



# **Nordic, but different** — media usage in Finland

Get to know the quirks of Finnish media use  
and make the most of your marketing in Finland

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# Introduction

Thank you for choosing to download our guide on media usage in Finland! We are about to take a dive into the latest research on the whats and hows of Finnish media consumption.

In this guidebook, you'll learn:

- **How Finnish people consume** different media
- **Data** on how TV, radio, news media, and magazines reach Finns daily and weekly
- **The main differences** in media usage compared to other Nordic countries.
- This review is updated in 2026, data & numbers covers the full year 2025 unless otherwise stated. (Sources: Sanoma, Kantar Mind, Finnish Internet Audience Measurement, Media Metrics Finland, Radiomedia, Finnpanel Oy)

## Why put extra focus on Finland?

While the Nordic countries have a lot in common, the way Finnish people use media differs from the habits of our neighbors.

Without taking a good look at the differences, your plan to take over the Nordic market may face bumps in the road. Conversely, if you adapt your strategy to accommodate the quirks of Finnish behavior, you might see good results turn into excellent ones.

Going the extra mile is worth it!

**Let's dive in!**



# Get to know the Finnish media user

If you catch an average Finn on an average day, they'll be spending more than **10 hours** of it with different media. Of course, some of the media use is overlapping.

Looking at the different types of media consumption, "watching" makes up 41% of the overall time spent with media. "Listening" is 22% and "reading" is 18%. The share of time spent on social media is 12%. **Online usage in all these categories keeps growing.**

Nonetheless, **Finns do enjoy their offline media**, which is good news: those channels give you more time to capture the attention of your audience, compared to the fast-paced digital environment. A certain conservative attitude Finnish people have towards digital advertising and buying means that effort invested in e.g. linear TV and print media is still well placed.

## Finnish peculiarities to keep in mind

**Finland is a small language area.** This is why domestic media has an exceptionally strong role. The way to win over the trust of Finnish people is to skillfully translate and localize your message so it feels natural in its environment.

**News media enjoys a wide reach and increasingly high trust in Finland.** This can be seen compared to not only the other Nordic countries, but also the rest of the world. Advertising in news media do lend that trust to your brand.

## Be sure not to put all your eggs in one basket!

With hours of media time up for grabs per day, you have a great opportunity to reach your Finnish audience in multiple different media.

**Keep on reading —> How to Win Over the Finnish Consumer and Succeed in the Finnish Market**

# Commercial TV reaches over 74%\* of Finnish people weekly

Streaming services see constant growth while the viewing minutes of traditional TV decline, but **the popularity and reach of linear TV do remain high in Finland**. Of all the Nordic people, Finns spend the most time watching TV. Major sporting and entertainment events, popular tv-shows, gather large audiences in front of the TV screen.

**Commercial TV reaches 4 million people in a week — that is over 70% of the overall population of 5.6 million.**

The use of paid streaming services in Finland has been lagging somewhat compared to the Nordics, but it keeps growing. Moving images are increasingly consumed digitally.

## In the age group of 25–64, commercial TV...

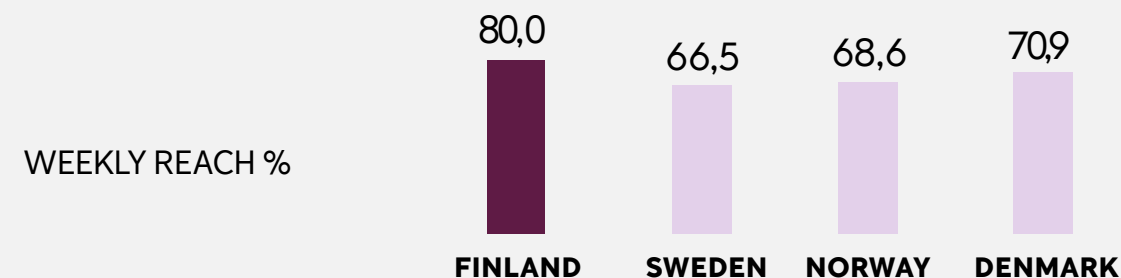
- takes up **57%** of TV viewing in total
- reaches **77%** of the group weekly
- **56%** of all viewing is local content

## Read more:

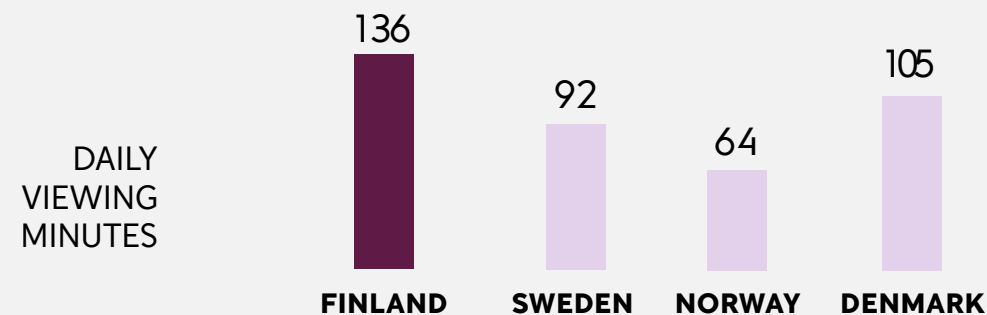
- **Finns enjoy stirring TV phenomena**
- **Effective mix of Total TV and news media video advertising**

## FINNS WATCH THE MOST TV IN THE NORDIC COUNTRIES (FROM 3+ YEARS)

### TV weekly reach in Finland and other Nordic countries in 2025



### Daily TV viewing minutes in Finland and other Nordic countries in 2025



\*Individuals +3 years. Source: Screenforce – Commercial TV in Finland 2025, Finnpanel; TV Audience Measurement 2025. Note: Different research methods and target groups have been used in each country, which means the results are not fully comparable.

# Commercial radio faces change but stands strong

Commercial radio maintains almost as strong a role in Finland as commercial TV, **reaching 4.3 million (72%) Finns per week**. The average daily listening time in the age group of 25–54 is 1 h 27 min, and those who listen spend no less than 2 h 30 min on an average day with their favorite stations.

**Audio usage is undergoing a transformation: live radio listening gradually decreases while a surge can be seen in the use of catch-up radio and podcasts.**

The change is fastest among younger generations and especially affects commercial radio for two reasons. First, the audience of commercial radio is younger than that of the national public broadcaster Yle, and second, the effects of hybrid work (e.g. less commuting) are most significant in the working-age population.

The overall trend is visible across all Nordic countries. **The position of commercial radio, though, remains stronger in Finland than in the other Nordic countries.**

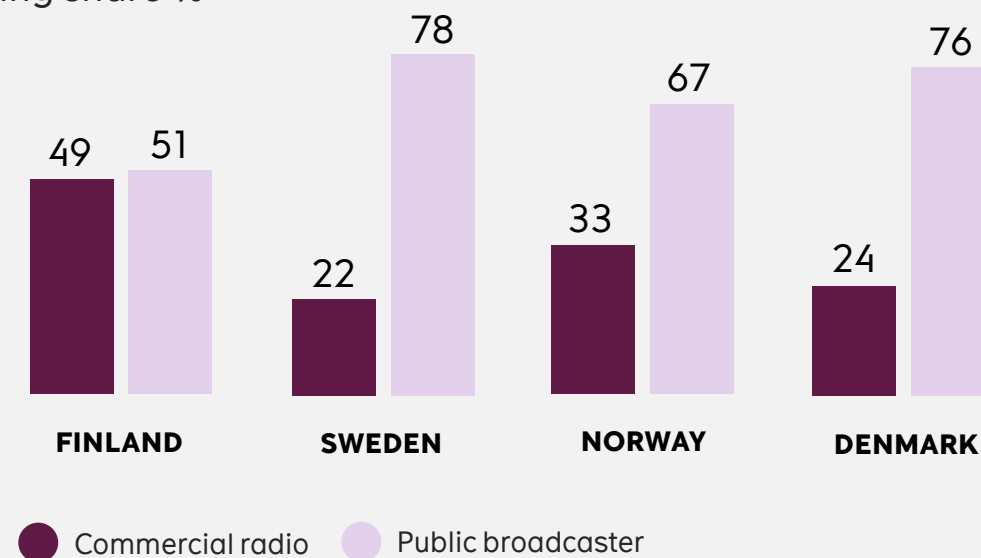
## Where do Finns listen?

- **In the car** – 37%
- **At home** – 26%
- **At work** – 31%
- Somewhere else – 5%

(Weekly reach of commercial radio in the age group of 25–54)

## COMMERCIAL RADIO IS STRONGER IN FINLAND THAN IN OTHER NORDIC COUNTRIES (FROM 3+ YEARS)

2025 listening share %



Sources: Finland: Finnpanel Ltd, Sweden: Kantar Sifo, Denmark: Kantar Gallup Denmark/Danish Ministry of Culture, Norway: Nielsen Norway, Gallup Radio meter  
Note: Different research methods and target groups have been used in each country, which means the results **are not fully comparable**.



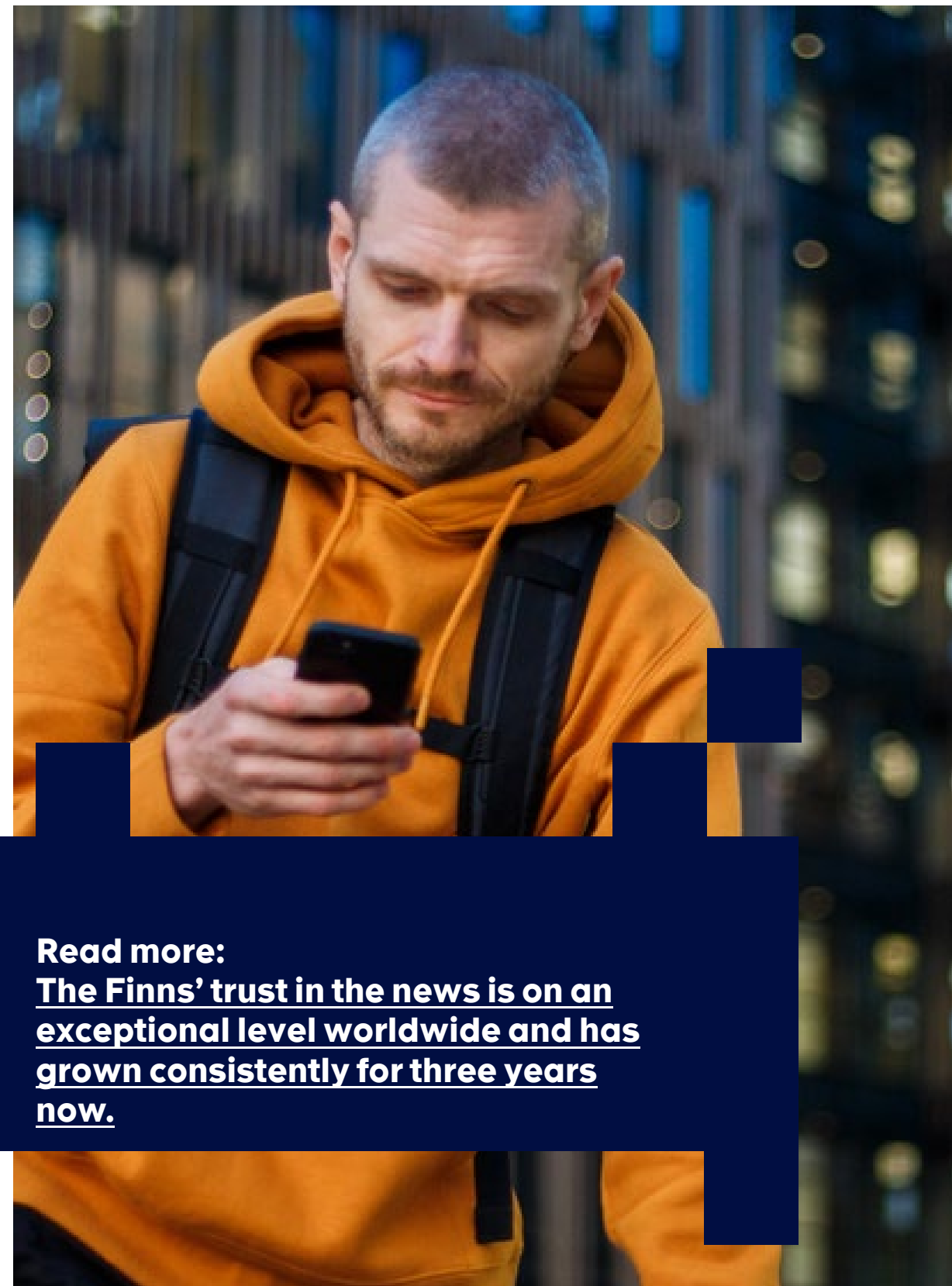
## News media enjoy steadfast trust and nationwide reach

The role of news media – and the Finns' trust in it – is exceptionally high compared to the rest of the world. **Finnish news media reach practically all Finns 96% weekly. Nearly 60% of Finns have paid subscribes** to a newspaper to their house-holds (print or digital).

**Digital formats have overtaken print news in reach**, but still, 66% of Finns read print news media on a weekly basis. Nearly half (48%) of the under 24 age group do so. On the other hand, the reach of digital news media is growing particularly strongly in the oldest age groups, with 80% of over 65s consume digital news media weekly.

For Finns, the main news source are the news media websites or apps directly, while in other countries, social media and search engines play a bigger part.

The reliability of the domestic media environment increases the credibility of advertising.



**Read more:**  
**The Finns' trust in the news is on an exceptional level worldwide and has grown consistently for three years now.**



## Magazines media provide a moment of concentration

The reach of magazines media remains stable across the Nordics, with Finns being the second most active magazine readers after the Swedish.

Finns read an average of five different magazine titles, and **44% have a paid subscription delivered to their home.** 15% have a habit of buying single copies of magazines.

Reading a magazine is a time for concentration, as **Finns spent over 50 minutes with one magazine.** This gives an advertisement a real opportunity to make an impression.

65% of Finns aged 15 and over read magazine media weekly, and 83% monthly. Magazine media is consumed in roughly equal measure in print and digital formats. **Of the Nordic countries, digital magazines are most commonly read in Finland.**

### Magazines media in Finland:

- **over 2100 magazine titles** published (y2024)
- **3,9 million Finns** reached per week
- **50 minutes** spent on average on one magazine



# Succeed in the Finnish market

Big trends in media use are visible across the Nordic countries, but there are differences that set Finland apart – and they might show up in the results you get from your advertising. We hope this guide has brought you some aha moments that will help you plan effective next steps!

What to do with your newly acquired knowledge about Finnish media usage?

- **Don't forget offline.** Reach your audience and make an impression in traditional media.
- **Translate and localize.** Finns appreciate content in their own language.
- **Reach Finns on their downtime and commute** by advertising on linear TV and radio.
- **Tap into an existing trust** by being present in news media.
- **Make the most of undivided attention** in magazines.

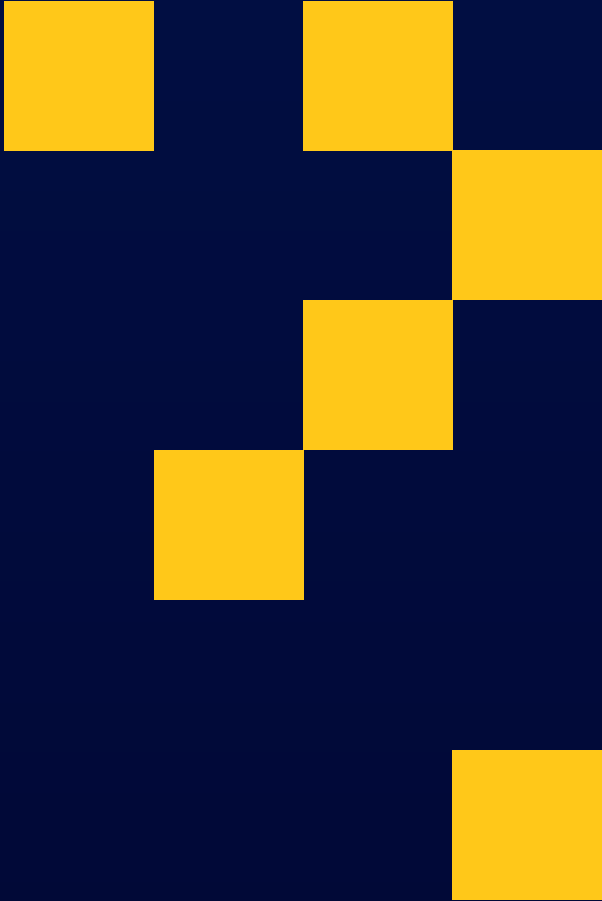
**Get inspired and keep on reading:**

[Marketing trends in Finland 2026 >](#)

[Media–audience relationships matter, discover three recent changes in Finnish media >](#)







# Get in touch

For more data and valuable lessons on how to succeed in the Finnish market, head over to [advertisingfinland.com](https://advertisingfinland.com) and read our articles.

Want to discuss your strategy?

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