

MUSIC LISTENING IN FINLAND 2020

A strange year

Kari Tervonen, Roadmap Director, GroupM
Responses collected in August 2020



TEOSTO

We surveyed the current state of music listening in Finland for the seventh year in a row. We interviewed 1,072 Finns aged 13–75.

Norstat interviewed 1,072 Finns in its consumer panel in mid-August 2020, as assigned by IFPI and Teosto. We specifically sought respondents aged 13–15 and 16–18.

The key findings were weighted to represent 13–75-year-old Finnish men and women nationwide.

The survey's working group has been the same for a good while.

The survey results were analysed by **Kari Tervonen**, GroupM's Roadmap Director. **Susanna Perämaa** from Teosto and **Tommi Kyyrä** from IFPI Finland are the group's music industry experts.

The survey produces information in serial form on how Finns' music listening habits are changing over the long term.



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Age

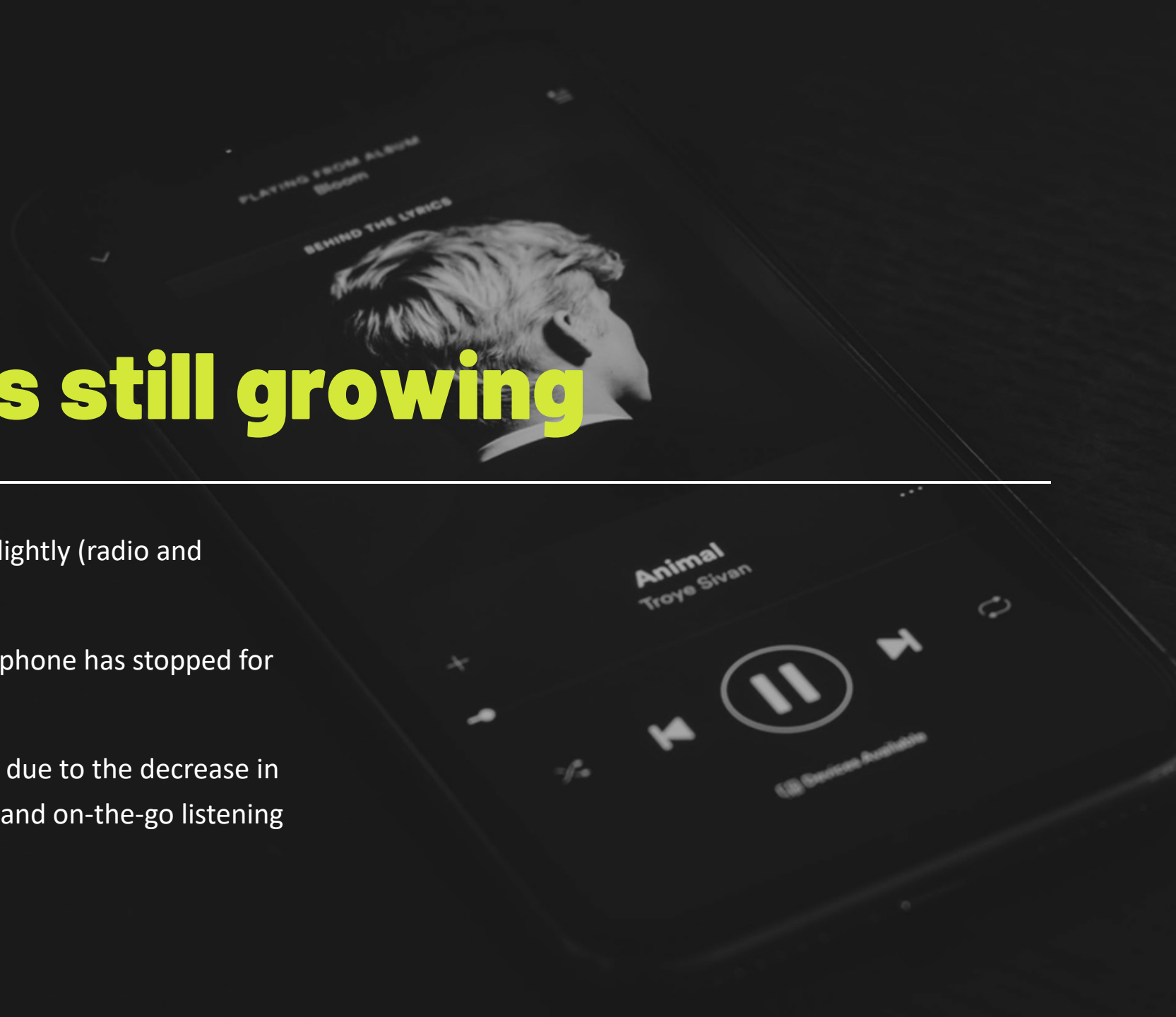
- Music listening habits change particularly quickly between the age groups 13–15, 16–18 and 19–25.
- Also from that point on, the differences between the age groups 26–35, 36–45, 46–55, 56–65 and 66–75 are big: in listening devices, taste in music, behaviour and attitudes towards music.

Streaming is still growing

PART 1: Music listening habits

Streaming is still growing


- Listening to music in a car increased slightly (radio and streaming).
- The growth of listening to music on a phone has stopped for now.
- The stopped growth is probably more due to the decrease in listening to music on public transport and on-the-go listening rather than mere saturation.



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

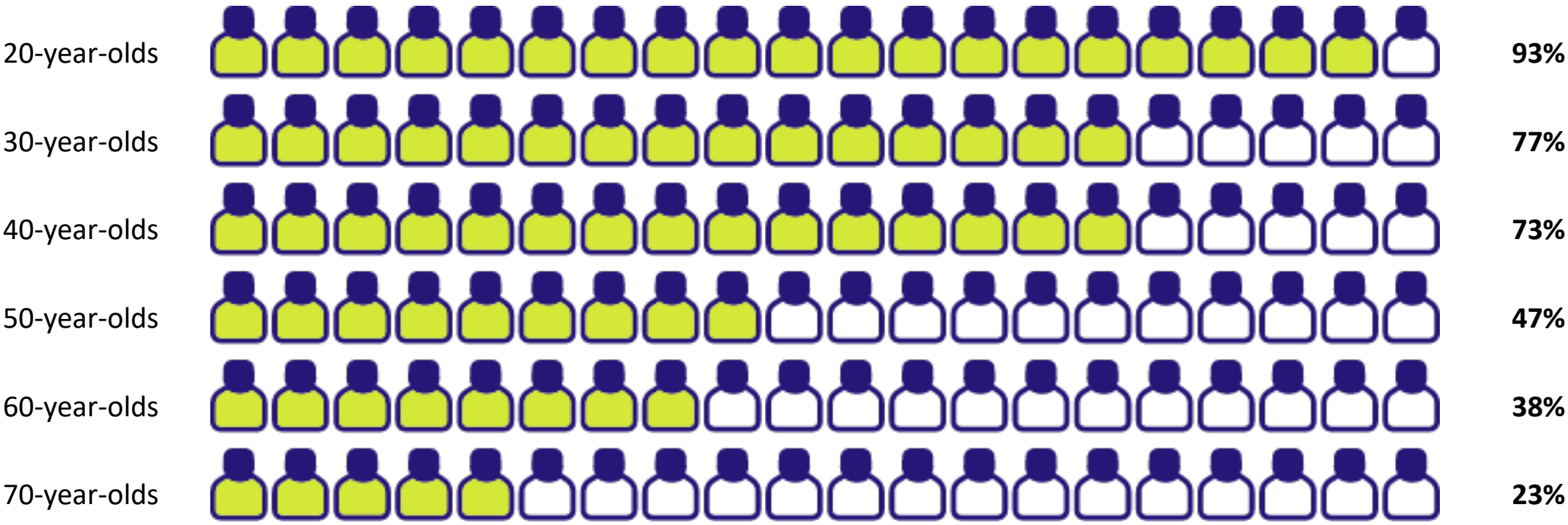
	All	13–18	19–35	36–55	56–65	66–75	change from 2019
Car radio	64%	54%	58%	72%	64%	62%	+2%
Phone	45%	85%	69%	44%	23%	14%	~
Separate radio device	28%	7%	17%	26%	40%	50%	-6%
Computer	27%	47%	39%	23%	20%	12%	-3%
Streaming in the car	18%	38%	39%	13%	5%	2%	+4%
CD player in the car	11%	6%	10%	13%	10%	10%	~
Tablet	9%	11%	6%	9%	13%	9%	-2%
CD player at home	6%	4%	4%	8%	7%	6%	-4%

(Voice-controlled smart speaker 3%, record player 2%)

A man with short brown hair and a light beard is shown from the chest up, wearing a blue zip-up hoodie. He is looking slightly to his right with a pleasant expression. He has a white earbud in his left ear, which he is holding with his left hand. The background is a blurred cityscape with many windows. The text is overlaid on the left side of the image.

**About 3 million Finns
listen to music on their
phone every week.**

Listened to music on a phone in the past week



Music listening in the past week

	2020	change from 2019
Listened to the radio	90%	~
Listened to music on YouTube	53%	~
Watched music videos	38%	+3%
Watched a paid TV broadcast	36%	+7%
Used a paid music streaming service	33%	+3%
Used a free music streaming service	25%	+5%
Went to a gig	5%	-5%
Downloaded music from an unlicensed source	2%	-2%

Following in the past week

	All	The most intensive age group
Listened to music on YouTube	53%	13–18-year-olds (75%)
Watched music videos	38%	13–18-year-olds (60%)
Watched a paid TV broadcast	36%	35–54-year-olds (45%)
Used a paid music streaming service	33%	19–25-year-olds (68%)
Used a free music streaming service	25%	13–25-year-olds (45%)

**This year, we asked further questions
about the ways in which people use music
streaming services:**

Most popular way of streaming

Of all music streaming service users

I listen to playlists I've created myself	37%
I pick one song at a time by searching	23%
I listen to playlists suggested to me by the service	12%
I listen to entire albums	10%
I listen to playlists created using songs by a single artist	8%
I listen to podcasts or curated content	3%
I listen to playlists created by my friends	1%
Nothing/nothing else	7%

Most popular way of streaming

[illegible]

All ways of streaming in the past month

Of all music streaming service users

I listen to playlists I've created myself	63%
I pick one song at a time by searching	71%
I listen to playlists suggested to me by the service	53%
I listen to entire albums	51%
I listen to playlists created using songs by a single artist	49%
I listen to podcasts or curated content	34%
I listen to playlists created by my friends	29%

Life under coronavirus

PART 2: The effect of the coronavirus pandemic on music listening

How has the pandemic affected the way you listen to music?

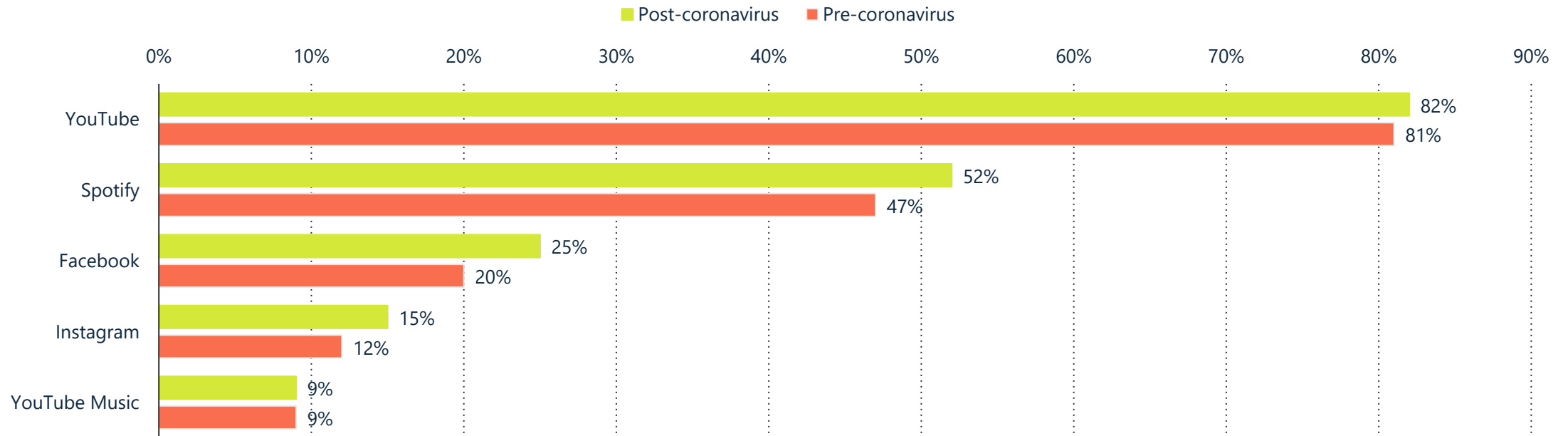
It prevented me from going to a concert/gig	39%
It made me listen to music more	35%
Music has been an important source of comfort	24%
It made me listen to more old music	20%
It got me to watch a live-streamed gig	13%
It made me listen to music less	4%

The pandemic has not slowed down new artists' breakthroughs.

To give an example, Behm and William established themselves as top artists quicker than usual.

Music listening grew in all digital channels in spring 2020

The effect of COVID-19 on the use of music streaming services:



Note: Europe, Finland; December 27, 2019 to January 9, 2020; April 3 –14, 2020; 18–65 years; 882 and 1,008 respondents; Respondents using digital services to listen to music

Further information regarding this statistic can be found on [page 8](#).

Source(s): Polaris Nordic; [ID 1147712](#)

Figures concerning the reach of media services

	In a week	In a day	Highest rate of daily use
WhatsApp	81%	75%	91% (16–25-year-olds)
YouTube	73%	53%	82% (13–18-year-olds)
Facebook	66%	58%	70% (19–45-year-olds)
Instagram	47%	41%	87% (16–18-year-olds)
Spotify	44%	36%	76% (16–25-year-olds)
Netflix	37%	29%	55% (13–25-year-olds)
Snapchat	22%	20%	84% (16–18-year-olds)
C More	18%	11%	
Viaplay	16%	11%	
TikTok	13%	10%	54% (13–18-year-olds)
Ruutu+	13%	8%	
Jodel	10%	8%	34% (19–25-year-olds)
HBO	6%	3%	
Amazon	5%	2%	
Soundcloud	4%	2%	
YouTube Premium	3%	2%	
Deezer	3%	2%	
Apple Music	2%	1%	
Tidal	1%	1%	

A person is shown from the chest up, holding a microphone with their right hand. They are wearing a dark, short-sleeved shirt. The background is dark with many out-of-focus light spots, creating a bokeh effect. The overall tone is moody and artistic.

Going to live music concerts

- 24% of respondents had gone to a gig in the past 6 months (during the pandemic). Over the same months last year, the figure was 56%.
- 37% had watched an entire gig online or on TV.
- Up to 23% of respondents had watched a free live-streamed concert and 5% had watched a paid live-streamed concert.

Who do I want to see perform once I can go to gigs again?

Many respondents' wish lists featured this summer's cancelled plans.

JVG

Ed Sheeran

Rammstein

Antti Tuisku

Eppu Normaali

Sanni

Lauri Tähkä

Gettomasa

Santana

Juha Tapio

Hassisen Kone

Sunrise Avenue

Iron Maiden

Jari Sillanpää

Tuure Kilpeläinen

Anna Puu

Kaija Koo

Volbeat

Apulanta

Nightwish

Behm

Popeda

In your opinion, what is the best environment for listening to live music?

Concert hall	34%
Club/restaurant	27%
Festival	21%
Stadium	18%

In your opinion, what is the best environment for listening to live music?

Concert hall	aged 55+, classical, world music, schlager music, jazz
Club/restaurant	aged 25–55, rock, jazz
Festival	aged 16–35, chart music
Stadium	aged under 20, old heavy metal

Concert halls are the best environment for listening to music because:

- You can sit on your own seat in the hall
- The calmest environment, the best acoustics
- You can focus on music
- Offers higher-quality performances by the same artist compared to other environments

Clubs/restaurants are the best environment for listening to music because:

- A like-minded audience supporting a single artist
- Intimate atmosphere, better sound quality, best connection with the artist
- Easier to have drinks at the same time
- More relaxed than a concert but less noisy compared to a festival

Festivals are the best environment for listening to music because:

- Friends and fresh air
- Freedom to move during the performance
- Chance to see multiple artists in one go
- Chance to relax and hang out, not so uptight

Stadiums are the best environment for listening to music because:

- One artist – best atmosphere and communication with the audience
- Large audience, a great setting
- Lots of effort put in the show



Music shows on TV

Popular and remembered for a long time



VAIN ELÄMÄÄ

As many as seven music shows have been watched by at least a million Finns

	Age distribution	Share	Estimated number of 13–75-year-olds
Vain elämää	even	62%	2.5 million
Voice of Finland	younger	58%	2.3 million
Idols	even	53%	2.1 miljoonaa
Tähdet tähdet	aged 45+	38%	1.6 million
Masked Singer Suomi	even	37%	1.6 million
SuomiLOVE	aged 45+	35%	1.5 million

Artists who gained the most listeners through a TV show

1. Antti Tuisku
2. Cheek
3. Valtteri Torikka
4. Anna Puu
5. Hanna Pakarinen
6. Anna Abreu
7. Elastinen
8. Pyhimys
9. Lauri Tähkä

10. Jari Sillanpää
11. Saara Aalto
12. Erin
13. Jenni Vartiainen
14. Kaija Koo
15. Juha Tapio
16. Samu Haber
17. Jesse Kaikuranta

Eveliina, Ellinoora, Suvi Teräsniska, Arja Koriseva, Katri Ylander, Diandra, Ari Koivunen, Antti Railio...

Of which over half started to break through thanks to TV

- | | |
|--|--|
| 1. Antti Tuisku (Idols 2003) | 10. Jari Sillanpää (Tangomarkkinat 1995) |
| 2. Cheek | 11. Saara Aalto (Talent Suomi 2007) |
| 3. Valtteri Torikka (Tähdet tähdet 2015) | 12. Erin |
| 4. Anna Puu (Idols 2008) | 13. Jenni Vartiainen (Pop Stars 2002) |
| 5. Hanna Pakarinen (Idols 2003) | 14. Kaija Koo |
| 6. Anna Abreu (Idols 2007) | 15. Juha Tapio |
| 7. Elastinen | 16. Samu Haber |
| 8. Pyhimys | 17. Jesse Kaikuranta (Voice of Finland 2012) |
| 9. Lauri Tähkä | |

Metalheads are true fans

PART 3: The popularity of music genres

Likes the music genre a lot

1.	Hard rock/metal from the 1970s–1990s	30%
2.	Finnish rock from the 1970s–1990s	25%
3.	Finnish schlager music from the 1970s–1990s	21%
4.	Rock and pop from the 1950s–1960s	21%
5.	Progressive rock from the 1970s–1990s	19%
6.	Finnish chart pop from the 1970s–1990s	18%
7.	Old Finnish dance music	16%
8.	Soul/funk/disco from the 1970s–1990s	16%
9.	New Finnish chart pop	15%
10.	New metal music	14%
11.	Classical music/contemporary classical music	14%
12.	New Finnish schlager music	14%
13.	New English-language chart pop	14%
14.	New English-language rock	13%
15.	Jazz	10%
16.	New Finnish rock	9%
17.	New English-language hip hop/rap	9%
18.	Foreign easy listening and schlager music	8%
19.	New Finnish hip hop/rap	7%
20.	Folk music and world music	5%

Likes the music genre a lot

13–15-year-olds

1. New English-language hip hop/rap
2. New English-language chart pop
3. New Finnish chart pop
4. New Finnish hip hop/rap
5. Finnish chart pop from the 1970s–1990s

19–25-year-olds

1. New English-language chart pop
2. New Finnish chart pop
3. New English-language hip hop/rap
4. New Finnish hip hop/rap
5. Finnish schlager music from the 1970s–1990s

26–35-year-olds

1. Hard rock/metal from the 1970s–1990s
2. New English-language rock
3. New metal music
4. Progressive rock from the 1970s–1990s
5. New Finnish chart pop

45–54-year-olds

1. Finnish rock from the 1970s–1990s
2. Hard rock/metal from the 1970s–1990s
3. Rock and pop from the 1950s–1960s
4. Soul/funk/disco from the 1970s–1990s
5. Finnish chart pop from the 1970s–1990s

66–75-year-olds

1. Old Finnish dance music
2. Finnish schlager music from the 1970s–1990s
3. Rock and pop from the 1950s–1960s
4. Classical music
5. Finnish chart pop from the 1970s–1990s

Likes the music genre to some extent

1.	Finnish rock from the 1970s–1990s	54%
2.	Rock and pop from the 1950s–1960s	49%
3.	Finnish chart pop from the 1970s–1990s	45%
4.	Finnish schlager music from the 1970s–1990s	45%
5.	Hard rock/metal from the 1970s–1990s	42%
6.	Soul/funk/disco from the 1970s–1990s	39%
7.	New English-language rock	38%
8.	New English-language chart pop	37%
9.	New Finnish rock	35%
10.	New Finnish chart pop	34%
11.	New Finnish schlager music	34%
12.	Progressive rock from the 1970s–1990s	34%
13.	Foreign easy listening and schlager music	33%
14.	Classical music	32%
15.	Old Finnish dance music	32%
16.	New metal music	27%
17.	Jazz	26%
18.	New English-language hip hop/rap	22%
19.	New Finnish hip hop/rap	21%
20.	Folk music and world music	17%



WOMEN'S TOP 5

1. Finnish schlager music from the 1970s–1990s
2. Finnish rock from the 1970s–1990s
3. New Finnish chart pop
4. Rock and pop from the 1950s–1960s
5. Finnish chart pop from the 1970s–1990s



MEN'S TOP 5

1. Hard rock/metal from the 1970s–1990s
2. Finnish rock from the 1970s–1990s
3. Progressive rock from the 1970s–1990s
4. Rock and pop from the 1950s–1960s
5. New metal music

Popular “T-shirt artists” are often heavy metal artists

One in eight Finns has bought a music-related T-shirt in the past year, going up to one in five in Finns under 40 years of age.

TOP 3 FOR T-SHIRTS

1. Metallica
2. Rammstein
3. Cheek

In addition to these, artists that sell a lot of T-shirts include: AC/DC, Antti Tuisku, Apulanta, Ed Sheeran, Five Finger Death Punch, Haloo Helsinki!, Iron Maiden, Justin Bieber, Lauri Tähkä, Motörhead, One Direction, Popeda, Robin and Sonata Arctica.

Songs that people listen to when they want to feel good and energised

1. Survivor – Eye Of The Tiger
2. Pharrell Williams – Happy
3. Queen – Don't Stop Me Now
4. Kari Tapio – Myrskyn jälkeen
5. Elastinen – Eteen ja ylös

Of all responses, 50% were foreign artists and 50% were Finnish artists.

Artists that lift the mood

+ example song

Abba – Gimme Gimme Gimme

AC/DC – Thunderstruck

Antti Tuisku – Peto on irti

Apulanta – Pahempi toistaan

Arttu Wiskari – Mökkitie

Bruce Springsteen – Born to run

Cheek – Sokka irti

Haloo Helsinki! – Beibi

Iron Maiden – Trooper

Juha Tapio – Sinun vuorosi loistaa

JVG – Ikuinen vappu

Kaija Koo – Korkkarit kattoon (Supernaiset)

Kari Tapio – Myrskyn jälkeen

Lauri Tähkä – Polte

Led Zeppelin – Immigrant song

Metallica – Master of puppets

Queen – Don't stop me now

Tuure Kilpeläinen – Autiosaari

Compare to the most touching and important song lyrics from 2019

Palavaa vettä, Missä muruseni on, Kaksi vanhaa puuta, Ikuinen Vappu, Maamme, Murheellisten laulujen maa, Musta aurinko nousee, Satumaa, Täällä Pohjantähden alla, Keinu, Bohemian Rhapsody, Jättiläinen, Lapin Kesä, Timantit on ikuisia, Sinua sinua rakastan

Albatrossi, Elefantin paino, Joutsenlaulu, Lumi teki enkelin eteiseen, Muistuta minua, Nothing else matters, Olisitpa sylissäni, Ota varovasti, Paratiisi, Pitkä kuuma kesä, Rakkaus on lumivalkoinen, Rooma, Sinuun minä jään, Suvivirsi

Artists whose values are similar to the respondents' values or who have influenced the respondents' values

Two artists ranked far above the rest: **Juice Leskinen** and **Juha Tapio**

Other artists that were mentioned a lot: Lauri Tähkä, Kari Tapio, Cheek, Sanni, Kaija Koo, Pyhimys, Bob Dylan, Arttu Wiskari, Anna Puu, Katri Helena, Pekka Simojoki, Pelle Miljoona, Gösta Sundqvist, Pauli Hanhiniemi, Ismo Alanko, Tapio Rautavaara, Paula Koivuniemi, Mikael Gabriel, Hector

Rock me Amadeus

PART 4: The most popular classical composers

Observations on those who listen to classical music

- All composers who created their most famous works over a hundred years ago are the most popular among listeners over 45 years of age.
- The age distribution of the more selective popularity of contemporary classical composers is much more even.
- Listeners under 18 years of age are overall much less familiar with classical composers when compared to older listeners.

	Likes a lot	Has a positive impression	Knows at least the name
1. Jean Sibelius	27%	74%	98%
2. Wolfgang Amadeus Mozart	20%	66%	94%
3. Pyotr Tchaikovsky	17%	56%	86%
4. Ludwig van Beethoven	15%	64%	96%
5. Johann Sebastian Bach	13%	61%	96%
6. Frederic Chopin	13%	52%	81%
7. Giuseppe Verdi	10%	42%	77%
8. Franz Schubert	9%	37%	74%
9. Igor Stravinsky	8%	34%	67%
10. Claude Debussy	7%	23%	48%
11. Einojuhani Rautavaara	3%	21%	72%
12. Aulis Sallinen	2%	18%	59%
13. Bela Bartok	2%	15%	39%
14. Arvo Pärt	2%	10%	31%
15. Philip Glass	2%	5%	14%
16. Kaija Saariaho	1%	12%	46%
17. John Adams	1%	7%	26%
18. Kalevi Aho	1%	5%	23%
19. Lotta Wennäkoski	1%	5%	14%
20. Magnus Lindberg	1%	5%	19%
21. Anna Thorvaldsdottir	1%	3%	12%

About 300,000 Finns like classical music a lot.

- 60% women
- Median age 55 years
- The largest group is people in their 70s

Fans of classical music listen to CDs and vinyl records twice as much as the average but still use other music listening devices at least as much as the average.

Listeners of classical music often go to concerts and also watch concerts on TV/online.

Other music genres that listeners of classical music like are jazz, progressive rock, world music and easy listening.

Listeners are fairly evenly distributed among all occupational and educational groups.

Favourite performers of classical music

Karita Mattila and Esa-Pekka Salonen

Others who were mentioned a lot: Santtu-Matias Rouvali, Valtteri Torikka, Pentti Hietanen, Olli Muistonen, Jorma Hynninen, Pekka Kuusisto, Jonas Kaufmann, Herbert von Karajan and Hannu Lintu.

TV and other publicity affects artists' popularity also in classical music.

Artists' positions in the minds of Finns

BEST LIVE ROCK

Popeda

Apulanta
Nightwish

ICONIC FAVOURITES

Eppu Normaali

Katri Helena

BEST PARTY

JVG

Antti Tuisku

Cheek

Elastinen

Jari Sillanpää

DISTINCTIVE HITMAKERS

Arttu Wiskari

Haloo Helsinki!

BELIEF AND HOPE IN LIFE

Kaija Koo

Kari Tapio

Lauri Tähkä

CHANGERS OF MENTAL LANDSCAPE

Juha Tapio

Juice Leskinen

Jean Sibelius

SOULFUL

Jenni Vartiainen

Vesala

Sanni

What changed the most in 2020?

PART 5: Summary

The use of music streaming services continued to grow significantly.

The coronavirus pandemic increased listening to music in one's own car and decreased listening to music on a phone on public transport.

Watching TV became more popular especially in the spring, and the popularity of pay TV grew the whole year.

Chart pop is listened to the most, and it brings joy to the largest group of people.

When it comes to the number of fans, Finland is still a heavy metal country. Finnish rock is in second place.

The domination of pop turns into the domination of rock under the age of 30.

**It's time to announce the hits of summer
2020.**

Summer songs convey strong feelings

- “All sad Finnish songs because of my break-up and the resulting anxiety. Sad music helped me cope.”
- Jeremie – Viini: “The lyrics were about love, and I’d just fallen in love.”
- Hector – Juodaan viinaa: “I’ve listened to this song a lot with my friends and I personally like it very much.”
- Nightwish – Ghost Love Score (Live at Wacken 2013): “I’ve watched hundreds of reactions to this song on YouTube!”
- “I’ve mostly listened to kids’ music. I can’t say it’s been a pleasant experience, but what wouldn’t one do for one’s own child?”
- The Beatles – Let It Be: “Works well when you’re doing construction work.”

The three most common favourite songs of summer 2020

NB: Two entirely new artists. These songs were immediately followed by Behm's song Tivolit.

2.

Behm – Frida

c & a. Rita Behm, arr. Kalle Mäkipelto
p. HMC Publishing, M-Eazy Music Publishing

1.

William – Penelope

c. Anselmi Ala-Kaitala, a. Ville Virtanen

3.

Arttu Wiskari – Tässäkö tää oli

c. Mika Haapasalo & Janne Rintala
a. Janne Rintala, p. Mökkitie Records

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