

# FINLAND

## MARKET PROFILE

EMEE Music Market Study  
2025

This report is created as one of the deliverables of the project “Developing European Music Export Capacity”. The project is co-funded by the European Commission.



**Co-funded by  
the European Union**

**Author:** Merja Hottinen, Emilia Sipakko

**Language and content editor:** Virgo Sillamaa, Alice Kattago

**Editorial support & designer:** Jess Partridge

**Research project coordinators:** Virgo Sillamaa (EMEE) and Alice Kattago

The report was created between September 2024 and February 2025.

The authors and the entire EMEE team expresses gratitude to all the professionals who were willing to grant their time and expertise, including Sari Aalto-Setälä, Aino-Maria Paasivirta, Eveliina Pitkänen, Anna Reponen, Petrus Sillanpää, Ano Sirppiniemi, Jukka Taskinen, Tommi Tuomainen, Katja Vauhkonen and everyone else who in any way helped verify information and map the local scene.

---

# CONTENTS

1. General Context	<b>4</b>
2. Music Consumption	<b>14</b>
3. Music Ecosystem	<b>18</b>
4. Live Music Sector	<b>24</b>
5. Recorded Music Sector	<b>38</b>
6. Music Publishing & Synch Sector	<b>44</b>
7. Media and PR	<b>49</b>
References	<b>56</b>

# 1. General Context



## Population

5 635 971

(Statistics Finland)

**Helsinki** 674 500

**Espoo** 314 024

**Tampere** 255 050

**Vantaa** 247 443

**Oulu** 214 633

## 1.1 Geography and Getting Around

### Main areas and regions of Finland

Finland is divided into 19 regions, with 18 regions in the mainland, and one, Åland, in the archipelago. Åland has a special autonomous status with its own parliament and legislation governing many fields, and it is a demilitarised, neutral zone ([Norden](#)).

Culturally, Finland can be divided along the basic dimensions: south -

north and west - east. The southern part of Finland is much more densely populated than the north. The western Finland has been influenced by Sweden and has a large swedish-speaking population, whereas the eastern part has been more influenced by Russian culture.

### Travel & transportation

Finland has altogether 20 airports, but most international flights land to Finland's largest airport in Helsinki-Vantaa (HEL) airport near the capital city ([Visit Finland](#)). More info can be found here.

You can arrive in Finland by boat to Helsinki (from Sweden, Estonia, Germany, Poland or Latvia), Turku (from Stockholm, Sweden), Vaasa (from Umeå, Sweden) and Hanko (from Nynäshamn, Sweden) (Visit Finland). You can also drive to Finland via Sweden and Norway in the North.

Generally in Finland, distances are long but the road network is extensive and public transportation works well. Main roads between big cities and main areas are well maintained. You can also reach several cities by train. Railway traffic is operated by VR, and several bus companies operate long-distance routes. You can plan your travel route with public transportation for example in Traficom's Matka.fi service ([Visit Finland](#)).

### The largest cities in Finland

City	Population	Region	Notes on relevance as a music hub
<b>Helsinki</b>	674 500	Uusimaa	The biggest music scene in Finland, serving both the Uusimaa area and all of Finland. Venues, groups and orchestras, festivals in all genres
<b>Espoo</b>	314 024	Uusimaa	Part of the Helsinki metropolitan area. Cultural centre, orchestra and cultural venues.
<b>Tampere</b>	255 050	Pirkanmaa	Vivid music scene in several genres. Concert hall, orchestras, small and big venues, festivals around the year.
<b>Vantaa</b>	247 443	Uusimaa	Part of the Helsinki metropolitan area; smaller cultural venues and orchestra.
<b>Oulu</b>	214 633	North Ostrobothnia	Relevant for its many venues and festivals. Concert hall and orchestra. Regional centre for the North of Finland.
<b>Turku</b>	201 863	Southwest Finland	Vivid music scene in many genres, including classical music orchestra and several festivals.
<b>Jyväskylä</b>	147 746	Central Finland	Music hub for Central Finland, active live music scene.
<b>Kuopio</b>	124 021	North Savo	Music hub for Eastern Finland.
<b>Lahti</b>	120 693	Päijät-Häme	Active music city in different genres - venues and orchestras.

City	Population	Region	Notes on relevance as a music hub
<b>Pori</b>	83 106	Satakunta	Regional centre and home for several Finnish rock bands and Pori Jazz Festival
<b>Kouvola</b>	78 880	Kymenlaakso	Regional centre and home for several rock bands.
<b>Seinäjoki</b>	66 160	South Ostrobothnia	Traditional popular music hub with vivid music scene, festivals, venues and higher education.
<b>Rovaniemi</b>	65 286	Lapland	Regional centre for the northernmost Finland, active in several music genres.

Table 1: Population of Finland's biggest cities. Source: *Statistics Finland* (2025). *Population and Society*.



Figure 2: Major cities in Finland displayed on the map  
Source: *Finland Toolbox*

#### Other relevant links:

- [Visit Finland](#) - information about regions & practical travel tips.
- [This is Finland](#) - Finland facts by the Finnish ministry for foreign affairs.
- [Interactive map](#) of Finnish cities.

---

## 1.2 Society, economy and communication

(Source if not otherwise stated: [https://stat.fi/tup/suoluk/index\\_en.html](https://stat.fi/tup/suoluk/index_en.html))

### 1.2.1. Society

As of 2024, Finland's population was approximately 5 635 971. The average age is 42,7 years for males and 45,2 years for females. Finland has two official languages: Finnish and Swedish. Finnish is the dominant language, spoken by 84,1% of the population, while Swedish is spoken by 5,1%.

Other important language(s) include:

Sami (or Saami) “Under the Constitution, the Saami, as an indigenous people, have the right to maintain and develop their own language and culture. In their native region, the Saami have linguistic and cultural self-government. - - The Saami Language Act applies to all three Saami languages spoken in Finland: Inari Saami, Skolt Saami and North Saami.” ([Ministry of Justice](#)) Sami-speakers constitute 0,04% of the population (2077 persons in 2024).

The largest foreign-language populations: Russian (1,8 % in 2024), Estonian (0,9 % in 2024), Arabic (0,8 % in 2024), English (0,7 % in 2024), Ukrainian (0,7 % in 2024), Somali (0,5 % in 2024).

Almost all children in Finland learn English at school, Swedish being the second most popular choice ([Eurydice](#)).

The recommended language to communicate with local professionals is English (well known all over Finland and used in all international communication). In the Swedish-speaking areas (west-coast and Åland Islands) Swedish and other Scandinavian languages might also be an option.

Sources for other basic information: [Finland in brief](#)

### 1.2.2. Economy

Finland uses the Euro (€) as its currency. In 2024, Finland's GDP reached approximately €276,2 bln, according to preliminary data (€266 bln in 2022). This translates to a GDP per capita of approximately €49 133.

Source: [Finland in Figures](#)

### **1.2.3. Digital & communication**

Finland has achieved high levels of internet penetration and smartphone usage. 97,8% of the population used the internet in 2024 ([EC](#)), with 94% having used it in the past three months ([SF](#)). Furthermore, 97,8% of households have internet access ([Datareportal](#)). Smartphone usage is also widespread, with 90% of the population aged 16-89 using smartphones ([SF](#)). This indicates that Finland has a well-developed digital infrastructure and a population that is highly engaged with digital technology.

For other statistical information, see: [Finland in Figures](#)

## **1.3. Artist status, copyright, tax and Legal**

### **1.3.1. Artist status and business identity management**

The business identities for artists are the same as for others: proprietorship (toiminimi), partnership (avoin yhtiö), limited partnership (kommandiittiyhtiö), limited company (osakeyhtiö) and cooperative association (osuuskunta) ([Info Finland](#)). Proprietorships are typical for individual musicians, as it often makes freelance work easier. Sole proprietors are functioning like a company for example when billing services or paying taxes, but there is a personal liability for all financial activities. Bands with several co-owners often have a limited company.

Taxes are paid on salaries and other incomes. Taxation is affected by how long you will stay in Finland and whether your employer is a Finnish or foreign company ([Info Finland](#)). Performing artists' international situations can change the taxation, see more [here](#).

The standard VAT (value-added tax) rate in Finland is 25.5 % which applies also to record sales. The reduced VAT rate (14%) applies, for example, to admission fees for cultural events.

Performance fees are generally free of VAT (value-added tax), and that applies to both agencies and artists. Also payments for use of copyrighted material, and transferring copyrighted artistic material are VAT free. However, a 14% VAT is added to the fees (license prices) paid by music users for performance rights for a CMO.

### **1.3.2. Copyright and related rights**

The Finnish copyright legislation is embodied in national laws, which are based on international treaties, EU directives and the Constitution of Finland. The Finnish copyright law grants economic rights to make copies of the work, to make the work available to the public, as well as moral rights including right of paternity and right of respect. According to a study in 2016, the Finnish law has some special features compared to many other countries, but overall the level of protection is in Finland at the same level as in most other countries. ([Cupore, 2016](#))

Copyright societies represent authors, performing artists and other copyright holders in their respective fields, and administer their rights. For example, they collect and distribute copyright remunerations. There are seven collective management organisations in all fields of art and



culture: APFI, Avate, Gramex, Kopiosto, Kuvasto, Sanasto and Teosto. ([Ministry of Culture](#))

Gramex and Teosto operate directly in the field of music. [Gramex](#) pays remuneration to music performers and producers. [Teosto](#) collects royalties and sells music licenses on behalf of composers, arrangers, lyricists and publishers. [Kopiosto](#) operates widely in the creative sector and controls the copying and use of copyrighted publications and audiovisual work.

Note also [NCB](#), a Nordic organization working on behalf of copyright societies administering certain royalties. (See table below.)

### Which licences are granted collectively by the CMOs vs negotiated individually

USAGE	AUTHOR'S RIGHTS	NEIGHBOURING RIGHTS (recordings)
Public performance	Collectively (Teosto)	Collectively (Gramex)
Broadcasting in radio and TV	Collectively (Teosto)	Collectively (Gramex)
Reproduction and distribution (physical)	Collectively (NCB)	Individually
Background music	Collectively (Teosto/GTM)	Collectively (Gramex/GTM)
Making available online	Collectively (Teosto/Polaris Hub)	Individually (Producers)
Licensing to film production	Mechanical rights: collectively (NCB), Sync rights: individually/collectively (NCB)	Individually/Collectively (Gramex)
Licensing to TV production	Mechanical rights: collectively (NCB), Sync rights: individually/collectively (NCB)	Individually/Collectively (Gramex)
Licensing to advertisements	Individually	Individually
Licensing to video games production	Individually	Individually
Private events	No license needed (family, close friends)	No license needed (family, close friends)

Table 2: Collectively and individually negotiated licenses in Finland. Note that some licenses depend on territorial agreements. Sources: Teosto [www.teosto.fi](http://www.teosto.fi), Gramex [www.gramex.fi](http://www.gramex.fi). See also Nordisk Copyright Bureau NCB, [ncb.dk](http://ncb.dk).

---

### **1.3.3. Visa and other mobility info**

The ability for individuals to work and reside in Finland varies based on nationality and the intended length of stay. Citizens of Nordic countries (Denmark, Iceland, Norway, Sweden), along with citizens from EU Member States, Liechtenstein, and Switzerland, enjoy the freedom to work in Finland without needing a specific work permit. However, registration requirements apply for extended stays: Nordic citizens staying longer than six months must inform the Digital and Population Data Services Agency, while EU/EEA and Swiss citizens staying longer than three months must register with the Finnish Immigration Service ([suomi.fi](https://suomi.fi)).

Conversely, individuals from countries outside the EU/EEA, Switzerland, and the Nordic region generally require a residence permit specifically granted for employment purposes to work legally in Finland ([suomi.fi](https://suomi.fi), [um.fi](https://um.fi)).

For short-term visits lasting less than 90 days within any 180-day period, entry rules depend on nationality. A Schengen visa might be required, based on agreements between Schengen states. Individuals holding passports from visa-exempt countries are still limited to a maximum stay of 90 days within any 180-day period within Finland or the Schengen area ([um.fi](https://um.fi)).

Regardless of visa status, all travellers must possess a valid passport or another travel document recognised by Finland. This document needs to have been issued within the preceding ten years and must remain valid for at least 90 days after the planned departure from the Schengen zone. Furthermore, upon arrival, all individuals must satisfy general entry conditions, ensuring they do not represent a risk to public order, national security, public health, or Finland's international relations ([um.fi](https://um.fi)).

For stays in Finland intended to last longer than three months, obtaining a residence permit is usually mandatory. This requirement does not apply to citizens of EU/EEA countries, Switzerland, or Nordic nations ([um.fi](https://um.fi)). An exception to the residence permit rule exists for seasonal work, such as specific jobs in agriculture or tourism (like forestry, plant production, or festival work), lasting up to 90 days. In these cases, a residence permit is not needed; instead, the individual requires either a visa or, if from a visa-free country, a seasonal work certificate ([um.fi](https://um.fi)).

### **1.4 Music Policy**

The Finnish cultural policy system operates on three levels: national, regional, and local. The Finnish Parliament holds the highest legislative power, whereas executive power rests with the government and its ministries. The Ministry of Education and Culture's cultural policy is guided by the Government Programme as well as other sector-specific programmes. Other administrative sectors also influence cultural affairs, such as tax policy, innovation policy, and business policy. ([Stenvall, Vesala, Kivilehto, Pöntinen & Rönkkö 2024](#))

The Ministry of Education and Culture's current [cultural policy strategy](#) identifies three target areas: creative work and production, inclusion and participation in arts and culture,

cultural heritage and continuity. In cultural policy, music is recognized as both a significant field of arts and culture and a key component of the creative economy. ([OKM](#))

The most recent key document for Finnish cultural policy is the [Cultural Policy Report](#), published in November 2024. It serves as a long-term strategy and action plan, outlining a vision for Finnish cultural policy with a time frame extending into the 2040s.

At the regional level, [Regional State Administrative Agencies \(AVI\)](#) are responsible for overseeing cultural policy, while municipalities are responsible for organizing cultural activities in their areas (see also [OKM](#)). In addition, some regional councils have developed regional cultural strategies.

#### ***1.4.1. Organisations involved in music policy making***

Organisations involved in music policy-making in Finland operate at the national, regional and local levels. Authorities oversee all areas of arts and culture, including music, while advocacy groups may focus on specific music policy interests.

##### **National level organisations**

###### **Ministry of Education and Culture**

The Ministry of Education and Culture is responsible for legislation, administrative structures and practices, funding, strategic guidance, and other general conditions necessary for cultural activities and their development. Cultural policy is guided by the Government Programme as well as sector-specific programmes.

###### **Arts Promotion Centre Finland**

The Arts Promotion Centre Finland (Taite) is an expert and service agency for promoting the arts under the Ministry of Education and Culture. It provides grants to professional artists and subsidies to arts communities. In addition, it offers expert services in the fields of public art, cultural wellbeing, and municipal cultural activities.

In addition, several other national-level organizations are involved in certain aspects of music policy. For example, the [Finnish National Agency for Education](#) develops curricula for music education in schools and supports music-related vocational training. The [Finnish Heritage Agency](#) (Museovirasto) supports and protects Finland's intangible cultural heritage, including traditional music. [Business Finland](#) provides funding and support for Finnish music businesses, startups, and export initiatives.

##### **Regional and local level**

###### **Regional State Administrative Agencies (AVI)**

In the cultural field, Regional State Administrative Agencies are responsible for library services.

### **Regional Art Councils**

The regional arts councils are part of the Arts Promotion Centre Finland. They make decisions regarding the awarding grants and awards for artists, artist groups and organisations within their own area of responsibility.

### **Municipalities**

Municipalities are responsible for organising cultural activities in their areas, including music education, leisure activities, music events and festivals, and other cultural activities. The law sets overall objectives for cultural activities, but municipalities independently decide on the scope of their cultural activities. See: [Education and culture | LocalFinland.fi](#)

### **Advocacy groups**

#### **KULTA ry**

KULTA ry is the umbrella organization for the culture and arts sector in Finland, connecting associations and institutions in several cultural sectors. Its purpose is to advance economic development, improve operating conditions, and strengthen the social standing of the arts and culture sector.

Moreover, some associations in the music field are involved in cultural policy-making and public discourse. For example, [Finnish Music Council](#) (FMC) works on music policy, cultural advocacy, and the promotion of music education. See section 3.5.

### ***1.4.2. Main funding programmes for music***

Funding programmes for music can be found in both public and private sources.

The [Ministry of Education and Culture](#) directly issues subsidies for cultural organisations and some large-scale projects. Artist grants are distributed via [Arts Promotion Centre Finland](#).

[Music Finland's export grants](#) support the internationalisation and business development of Finnish artists, songwriters, composers, and music industry companies. The export grants distributed by Music Finland are funded by the Ministry of Education and Culture.

Privately, the music sector is funded by various foundations and funds. In the field of music, the support distributed by [The Finnish Music Foundation](#) (MES) is particularly significant. See also funding by other associations and foundations:

- [Finnish Music Creators' Association](#)
- [Malmstén Foundation](#)
- [Teosto Cultural Foundation](#)

However, other foundations also play a substantial role. According to a report by the Association of Finnish Foundations, the total amount of grants awarded to music in 2023 was 18.4 million euros. ([Säätiöt ja Rahastot](#)). Funding calls for art and culture can be explored [here](#) (available only in Finnish). Note particularly:

- 
- [Finnish Cultural Foundation](#)
  - [Kone Foundation](#)
  - [Jenny and Antti Wihuri Foundation](#)
  - [The Swedish Cultural Foundation](#)

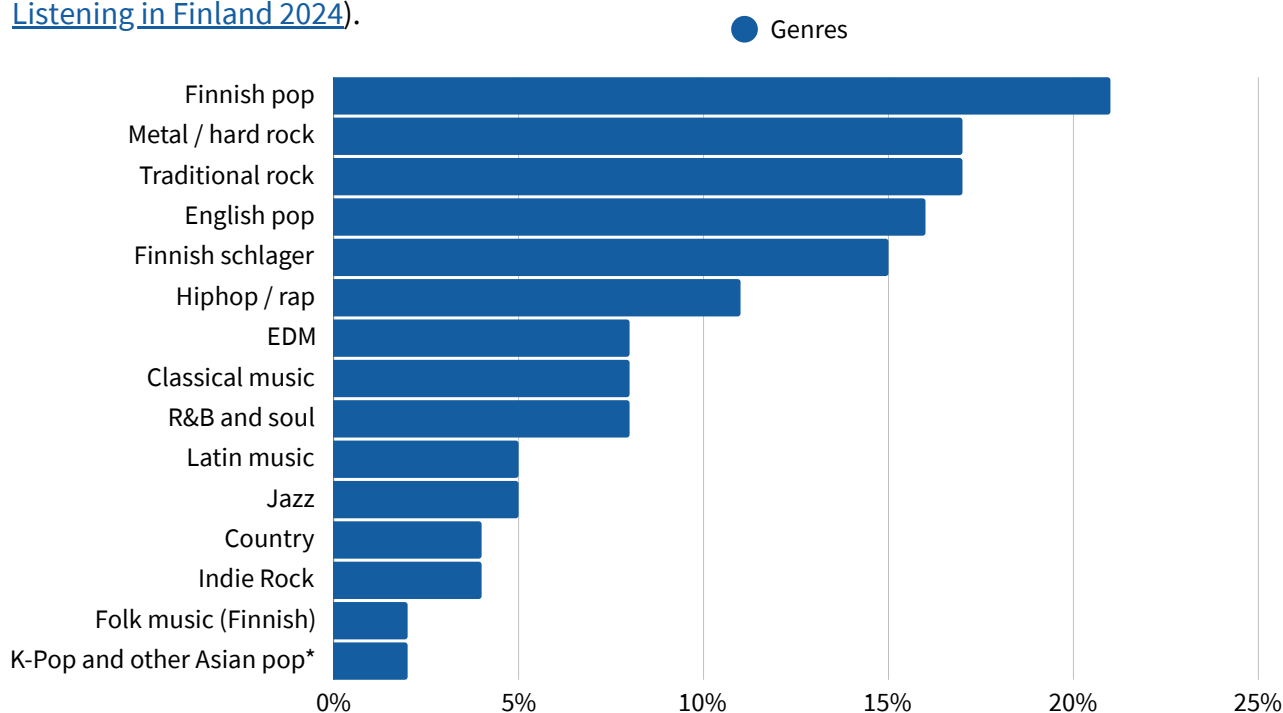
## 2. Music Consumption

### 2.1. Music Discovery and Engagement

Music listening in Finland is largely dominated by radio and streaming platforms. According to the Polaris Nordic survey, 95% of Finns stream digital music, with an average streaming time of 3.5 hours per day—slightly less than in Sweden and Norway. Most Finns rely on free or trial versions of streaming services, and YouTube remains the most widely used platform, reaching 78% of music streamers. However, Spotify's reach has grown significantly in recent years and now accounts for 60% of music streamers. Social media platforms like Instagram, Facebook, and TikTok are also used by about 20% of music streamers each ([Polaris Nordic 2024](#)).

Radio continues to play a vital role in music consumption. According to the [National Radio Survey](#), around 85% of Finns listened to the radio weekly in 2024. The [Music Listening in Finland 2024](#) research by Teosto and IFPI Finland highlights radio's importance in discovering new music, with one in three listeners adding songs they hear on the radio to their Spotify playlists. For younger audiences, however, TikTok is becoming an increasingly significant platform. Over 60% of Finns under 25 use TikTok to discover new songs and add them to their Spotify playlists.

When it comes to favourite music genres, Finnish pop leads the charts, followed by metal and hard rock, traditional rock, and English-language pop. Among niche genres, hip-hop and rap are gaining traction, while Finnish schlager and EDM have seen a decline in popularity ([Music Listening in Finland 2024](#)).



\*K-Pop is liked by 7% of respondents under the age of 25

Figure 3: Fans of Music Genres in 2024: Which music genre do you like very much? Source: [Music Listening in Finland 2024](#)

	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%

Table 3: Listening habits of people in Finland. Source: Music Listening in Finland 2024

## 2.2. Participation in Live Events

In 2023, there were approximately 7,3 million visits to popular music events in Finland: 3,8 million to Finnish music venues, 3 million to festivals, and 500 000 to large-scale concerts ([LiveFin](#)). In addition, Finnish symphony orchestras reported 1,1 million attendees at live concerts and 3,4 million listeners for online performances in 2023 ([Suosio, yearbook 2023](#)).

	Finnish music venues	Festivals	Large-scale events	TOTAL
Visits to popular music events in 2023	3.8 million	3 million	500 000	<b>7.3 million</b>

Table 4: Number of visits to popular music events in 2023. Source: [LiveFin](#)

According to the [Music Listening in Finland study](#) in 2024, about half of Finns attend at least one paid gig or festival annually. It was estimated that 1.3 million Finns attended a festival during the summer of 2024, while 1 million attended an individual gig. The previous year's

study ([Music Listening in Finland in 2023](#)) highlighted that the most active attendees are individuals aged 16–35, high-income earners, and listeners of jazz and classical music. The research also found that Finns typically attend festivals to hear music they already know.

Reports indicate that Finland's largest festivals have returned to pre-COVID attendance levels, with several events breaking visitor records (See, eg. [Kinnunen, Koivisto, Jääskeläinen & Honkanen 2023](#), [Music Finland 2023](#), [Teosto](#)). For example, Ruisrock, Finland's largest festival, set a record with 105 000 attendees in 2022 ([Teosto](#)). However, the surge in attendance was partly influenced by the pandemic's disruptions, and concerns about future participation levels remain.

The Music Listening in Finland 2024 study revealed that many Finns refrained from attending concerts or festivals they had considered due to high ticket prices ([Music Listening in Finland 2024](#)). Rising ticket costs have been a growing issue, with Finnish festival ticket prices reaching their highest levels in 2024, according to [MTV](#). Statistics Finland reports that the average spending on cultural events, including concerts, theatre, and films, was approximately 150 euros per person in 2022 ([Music Listening in Finland 2024](#)).

The primary ticketing platforms in Finland are [Lippupiste](#) (part of CTS Eventim), [Ticketmaster](#) and [Tiketti](#). Dynamic pricing has been employed for some large-scale concerts.

### 2.3. Listening to Recorded Music

According to [Statistics Finland](#), 22% of Finns reported purchasing recorded music via downloads or streaming services in the three months prior to 2023. During the same period, only 3% had bought CDs, vinyl, or other physical recordings. In 2022, 29% of Finnish households reported spending money on music streaming services. The average household spending on streaming services is approximately 150 euros per person annually, according to the [Music listening in Finland 2024](#) study, based on Statistics Finland data.

Studies focusing on music listening and streaming reveal slightly higher usage figures. The [Polaris Nordic: Digital Music in the Nordics 2024](#) study found that 95% of Finns use digital streaming services to listen to music, with an average daily streaming time of 3,5 hours. However, only 41% use paid subscriptions, while most prefer free services. YouTube is the most commonly used platform, with 78% reach, followed by Spotify at 60% reach. Among Spotify users, engagement is high, with an average listening time of 2,1 hours per day.

Music listening habits vary significantly across generations. Older listeners prefer radio devices and Facebook while younger generations are more socially engaged in music, often sharing and curating their own playlists on streaming platforms. The middle generation tends to favour YouTube, live concerts, and commercial radio ([Music listening in Finland 2024](#)).

The most common use of streaming services is for self-curated playlists, which nearly half of consumers consider their primary way to listen to music. Songs are often added to playlists from sources such as radio or TikTok, depending on the listener's age. Listening to full albums is less popular than it was five years ago ([Music listening in Finland 2024](#)).



Despite the rise of streaming, car radios remain the most common way to listen to recorded music in Finland. However, for listeners aged 13–45, mobile phones have become the dominant medium. Nearly two-thirds of Finns regularly tune in to commercial radio stations, and over half listen to music on YouTube ([Music listening in Finland 2024](#)).

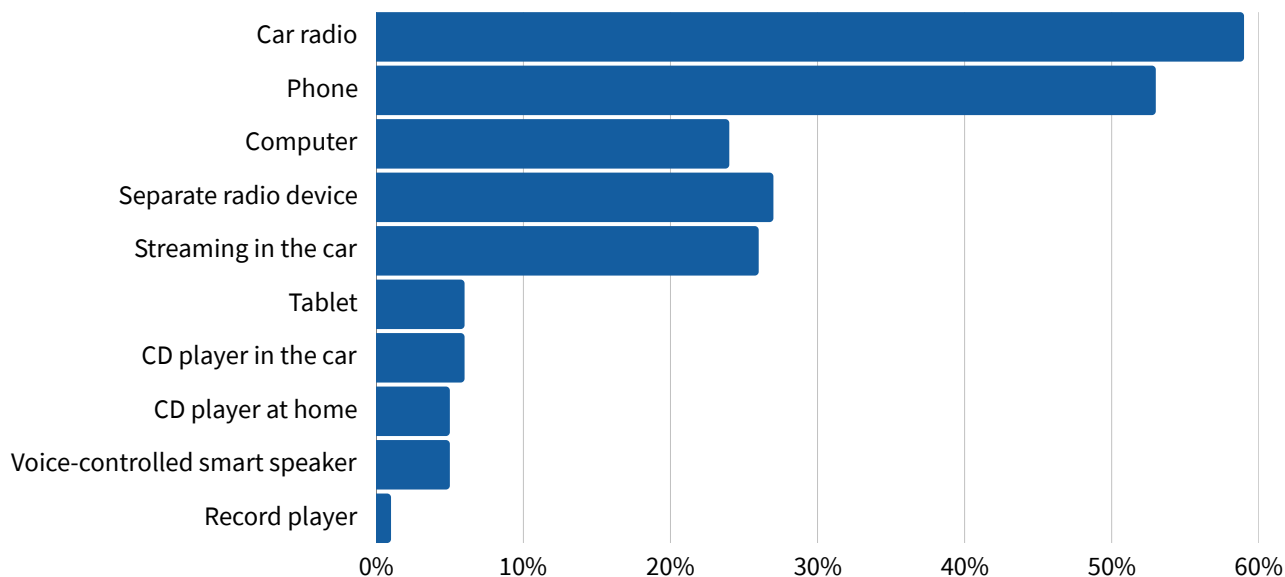


Figure 4: Which devices have you used to listen to music in the past 24 hours? Source: [Music listening in Finland 2024](#)

According to IFPI Finland's [sales figures](#), 91% of music sales in Finland in 2023 were digital. Domestic music accounted for approximately one-third of the market, a preference reflected in the Top 50 streaming charts, where 44% of songs were Finnish. Additionally, the most-streamed album and song of 2023 were both by Finnish artists, mirroring a broader international trend observed in [Music in the EU](#) report.

## 3. Music Ecosystem

### 3.1. Music Economy

According to [Music Finland's annual survey](#) on the Finnish music economy, the overall value of the Finnish music industry reached 1,28 billion euros in 2023, marking a 2% increase from the previous year. This total includes the core sectors of the music industry—live music, copyrights, recordings, and subsidies—amounting to 817 million euros, alongside music education, which contributed 466 million euros.

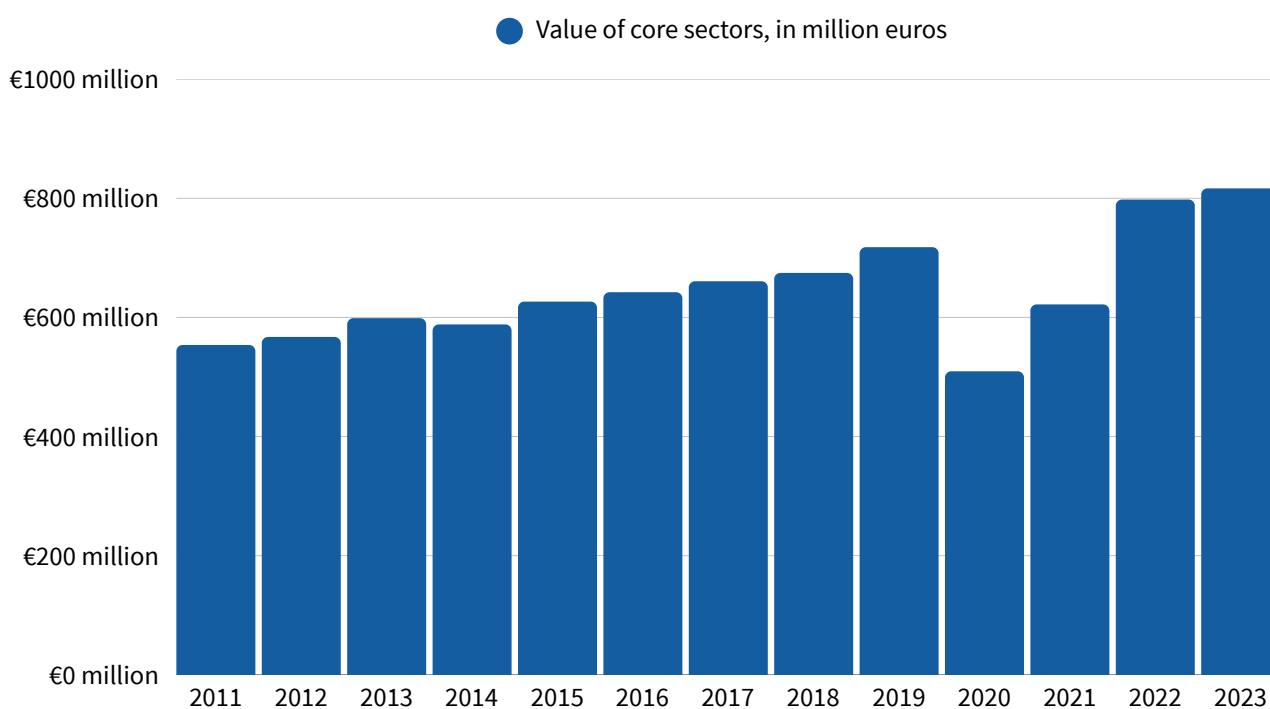


Figure 5: Value of Finnish Music Industry (core sectors). Source: [Infogram, Value of Finnish Music Industry](#).

Live music is the largest sector, valued at 558 million euros in 2023. Of this, 328 million euros originates from the private sector, including club and stage performances, concerts, festivals, and other major events. The public sector contributes 230 million euros, encompassing symphony orchestras, the National Opera and Ballet, church music, and military music. While the COVID-19 pandemic significantly impacted live music, the sector has now rebounded to pre-pandemic levels. ([Music Finland](#)). For more detailed information, see section 4 on the live music sector.

The recording sector's retail sales are estimated at 123 million euros in Music Finland's study, based on IFPI Finland's data on the [wholesale value](#) of recordings. Copyright royalties amount to 113 million euros, derived through organisations such as Teosto and Gramex as well as direct income to music publishers.

Public and private support is another crucial component of the core sectors, funding musicians, composers, industry associations, and artistic projects. While support multiplied

during the COVID-19 pandemic, it has now returned to near pre-pandemic levels, valued at 35 million euros. In total, the core sectors of the music industry contributed 817 million euros to the economy in 2023. ([Music Finland](#)).

Beyond the core sectors, music education plays a significant role in Finland, both as a training ground for the next generation of musicians and as a source of income for many music professionals. The financial value of the music education sector was estimated at 466 million euros in 2023, primarily stemming from publicly funded teaching in schools, music schools, vocational institutions, and higher education. Private music instruction also constitutes a meaningful source of income within the sector ([Music Finland](#)).

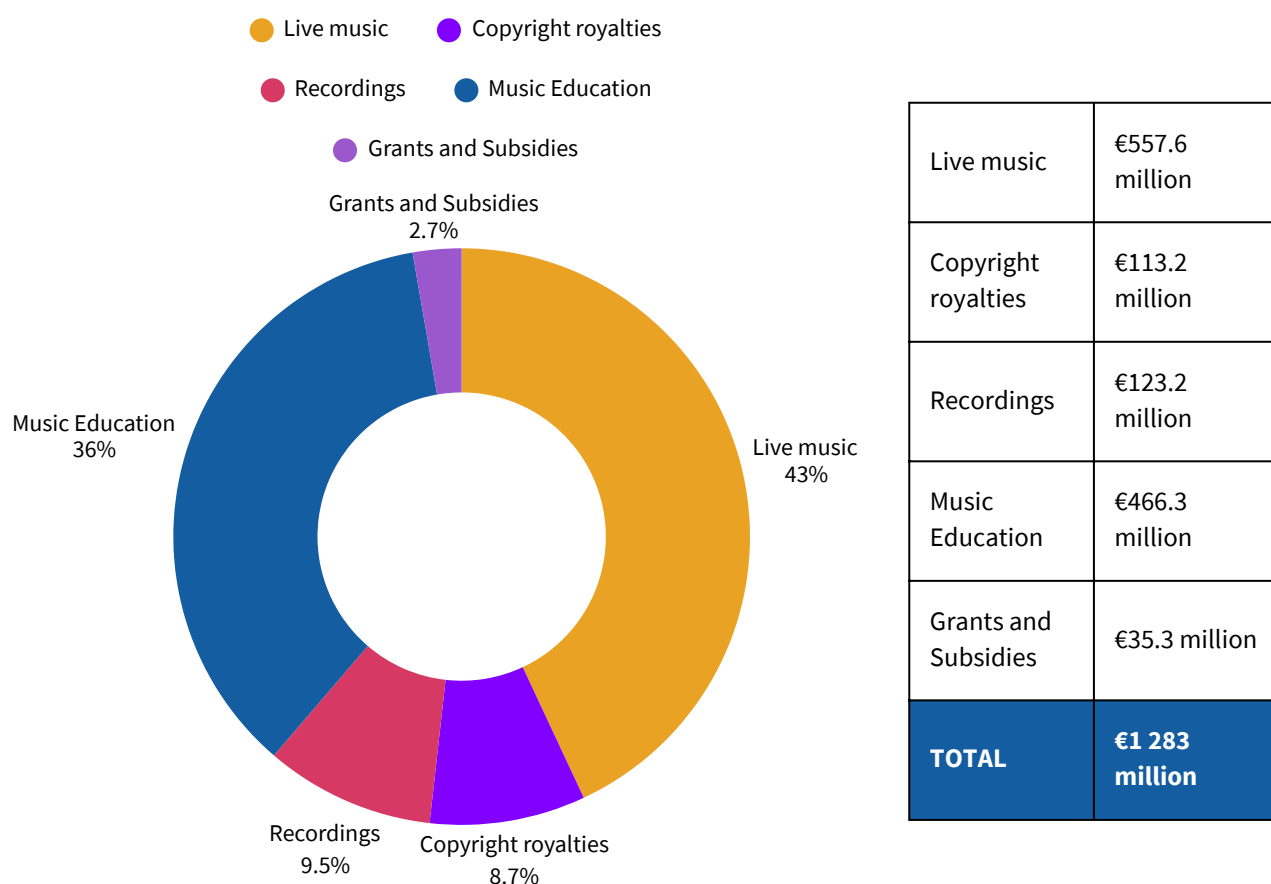


Figure 6: Value of Finnish Music Industry and its Sub-Sectors. Source: [Infogram. Value of Finnish Music Industry](#).  
 \*Since the double-counting has been removed, the total is not the same as the sum of the different sectors.

## 3.2. Industry Events and Conferences

### [Music x Media](#)

Finland's leading music industry event, held annually in the city of Tampere, bringing together industry professionals for networking, discussions and showcases, all aimed at supporting the growth of the Finnish music scene. A highlight of Music x Media is Lost in Music, a showcase festival featuring rising musical talent across various genres.

---

### **Lost In Music**

Finland's largest showcase festival, held each autumn alongside Music x Media in Tampere. As a major cultural highlight, Lost in Music offers audiences the chance to experience the future of Finnish and international music in intimate club settings and iconic venues throughout the city.

### **MARS**

A music industry event taking place in Seinäjoki in spring. The event features seminars and discussions that provide valuable insights into various aspects of the music business, making it an essential gathering for music professionals.

### **Live on MARS**

Showcase festival held alongside the MARS industry event in spring at Rytmikorjaamo in Seinäjoki.

## **3.3. Industry Trade and Development Associations, Unions**

Finland is home to a variety of music-related associations representing the interests of different sub-sectors within the industry. The Finnish Musicians' Union serves as the main trade organisation for Finnish musicians, while the Finnish Composers' Association and Finnish Music Creators advocate for composers and songwriters.

The recording industry is represented by Musiikkituottajat (IFPI Finland) and Indieco, the trade organisation for independent recording companies. Music publishing companies are supported by the Music Publishers' Association, while music managers are represented by the Music Managers Forum Finland.

In the live music sector, LiveFin represents popular music venues and festivals, Finland Festivals advocates for cultural festivals, and the Association of Finnish Symphony Orchestras serves the symphonic sector. Music agencies are represented by the Finnish Agents' Association (SOA).

These associations are well-connected and collaborate through a network centred around the web portal [musiikkiala.fi](https://musiikkiala.fi), an initiative led by the collective management organisations Teosto and Gramex.

**Finnish Musician's Union** represents 3800 professional musicians, including orchestral players, freelancers and entrepreneurs. The union negotiates collective agreements, offers legal and advisory services, and provides a number of benefits such as insurance and artist residencies.

**Finnish Music Creator's Association** represents professional composers, lyricists and arrangers by providing legal advice, contract support, networking and training. The association advocates for music creators and shares industry updates.

**Society of Finnish Composers** represents the interests of classical music composers artistically, professionally and financially. The society offers community, promotes new

Finnish music and advocates in cultural policy while providing training and industry updates.

[Musiikkituottajat IFPI Finland](#) represents record producers, from major labels to independents, covering 85% of Finland's music market. They track sales, produce charts and advocate for the recording industry.

[IndieCo](#) (In Finnish) represents Finnish independent record producers, supporting their work and promoting diversity in the music production field. They work to improve the operating conditions of indie labels in Finland.

[The Finnish Music Publishers Association](#) is an umbrella organisation, representing and supporting Finnish music publishers, promoting their development and protecting their interests.

[Music Managers Forum Finland](#) (In Finnish) represents Finnish music managers, sharing knowledge, enhancing skills and supporting networking. It advocates for managers and their artists locally and internationally.

[LiveFIN](#) is an advocacy organisation that represents the live music sector of Finland, clubs, festivals and event organisers. It promotes the interests of professionals within the live music industry, developing the industry and fostering national and international cooperation.

[Association of Finnish Symphony Orchestras](#) promotes and develops orchestras in Finland, looking after the interests and rights of their field. The association advocates funding, organises training, and maintains international connections to raise the status and quality of Finnish orchestral music.

[Finland Festivals](#) is an association representing nearly 100 of Finland's top cultural festivals, spanning music, dance, theatre, literature, visual arts and more. It promotes, supports and advocates for festivals, focusing on their development, internationalisation and cultural tourism, while providing training and industry insights.

[musiikkiala.fi](#) (In Finnish) is a website maintained by music industry professionals, providing reliable, research-based information on the sector's impact on society.

### 3.4. Collective Management Organisations

Finland has two primary collective management organisations serving the music sector: Teosto, which represents composers, and Gramex, which manages rights related to recorded music. Together, these organisations have established GT Musiikkiluvat, a company that provides the most commonly required music licenses.

[Teosto](#) is a copyright organisation dedicated to music creators, composers, and publishers. Teosto advocates for the role of music creators and the importance of creative

work in society. It connects music creators with political leaders to enhance awareness of the conditions necessary for working in the creative sector.

[\*\*Gramex\*\*](#) is a CMO for managing recorded music rights. Gramex gathers and distributes royalties to performers and producers domestically and internationally.

[\*\*GT Musiikkiluvat Oy\*\*](#) (GT Music Licences Ltd) is owned by Teosto and Gramex. It sells background music licences and promotes the use of well-known music. Hosts also AV Music service.

In addition, [\*\*Kopiosto\*\*](#) represents the broader creative industries, offering licenses that facilitate the copying and use of works across culture and communication sectors. The [\*\*Copyright Information and Anti-Piracy Centre\*\*](#) operates on behalf of its member organisations to combat copyright infringement and promote intellectual property rights protection.

### 3.5. Other Music Organisations

[\*\*Music Finland\*\*](#) is an organisation dedicated to supporting the international growth of Finnish music. The organisation assists music professionals and companies in expanding globally through services like networking, showcases, funding and promoting Finnish music worldwide.

[\*\*Finnish Music Council Association\*\*](#) (in Finnish) is an umbrella association representing the whole Finnish music sector, professional music organisations, education and research. Its main role is to promote music rights both in Finland and globally and to act as a voice for its 25 member organisations.

[\*\*Association of Finnish Music Schools\*\*](#) (in Finnish) is an umbrella organisation for nearly 100 music schools and conservatories across Finland. The association supports music education, advocates for music schools' interests and develops international connections in the field.

[\*\*The Conservatory Association of Finland\*\*](#) (in Finnish) supports and collaborates with Finnish music conservatories, focusing on upper-secondary vocational education, while promoting the development of music education.

[\*\*Sulasol, The Finnish Amateur Musicians' Association\*\*](#) is Finland's largest association for amateur musicians. It supports over 400 choirs and 30 orchestras, offering music publications, educational courses and festivals. SULASOL creates the connection between amateur and professional music, promoting musical opportunities and growth.

[\*\*Concert Centre Finland \(Konserttikeskus\)\*\*](#) is a non-profit association that arranges tours of high-quality concert programs for children in a wide variety all over Finland, mainly in public schools and kindergartens.

---

## Organisations by Genre

[Finnish Jazz Federation](#) promotes jazz music and culture in Finland. They advocate for the industry's growth, visibility and recognition, offering support through a network of 49 regional member organisations. The federation also maintains a comprehensive database on Finnish jazz and participates in cultural policy discussions and international projects.

[Finnish Folk Music Association](#) (in Finnish) supports amateur and professional folk musicians across Finland. With 23 regional member organisations, it organises events, festivals and educational programs, and collaborates on various folk music projects. The association also manages international connections through organisations like the Nordic Folk Council and NORDLEK.

[Promotion Centre for Folk Music and Folk Dance \(KEK\)](#) supports and promotes folk music, dance, instrument making and related traditions in Finland. KEK organises events like the Eläköön Folk! Gala and coordinates annual themes and awards prizes such as the Wäinö Award. They also provide resources and information through their website, [Kamukanta.fi](http://Kamukanta.fi), and represent CIOFF in Finland.

More associations can be [found here](#).

## 4. Live Music Sector

### 4.1. Live Music Industry in Figures

In 2023, Finland had around 1000 popular music venues and festivals, with "popular music" broadly encompassing genres outside classical music ([LiveFin](#)). The country is also home to 34 [orchestras](#) and 45 well-established festivals dedicated to classical music, opera, early music, and contemporary music each year ([Suosio, Finland Festivals](#)).

Live music is the largest sector of the Finnish music industry. According to Music Finland's Music Industry in 2023 report, its financial value was estimated at 558 million euros. Of this, 328 million euros came from the private music event sector, while the public sector contributed 230 million euros. The public sector includes symphony orchestras, the National Opera and Ballet, church music, and military music ([Finnish music industry in 2023](#), Music Finland).

Private music event sector	Public music event sector	TOTAL
€328 million	€230 million	€557.6 million

Table 5: The financial value of the Finnish live music industry. Source: [Finnish music industry in 2023](#), Music Finland

Music Finland's valuation of the private music event sector is based on copyright income estimates. In comparison, LiveFin, the industry association for popular music venues and festivals, surveyed actual revenues from multiple sources of income, reporting 356 million euros for venues and festivals in 2023. Additionally, major concert events generated 97 million euros in revenue ([LiveFin](#)).

The COVID-19 pandemic significantly impacted the live music sector, reducing the private event sector's value from 301 million euros in 2019 to just 80 million euros in 2020 ([Music Finland 2021](#)). While revenues have since rebounded, the pandemic continued to affect the industry in 2022, altering ticket-buying habits and consumer behaviour ([LiveFin](#)).

According to live music researchers, the Finnish festival market overheated in 2022. While new festivals emerged, many were cancelled due to shortages of personnel, event infrastructure, and performers, coupled with shifting ticket prices and consumer habits. ([Kinnunen, Koivisto, Jääskeläinen & Honkanen 2023](#), see also section 2.2.) These disruptions led to several bankruptcies in the festival sector ([Kinnunen 2024](#)).

	Revenue	Events	Visits	Performances
Venues	€180 million	18 400	€3.8 million	24 400
Festivals	€176 million	650	€3.0 million	12 300

Table 6: Overall figures of popular music venues and festivals in 2023. Source: [LiveFin](#).



## 4.2. Music Festivals

The festival scene in Finland has traditionally been lively and diverse. Festivals exist in many genres and sizes, and all around the country. Established art music festivals are represented by Finland Festivals, which currently lists 45 classical and opera music, early music and contemporary music festivals per year ([Finland Festivals](#)), and there are also many more local and smaller art music festivals.

The majority of festivals today focus on popular music, jazz or folk music. The [LiveFin open data](#) on popular music, jazz and folk festivals lists 616 festivals that took place in 2024. 24 of these brought in more than 30 000 visitors, while 428 had less than 5000 visitors. Most festivals take place during the summer months.

A map of festivals in Finland can be found here

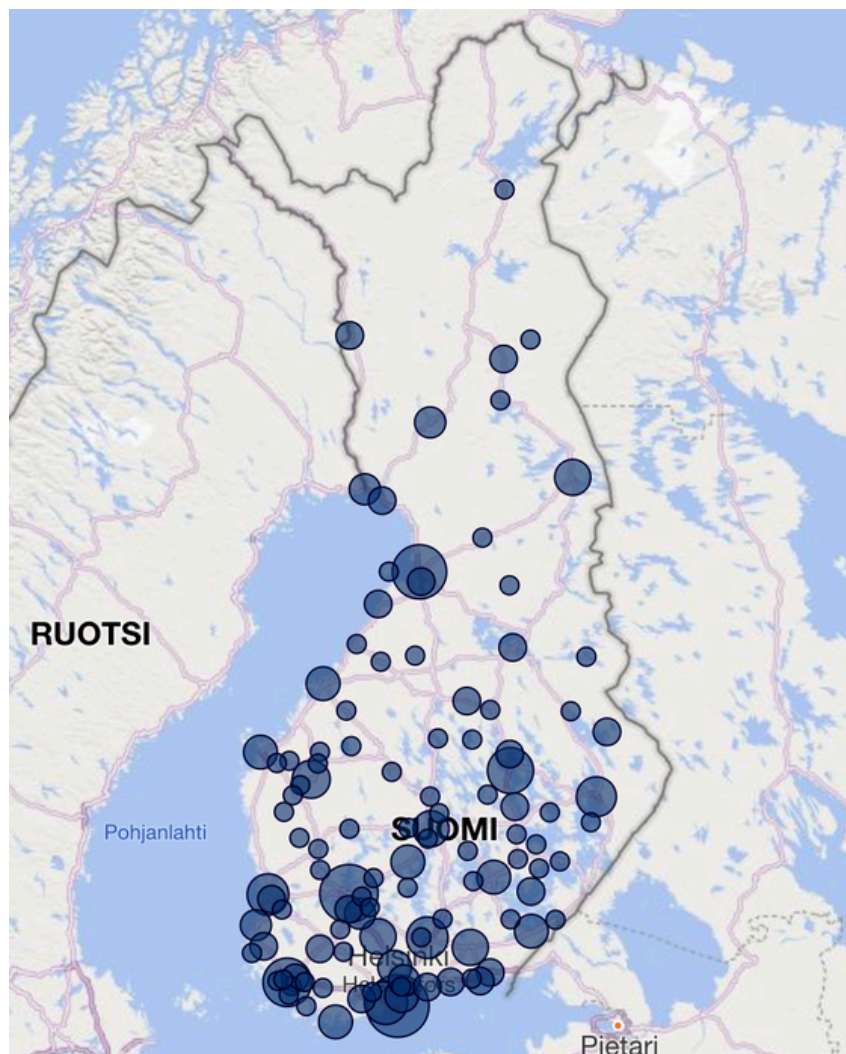


Figure 7: Popular music festivals on map. Source: [Taide ja kulttuuri](#) (2024). Popular, jazz and folk music festivals in Finland.

## Major Finnish festivals

### [Ruisrock](#) *Turku*

Established in 1970, Ruisrock is one of Europe's longest-running music festivals, set in the national park of Ruissalo in Turku. The festival showcases a diverse lineup of genres such as pop, rock, hip-hop and electronic music.

**When:** July

**Capacity:** 105 000 attendees in 2024

**Notable international acts:** Lil Nas X (US), The Chainsmokers (US), Stormzy (UK), Megan Thee Stallion (US), Zara Larsson (SE)

### [Provinssi](#) *Seinäjoki*

Held annually on Törnävä Island in Seinäjoki. Since its inception in 1979, the festival has evolved to feature a broad spectrum of genres including rock, pop, metal, hip-hop, electronic and alternative music.

**When:** June

**Capacity:** 85 000 attendees in 2024

**Notable international acts:** Måneskin (IT), Charli XCX (UK), The Chemical Brothers (UK), System of a Down (US), In Flames (SE)

### [Flow Festival](#) *Helsinki*

Held annually in Suvilahti Helsinki since 2007, the festival is renowned for its eclectic lineup and an emphasis on sustainability, showcasing a diverse array of acts across genres such as indie, rock, pop, electronic, hip-hop, jazz and more.

**When:** August

**Capacity:** 92 000 attendees in 2024

**Notable international acts:** Florence + The Machine (UK), Kendrick Lamar (US), The Cure (UK), Tame Impala (AU), Lana Del Rey (US)

### [Blockfest](#) *Tampere*

A popular urban music festival held annually since 2008, primarily focusing on hip-hop and rap genres.

**When:** August

**Capacity:** 80 000 attendees in 2024

**Notable international acts:** 50 Cent (US), A\$ap Rocky (US), Ice Spice (US), 21 Savage (UK/US), Skepta (UK)

### [Ilosaarirock](#) *Joensuu*

Ilosaarirock is held annually at Laulurinne Park in Joensuu and showcases a diverse lineup of rock, pop, metal, hip-hop and alternative acts. Founded in 1971 by the Joensuu Pop Musician's Association, it is Finland's second oldest rock festival.

**When:** July

**Capacity:** 70 500 attendees in 2024

**Notable international acts:** The Prodigy (UK), Tom Odell (UK), Heilung (DE/DK/NO), Ava Max (US), Electric Callboy (DE)

### [Savonlinna Opera Festival](#) *Savonlinna*

Set in the medieval Olavinlinna Castle by Lake Saimaa, the month-long festival features world-class opera performances, including both famous and rare works, attracting visitors from around the world.

**When:** July

**Capacity:** 61 000 in 2024

### [Tuska Open Air Metal Festival](#) *Helsinki*

The largest heavy metal festival in Northern Europe, which takes place annually in the summer at Suvilahti in Helsinki. Since its founding in 1998, the festival has featured a wide range of acts across various metal and rock genres.

**When:** June

**Capacity:** 60 000 attendees in 2024

**Notable international acts:** Ghost (SE), Korn (US), Gojira (FR), Bring Me The Horizon (UK), Deftones (US)

#### **Kaustinen Folk Music Festival** *Kaustinen*

Largest folk music and dance festival in the Nordic region and stands as one of the most significant folk music events in Europe.

**When:** July

**Capacity:** 51 000 attendees in 2024

**Notable international acts:** Blåsam (FR), Alice in WonderBand (SRB), Breizh Izel Orchestra (FR)

#### **Rockfest** *Turku*

One of the largest rock festivals in Finland, featuring a lineup of international and Finnish rock and metal bands.

**When:** June

**Capacity:** 50 000 attendees in 2023

**Notable international acts:** Iron Maiden (UK), Megadeth (US), Pantera (US), Scorpions (DE), Danzig (US)

#### **World Village Festival** *Helsinki*

The admission-free festival features a variety of musical genres, including world music, folk, jazz, reggae and hip-hop, showcasing both traditional and contemporary sounds from different cultures. Organised since 1995, it is one of Finland's leading events focused on promoting global action.

**When:** May

**Capacity:** 44 000 attendees in 2024

**Notable international acts:** Seun Kuti & Egypt 80 (NG), Emel (TN), Las Karamba (VE/CU/ES/AR/FR), Puerto Candelaria (CO), Gaye Su Akyol (TR)

#### **Weekend Festival** *Espoo*

One of the largest electronic music festivals in the Nordics, focusing on electronic dance music.

**When:** August

**Capacity:** 39 000 attendees in 2024

**Notable international acts:** David Guetta (FR), Tove Lo (SE), Post Malone (US), Martin Garrix (NL), Tiësto (NL)

#### **Pori Jazz** *Pori*

One of Europe's largest jazz festivals, featuring a diverse lineup of jazz, blues, soul and other genres. Its significance for Finnish jazz, the festival industry and cultural well-being has been undeniable across six decades. In addition to the main festival events, smaller concerts are also organised at various locations throughout the city.

**When:** July

**Capacity:** 32 000 attendees at Kirjuriluo (main festival area) and a total of 127 000 attendees in 2024

**Notable international acts:** Kraftwerk (DE), Rhiannon Giddens (US), Pet Shop Boys (UK), Sam Smith (US), Tom Jones (US), Snarky Puppy (US)

#### **Helsinki City Festival** *Helsinki*

Helsinki City Festival was established in 2024 and features a wide range of music genres including electronic, hip-hop, pop, reggae, rock and R&B.

**When:** June

**Capacity:** 27 000 in 2024

**Notable international acts:** ATB (DE), Atomic Kitten (UK), Inna (RO)

### [Kuopiorock](#) *Kuopio*

An annual rock music festival held during the summertime.

**When:** July

**Capacity:** 25 000 attendees in 2024

**Notable international acts:** Gene Simmons Band (US), MEGADETH (US), EPICA (NL)

### [Kuhmo Chamber Music Festival](#) *Kuhmo*

A festival in Eastern Finland that has emerged as a symbol of excellence in both Finnish and international chamber music. The festival hosts renowned chamber musicians for two weeks of captivating performances.

**When:** July

**Capacity:** Over 23 000 attendees in 2023

**Notable international acts:** Danel String Quartet (BE), Storioni Trio (NL), Erik Bosgraaf (NL)

### [Kesärauha](#) *Turku*

Alternative indie music festival held in Linnanpuisto Park near the historical Turku Castle.

**When:** June

**Capacity:** 23 000 attendees in 2024

**Notable international acts:** Aurora (NO), The Libertines (UK), Slowdive (UK), Röyksopp (NO), Viagra Boys (SE)

### [Sideways Festival](#) *Helsinki*

A mid-sized indie festival, held in June in the heart of Helsinki, and often regarded as the smaller sibling of the more famous Flow Festival. Featuring a top-tier lineup of performers from a range of genres including indie, alternative, rock, pop, electronic, hip-hop and punk.

**When:** June

**Capacity:** 21 000 attendees in 2024

**Notable international acts:** PJ Harvey (UK), Peggy Gou (KR), Jungle (UK), French Montana (US), Fontaines D.C (IE)

### [Nummirock Metal Festival](#) *Kauhajoki*

A long-running heavy metal festival held annually. Since its inception in 1987, it has become a key event for metal enthusiasts.

**When:** June

**Capacity:** 18 500 in 2024

**Notable international acts:** Behemoth (PL), Asking Alexandria (UK), Sepultura (BR), At the Gates (SE), Hammerfall (SE)

### [Helsinki Festival](#) *Helsinki*

Largest arts festival in the Nordic region, taking place annually in the late summer. With a mission to make art accessible to everyone, the festival showcases a diverse lineup including classical and world music, theatre, dance, circus and visual arts, alongside a variety of urban events. Main concerts take place in the Huvila Festival Tent in Tokoinranta.

**When:** August-September

**Capacity:** approx. 15 000 attendees yearly (Huvilatelttä)

**Notable international acts:** Angélique Kidjo (BJ), John Cale (UK), Beth Orton (UK), Johnny Marr (UK), Carla Bruni (IT/FR)

### [Haapavesi Folk Music Festival](#) *Haapavesi*

The festival celebrated its 35th edition in 2024 and annually blends traditional folk music with popular choices, offering something for everyone.

**When:** June

**Capacity:** 13 000 in 2023

**Notable international acts:** Natalie and Brittany Haas (USA), Góbé (HU)

### [Solar Sound Festival](#) *Seinäjoki*

Since its inception in 2013, the festival has become a popular urban music event in its city, celebrating pop and EDM music.

**When:** August

**Capacity:** 13 000 in 2024

**Notable international acts:** Tiësto (NLD), Zara Larsson (SWE), Galantis (SWE)

### [Slot Festival](#) *Turku*

A music festival held at Linnanpuisto around the historic Turku Castle.

**When:** July

**Capacity:** 12 000 in 2024

**Notable international acts:** Sugababes (UK), Paloma Faith (UK), The Cardigans (SE)

### [Hellsinki Metal Festival](#) *Helsinki*

A two-day summer event focused on metal music, held at the Helsinki Ice Hall area.

**When:** August

**Capacity:** Over 11 000 attendees in 2024

**Notable international acts:** Blind Guardian (GER), Kreator (GER), Watain (SWE), Mayhem (NO), Voivoid (CAN)

### [Espoon Viinijuhlat](#) *Espoo*

A Music festival held at the Haukilahti harbour area in Espoo.

**When:** July

**Capacity:** 10 500 in 2024

**Notable international acts:** HURTS (UK), Ellie Goulding (UK), Tom Odell (UK)

### [Sommelo Ethno Music Festival](#) *Kuhmo*

A unique folk music festival celebrating traditional and modern interpretations of timeless music in the historic landscapes of Kainuu.

**When:** June

**Capacity:** 7000 in 2023

**Notable international acts:** Cheick Cissokho's (FI/SN), Dembo Jobarteh's (GM), Duo Ruut (EE)

### [Varjo Festival](#) *Oulu*

An alternative indie music and culture festival held in Kuusisaari.

**When:** June

**Capacity:** 5000 in 2024

**Notable international acts:** Danko Jones (CAN), Mando Diao (SE), Roc Boyz (NO)

### [QStock](#) *Helsinki*

Largest music festival in Northern Finland, bringing together an array of acts showcasing genres such as pop, rock, electronic, hip-hop, indie music and metal.

**When:** August

**Capacity:** 40 000 attendees in 2023

**Notable international acts:** Frank Carter & The Rattlesnakes (UK), Thirty Seconds To Mars (US), Carpenter Brut (FR)



### 4.3. Music Venues and Clubs

Music is played in venues around Finland, though most of the venues are based in larger cities like Helsinki, Tampere and Turku. The [open data](#) on LiveFin's website lists 357 venues (as of 2024), 25% of which are located in Uusimaa in Southern Finland, predominantly in Helsinki. Altogether, the listing includes:

- 65 venues in Helsinki
- 25 in Tampere
- 17 in Turku
- 16 in Oulu
- 14 in Jyväskylä
- 14 in Kuopio,
- 10 in Lahti

A map of venues in Finland can be found [here](#)

The data includes only venues with more than 12 yearly concerts, and many more places host music events occasionally.

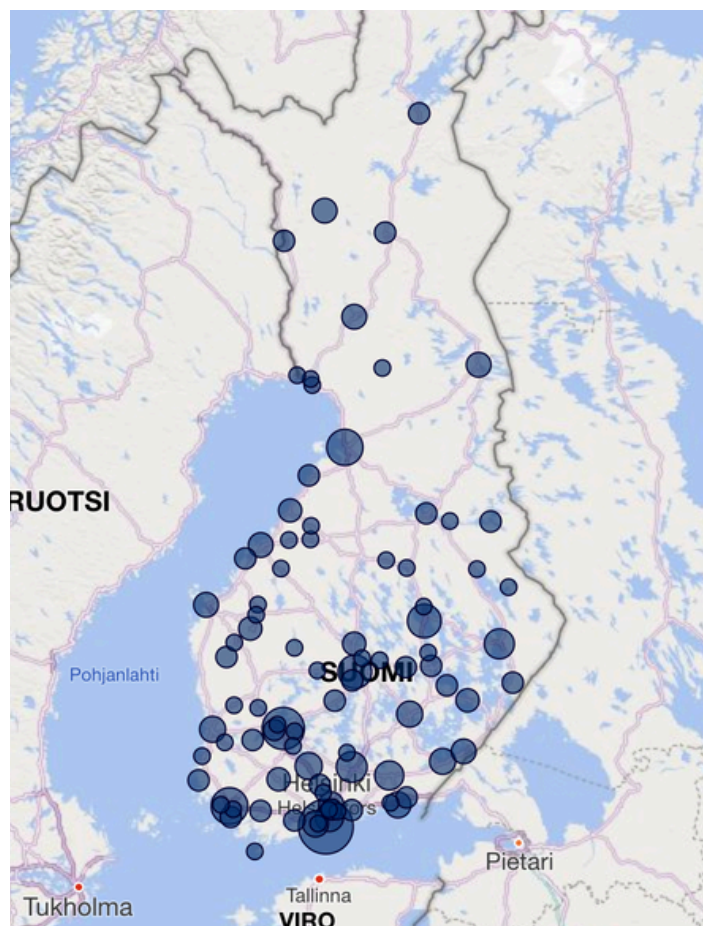


Figure 8 : Venues on map. Source: *Taide ja Kulttuuri* (2024). Gig and concert venues by region.

## List of Venues in Finland

Ordered by venue capacity

### [Olympic Stadium](#) Helsinki

Originally built for the 1952 Summer Olympics, the stadium serves as an outdoor concert venue providing an opportunity for large-scale performances during the summertime.

**Capacity:** 50 000

**Genres:** Pop, Metal, Rock

**Notable international acts:** Coldplay (US), Rammstein (GE), Ed Sheeran (UK)

### [Nokia Arena](#) Tampere

Opened in 2021 and situated in the heart of Tampere, the arena is a state-of-the-art entertainment centre that marks a new era of event experiences, hosting over 140 events annually.

**Capacity:** 15 000

**Genres:** all genres

**Notable international acts:** Queen + Adam Lambert (US), Andrea Bocelli (IT), Sting (UK), Robbie Williams (UK)

### [The Helsinki Ice Hall](#) Helsinki

A versatile concert venue hosting a wide range of events, from ice hockey games to major concerts. The venue also features a unique "black box" setup for select gigs, creating an intimate atmosphere that enhances the live music experience.

**Capacity:** 8200 (Full cap), 3000 (Black Box)

**Genres:** all genres

**Notable international acts:** Thirty Seconds to Mars (US), Arch Enemy (SE), Placebo (UK), Girl in Red (NO), J Balvin (CO)

### [Espoo Metro Arena](#) Espoo

Situated in Tapiola Sports Park, the arena is a modern multi-purpose venue that hosts a range of events year-round.

**Capacity:** 8000

**Genres:** all genres

**Notable international acts:** Bryan Adams (CA), Within Temptation (NL), Sarah Brightman (UK), Manowar (US)

### [Logomo](#) Turku

A hub for culture and art, situated in a former railway workshop near the train station and city centre of Turku.

**Capacity:** 3500

**Genres:** all genres

**Notable international acts:** Jethro Tull (UK), 50 Cent (US), Toto (US)

### [Tampere-talo](#) Tampere

One of the largest and most diverse cultural and conference centres, known for its extensive program, wide range of events and high visitor numbers.

**Capacity:** 1800

**Genres:** all genres

**Notable international acts:** Mariza (POR), Pablo Márquez (ARG), Bonnie Tyler (UK), The Animals (UK)

### [Musiikkitalo](#) Helsinki

A concert and event venue hosting over 1000 events each year. Opened in August 2011, it is a collaborative project of the University of the Arts Helsinki's Sibelius Academy, the Radio Symphony Orchestra and the Helsinki City Orchestra, situated near the Parliament House.

**Capacity:** 1700

**Genres:** all genres

**Notable international acts:** Jacob Collier (UK), Nick Cave (AU), Kathrine Windfeld (DK), Jon Hopkins (UK)

#### [Tullisali](#) *Oulu*

Versatile event venue in Northern Finland.

**Capacity:** 1500

**Genres:** all genres

**Notable international acts:** Dead By April (SWE), W.A.S.P. (USA), THE SOUNDS (SE)

#### [Kulttuuritalo \(The House of Culture\)](#) *Helsinki*

The architecturally and historically distinctive venue, designed by renowned architect Alvar Aalto, opened in 1958 and hosts events and concerts year-round. Over the years, it has featured legendary performances by artists such as Ella Fitzgerald, John Coltrane, Miles Davis, Jimi Hendrix and Led Zeppelin.

**Capacity:** 1400

**Genres:** all genres

**Notable international acts:** NILS FRAHM (DE), Gustavo Santaolalla (AR), PIXIES (US), Snarky Puppy (US), Mother Mother (CA)

#### [Tavara-asema](#) *Tampere*

Built in 1907 and designed by architect Bruno Granholm, the historic venue has been transformed into a modern concert and event space which opened in 2023 to the public.

**Capacity:** 1200

**Genres:** all genres

**Notable international acts:** Go\_A (UA), Symphony X (US), Dungen (SWE), U.D.O. (GER), Dina Ögon (SWE)

#### [Tullikamari](#) *Tampere*

The over 100-year-old building has hosted thousands of events for more than 30 years. Inside it houses two event spaces.

**Capacity:** 1200 (Pakkahuone), 450 (Klubi)

**Genres:** all genres

**Notable international acts:** Cradle of Filth (UK), Etran De L'Aïr (NE), Asleep At The Wheel (USA), Ryuketsu Blizzard (JPN)

#### [Rytmikorjaamo](#) *Seinäjoki*

Creative hub located in a former postal garage.

**Capacity:** 1000

**Genres:** all genres

#### [Ääniwalli](#) *Helsinki*

Located in an industrial area in Vallila and known for its outdoor summer clubs, the venue also hosts a range of indoor events year-round.

**Capacity:** 800

**Genres:** all genres

**Notable international acts:** She Past Away (TR), Black Sun Empire (NL), Kampfar (NOR), The Aristocrats (US), Eartheater (US)

#### [Espoo Cultural Centre](#) *Espoo*

Venue for performing arts and culture, known for a diverse program and two well-equipped event halls. Hosts around 600 events annually.

**Capacity:** 773 (Tapiolasali), 296 (Louhisali)

**Genres:** all genres

**Notable international acts:** Gong (UK), Greg Howe (US), Vinicio Capossela (IT)



### [Savoy](#) *Helsinki*

A significant cultural venue that is a part of the city's arts and leisure sector. Opened in 1937, the historical building initially welcomed tenants associated with industrial enterprises and over the years has transformed into a versatile space for various cultural events.

**Capacity:** 735

**Genres:** jazz, blues, folk, world music

**Notable international acts:** William Basinski (US), The Residents (US), CANNED HEAT (USA), Ane Brun (NO)

### [Tavastia](#) *Helsinki*

Opened in 1970, Tavastia is one of Europe's oldest live music venues, hosting over 250 nights of performances each year.

**Capacity:** 700

**Genres:** all genres

**Notable international acts:** Cradle of Filth (UK), Dizzee Rascal (UK), Milky Chance (GER), Ryoji Ikeda (JPN), Palaye Royale (US)

### [Korjaamo Culture Factory](#) *Helsinki*

Founded in 2004 and operating in two historic tram halls in Töölö. Korjaamo became a cultural centre through collaboration with Helsinki's City Museum and the city's Cultural Office. The complex includes three different event spaces and hosts all kinds of cultural events throughout the year.

**Capacity:** 650 (Vaunusali), 220 (Kulmasali), 120 (Vintti)

**Genres:** all genres

**Notable international acts:** Alpha Mist (UK), CunninLynguists (US), Cornelia Jakobs (SE), MonoNeon (US), Alyona Alyona (UA)

### [Lutakko](#) (Jelmu ry) *Jyväskylä*

Jelmu ry was founded in 1989 and has been organising live music events since 1990 at Lutakko, a former bakery building. Jelmu's operations have always been nonprofit, driven entirely by volunteer work and community support.

**Capacity:** 530

**Genres:** all genres

**Notable international acts:** Paradise Lost (UK), Sólstafr (IS), Raised Fist (SE), VADER (PL), Kvelertak (NO)

### [Olympia](#) *Tampere*

Originally opened as a cinema in 1917, this historic venue now hosts concerts year-round.

**Capacity:** 500

**Genres:** all genres

**Notable international acts:** Nazareth (UK), Pain (SWE), Markus Krunegård (SWE), GBH (UK), Jonathan Hultén (SWE)

### [Tiivistämö](#) *Helsinki*

A versatile urban venue in Suvilahti, hosting a wide variety of events. Its dynamic space makes it a popular location for diverse cultural and entertainment events.

**Capacity:** 440

**Genres:** all genres

### [Sellosali](#) *Espoo*

One of the top acoustic music halls in the Helsinki metropolitan area, renowned for its high-quality sound. Hosting over 300 events annually, it provides a versatile stage for a wide range of performances and cultural experiences.

**Capacity:** 400

**Genres:** all genres

**Notable international acts:** Joan As Police Woman (US), Scott Henderson Trio (US)

### [On the Rocks](#) *Helsinki*

A vibrant live club and a cosy living room located in the heart of Helsinki.

**Capacity:** 350

**Genres:** all genres

**Notable international acts:** DJ Muggs (USA), The Headhunters (USA), Graham Bonnet Band (UK)

### [Kaiku](#) *Helsinki*

Established in 2013 and set up in a former factory, it shares its location with the well-known Kuudes Linja. The Guardian recognised Kaiku as one of Europe's top club venues.

**Capacity:** 300

**Genres:** electronic music

**Notable international acts:** DJ Nobu (JP), Oscar Mulero (ES), Tama Sumo & Lakuti (ZA/DE), Midland (UK)

### [G Livelab Helsinki](#) *Helsinki*

A dynamic music venue in the heart of Helsinki, established in 2016.

**Capacity:** 240

**Genres:** all genres

**Notable international acts:** Sunna Gunnlaugs Trio (IS), Mary Lattimore (US), The Tiger Lillies (UK), GA-20 (US), Louis Sclavis Quartet (FR)

### [Lepakkomies](#) *Helsinki*

A legendary punk venue and underground music spot, established in 2005.

**Capacity:** 170

**Genres:** rock, metal, punk

### [G Livelab Tampere](#) *Tampere*

A dynamic music venue located in the historic Frenckell Boiler Room in Koskipuisto, established in 2019. The venue has earned multiple awards, including Tampere's Accessibility Award (2019), the Mondo\*DR Award for Best Concert Hall in the World (2020), the Tampere Cultural Achievement of the Year Award (2021) and the Industry Awards' Music Club of the Year (2021).

**Capacity:** 170

**Genres:** all genres

**Notable international acts:** Isabella Lundgren (SE), Robert Finley (US), Aki Takase (JP), Han Bennink (NL)

### [Nirvana Bar & Live Club](#) *Turku*

A rock club in Turku.

**Capacity:** 150

**Genres:** rock, metal, punk

**Notable international acts:** Ossuary (US), SOLSTICE (UK), Staatseinde (NL)

### [Kuudes linja](#) *Helsinki*

A renowned underground music club with a strong cult following, sharing its location with the well-known Club Kaiku.

**Capacity:** 120

**Genres:** all genres

**Notable international acts:** Liturgy (US), Xiu Xiu (US), Richard Dawson (UK), Okay Kaya (NO/US), Gilla Band (IE)

#### **45 Special** *Oulu*

A well-loved music bar that has become a staple of the city's nightlife, established in 1990.

**Capacity:** 100

**Genres:** all genres

**Notable international acts:**  
ATMOZFEARS (NL), Scar Symmetry (SWE), Girlschool (UK)

#### **Vastavirta klubi** *Tampere*

An alternative rock club established in 2004.

**Genres:** rock, metal, punk, electronic

**Notable international acts:** Hellshock (PDX), Priest (SE), Ambassador 21 (BY), Primer Regimen (COL), Kryptos (IN)

### 4.4. Promoters and Booking Agents

Promotion and booking in Finland operate much like in other countries. Venues and festivals typically have their own promoters, and there are also several promoters that organise festivals and individual events and bring foreign artists to Finland. However, Aino-Maria Paasivirta, Head Promoter of Fullsteam Agency, notes that the Finnish music scene differs slightly from some other countries. In Finland, many independent festivals do not book international acts directly; instead, promoters handle bookings for these festivals.

The field is represented by SOA (Suomen ohjelmatoimistot ja agentit) Association. A full [list of SOA members](#) is available on the association's website.

#### **List of Main Promoters in Finland**

##### **Live Nation Finland**

Live Nation Finland is one of Finland's top event organisers, producing concerts, festivals, club gigs and other events with Finnish and international artists. They manage Finnish talent through Live Nation Agency and own the Nordic's largest hip-hop festival Blockfest, held in Finland. The company is part of the global Live Nation Entertainment group, which operates in over 45 countries.

**Notable international acts:** Coldplay (US), Metallica (US), Ariana Grande (US)

##### **Fullsteam Agency**

Fullsteam Agency based in Helsinki, is a concert and festival organiser representing around 100 Finnish artists and having brought over 2000 international acts to the country. They organise events in venues ranging from clubs to stadiums and book foreign acts for major Finnish festivals. They are behind events like the Provinssi festival and Sideways festival in Helsinki. Part of FKP Scorpio since 2015, Fullsteam also includes Fullsteam Management, Fullsteam Records and Fullsteam Publishing.

**Notable international acts:** Ed Sheeran (UK), Slipknot (US), Måneskin (IT), Bring Me The Horizon (UK)

### All Things Live Finland

All Things Live was established in early 2019 by six Scandinavian companies. The group represents around 250 local artists and annually promotes and produces over 5,000 events, selling more than 1.5 million tickets. All Things Live Finland promotes everything from local music and comedy to large-scale musicals, festivals and stadium concerts.

**Notable international acts:** Justin Bieber (CA), Celine Dion (CA), Bryan Adams (CA)

### Grey Beard

Grey Beard serves as the global manager of several renowned Finnish metal bands. The company also promotes shows for prominent international artists with a metal focus. From organising tours in Finland to booking bands for festivals, the company ensures high-quality production services.

**Notable international acts:** Sabaton (SE), Devin Townsend (CA), Behemoth (PL)

### Saura Booking Agency

Saura Booking is a Helsinki-based agency representing urban folk and pop artists both in Finland and internationally. Focused on preserving cultural heritage and promoting sustainable development, they value artistic quality, inclusivity and environmental responsibility in the live music industry.

**Notable international acts:** Katarina Barruk (SÁ/NO), Ramy Essam (EG), Plantec (FR)

## 4.5. Organising a Tour or Gig

### **In Focus**

*Interview with Aino-Maria Paasivirta, Head Promoter at Fullsteam Agency.*

**Aino-Maria Paasivirta** advises connecting with a Finnish promoter to organise a tour in Finland. Collaboration typically begins with the artist's representatives, often leveraging existing connections between companies. While artists are generally expected to have professional representation, deals are occasionally made directly with independent artists themselves.

Audience interest is a key consideration for promoters. Evidence of an existing Finnish fanbase, such as Spotify data specific to Finland, can be particularly compelling. Media exposure in Finnish outlets is also advantageous, and in some cases, an artist's overall potential becomes the deciding factor.

Paasivirta highlights the importance of working with a local PR professional. While major labels handle PR for their own artists, independent PR agencies are also available to help foreign artists gain publicity beyond the performance itself.

Many Finnish venues also book artists directly. Especially, if you're targeting smaller venues with capacities under 300, Paasivirta recommends reaching out to them directly.

---

Tours in Finland often focus on major cities with vibrant live music scenes, such as Helsinki, Tampere, Turku, Oulu, Jyväskylä, and Seinäjoki. Heavier music genres tend to have broader touring potential across the country, though there are also other examples. Paasivirta mentions Joker Out as a band that successfully built a following in Finland by touring early in their career while riding a wave of momentum.

**“Finnish audiences are very loyal,”** says Paasivirta. “If you tour here early in your career, they’ll remember you and embrace you as one of their own. Once you’ve made your mark here, you can grow—bands sometimes become bigger in Finland than anywhere else in the world.”

# 5. Recorded Music Sector

## 5.1. Recorded Music Industry in Figures

The Finnish recorded music industry is represented by [IFPI Finland](#) (known in Finnish as Musiikkituottajat). This national trade association represents 21 record companies in Finland, ranging from major labels to small independent producers. In 2024, IFPI Finland's members accounted for 75% of total record sales in the country.

The Finnish recorded music market has experienced continuous growth over the past nine years, reaching a total value of 83,3 million euros in 2024. This growth has been primarily driven by digital sales, particularly subscription-based streaming services. The digital market generated 77 million euros, while the physical market—dominated by vinyl records—contributed 6 million euros. When including copyright compensations totalling 29,1 million euros, the overall value of the recorded music sector rose to 112,4 million euros ([IFPI Finland](#)).

Digital music market	Physical music market	TOTAL
€77 million	€6 million	€83,3 million

Table 7: Total market of recorded music in Finland, in million of euros. Source: [IFPI Finland](#)

The figures reported by IFPI Finland are wholesale values excluding taxes and retail margin. According to an estimate used in [Music Finland](#)'s research reports, the estimated consumer value of the recorded music market in 2023 was 123,2 million euros (See section 3).

Digital sales have grown significantly, increasing by over €30 million euros since 2017, according to IFPI Finland (see figure below).

### Evolution of cumulative sales 2017–2024

Sales millions euros

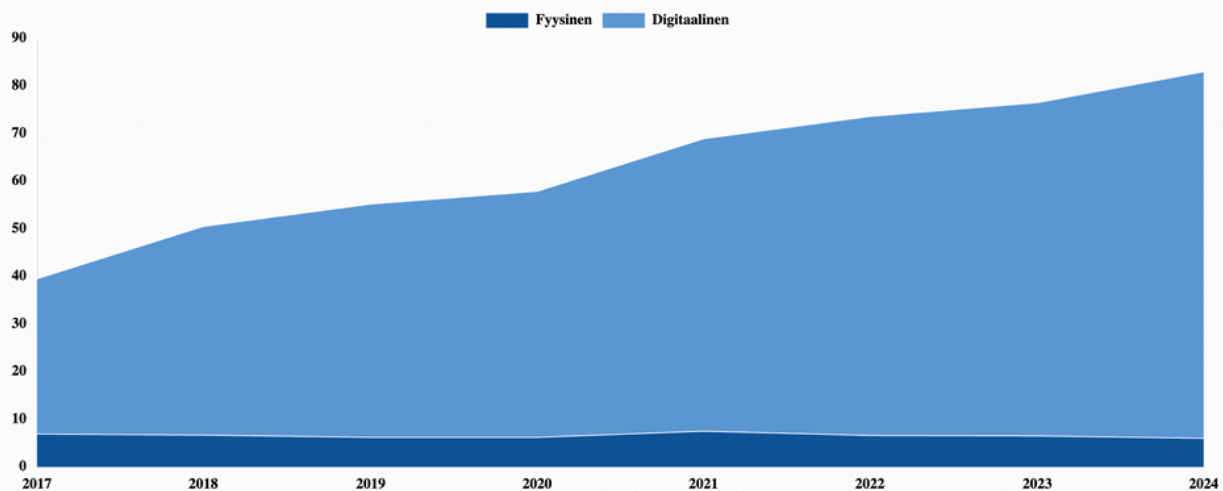


Figure 9. Evolution of cumulative sales 2017–2024. Source: [IFPI Finland](#) (2024). Finnish Music Market.

## 5.2. Main Actors in the Recorded Music Industry

The majority of the Finnish recorded music market is dominated by the three major labels: Universal Music holds a 35,7% market share, Sony Music Entertainment Finland accounts for 29,8%, and Warner Music Finland has 28,6%. Independent record companies collectively represent a 6% market share ([IFPI Finland](#)).

The share of Finnish music has grown steadily in recent years and now stands at 36,5%. Among the 50 most-streamed songs in Finland, an impressive 44 tracks are Finnish. Independent record companies hold a significantly higher market share within the Finnish repertoire, reflecting their strong presence in promoting local music ([IFPI Finland](#)).

While IFPI Finland represents the entirety of the Finnish recording industry, independent record companies have their own association, [Indieco](#), which currently includes over 70 member companies.

[Gramex](#) is responsible for collecting and distributing remunerations to music performers and producers.

### Main Record Labels in Finland

#### [Universal Music Finland](#)

Universal Music Finland is a leading global music company focused on recorded music production, artist development and publishing. In Finland, Universal oversees labels such as Johanna Kustannus, the iconic Love Records and the metal-specialised Spinefarm. With a market share of approximately 36%, Universal Music Finland plays a vital role in promoting local music alongside its international catalogue. Their international roster includes artists such as Billie Eilish (US), The Weeknd (US) and Metallica (US).

---

### **Sony Music Finland**

Sony Music Finland is a subsidiary of Sony Music Entertainment, one of the world's largest music companies. The label manages, develops and promotes both local Finnish artists and a range of international artists across genres. Known for its strong market presence in Finland, Sony Music represents popular domestic acts, collaborates on artist development and leverages global distribution channels. Sony Music's international roster includes artists such as Adele (UK), AC/DC (AU) and Beyoncé (US).

### **Warner Music Finland**

Warner Music Finland is a part of the global Warner Music Group, one of the largest music entertainment companies in the world. As part of Warner Music's international network, it not only offers recorded music but also music publishing and artist services. Warner Music's international roster includes artists such as Coldplay (UK), Dua Lipa (UK) and Ed Sheeran (UK).

### **Playground Music Finland**

Playground Music Scandinavia is the largest independent record label in the Nordic region, with offices in Finland, Sweden, Norway, Denmark and Estonia. The label focuses on marketing, A&R, digital development and artist management. They are also the only YouTube-certified label in the Nordic countries and actively participate in industry associations. Playground Music's international roster includes artists such as Ace of Base (SE), Bror Gunnar Jansson (SE) and Eagle-Eye Cherry (SE/US).

### **PME Records**

PME Records Stands for Pinnacle Music & Entertainment. It's an independent record label based in Helsinki. The label is home to a diverse roster of over 20 artists and bands from various genres. PME Record's international roster includes artists such as Alma (FI) and Joalin (FI).

### **Svart Records**

Svart Records is a versatile music label based in Turku, Finland, with a strong emphasis on high-quality vinyl releases. Renowned for its reissues of classic and cult albums across genres like punk, metal, psych, folk and progressive rock, Svart also champions contemporary artists. Svart Record's international roster includes artists such as The Gates of Slumber (US), Messa (IT) and The Coffinshakers (SE).

### **Stupido Records**

Stupido Records is a pioneering independent record label in Finland with a strong focus on diverse genres. Stupido has built a reputation as one of the country's most influential indie labels.

### **We Jazz Records**

We Jazz Records is a Helsinki-based record label dedicated to releasing cutting-edge jazz music on vinyl and other formats. Closely tied to the annual We Jazz Festival in Helsinki,



the label is part of a broader cultural hub that also includes a magazine and a record shop, all celebrating contemporary jazz in fresh and innovative ways.

### **Eclipse Music**

Eclipse Music is a key independent record label in Finland, championing innovative jazz, progressive music and singer-songwriters. With global digital distribution and an extensive European network for physical releases, the label has steadily expanded its reach.

### **Texicalli Records**

A fully Finnish-owned record label, digital distributor and music publisher. Specialising in music genres often overlooked by multinational labels, Texicalli has produced over 250 albums showcasing diverse music.

See more independent record companies on Indieco member list [here](#).

## **5.3. Digital and Physical Distribution**

There are several digital and physical distributors operating in Finland, and international digital distributors such as [CD Baby](#), [Distrokid](#), [Record Union](#), [The Orchard](#), [Tunecore](#) and [Ditto](#) are widely used. Many distributors in the Finnish market handle both digital and physical distribution.

[Playground Music](#) is the largest distributor of independent record labels in Scandinavia. The company represents numerous international labels and handles both digital and physical music distribution for a wide range of Nordic companies.

[Supersounds Music](#) is an independent Finnish distribution company focusing on the domestic market. It also offers digital distribution services.

Note also:

- [Naxos Finland](#) is the biggest distributor of classical music in Finland. Along with classical music, the company also distributes jazz, world music and gospel.
- [MusicInfo](#) is a digital distribution service specialised in the Chinese market, operating in Finland.

Additionally, some local Finnish companies specialise in digital distribution, catering to the specific needs of the domestic market, for example:

- [All that Plazz](#)
- [Musakonttori](#)
- [Texicalli Digital](#)

Physical records are distributed to record shops all around Finland. There is a blooming record store culture in Finland, but many shops concentrate on second-hand records. A recently-updated list of Finnish record shops can be [found here](#).

For new releases, [Levykauppa Äx](#) provides the most extensive record shop network around Finland. Relevant record shops in Helsinki include also:

- [Digelius](#), especially for jazz, blues and world music, operating mainly online
- [Keltainen jäänsärkijä](#), for all popular music genres
- [Stupido Market](#), especially for Finnish independent record labels

## 5.4. Releasing and Distributing Your Music

### In Focus

*Interviews with Katja Vauhkonen from Indieco and Jukka Taskinen from Svart*

Finnish record companies adopt diverse approaches to international repertoire. Major labels, being international by nature, promote their global catalogues in Finland. Similarly, some independent companies, such as Playground, operate with international business structures and play a significant role in distributing foreign labels in Finland. Meanwhile, many smaller companies are highly active in exporting Finnish music and artists.

Despite these international activities, independent record companies place a strong emphasis on the local market. According to **Katja Vauhkonen**, Executive Manager of Indieco, it is uncommon for Finnish labels to sign artists from outside the country. For many, music performed in domestic languages lies at the heart of their operations.

One notable exception is Svart Records, a company specialising in physical vinyl releases. The label collaborates with numerous international bands and artists, with most of its sales directed toward markets abroad. According to **Jukka Taskinen** from Svart, the primary market areas include Central Europe, the UK and the USA.

Taskinen notes that the company is open to inquiries from international artists and their managers, receiving a substantial volume of demos via its band submissions email. As general advice, Taskinen recommends researching the company's profile before reaching out. For instance, Svart's international roster primarily features heavier music tailored to vinyl sales, reflecting its established international marketing and distribution channels. Providing background information, such as previous physical sales figures, can support the decision-making process, though ultimately, the music itself is the decisive factor.

Svart's approach to the domestic market differs somewhat from its international strategies. In Finland, the label's catalogue extends beyond rock and metal to include vinyl releases in genres such as jazz and punk. Marketing and distribution within the Finnish market also differ, with many operations handled in-house rather than through international distributors and PR agencies. Additionally, Svart operates its own web shop, which contributes significantly to its overall sales.

Regarding distribution and promotion in general, Katja Vauhkonen notes that it is common for Finnish record companies to have their own distribution channels and PR, and only few companies specialised in distribution or promotion exist (See sections 5.4. and 7.5. for distribution and marketing).

# 6. Music Publishing & Synch Sector

## 6.1. Music Publishing Industry in Figures

Music publishing revenue consists of copyright royalties collected by Teosto, direct licensing fees, and sheet music sales. The value of the Finnish music publishing sector increased in 2022 following the challenges of the COVID-19 pandemic, but growth levelled off in 2023. The combined turnover of Finnish Music Publishers Association members in 2023 was approximately 6,85 million euros, showing a 3,6% increase compared to the previous year. Growth was limited by variations in revenue among the largest music publishers ([Finnish Music Publishers Association](#)).

Studies published by Music Finland on the Finnish music industry highlight the pandemic's impact on music publishers' revenues, as shown in the graph below.

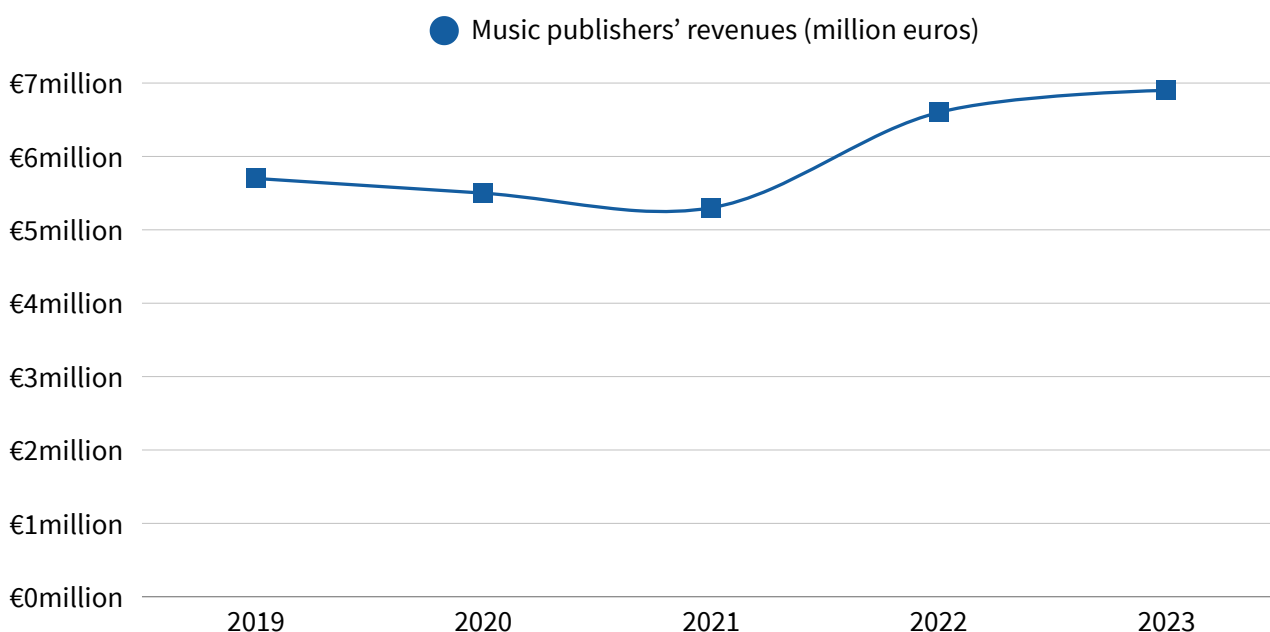


Figure 11: Finnish music publishers' revenues 2019-2023, in million euros. Source: [Music Finland](#) (2024). Tutkimus ja toimialatieto

## 6.2. Main Actors in the Music Publishing Industry

The Finnish music publishing sector is predominantly led by independent companies, with Warner Chappell being the only international major operating an office in Finland. The sector is dynamic and thriving, reflecting the diversity of the Finnish music scene. The Finnish Music Publishers' Association now has over 40 members representing a wide range of musical genres.

---

### **Finnish Music Publishers Association**

The Finnish Music Publishers Association is a non-profit umbrella organisation for representing the interests of Finnish music publishers. They promote, support and protect the prerequisites for a successful operation, development, and growth of the Finnish music publishing business, and represent professional music publishers in Finland. The Association has currently 42 publisher members. See all members [here](#).

### **List of Music Publishers in Finland**

**Nordic Music Partners** is an international music publishing company founded by acclaimed songwriters and producers. With roots in Helsinki, Oslo, Amsterdam and Paris, the company focuses on empowering the next generation of songwriters by providing representation and mentorship from industry leaders. They have collaborated with international artists such as Rita Ora (UK), Trippie Redd (US), Kodak Black (US) and Tove Styrke (SE).

**HMC Publishing** is part of Warner Music Finland and is dedicated to supporting a diverse range of songwriters and producers. HMC works closely with artists to help build lasting careers and collaborations in the music field. They have collaborated with international artists such as Miley Cyrus (US), Blanka (PL), THE ROOP (LT) and Pelican (GE).

**Elements Music** is an independent music publishing and producer management company. They specialise in supporting songwriters, producers and artists with publishing services and creating collaboration opportunities. They have collaborated with international artists such as Robin Schulz (DE), Lost Frequencies (BE), Sera (NL) and Twice (KR).

**Fennica Gehrman** is Finland's leading publisher of classical and contemporary music, as well as educational material. The company represents a diverse array of Finnish composers and publishes works by several Baltic composers. With a catalogue of nearly 15,000 titles, Fennica Gehrman offers a wide range of vocal, chamber, instrumental and orchestral music. They have published works by, for example, Erkki-Sven Tüür (EE), Jüri Reinvere (EE) and Žibuoklė Martinaitytė (LT).

**Warner Chappell Music Finland** is a music publishing company part of the Warner Music network, representing a wide range of songwriters, artists and composers. The company offers music publishing services, including song management, licensing and copyright protection, while also providing support for artists in their creative and commercial pursuits. Warner Chappell Music Finland has collaborated with international artists such as LUN8 (KR), Aespa (KR) and KeiiNo (NO).

**Sugar House Publishing** is an internationally active music publishing company with a strong foothold in the Asian market. Its roster features not only Finnish songwriters with a focus on Asia but also talent from countries like the United States. The company has collaborated with international artists such as Arashi (JP) and Snow Man (JP).

[Kaiku Songs](#) is an independent music publishing company based in Helsinki and a part of Kaiku Entertainment, which also includes a record label and artist management. It serves as a platform for many of Finland's top artists and songwriters. They have collaborated with international artists such as EVERGLOW (KR), NCT Dream (KR), Blackbear (US), and Matoma (NO).

### 6.3. Distributing your Catalogue & Creative Collaborations

#### **In Focus: Distributing Your Catalogue in Finland**

*Interview with Tommi Tuomainen, Chairman of the Finnish Music Publishers' Association and CEO of Elements Music*

**Tommi Tuomainen** describes Finland's music publishing sector as active and diverse. However, most Finnish pop publishing companies primarily focus on local rights holders, with only a small number involved in importing music, such as through sub-publishing deals.

International collaboration is a key aspect of Finland's music publishing industry, supported by strong cross-border connections. Around half a dozen Finnish publishing companies actively organise international co-writing sessions, fostering valuable global partnerships.

Tuomainen encourages international songwriters interested in collaborating within Finland's music industry to leverage their own networks—for example, through their publishers, if applicable—to connect with local collaborators. He sees that Finnish publishers are eager to work with talented individuals, regardless of nationality. For instance, Tuomainen's company, Elements Music, represents songwriters from Estonia and Sweden.

Collaborating with Finnish publishers and songwriters, Tuomainen notes, provides an excellent gateway into the Finnish music market. While the market is largely driven by pop music in the Finnish language, reflecting global trends, there are significant opportunities for producers and beatmakers to collaborate with Finnish songwriters. Additionally, with its strong international networks in music publishing, Finland can serve as a bridge to other markets. Many Finnish publishing companies are actively engaged in Asian markets, while Elements Music also maintains a prominent presence in Central Europe and the broader Scandinavian region.

Songwriting camps and co-writing sessions are frequently organised by Finnish music publishers and record companies, typically focusing on their own artists and writers. International collaboration is also supported through [Music Finland](#)'s songwriting camps, which have been held since 2007. Currently, Music Finland organises two to three camps annually, each with a different focus.

### In Focus: Creative Collaborations in Finland

*Interview with Anna Reponen, Export Manager at Music Finland*

**Anna Reponen** explains that the underlying concept for all Finnish camps is the same: bringing international songwriters and their representatives to Finland to collaborate with Finnish songwriters. Some camps are tailored to different career stages or specific genres, others target specific markets, such as Asia, while some revolve around themes like synchronisation. Camps are planned and designed to meet the needs and aims of companies and songwriters, while also aligning with current trends and opportunities in different markets.

Finnish participants are selected through an application process, while international participants are invited by Music Finland. The invitees are typically recommended by Finnish companies or previous participants. Discussions with companies help align expectations, such as identifying artist profiles that match their needs. "It's less about inviting a specific artist and more about ensuring the artist's profile suits the companies' goals and that participants bring valuable networks to the table," Reponen explains.

These camps serve as valuable platforms for fostering collaboration. Finnish songwriters have the opportunity to work with new international contacts, with the aim of forming lasting partnerships and expanding their networks. Similarly, Finnish companies benefit by connecting with international representatives, opening doors to new collaborative opportunities.

For international songwriters who already know whom they wish to collaborate within Finland, Reponen recommends reaching out directly to publishers. For those still exploring options, Music Finland can provide guidance and help establish connections.

## 6.4. A Brief Overview of the Synch Sector

From an international perspective, the Finnish audiovisual (AV) production and synchronisation sector is relatively small, says **Eveliina Pitkänen**, Licensing Manager at [AV Music](#). AV Music is a unique service, made possible by Finland's collective management organisations Gramex and Teosto, and operated through their joint venture GT Musiikkiluvat Oy (GT Music Licences Ltd). The service is designed to help local AV production companies save time and effort by making it easier to synchronise commercial music into their productions. Specifically, AV Music assists Finnish TV and film production companies in identifying the appropriate rights holders for their projects. Its primary focus is on professional feature films, TV series, and documentaries.

A guide on music used in Finnish audiovisual productions ([Heidi Keinonen and Eerika Vermilä, 2022](#)) outlines the typical types of music employed across different genres. According to the guide, entertainment series in Finland often feature catalogue music, drama series frequently

utilise pre-existing or commissioned music, films generally rely on commissioned scores, and advertisements tend to use catalogue music. Production music, such as library music or stock tracks, has gained traction, particularly in reality series (Keinonen & Vermilä 2022). Pitkänen confirms the extensive use of catalogue music but observes a notable demand for international songs, particularly in drama series and documentaries.

The role of a music supervisor is not firmly established in the Finnish audiovisual industry, with music choices typically made by directors or producers (Keinonen & Vermilä 2022). Pitkänen advises artists looking to feature their music in Finnish productions to reach out directly to directors and production companies. Relevant production companies can be found in the [member directory of APFI \(Audiovisual Producers Finland\)](#), while databases like IMDb provide information on Finnish directors.

International collaboration in Finnish audiovisual productions often takes the form of co-productions, especially with other Nordic countries. However, most films, TV series, and documentaries in Finland are produced in Finnish and primarily target the local market. Pitkänen notes that this can make the market challenging for international newcomers. Moreover, budgets for music are often limited, and production music is frequently used as a cost-effective alternative.

The primary buyers of audiovisual productions in Finland are Yleisradio (YLE), Elisa Viihde, and MTV3. YLE programs, in particular, are often distributed to other Nordic countries.

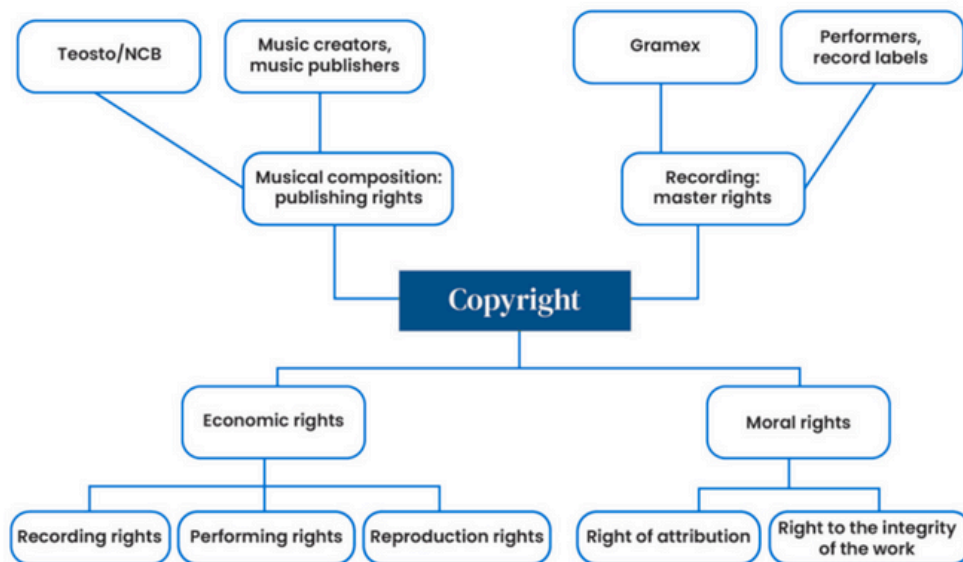


Figure 12: Copyright structure of AV music in Finland. Source: Keinonen, Heidi & Vermilä, Eerika. (2022). Use of music in audiovisual productions. MPA Finland



## 7. Media and PR

Media in Finland is predominantly in Finnish. However, some daily newspapers are published in Swedish, and a few Swedish-language radio channels are available. Major news outlets and YLE services also provide key news updates in English and Russian. The Finnish Broadcasting Company (YLE) operates three nationwide television channels. In addition to producing radio, TV programs, and online news, YLE plays a significant role as a distributor of music programs. Its operations are primarily funded by a public broadcasting tax (specific to YLE as the public broadcaster, [yle.fi](https://yle.fi)).

Commercial media companies publish newspapers and operate radio and TV channels. Helsingin Sanomat is the largest subscription-based newspaper in Finland.

The Finnish music media landscape has shrunk in recent years, with several Finnish-language music magazines ceasing publication, particularly in print. Despite this, some specialised music magazines remain, both in print and online. Additionally, a few daily newspapers continue to provide extensive music coverage.

Edited radio programs are available through public service broadcaster YLE and independent commercial channels like Radio Helsinki. When it comes to TV, music coverage is heavily concentrated on YLE channels.

General information about the media in Finland can be [found here](#).

### 7.1. Social Media

Around two-thirds of Finns use social media at least weekly, and over 80% of those aged 16–44 engage with social media channels daily ([Statistics Finland](#)). WhatsApp is the most popular platform, with 76% of Finns using it weekly in 2022. Facebook reached 57%, Instagram 44%, YouTube 59%, and Twitter 19% of the population during the same period ([Statistics Finland](#)).

A 2023 research report by digital operator DNA highlights the daily usage rates of major platforms:

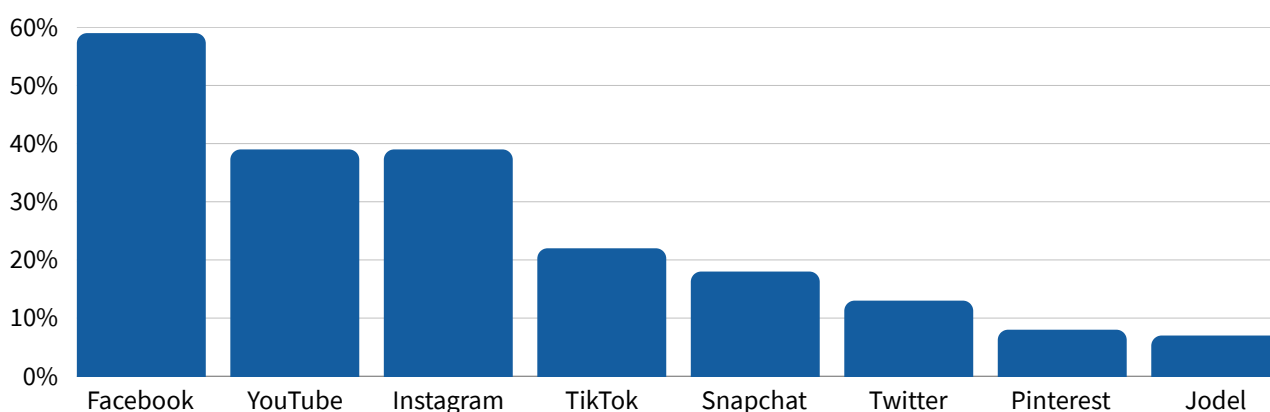


Figure 13. Daily usage rates of major platforms in Finland. Source: DNA [Digital Life report](#).

---

## 7.2. Written Media – Print and Online

Finnish daily media covers a variety of music genres but typically focuses on large-scale events, local gigs, and culturally significant topics. International artists and bands can still find coverage in music magazines. Although the challenges facing print media have not improved in recent years, a few notable publications remain: [Soundi](#) (covering various genres), and [Rondo](#) (dedicated to classical music). The well-established online [Rumba](#) primarily provides music news in pop and rock genres, while the online portal [meteli.net](#) offers information about concerts and events.

### List of Music Magazines in Finland

#### [Soundi](#)

A magazine concentrating on various genres of popular music, published 11 times a year. News, reviews, interviews and much more.

#### [Inferno](#)

A digital magazine specialised in heavy rock and metal.

#### [Rumba](#)

A digital magazine concentrating on rock and pop music. Music news from Finland, presentations of the newest bands and records, and relevant topics from the world. Online only.

#### [Rondo](#)

The leading classical music and performing arts magazine in Finland, 12 issues published each year. Its core lies in classical music, but the articles also open up towards ethnic music, music theatre, jazz and popular music.

#### [Finnish Music Quarterly \[FMQ\]](#)

A quarterly English-language online magazine about Finnish musical culture. It addresses all aspects of the Finnish music scene and keeps track of what is happening in Finland – from classical to jazz, folk and popular music.

Some daily newspapers with regular music reporting include

- [Helsingin Sanomat](#) - Helsinki metropolitan area, the biggest newspaper in Finland with a reach of almost 2 million readers.
- [Aamulehti](#) - Tampere region. Reach: 670 000.
- [Keski-suomalainen](#) - Jyväskylä region. Reach: 450 000.
- [Kaleva](#) - Oulu region. Reach: 380 000.
- [Turun Sanomat](#) - Turku region. Reach: 340 000.
- [Savon Sanomat](#) - Kuopio region. Reach: 320 000.
- [Hufvudstadsbladet](#) - Helsinki and Swedish-speaking Finland, in Swedish. Reach: 158 000.

The reach includes both print and digital editions. (Source: [Media Metrics Finland 2024](#))

---

### 7.3. Radio

Radio remains the most important way for Finns to discover new music. FM radio is the most popular audio format, reaching 84% of the population weekly and over 60% daily. YLE's radio channels reach nearly half of Finns weekly, while two-thirds tune into commercial radio stations ([The National Radio Survey](#)).

In addition to YLE's public broadcasting channels, Finland has about 50 commercial radio stations. Around 20 of these are national or multiregional, while the rest operate regionally or locally ([Radiomedia](#)).

According to [The National Radio Survey](#), the most listened-to radio channels by daily reach are YLE Radio Suomi (20% daily reach), Radio Nova (8%), and YLE Radio 1 (7%). In terms of time spent listening, YLE Radio Suomi, YLE Radio 1, Radio Pooki, and YLE Radio Vega lead the rankings. Additionally, Radio Helsinki and Radio Nova are notable for their strong presence.

#### List of Main Radio Channels in Finland

[YLE Radio Suomi](#) is Finland's largest national radio station, providing continuous news, both Finnish and international music, as well as discussion programs.

[YLE Radio 1](#) is a culture-focused national radio station offering high-quality programs on classical and folk music, literature, society and history.

[Yle Radio Vega](#) is Yle's Swedish-language national radio station, offering informative programs and primarily Swedish-language music.

[YleX](#) is a national radio station focused on new music and pop culture, targeting a younger demographic. The station provides up-to-date content and discussions on music trends and cultural phenomena.

[Radio Nova](#) is Finland's leading commercial radio station, offering a blend of entertainment and informative content for adult listeners. It plays a mix of classic and contemporary hits, with a strong appeal to the 25-54 age group.

[Radio Helsinki](#) is a commercial station dedicated to alternative music and urban culture, curated by top music editors. It highlights bold and original artists, alongside high-quality talk shows and cultural interviews. Offers also English-language programmes.

[Radio Rock](#) is a commercial rock music station playing a combination of classic rock anthems and modern hits. Known for its bold and confident personality, the station provides engaging discussions and news, primarily targeting the 25-44 age group.

[LOOP](#) is a commercial radio station delivering the latest pop and hip-hop hits for younger audiences. With a "more music, less talk" format, the station plays current music trends from Finland and abroad, with hosts discussing pop culture and relevant topics.

**NRJ** is a commercial radio station aimed at young adults, playing only the biggest hit music. The station targets active listeners, particularly in the 20-34 age group, and delivers popular music content.

#### 7.4. Television

The public service broadcaster YLE offers several music-related programs and broadcasts live concerts from Finnish festivals on its three TV channels and its online service, [YLE Areena](#). These concert broadcasts often include interviews and frequently feature international artists.

Music is a major focus of some of Finland's most-watched TV formats. Popular YLE programs include the Eurovision Song Contest (reach: 2.9 million viewers), UMK (2 million viewers), and *Elämäni biisi* (The Song of My Life), which has a peak reach of 1.6 million viewers. Several music programs on commercial TV channels also attract large audiences, such as The Voice of Finland, Masked Singer, and Secret Song, each reaching over a million Finns ([Finnpanel](#)).

However, most of these shows are in Finnish. The only exception is YLE FEM, which offers some Swedish-language programming.

#### 7.5. Developing a Marketing and PR Strategy

##### **In Focus: Developing a Marketing and PR Strategy in Finland**

*Interview with Katja Vauhkonen, a music manager with extensive experience in music promotion.*

There are relatively few companies in Finland that specialise exclusively in music communication and PR, notes **Katja Vauhkonen**, a music manager with extensive experience in music promotion. However, the field includes several independent professionals. PR experts often focus on specific genres, making it important to find the right fit for your needs. Vauhkonen points out that while some larger companies operate in the sector, their services typically extend to the broader creative industries, including film and other cultural products. Additionally, some distributors offer PR and marketing services as part of their portfolio.

The work of Finnish music PR professionals was highlighted in a 2022 [online article by Teosto](#), where three PR experts discussed the nature of collaborations between PR companies and artists. According to PR professional Jutta Vetter, stand-alone PR campaigns can be effective in some cases, but PR work often centres on building comprehensive, long-term promotional strategies. Another expert, Taija Holm, explains that publicists can help artists refine their messaging to better resonate with local media. Pricing and contract terms are typically negotiable, and potential partners can often be identified through industry listings or by seeking recommendations from local networks.

Katja Vauhkonen shares similar insights regarding the scope and timing of PR work. She

emphasises that scheduling depends largely on the product being promoted. For instance, promoting an individual song might be completed within a week, as distributing the file to the right contacts is relatively straightforward. However, an album launch requires considerably more planning, with PR efforts ideally beginning at least six months before the release.

Despite shifts in the media landscape, traditional outlets such as print magazines, TV, and radio remain important channels for music promotion in Finland, Vauhkonen notes. In metal music—her area of expertise—print media continues to wield significant influence. In addition to the few dedicated music magazines, many local newspapers cover music topics daily, extending their coverage to online platforms and social media, which further amplify the reach of music content.

Naturally, the relevance of different media channels varies depending on the artist's profile and genre. Vauhkonen observes that TV exposure can be highly significant for some prominent artists, while the importance of radio depends largely on the music style. Social media is undeniably vital, with a focus on the artist's own channels, which can be further enhanced through targeted advertising. Incorporating local elements, such as writing a few sentences in Finnish, can also be advantageous.

Vauhkonen highlights Finland's diverse array of events and festivals as key to enhancing artists' visibility. "We have so many events and festivals featuring all kinds of music here in Finland. Performing at festivals can be just as impactful for artists' visibility as a single interview for a magazine or radio," she explains. "Promoters, as gatekeepers, are just as crucial as radio music directors," Vauhkonen concludes.

## List of Select Media and PR Companies in Finland

### [All That Plazz](#)

Founded by Helsinki-based musician and DJ Aleksi Pahkala in 2019, All That Plazz is a one-man indie label that also offers PR services. **Main genres:** Pop & Rock, Indie & Electronic.

### [Bubblypink Music](#)

Comprehensive promotion of artists, publications and events to the music industry. **Genres:** All.

### [Cerulean Midnight](#)

Cerulean Midnight is a PR agency belonging to Alexändra Sleäze, a music professional with over 10 years of experience and studies in the fields of marketing, social media, PR, and sales. **Main genre:** Metal.

### [Ginger Vine Management & PR](#)

Founded by former music journalist Heta Hyttinen, Ginger Vine Management offers tailored full-house services for artists and B2B partners. GVM is based in Helsinki, Finland

---

and also provides PR and marketing services in the US, UK, GSA, Spain and Scandinavia through its trusted partners. **Main genres:** Pop & Rock, Hard Rock & Metal.

#### Hei Hei Media

Operating closely with the We Jazz organisation, Hei Hei Media is a creative & PR agency specialised mainly in jazz. **Main genre:** Jazz.

#### K. Vauhkonen Musiikit ja Meiningit

Katja Vauhkonen is a music manager with a long history of PR and marketing experience in the music field. Music promotion services include, for example, building up a release schedule, writing press releases, contacting media, pitching songs to radio and helping you with your social media. **Main genres:** Rock & Metal.

#### Liekki Promotions

Liekki Promotion is a one-woman PR Agency run by Nora Norrlin who has a professional background in the music business. Liekki Promotion has done PR marketing for albums, tours, events, award galas and movies. **Main genres:** Pop & Rock, Hard Rock & Metal, Indie & Electronic.

#### Manage My PR

Manage My PR offers low-threshold communication services aimed at promoting visibility, a favourable public image and lasting audience relationships. In addition to publication and event promotion, the company offers personalised media coaching, communication consulting and other versatile and industry-independent PR services. Their client roster includes many domestic hit artists and YouTube celebrities. **Main genres:** Pop & Rock.

#### Mellakka Helsinki

Mellakka Helsinki is a creative PR and communications agency that knows how to convert your business strategy into action and transform it into news, topics and phenomena. It is the biggest PR agency in Finland with experience from several music festivals, industry campaigns and notable artists. **Main genres:** All, especially Pop & Rock.

#### Nordic Cult Management

Nordic Cult Management offers 360-services to artists and companies with tailored services from PR campaigns to consulting and media coaching. The company specialises in managing the whole social media presence of artists and companies. The management focuses mostly on metal music, but they work with artists from various genres and offer both domestic and international promotion services.

**Main genres:** Metal and others.

#### Presshopper

PR agency PressHopper informs the media and other industry players, also including social media. Their operations, led by Juha Juoni, are promised to be agile and to cover all important contact networks. PressHopper is a sister company to the agency and record label RockHopper. **Main genres:** Pop & Rock, Hard Rock & Metal.

---

### ProPromotion

Marketing, communication and PR for artists and companies. **Main genres:** Rock & Pop.

### RÖD

RÖD is a creative communications agency based in Helsinki, helping artists, musicians and record labels with their new releases and productions. Their services combine communication, marketing and graphic design expertise. **Main genres:** All, especially: Pop & Rock, Indie & Electronic, Jazz & Folk.

For other companies and updates see Music Finland's [Finnish Music Directory](#).

---

# References

**Association of Finnish Symphony Orchestras. (2023).** *Suosio annual report 2023*. Retrieved from [https://www.sinfoniaorkesterit.fi/assets/statistics/Suosio\\_Vuosikertomus\\_2023\\_RGB\\_sivuttain\\_pienikokoinen.pdf](https://www.sinfoniaorkesterit.fi/assets/statistics/Suosio_Vuosikertomus_2023_RGB_sivuttain_pienikokoinen.pdf).

**Audiovisual Producers Finland (APFI). (n.d.).** *APFI – Advocating for the Finnish audiovisual industry*. Retrieved from <https://apfi.fi/en/>.

**Cupore. (n.d.).** *Copyright law and its impact on the creative sector: Pilot study report*. Center for Cultural Policy Research. Retrieved from [https://www.cupore.fi/wp-content/uploads/migrated-assets/tiedostot/pilottitutkimusraportit/pilotreport\\_ds5copyrightlaw.pdf](https://www.cupore.fi/wp-content/uploads/migrated-assets/tiedostot/pilottitutkimusraportit/pilotreport_ds5copyrightlaw.pdf).

**DNA Finland. (2023).** *Digital life 2023: Research report for media*. Retrieved from <https://www.dna.fi/documents/94506/11594975/DNA-Digitaalinen-elama-2023-tutkimusraportti-medialle.pdf>.

**Eurostat. (n.d.).** *Digital economy and society statistics – Households and individuals*. European Commission. Retrieved from [https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Digital\\_economy\\_and\\_society\\_statistics\\_-\\_households\\_and\\_individuals](https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Digital_economy_and_society_statistics_-_households_and_individuals).

**Eurostat. (n.d.).** *Individuals using the internet for various activities*. European Commission. Retrieved from [https://ec.europa.eu/eurostat/databrowser/view/isoc\\_ci\\_in\\_h/default/table?lang=en](https://ec.europa.eu/eurostat/databrowser/view/isoc_ci_in_h/default/table?lang=en).

**Eurydice. (2023).** *Key data on teaching languages at school in Europe – 2023 edition*. European Commission. Retrieved from <https://eurydice.eacea.ec.europa.eu/publications/key-data-teaching-languages-school-europe-2023-edition>.

**Finland Festivals. (n.d.).** *Finnish festivals overview*. Retrieved from <https://festivals.fi/en/festivals/>.

**Finland Toolbox. (n.d.).** *Finland's biggest cities*. Retrieved from <https://toolbox.finland.fi/seasons-destinations/finlands-biggest-cities/>.

**Finnish Music Publishers Association. (2022).** *Use of music in AV productions: A guide to music licensing*. Retrieved from <https://www.musiikkikustantajat.fi/wp-content/uploads/2022/04/use-of-music-in-av-productions.pdf>.

**Finnish Music Publishers Association. (2024, April 25).** *Musiikkikustantamisen vuosi 2023: Maailmalla ja Suomessa* [The year in music publishing 2023: Globally and in Finland]. Retrieved from <https://www.musiikkikustantajat.fi/2024/04/25/musiikkikustantamisen-vuosi-2023-maailmalla-ja-suomessa/>.



**Finnpanel. (2024).** *Radio audience measurement results, week 13/2024.* Retrieved from <https://www.finnpanel.fi/en/tulokset/radio/krt/2024/13/tavoittavuus.html>.

**Finnpanel. (2024).** *Weekly radio reach in Finland, week 26/2024.* Retrieved from <https://www.finnpanel.fi/en/tulokset/radio/krt/2024/26/tavoittavuus.html>.

**Gramex. (n.d.).** *Gramex official website.* Retrieved from <http://www.gramex.fi>.

**Gramex. (n.d.).** *Gramex's mission.* Retrieved from <https://www.gramex.fi/en/about-gramex/gramexs-mission/>.

**IFPI Finland & Teosto. (2024).** *Music listening in Finland 2024: IFPI & Teosto survey report.* Retrieved from <https://ifpi.fi/app/uploads/2024/10/Music-listening-in-Finland-2024-IFPI-Teosto-survey-report.pdf>.

**IFPI Finland. (2023).** *2023 value of the Finnish music industry [Infographic].* Retrieved from <https://infogram.com/2023-value-of-finnish-music-industry-1h984wvqox35d2p>.

**IFPI Finland. (2024).** *Recorded music achieves ninth consecutive year of growth.* Retrieved from <https://ifpi.fi/uutiset/2024/03/aanitemusiikille-yhdeksas-perattainen-kasvuvuosi/>.

**IFPI Finland. (n.d.).** *Finnish music market overview.* Retrieved from <https://ifpi.fi/in-english/finnish-music-market/>.

**IFPI Finland. (n.d.).** *IFPI Finland in English.* Retrieved from <https://ifpi.fi/in-english/>.

**IFPI Finland. (n.d.).** *Music industry statistics in Finland.* Retrieved from <https://ifpi.fi/tilastot/>.

**IFPI. (2024).** *IFPI releases inaugural "Music in the EU" report.* Retrieved from <https://www.ifpi.org/ifpi-releases-inaugural-music-in-the-eu-report/>.

**InfoFinland. (n.d.).** *Finland in brief.* Retrieved from <https://www.infofinland.fi/en/information-about-finland/finland-in-brief>.

**InfoFinland. (n.d.).** *Starting a business in Finland.* Retrieved from <https://www.infofinland.fi/en/work-and-enterprise/starting-a-business-in-finland>.

**InfoFinland. (n.d.).** *Taxation in Finland.* Retrieved from <https://www.infofinland.fi/en/work-and-enterprise/taxation>.

**InfoFinland. (n.d.).** *Traffic in Finland.* Retrieved from <https://www.infofinland.fi/en/information-about-finland/traffic-in-finland>.

**Kinnunen, M. (2022).** *Industry barometer 2022: Rhythmic music festivals in the wake of the pandemic. University of the Arts Helsinki.* Retrieved from [https://taju.uniarts.fi/bitstream/handle/10024/8174/Maarit%20Kinnunen\\_Toimialabarometri%202022.%20Rytmimusiikkifestivaalit%20koronan%20j%c3%a4lkimainingeissa.pdf?sequence=1&isAllowed=y](https://taju.uniarts.fi/bitstream/handle/10024/8174/Maarit%20Kinnunen_Toimialabarometri%202022.%20Rytmimusiikkifestivaalit%20koronan%20j%c3%a4lkimainingeissa.pdf?sequence=1&isAllowed=y).

**Kopioisto. (n.d.).** *About Kopioisto.* Retrieved from <https://kopioisto.fi/en/kopioisto/kopioisto/about-us/>.

**LiveFIN. (2023).** *Live music industry report 2023.* Retrieved from <https://livefin.fi/wp-content/uploads/Elavan-musiikin-toimialatutkimus-2023.pdf>.

**LiveFIN. (n.d.).** *Open industry data.* Retrieved from <https://www.livefin.fi/avoin-toimialadata/>.

**Media Audit Finland. (n.d.).** *Media statistics in Finland.* Retrieved from <https://mediaauditfinland.fi/tilastot/>.

**Ministry for Foreign Affairs of Finland. (n.d.).** *Residence permits to Finland.* Retrieved from <https://um.fi/residence-permits-to-finland>.

**Ministry for Foreign Affairs of Finland. (n.d.).** *Visa to visit Finland.* Retrieved from <https://um.fi/visa-to-visit-finland>.

**Ministry of Education and Culture, Finland. (n.d.).** *Copyright in Finland.* Retrieved from <https://okm.fi/en/copyright>.

**Ministry of Justice, Finland. (n.d.).** *Other languages in Finland.* Retrieved from <https://oikeusministerio.fi/en/other-languages>.

**Ministry of Justice, Finland. (n.d.).** *Saami languages in Finland.* Retrieved from <https://oikeusministerio.fi/en/saami-languages>.

**MTV Uutiset. (2024).** *MTV investigated: How festival ticket prices have skyrocketed.* Retrieved from <https://www.mtvuutiset.fi/artikkeli/mtv-selvitti-nain-rajahdysmaisesti-festarilippujen-hinnat-ovat-nousseet/8949130#gs.b1lfco>.

**Music Finland. (2020).** *The economy and exports of the Finnish music industry 2020.* Retrieved from <https://musicfinland.fi/fi/tutkimukset/suomen-musiikkialan-talous-ja-vienti-2020>.

**Music Finland. (2023).** *Finnish music industry in 2023.* Retrieved from <https://musicfinland.com/en/finnish-music-industry-in-2023>.

**Music Finland. (2023).** *The economy of the Finnish music industry 2023.* Retrieved from <https://musicfinland.fi/fi/tutkimukset/musiikkialan-talous-suomessa-2023>.

**Music Finland. (n.d.).** *Research and reports on the Finnish music industry.* Retrieved from <https://musicfinland.fi/fi/tutkimukset>.

**Musiikki Journal. (2023).** *[Article on Finnish music industry].* Retrieved from <https://musiikki.journal.fi/article/view/131302>.

**National Land Survey of Finland. (n.d.).** *Open data from the National Land Survey of Finland.* Retrieved from <https://www.avoindata.fi/data/fi/organization/maanmittauslaitos>.

**Nordic Copyright Bureau. (n.d.).** *About NCB.* Retrieved from <http://ncb.dk>.

---

**Nordic Council of Ministers. (n.d.).** *About Åland.* Retrieved from <https://www.norden.org/en/information/about-aland>.

**Nordic eTax. (n.d.).** *Tax information for Nordic countries.* Retrieved from <https://www.nordisketax.net/>.

**Open Data Portal, Finland. (n.d.).** *Finnish open data resources.* Retrieved from <http://www.avoindata.fi>.

**RadioMedia Finland. (n.d.).** *Facts about the Finnish radio industry.* Retrieved from <https://radiomedia.fi/radiotoimiala/faktaa-radiotoimialasta/>.

**Statistics Finland. (n.d.).** *Culture, media, and time use statistics.* Retrieved from <https://stat.fi/en/topic/culture-media-and-time-use>.

**Statistics Finland. (n.d.).** *Digitalisation statistics in Finland.* Retrieved from [https://stat.fi/tup/suoluk/suoluk\\_digitalisaatio\\_en.html](https://stat.fi/tup/suoluk/suoluk_digitalisaatio_en.html).

**Statistics Finland. (n.d.).** *Internet usage statistics in Finland.* Retrieved from [https://pxdata.stat.fi/PxWeb/pxweb/en/StatFin/StatFin\\_sutivi/statfin\\_sutivi\\_pxt\\_13ud.px/](https://pxdata.stat.fi/PxWeb/pxweb/en/StatFin/StatFin_sutivi/statfin_sutivi_pxt_13ud.px/).

**Statistics Finland. (n.d.).** *Mass media statistics in Finland.* Retrieved from [https://pxhopea2.stat.fi/sahkoiset\\_julkaisut/joukkoviestintatilasto/alku.htm](https://pxhopea2.stat.fi/sahkoiset_julkaisut/joukkoviestintatilasto/alku.htm).

**Statistics Finland. (n.d.).** *Population in the largest municipalities of Finland.* Retrieved from [https://stat.fi/tup/suoluk/suoluk\\_vaesto\\_en.html#Population%20in%20the%20largest%20municipalities](https://stat.fi/tup/suoluk/suoluk_vaesto_en.html#Population%20in%20the%20largest%20municipalities).

**Statistics Finland. (n.d.).** *Statistical data on Finland.* Retrieved from [https://stat.fi/tup/suoluk/index\\_en.html](https://stat.fi/tup/suoluk/index_en.html).

**Suomi.fi. (n.d.).** *Right to work in Finland.* Retrieved from <https://www.suomi.fi/guides/work-in-finland/before-finland/right-to-work>.

**Taide & Kulttuuri. (n.d.).** *Live music venues and concert halls in Finland.* Retrieved from <https://www.taidejakulttuuri.fi/statistic/keikka-ja-konserttipaikat-suomessa/>.

**Taide & Kulttuuri. (n.d.).** *Popular, jazz, and folk music festivals in Finland.* Retrieved from <https://www.taidejakulttuuri.fi/statistic/populaari-jazz-ja-folkmusiikkifestivaalit-suomessa/>.

**Teosto. (2022).** *Festival summer 2022 restored event organizers' faith in the future.* Retrieved from <https://www.teosto.fi/teostory/festivaalikesa-2022-palautti-tapahtumajarjestajien-uskon-tulevaan/>.

**Teosto. (2023).** *Music listening in Finland 2023: Pop and schlager music gain popularity over the decade.* Retrieved from <https://www.teosto.fi/musiikinkuuntelu-suomessa-2023-suomalaisista-on-tullut-listapop-kansa-pop-iskelmalla-hurja-nousu-kymmenessa-vuodessa>.

---

**Teosto. (2024).** *Polaris Nordic Digital Survey points to consumer support for fairness & transparency in AI-generated music.* Retrieved from <https://www.teosto.fi/en/polaris-nordic-digital-survey-points-to-consumer-support-for-fairness-transparency-in-ai-generated-music/>.

**Teosto. (2024).** *Polaris Nordic: Digital music in the Nordics 2024.* Retrieved from <https://www.teosto.fi/wp-content/uploads/2024/06/Polaris-Nordic-Digital-Music-in-the-Nordics-2024.pdf>.

**Teosto. (n.d.).** *About Teosto.* Retrieved from <https://www.teosto.fi/en/about-teosto/>.

**Teosto. (n.d.).** *Teosto official website.* Retrieved from <http://www.teosto.fi>.

**This is Finland. (n.d.).** *Active map of Finland.* Retrieved from <https://finland.fi/life-society/active-map-of-finland/>.

**Visit Finland. (n.d.).** *Getting around Finland.* Retrieved from <https://www.visitfinland.com/en/practical-tips/getting-around/>.