gross domestic product (GDP) has declined by a half a percentage point, from 3% to 2.5%, over the past decade. High per capita income, slowed population growth, and the graying of the population, along with a host of other economic, cultural, political, and technological factors, have all affected the country's media landscape. For example, the number of households in Finland is increasing yet the average size of households is declining. In addition, Finland is seeing the proportion of persons 65 or over in the population increasing, and this demographic is projected to rise from 20% to 26% by 2040.

In Finland, the Ministry of Transport and Communications is responsible for communications policy—including matters relating to information security and data protection, mass media, and postal services—while the Finnish Competition and Consumer Authority (FCCA) monitors business deals and trade practices. Finnish media legislation includes a wide range of regulations and rights, from those embodied in the Constitution to the Communications Market Act of 2003, which in 2009 was amended to enshrine universal Internet access for all Finnish citizens.<sup>1</sup> The Finnish Communications Regulatory Authority (FICORA) monitors and promotes communications markets and services in the interests of the general public, business, and industry. Despite the existence of 23 separate media laws, however, there has been no special legislation on media competition, concentration, or ownership. Existing legislation is based on Finnish and EU legislation on general concentration and ownership matters in the economy.

During the 2000s, the growth of the mass media market hinged mostly on audiovisual and online media: the combined turnover of television, radio, and online news sites has doubled since 2001.<sup>2</sup> Print media (newspapers, books, and magazines) turnover in 2011 was only slightly higher than it was in 2001, and the recording industry suffered a decline in revenues that brought it back to pre-2001 levels. As a result of these upward and downward trends, in 2011 the mass media market grew by only 1%, and turnover for all media sectors nearly remained on level with the turnover recorded for 2010, at approximately US\$6 billion (4.3 billion euros).<sup>3</sup> The share of print media still accounted for more than half (62%) of the total mass media market's turnover: in 2010 newspapers' market share was 25.6%, while magazines' market share stood at 17%.

## Print Media

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### Newspapers

Finland's per capita consumption of print media has long been one of the highest in the world, and print editions of newspapers and magazines are still widely consumed. The strength of the newspaper market in the country is often explained by political and cultural factors in the Nordic countries, reflected in the strong position of print media in national advertising expenditures. In 2011, even though total turnover had not increased greatly over previous years, the newspapers' take for advertising revenues stood at 58% of total media advertising spending.

Results of the Finnish National Readership Survey<sup>4</sup> indicate that reading habits change relatively slowly. The readership of print newspapers has remained relatively constant for the past few years, even though reading of online publications has become more common. According to the Finnish National Readership Survey, 96% of the population over 12 years of age have read print newspapers and 60% have read online during an average week. In 2011 the average media usage was 8 hours and 33 minutes per day, and 31 minutes (approximately 6%) of the daily media use fell to newspapers.<sup>5</sup>

In 2011, there were a total of 183<sup>6</sup> paid-for newspapers, of which 48 were dailies (published four to seven times a week) and 135 were non-dailies (appearing one to three times a week). The daily newspapers accounted for 71% and nondaily newspapers for 29% of total newspaper circulation.

p. 63 All major newspaper publishers in Finland have domestic owners and have their roots in the newspaper business. Several newspaper publishers have chosen to meet the challenges of the changes in the media market through expansion, either into other media or new territory, so as to strengthen their market position and revenue base. Expansion has been through mergers and acquisitions with other media companies (Grönlund & Björkroth, 2011). The sector is dominated by two firms, which together account for almost half of daily newspaper circulation. The market leader is Sanoma Oyj, the second largest media group in Scandinavia and a leading pan-European publisher with operations in multiple European nations (including Russia).<sup>7,8</sup> A public limited company (plc) founded in 1999 (although the publishers that it incorporated into its group were first established in the second half of 19th century) and based in Helsinki, Sanoma is a multimedia print and audiovisual group owned by the Jane and Aatos Erkkö Foundation, which has a majority 23% stake.<sup>9</sup> The second biggest Finnish player, Alma Media Oyj (plc), was founded in 1998 (although the publishers that it incorporated into its group were first established in the 19th century) and focuses on newspaper publication and online content production (Table 4.1).

**Table 4-1.** Daily Newspapers (Market Shares by Circulation), 1996–2010

	1996	2000	2004	2008	2010
Sanoma News (Sanoma Oyj)	28.8	33.7	34.0	31.0	31.0
Alma Media Oyj	18.1	21.4	22.1	23.8	23.0
Keskisuomalainen Oyj	3.3	3.3	7.5	7.7	8.0
TS-Yhtymä Oy	5.9	5.9	5.9	6.3	6.0
Ilkka Oyj	4.6	3.8	3.9	3.9	4.0
Kaleva Oy	3.6	3.6	3.6	3.8	4.0
Esan Kirjapaino Oy		3.2	3.3	3.4	3.0
KSF Media Ab		3.1	2.8	3.3	3.0
Suomen Lehtiyhtymä Oy <sup>10</sup>			2.6	3.2	3.0
Pohjois-Karjalan Kirjapaino Oyj		2.1	2.1	2.2	2.0
Others	26.1	15.3	12.2	11.4	11.0
Top 10 circulation	1,750	1,973	1,970	1,885	1,763
Average Daily Circulation (1,000)	2,368	2,328	2,244	2,127	1,986
Total daily newspaper revenue (mil euros) <sup>1</sup>	795	965	970	1,056	959
Total Revenue (mil US\$)	930	892	1,206	1,553	1,273
C4	57.4	64.8	69.5	68.8	68
HHI	1,237	1,691	1,794	1,694	1,653
<i>N</i> (>1%)	6	9	10	10	10
Noam Index	505	564	567	536	523

Source: Statistics Finland based on data from The Finnish Audit Bureau of Circulations

- 1 This revenue figure (Net sales = Circulation sales + advertising sales in current prices) is from Finnish Newspaper Association

p. 64 Finland's HHI is relatively low due to the highly regional nature of the newspapers market: for circulation,  $HHI_C^{11}$  is only around 1,000 yet stands at 1,500 for the  $HHI_A^{12,13}$ . Given the country's historical geography, many towns and their environs are wedded to particular papers, so national monopolies have not formed despite the small size of the country's media market. A national perspective on the newspaper market often overlooks many important nuances of competition, such as the regional character of newspapers. The majority (29 titles) of the 31 seven-day-a-week newspapers are regional newspapers. The regional character of newspaper competition applies to both audience shares and advertising revenue (advertisers need to reach audiences that are often located within specific geographic areas in which their products or services are sold).<sup>14</sup>

Another indicator of strength of the provincial press is that among the 20 biggest newspapers, measured by circulation, 14 are provincial newspapers.<sup>15</sup>

## Book Publishing

The book publishing market is not highly concentrated and has several significant players. Werner Söderström Osakeyhtiö, which traditionally has held the largest market share, publishes business and professional books, dictionaries, and educational materials. Founded in 1878, the company was a subsidiary of Sanoma Oyj, but since 2011 it has operated as a subsidiary of Bonnier AB (Sweden). However, its market shares are slipping: it had a market share of only 17.4% in 2011, down from 25.1% in 2007.

Kustannusosakeyhtiö Otava, the number two publisher, also had declining market shares over the same period. Its parent, the Otava Group, operates the country's biggest bookstore chain.<sup>16</sup> Sanoma Pro Oy is the number one educational publisher in the Finnish market. Edita Publishing Oy publishes textbooks and study materials intended for comprehensive school, upper secondary school, vocational training, and on-the-job learning. Edita Publishing Oy is a subsidiary of Edita Oyj, a publicly quoted company wholly owned by the Finnish State. Gummerus Kustannus Oy was founded in 1872, and it has been run as an independent family business ever since (Table 4.2).

**Table 4-2.** Book Publishing (Market Shares by Revenue), 2007–2011

	2007	2008	2009	2010	2011
Bonnier AB (Sweden)	37.6	40.4	35.4	32.4	31.4
Werner Söderström Osakeyhtiö	25.1	26.5	21.7	19.1	17.4
Kustannusosakeyhtiö Tammi	12.5	13.9	13.7	13.3	14.0
Kustannusosakeyhtiö Otava (Otava Oy)	24.2	23.8	25.4	25.3	26.2
Sanoma Pro Oy (Sanoma Oyj)	16.0	15.9	20.1	23.6	25.5
Edita Publishing Oy <sup>1</sup>	7.1	6.7	7.2	7.2	7.2
Gummerus Kustannus Oy	5.1	4.5	4.7	4.8	4.7
Weilin-Göös Oy <sup>2</sup> (Sanoma Oyj)	4.6	4.1	4.0	3.1	1.4
Karisto Oy	4.1	3.3	1.9	2.2	2.1
Schildts & Söderströms Ab	1.2	1.3	1.4	1.4	1.4
Total Revenue (mil euros)	174	159	154	154	143
Total Revenue (mil US\$)	238	234	214	205	199
C4	84.9	86.8	88.1	88.5	90.3
HHI	2,371	2,546	2,398	2,338	2,405
<i>N</i> (>1%)	8	8	8	8	8
Noam Index	838	900	848	827	850

Source: Statistics Finland

- 1 Edita Publishing Oy is a subsidiary of Nordic Morning Oyj (Edita Oyj changed its name to in April 2013). Nordic Morning Oyj is Nordic communications corporation owned by the Finnish State.
- 2 Weilin + Göös was closed down in late 2011.

## Magazine Publishing

According to the definition of the FPPA (Finnish Periodical Publishers Association), a magazine is a publication that is published regularly at least four times per calendar year; features several articles or editorial material in every issue; is publicly available for subscription or otherwise widely available; and does not primarily feature business bulletins, price lists, announcements, or advertising. It can be anything in terms of size or print paper or it can be exclusively an online publication. Magazines include consumer magazines, trade and organizational magazines, and customer magazines. In 2010, there was a total of 3,056 magazine titles, of which 39 were published weekly, 462 were published once or twice per month, and 2,555 were published four to 11 times a year.<sup>17</sup>

p. 65 Sanoma Magazines Finland Oy<sup>18</sup> (a subsidiary of Sanoma Oyj), Otavamedia Oy, and A-lehdet Oy are the three leading magazine publishers in Finland. They are followed by Aller Media Oy, Bonnier Publications Oy, and Forma Publishing Group Oy. A number of smaller companies together hold 33% of the market. Otavamedia Oy is a private multimedia company that began as a magazine publisher, and it is now involved in book distribution (through Rautakirja Oy, whose bookstore chain it acquired in 2011) and e-commerce.

Sanoma Magazines Finland Oy mainly publishes women's magazines, family magazines, and juvenile publications, and it also holds market shares in IT magazines, business directories, and corporate publications. Alma Media focuses on publishing and digital services businesses, and it expanded into the US market in June 2012 when it acquired a 51% stake in the US-based Adalia Media publishing company (Table 4.3).

**Table 4-3.** Magazine Publishing (Market Shares by Revenue), 2007–2011

	2007	2008	2009	2010	2011	2010 number of titles
Sanoma Magazines Finland Oy (Sanoma Oyj)	32.9	33.0	33.7	33.3	32.5	50
Otavamedia Ab (Otava Oy)	23.2	23.9	24.8	25.0	28.4	30
A-Lehdet Oy	13.5	12.7	13.2	12.6	12.8	12
Aller Media Oy (Aller Holding A/S, Denmark)	9.2	8.9	9.1	8.3	8.3	6
Talentum Media Oy (Alma Media Oyj, 32%)	8.8	9.0	6.6	6.6	6.9	
Oy Valitut Palat—Reader's Digest Ab (The Reader's Digest Association, Inc., USA)	5.0	5.1	5.2	6.9	4.3	2
Egmont Kustannus Oy AB (Egmont Media Group, Denmark)	3.5	3.4	3.5	3.3	2.9	55
Forma Publishing Group Oy (ICA Förlaget, Sweden)	2.8	2.5	2.2	2.3	2.2	5
(ICA Förlaget, Sweden)	0.6	0.8	1.0	1.2	1.2	
Bonnier Publications Oy (Bonnier AB, Sweden)	0.6	0.6	0.6	0.5	0.5	10
Total Revenue (mil euros)	415	391	394	421	401	
Total Revenue (mil US\$)	568	575	547	560	558	
C4	78.8	78.6	80.8	79.2	82.0	
HHI	2,010	2,030	2,096	2,070	2,175	
N (>1%)	8	8	8	9	9	
Noam Index	711	718	741	690	725	

Source: Media Statistics based on data from The Finnish Audit Bureau of Circulation, Finland Post Inc./Itella, Ficora, Rautakirja, company annual reports.

Market concentration in this sector has declined substantially since 2000.

## Radio

p. 66 Radio broadcasting began in Finland in 1921. A number of small private networks soon developed into the Finnish Amateur Radio League in 1924, which counted a membership of 1,254 private local radio stations. In order to facilitate better reportorial coordination and to establish state control over the market, a radio commission was founded by the Helsinki journalists' union that gave the Government of Finland the authority to operate transmission stations. Subsequently, the national broadcasting company Yleisradio, or YLE, was established in 1926.<sup>19</sup> In 1934, the Finnish Parliament legislated that YLE would serve as the national public broadcaster.<sup>20</sup> YLE is still Finland's national public broadcasting company, and its channels continue to dominate the radio market with total market shares of 55.8%.<sup>21</sup> YLE has six nationwide channels, 26 regional windows<sup>22</sup> and two digital (DVB) radio channels. Private radio broadcasting in Finland started in 1985 when the Council of State granted the first commercial and noncommercial licenses in addition to the existing channels of Yleisradio. The first national commercial radio, Radio Nova, was born in 1997. It was accompanied by a group of seminational network radio stations. As a consequence of changes in the structure of radio broadcasting, the investments started shifting from local radio stations to network radio stations.

p. 67 As a result of structural changes, the emphasis of advertising has moved from local radio markets to nationwide markets controlled by chain radio stations. At the end of 2010, in addition to YLE's eight public service channels, there were 57 private commercial radio stations.<sup>23</sup>

A handful of big commercial companies—SBS Finland Oy (ProSiebenSat.1 Media AG), MTV Media (Bonnier AB), Nelonen Media (Sanoma Oyj), and NRJ Finland OY (NRJ Group)—along with several other smaller companies, account for the remaining market share. Oy Suomen Uutisradio AB, the second largest company following YLE, has a 11.5% market share. By 2008, Pro Radio Oy had merged into the German broadcaster, ProSiebenSat.1. Likewise, in 2012, Mediasales Finland Oy and Metroradio Finland Oy were absorbed by Nelonen Media, a subsidiary of Sanoma Oyj. All radio broadcasters in Finland exhibit slow growth, and their market share percentages have been stable for at least a decade. The HHI concentration is high (3,435), due to YLE's strong position as public service broadcaster in the market (Tables 4.4, 4.5, and 4.6).

**Table 4-4.** Radio Group (Market Share of Listening 2010)

YLE (public)	53 %
Radio Nova (Bonnier AB, Sweden) <sup>1</sup>	11.0%
SBS-Iskelmäradiot (SBS Broadcasting, Germany) <sup>2</sup>	7.0%
SuomiPop (Communicorp Group, <sup>3</sup> Ireland)	5.0%
Radio Rock (Sanoma Oyj)	5.0%
NRJ (NRJ Group, France)	4.0%
The Voice (SBS Broadcasting)	3.0%
Radio Aalto (Sanoma Oyj)	1.0%
Groove FM (Communicorp Group, Ireland)	1.0%

Source: Statistics Finland based on data from Ministry of Transport and Communications, Finnpanel, RadioMedia and Statistics Finland

- 1 Swedish Modern Times Group MTG AB has a 26% stake in Radio Nova as well. Share of Bonnier AB's is 74%.
- 2 SBS Broadcasting was formerly a subsidiary of ProSiebenSat.1 (Germany). Discovery Communications acquired the SBS operations in the Nordic countries ProSiebenSat.1 Media, and in December 2012. SBS Nordic Discovery's operations as well as the previous functions were merged into a new company in the Nordic countries, 9 April 2013, called SBS Discovery Media.
- 3 Sanoma Oyj acquired Metroradio Finland's radio channels from Communicorp Group in May 2012.

**Table 4-5.** Radio Group (Market Shares by Revenue), 2004–2010

	2000	2004	2006	2008	2010
YLE (public)	89.0	72.8	69.3	57.1	55.8
Oy Suomen Uutisradio Ab/MTV Oy (Bonnier AB, Sweden)		8.2	9.8	12.4	11.5
SBS Finland Oy (ProSiebenSat.1 Media AG, Germany)	3.0	7.9	9.2	10.7	11.9
NRJ Finland Oy Ab (NRJ Group, France)		3.0	3.4	3.9	3.5
Nelonen Media (Sanoma Oyj)		0.0	0.0	3.4	4.4
Metroradio Finland Oy (Communicorp Group, Ireland)		1.4	1.2	3.0	4.0
Others	5.0	6.8	7.1	9.4	8.8
Total Revenue (mil euros)	405	175.8	152.2	117.8	117.6
Total Revenue (mil US\$)	373	218.6	191.2	173.2	156.1
C4	92	93.3	91.7	84.1	83.6
HHI	7,930	5,440	4,996	3,564	3,435
<i>N</i> (>1%)	2	5	5	6	6
Noam Index	5,607	2,433	2,234	1,455	1,402

Source: Statistics Finland based on data from YLE and RadioMedia

**Table 4-6.** Market Shares in Radio Advertising, 2004–2010

	2004	2006	2008	2010
SBS Finland Oy (ProSiebenSat.1 Media AG, Germany)	29	30	25	27
MTV Media (Bonnier AB, Sweden)	30	32	29	26
Nelonen Media (Sanoma Oyj)	–	–	8	11
Metroradio Oy (Communcorp Group, Ireland)	5	4	7	9
NRJ Finland Oy (NRJ Group, France)	11	11	9	8
Other channels	26	23	22	20
Total, € million	47,8	46,8	50,5	52,0

Source: RadioMedia

## Broadcast Television

There are three major operators in terrestrial television broadcasting: the public broadcaster YLE and the commercial broadcasters MTV Media (a subsidiary of Bonnier AB) and Nelonen Media, which is part of Sanoma Oyj's Sanoma Media Finland division. Under the 1957 private broadcasting license, two commercial broadcasters, Tesvisio and Tampere, began broadcasting in 1958 in the cities of Helsinki and Tampere, respectively. YLE also entered the national broadcast market at this time. YLE then acquired Tesvisio and Tamvisio's stocks and created TV2 from these channels; YLE also started broadcasting MTV Media's programming on its network for a large fee. By 1982, MTV Media was paying YLE almost two-thirds of its total advertising sales revenue for airtime, and this amounted to almost one-quarter of YLE's annual turnover.<sup>24</sup> Therefore, a public-private duopoly existed throughout the 1980s as MTV Media gained a privileged position in broadcasting general programming.<sup>25</sup> The presence of a private TV broadcaster, albeit within the confines of a public broadcaster, was at the time highly unusual in Europe.

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The market is still dominated by the public-private duopoly of YLE and MTV Media. MTV Media today is the umbrella company of the channels MTV3, SUB TV, AVA, and eight pay-TV channels. Bonnier AB of Sweden acquitted MTV Media in 2005. MTV3, launched in 1957 as MTV Media's first national channel, broadcasts a mixture of Finnish programming, as well as syndicated US and British shows. Although YLE's main channels (Yle TV1, Yle TV2, Yle Fem, and Yle Teema) have lost over 20% of their market shares since 2000, the public broadcaster is still the market leader in (digital) broadcast television, and it has expanded into satellite TV<sup>26</sup> as well.

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Terrestrially distributed digital television was introduced in 2001, when the number of television channels began to increase. The switch-over to digital was completed in August 2007, when analog terrestrial networks were closed down. In February 2008, the cable networks also switched over to fully digital distribution. The digitalization of terrestrial networks increased the supply of television channels. Analog terrestrial networks had carried only four channels, but with digitalization, households in 2010 had access to an average of 13 channels<sup>27</sup> (Finnpanel Oy, TV-household surveys). All in all, over 30 channels are distributed terrestrially; approximately 15 or so are free-on-air channels. In 2000, the market shares were highly concentrated between the two major companies, YLE and MTV, which held 65% and 32% market share, respectively. By 2008, the two companies had lost some market shares, bringing the C4 index down from 100% to 84% and distributing shares more evenly. Yet the two companies hold more than half of the TV broadcasting market shares. Nelonen Media has three (Nelonen, Jim, Liv) free-on-air and five (Nelonen Kino, Nelonen Pro 1, Nelonen Pro 2, Nelonen Perhe, and Nelonen Maa ilma) pay terrestrial channels (Table 4.7).

**Table 4-7.** TV Broadcasting (Market Shares by Revenue), 2000–2008

	2000	2004	2008
YLE (public)	65.0	62.0	41.0
MTV Media (Bonnier AB, Sweden) <sup>1</sup>	32.0	31.0	33.0
Digi TV Plus Oy <sup>2</sup>			6.0
Canal Digital Finland OY (Canal +, France)	2.0	4.0	4.0
Oy Viasat Finland Ab	1.0	1.0	
Nelonen Media (Sanoma Oyj)			
Suomen Urheilutelevisio Oy		1.0	
TV5 Finland Oy			
Others		2.0	
Total Revenue (mil euros)	535	590	938
Total Revenue (mil US\$)	492	732	1,379
C4	100.0	98.0	84.0
HHI	5,254	4,823	2,822
N (>1%)	4	5	3
Noam Index	2,627	2,157	1,411

Source: Statistics Finland, 2008

1 MTV Media has no relation to MTV (US).

2 Digi TV Plus Oy is a pay-TV operator (started in 2006) for antenna households with approximately 250,000 subscribers and 35% market share. PlusTV is the largest pay-TV operator that packages, markets, sells, and administers program channels that have a permit to broadcast Pay-TV in the terrestrial network on the Finnish market.



## Wireline Telecom

The Finnish telecom system has always been different from that of other European countries. After Finland became independent from the Russia Empire in 1917, numerous local telephone companies controlled by local cooperatives of subscribers or small investors formed, so the state enterprise Post and Telecommunications (Finland) served largely rural and remote areas, reaching only about one-third of the population.<sup>28</sup>

The telecommunications sector is characterized by a few companies with activities in the sector that are clearly bigger than others. Moreover, a large number of smaller companies operate in the sector. In the telecom sector, the combined turnover of the ten largest companies encompasses more than 90% of the total turnover in the sector. However, the share of turnover varies from one service to another. Ranked by their turnover from telecom, the three biggest companies are TeliaSonera, Elisa, and DNA. In addition to these, 24 independent, regional telecom operators united under the Finnet Group and a number of other independent telecom operators have activities in Finland (FICORA Market Review, 4/2012—Telecoms operations in Finland).

Elisa, TeliaSonera, DNA, the companies under the Finnet Group, and a few other companies provide telephone subscriptions to end users. The majority of companies providing services in the fixed network have their own telephone network. Elisa, TeliaSonera, and DNA provide fixed broadband services at the national level. A few other companies offer broadband services in the fixed network, for example, in the biggest cities. The telecom operators within Finnet Group provide these services locally in their operating areas (FICORA Market Review 4/2012—Telecoms operations in Finland).

TeliaSonera was founded in 2003 through the merger of the Swedish telecom major Telia and Finland's Sonera, which was known as Telecom Finland until 1994. In Sweden, Telia was the successor of Televerket, the public monopolist (although with a private law status). TeliaSonera is owned 37% by the Government of Sweden and 13% by Government of Finland. It provides mobile, broadband, fixed voice, and TV broadcasting services.

DNA offers mobile phone service, cable television, and regular telephone service. DNA was originally founded as the mobile phone operator for the Finnet Group until the Helsinki Telephone Association—now Elisa Oyj—left the consortium. Finnet split again when DNA was formed in 2007.

Both the C4 and HHI concentration indices slightly decreased between 2004 and 2010, although both remain high. The basic market structure is still the same as it had been for nearly a century. The major semiprivate operator based in Helsinki, now called TeliaSonera, dominates the market. However, because smaller, locally based independent firms have for the most part consolidated into either DNA, Finnet, or Elisa, concentration has actually increased relative to the market that existed before liberalization began in the 1990s (Table 4.8).<sup>29</sup>

**Table 4-8.** Wireline Telecom (Market Shares by Revenue), 2004–2010

	2004	2007	2008	2010
Elisa	38.0	33.0	36.0	38.0
TeliaSonera (public)	29.0	29.0	25.0	22.0
Finnet Group	31.0	18.0	19.0	21.0
DNA		15.0	15.0	14.0
Others	2.0	5.0	5.0	5.0
Total Revenue (mil euros) <sup>1</sup>	1,835		1,538	1,620
Total Revenue (mil US\$)	2,275		2,261	2,151
C4	98.0	95.0	95.0	95.0
HHI	3,246	2,479	2,507	2,565
<i>N</i> (>1%)	3	4	4	4
Noam Index	1,874	1,240	1,254	1,283

Source: Statistics Finland

- 1 This revenue figure is an estimate based on data collected in this study: it is based on average per capita revenues reported for several other countries in this study with similar per capita income.

## Wireless Telecom

p. 71 By 1989, the demand for mobile telephony far exceeded predictions by regulators, and two separate Global System for Mobile Communications (GSM) network operators came into play: the state enterprise Post and Telecommunications (Finland) and the commercial operator Radiolinja, which was originally part of the Finnet Group and one of the world's earliest GSM providers. As in the wireline market, Elisa, TeliaSonera, and DNA now dominate the wireless market; they held nearly even market shares in 2010. The market shares were already very concentrated in 2004 and have become even more concentrated since then. While TeliaSonera held almost half of the total wireless telecommunication market shares in 2004 (36% in 2010), shares since then have become more evenly distributed to Elisa and DNA (Table 4.9).

**Table 4-9.** Wireless Telecom (Market Shares by Revenue), 2004–2010

	2004	2005	2008	2010
Elisa	27.0	28.2	37.5	39.0
TeliaSonera (public)	47.0	47.1	39.5	36.0
DNA	14.0	14.0	23.1	23.0
Others	12.0	10.7		2.0
Total Revenue (mil euros) <sup>1</sup>	1,459		1,658	2,150
Total Revenue (mil US\$)	1,809		2,437	
C4	88.0	89.3	100.0	98.0
HHI	3,134	3,210	3,500	3,346
<i>N</i> (>1%)	3	3	3	4
Noam Index	1,809	1,853	2,021	1,932

Source: Statistics Finland

- 1 This revenue figure is an estimate based on data collected in this study: it is based on average per capita revenues reported for several other countries in this study with similar per capita income.

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## Internet Media

### Internet Service Providers (ISP)

DNA, Elisa, and TeliaSonera provide fixed broadband services at the national level. Also, a few other companies provide broadband services in the fixed network, for example, in the biggest cities. The telecom operators within the Finnet Group and other, smaller telecoms provide these services locally, mainly in their operating areas.

In all, 87% of all households have an Internet connection. Two Internet households out of three (68%) have a fixed broadband connection intended for the home environment. Slightly more than every second (54%) Internet household has a mobile broadband connection, which can also be used outside the home. Mobile connections have continued to grow (FICORA, 2012). As of 2010, the market is in an oligopolistic situation, with Elisa and TeliaSonera each possessing a market share of one-third and DNA holding onto approximately one-fourth of the market. The Finnet Group holds a market share of only 8%. The C4 index has increased significantly in this industry since 2004, because these four companies control the market (Table 4.10).

**Table 4-10.** Internet Service Providers (Market Shares by Revenue), 2004–2010

	2004	2005	2008	2009	2010
Elisa	27.0	30.9	33.0	31.0	34.0
TeliaSonera (public)	32.0	30.3	30.0	32.0	32.0
DNA			16.0	18.0	23.0
Finnet Group	20.0	23.2	12.0	11.0	8.0
Others	21.0	15.6	9.0	8.0	3.0
Total Revenue (mil euros) <sup>1</sup>	479		552		
Total Revenue (mil US\$)	594		811		
C4	79.0	84.4	91.0	92.0	97.0
HHI	2,153	2,411	2,389	2,430	2,773
<i>N</i> (>1%)	3	3	4	4	5
Noam Index	1,243	1,392	1,195	1,215	1,387

Source: Statistics Finland

- 1 This revenue figure is an estimate based on data collected in this study: it is based on average per capita revenues reported for several other countries in this study with similar per capita income.

As early as the late 1990s, traditional media companies started to develop integrated communication products and services. For example, newspaper publishers reacted quickly when classified ads began to move online and they started to offer complementary websites for printed classified ads. Many of the classified advertisement network services have been successful economically. All daily newspapers have had free websites for a long time, and most of them also publish online (paid-for) facsimile editions or optimized editions for different electronic reading devices. In addition to the online services of the printed media, there are two daily online-only newspapers (*Taloussanomat*<sup>30</sup> and *Uusi Suomi*). In 2010, 168 newspapers (49 dailies and 119 nondailies) had homepages that provided at least some news or editorial materials, and the number of magazines online was 251.

## p. 73 Online News

The role of the Internet as a news source is increasingly important. A total of 38% of all research participants said they mainly use the Internet for following the news in their spare time. For 35% of the respondents, television or teletext was the most important source. For 17% of respondents, printed newspapers were the main source of news, whereas radio was the main news source for 7% of respondents. Those who consider the Internet their main source of news tend to read news in writing from the websites of newspapers, television channels, or online newspapers (FICORA Consumer Survey of Communications Services, 2012).

According to Gallup TNS Metrix, the most popular websites—if search providers and general portals are excluded—are maintained by traditional media companies. The majority of users of the Internet use it for searching for information (95%) or for electronic services (93%). More than four out of five use it for keeping in touch and communication. The majority of users also watch television and videos or listen to music on the Internet (Table 4.11).

**Table 4-11.** Top Twelve Finnish WWW Media Pages 2011 (October Week 40)

	Type of Media	Browsers/Week	Sessions/Week	Sessions/Browsers	Market Share
Ilta-lehti (Alma Media Oyj)	Tabloid newspaper	2,442,074	17,224,652	5.5	16.3
Ilta-Sanomat (Sanoma Oyj)	Tabloid newspaper	2,237,153	13,388,412	4.8	14.9
MTV 3 (Bonnier AB, Sweden)	Television	1,862,770	9,918,915	4.6	12.4
Helsingin Sanomat (Sanoma Oyj)	Newspaper	1,399,413	7,091,797	3.6	9.3
YLE (Public broadcaster)	PSB TV and radio	1,251,891	5,902,962	3.6	8.3
Taloussanomat (Sanoma Oyj)	Online-only business newspaper	863,664	2,100,630	2.5	5.7
Kauppalehti (Alma Media Oyj)	Business newspaper	546,072	2,460,004	3.5	3.6
Sub (Bonnier AB, Sweden)	Television	439,335	1,882,803	4.0	2.9
Nelonen (Sanoma Oyj)	Television	392,855	843,845	2.0	2.6
Kaksplus (Sanoma Oyj)	Magazine	308,374	549,147	1.7	2.1
Aamulehti (Alma Media Oyj)	Newspaper	296,554	953,070	2.5	2.0
Uusi Suomi	Online-only newspaper	278,138	896,277	2.6	1.9
Others					18*
C4					52.9
HHI					869
$N(>1\%)$					12
Noam Index					251

Source: TNS Gallup, Netmetrix, Market shares estimated based on average of reporting European countries.

p. 74 In Finland, Internet Protocol television (IPTV) has been provided since approximately 2005. The number of IPTV service users is still relatively small but continues to increase. The biggest servers in the market are KotiTV (Sonera Viihde) and ElisaViihde (Elisa). Netflix and HBO Nordic started their IPTV in late 2012.

## Conclusion

Several mass media industries are becoming more and more competitive, such as broadcast television and book publishing. Newspapers and magazines remain highly concentrated despite the regionalism that characterizes their markets. The radio industry is still highly concentrated, with the public broadcaster YLE dominating the market. Wireline and wireless telecom and ISP also remain highly concentrated.

There is a strong and growing role for companies of neighboring Sweden, in particular Bonnier AB and TeliaSonera.<sup>31</sup>

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## 2. Reports

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## Finland—Data Summaries

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FOR A SMALL COUNTRY, Finland has a remarkably low media concentration, though not as low as sometimes portrayed. In overall platforms, the top two providers of Elisa and TeliaSonera hold hefty 22.1% and 17.4% shares, with the third place company Finnet holding 7% (Table 4.12). TeliaSonera is also the dominant telecom in neighboring Sweden, and the governments of the two countries both have partial stakes in the entity (Finland's is 13%, while Sweden's is 50%).

**Table 4-12.** National Media Industries Concentration in Finland

	2004/2005		2011 or Most Recent		% Change Annual Average	
	Company Power Index in Country	Company Share of the Overall National Media Market (%)	Company Power Index in Country	Company Share of the Overall National Media Market (%)	Company Power Index in Country	Company Share of the Overall National Media Market (%)
Elisa	665.6	20.0	836.3	22.1	4.3	0.343
TeliaSonera (public) (Sweden—50%, Finland—13%)	861.2	22.5	542.8	17.4	-6.2	-0.848
YLE (public)	526.2	8.1	302.6	7.0	-7.1	-0.18
Finnet Group	320.3	10.9	107.9	5.6	-11.1	-0.886
Sanoma	237.5	7.3	209.9	6.8	-1.9	-0.082
Bonnier (Sweden)	139.6	4.4	185.5	5.8	5.5	0.225
DNA	46.9	3.3	230.9	11.3	65.5	1.3
Otava	58.8	2.5	63.3	2.3	1.3	-0.038
Alma Media	68.4	3.5	75.5	3.6	1.7	0.014
Aller Media (Denmark)	6.4	0.7	4.2	0.5	-5.8	-0.03
A-Lehdet	13.7	1.0	9.9	0.8	-4.7	-0.04
Keskisuomalainen	7.2	1.0	8.8	1.1	3.7	0.02
TS-Yhtymä	4.5	0.8	5.0	0.8	1.8	0.01
Vivendi (France)	1.6	0.4	2.4	0.6	8.9	0.03
ProSiebenSat.1 (SBS, Germany)	1.8	0.2	2.4	0.2	5.3	-0.005

Media Concentration Index	2004/5	2011 or Most Recent	% Change Annual Average
Total Revenue: Nat'l Media Industry (mil US\$)	7,568	9,267	3.7
Total Voices ( <i>n</i> )	43	44	0.39
Net Voices ( <i>n</i> )	36	36	0.0
Public Ownership (%)	11.0	9.3	-0.44
Foreign Ownership (%)	16.2	21.2	0.84
C4 Average—Weighted	88.0	89.1	0.19
HHI Average—Weighted	3,033	2,793	-1.32
C1 Average—Weighted	42	38	-0.01
Noam Index Average—Weighted	1,241	1,308	0.89
Pooled Overall Sector C4	61.5	57.8	-0.62
Pooled Overall Sector HHI	1,196	1,124	-1.01
Pooled Overall Sector Noam Index	182	146	-3.33



Market Share of Top Ten Companies: Nat'l Media Industry (%) (Pooled C10)	83.6	86.5	0.5
National Power Index	3,018.6	2,860.8	-0.87

YLE, the public broadcaster, holds 41% of TV broadcasting and 55.8% of radio (one of the highest of any country investigated), making it the largest content producer in Finland with 16.9% of the content market (Table 4.13). Sanoma is Finland's most international media group, with operations in Russia, Belgium, Sweden, and the Netherlands. Domestically, it holds major shares in print media: 31% of daily newspapers, 32.5% of magazines, and 25.5% of book publishing, making it the third largest content media company, after YLE and Bonnier. Bonnier, a major Swedish media firm, controls 33% of TV broadcasting and 31.4% of book publishing, making it runner-up to YLE in content.

**Table 4-13.** Top Content Media Companies in Finland

	2004/2005		2011 or Most Recent		% Change Annual Average	
	Company Power Index in Country	Company Share of the National Content Media Market (%)	Company Power Index in Country	Company Share of the National Content Media Market (%)	Company Power Index in Country	Company Share of the National Content Media Market (%)
YLE (public)	1,377.9	21.3	724.9	16.9	-7.9	-0.733
Sanoma	621.8	19.2	502.9	16.4	-3.2	-0.469
Bonnier (Sweden)	365.6	11.6	444.3	13.8	3.6	0.376
Otava	154.0	6.6	151.7	5.5	-0.3	0.185
Alma Media	179.2	9.2	181.0	8.6	0.2	-0.097
Keskisuomalainen	18.9	2.5	21.1	2.6	1.9	0.02
A-Lehdet	35.8	2.7	23.6	1.9	-5.7	-0.13
Aller Media (Denmark)	16.6	1.8	9.9	1.2	-6.7	-0.10
TS-Yhtymä	11.7	1.9	11.8	1.9	0.2	0.00
Vivendi (France)	4.1	1.0	5.7	1.4	6.7	0.07

  

Media Concentration Index	2004/5	2011 or Most Recent	% Change Annual Average
Public Ownership (%)	21.3	16.9	-1.10
Foreign Ownership (%)	20.6	24.2	0.59
C4 Average—Weighted	81.9	78.5	-0.56
HHI Average—Weighted	2,984	2,576	-2.3
C1 Average—Weighted	44	38	-0.01
National Power Index	2,945	2,533	-2.3

Finland's overall concentration measures of average weighted and pooled HHI and C4 are thus not low but intermediate in world comparison. But given the country's small population this is an accomplishment. One can glimpse the problem in looking at the number of voices: in absolute numbers, it is actually the smallest in the 30-country world of this book. It is smaller still when we look at net voices and observe that this figure is one-third lower than the total number, suggesting significant cross-ownership. However, the

p. 76 picture changes dramatically when we look at the number of voices on a per capita basis. Now, Finland is near the top in terms of media options that are independent of each other (Table 4.14). ↴

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**Table 4-14.** Top Platform Media Companies in Finland

	2004/2005		2011 or Most Recent		% Change Annual Average	
	Company Power Index in Country	Company Share of the National Platform Media Market (%)	Company Power Index in Country	Company Share of the National Platform Media Market (%)	Company Power Index in Country	Company Share of the National Platform Media Market (%)
Elisa	1076.7	32.4	1435.5	37.9	5.6	0.917
TeliaSonera	1393.2	36.3	931.6	29.8	-5.5	-1.1
Finnet Group	518.1	17.6	185.3	9.6	-10.7	-1.3
Vodafone (UK)	0	0.0	146.2	8.1	N/A	1.4
DNA	75.8	5.4	396.3	19.4	70.5	2.3

Media Concentration Index	2004/5	2011 or Most Recent	% Change Annual Average
Public Ownership (%)	4.7	3.9	-0.21
Foreign Ownership (%)	13.4	19.2	0.95
C4 Average—Weighted	91.7	96.7	0.82
HHI Average—Weighted	3,064	2,949	-0.63
C1 Average—Weighted	41	38	0
National Power Index	3,064	2,949	-0.63

## Notes

1. “Communications Market Act.” Ministry of Transport and Communications, 2011. 11 Jan. 2013. <<http://www.finlex.fi/en/laki/kaannokset/2003/en20030393.pdf>>. ↗
2. Statistics Finland. “Mass media market growing slightly, preliminary data 2010.” Official Statistics of Finland (OSF), 26 May 2011. 10 Jan. 2013. <[http://www.stat.fi/til/jvie/2010/jvie\\_2010\\_2011-2005-26\\_tie\\_001\\_en.html](http://www.stat.fi/til/jvie/2010/jvie_2010_2011-2005-26_tie_001_en.html)>. & Statistics Finland. “Turnover of electronic media doubled since 2001.” Official Statistics of Finland (OSF), 12 Dec. 2012. 10 Jan. 2013. <[http://www.stat.fi/til/jvie/2011/01/jvie\\_2011\\_01\\_2012-2012-12\\_tie\\_001\\_en.html](http://www.stat.fi/til/jvie/2011/01/jvie_2011_01_2012-2012-12_tie_001_en.html)>. ↗
3. “The preliminary calculations describe the mass media market at the end user level: for example, the figure on the newspapers market is comprised of retail priced subscription and single copy sales of newspapers, and their revenue from advertising. Overlaps have been eliminated. The figures cover domestic production and imports, but not exports.” See Statistics Finland. “Mass media market 2010—growth was weak in printed media.” Official Statistics of Finland (OSF), 16 Dec. 2011. 10 Jan. 2013. <[http://www.stat.fi/til/jvie/2010/jvie\\_2010\\_2011-2012-16\\_tie\\_001\\_en.html](http://www.stat.fi/til/jvie/2010/jvie_2010_2011-2012-16_tie_001_en.html)>. ↗
4. The Finnish National Readership Survey (Kansallinen Mediatutkimus KMT) determines readerships of publications, reading habits, and the structure of the readership. In the survey, data are also collected extensively concerning general media usage, purchasing habits of Finns, attitudes, and use of products and services.
5. In 2010 the method and the target group were changed. Therefore the results are not comparable with previous results.
6. This figure includes members of the Finnish Newspaper Association (FNA) and excludes approximately 20 very small, local, paid-for newspapers that are not members of the FNA.

7. Sanoma Oyj. "Sanoma View 2011." Sanoma, 2012. 10 Jan. 2013.  
<[http://www.sanoma.com/content/download/6974/241078/version/4/file/Sanoma\\_View\\_2011\\_EN.pdf](http://www.sanoma.com/content/download/6974/241078/version/4/file/Sanoma_View_2011_EN.pdf)>.
8. In 2013, Sanoma Oyj decided to focus on the most important markets in Belgium, Russia, Central Europe, and Eastern Europe. Magazine and digital media companies in Bulgaria, Romania, Serbia, and the Czech Republic were divested.
9. Aatos Erkko was the largest shareholder prior to his death in 2012; he bequeathed his stake in Sanoma Oyj to the Foundation, which as a result found itself in possession of slightly greater than US\$1 billion (800 million euros) in investment capital. Some of his relatives also own shares of Sanoma Oyj.
10. Keski-suomalainen Oyj acquired Suomen Lehtiyhtymä Oy in March 2013.
11. HHlc represents an HHI calculated from market shares of industry circulation.
12. HHla represents an HHI calculated from market shares of industry advertising revenues.
13. Grönlund, Mikko, and Björkroth, Tom. "Newspaper market concentration, competitive pressure and financial performance: The case of Finland." *Journal of Media Business Studies* 8:3, 2011. 10 Jan 2013.  
<<http://www.econis.eu/PPNSET?PPN=722188722>>.
14. Picard, Robert G. *The Economics and Financing of Media Companies*. New York: Fordham University Press, 2002, 53.
15. Grönlund, Mikko, and Björkroth, Tom. "Newspaper market concentration, competitive pressure and financial performance: The case of Finland." *Journal of Media Business Studies* 8:3, 2011. 10 Jan 2013.  
<<http://www.econis.eu/PPNSET?PPN=722188722>>.
16. Otava Group. "2011 Annual Report." Otava Group, 2012. 10 Jan. 2012.  
<[http://www.digipaper.fi/otava\\_vuosikertomus/87387/](http://www.digipaper.fi/otava_vuosikertomus/87387/)>.
17. The National Library of Finland, Bibliographical Services.
18. As part of redesign of its consumer media operations, Sanoma merged its Finnish media operations (Sanoma Entertainment Finland, Sanoma Magazines Finland, and Sanoma News) in 2014 into Sanoma Media Finland Oy.
19. YLE is commonly used today to refer to the public broadcaster, though Yleisradio is still officially used as well. YLE became more common after the public broadcaster interested the TV broadcasting market in 1957; for the first 31 years of its existence, Yleisradio was solely a radio broadcaster, hence its name.
20. Noam, Eli. *Television in Europe*. New York: Oxford University Press, 1991.
21. YLE's operations are financed by public broadcasting tax, which replaced TV licenses in 2013. In 2014, Yle tax was 0.68% of employees' earnings and capital incomes up to maximum of 143 euros (140 euros in 2013). Private customers do not pay Yle tax if the amount of tax is less than 51 euros in 2014 (50 million in 2013).
22. Transmitted in windows on nationwide Radio Suomi and Radio Vega channels.
23. Ten nationwide and 47 regional and local stations of which 16 are chain stations.
24. Hujanen, Taisto. "Public Service Media Fee to substitute Television Fee in Finland?" *Central European Journal of Communication* 3, 2009. 10 Jan 2013. <[http://ptks.pl/cejc/wp-content/uploads/2012/07/CEJC\\_Vol3\\_No1\\_Hujanen.pdf](http://ptks.pl/cejc/wp-content/uploads/2012/07/CEJC_Vol3_No1_Hujanen.pdf)>.
25. Noam, Eli. *Television in Europe*. New York: Oxford University Press, 1991.
26. TV Finland is a satellite channel for expatriates. Its programming is a collection of programs on YLE TV1, YLE TV2, YLE Teema, and YLE Fem channels. TV Finland serves Finnish expatriates in Europe.
27. Terrestrial households, 12 channels; and cable/satellite households, 16 channels.
28. Noam, Eli. *Telecommunications in Europe*. New York: Oxford University Press, 1992, 212.
29. Edwardsson, Anders. "Liberalization of the telephony markets." [TeliaSoneraHistory.com](http://www.teliaSoneraHistory.com), 2012. 11 Jan. 2013.  
<<http://www.teliaSoneraHistory.com/building-the-company/article-list/deregulation-of-the-telephony-markets/>>.
30. Taloussanommat is a business newspaper that is owned by Sanoma Oyj. The print version of the newspaper was discontinued in December 2007.
31. The State of Finland owns 13.7% of TeliaSonera.