Foundation for Cultural Policy Research Cupore
Cupore webpublications 39:6

Assessing Copyright and Related Rights Systems

Volume of Domestic Production of Copyrighted Products and Services

Report on Piloting in Finland

cupore

Assessing Copyright and Related Rights Systems: Volume of Domestic Production of Copyrighted Products and Services. Report on Piloting in Finland.

This report is the result of the first pilot study implementing Methodology Card 2 – *Volume of Domestic Production of Copyrighted Products and Services*, one of the 37 indicators constituting a methodology framework for assessing the operation of national copyright and related rights systems. The methodology framework has been developed at the Foundation for cultural policy research (Cupore) in Finland as part of a project financed by the Finnish Ministry of Education and Culture. The pilot study was conducted by Project Researcher Milla Määttä together with the core project team (Tiina Kautio and Nathalie Lefever) between April and December 2014 and its results were first published in December 2014 on the website of Cupore.

A handbook presenting the methodology framework is available on the website of Cupore at www.cupore.fi.

Cupore webpublications 39:6
Kulttuuripoliittisen tutkimuksen edistämissäätiö (Cupore)
Foundation for Cultural Policy Research (Cupore)

Cover illustration: Oy Graaf Ab

ISBN 978-952-5573-78-7
ISSN 1796-9263

May 2016

Executive summary

This document presents data collected in application of a methodology framework to assess the operation of copyright and related rights systems. More precisely, the information and analysis correspond to the second methodology card presented in the methodology handbook, titled "Volume of Domestic Production of Copyrighted Products and Services". The research aimed at providing information on the size and evolution of domestic production of different categories of copyrighted products and services.

According to the National Library of Finland, a total of 324 newspaper titles and 4015 magazine and periodical titles were published in Finland in 2012. Although newspapers and magazines constitute a significant share of mass media turnover in Finland, the level of domestic production in the Finnish press industry in terms of titles published has decreased between 2006 and 2012. The number of magazines and periodicals published in other languages than Finnish and Swedish has declined faster than the number of titles published in domestic languages.

Between 2006 and 2012, approximately 10 000 printed book titles were published annually in Finnish, 560 in Swedish and 2100 in other languages in the Finnish markets. The number of titles published digitally by the members of the Finnish Book Publishers Association was 1546 in 2012. The domestic production of printed literature in terms of titles published has declined. The number of digital publications, on the other hand, has increased. According to the Finnish National Library, the number of translated titles published in Finland annually has been on average 2480 titles during the examined period.

The numbers of titles deposited in the National Audiovisual Institute KAVI revealed an increase in domestic production of feature films, a trend corroborated by the number of domestic new releases. According to the Finnish Film Foundation, a total of 36 Finnish films were released for the first time in Finnish theaters in 2012. As a comparison, in 2006 the number of domestic new releases was 16. The majority of new releases has been fiction films.

Domestic production of broadcasts has remained stable over the last few years for radio channels, while the number of private nationwide TV channels available has increased. In 2013, a total of 114 radio channels were broadcasted in Finland. In addition to public channels, in 2013 there were nine private free-to-air channels and a total of 23 pay TV channels broadcasted nationwide.

Game development has become a major part of the cultural economy of Finland over the past 30 years. According to Videogames.fi, the number of commercially released game titles in 2012 was 81, which is over two and half times higher than six years earlier (47 titles). The estimated turnover in the industry in 2013 was 800 million Euros, whereas the figure of 2004 was approximately 40 million Euros.

According to the National Library of Finland, a total of 2585 phonograms were produced in Finland in 2012. Phonogram sales have decreased but more slowly than in the rest of Europe. Streaming and subscription services are thriving at the moment according to IFPI Finland, although the share of digital sales is still smaller than for example in Sweden, Norway or the United Kingdom.

According to Statistics Finland, the estimated turnover of the software industry, including computer programming, consultancy and related activities, was over 6.6 billion Euros in 2012. On the other hand, according to the Finnish Software Industry Survey, the estimated software revenue in the industry in 2011 was almost 3.5 billion Euros.

Altogether, among the different categories of copyrighted products and services analyzed, the Finnish domestic production of software and digital games showed the most positive evolution in recent years. The movie industry has also demonstrated some positive trends with an increase in the domestic production of feature films and in the number of new releases.

Table of contents

Introduction

A. Context of the pilot study

A methodology framework for assessing the operation of national copyright and related rights systems has been developed at the Foundation for cultural policy research (Cupore) in Finland. It is a collection of tools for achieving a systematic assessment of the functioning, performance and balanced operation of national copyright and related rights systems.

In the methodology, the assessment of the copyright and related rights system is determined through a framework consisting of so-called description sheets and methodology cards. The description sheets constitute guidelines to produce a comprehensive presentation and description of a country's copyright and related rights system and its operating environment. The methodology cards propose the collection of specific sets of data, either quantitative, descriptive or qualitative, that will be used as indicators of the functioning, performance and balanced operation of the system. Description sheets and methodology cards are accompanied by detailed information on the data to be collected, as well as analysis guidelines that will help connect them to each other.

The methodology framework is envisaged to be continuously improved through application feedbacks. For more information, see the Cupore website, www.cupore.fi/copyright.php.

This report presents data collected in application of Methodology card 2 of the framework, titled "Volume of domestic production of copyrighted products and services". It is the result of the first pilot study applying this indicator in Finland.

This study was conducted by Project Researcher Milla Määttä together with the core project team (Tiina Kautio and Nathalie Lefever), between April and December 2014.

B. Presentation of the indicator

The indicator implemented here is intended to present the national context of the copyright system. It is part of the first pillar of the methodology, "The copyright environment", and its second area, "Value Creation and the Markets for Copyrighted Products and Services". It is a methodology card which provides information on the size of the markets for copyrighted works in order to support the analysis of the operation of the national copyright and related rights system.

As explained in the methodology handbook, one key indicator to describe the operation of markets is the volume of domestic production. When compared to general indicators relative to the size of the country, it will allow the identification of the markets on copyrighted products and services and an evaluation of their economic importance on a general level.

The different kinds of subject matter covered in this indicator are computer programs, newspapers and magazines, books, films, broadcasts, games and phonograms. Other relevant subject matters can be included in the indicator as new parameters when necessary. The parameters measure the volume of domestic production in terms of number of domestic titles, productions, and radio and television channels. The volume of the production of computer programs is estimated through the turnover of software industry. It is suggested to collect yearly time-series data. The figures can be based on existing databases of the branch organizations or official statistics when possible.[1]

[1] Consult the UNESCO Framework for Cultural Statistics 2009 for the purposes of comparability of the data.

The data collected will provide background information relevant in the interpretation of certain indicators of this methodology. A low level of production in a certain industry can result in ineffective licensing and contract making. It could also be a sign of lack of enforcement. The results will therefore particularly support the interpretation of the elements *Enforcement, Individual exercise of rights* and *Collective management of rights* in Pillar II.

The methodology card presenting the indicator can be found in Appendix A of this report.

C. Methods

The information collected for this indicator was found through available national and international information sources, such as databases of branch organizations and official statistics. The method chosen was therefore desktop research. The information was collected separately for each industry. A distinction was made between digital and physical products when considered relevant.

Results

A. DOMESTIC PRODUCTION OF NEWSPAPERS AND MAGAZINES

Newspapers and magazines constitute a significant share of mass media turnover in Finland. For instance, the circulation of domestic newspapers ranks among the highest in the world, and magazine circulations in the consumer magazines segment have developed rather favorably in recent years.[2] Online versions of domestic newspapers and magazines have proliferated rapidly, and currently all Finnish dailies publish an online version.[3] However, as figures 1 and 2 show, the level of domestic production in the Finnish press industry in terms of titles published has decreased between 2006 and 2012.

Figure 1. Domestic production of newspapers

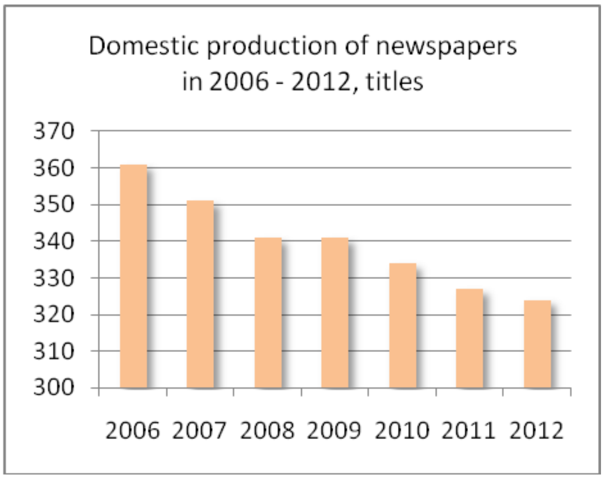
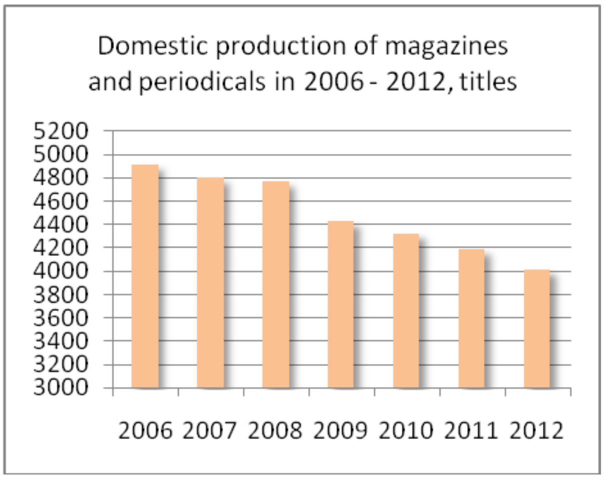


Figure 2. Domestic production of magazines and periodicals



In recent years there has been a trend towards concentration of publishing markets at both the national and Nordic levels. For example, according to Statistics Finland, the four largest newspaper publishers[4] held 57 percent and the eight largest[5] 75 percent of newspaper circulation in 2012. Editorial co-operation has also increased especially between regional papers.[6]

The Finnish magazine and periodical publishing market is similarly dominated by a small number of large companies: the four largest magazine publishers[7] held almost 77 percent and the eight largest[8] 85

---

2 Finnish Mass Media. Statistics Finland, 2012. E-publication, available at: http://www.stat.fi/tup/julkaisut/tiedostot/isbn_978-952-244-370-0.pdf. Visited on 21.10.2014.

3 Finnish Mass Media. Statistics Finland, 2014. E-publication, available at:: http://www.stat.fi/tup/julkaisut/tiedostot/julkaisuluettelo/yklt_jvie_201300_2013_10433_net.pdf. Visited on 21.10.2014.

4 Sanoma Oyj, Alma Media Oyj, Keskisuomalainen Oyj and TS-yhtymä Oy.

5 Sanoma Oyj, Alma Media Oyj, Keskisuomalainen Oyj, TS-yhtymä Oy, Ilkka-Yhtymä Oyj, Viestilehdet Oyj, Länsi-Savo Oy and Pohjois-Karjalan Kirjapaino Oyj.

6 According to Statistics Finland, even though this kind of co-operation may lead to convergence in terms of newspaper contents, there is very little overlap in the circulations of these regional papers, and it may even mean greater diversity in the contents of certain regional newspapers. Finnish Mass Media. Statistics Finland, 2014. E-publication, available at:: http://www.stat.fi/tup/julkaisut/tiedostot/julkaisuluettelo/yklt_jvie_201300_2013_10433_net.pdf.

7 Sanoma Magazines, Otavamedia, A-lehdet and Aller Media.

8 Sanoma Magazines, Otavamedia, A-lehdet, Aller Media, Bonnier Publications, Forma Publishing Group, Valitut Palat-Reader’s Digest and Egmont Kustannus.

percent of the yearly volume of consumer magazines in 2010.[9] A large number of new magazine titles have recently been launched, especially in the special-interest sector. However, although approximately 300 new magazine titles were launched during the last decade, around a third of those titles have already been discontinued.[10]

- **NUMBER OF DOMESTIC NEWSPAPERS PUBLISHED**

In 2012, a total of 324 newspaper titles were published in Finland according to the National Library of Finland. The number of newspaper titles published has decreased by 10 percent (37 titles) between 2006 and 2012.

Table 1. Number of newspapers by frequency of issue in 2006 - 2012, titles[11]

	2006	2007	2008	2009	2010	2011	2012
Newspapers[12]	**361**	**351**	**341**	**341**	**334**	**327**	**324**
Dailies (4-7 issues per week)	57	58	57	55	52	52	53
Non-dailies (1-3 issues per week)	304	293	284	286	282	275	271

As table 1 indicates, the number of daily newspapers and the number of non-dailies published in 2012 have decreased from the levels of 2006. Furthermore, as the figures in the following table 2 show, the number of titles published in Swedish has decreased only by one title (7 %), whereas the level of domestic production of newspapers published in Finnish has decreased by 33 titles (10 %).[13]

Table 2. Number of newspapers by language of publication in 2006 - 2012, titles[14]

	2006	2007	2008	2009	2010	2011	2012
Domestic languages	360	348	339	340	332	326	322
Finnish	337	326	319	322	313	308	304
Swedish	14	14	15	13	14	13	13
Finnish and Swedish	9	8	5	5	5	5	5
Other Languages	1	3	2	1	2	1	2
Total	**361**	**351**	**341**	**341**	**334**	**327**	**324**

[9] Finnish Mass Media. Statistics Finland, 2012. E-publication, available at: http://www.stat.fi/tup/julkaisut/tiedostot/isbn_978-952-244-370-0.pdf. Visited on 21.10.2014.

[10] This might be explained by the fact that most of these papers were special interest magazines and hobby magazines. With regards to special interest magazines it should be noted that the Finnish government has granted 0,8 – 1,2 million euros annually as subsidies for cultural periodicals between 2003 and 2013. Finnish Mass Media. Statistics Finland, 2014. E-publication, available at: http://www.stat.fi/tup/julkaisut/tiedostot/julkaisuluettelo/yklt_jvie_201300_2013_10433_net.pdf. Visited on 21.10.2014.

[11] Source: The National Library of Finland: Legal Deposit and Publisher Statistics: http://www.nationallibrary.fi/publishers/statistics.html. Visited on 28.2.2014.

[12] Newspapers include publications issued periodically one to seven times a week containing main or regional news. Circulations and the commercial nature of the paper are not taken into account.

[13] It should be noted that the Finnish government has granted press subsidies (0,5 million annually, since 2008) to newspaper publishing. The discretionary subsidies are granted to newspapers published in national minority languages and the corresponding web publications. Subsidies are also granted to Swedish-language news services. The Ministry of Transport and Communications. Press Subsidies: http://www.lvm.fi/en/press. Visited on 7.3.2014.

[14] Source: The National Library of Finland: Legal Deposit and Publisher Statistics: http://www.nationallibrary.fi/publishers/statistics.html. Visited on 28.2.2014.

- **NUMBER OF DOMESTIC MAGAZINES AND PERIODICALS PUBLISHED**

According to the National Library of Finland, domestic production of magazines and periodicals has also declined each year between 2006 and 2012. During this period the number of magazine and periodical titles decreased by 18 percent.

Table 3. Number of magazines and periodicals by frequency of publication in 2006 - 2012, titles[15]							
	2006	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**
Magazines and periodicals[16]	4 914	4 801	4 769	4 428	4 326	4 189	4 015
Once a week	60	57	55	57	39	40	38
1-2 times a month	401	385	421	471	462	441	418
4-11 times a year	3 016	2 924	2 837	2 628	2 555	2 452	2 358
2-3 times a year	1 437	1 435	1 456	1 272	1 270	1 256	1 201

Although the production of magazines published once a week and 2-11 times a year has clearly decreased in recent years, as table 3 indicates, the number of titles published 1-2 times a month has actually increased from the level of 2006. Furthermore, the number of titles published in other languages than Finnish and Swedish has dropped substantially (68 %) compared to the decrease in the number of titles published in domestic languages (10 %) (see Table 4).

Table 4. Number of magazines and periodicals by language of publication in 2006 - 2012, titles[17]							
	2006	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**
Domestic languages	4 238	4 134	4 142	3 995	4 049	3 961	3 799
Finnish	3 759	3 668	3 681	3 543	3 657	3 595	3 441
Swedish	224	212	209	201	205	190	190
Finnish and Swedish	255	254	252	251	187	176	168
Other Languages	676	667	627	433	277	228	216
Total	**4 914**	**4 801**	**4 769**	**4 428**	**4 326**	**4 189**	**4 015**

B. DOMESTIC PRODUCTION OF BOOKS

Background information on the book publishing industry can be found in the pilot report on Description sheet 4 – *Markets for copyrighted products and services*, which includes a description of the structure of the book publishing market. The study provides information on the level of organization and

[15] Source: The National Library of Finland: Legal Deposit and Publisher Statistics: http://www.nationallibrary.fi/publishers/statistics.html. Visited on 28.2.2014.

[16] Magazines and periodicals include publications issued two to 52 times a year. Publications, which appear at stated or regular intervals and contain general or special articles, and publications in newspaper format which do not fill the criteria of a newspaper (e.g., content and frequency) are counted as periodicals in the statistics. Organizational publications which do not have a wide circulation are also included in the statistics.

[17] Source: The National Library of Finland: Legal Deposit and Publisher Statistics: http://www.nationallibrary.fi/publishers/statistics.html. Visited on 28.2.2014.

internationalization in the industry, competition and the concentration of the markets, cultural participation, end-use and price level of books, as well as on the most common digital business models used in the book publishing industry.

- **NUMBER OF DOMESTIC BOOKS PUBLISHED**

Domestic production of books in terms of titles published has been decreasing over the last few years. Many of the major book publishers are general publishers, because the small size of the linguistic territory of Finland and the reading public make specializing and differentiation difficult. According to the Finnish Book Publishers Association, print runs are also relatively short. However, Finns read proportionately more than people in many other countries[18]. Moreover, compared to the population, the Finnish bookstore network, which accounts for approximately 40 percent of the sales of books printed in Finland, is still one of the most extensive in the world.[19]

According to the National Library of Finland, the number of printed titles published in Finland in 2012 was just over 11 500 titles, which was 16 percent (over 2 100 titles) less than in 2006. During the examined period, 10 000 titles on average were published annually in Finnish, 560 titles in Swedish and 2100 in other languages.

Table 5. Number of printed books published in Finland in 2006 – 2012 by language of publication, titles[20]

	2006	2007	2008	2009	2010	2011	2012
Printed literature total	13 656	14 154	13 419	12 714	12 017	11 404	11 513
Finnish	10 650	11 052	10 515	10 026	9 609	9 156	9 279
Swedish	634	672	627	575	544	460	426
Other	2 372	2 430	2 277	2 113	1 864	1 788	1 808

The Finnish Book Publishers Association (FBPA, in Finnish Suomen Kustannusyhdistys ry) has 100 members who account for approximately 80 percent of commercially published titles and over 70 percent of book sales in Finland. The FBPA gathers data on the publications and sales of their members, and their statistics offer more detailed information on different genres and on digital publications.[21]

Table 6 presents the number of domestic and translated books published by the members of FBPA. In 2012, the members of the association published just under 4400 titles. The number of titles published by the members of the association has declined relatively less than the number of all printed titles in Finland: between 2006 and 2012, the number of printed books published by the members of FBPA fell

[18] According to Eurostat (2011: Cultural statistics: http://epp.eurostat.ec.europa.eu/cache/ITY_OFFPUB/KS-32-10-374/EN/KS-32-10-374-EN.PDF. Visited on 10.5.2014), Finns read on average more often than citizens of most European nations. For example, in 2007, only in Sweden was the percentage of persons in the age group 25–64 years who had read at least one book in the last 12 months (84 %) higher than in Finland (just under 80 percent). For more information on the level of cultural participation in Finland, see the report on Description sheet 4. *Markets for copyrighted products and services*.

[19] Still, most of the Finnish book stores are small, and approximately half of their sales comes from books. Another sales channel of Finnish books worth noticing are the book clubs (organizations supplying books to their members on the basis of subscriptions) owned by the major publishers. The Finnish Book Publishers Association. Book publishing in Finland: http://www.kustantajat.fi/en/factsandfigures/. Visited on 14.32014.

[20] Source: The National Library of Finland: Legal Deposit and Publisher Statistics: http://www.nationallibrary.fi/publishers/statistics.html. Visited on 28.2.2014.

[21] These include the ten biggest publishers in Finland. According to the FBPA, the majority of the several hundred publishers registered in the publisher register of the Finnish National ISBN Centre are scientific or other organizations that publish irregularly only small amounts of titles. The Finnish Book Publishers Association. Book publishing in Finland: http://www.kustantajat.fi/en/factsandfigures/. Visited on 14.32014.

by 13 percent. However, production of digital literature has been growing steadily since 2006: despite a minor fall in annual production in 2012, the number of titles published digitally by the members of the association was four times larger (+400 %) in 2012 than it was in 2006.

Table 6. Number of books published by the members of FBPA in 2006 - 2012, titles[22]							
	2006	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**
Printed literature total	5 062	4 529	4 550	4 417	4 451	4 556	4 384
General literature[23]	4 043	3 769	3 881	3 775	3 895	4 074	3 936
Educational literature[24]	1 019	760	669	642	556	482	448
Digital literature total	306	515	536	724	1 230	1 594	1 546
General literature	..	292	278	262	729	1 050	930
Educational literature	..	223	258	462	501	544	616
Total	**5 368**	**5 044**	**5 086**	**5 141**	**5 681**	**6 150**	**5 930**

Almost 90 percent of all printed literature published by the members of the association in 2012 was general literature (fiction, comics, children's and juvenile books and non-fiction), while the remaining ten percent was educational literature. The production level of printed general literature has remained fairly steady during the examined period; despite the decreasing trend in the production of all literature, the difference between the levels of 2006 and 2012 is only 3 percent. The production of educational literature, however, has been decreasing every year during the examined time period: in 2012, the number of printed titles published by the members of the association had fallen by 56 percent from the levels of 2006.

The fall in the production of printed text books has been partially compensated by the increasing production of digital learning material: the production level of digital educational literature in 2012 was over one and a half times higher than it was in 2007. Also the production of general literature published digitally by the members of the association has grown: despite the minor fall in 2012, the number of digitally published titles in 2012 was over two times larger (+218 %) than it was in 2007.[25]

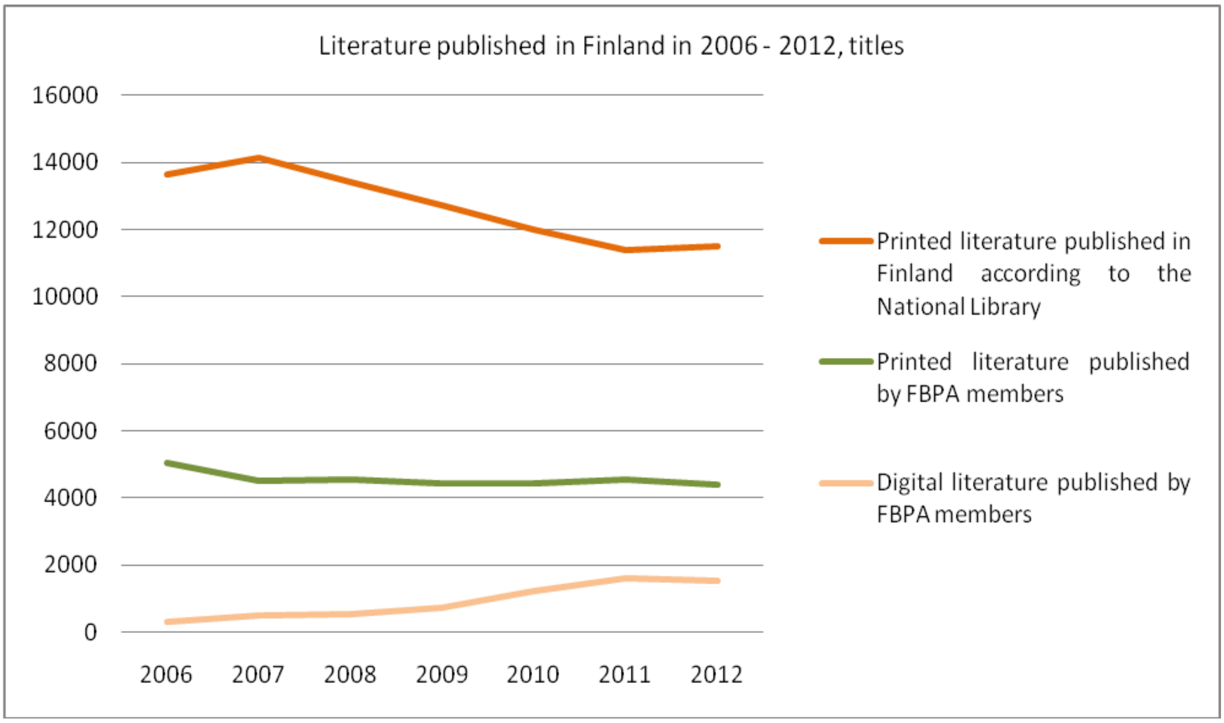
[22] Source: The Finnish Book Publishers Association: http://tilastointi.kustantajat.fi/PublicReporting/Yearly.aspx?language=ENG .Visited on 7.2.2014

[23] Including fiction, comics, children's and juvenile books and non-fiction.

[24] Including grammar school text books, high school text books and other educational material.

[25] The market share of digital sales (as a % of all sales) in the book publishing industry has been examined in the pilot report on Methodology card 4 – Development of digital business models and income based on digital distribution. The estimated share of digital sales in 2012 was 5,7 percent.

Figure 2. Literature published in Finland

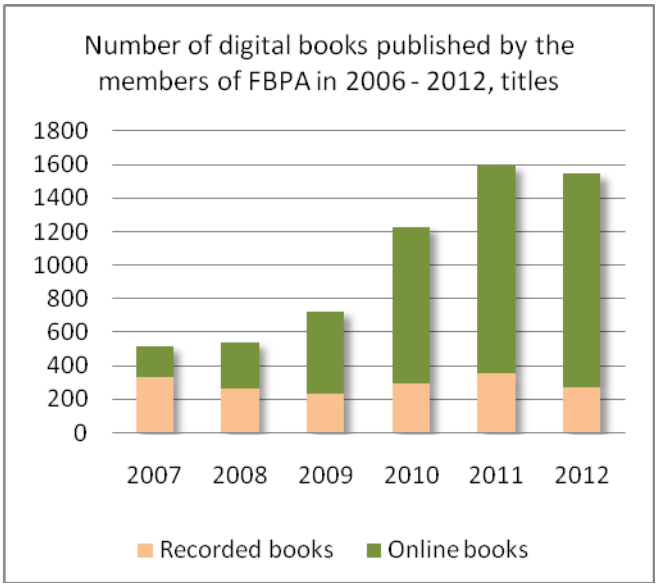


The following table 7 presents the data concerning the production of printed books divided into different genres. Printed domestic books published by the members of the Finnish Book Publishers Association are most commonly non-fiction: every year, over a half of all printed titles has been non-fiction, even though the production of this genre has decreased by a fifth from 2006 to 2012. The genre with the second largest number of titles published annually is educational literature (15 % of all titles in 2012), followed by fiction (12 % of all titles in 2012). The share of children's and juvenile books, on the other hand, has been growing since 2007, and the number of titles published has increased altogether by 42 percent until 2012. The number of translated books published in Finland by the members of the FBPA will be presented later on.

Table 7. Number of printed domestic books published by the members of FBPA in 2006 - 2012, titles[26]							
	2006	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**
Fiction	510	554	401	419	353	406	357
Domestic prose	373	389	286	317	261	319	290
Domestic poems and plays	137	165	115	102	92	87	67
Comics*	..	178	300	335	315	336	324
Children's and juvenile books	236	220	259	274	282	380	313
Domestic children's books	170	166	196	198	227	287	252
Domestic juvenile books	66	54	63	76	55	93	61
Non-fiction books	2 032	1 948	1 828	1 710	1 837	1 731	1 623
Educational literature	1 019	760	669	642	556	482	448
Comprehensive school textbooks	420	287	277	285	263	229	185
Upper secondary school textbooks	308	236	182	110	104	96	73
Other textbooks[27]	291	237	210	247	189	157	190
Printed domestic books total	3 797	3 660	3 457	3 380	3 343	3 335	3 065

** Comics include both domestic and translated adult, children's and juvenile comics. Publication and sales of the comics has been treated as their own category since 2007. Earlier the figures were included in children's and juvenile literature.*

Figure 3. Number of digital books published by the members of FBPA



[26] Source: The Finnish Book Publishers Association: http://tilastointi.kustantajat.fi/PublicReporting/Yearly.aspx?language=ENG .Visited on 7.2.2014

[27] Printed textbooks for use in vocational or adult education, including other directly related printed material for use by the teacher or student, as well as works of non-fiction classed as general literature where the publisher estimates a minimum 70% of sales going to education.

As was already mentioned before, the domestic production of digital literature has been growing steadily since 2006.[28] As figure 3 shows, especially the number of titles published online has expanded: the level of production was almost six times bigger (+595 %) in 2012 than it was in 2007. Table 8 represents the number of different types of digital books published by the members of the Finnish Book Publishers Association.

Table 8. Number of digital books published by the members of FBPA in 2006 - 2012, titles[29]

	2006	2007	2008	2009	2010	2011	2012
Recorded books total[30]	..	332	266	234	291	357	275
Recorded audio books	..	181	167	72	76	102	107
Other recorded books	..	151	99	162	215	255	168
Online books total[31]	..	183	270	490	939	1 237	1 271
Downloadable audio books	..	12	34	87	41	85	67
Downloadable e-books	..	50	131	293	539	784	678
Online publications	..	121	105	110	359	368	526
Digital books total	**306**	**515**	**536**	**724**	**1230**	**1594**	**1546**

According to the FBPA, the share of downloadable e-books was the largest of all digital publications in 2012 with just over 40 percent. Compared to the 10 percent share of 2007, there has been significant growth in the domestic production of e-books. The share of online publications out of all digital books is also notable with 36 percent in 2012. At the same time, the share of titles published as digital recordings has been decreasing: in 2007, almost two thirds of all digital book titles were published as recordings, whereas in 2012, digital recordings accounted for only a fifth of all digital books[32]. During the examined period, the overall decrease in the number of titles published as recorded books was 17 percent.

- **NUMBER OF TRANSLATED BOOKS PUBLISHED**

The share of translated titles from all literature published in Finland has steadily increased from the 18 percent level of 2006 to 22 percent in 2012. The number of translated titles published on average in Finland annually during this period has been 2 480 titles. In 2011, English was the source language for 64 percent of translations published in Finland. Approximately 14 percent of all translations were translated from the North Germanic languages[33]. The number of translations into Swedish has varied more extensively than the number of translations into Finnish (see Table 9).[34]

[28] The market share of digital sales in literature has been examined in the pilot report on Methodology card 4 – *Development of digital business models and income based on digital distribution.*

[29] Source: The Finnish Book Publishers Association: http://tilastointi.kustantajat.fi/PublicReporting/Yearly.aspx?language=ENG Visited on 7.2.2014

[30] Content recorded in CDs, DVDs or other data storage device.

[31] Content or services available on the Internet.

[32] The market share of digital sales in literature has been examined in the pilot report on Methodology card 4 – *Development of digital business models and income based on digital distribution.*

[33] Including Danish, Swedish, Norwegian, Icelandic and Faroese.

[34] The Finnish Book Publishers Association. Kustantaminen. Kustannusalan lukuja ja muuta tietoa: http://kustantaminen.fi/mita-kustantaja-tekee/kustannusalan-lukuja-ja-muuta-tietoa/ Visited on 28.3.2014.

Table 9. Number of translated titles published in Finland in 2006 – 2012[35]							
	2006	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**
Translated books	2 472	2 454	2 345	2 409	2 544	2 558	2 585
Into Finnish	2 363	2 341	2 262	2 314	2 432	2 470	2 507
Into Swedish	109	113	83	95	112	88	78

In addition to the data provided by the National Library of Finland, there are also statistics concerning translated publications compiled by the Finnish Book Publishers Association (FBPA). The figures of FBPA consist of data provided by the members of the organization who account for approximately 80 percent of the titles published commercially in Finland.[36] According to FBPA, the number of translated publications of children's and juvenile books published by the members of the association increased by 73 percent (413 titles) from 2007 to 2012 (the figure of 2006 is not comparable). In contrast, the production of translated fiction in terms of titles published grew by 12 percent (39 titles) between 2007 and 2012.[37]

Table 10. Number of translated fiction and children's and juvenile books published by the members of the FBPA in 2006 - 2012, titles[38]							
	2006	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**
Fiction	383	304	302	303	319	352	341
Translated prose	371	289	284	292	307	338	330
Translated poems and plays	12	15	18	11	12	14	11
Children's and juvenile books*	882	565	791	734	789	869	978
Translated children books	651	491	619	610	626	725	836
Translated juvenile books	231	74	172	124	163	144	142
Total	**1 265**	**869**	**1 093**	**1 037**	**1 108**	**1 221**	**1 319**

** The figures of 2006 include also comics, whereas since 2007 comics are not included.*

C. Domestic production of films

▪ Number of domestic films produced

Statistics concerning the number of films produced annually have been compiled manually using the Elonet-database of the National Audiovisual Institute KAVI. Finnish film producers are compelled to

[35] Source: The National Library of Finland: Legal Deposit and Publisher Statistics: http://www.nationallibrary.fi/publishers/statistics.html. Visited on 28.2.2014. Based on data from the national bibliography as classified by subject under Finnish literature. Statistics compiled according to Unesco recommendations (see Unesco Statistical Yearbook). Small publications (5–48 pages) are included in the figures.

[36] The Finnish Book Publishers Association. The Finnish Book Publishers Association and its members today: http://www.kustantajat.fi/en/association/. Visited on 7.3.2014.

[37] The publication levels of 2006 and 2007 – 2012 are not comparable with regards to children and youth books because only the figures of 2006 include the number of translated comics.

[38] Source: The Finnish Book Publishers Association: http://tilastointi.kustantajat.fi/PublicReporting/Yearly.aspx?language=ENG. Visited on 7.2.2014.

deposit copies of their films to KAVI, and thus Elonet should in theory include the information concerning all Finnish film productions.

However, the figures available in the Elonet-database are continuously updated because some films are deposited with some delay. Regardless, the numbers presented in table 11 should give a relatively accurate overview of the level of Finnish film production and the number of titles produced each year.

Table 11. Number of films produced in Finland in 2006 - 2012, titles[39]

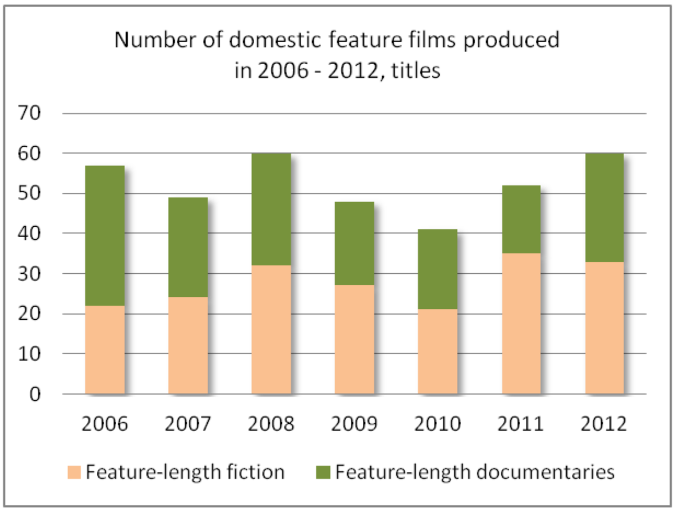
	2006	2007	2008	2009	2010	2011	2012
Domestic films	405	345	382	410	360	318	262
Feature-length fiction	22	24	32	27	21	35	33
Short fiction	137	108	135	143	159	126	108
Feature-length documentaries	35	25	28	21	20	17	27
Short documentaries	145	135	141	160	117	99	77
Short animations	66	53	46	59	43	41	17

- **NUMBER OF DOMESTIC FEATURE FILMS PRODUCED**

The number of domestic feature films produced is also presented by looking at the figures of KAVI's Elonet-database presented above in table 11. As figure 5 shows, the level of domestic production of all feature films has varied between just over 40 films and 60 films annually.

During the examined period, the share of fiction was the largest in 2011: approximately two thirds of all feature-length films produced were fiction. By contrast, the share of documentaries was the largest in 2006~~,~~ when over 60 percent of all completed film productions were classified as documentaries. The level of domestic production was the lowest in 2010, when only 20 feature-length documentaries and 21 feature-length fiction films were produced; compared to the level of 2012, the increase in the number of films produced annually has been almost 50 percent.

Figure 4. Number of domestic feature films produced in Finland



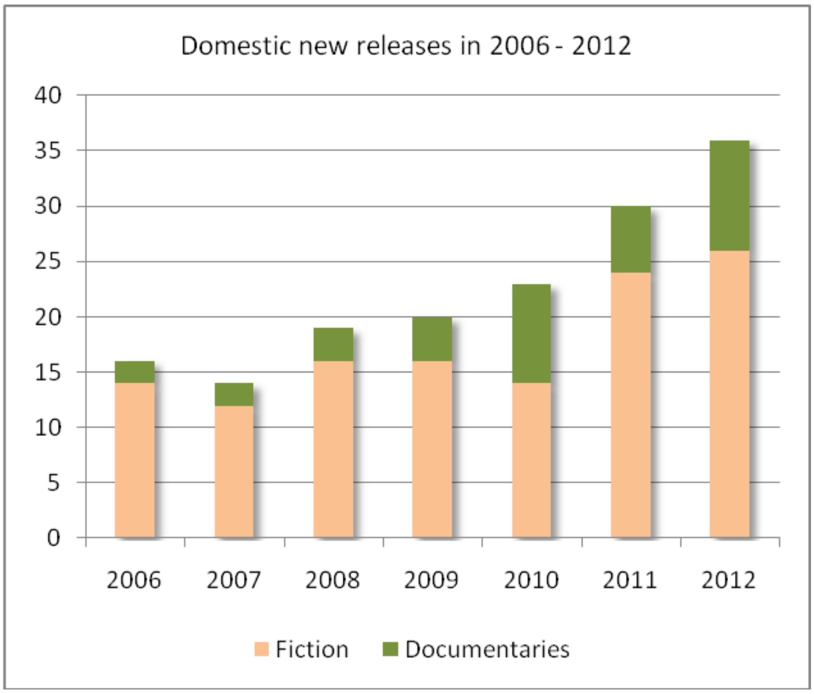
[39] National Audiovisual Institute KAVI. Elonet-database: http://www.elonet.fi/fi/elokuvat/suomalaiset-elokuvat. Visited on 16.3.2014.

Trends in the level of domestic production of feature films can also be examined on the basis of domestic new releases (table 12). New releases include those (usually feature length) films that have been running in Finnish movie theaters for the first time that year. As the following figure 6 indicates, the number of domestic new releases has been increasing since 2008. In 2012, the number of domestic new releases had increased by 125 percent (20 titles) from the level of 2006. The share of domestic documentaries has been less than a third of all domestic new releases every year except in 2010.

Table 12. Domestic new releases in 2006 – 2012, titles[40]

	2006	2007	2008	2009	2010	2011	2012
Domestic new releases	16	14	19	20	23	30	36
Fiction	14	12	16	16	14	24	26
Documentaries	2	2	3	4	9	6	10

Figure 5. Domestic new releases



D. DOMESTIC PRODUCTION OF BROADCASTS

- **NUMBER OF DOMESTIC RADIO CHANNELS**

Radio broadcasting in Finland requires a license. However, the Finnish Broadcasting Company Ltd (YLE) has a special right to carry out public service television and radio broadcasting without a license. Long-term licenses become available for application when a license period ends and frequencies become available, or when new frequencies can be made available. A short-term (less than 3 months) program license may be granted if suitable frequencies can be assigned for the operations. A program license is required also for digital radio broadcasting. There are no networks for digital audio broadcasting in

[40] Source: The Finnish Film Foundation. Yearly Statistics: http://ses.fi/en/statistics/yearly-statistics/. Visited on 27.2.2014.

Finland, but digital radio broadcasting can be carried out through a television network (DVB).[41] The number of radio channels depends thus on the number of licenses granted by the government.

According to Statistics Finland, the number of domestic radio channels has remained rather steady over the last few years. Approximately a third of all domestic radio channels are produced as a public service. The majority (over 70 %) of public radio channels are regional, but there are also nationwide channels broadcasted by YLE. Similarly, the majority of private channels are regional and local; 15 percent of all private channels are broadcasted nationwide.

Table 13. Number of domestic radio channels in 2006 – 2011[42]

	2006	2007	2008	2009	2010	2011	2012	2013
Public service (YLE)	**36**	**36**	**34**	**34**	**34**	**34**	**34**	**34**
Nationwide	5	5	6	6	6	6	6	6
Regional*	26	26	26	26	26	26	26	26
Digital (DVB[43])	5	5	2	2	2	2	2	2
Private	**73**	**57**	**57**	**57**	**57**	**58**	**66**	**80**
Nationwide	8	10	10	10	10	10	12	12
Regional and local	65	47	47	47	47	48	54	68
of which chain stations	..	..	..	14	16	15	22	22
of which community-owned	6	6	6	5	5	5	5	5
of which other	..	..	..	28	26	28	27	41

**Transmitted in time slots on Radio Suomi and Radio Vega.*

- **NUMBER OF DOMESTIC TELEVISION CHANNELS**

Television broadcasting in Finland requires a license or a notification, depending on the transmission technology used. All television transmitters are also subject to a radio license. As was already mentioned previously, the Finnish Broadcasting Company Ltd (YLE) has a special right to carry out public service television and radio broadcasting without a license. Terrestrial TV broadcasting in an antenna network requires a program license granted by the Finnish government. Short-term network licenses and short-term licenses for digital TV broadcasting allow the license holder to distribute contents in a digital network. There are also licenses for TV and radio broadcasting in a mobile TV network. Broadcasting in a cable TV network requires that the operator submits a notification to FICORA before commencing the operations.[44]

---

[41] Radio broadcasting that lasts for more than three months always requires a licence granted by the Ministry of Transport and Communications. Programme licences for short-term activities are granted by the Finnish Communications Regulatory Authority FICORA. If radio broadcasts are only intended to be received in a small area, and the transmission power does not exceed 50 W, no licence is required. All radio transmitters still need a radio licence that defines the technical parameters used in the transmission. Finnish Communications Regulatory Authority. TV and radio operations: https://www.viestintavirasto.fi/en/tvradio/tvandradiooperations.html. Visited on 16.3.2014.

[42] Sources: Statistics Finland, YLE, RadioMedia. Finnish Mass Media, Number of radio channels 2003–2013. Statistics Finland, 2014. E-publication, available at:: http://www.stat.fi/tup/julkaisut/tiedostot/julkaisuluettelo/yklt_jvie_201300_2013_10433_net.pdf.

[43] Digital Video Broadcasting.

[44] A licence is not required, if the operations last no more than two weeks and the used television transmitter's radiation power does not exceed 50 watt. Finnish Communications Regulatory Authority. TV and radio operations. Television: https://www.viestintavirasto.fi/en/tvradio/tvandradiooperations/television.html. Visited on 16.3.2014.

As table 14 shows, all public service TV channels are free-to-air and broadcasted nationwide. In 2013, these channels accounted for approximately a third of all nationwide free-to-air channels (13 channels altogether). In addition, a total of 23 pay TV channels were broadcasted in 2013 nationwide.

Table 14. Number of domestic TV channels in 2006 – 2011[45]									
		2006	2007	2008	2009	2010	2011	2012	2013
Public service (YLE)									
Nationwide	*Free-to-air*	5	5	4	4	4	4	4	4
Private									
Nationwide	*Free-to-air*	5	6	6	9	9	8	9	9
	Pay TV	9	16	16	14	14	19	23	23
Local / regional	*Free-to-air*	30-40	30-40	30-40	30-40	30-40	30-40	30-40	30-40

E. DOMESTIC PRODUCTION OF DIGITAL GAMES

During the past 30 years, the production of digital games has evolved into a major part of the cultural economy of Finland, and the trend has resulted in rapid positive growth in the industry in recent years. The game industry organization Neogames[46] has studied the yearly development of the turnover of the Finnish game industry core (game development), and the estimated turnover in 2013 has been 800 Million euros (the figure of 2004 being approximately 40 Million euros).[47]

As table 15 and the following figure 7 indicate, the number of game titles released in 2012 (81 titles) was over two and half times higher than in 2006 (47 titles). The statistics include games that are sold directly to consumers or include in-game purchases, and are listed in the Finnish videogame wiki Videogames.fi.[48]

Table 15. Number of digital games produced in Finland in 2006–2012, titles[49]							
	2006	2007	2008	2009	2010	2011	2012
Commercially released games	32	32	47	60	52	59	81

[45] Source: Statistics Finland: Mass media statistics. Number of TV channels 2003 – 2013: http://tilastokeskus.fi/til/jvie/tau_en.html. Visited on 19.7.2014.

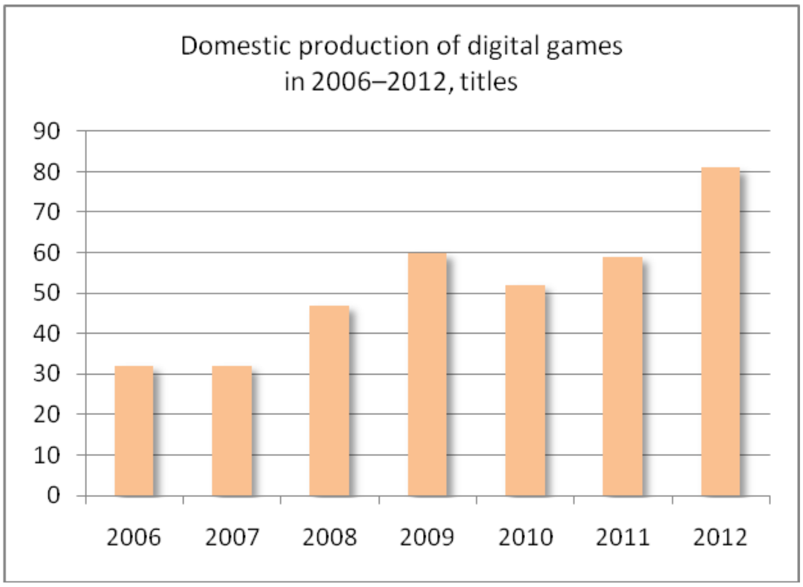
[46] Neogames is "a member-based non-profit game industry organization with a mission is to accelerate, coordinate, and support the development of the Finnish game cluster."; http://www.neogames.fi/en/ Visited on 31.8.2014.

[47] Neogames (2013). Finnish Games Industry 2013, http://www.neogames.fi/wp-content/uploads/2013/05/GameIdustryFinland11_2013.pdf. Visited on 31.8.2014.; and TEKES publication on game industry, by KooPee Hiltunen, Suvi Latva and Jari-Pekka Kaleva (2013), Peliteollisuus - Kehityspolku. Available at: http://www.tekes.fi/Julkaisut/peliteollisuus_kehityspolku.pdf. Visited on 31.8.2014. See also the pilot report on Methodology card 4 – *Development of digital business models and income based on digital distribution* for more information on digital distribution of Finnish games.

[48] Slot machine games and text message games in TV have been excluded.

[49] Source: Videogames.fi, a wiki that aims to list all commercially released (not completely free) Finnish games and the companies or people behind them; http://videogames.fi/. Visited on 19.7.2014.

Figure 6. Domestic production of digital games in terms of titles produced



F. DOMESTIC PRODUCTION OF PHONOGRAMS

According to National Library of Finland, a total of 2 585 phonograms were produced in Finland in 2012. The number or of legal deposit copies of music recordings obtained by the library has been annually over 2 000 from the mid-1990s to 2012; the only exception was year 2001 when only 1 820 titles in different formats were deposited. Over the last few years, the domestic production of phonograms has ranged between 2 100 and 3 000 titles annually.

Figure 7. Domestic production of phonograms in terms of titles published

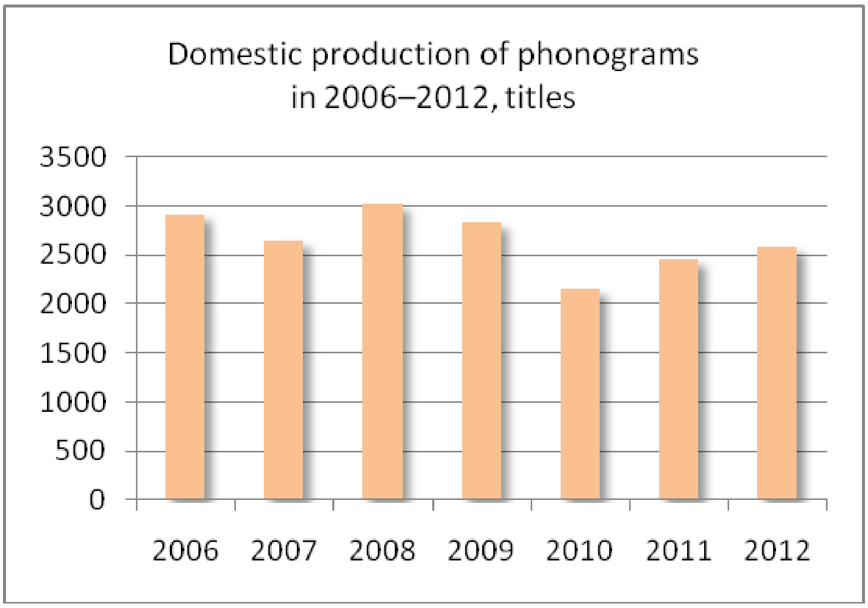


Table 16. Number of phonograms published in Finland in 2006–2012, titles[50]								
	2000	**2006**	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**
Singles[51]	0	7	13	59	25	29	7	27
LPs[52]	1	69	18	51	49	79	35	52
CDs	2 010	2 816	2 614	2 905	2 759	2 048	2 413	2 502
Audio cassettes	273	28	4	9	5	1	6	4
Total	**2 284**	**2 920**	**2 649**	**3 024**	**2 838**	**2 157**	**2 461**	**2 585**

Compact Disc (CD) dominates as the number one format of phonograms in Finland, even though the number of titles published as CDs in 2012 was 11 percent less than in 2006. In recent years, only less than five percent of all titles have been published on analog sound storage mediums (vinyl singles, LPs and cassettes). Audiocassettes have quickly become a marginal format for phonograms: for example, in 2000 the number of titles published as audiocassettes was 273 (729 in 1995), whereas in 2012, only four cassette titles (less than 0,2 % of all phonogram titles) were published. On the other hand, in 2000 there was only one title published as an LP record (0 vinyl EPs), whereas in 2012 the number of titles published as LPs or EPs was altogether 79 (90 in 1995). Despite the fact that the popularity of the vinyl record as a format for publishing music has actually grown compared to the turn of the millennium, the number of titles published in vinyl format has not reached the levels of 1980s and 1990s.[53]

No estimates concerning the number of titles published digitally and distributed as downloads or through licensed services were available at the time of the piloting. However, according to IFPI Finland, streaming and subscription services are thriving: the share of digital sales in the Finnish music market in 2013 was 36 percent. Furthermore, although phonogram sales have been declining internationally, the sales figures of phonograms in Finland have actually been decreasing slower than in the rest of the Europe. Due to this, the share of digital sales is still smaller than for example in Sweden, Norway or the United Kingdom.[54]

G. DOMESTIC PRODUCTION OF SOFTWARE (COMPUTER PROGRAMS)

Domestic production of software has been studied not by looking at the number of computer program titles produced but by examining the turnover of the software industry. This is because the level of production in terms of titles produced was not considered to be relevant information in the context of the software industry due to the dynamic and cumulative nature of software development. Table 18 presents the overall turnover of the software industry, including computer programming, consultancy and related activities, as well as an estimation of software revenue in the industry.

[50] Source: The National Library of Finland: Legal Deposit and Publisher Statistics: http://www.nationallibrary.fi/publishers/statistics.html. Visited on 28.2.2014.

[51] Singles include single-size vinyl EPs. CD singles are included in CDs.

[52] LPs include also LP-size EPs and maxi singles.

[53] The National Library of Finland: Legal Deposit and Publisher Statistics: http://www.nationallibrary.fi/publishers/statistics.html. Visited on 28.2.2014.

[54] IFPI Finland: Musiikin tilauspalveluiden suosio äänitemarkkinoiden kasvun taustalla (18.3.2014): http://www.ifpi.fi/uutiset/arkisto/musiikin-tilauspalveluiden-suosio-aanitemarkkinoiden-kasvun-taustalla.Visited on 31.8.2014. See also IFPI's Digital Music Report 2014: http://www.ifpi.com/downloads/Digital-Music-Report-2014.pdf .

Table 17. Turnover of the Finnish software industry in 2006–2012, Million euros								
	2006	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**	Source
Overall turnover of computer programming, consultancy and related activities	5 109	5 644	6 090	5 518	5 762	6 061	6 646	Financial statement statistics on information services, Statistics Finland.[55]
Estimation of software revenue in the industry	2 728	2 985	3 090	3 059	3 212	3 469	..	Software Industry Survey 2011 and 2012.[56]

According to Statistics Finland, the estimated overall turnover of the software industry in 2012 was over 6.6 billion euros. As indicated, the figure presented concerns the turnover of computer programming, consultancy and related activities.

Statistics concerning separately the software revenue in the Finnish software industry are based on estimations made in the Software Industry Survey, published annually by Aalto University School of Science.[57] The estimated software revenue in the industry in 2011 was almost 3.5 billion euros.[58]

[55] Official Statistics of Finland (OSF): Financial statement statistics on information services [e-publication, in Finnish]. Helsinki: Statistics Finland: http://www.stat.fi/til/iptp/index.html.Visited on 31.8.2014.

[56] Available at Software Industry Survey, Publications: http://www.softwareindustrysurvey.org/node/13.html. Visited on 31.8.2014.

[57] The sample of the survey published in 2012 was 421 software companies and the one published in 2011 included 505 software companies. The way the software business total volume has been defined is presented for example in the survey report of 2011, see: Mikko Rönkkö, Juhana Peltonen, Dani Pärnänen: Software Industry Survey 2011. Aalto University School of Science, July 4, 2011; http://www.softwareindustrysurvey.org/ReportFinland2011.pdf. According to the survey report of 2012, the figures presenting the size of the industry are not comparable to other known figures but they could be useful in comparing changes over time, see: Mikko Rönkkö, Juhana Peltonen: Software Industry Survey 2012. Aalto University School of Science, June 6, 2012, p. 18, http://www.softwareindustrysurvey.fi/ReportFinland2012.pdf : "Overall, our software industry figure is not comparable to any other estimate that we are aware of, but is mostly useful for comparing change over time. In these report we will analyze the industry development over time by looking at aggregate company level outcomes."

[58] The Software Industry Survey includes also information concerning the sources of revenue of the software industry. The proportion of revenue that the Finnish software companies have generated from "Providing an application as a service used over the Internet", i.e. digital sales, has been examined in the pilot report on Methodology card 4 – *Development of digital business models and income based on digital distribution*.

Conclusions

A. ANALYSIS AND SUMMARY OF THE RESULTS

- **DOMESTIC PRODUCTION OF NEWSPAPERS AND MAGAZINES**

According to the National Library of Finland, a total of 324 newspaper titles and 4 015 magazine and periodical titles were published in Finland in 2012. Although newspapers and magazines constitute a significant share of mass media turnover in Finland, the level of domestic production in the Finnish press industry in terms of titles published has decreased between 2006 and 2012: the number of newspaper titles has declined by 10 percent, and the number of magazine and periodical titles by 18 percent during the examined period.

The number of daily newspapers and the number of non-dailies published annually has been decreasing. The number of newspapers published in other languages than Finnish and Swedish has varied from only one to three titles annually.

Although the production of magazines published once a week and 2-11 times a year has clearly declined in recent years, the number of titles published 1-2 times a month has actually increased from the level of 2006. The number of magazines and periodicals published in other languages than Finnish and Swedish has declined faster than the number of titles published in domestic languages.

- **DOMESTIC PRODUCTION OF BOOKS**

Although Finns are enthusiastic readers, domestic production of books in terms of titles published has been decreasing over the last few years.

Data concerning the domestic production of books was presented on the basis of statistics provided by the National Library of Finland. During the examined period, approximately 10 000 titles on average were published annually in Finnish, 560 titles in Swedish and 2 100 in other languages. The number of printed publications has been decreasing: the number of printed titles published in Finland in 2012 was just over 11 500 titles, which was 16 percent less than in 2006.

According to the Finnish Book Publishers Association (FBPA), the number of printed titles published by the members of the association has decreased relatively less than the number of all printed titles in Finland. In terms of titles, the amount of printed literature published by the members of FBPA fell by 13 percent between 2006 and 2012. Conversely, the number of titles published digitally by the members of the association was four times larger (+400 %) in 2012 than it was in 2006.

Despite the decreasing trend in the production of all literature, the production level of printed general literature published by the members of the association has remained fairly steady over the last few years. Furthermore, the production of general literature published digitally by the members of the association has grown: the number of digitally published titles in 2012 was over two times larger (+218 %) than it was in 2007.

The production of printed educational literature, however, has been decreasing over the last few years, and in 2012 the number of printed titles had fallen over 50 percent from the level of 2006. The declining production of printed textbooks has been compensated by the rise in the production of digital learning material: the production level of digital educational literature in 2012 was over one and a half times larger than it was in 2007.

Almost 90 percent of all printed literature published by the members of the Finnish Book Publishers Association in 2012 was general literature (fiction, comics, children's and juvenile books and non-fiction), while the remaining tenth was educational literature (grammar school text books, high school text books and other educational material). Printed domestic books are most commonly non-fiction; over a half of printed titles fall under the genre annually. The share of fiction has been slightly falling over the last few years. The share of children's and juvenile books, on the other hand, has been growing since 2007.

On the basis of the statistics provided by the FBPA, it was also possible to examine the domestic production of digital literature. Especially the number of titles published online has expanded: altogether the number of titles published as online books was almost six times bigger (+595 %) in 2012 than it was in 2007. At the same time, the share of titles published as digital recordings has been decreasing.

According to the National Library, the number of translated titles published in Finland annually has been on average 2 480 titles during the examined period. The share of translated titles from all literature published in Finland has slightly increased from the 18 percent level of 2006 to 22 percent in 2012. The number of translations into Swedish has varied more extensively than the number of translations into Finnish. English has been the source language for the majority of translations published in Finland. According to FBPA, especially the number of translated publications of children's and juvenile books has increased.

- **DOMESTIC PRODUCTION OF FILMS**

The number of domestic films produced was studied by looking at the number of titles deposited in the National Audiovisual Institute KAVI. According to this source, the level of domestic production of all feature films has varied between just over 40 films and 60 films annually. However, since the statistics provided in this report were manually compiled using the Elonet-database of the National Audiovisual Institute KAVI, no exact information concerning the number of films produced each year could be presented. This is because even though Finnish film producers are obliged to deposit copies of their films to KAVI, some films are deposited with a delay.

Nevertheless, the increasing domestic production of feature films was examined also by looking at the number of domestic new releases. In 2012, a total of 36 Finnish films were released for the first time in Finnish theaters. As a comparison, in 2006 the number of domestic new releases was 16. The majority of new releases has been fiction films.

- **DOMESTIC PRODUCTION OF BROADCASTS**

The number of radio channels depends on the number of licenses granted by the government, and the figures have not varied much over the last few years: in 2013, a total of 114 radio channels were broadcasted in Finland. Approximately a third of all domestic radio channels have been produced as a public service. The majority of radio channels are regional, but a number of private and public channels are broadcasted also nationwide (altogether 18 channels in 2013).

Television broadcasting in Finland requires a license or a notification, depending on the transmission technology used. All television transmitters are also subject to a radio license. All public service TV channels are free-to-air and broadcasted nationwide. In addition to public channels, in 2013 there were nine private free-to-air channels and a total of 23 pay TV channels broadcasted nationwide.

- **DOMESTIC PRODUCTION OF DIGITAL GAMES**

Game developing has become a major part of the cultural economy of Finland during the past 30 years. According to Videogames.fi, the number of commercially released game titles in 2012 was 81 – over two and half times higher than six years earlier (47 titles). The trend has resulted in rapid financial growth in the industry in recent years: the estimated turnover in 2013 was 800 million euros, whereas the figure of 2004 was approximately 40 million euros.

- **DOMESTIC PRODUCTION OF PHONOGRAMS**

According to the National Library of Finland, the domestic production of phonograms over the last few years has ranged between 2 100 and just over 3 000 titles annually. In 2012, a total of 2 585 phonograms were produced in Finland.

Although the number of titles published as CDs has decreased, CD still dominates as the number one format of phonograms in Finland. Over the last few years, only less than five percent of all titles have been published on analog sound storage mediums (vinyl singles, LPs and cassettes). Audiocassettes have quickly become a marginal format for phonograms. Furthermore, although the popularity of the vinyl record as a format for publishing music has grown compared to the turn of the millennium, the number of titles published in vinyl format has not reached the levels of the 1980s and 1990s.

According to IFPI Finland, streaming and subscription services are thriving at the moment. However, although phonogram sales have been declining internationally, the sales figures of phonograms in Finland have actually been decreasing slower than in the rest of Europe, and the share of digital sales is still smaller than for example in Sweden, Norway or the United Kingdom.

- **DOMESTIC PRODUCTION OF SOFTWARE**

Domestic production of software has been studied by looking at the turnover of the software industry. According to Statistics Finland, the estimated overall turnover of the software industry, including computer programming, consultancy and related activities, was over 6.6 billion euros in 2012. On the other hand, according to the Finnish Software Industry Survey, the estimated software revenue in the industry in 2011 was almost 3.5 billion euros.

- **DOMESTIC PRODUCTION OF COPYRIGHTED GOODS AND SERVICES – GENERAL REMARKS**

Altogether, among the different categories of copyrighted goods and services analyzed, the Finnish domestic production of software and digital games showed the most positive evolution in the last years, and these cultural industries have become a major part of the cultural economy of Finland. The movie industry has also demonstrated some positive trends with an increase in the domestic production of feature films and in the number of new releases. Domestic production of broadcast, calculated through the number of licenses granted by the government, has remained stable over the last few years for radio channels, while the number of private nationwide TV channels available has increased. On the other hand, phonogram sales have decreased but more slowly than in the rest of Europe, while streaming and subscription services for music are striving. The production of newspapers and magazines has also declined globally, as has the domestic production of printed literature in terms of titles published. However, more and more titles are published and distributed digitally also in the field of press and literature.

- **LIMITATIONS**

The results of this research will only be significant when meaningful and unbiased data, including official statistics, is available for each type of copyrighted works and services.

- **GUIDELINES FOR FUTURE RESEARCH**

The data is easily found as long as relevant statistics and databases exist. It is particularly relevant to explore national and international statistical databases (see the list of international sources in Appendix B).

Since the methodology is designed to be internationally implemented, it is important to use sources which are official or widely recognized. All sources should be listed and, as much as possible, widely available for consultation by international researchers.

The time needed for this pilot study will depend for each country on the availability of data and the country's inclusion in international databases, statistical researches and international indexes. The task consists mainly in gathering information; a relatively small amount of analysis work is necessary. In the case of Finland, where most of the data was easily accessible, the workload for collecting data and drafting this report could be evaluated at three weeks of full-time work. With the help of an already-made list of useful references, this time could be reduced.

Appendices

A. Methodology card

Methodology card as presented in the Methodology Handbook, version 20.12.2013.

Area: Value creation and the markets	**Methodology card 2. The volume of domestic production of copyrighted products and services**
Key question	What is the volume of domestic production of creative products and services in different industries or by different categories?
Type of data	*objective data*
Description	Domestic production of creative goods in different industries (yearly data)
Parameters to measure	Computer programs **1. Volume of domestic production in terms of the turnover of software industry** Newspapers and magazines **2. Number of domestic newspaper titles** **3. Number of domestic magazine titles** Books **4. Number of domestic books (titles) published** Additional information: Consider the following sub-classification: - Educational textbooks, in print - General reference books, in print - Professional, technical and scholarly books, in print - Children's books, in print - Other books, in print - Audio books (on disk, tape or other physical media) - Text-based disks, tapes or other physical media - On-line books **5. Number of translated books (titles) published** Films **6. Number of domestic films produced** **7. Number of domestic feature films produced** Broadcasting **8. Number of domestic radio channels** **9. Number of domestic television channels** Games **10. Number of domestic games produced** Phonograms **11. Number of domestic audio recordings (titles) produced**
Guidelines for data collection	Information can be found from available national and international statistics and industry databases, such as the databases of branch organizations and official statistics. The information is to be collected separately for each industry.[59] A distinction can be made between digital and physical products if considered relevant.

[59] Classification of the industries has been made following the UNESCO Framework for Cultural Statistics 2009, p. 53, where the industries are defined using the CPC 2 and ISIC 4 codes. The WIPO methodology for surveying the economic contribution of the copyright-based industries also uses ISIC codes for industrial classification.

UNCTAD, in its Creative economy report 2010, has made classification of creative services based on EBOPS classification codes. It is presented in the Annex of the report, http://unctadstat.unctad.org/UnctadStatMetadata/Documentation/CER2010_StatAnnex.pdf.

Definitions	*Domestic*	*A major part of the production takes place within the nation's borders*
Limitations of the indicator	The indicator does not include the production of all categories of creative works. The domestic production in some creative industries is heavily influenced by several other factors than copyright.	

B. INFORMATION SOURCES

International:

- Eurostat (2011): Cultural statistics: http://epp.eurostat.ec.europa.eu/cache/ITY_OFFPUB/KS-32-10-374/EN/KS-32-10-374-EN.PDF
- Unesco Institutes for Statistics – Culture: http://www.uis.unesco.org/Culture/Pages/default.aspx
- UNCTADstat, http://unctadstat.unctad.org/ReportFolders/reportFolders.aspx

Finland:

- IFPI Finland:
  - Musiikin tilauspalveluiden suosio äänitemarkkinoiden kasvun taustalla (18.3.2014): http://www.ifpi.fi/uutiset/arkisto/musiikin-tilauspalveluiden-suosio-aanitemarkkinoiden-kasvun-taustalla
  - IFPI's Digital Music Report 2014: http://www.ifpi.com/downloads/Digital-Music-Report-2014.pdf
- Mikko Rönkkö, Juhana Peltonen, Dani Pärnänen: Software Industry Survey 2011. Aalto University School of Science, July 4, 2011; http://www.softwareindustrysurvey.org/ReportFinland2011.pdf
- Mikko Rönkkö, Juhana Peltonen: Software Industry Survey 2012. Aalto University School of Science, June 6, 2012, http://www.softwareindustrysurvey.fi/ReportFinland2012.pdf
- National Audiovisual Institute KAVI. Elonet-database: http://www.elonet.fi/fi/elokuvat/suomalaiset-elokuvat
- Neogames (2013). Finnish Games Industry 2013, http://www.neogames.fi/wp-content/uploads/2013/05/GameIdustryFinland11_2013.pdf
- Neogames: http://www.neogames.fi/en/
- Official Statistics of Finland (OSF): Financial statement statistics on information services [e-publication, in Finnish]. Helsinki: Statistics Finland: http://www.stat.fi/til/iptp/index.html
- Statistics Finland: http://www.stat.fi/til/aiheet_en.html

  Including in particular:
  - Finnish Mass Media. Statistics Finland, 2012. E-publication, available at: http://www.stat.fi/tup/julkaisut/tiedostot/isbn_978-952-244-370-0.pdf
  - Finnish Mass Media. Statistics Finland, 2014. E-publication, available at: http://www.stat.fi/tup/julkaisut/tiedostot/julkaisuluettelo/yklt_jvie_201300_2013_10433_net.pdf
- KooPee Hiltunen, Suvi Latva and Jari-Pekka Kaleva 2013: Peliteollisuus - Kehityspolku. TEKES publication, http://www.tekes.fi/Julkaisut/peliteollisuus_kehityspolku.pdf
- The Finnish Book Publishers Association:
  - Book publishing in Finland: http://www.kustantajat.fi/en/factsandfigures/
  - Kustantaminen. Kustannusalan lukuja ja muuta tietoa: http://kustantaminen.fi/mita-kustantaja-tekee/kustannusalan-lukuja-ja-muuta-tietoa/
  - The Finnish Book Publishers Association and its members today: http://www.kustantajat.fi/en/association/

  - The Finnish Book Publishers Association's statistics: http://tilastointi.kustantajat.fi/PublicReporting/Yearly.aspx?language=ENG
- The Finnish Communications Regulatory Authority. TV and radio operations: https://www.viestintavirasto.fi/en/tvradio/tvandradiooperations.html
- The Finnish Film Foundation. Yearly Statistics: http://ses.fi/en/statistics/yearly-statistics/
- The Ministry of Transport and Communications. Press Subsidies: http://www.lvm.fi/en/press
- The National Library of Finland: Legal Deposit and Publisher Statistics: http://www.nationallibrary.fi/publishers/statistics.html
- Videogames.fi, http://videogames.fi/

Assessing Copyright and Related Rights Systems: Piloting of the methodology framework in Finland