

MUSIC LISTENING IN FINLAND 2024

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TEOSTO

Background

- Norstat interviewed **1,041 Finns** in its consumer panel in August 2024.
- For the respondents, we sought 125 respondents from both the 13–15-year-old and the 16–18-year-old age groups, and then weighted their proportion to correspond to these age groups' proportion of the population.
- **The key findings were weighted to represent the nationwide age and gender structure of Finland's population between the ages of 13 and 75.**
- The survey results were analysed by Omnicom Media Group's researcher **Kari Tervonen**, who has been surveying everyday behaviour for a long time.
- **Johanna Laitinen** from Teosto and **Tommi Kyyrä** from IFPI Finland represent music industry professionals in the task force.
- The survey produces information in serial form on how Finns' music listening habits are changing over the long term.



We always analyse survey results by using the facts that are available to us.

We compare the results with other information sources and also with the findings from previous years.

Teosto and IFPI Finland have a wealth of information about music.

Themes of the 2024 survey

1. Attendance and non-attendance of live gigs
2. Superfans and fan culture in Finland
3. Changes in music listening



**The number of gig attendees
was the same as in 2023, a huge
number considered attending**

PART 1: Gig attendance and non-attendance, ticket prices



In 2022, concert attendance recovered rapidly from the COVID-19 years. The number of concert attendees continued to grow by a few hundred thousand in 2023 when compared to the previous year.

In 2024, the proportion of Finns who attended concerts remained the same.

Nearly two million Finns (44% of respondents) attended a paid gig or festival in January–July 2024.

Of Finns, 56% estimate that they will spend money on concert tickets over a full year, i.e. a 12-month period.

The number of gig and concert attendees in 2024 was roughly the same as in 2018 or 2023. In the oldest age group, there are still some people who have attended events less frequently since COVID-19.

- Watched a paid live-streamed gig
- Attended a music festival overnight
- Attended a classical music concert
- Attended a music festival for one day
- Attended another paid individual gig
- Attended a free gig

10%
13%
22%
23%
34%
28%



The Finnish summer gig season was fairly good. However, according to Nordea's payment card statistics, concert ticket sales declined by more than 20% in the summer months when compared to the previous year.

The consumption of all goods and services declined by a few percent from 2023.

More tickets were bought last minute than last year, and ticket pre-sales went well. At the end of July 2023, there was an exceptional Coldplay peak, which was realised this summer in the form of four performances at the Helsinki Olympic Stadium.

Based on the survey figures for summer 2024...

The number of Finns who attended a gig

- Festival, overnight stay, 500,000 people
- Festivals, day visits, 800,000 people
- An individual gig, 1,000,000 people

Considered but did not attend

- 1.5 million Finns, one million of whom missed a festival, while half a million missed an individual gig by an artist.
- In particular, 16–35-year-olds considered attending but ended up not doing so.
- However, about one million Finns attended at least one festival or gig during the summer.

Ticket prices are considered to be high

- **For more than half (56%) of the respondents, the ticket price is a major reason for not buying a ticket to a gig or festival.**
- For just over a third (36%), a key reason was the total cost of the entire trip, including travel, food and drinks.
- Lack of money is not only a problem for young people, as 36–45-year-olds narrowly had the most people who missed a gig for money-related reasons.
- The fact that the same proportion of respondents did not attend a gig due to ticket prices in the high-income group as in the middle-income group shows that people dislike high ticket prices on principle.
- In addition to buying tickets, prices are also a key reason for postponing purchases in other consumption.
- **A considerable proportion of the events were at least nearly sold out also at these prices. But if many tickets were left unsold, the price could be a key reason for the drop in sales.**



Other reasons for not attending a gig or festival

One in four (25%) did not attend a gig because they had another event to attend at that time.

Less common but still significant reasons for not attending include:

- Failure to get friends to attend **18%**
- Poor artist selection **18%**
- Difficulties in arranging travel **16%**
- Difficulty in arranging accommodation **15%**
- Bad weather **12%**
- Poor availability of tickets **12%**

In addition, 15% stated that they were not interested enough to attend after all and 11% of the respondents "just forgot".



**In 2023:
Live music will become even more important to people as the world becomes more technological**

Agree 64%
Disagree 9%
Neither agree nor disagree 27%

In summer 2024, more than half a million Finns did not attend a festival and around 300,000 did not attend an individual gig due to high ticket prices.

Of course, it will not be possible to bring these figures down to even close to zero, as there will always be people who won't have enough money for extra expenses.

Event organisers also have to operate profitably, and the potential upcoming VAT increase on tickets would not help the event industry.

Hotels and restaurants, prices and demand

- One of the few areas of consumption that saw an increase in summer 2024 was the number of domestic hotel stays (+5%).
- The prices of hotel rooms in Finland have remained largely unchanged when compared to the beginning of the 2020s.
- At the same time, restaurant sales decreased by approximately 5% year-on-year.
- Restaurant prices are estimated to have increased by about 25% during this decade.
- In principle, the figures for the hotel and restaurant sector should develop at a somewhat similar pace.



**Finland has about two million
music fans,
of whom more than 50,000 are
superfans**

PART 2: Superfans and music fan culture in Finland

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The superfan phenomenon has become a topic of discussion in international music.

Superfans show exceptional dedication and passion for an artist or a band.

They may travel long distances to see their favourite artist perform, collect a wide range of fan merchandise and actively participate in fan communities on social media.



Two million Finns, or 43% of us, have a particular favourite artist.

Of course, the range of favourite artists is huge.

Names that are mentioned often include Haloo Helsinki, **Costi**, **Behm**, Coldplay, **Taylor Swift**, Rammstein, **Kaija Koo** and **Juha Tapio**.



There are more than 50,000 indisputable superfans of a music artist in Finland.

There are almost half a million hardcore fans who are on the threshold of being a superfan.

Superfans are most likely to be teenagers and young adults, in particular 16–25-year-olds. Hardcore fans can be found in all age groups.

A man with short brown hair and a light beard is shown from the chest up, wearing a light blue zip-up hoodie. He is holding a white mobile phone to his ear with his right hand and looking off to the right with a slight smile. The background is a blurred cityscape with buildings and a street. Overlaid on the left side of the image is a large, bold, dark blue text question.

How can you tell whether you are a superfan or a more regular fan?

The levels of being a fan of an artist

Hardcore characteristics	
Is a member of a paid community or digital service that follows the artist	30,000 Finns
Bought special fan tickets for the artist's gig within the past two years	60,000 Finns
Medium characteristics	
Bought the artist's merchandise within the past two years	250,000 Finns
Bought the artist's physical recordings/music content	250,000 Finns
Discussed the artist online with other fans	300,000 Finns
Is part of a fan community for the artist	350,000 Finns
Light characteristics	
Followed the artist's live performance online/on social media	500,000 Finns
Attended a gig by the artist within the past two years	600,000 Finns
Listened to the artist's music for several hours a week on average	900,000 Finns

Quiz: are you a superfan?

Hardcore characteristics: 5 points per statement

I am a member of a paid community or digital service that follows the artist
I have bought special fan tickets for the artist's gig within the past two years

Medium characteristics: 3 points per statement

I have bought my favourite artist's merchandise within the past two years
I have bought the artist's physical recordings or music content
I have discussed the artist online with other fans
I am part of a fan community for my favourite artist

Light characteristics: 1 point per statement

I have followed the artist's live performance online/on social media
I have attended a gig by my favourite artist within the past two years
I have listened to my favourite artist's music for several hours a week on average

**15 points or more
= superfan**

**10-14 points
= hardcore fan**

**Below 10 points
= fan**

Superfans

Joker Out, Käärijä, KUUMAA, IBE

A 20-year-old woman from Turku.
Superfan, including special tickets for gigs and a paid community.

Rammstein

A 25-year-old man from Häme.
Superfan, excluding membership in a paid fan content service.

Likes heavy music more generally, including Finnish artists.

KUUMAA

A 18-year-old woman from South Ostrobothnia.
Not part of a fan community and does not buy recordings.

Otherwise a superfan, from special tickets to fan merchandise and digital following.

Hardcore fans

POPEDA

A 65-year-old man from Vantaa.
Is part of a fan community, goes to gigs, buys records and fan merchandise.

Does not buy digital services related to the group.
However, participates in discussions in Popeda's social media group.

COSTEE

A 30-year-old woman from Central Finland.
Lists all Costee songs as the songs of her life.

Goes to gigs and even buys special tickets.
Buys fan merchandise.
Does not participate in fan communities.

A photograph of a band performing live on stage. The lead singer, a man with long dark hair and a beard, is in the foreground, singing into a microphone. Behind him, other band members are visible, including a guitarist and a drummer. A crowd of fans is gathered around the stage, some looking towards the band. The scene is lit with stage lights, creating a vibrant atmosphere.

We asked Finns to name the song of their life.

As expected, the range of answers was huge, but Finns often chose deep cuts instead of the most obvious hits.

The songs of Finns' lives

About two out of three named a Finnish-language song.

In older people, the song often has to do with the love of one's youth or a spouse who has been by one's side throughout one's life.

Finns also mentioned a lot of power songs that have helped them in difficult situations.

The song of one's life is an additional characteristic of a superfan, as many people who are the most enthusiastic about an artist also have a song of their life that is performed by said artist.



Tempo d

Stories about the songs of Finns' lives

- "*Oikeesti* by Finlanders. When I met my beloved 18 years ago, this song was at the top of the charts."*
- "*Maa ilman toisella puolen* by Haloo Helsinki is a significant and emotional song for me. We sang it at the end of primary school."**
- "*Soulman* by Blues Brothers. It was the best song on the first cassette I recorded from someone else."***
- "*Apulanta, En voi auttaa*. The song's atmosphere works for any situation in life, and the song somehow helps me keep moving forward"****
- "Kari Tapio's song *Olen suomalainen*. We've sung it with the national team just before a game and it creates a great team spirit and a sense of strength. Sport is a big part of my identity."*****

The songs of many people's lives are connected to such a painful memory that they don't want to share them.

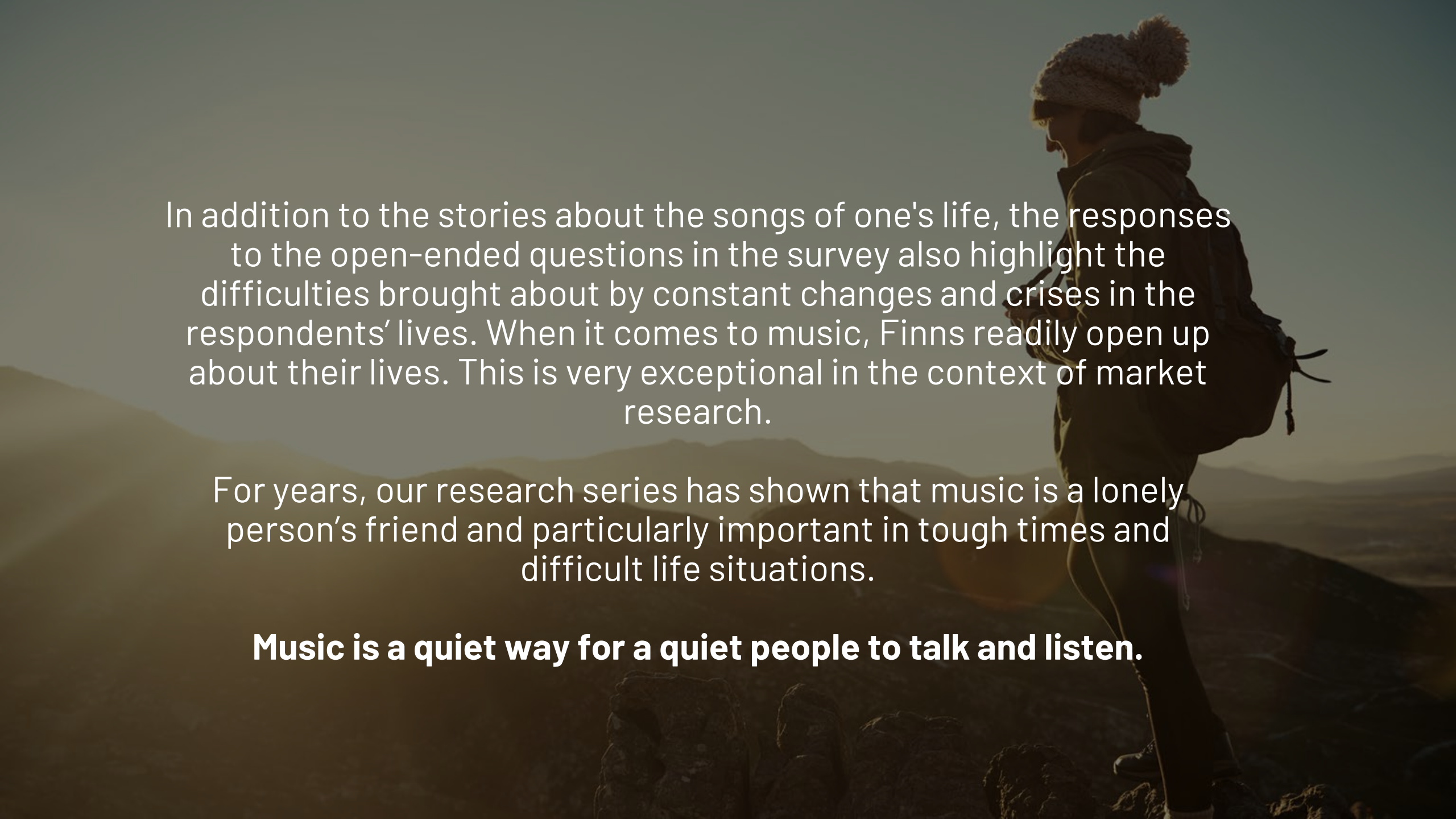
* Composition by Kaisa Ranta-Toivonen, lyrics by Sinikka Svärd, arrangement by Aku Toivonen

** Composition by Rauli Eskolin, Leo Hakanen, lyrics by Elisa Tiilikainen, Jarmo Mykkänen, Leo Hakanen, arrangement by Leo Hakanen, Rauli Eskolin, Erno Laitinen

*** Composition and lyrics by David Porter, Isaac Hayes

**** Composition and lyrics by Toni Wirtanen, arrangement by Toni Wirtanen, Simo Santapukki, Tuukka Temonen

***** Composition by Salvatore Cutugno, lyrics by Cristjano Minellono, Finnish lyrics by Raul Reiman

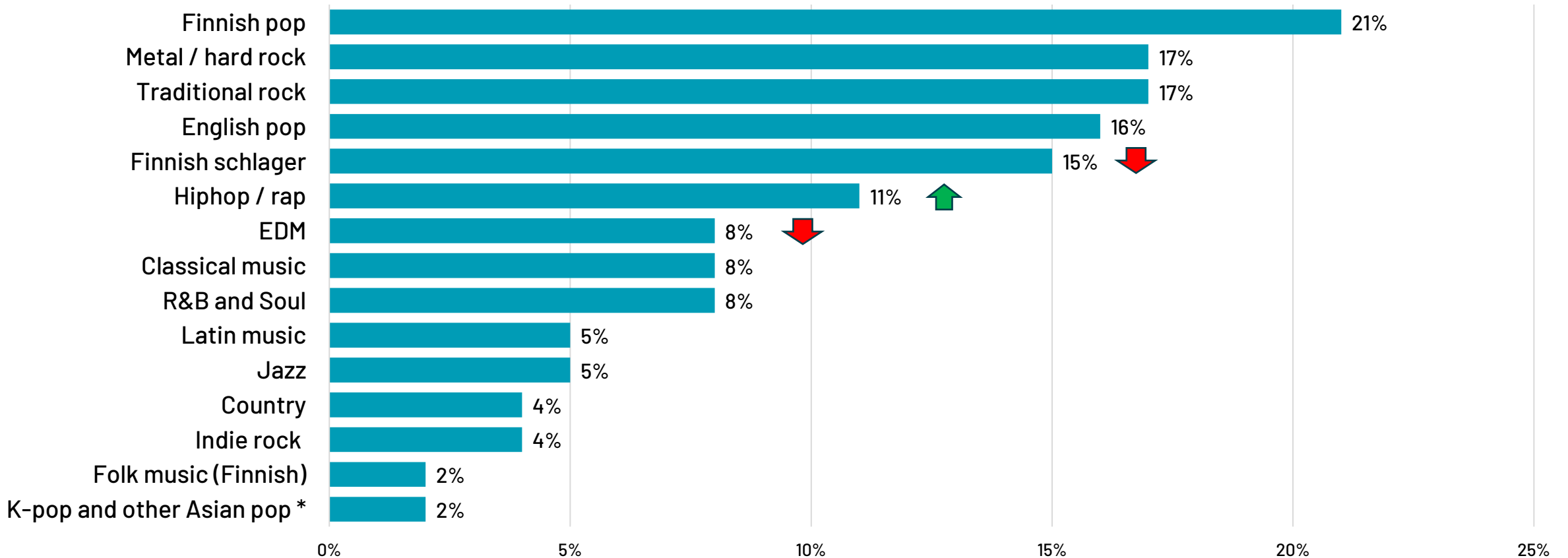
A person wearing a knit hat with a pom-pom, a dark jacket, and a backpack stands on a rocky mountain peak. They are looking out over a vast, hazy landscape of rolling hills and mountains under a soft, golden sunset sky. The person is holding a pair of binoculars.

In addition to the stories about the songs of one's life, the responses to the open-ended questions in the survey also highlight the difficulties brought about by constant changes and crises in the respondents' lives. When it comes to music, Finns readily open up about their lives. This is very exceptional in the context of market research.

For years, our research series has shown that music is a lonely person's friend and particularly important in tough times and difficult life situations.

Music is a quiet way for a quiet people to talk and listen.

Which music genres do you like very much?



- K-pop is liked by 7% of respondents under the age of 25.
- Almost without exception, respondents like the genre of their favourite artist very much. Still, the song of a respondent's life is often of a different genre.

Classical music is present in many places: 300,000 true friends, one million fair-weather friends

Of the respondents, 8% report that they like classical music very much and 62% at least like to listen to it occasionally.

28% could name a composer of classical music when we asked respondents to name a composer they had recently listened to. Almost as many people named a composer of something other than classical music.

Respondents remembered hearing classical music at least occasionally in many places during the year.

On TV 44%

In a film or a TV series 43%

On the radio 39%

On YouTube 27%

At a concert 22%

On Spotify 17%

On a recording 11%

Listener profiles for classical music

66–75-year-olds	40% (total population 16%)
Women	62% (total population 50%)
Helsinki-Uusimaa	43% (total population 34%)

A preference for classical music correlates with interest in jazz and folk music. Listeners of classical music are also somewhat interested in soul and Latin music.



In Finland, consumption has not increased at all in real terms over the past ten years.

In recent years, real consumption has even decreased.

Consumption by people under the age of 50 has decreased somewhat. Consumption by people over the age of 50 has increased somewhat.

The consumption of highly educated white-collar workers has decreased the most.

It is no wonder that the money spent on music in 2024 is at the same level as in 2018.

The subjective estimates of the respondents may differ from reality to some extent. However, the big picture is quite accurate in relation to general consumption statistics.

When it comes to entertainment, the most money is often spent on pay TV and concerts.



Annual spending on entertainment (respondent's own subjective estimate)

	More than €200	€50–200	€10–50	Less than €10	Best age group
Concert tickets	9%	29%	19%	43%	26–45
Streaming	2%	20%	9%	69%	16–55
Recordings	2%	6%	12%	80%	36–65
For comparison:					
Cinema tickets	2%	20%	46%	32%	46–65
Sports events	4%	11%	18%	67%	26–35
Computer games	5%	13%	16%	66%	19–35
Books, audiobooks	5%	17%	25%	53%	56–75
Video on Demand channels	9%	26%	9%	56%	46–75

The median amount of money spent on music can be estimated to be about EUR 100 per year and the average about EUR 150.

In the household budget survey (Statistics Finland 2022):

- The average spending on cultural events (concerts, theatre, films) is about EUR 150 per person per year.
- The spending on streaming services is about EUR 150 per person per year.
- The money spent on fiction is about EUR 60 per person per year.
- The average amount of money spent on computers, phones, TVs and audio equipment is just over EUR 400 per person per year.



The slowly changing habits of generations

PART 3: Changes in music listening in Finland

The phenomena of different generations

Born after 1990

Always wearing earphones
Computer games
Vlogs and YouTubers

- TikTok
- Social music consumer
- One's own playlists
- Rap and pop
- A fan of a lifestyle
- Friends

Born in 1970–1990

Streaming and radio
Video on Demand services
Commercial radio

- YouTube
- Independent music consumer
- Music videos
- Metal
- A fan of live gigs
- Busy

Born before 1970

Separate radio device
Linear TV
Yle radio stations

- Facebook
- Passive music consumer
- Reading
- Schlager and rock
- Fan of music content
- Nostalgia

Self-created playlists on Spotify dominate

In Spotify listening, the dominance of self-created playlists has increased as the most popular way of listening to music over the past five years. Nearly one in two, or **43%**, consider it their most important way of listening to music. Picking one song at a time is the favourite listening method of **16%** of respondents.

How do songs end up on self-created playlists?

- One in four Spotify users pick up songs from TikTok. Among under 25s, that figure is more than **60%**.
- One in three people pick up songs from the radio – especially people aged over 20.
- More than half of the users of a music streaming service listen to both ready-made playlists and playlists that the service recommends to them, picking up songs from those.
- One in four listen to playlists created by friends, especially younger listeners.

In which of the following ways have you listened to Spotify or a similar streaming service at least once in the last month?

	2024	2020
Picking one song at a time	78%	71%
Self-created playlists	67%	63%
Playlists based on music genres	57%	-
Playlists of individual artists	55%	49%
Playlists personalised for the listener by the service	55%	53%
Complete albums	45%	51%
Podcasts and other edited content	40%	34%
Playlists created by friends	25%	29%



Which devices have you used to listen to music in the past 24 hours?

	2024	Change vs. 2022
Car radio	59%	-3%
Phone	53%	+4%
Computer	24%	-2%
Separate radio device	27%	-2%
Streaming in the car	26%	+5%
Tablet	6%	-1%
CD player in the car	6%	-1%
CD player at home	5%	-1%
Voice-controlled smart speaker	5%	+1%
Record player	1%	0%

In the past five years, the only category that has grown consistently is listening to Spotify in the car.

No device has seen a continuous decrease in use.

Listening with a phone is still growing in older age groups, but it is no longer growing by leaps and bounds.

Which devices have you used to listen to music in the past week?

	All	13–18 yrs	36–45 yrs	66–75 yrs
Car radio	74%	80%	77%	63%
Phone	72%	94%	83%	34%
Computer	37%	45%	49%	21%
Separate radio device	41%	30%	37%	60%
Streaming in the car	38%	61%	48%	8%
Tablet	14%	18%	14%	12%
CD player in the car	11%	13%	13%	7%
CD player at home	11%	12%	13%	15%
Voice-controlled smart speaker	8%	17%	10%	4%
Record player	4%	4%	3%	4%

In the past week and in the past six months, I have...

	In the past week	In the past six months
Listened to music on YouTube	53%	83%
Listened to commercial radio stations	62%	82%
Listened to Yle radio stations	45%	74%
Listened to a music stream subject to a fee (Spotify)	40%	48%
Watched TikToks	36%	48%
Followed vloggers/YouTubers	29%	42%
Listened to a free music stream (Spotify)	31%	48%
Followed music artists on Instagram	29%	40%
Listened to a podcast	26%	54%
Listened to music while playing a game on a computer	17%	28%

The regular and occasional use of music sources has remained at the same level in recent years.

The respondents' subjective assessment of their listening to commercial radio stations is high when compared to listening to Yle radio stations, even though, according to Finnpanel's radio survey (April–June 2024), the most listened to radio station in Finland is Yle Radio Suomi.

Conclusion

The most commonly mentioned favourite songs in summer 2024

2.

**Mirella & Lauri Haav:
Luotathan**

Composition and lyrics: Lauri Haavisto, Aaro Virkkala,
Senni-Maaria Rantanen, Aleksanteri Hulkko, Mirella
Roininen

1.

**Portion Boys &
Kake Randelin:
Juhannusyö**

Composed by Igor Nikolaev, Mikael Forsby, lyrics by
Turkka Mali, Lasse Kuoppala, Raimo Paavola, Mikael
Forsby

3.

**Mirella:
Timanttei**

Composition and lyrics: Ilon Adlercreutz, Kim Mannila,
Emma Johansson, Mirella Roininen

Ten findings from the survey:

1. If tickets for a festival or gig are not selling, reducing the price could help.
2. In Finland, the spending on music is roughly at the 2018 level, as is general consumption.
3. In Finland, there are more than 50,000 super fans and several hundred thousand potential superfans.
4. Two million Finns have a favourite artist. Almost one million Finns have a favourite artist whose music they have listened to for several hours a week.
5. Pop's dominance as the most popular music genre remains clear. For the age groups, the rap-pop-rock-schlager age progression from young to old is clear.
6. New fresh hits keep coming. New emerging genres, such as K-pop, remain marginal year after year.
7. Today's hits are more song-driven than artist-driven. Songs that are important to people are connected to a specific artist and life situation.
8. Self-created playlists are at the heart of Spotify listening. For young people, TikTok is a key channel for discovering new songs.
9. The radio is maintaining its position quite well in the slowly changing environment of listening sources.
10. When music is being talked about, the anxiety felt by many Finns becomes evident. Music is the friend of a lonely person.

Bonus note: of Finns, 6% had listened to a song they knew was generated by AI within the past week and 25% within the past six months. These figures are about double for people under the age of 25.

IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT THE AUTHORS:

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