

Programming and Broadcasting, Measurement of Output and Turnover

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History and market conditions in Finland (1/2)

- Radio activities started on 1920s and television activities on 1950s
- State monopoly until 1985
- Public service broadcasting company (YLE)
 - Established 1926
 - Operates four national television channels and six radio channels
 - 99.9% state-owned company, supervised by an Administrative Council appointed by Parliament
 - Around 3,000 employees, makes up around 40 percent of turnover and 60 percent of employees

History and market conditions in Finland (2/2)

- Public service broadcasting company (YLE)
 - Public broadcasting tax replaced TV licenses in 2013
 - The maximum annual amount of this tax is €140 per person

- Change of sector from Non-financial corporations to General government (Budget economy of central government)
- Measurement of output in National accounts is mainly based on costs instead of revenues

Statistical classifications

- Standard Industrial Classification TOL 2008 (based on NACE rev. 2)
 - J Information and communication
 - 60 Programming and broadcasting
 - 601 Radio broadcasting
 - 6010 Radio broadcasting
 - 602 Television programming and broadcasting
 - 6020 Television programming and broadcasting
 - 60201 Television programming and broadcasting activities
 - 60202 Pay television channel activities**
- National class 60202 consists of pay television operators and VOD-companies (video on demand via internet)

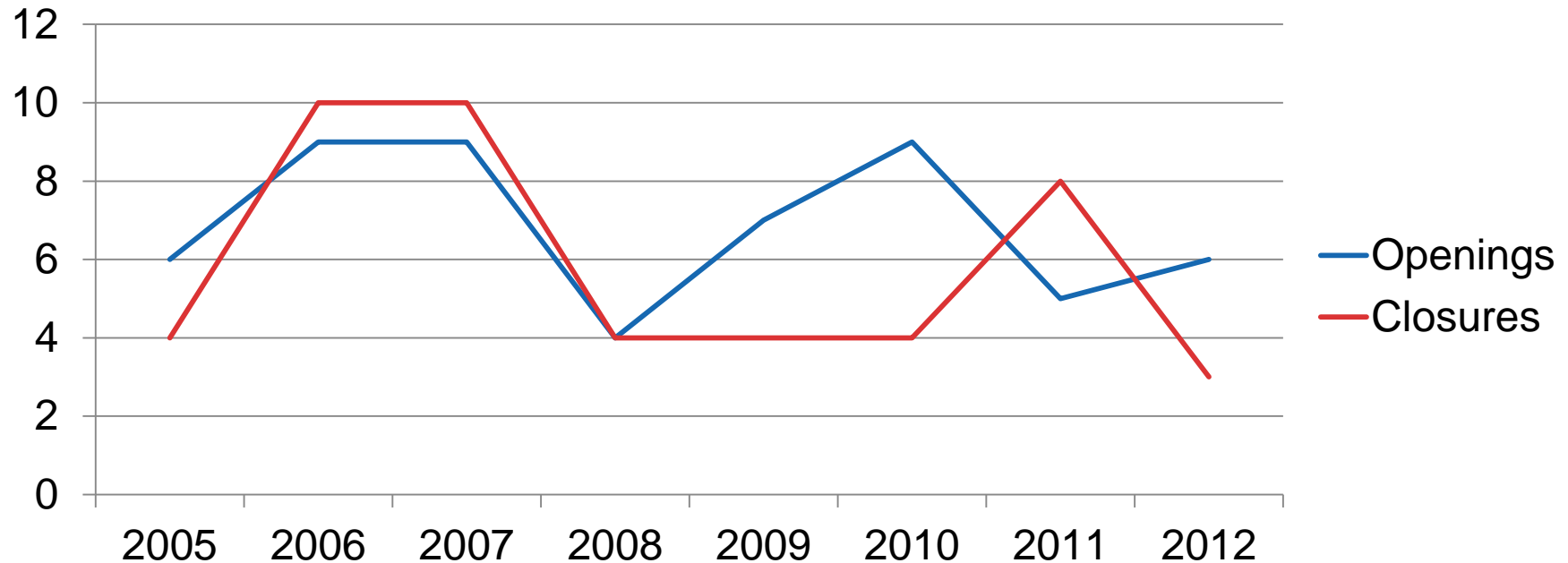
Data sources for measurement of output

- Administrative sources
 - Tax authority (value added tax, corporate taxes)
 - National board of patents and registrations (starts, bankruptcies, official accounts)
- Statistics Finland's direct inquiries
 - Business register questionnaires
 - Structural business statistics questionnaires

Business sector of programming and broadcasting activity in 2011 (NACE rev. 2, 60)

- 65 companies, 123 local kind of activity units
 - 39 radio and 26 television companies
 - 49 small, 14 medium size, 2 large
- 4,900 employees (0,30% of total)
- Turnover ~1 billion EUR (0,26% of total)

Number of openings and closures of programming and broadcasting enterprises 2005-2012

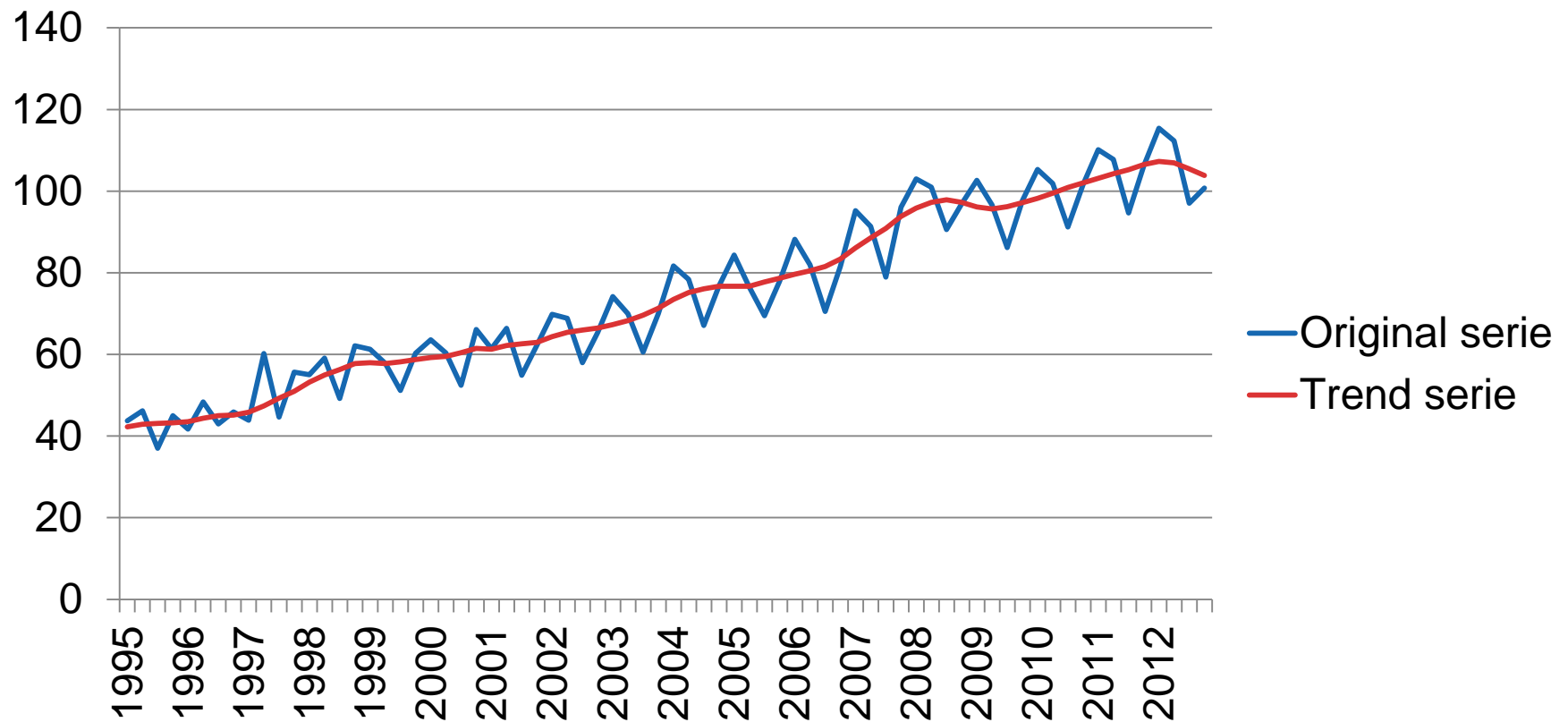


Structural business statistics 2011 (activity 60)

- 23 enterprises belong to enterprise group and 42 are autonomous
- 16 enterprises are owned by foreign units
- Net profit / Turnover: 2,6%
- Equity ratio: 37,3%
- Investments / Turnover: 4,6%

- These variables are available by region and size classes in theory, but confidentiality issues complicates the publication of these figures

Quarterly index of turnover 1995-2012 (2010=100), Programming and broadcasting activity



Remarks

- Special status of Public service broadcasting company
- Financial arrangements related to YLE have an impact on Sector account figures from 2013 on
- Small number of enterprises and confidentiality issues
- Royalties and license fees to abroad and from abroad important for calculation of domestic production
- No product level data available
- Traditional broadcasting vs. web based distribution