

En haut à gauche :
...

We Are Social
Think Forward
THE SOCIAL RECKONING
...

Au centre gauche, dans un rectangle bleu :
...

IN A NEW ERA OF SOCIAL,
EVERY BRAND WILL BE JUDGED
Dive into We Are Social's latest trends report.
...

À droite :
...

Attention layering
...

En haut à droite :
...

Everyday Random
...

Au centre droit :
...

Post Representation
...

En bas à gauche :
...

Explore the trends:
ThinkForward.WeAreSocial.com
...

En bas gauche-milieu :
...

Mischief Mode
...

En bas à droite :
...

The Offline Internet
...

En bas à gauche :

...

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...

En bas à droite, il y a un code QR.JAN 2024

FINLAND

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

note: significant revisions to source data mean that figures shown here are not comparable with previous reports. See the important notes at the start of this report for details.

****TOTAL POPULATION****

5.55 MILLION

YEAR-ON-YEAR CHANGE

+0.08%

+4,493

URBANISATION

85.8%

we are social

****CELLULAR MOBILE CONNECTIONS****

9.21 MILLION

YEAR-ON-YEAR CHANGE

-0.7%

-64 THOUSAND

TOTAL VS. POPULATION

166.0%

Meltwater

****INDIVIDUALS USING THE INTERNET****

5.43 MILLION

YEAR-ON-YEAR CHANGE

+0.08%

+4.3%

TOTAL VS. POPULATION

97.8%

Meltwater

****SOCIAL MEDIA USER IDENTITIES****

4.46 MILLION

YEAR-ON-YEAR CHANGE

-3.5%

-160 THOUSAND

TOTAL VS. POPULATION

80.4%

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[_Meltwater_](#)

[_sources:_](#)

UN - government authorities: GSM intelligence, ITU, Eurostat, CIA World Factbook, OECD health research centre; Kepios analysis.

[_advisory:_](#)

social media use represents active user identities, not inherently unique individuals.

[_comparability:_](#) source information and base revisions. Figures are not comparable with previous reports. Several datasets present internet use in historical terms. Global data is aggregated seasonally, with the last depicted as data for that period. Seasonal impacts include public holidays. Data may not represent decrease in internet use WWW-specific internet use measured from broader internet use. Analysis will produce inaccurate results.

[_see important notes on data._](#)

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[_français_](#)

[_we are social_](#)

[_Meltwater_](#) POPULATION ESSENTIALS

DEMOGRAPHICS AND OTHER KEY INDICATORS

**** Jan 2024 ****

1. TOTAL POPULATION:

- 5.55 MILLION

2. FEMALE POPULATION:

- 50.6%

3. MALE POPULATION:

- 49.4%

4. YEAR-ON-YEAR CHANGE IN TOTAL POPULATION:

- +0.08% (+4,493)

5. MEDIAN AGE OF THE POPULATION:

- 42.9

6. URBAN POPULATION:

- 85.8%

7. POPULATION DENSITY (PEOPLE PER KM²):

- 18.3

8. OVERALL LITERACY (ADULTS AGED 15+):

- 100%

9. FEMALE LITERACY (ADULTS AGED 15+):

- 100%

10. MALE LITERACY (ADULTS AGED 15+):

- 100%

****Sources:**** KEPIOS ANALYSIS; UNITED NATIONS; LOCAL GOVERNMENT AUTHORITIES; WORLD BANK; UNESCO; CIA WORLD FACTBOOK; OUR WORLD IN DATA; INDEMNUNDE; KINDEMIYA.

****Logos:****

- We Are Social

- MeltwaterPopulation Essentials

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françaisVoici la retranscription en texte de l'image fournie :

****JAN 2024****

****POPULATION OVER TIME****

Population by year, with year-on-year change

| JAN 2014 | JAN 2015 | JAN 2016 | JAN 2017 | JAN 2018 | JAN 2019 | JAN 2020 | JAN 2021 | JAN 2022 | JAN 2023 | JAN 2024 |

|:-----:|:-----:|:-----:|:-----:|:-----:|:-----:|:-----:|:-----:|:-----:|:-----:|:-----:|
| 5.45 M | 5.47 M | 5.49 M | 5.50 M | 5.51 M | 5.52 M | 5.53 M | 5.53 M | 5.54 M | 5.54 M | 5.55 M |

| +0.4% | +0.3% | +0.3% | +0.2% | +0.09% | +0.1% | +0.2% | +0.08% |
+0.09% | +0.08% | - |

****Sources:**** United Nations, Local Government Authorities, Kepios Analysis. ****Note:****
Where letters are shown next to figures above bars, "K" denotes thousands (e.g.,
123.4K = 123,400), "M" denotes millions (e.g., 1.2M = 1,200,000), and "B" denotes
billions (e.g., 1.23B = 1,230,000,000). Where no letter is present, values are shown as-
is. ****Comparability:**** Source changes and base revisions; figures may not correlate
with values published in our previous reports.

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****Logos of We Are Social, Meltwater, DataReportal****
****Flag:**** FinlandMeltwater

Why do marketers use social listening?
according to Meltwater's State of Social Media 2024

55%
To better understand my target audience

43%
To manage brand reputation

34%
To raise awareness

29%
To gather and analyze consumer insights

30%
To benchmark against competitors

23%
To identify and manage crises

See how your strategy compares to responses from several thousand marketing
professionals in Meltwater's report.

Meltwater
State of Social Media 2024

[Download the report](#)

(l'image contient un QR code)

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chercher (icone en forme de loupe)
affichage des vignettes (icone en forme de carrés)
diaporama (icone en forme de triangle fléché)
zoom arrière (icone en forme de loupe avec un signe - dedans)
zoom avant (icone en forme de loupe avec un signe + dedans)
plein écran (icone en forme de carré avec des coins pointus)
icone de téléchargement
françaisVoici la retranscription textuelle de l'image fournie :

JAN 2024
FINANCIAL AND DEVELOPMENTAL INDICATORS
WORLD BANK INDICATORS FOR FINANCIAL DEVELOPMENT, ACCESS TO
ESSENTIAL SERVICES, AND DEVICE OWNERSHIP

****FINLAND****

1. ****Gross Domestic Product (Current U.S. Dollars)****
 - \$305.7 Billion
 - Percentage of the population earning less than \$3.65 (2017 PPP) per day: [N/A]
2. ****Gross Domestic Product (PPP, Current International Dollars)****
 - \$335.8 Billion
 - Percentage of the population with access to basic drinking water: 100%
3. ****Gross Domestic Product Per Capita (Current U.S. Dollars)****
 - \$54.5 Thousand
 - Percentage of the population with access to basic sanitation: 99.4%
4. ****Gross Domestic Product Per Capita (PPP, Current International Dollars)****
 - \$59.9 Thousand
 - Percentage of the population with access to electricity: 100%
5. ****Net National Income Per Capita (Current U.S. Dollars)****
 - \$44.4 Thousand
 - Percentage of the population that owns a mobile phone (any type): 100%

****Sources****: IMF, World Bank (most latest published data up to 2023).

****Definitions****:

- \$3.65 (2017 PPP): Reflects local purchasing power parity based on the World Bank's 2017 exchange benchmark.
- Basic Drinking Water: Percentage of the total population with improved water.
- Improved Source: Piped water, other improvements, or more. See the annex for further information.
- Comparability: Figures use a latest published base data where noted; caution that some indicators may not match values shown elsewhere in this report.

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Icons and Logos:

- We Are Social
- Meltwater

Notes: En-tête avec le drapeau de la Finlande et les icônes des indicateurs financiers et de développement.Voici la retranscription textuelle de l'image :

****JAN 2024****

****INTERNET USE OVER TIME (YOY)****

_ ****Number of individuals using the internet, and year-on-year change**** _

Year	**Number of Individuals (in millions)**	**Year-on-Year Change**
JAN 2014	5.08 M	+0.05%
JAN 2015	5.08 M	+1.8%
JAN 2016	5.17 M	-0.07%
JAN 2017	5.17 M	+0.9%
JAN 2018	5.22 M	+1.0%
JAN 2019	5.27 M	+1.9%
JAN 2020	5.37 M	-0.04%
JAN 2021	5.37 M	+0.8%
JAN 2022	5.41 M	+0.2%
JAN 2023	5.42 M	+0.08%

Sources: Kepios analysis, ITU, GSMA Intelligence, Eurostat, Google's advertising resources, CINIIC, KANTAR IBOPE, AMP, government resources, United Nations.

Note: Where letters are shown next to figures above, see the “Identifiers” table for details. Numbers shown in this report rounded up or down, so sums or differences may not appear to match ‘absolute’ totals.

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Langue : françaisJAN 2024

INTERNET USER PERSPECTIVES INTERNET USER NUMBERS PUBLISHED BY DIFFERENT SOURCES

INTERNET USERS: ITU
5.16 MILLION
vs. POPULATION
93.0%

INTERNET USERS: CIA WORLD FACTBOOK
5.12 MILLION
vs. POPULATION
92.2%

INTERNET USERS: INTERNETWORLDSTATS
5.23 MILLION
vs. POPULATION
94.2%

FINLAND

SOURCES: AS STATED ABOVE EACH ICON. NOTES: WHERE SOURCES PUBLISH INTERNET ADOPTION AS A PERCENTAGE OF INTERRNATION, WE COMPARE THE LATEST PUBLISHED ADOPTION RATES WITH THE LATES FIGURES FOR POPULATION TO DERIVE ABSOLUTIE USER NUMBERS. WHERE SOURCES PUBLISH ABSOLUTE USER NUMBERS, WE COMPARE THESE ABSOLUTE USER FIGURES WITH THE LATEST FIGURES FOR POPULATION TO DERIVE INTERNET PENETRATION.

COMPARABILITY: POTENTIAL MISSMATCHES, INTERNET USER FIGURES QUOTED ELSEWHERE IN THIS REPORT IDEAL WITH DATA FROM MULTIPLE SOURCES, INCLUDING SOURCES NOT LISTED ON THIS SLIDE.

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MeltwaterVoici la retranscription textuelle de l'image :

"INTERNET

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français"JAN 2024

SHARE OF WEB TRAFFIC BY DEVICE

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING
ON EACH KIND OF DEVICE

[Finland flag]

FINLAND

[MOBILE PHONES icon]

35.75%

YEAR-ON-YEAR CHANGE

-18.6% (-818 BPS)

[LAPTOP AND DESKTOP COMPUTERS icon]

63.11%

YEAR-ON-YEAR CHANGE

+17.4% (+937 BPS)

[TABLET DEVICES icon]

1.12%

YEAR-ON-YEAR CHANGE

-51.3% (-118 BPS)

[OTHER DEVICES icon]

0.02%

YEAR-ON-YEAR CHANGE

[MINIMAL]

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON EACH TYPE OF DEVICE COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON ANY DEVICE IN DECEMBER 2023. PERCENTAGE CHANGE VALUES REPRESENT THE CHANGE IN THE NUMBER OF BPS, FROM A STARTING VALUE OF 50%. FOR EXAMPLE, 67% WOULD EQUAL 6700 BPS (NOT 17%). 'BPS' VALUES REPRESENT BASIS POINTS. AND INDICATE THE ABSOLUTE CHANGE. FIGURES

MAY NOT SUM TO 100% DUE TO ROUNDING.

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[we are social logo]
[Meltwater logo]Jan 2024

Share of Web Traffic by Browser

Percentage of total web pages served to each brand of web browser running on any device

- Chrome: 62.7%
- Safari: 16.6%
- Firefox: 11.0%
- Edge: 4.7%
- Samsung Internet: 2.2%
- Opera: 1.9%
- UC Browser: 0.1%
- Others: 0.8%

Flag: Finland

Source: Statcounter.

Notes: Figures represent the number of page views served to each browser as a percentage of total page views served to web browsers running on any kind of device in December 2023.

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Digital 2024 Finland

31 sur 108Bien sûr, voici la retranscription textuelle de l'image en question:

**** Jan 2024 ****
**** Age Distribution of the Population ****
The number of people in each age group, and associated share of the population.

Age Group	Number of People (K)	Share of Population (%)	
-----	-----	-----	

Age 0-4	236 K	4.3%	
Age 5-9	272 K	4.9%	
Age 10-14	312 K	5.6%	
Age 15-19	311 K	5.6%	
Age 20-24	305 K	5.5%	
Age 25-29	333 K	6.0%	
Age 30-34	340 K	6.1%	
Age 35-39	358 K	6.3%	
Age 40-44	360 K	6.3%	
Age 45-49	342 K	6.2%	
Age 50-54	317 K	5.7%	
Age 55-59	358 K	6.3%	
Age 60-64	347 K	6.1%	
Age 65-69	339 K	6.0%	
Age 70-74	295 K	5.3%	
Age 75-79	172 K	3.1%	
Age 80-84	107 K	1.9%	
Age 85-89	47.1 K	0.8%	
Age 90-94	11.8 K	0.2%	
Age 95-99			
Age 100+	1.22 K	<0.1%	

****Sources:**** Extrapolations of data published by the United Nations and local government authorities.

****Notes:**** Percentage values below each bar represent the respective age group's share of the total population. Where 120+ exists, values are shown netted to figure's clear bars. "E" denotes figures based on an estimated number e.g. 128 M; "<" denote a negligible figure e.g. <128 K compared.

Values indicate ages in full half-decades e.g. 120-124. In regions where no letter is present, values are shown as is.

Comparability: Source changes and base revisions. Figures may not correlate with values published in previous reports.

Source:

- We Are Social
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Finland
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This includes all relevant information visible in the provided image. Jan 2024 INTERNET CONNECTION SPEEDS
MEDIAN SPEEDS AND LATENCY FOR MOBILE AND FIXED INTERNET CONNECTIONS

FINLAND

MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS

Download (Mbps): 102.10

Upload (Mbps): 16.02

Latency (ms): 21

YEAR-ON-YEAR CHANGE IN MEDIAN SPEED OF MOBILE INTERNET CONNECTIONS

Download: +22.1%

Upload: +12.6%

Latency: 0%

MEDIAN SPEED OF FIXED INTERNET CONNECTIONS

Download (Mbps): 109.60

Upload (Mbps): 49.15

Latency (ms): 12

YEAR-ON-YEAR CHANGE IN MEDIAN SPEED OF FIXED INTERNET CONNECTIONS

Download: +16.1%

Upload: +15.0%

Latency: 0%

SOURCE: Ookla. NOTE: Figures represent median download and upload speeds in megabits per second, and median connection latency in milliseconds in November 2023. TIP: A negative value for year-on-year change in latency represents an improvement, because lower latency should result in faster content delivery.

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françaisJAN 2024
TOP GOOGLE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY
BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023

FINLAND

SEARCH QUERY | INDEX vs. TOP QUERY

01 ILTALEHTI | 100
02 SÄÄ | 84
03 ILTA SANOMAT | 73
04 KÄÄNTÄJÄ | 49
05 IS | 48
06 GOOGLE | 43
07 YLE | 42
08 FACEBOOK | 35
09 YOUTUBE | 35
10 FORECA | 32

11 TORI | 29
12 VEIKKAUS | 28
13 TV | 25
14 UUTISET | 25
15 PRISMA | 19
16 WILMA | 17
17 ETOUVI | 17
18 AREENA | 17
19 TRANSLATE | 16
20 TOKMANNI | 15

SOURCE: GOOGLE TRENDS. BASED ON SEARCHES CONDUCTED BETWEEN 01
JANUARY 2023 AND 31 DECEMBER 2023

NOTES: ANY SPELLING ERRORS OR LANGUAGE INCONCISTENCIES IN SEARCH
QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS AND ARE SHOWN "AS IS"
TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE
USE LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH
ABSOLUTE SEARCH VOLUMES, INSTEAD THE TERM "TOP QUERY" COLUMN
VALUES REPRESENT THE SEARCH QUERIES WITH THE GREATEST VOLUME OF
THE TOP QUERY. ADVISORY: GOOGLE TRENDS USES TRAINING SAMPLES, SO
DATA ON ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE
TOOL IS ACCESSED, BOTH FOR THE SAME SEARCH QUERY AND QUERY TIME
PERIOD.

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SHARE OF SEARCH ENGINE REFERRALS
PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES THAT
ORIGINATED FROM EACH SEARCH SERVICE

GOOGLE - 92.7%

4.0% BING

1.1% YANDEX

0.9% YAHOO!

0.8% DUCKDUCKGO

0.3% BAIDU

0.05% ECOSIA

0.08% OTHERS

SOURCE: STATCOUNTER, NOTES: FIGURES REPRESENT THE NUMBER OF
PAGE VIEW REFERRALS ORIGINATING FROM EACH SERVICE AS A
PERCENTAGE OF TOTAL PAGE VIEW REFERRALS ORIGINATING FROM SEARCH
ENGINES IN DECEMBER 2023. PERCENTAGE CHANGE VALUES REPRESENT
RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A
STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "#BPS" VALUES
REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE FIGURES.
MAY NOT SUM TO 100% DUE TO ROUNDING.

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françaisJan 2024

Mobile's Share of Web Traffic (YOY)
Percentage of total web pages served to web browsers running on mobile phones

Dec 2013: 14.76%
+126%

Dec 2014: 33.32%

+7.9%

Dec 2015: 35.94%
-25.6%

Dec 2016: 26.74%
+33.9%

Dec 2017: 35.81%
-3.0%

Dec 2018: 34.73%
+17.4%

Dec 2019: 40.77%
-1.3%

Dec 2020: 40.25%
-4.9%

Dec 2021: 38.27%
+14.8%

Dec 2022: 43.93%
-18.6%

Dec 2023: 35.75%

Finland

Source: Statcounter

Notes: Figures represent the number of web pages served to web browsers running on mobile phones compared with the total number of web pages served to web browsers running on any device. Percentage change values in the white circles represent relative change (i.e., an increase of 20% from a starting value of 30% would equal 6%, not 10%).

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DATAPORTAL### Évolution du taux d'adoption d'Internet au fil du temps (YoY)

Le nombre d'individus utilisant Internet en pourcentage de la population totale, et le changement relatif d'une année à l'autre.

Janvier 2024

Année	Utilisation d'Internet (%)	Variation annuelles (%)
Jan 2014	93.2%	-0.3%
Jan 2015	92.9%	+1.5%
Jan 2016	94.3%	-0.4%
Jan 2017	93.9%	+0.8%
Jan 2018	94.7%	+0.9%
Jan 2019	95.5%	+1.7%
Jan 2020	97.2%	-0.2%
Jan 2021	97.0%	+0.7%
Jan 2022	97.7%	+0.2%
Jan 2023	97.8%	0%
Jan 2024	97.8%	0%

Source :

KPGS Analysis; ITU, GSMA Intelligence; EUROSTAT; Google's Advertising Resources; CNNIC; KANTAR IMRB; Government resources; United Nations.

Notes :

Les données ne sont pas toujours comparables partout. Les chiffres de la population indiquent la population totale de chaque pays à la date de l'adoption d'Internet. Les chiffres de l'adoption d'Internet indiquent l'adoption réelle de l'Internet. Les données complètes se trouvent sur le site [DATAREPORTAL](https://datareportal.com/).

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Logo : We Are Social, Meltwater.Jan 2024

MOST STREAMED CONTENT ON DISNEY+
FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON DISNEY+ FOR
FULL-YEAR 2023

MOST STREAMED MOVIES ON DISNEY+

N°	MOVIE NAME	INDEX
01	FROZEN	100
02	AVATAR: THE WAY OF WATER	94
03	MOANA	93
04	ELEMENTAL	88

05	GUARDIANS OF THE GALAXY VOLUME 3	52
06	HOME ALONE	51
07	BLACK PANTHER: WAKANDA FOREVER	49
08	AVATAR	42
09	THE LITTLE MERMAID	39
10	HOME ALONE 2: LOST IN NEW YORK	37

MOST STREAMED TV SHOWS ON DISNEY+

N°	TV SHOW NAME	INDEX
01	GREY'S ANATOMY	100
02	MODERN FAMILY	90
03	FAMILY GUY	76
04	HOW I MET YOUR MOTHER	51
05	THE SIMPSONS	48
06	CRIMINAL MINDS	40
07	THE KARDASHIANS	33
08	BLUEY	26
09	THE MANDALORIAN	19
10	DESPERATE HOUSEWIVES	16

SOURCE: FLIXPATROL. SEE FLIXPATROL.COM. NOTES: THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF VIEWING ACTIVITY FOR FULL-YEAR 2023. "INDEX" VALUES CONVERT THE FLIXPATROL "POINTS" VALUE FOR EACH TITLE TO THE FLIXPATROL "POINTS" VALUE OF THE TOP-RANKED ITEM IN EACH PLATFORM'S RANKING.

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retranscription textuelle de l'image :

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JAN 2024

TOP WEBSITES: SIMILARWEB RANKING

SIMILARWEB's ranking of the most visited websites, based on website traffic between December 2022 and November 2023.

FINLAND

	WEBSITE	TOTAL VISITS (MONTHLY AVG.)	UNIQUE VISITORS
--	---------	-----------------------------	-----------------

(MONTHLY AVG.) AVERAGE TIME PER VISIT AVERAGE PAGES PER VISIT			
----- ----- ----- ----- ----- -----			
01 GOOGLE.COM 285 M	4.48 M	10M	
48S 8.2			
02 YOUTUBE.COM 113 M	2.86 M	21M	
24S 12.0			
03 IS.FI 67.3 M	2.26 M	6M 24S	
4.0			
04 FACEBOOK.COM 62.5 M	2.59 M	10M	
52S 9.2			
05 ILTALEHTI.FI 62.2 M	2.12 M	7M 40S	
4.6			
06 YLE.FI 43.0 M	2.48 M	4M 49S	
3.3			
07 WIKIPEDIA.ORG 25.2 M	2.45 M	4M	
28S 3.8			
08 GOOGLE.FI 25.1 M	1.38 M	8M 50S	
13.8			
09 HS.FI 24.5 M	1.77 M	5M 22S	
4.5			
10 TORI.FI 18.8 M	1.51 M	8M 58S	
10.8			
11 FORECA.FI 18.5 M	1.05 M	1M 53S	
2.4			
12 TWITTER.COM 17.5 M	1.67 M	10M	
48S 10.3			
13 INSTAGRAM.COM 17.2 M	1.96 M	6M	
32S 10.3			
14 OP.FI 15.4 M	2.42 M	4M 16S	
5.4			
15 VEIKKAUS.FI 13.9 M	946K	6M 28S	
8.3			
16 ILMATIETEENLAITOS.FI 13.8 M	854K	2M	
03S 2.3			
17 MTVUUTISET.FI 12.5 M	1.42 M	2M 14S	
1.8			
18 REDDIT.COM 12.1 M	709K	10M 14S	
7.1			
19 AMPPARI.COM 11.3 M	249K	6M 50S	
2.8			
20 KAUPPALEHTI.FI 11.1 M	1.22 M	3M	
34S 2.7			

****SOURCE:**** SIMILARWEB. RANKING AND VALUES BASED ON TRAFFIC BETWEEN DECEMBER 2022 AND NOVEMBER 2023.

NOTES: VALUES IN THE 'UNIQUE VISITORS' COLUMN REPRESENT THE NUMBER OF DISTINCT INTERNET ACCESSING PEOPLE THAT ENTER AND INTERACT WITH INDIVIDUALS (HUMAN OR HUMAN-LIKE) AND ORGANISATIONS' WEBSITES OR MOBILE SOFTWARE AND ONLINE BUSINESSES. VALUES FOR 'TOTAL VISITS' AND 'UNIQUE VISITORS' REPRESENT MONTHLY AVERAGES USING DECEMBER 2022 AS THE BASE MONTH. AVERAGE ENGAGEMENT PERFORMANCE MEASURES INCLUDE TIME SPENT AND NUMBER OF PAGES. SOME ENTERTAINMENT CHANNELS, INCLUDING CERTAIN VIDEO AND LIVE STREAMING PLATFORMS, MAY REPRESENT TIME SPENT ON THE SITE IN MULTIPLE PIECES OR ENGAGEMENTS. TIME SPENT FIGURES MAY ALSO INCLUDE TIME SPENT LOGGING IN AND OUT. 'AVERAGE PAGES PER VISIT' INCLUDES ALL PAGES VISITED DURING MULTIPLE SESSIONS ON AN INDIVIDUAL VISIT. SOME SITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT; VIEWER DISCRETION IS ADVISED.

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...

JAN 2024

TOP WEBSITES: SEMRUSH RANKING

SEMRUSH'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023.

#	WEBSITE	TOTAL VISITS AVERAGE	UNIQUE VISITORS AVERAGE	PER VISIT PER VISIT	PAGES
		(MONTHLY AVG)	(MONTHLY AVG)		
01	GOOGLE.COM	549 M	153 M	23M 39S	3.3
02	YOUTUBE.COM	404 M	106 M	37M 16S	5.7
03	ILTALEHTI.FI	134 M	5.50 M	24M 05S	1.6
04	IS.FI	81.2 M	5.24 M	23M 34S	1.5
05	YLE.FI	81.6 M	4.87 M	17M 43S	2.4
06	FACEBOOK.COM	70.5 M	5.85 M	22M 20S	2.4
07	HS.FI	56.0 M	3.24 M	20M 33S	1.7
08	WIKIPEDIA.ORG	51.5 M	5.27 M	10M 07S	2.0
09	PORNHUB.COM	46.7 M	3.62 M	1M 05S	7.9
10	REDDIT.COM	37.0 M	3.72 M	16M 24S	2.4

# WEBSITE AVERAGE	TOTAL VISITS (MONTHLY AVG)	UNIQUE VISITORS (MONTHLY AVG)	AVERAGE TIME PER VISIT PER VISIT	PAGES
11 FORECA.FI	35.3 M	1.96 M	06M 57S	2.1
12 GOOGLE.FI	33.5 M	1.72 M	18M 44S	3.8
13 TORI.FI	30.6 M	2.69 M	14M 37S	7.4
14 VALUTAA.ORG	28.0 M	1.01 M	25M 56S	7.3
15 DUCKDUCKGO.COM	26.4 M	844 K	21M 42S	2.2
16 INSTAGRAM.COM	25.2 M	3.96 M	15M 34S	2.5
17 OP.FI	25.2 M	3.75 M	04M 44S	2.0
18 TWITTER.COM	21.1 M	2.90 M	22M 09S	2.0
19 MTVUUTISET.FI	21.0 M	2.56 M	04M 15S	1.8
20 SUOMI.FI	19.6 M	2.78 M	05M 11S	3.6

SOURCE: SEMRUSH FIGURES REPRESENT TRAFFIC VALUES BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. NOTE: VALUES IN THE UNIQUE VISITORS COLUMN REPRESENT THE NUMBER OF DISTINCT INTERNET ACCESSING PEOPLE BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR SOME VISITORS USING THE SAME DEVICE MIGHT BE MULTIPLE INDIVIDUALS. FIGURES DO NOT IDENTIFY MOBILE USAGE. PLATFORMS INCLUDED IN THE ABOVE LIST ARE REGULATED AND COMPLY WITH GDPR; BETTER UNDERSTAND HOW SAMPLES AND SOURCES SIMILARLY COMPLY; SEMRUSH CONSIDERS ADVISORIES. SOME WEBSITES FEATURED IN THE RANKING MAY CONTAIN ADULT CONTENT, EXTREME CONTENT, ILLEGAL DOWNLOADS, STREAMING, OR VIRUSES; MALWARE, OR OFFENSIVE CONTENT; READERS SHOULD AVOID VISITING UNKNOWN DOMAINS. COMPARABILITY: SUBJECT TO METHODOLOGY CHANGES.

...

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Note: La retranscription a été faite avec précision, en incluant tous les chiffres et informations visibles dans l'image.
Jan 2024
SMART HOME MARKET OVERVIEW
VALUE OF THE MARKET FOR SMART HOME DEVICES (U.S. DOLLARS)

NUMBER OF HOMES WITH SMART HOME DEVICES
665.4 THOUSAND
YEAR-ON-YEAR CHANGE
+24.5% (+131 THOUSAND)

TOTAL ANNUAL VALUE OF THE SMART HOME DEVICES MARKET
\$296.3 MILLION
YEAR-ON-YEAR CHANGE

+18.9% (+\$47 MILLION)

VALUE OF SMART HOME APPLIANCES MARKET

\$102.0 MILLION

YEAR-ON-YEAR CHANGE

+20.3% (+\$17 MILLION)

VALUE OF SMART HOME CONTROL & CONNECTIVITY DEVICE MARKET

\$37.84 MILLION

YEAR-ON-YEAR CHANGE

+23.6% (+\$7.2 MILLION)

VALUE OF SMART HOME SECURITY DEVICE MARKET

\$36.64 MILLION

YEAR-ON-YEAR CHANGE

+17.6% (+\$5.5 MILLION)

VALUE OF SMART HOME ENTERTAINMENT DEVICE MARKET

\$34.44 MILLION

YEAR-ON-YEAR CHANGE

+11.5% (+\$3.6 MILLION)

VALUE OF SMART HOME COMFORT & LIGHTING MARKET

\$34.25 MILLION

YEAR-ON-YEAR CHANGE

+21.0% (+\$5.9 MILLION)

VALUE OF SMART HOME ENERGY MANAGEMENT MARKET

\$51.14 MILLION

YEAR-ON-YEAR CHANGE

+17.8% (+\$7.7 MILLION)

SOURCE: (statista) GWI, INTERNATIONAL TELECOM UNION, WORLD BANK, 2022
UN DATA, CAPAGEMINI

[Finland flag]

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we are social Meltwater** JAN 2024 - MOST STREAMED CONTENT ON AMAZON
PRIME**

*FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON AMAZON
PRIME VIDEO FOR FULL-YEAR 2023 (FINLAND)*

****MOST STREAMED MOVIES ON AMAZON PRIME VIDEO****

#	MOVIE NAME	INDEX
01	OPERATION FORTUNE: RUSE DE GUERRE	100
02	UNCHARTED	89
03	CULPA MÍA	83
04	SHOTGUN WEDDING	81
05	GUY RITCHIE'S THE COVENANT	77
06	SPIDER-MAN: NO WAY HOME	70
07	THE LORD OF THE RINGS: THE FELLOWSHIP OF THE RING	67
08	VENOM: LET THERE BE CARNAGE	67
09	DIE HART THE MOVIE	64
10	JOHN WICK: CHAPTER 4	63

****MOST STREAMED TV SHOWS ON AMAZON PRIME VIDEO****

#	TV SHOW NAME	INDEX
01	THE LORD OF THE RINGS: THE RINGS OF POWER	100
02	REACHER	96
03	TOM CLANCY'S JACK RYAN	82
04	CLARKSON'S FARM	74
05	THE BOYS	72
06	THE GRAND TOUR	49
07	THE WHEEL OF TIME	48
08	STAR TREK: PICARD	47
09	GEN V	44
10	THE SUMMER I TURNED PRETTY	42

Source: FlixPatrol. See FlixPatrol.com.

Notes: The same content may have different titles in different countries. Rankings based on FlixPatrol's analysis of viewing activity for full-year 2023. "Index" values combine the "flx points" value for each title in the FlixPatrol "points" value of the top-ranked title in each platform's ranking.

Meltwater logo, We Are Social logo.

****Digital 2024 Finland****

****Page 38 of 108****Voici la retranscription textuelle de l'image :

SOCIAL MEDIA

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****MOST STREAMED CONTENT ON NETFLIX****

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON NETFLIX FOR FULL-YEAR 2023

MOST STREAMED MOVIES ON NETFLIX

| **MOVIE NAME** | **INDEX**

--- | --- | ---

01	PAW PATROL: THE MOVIE	100
02	LUTHER: THE FALLEN SUN	43
03	THE MOTHER	39
04	GLASS ONION: A KNIVES OUT MYSTERY	38
05	MURDER MYSTERY 2	37
06	EXTRACTION 2	33
07	REPTILE	33
08	LEO	30
09	AKA	28
10	LEAVE THE WORLD BEHIND	28

MOST STREAMED TV SHOWS ON NETFLIX

| **TV SHOW NAME** | **INDEX**

--- | --- | ---

01	LOVE IS BLIND	100
02	THE NIGHT AGENT	98
03	GINNY & GEORGIA	85
04	THE WITCHER	83
05	YOU	73
06	BECKHAM	73
07	THE CROWN	70
08	QUEEN CHARLOTTE: A BRIDGERTON STORY	66
09	WEDNESDAY	62
10	BLACK MIRROR	61

SOURCE: FLIXPATROL SEE FLIXPATROL.COM | *NOTES*: THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF VIEWING ACTIVITY FOR FULL-YEAR 2023.

"INDEX" VALUES CONVERT THE FLIXPATROL "POINTS" VALUE FOR EACH TITLE TO 100-POINT INDEX FOR SIMPLICITY. "POINTS" VALUE OF TOP-RANKED TITLE IN EACH PLATFORM'S RANKING.

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Overview of Social Media Use

Headlines for social media adoption and use (note: user identities may not represent unique individuals)

Number of Social Media User Identities

4.46 million

Social Media User Identities vs. Total Population
80.4%

Social Media User Identities Age 18+ vs. Total Population Age 18+
86.3%

Social Media User Identities vs. Individuals Using the Internet
82.2%

Quarter-on-Quarter Change in Social Media User Identities
0% [unchanged]

Year-on-Year Change in Social Media User Identities
-3.5% (-160 thousand)

Female Social Media User Identities vs. Total Social Media User Identities
50.0%

Male Social Media User Identities vs. Total Social Media User Identities
50.0%

Sources: (Kepios Analysis: Company advertising resources and announcements; Cento; Meta research center; Open data advisory; Social media user identities may not represent unique individuals. Comparisons with population and internet users comparable. Due to duplicate and fake accounts, user ages approximations. User identities represent reporting periods, and differences between census counts and resident populations. Comparability: source and methodology changes, important base references. See notes on data.)

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we are social \$æ meltwater** JAN 2024**

AVERAGE ANNUAL REVENUE PER SMART HOME

Average annual spend on smart home devices per smart home (U.S. dollars)

Penetration of Smart Home Devices:
24.0%

Year-on-Year Change
+23.6% (+459 BPS)

ARPU: Spend on All Smart Home Devices:
\$445

Year-on-Year Change
-4.5% (-\$20.80)

****ARPU: Smart Home Appliances:****

\$431

Year-on-Year Change
-6.6% (-\$30.40)

****ARPU: Smart Home Control & Connectivity Devices:****

\$489

Year-on-Year Change
+1.1% (+\$5.50)

****ARPU: Smart Home Security Devices:****

\$142

Year-on-Year Change
-5.8% (-\$8.70)

****ARPU: Smart Home Entertainment Devices:****

\$178

Year-on-Year Change
-6.5% (-\$12.30)

****ARPU: Smart Home Comfort & Lightning:****

\$129

Year-on-Year Change
-4.6% (-\$6.20)

****ARPU: Smart Home Energy Management:****

\$273

Year-on-Year Change
-5.3% (-\$15.30)

****Source:**** Statista Digital Market Outlook. See [statista.com](https://www.statista.com)

Notes: "Smart Home Devices" include digitally connected and controlled home devices that can be remotely controlled, scheduled, automated, alerted and/or monitored. "IoT Penetration" numbers that connect these areas are estimated to remote controls and IoT Reach other devices. Figures represents the average revenue spent per smart home in U.S. dollars for the year 2024. Numbers in parenthesis are the year-on-year percentage change and the absolute change in dollars or BPS. ARPU: Average revenue per user per year. BPS: Basis Points (1% = 100 BPS). Note: Discrepancies between total values and the sums of all individual segments may occur due to rounding.

Comparability: Base changes in 2013.

****Source:****

We are Social, Meltwater#### JAN 2024

MOST STREAMED CONTENT ON HBO

FLIXPATROL'S RANKING OF THE MOST STREAMED CONTENT ON HBO FOR FULL-YEAR 2023

MOST STREAMED MOVIES ON HBO

#	MOVIE NAME	INDEX
01	ELVIS	100
02	DON'T WORRY DARLING	94
03	THE BATMAN	79
04	BLACK ADAM	75
05	MAGIC MIKE'S LAST DANCE	74
06	KIMI	68
07	FATHER OF THE BRIDE	51
08	KING RICHARD	48
09	SHAZAM! FURY OF THE GODS	47
10	DUNE	43

MOST STREAMED TV SHOWS ON HBO

#	TV SHOW NAME	INDEX
01	THE LAST OF US	100
02	AND JUST LIKE THAT...	66
03	FRIENDS	41
04	SUCCESSION	41
05	HOUSE OF THE DRAGON	40
06	THE IDOL	39
07	GOTHAM KNIGHTS	39
08	BILLIONS	38
09	LOVE & DEATH	34
10	30 COINS	33

SOURCE: FLIXPATROL (SEE FLIXPATROL.COM). NOTES: THE SAME CONTENT MAY HAVE DIFFERENT TITLES IN DIFFERENT COUNTRIES. RANKINGS BASED ON FLIXPATROL'S ANALYSIS OF VIEWING ACTIVITY FOR FULL-YEAR 2023. "INDEX" VALUES CONVERT THE FLIXPATROL "POINTS" VALUE FOR EACH TITLE TO THE FLIXPATROL "POINTS" VALUE OF THE TOP-RANKED ITEM IN EACH PLATFORM'S RANKING.

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WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA

Share of web traffic arriving on third-party websites via clicks or taps on links published in social media platforms (any device)

Finland

X (Twitter) - 42.6%
Facebook - 35.5%
Instagram - 10.0%
Pinterest - 6.2%
YouTube - 3.5%
Reddit - 1.0%
Tumblr - 0.5%
Others - 0.6%

Source: Statcounter. Notes: Share does not include traffic from messenger platforms. Data are only available for a selection of platforms, and percentages reflect share of available platforms only. Figures represent the share of web traffic arriving on third-party websites via clicks or taps on links published on each platform as a percentage of total web traffic arriving from the available selection of social platforms in December 2023.

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DEMOGRAPHIC PROFILE OF META'S AD AUDIENCE SHARE OF COMBINED, DEDUPLICATED POTENTIAL ADVERTISING REACH ACROSS FACEBOOK, INSTAGRAM, AND MESSENGER, BY AGE AND GENDER

- Female 18 - 24 YEARS OLD: 10.8%
- Male 18 - 24 YEARS OLD: 8.6%
- Female 25 - 34 YEARS OLD: 12.2%

- Male 25 - 34 YEARS OLD: 10.8%
- Female 35 - 44 YEARS OLD: 10.3%
- Male 35 - 44 YEARS OLD: 8.9%
- Female 45 - 54 YEARS OLD: 8.4%
- Male 45 - 54 YEARS OLD: 6.8%
- Female 55 - 64 YEARS OLD: 7.0%
- Male 55 - 64 YEARS OLD: 4.8%
- Female 65+ YEARS OLD: 6.8%
- Male 65+ YEARS OLD: 4.6%

SOURCES: KEPOS ANALYSIS META'S ADVERTISING RESOURCES. NOTE: META ONLY PERMITS PEOPLE AGED 13 AND ABOVE TO USE ITS PLATFORMS, SO WHILE THERE MAY BE USERS BELOW THE AGE OF 13, THEY DO NOT FEATURE IN THE AVAILABLE DATA. META'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE". COMPARABILITY: IMPORTANT BASE DATA REVISIONS AND SOURCE REPORTING CHANGES MEANS ARE NOT COMPARABLE WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

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DATAREPORTAL.COM JAN 2024
FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

FINLAND

TOTAL POTENTIAL REACH OF ADS ON FACEBOOK
2.30 MILLION

FACEBOOK AD REACH vs. TOTAL POPULATION
41.5%

FACEBOOK AD REACH vs. TOTAL INTERNET USERS
42.4%

QUARTER-ON-QUARTER CHANGE IN REPORTED FACEBOOK AD REACH
-11.5%
-300 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED FACEBOOK AD REACH
-4.2%

-100 THOUSAND

SHARE: FEMALE FACEBOOK AD REACH vs. OVERALL FACEBOOK AD REACH
53.7%

SHARE: MALE FACEBOOK AD REACH vs. OVERALL FACEBOOK AD REACH
46.3%

ADOPTION: OVERALL FACEBOOK AD REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+
50.7%

ADOPTION: FEMALE FACEBOOK AD REACH AGED 18+ vs FEMALE POPULATION
AGED 18+
51.9%

ADOPTION: MALE FACEBOOK AD REACH AGED 18+ vs. MALE POPULATION
AGED 18+
46.5%

SOURCES: META ADVERTISING RESOURCES, KEPIOS ANALYSIS. NOTES: Based
on Digital 2024 estimates of published brands; Gender data only available for 'female'
and 'male'; Source data for reach by gender may not sum to published total.

ADVISORY: Historical reported audience numbers are impacted by changes to
reporting methods, and by re-alignments with underlying account userbases over time.
Some values shown here differ from figures published in previous reports due to these
auto mechanisms, profile changes, impacts from multiples linked accounts, single user
connected into multiple accounts, and changes in resident populations.

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JAN 2024 FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER
FACEBOOK PAGE POST ENGAGEMENTS, AS REPORTED BY SOCIALINSIDER

[Finland flag] FINLAND

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE:
OVERALL AVERAGE

ENGAGEMENTS vs. PAGE FOLLOWERS
0.60%

ENGAGEMENTS vs. POST REACH

10.70%

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: PAGES WITH FEWER THAN 10,000 FANS

ENGAGEMENTS vs. PAGE FOLLOWERS

0.95%

ENGAGEMENTS vs. POST REACH

9.85%

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: PAGES WITH 10,000 TO 100,000 FANS

ENGAGEMENTS vs. PAGE FOLLOWERS

0.50%

ENGAGEMENTS vs. POST REACH

10.55%

AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE: PAGES WITH MORE THAN 100,000 FANS

ENGAGEMENTS vs. PAGE FOLLOWERS

0.25%

ENGAGEMENTS vs. POST REACH

12.42%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 1 SEPTEMBER AND 30 NOVEMBER 2023. NOTES: FIGURES FOR "ENGAGEMENTS vs. PAGE FOLLOWERS" COMPARE THE COMBINED NUMBER OF REACTIONS, COMMENTS, AND SHARES WITH THE TOTAL NUMBER OF PAGE FOLLOWERS. FIGURES FOR "ENGAGEMENTS vs. POST REACH" COMPARE THE COMBINED NUMBER OF REACTIONS, COMMENTS, AND SHARES WITH THE NUMBER OF USERS TO WHOM THE RELEVANT POSTS WERE ACTUALLY SERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGES, WITH DIFFERENT AUDIENCES, IN VARIOUS COUNTRIES AROUND THE WORLD.

[Icons: Digital 2024 Finland, 49 sur 108, search, slider, print, download, flag/français, We Are Social, Meltwater]

```JAN 2024

FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER

FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF TOTAL PAGE FOLLOWERS, AS REPORTED BY SOCIALINSIDER

Finland

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: REELS POSTS  
0.30%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: PHOTO POSTS  
0.55%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: VIDEO POSTS  
0.42%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: ALBUM POSTS  
0.55%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: STATUS POSTS  
0.50%

FACEBOOK POST ENGAGEMENTS vs. PAGE FOLLOWERS: LINK POSTS  
0.70%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 1ST SEPTEMBER AND 30TH NOVEMBER 2023. NOTE: FIGURES COMPARE THE COMBINED NUMBER OF POST REACTIONS, COMMENTS AND SHARES WITH THE TOTAL NUMBER OF PAGE FOLLOWERS. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT BRANDS' FB PAGES, WITH DIFFERENT AUDIENCE SIZES.

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FACEBOOK ENGAGEMENT RATES: SOCIALINSIDER  
FACEBOOK PAGE POST ENGAGEMENTS AS A PERCENTAGE OF POST REACH,  
AS REPORTED BY SOCIALINSIDER

FACEBOOK POST ENGAGEMENTS vs. POST REACH: REELS POSTS  
15.85%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: PHOTO POSTS  
9.00%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: VIDEO POSTS  
7.48%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: ALBUM POSTS

9.20%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: STATUS POSTS  
16.62%

FACEBOOK POST ENGAGEMENTS vs. POST REACH: LINK POSTS  
12.56%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2023. NOTE: FIGURES COMPARE THE COMBINED NUMBER OF POST REACTIONS, COMMENTS, AND SHARES WITH THE NUMBER OF USERS TO WHOM THE RELEVANT POSTS WERE ACTUALLY SERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF PAGE, WITH DIFFERENT AUDIENCE SIZES.

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FACEBOOK'S SHARE OF SOCIAL MEDIA REFERRALS (WEB TRAFFIC REFERRED BY FACEBOOK AS A PERCENTAGE OF WEB TRAFFIC REFERRED BY SOCIAL MEDIA PLATFORMS (ANY DEVICE))

Finland Flag

Bar Chart Data:

- DEC 2013: 59.22% (+60.0%)
- DEC 2014: 94.76% (-22.2%)
- DEC 2015: 73.77% (+0.6%)
- DEC 2016: 74.22% (-30.4%)
- DEC 2017: 51.65% (+13.7%)
- DEC 2018: 58.74% (-36.0%)
- DEC 2019: 37.58% (+9.7%)
- DEC 2020: 41.21% (+30.1%)
- DEC 2021: 53.61% (-2.4%)
- DEC 2022: 52.33% (-32.1%)
- DEC 2023: 35.52%

SOURCE: STATCOUNTER. NOTES: DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT FACEBOOK'S SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES PRESENT THE SHARE OF SOCIAL MEDIA MONTHLY REFERRAL TRAFFIC THAT COMES FROM USERS IN FINLAND ON FACEBOOK AS A PERCENTAGE OF TOTAL WEB PAGE TRAFFIC ARISING FROM THESE PLATFORMS, NOT SELECTION OF SOCIAL MEDIA PLATFORMS. YEAR-ON-YEAR VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGES IN GLOBAL INTERNET USERS. FOR EXAMPLE, A PERCENTAGE CHANGE OF +50% WOULD EQUAL 5%.)



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## TOP YOUTUBE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF YOUTUBE SEARCH ACTIVITY  
BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023

Finland

| #  | SEARCH QUERY | INDEX |
|----|--------------|-------|
| 01 | MUSIC        | 100   |
| 02 | ASMR         | 97    |
| 03 | MINECRAFT    | 54    |
| 04 | PAPA         | 41    |
| 05 | FORTNITE     | 39    |
| 06 | LAKKO        | 35    |
| 07 | CHA CHA CHA  | 34    |
| 08 | ROBLOX       | 34    |
| 09 | FINLAND      | 32    |
| 10 | KÄÄRIJÄ      | 31    |

| #  | SEARCH QUERY    | INDEX |
|----|-----------------|-------|
| 11 | RONI BACK       | 29    |
| 12 | EUROVISION      | 27    |
| 13 | SALKKARIT       | 25    |
| 14 | UKRAINE         | 25    |
| 15 | TIKTOK          | 25    |
| 16 | METSA MAN       | 23    |
| 17 | IHA JUST IMUS   | 22    |
| 18 | KARAOKE         | 20    |
| 19 | FUNNY           | 19    |
| 20 | EUROVISION 2023 | 16    |

SOURCE: GOOGLE TRENDS BASED ON SEARCHES CONDUCTED ON YOUTUBE  
BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023.

NOTE: ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH  
QUERIES ARE REPORTED BY GOOGLE TRENDS AND ARE INCLUDED AS-IS TO  
ENABLE USERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE ENTER  
SEARCH TERMS VIA LEARNED DIGITAL BEHAVIOURS. GOOGLE DOES NOT  
PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE INDEX VALUES REPORTED  
HERE REPRESENT SEARCH QUERIES' RELATIVE SEARCH VOLUME IN EACH

COUNTRY OR REGION, COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY.

ADVISORY: GOOGLE TRENDS USES MACHINE SAMPLING, SO DATA ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.

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YOUTUBE: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH OF ADS ON YOUTUBE  
4.46 MILLION

YOUTUBE AD REACH vs. TOTAL POPULATION  
80.4%

YOUTUBE AD REACH vs. TOTAL INTERNET USERS  
82.2%

QUARTER-ON-QUARTER CHANGE IN REPORTED YOUTUBE AD REACH  
0% [UNCHANGED]

YEAR-ON-YEAR CHANGE IN REPORTED YOUTUBE AD REACH  
-3.5%  
-160 THOUSAND

SHARE: FEMALE YOUTUBE AD REACH AGED 18+ vs. OVERALL YOUTUBE AD REACH AGED 18+  
50.0%

SHARE: MALE YOUTUBE AD REACH AGED 18+ vs. OVERALL YOUTUBE AD REACH AGED 18+  
50.0%

ADOPTION: OVERALL YOUTUBE AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+  
86.3%

ADOPTION: FEMALE YOUTUBE AD REACH AGED 18+ vs. FEMALE POPULATION

AGED 18+  
84.7%

ADOPTION: MALE YOUTUBE AD REACH AGED 18+ vs. MALE POPULATION AGED 18+  
88.0%

Sources: GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS.  
Notes: DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; VALUES BASED ON AVAILABLE DATA ONLY. AGE AND GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. ADOPTION VALUES BASED ON USERS AGED 18+ ONLY.

THE DATA IN THIS REPORT PROVIDE A 'BEST ESTIMATE' BASED ON VARIOUS SOURCES. DIFFERENT SOURCES USE DIFFERENT METHODOLOGIES, SETTINGS, AND RATES FOR REPORTING ACTIVE USERS AND AUDIENCES SHARE, SO RELATED FIGURES MAY NOT MATCH. PLEASE REFER TO DETAILED NOTES IN THIS REPORT FOR ESSENTIAL CONTEXT AND EXPLANATIONS OF IMPORTANT CHANGES AND TRENDS IN THE DATA. COMPARABILITY: INTERNET USER ESTIMATES ARE BASED ON A VARIETY OF SOURCES. DIFFERENCES IN SOURCES, REPORTED DATA RANGES, DATES, AND CHANGES IN REPORTING METHODOLOGIES CAN AFFECT ACCURACY AND COMPARABILITY.

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12 languages icons

Zoom icons

Print icons

Download icons

français icon with globe and star  
Voici une retranscription textuelle de l'image :

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INSTAGRAM : ADVERTISING AUDIENCE OVERVIEW  
THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM  
NOTE: PLEASE READ THE IMPORTANT NOTES CONCERNING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS.

**\*\*Total Potential Reach of Ads on Instagram:\*\***  
2.20 million

**\*\*Instagram Ad Reach vs. Total Population:\*\***  
39.7%

**\*\*Instagram Ad Reach vs. Total Internet Users:\*\***  
40.5%

**\*\*Quarter-on-Quarter Change in Reported Instagram Ad Reach:\*\***  
-12.0% (-300 thousand)

**\*\*Year-on-Year Change in Reported Instagram Ad Reach:\*\***  
-4.3% (-100 thousand)

**\*\*Share: Female Instagram Ad Reach (Aged 18+) vs. Overall Instagram Ad Reach (Aged 18+):\*\***  
58.9%

**\*\*Share: Male Instagram Ad Reach (Aged 18+) vs. Overall Instagram Ad Reach (Aged 18+):\*\***  
41.1%

**\*\*Adoption: Overall Instagram Ad Reach (Aged 18+) vs. Overall Population (Aged 18+):\*\***  
48.5%

**\*\*Adoption: Female Instagram Ad Reach (Aged 18+) vs. Female Population (Aged 18+):\*\***  
56.2%

**\*\*Adoption: Male Instagram Ad Reach (Aged 18+) vs. Male Population (Aged 18+):\*\***  
40.8%

**\*SOURCES: META ADVERTISING RESOURCES; KEPIOS ANALYSIS. NOTES: BASED ON MONTHLY ACTIVE USERS OF THE PUBLISHED PLATFORMS. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR REACH RATES MAY DIFFERENT FROM NUMBERS PUBLISHED IN OTHER REPORTS.CLICK-HROUGH RATES REPRESENT UNIQUE INDIVIDUALS, NOT UNIQUE ACCOUNTS, AND CHANGES IN REPORTED POPULATIONS.\***

**\*Digital 2024 Finland, 54 sur 108\*JAN 2024  
INSTAGRAM ENGAGEMENT RATES: SOCIALINSIDER  
AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM  
BUSINESS ACCOUNTS, AS REPORTED BY SOCIALINSIDER**

## FINLAND

### AVERAGE INSTAGRAM POST ENGAGEMENT RATE: OVERALL AVERAGE FOR BUSINESS ACCOUNTS

Instagram logo in a red circle

ENGAGEMENTS vs. FOLLOWERS

1.83%

ENGAGEMENTS vs. POST REACH

6.35%

Person icon in a green circle

### AVERAGE INSTAGRAM ENGAGEMENT RATE: BUSINESS ACCOUNTS WITH FEWER THAN 10,000 FOLLOWERS

ENGAGEMENTS vs. FOLLOWERS

1.90%

ENGAGEMENTS vs. POST REACH

7.23%

Group of three people icon in an orange circle

### AVERAGE INSTAGRAM ENGAGEMENT RATE: BUSINESS ACCOUNTS WITH 10,000 TO 100,000 FOLLOWERS

ENGAGEMENTS vs. FOLLOWERS

1.86%

ENGAGEMENTS vs. POST REACH

5.56%

Group of five people icon in a blue circle

### AVERAGE INSTAGRAM ENGAGEMENT RATE: BUSINESS ACCOUNTS WITH MORE THAN 100,000 FOLLOWERS

ENGAGEMENTS vs. FOLLOWERS

1.65%

ENGAGEMENTS vs. POST REACH

6.27%

SOURCE: SOCIALINSIDER. FIGURES REPRESENT AVERAGES FOR THE PERIOD BETWEEN 1 SEPTEMBER AND 30 NOVEMBER 2023. NOTES: FIGURES FOR "ENGAGEMENTS vs. FOLLOWERS" COMPARE THE COMBINED NUMBER OF LIKES AND COMMENTS WITH THE TOTAL NUMBER OF ACCOUNT FOLLOWERS. FIGURES FOR "ENGAGEMENTS vs. POST REACH" COMPARE THE COMBINED NUMBER OF POST LIKES AND COMMENTS WITH THE TOTAL NUMBER OF PEOPLE REACHED. THIS MARKETING REPORT IS PROVIDED WITH ALL RIGHTS RESERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF INSTAGRAM BUSINESS ACCOUNTS WITH DIFFERENT AUDIENCES AND ENGAGEMENT STRATEGIES THROUGHOUT THE WORLD.

Meltwater logo  
We Are Social logo

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**\*\* JAN 2024 \*\***

**\*\*TIKTOK: ADVERTISING AUDIENCE OVERVIEW\*\***

**\*\*THE POTENTIAL AUDIENCE AGED 18+ THAT MARKETERS CAN REACH WITH ADS ON TIKTOK\*\***

\*(NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS)\*

**\*\*FINLAND\*\***

**\*\*TOTAL POTENTIAL REACH OF ADS ON TIKTOK\*\***

- 1.64 MILLION

**\*\*TIKTOK AD REACH vs. TOTAL POPULATION\*\***

- 29.5%

**\*\*TIKTOK AD REACH vs. TOTAL INTERNET USERS\*\***

- 30.2%

**\*\*QUARTER-ON-QUARTER CHANGE IN REPORTED TIKTOK AD REACH\*\***

- +18.9% (+261 THOUSAND)

**\*\*YEAR-ON-YEAR CHANGE IN REPORTED TIKTOK AD REACH\*\***

- +15.2% (+216 THOUSAND)

**\*\*SHARE: FEMALE TIKTOK AD REACH AGED 18+ vs. OVERALL TIKTOK AD REACH**

AGED 18+\*\*  
- 50.8%

\*\*SHARE: MALE TIKTOK AD REACH AGED 18+ vs. OVERALL TIKTOK AD REACH AGED 18+\*\*  
- 49.2%

\*\*ADOPTION: OVERALL TIKTOK AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+\*\*  
- 36.1%

\*\*ADOPTION: FEMALE TIKTOK AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+\*\*  
- 36.0%

\*\*ADOPTION: MALE TIKTOK AD REACH AGED 18+ vs. MALE POPULATION AGED 18+\*\*  
- 36.1%

---

**\*SOURCES:\***

\*TIKTOK'S ADVERTISING RESOURCES; KEPOS ANALYSIS. NOTES: DOES NOT INCLUDE DUPLICATE. REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. DATA ARE NOT AVAILABLE FOR "ALL" USERS. VALUES BASED ON OUTPUTS OF ALGORITHMS AND MODELS THAT MAY VARY FROM OTHER LOCAL PUBLISHED METRICS. VALUES INCREASES OR DECREASES REFLECT CHANGES IN REPORTED VALUES TO THE CLOSEST 10,000. VALUES AND PERCENTAGES ARE CALCULATED BASED ON DATA FROM A NUMBER OF SOURCES, INCLUDING EXTERNAL PUBLICATIONS AND ESTIMATES BY KEPOS. PERCENTAGE CHANGES INCLUDES PERIODS WITH COMPARABLE DATA.\*

- \*\*we are social\*\*  
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INSTAGRAM ENGAGEMENT RATES: SOCIALINSIDER  
AVERAGE ENGAGEMENT RATES FOR POSTS PUBLISHED BY INSTAGRAM BUSINESS ACCOUNTS, AS REPORTED BY SOCIALINSIDER

FINLAND

AVERAGE INSTAGRAM ENGAGEMENT RATE FOR BUSINESS ACCOUNTS: ALL POST TYPES  
ENGAGEMENTS vs. FOLLOWERS

1.83%  
ENGAGEMENTS vs. POST REACH  
6.35%

AVERAGE INSTAGRAM ENGAGEMENT RATE FOR BUSINESS ACCOUNTS: IMAGE POSTS  
ENGAGEMENTS vs. FOLLOWERS  
1.80%  
ENGAGEMENTS vs. POST REACH  
6.87%

AVERAGE INSTAGRAM ENGAGEMENT RATE FOR BUSINESS ACCOUNTS: REELS POSTS  
ENGAGEMENTS vs. FOLLOWERS  
1.70%  
ENGAGEMENTS vs. POST REACH  
5.50%

AVERAGE INSTAGRAM ENGAGEMENT RATE FOR BUSINESS ACCOUNTS: CAROUSEL POSTS  
ENGAGEMENTS vs. FOLLOWERS  
2.06%  
ENGAGEMENTS vs. POST REACH  
6.15%

SOURCE: SOCIALINSIDER FIGURES PRESENT AVERAGES FOR THE PERIOD BETWEEN SEPTEMBER AND NOVEMBER 2023. NOTES: FIGURES FOR ENGAGEMENTS vs. FOLLOWERS COMPARE THE COMBINED NUMBER OF LIKES AND COMMENTS WITH THE TOTAL NUMBER OF ACCOUNT FOLLOWERS. FIGURES ARE FOR ENGAGEMENTS vs. POST REACH COMPARE THE COMBINED NUMBER OF LIKES AND COMMENTS WITH THE POST REACH (OR USERS WHO VIEWED THE POST.) MULTIPLE POSTS ARE AGGREGATED AND THEN THE AVERAGE IS SERVED. FIGURES ARE AVERAGES BASED ON A WIDE VARIETY OF DIFFERENT KINDS OF INSTAGRAM BUSINESS ACCOUNTS, WITH DIFFERENT AUDIENCES AND FROM DIFFERENT INDUSTRIES IN THE WORLD.

Digital 2024 Finland 56 sur 108 Meltwater We Are SocialL'image contient les éléments suivants :

- Une icône d'un téléphone blanc entouré d'un cercle vert.
- Le mot "MOBILE" est écrit en lettres majuscules et en jaune en dessous de l'icône.
- En bas de l'image, il y a des informations supplémentaires : "Digital 2024 Finland" et "63 sur 108".
- Les options de navigation sont aussi visibles, incluant des flèches latérales pour naviguer, et des icônes pour changer la langue et d'autres actions.



L'image est principalement de couleur noire avec ces éléments en avant-plan. Jan 2024

## LINKEDIN: ADVERTISING AUDIENCE OVERVIEW THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN

TOTAL POTENTIAL REACH OF ADS ON LINKEDIN  
1.80 MILLION

LINKEDIN AD REACH VS. TOTAL POPULATION  
32.4%

LINKEDIN AD REACH VS. TOTAL INTERNET USERS  
33.2%

QUARTER-ON-QUARTER CHANGE IN REPORTED LINKEDIN AD REACH  
0% [UNCHANGED]

YEAR-ON-YEAR CHANGE IN REPORTED LINKEDIN AD REACH  
+5.9%  
+100 THOUSAND

SHARE: FEMALE LINKEDIN AD REACH AGED 18+ VS. OVERALL LINKEDIN AD  
REACH AGED 18+  
55.1%

SHARE: MALE LINKEDIN AD REACH AGED 18+ VS. OVERALL LINKEDIN AD  
REACH AGED 18+  
44.9%

ADOPTION: OVERALL LINKEDIN AD REACH AGED 18+ VS. OVERALL  
POPULATION AGED 18+  
39.6%

ADOPTION: FEMALE LINKEDIN AD REACH AGED 18+ VS. FEMALE POPULATION  
AGED 18+  
30.3%

ADOPTION: MALE LINKEDIN AD REACH AGED 18+ VS. MALE POPULATION AGED  
18+  
25.6%

Sources: LinkedIn's advertising resources; Erg.io analyses; Notes: Values reflect  
'registered members' so are not comparable with other platforms in this report. Gender  
data is only available for two genders. Advisor: Misfit. Value ranges represent audience  
data. Values shown represent raw audience figures. Comparability & Definition:

LinkedIn's ad reach data may not represent unique active users. Values can change when LinkedIn revises its own audience reporting. Advertising audience figures may not link to active user accounts, different segments, definitions, and changes in reporting platforms.

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## Snapchat: Advertising Audience Overview

\*The potential audience that marketers can reach with ads on Snapchat\*

\*\*Total Potential Reach of Ads on Snapchat\*\*

2.13 million

\*\*Snapchat Ad Reach vs. Total Population\*\*

38.3%

\*\*Snapchat Ad Reach vs. Total Internet Users\*\*

39.2%

\*\*Quarter-on-Quarter Change in Reported Snapchat Ad Reach\*\*

+6.9% (+138 thousand)

\*\*Year-on-Year Change in Reported Snapchat Ad Reach\*\*

+14.9% (+275 thousand)

\*\*Share: Female Snapchat Ad Reach Aged 18+ vs. Overall Snapchat Ad Reach Aged

18+\*\*

54.5%

\*\*Share: Male Snapchat Ad Reach Aged 18+ vs. Overall Snapchat Ad Reach Aged

18+\*\*

43.5%

\*\*Adoption: Overall Snapchat Ad Reach Aged 18+ vs. Overall Population Aged 18+\*\*

36.8%

\*\*Adoption: Female Snapchat Ad Reach Aged 18+ vs. Female Population Aged 18+\*\*

39.4%

\*\*Adoption: Male Snapchat Ad Reach Aged 18+ vs. Male Population Aged 18+\*\*

32.7%

\*\*Country\*\*

Finland

## **\*\*Sources\*\***

Snap advertising resources; Kepios analysis. Notes: Data are not available for all locations, values based on endpoints currently available.

Gender data are based on values for "female" and "male" but genders outside the binary may not be available. Values represent users aged 18+ only.

Data based on Snap advertising audience data, internetu`s reports, Global Digital Reports, global digital reports and many more trusted resources as of January 2024.

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Bien sûr, voici la retranscription textuelle de l'image :

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**\*\*JAN 2024\*\***

## **\*\*PINTEREST : ADVERTISING AUDIENCE OVERVIEW\*\***

**\*THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON PINTEREST\***

**\*NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS\***

- **\*\*TOTAL POTENTIAL REACH OF ADS ON PINTEREST\*\***
  - **\*\*1.52 MILLION\*\***
- **\*\*PINTEREST AD REACH vs. TOTAL POPULATION\*\***
  - **\*\*27.3%\*\***
- **\*\*QUARTER-ON-QUARTER CHANGE IN REPORTED PINTEREST AD REACH\*\***
  - **\*\*+39.6% (+430 THOUSAND)\*\***
- **\*\*YEAR-ON-YEAR CHANGE IN REPORTED PINTEREST AD REACH\*\***
  - **\*\*+60.7% (+572 THOUSAND)\*\***
- **\*\*PINTEREST AD REACH vs. TOTAL INTERNET USERS\*\***
  - **\*\*27.9%\*\***
- **\*\*PINTEREST AD REACH vs. POPULATION AGED 13+\*\***
  - **\*\*31.2%\*\***
- **\*\*FEMALE PINTEREST AD REACH vs. TOTAL PINTEREST AD REACH\*\***
  - **\*\*73.9%\*\***
- **\*\*MALE PINTEREST AD REACH vs. TOTAL PINTEREST AD REACH\*\***
  - **\*\*20.3%\*\***

\*Sources\*: Pinterest Advertising Resources; Kepios Analysis.

\*Notes\*: Data are not available for all locations. Values based on endpoints of available data only. Gender data are also available for "unspecified" so values for "female" and "male" may not sum to 100%.

\*Advisories\*: Reach numbers represent unique individuals or devices within active user bases. Inconsistent reporting periods and periodic fluctuations in user numbers may contribute to differences; year- and quarter-on-quarter change metrics include ads seen within Pinterest accounts, opening research dates, and changes in session reporting periods. Data extracted January 2024.

\*Comparability\*: Data endpoints. Values exclude linked networks, third-party audience networks.

**\*\*Finland\*\*** (Image of Finland's flag)

**\*\*Digital 2024 Finland\*\*** -- \*62 sur 108\* -- **\*\*We are social\*\*** **\*\*Meltwater\*\***

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## MOBILE CONNECTIVITY

### USE OF MOBILE PHONES AND DEVICES THAT CONNECT TO CELLULAR NETWORKS

Number of Cellular Mobile Connections (Excluding IOT)

[Icon Showing Mobile Phone]

9.21 million

Number of Cellular Mobile Connections Compared with Total Population

[Icon Showing Three People]

166.0%

Year-On-Year Change in the Number of Cellular Mobile Connections

[Icon Showing Up and Down Arrows]

-0.7%

-64 thousand

Share of Cellular Mobile Connections That Are Broadband (3G, 4G, 5G)

[Icon Showing Cellular Tower]

98.2%

[Flag of Finland]

[Footer Information]

SOURCE: GSMA INTELLIGENCE NOTES: TOTAL CELLULAR CONNECTIONS INCLUDE DEVICES OTHER THAN MOBILE PHONES BUT EXCLUDE CELLULAR

IOT CONNECTIONS. FIGURES MAY SIGNIFICANTLY EXCEED FIGURES FOR POPULATION DUE TO MULTIPLE CONNECTIONS AND CONNECTED DEVICES PER PERSON. COMPARABILITY: EACH CHART USES DEFINITIONS AND SOURCES THAT ARE DIFFERENT FROM PREVIOUS REPORTS FEATURED CELLULAR CONNECTION FIGURES THAT INCLUDED CELLULAR IOT CONNECTIONS. FIGURES SHOWN HERE DO NOT INCLUDE CELLULAR IOT CONNECTIONS.

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## MESSENGER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK MESSENGER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

### FINLAND

TOTAL POTENTIAL REACH OF ADS ON MESSENGER  
1.45 MILLION

MESSENGER AD REACH vs. TOTAL POPULATION  
26.1%

MESSENGER AD REACH vs. TOTAL INTERNET USERS  
26.7%

QUARTER-ON-QUARTER CHANGE IN REPORTED MESSENGER AD REACH  
-12.1% -200 THOUSAND

YEAR-ON-YEAR CHANGE IN REPORTED MESSENGER AD REACH  
-6.5% -100 THOUSAND

SHARE: FEMALE MESSENGER AD REACH AGED 18+ vs. OVERALL MESSENGER AD REACH AGED 18+

58.2%

SHARE: MALE MESSENGER AD REACH AGED 18+ vs. OVERALL MESSENGER AD REACH AGED 18+

41.8%

ADOPTION: OVERALL MESSENGER AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+

31.9%

ADOPTION: FEMALE MESSENGER AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+

36.8%

ADOPTION: MALE MESSENGER AD REACH AGED 18+ vs. MALE POPULATION AGED 18+

27.5%

SOURCES: META ADVERTISING RESOURCES; KEP10S ANALYSIS; NOTES: BASED ON DATA OF PUBLISHED RANGES: GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE" SOURCE DATA FOR EACH PUBLISHED RANGE; INTENDED USE FOR BOARD INDICATIONS ONLY; EXCLUDES BOTH GENDERS, USERS OUTSIDE DEFINED AGE BANDS, AND ANY UNDEFINED CATEGORIES; GENDER REPORTED AT META FAMILY OF APPS LEVEL, USED TO CALCULATE PER PLATFORM FIGURES; LIMITED AVAILABILITY OF PEOPLE METRICS COMPARABILITY IS LIMITED.

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JAN 2024

CELLULAR MOBILE CONNECTIONS OVER TIME  
NUMBER OF MOBILE CELLULAR CONNECTIONS OVER TIME

9.25 M

Q4 2021  
-0.6%

9.19 M  
Q1 2022

9.25 M  
Q2 2022  
+0.7%

9.32 M  
Q3 2022  
-0.5%

9.27 M  
Q4 2022  
-0.9%

9.19 M  
Q1 2023  
-0.01%

9.19 M  
Q2 2023

9.22 M  
Q3 2023  
+0.3%

9.21 M  
Q4 2023  
-0.1%

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- Source: GSMA Intelligence
- Note: Excludes cellular IoT connections. Where letters are shown next to figures above bars: 'K' denotes thousands (e.g. '123.4K' = 123,400), 'M' denotes millions (e.g. '12.34M' = 12,340,000). Where no letters are given, values are shown as is.
- Comparability: Base changes: See notes on data.
- Finland (indicated by flag and country name)
- Report is a collaboration between "we are social" and "Meltwater"
- Digital 2024 Finland, slide 65 sur 108

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## X: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON X (TWITTER)

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

### TOTAL POTENTIAL REACH OF ADS ON X (TWITTER)

1.96 MILLION

### X AD REACH vs. TOTAL POPULATION

35.3%

### X AD REACH vs. TOTAL INTERNET USERS

36.1%

### QUARTER-ON-QUARTER CHANGE IN REPORTED X AD REACH

+39.8%

+557 THOUSAND

### YEAR-ON-YEAR CHANGE IN REPORTED X AD REACH

+30.5%

+457 THOUSAND

### SHARE: FEMALE X AD REACH AGED 18+ vs. OVERALL X AD REACH AGED 18+

37.5%

### SHARE: MALE X AD REACH AGED 18+ vs. OVERALL X AD REACH AGED 18+

62.5%

### ADOPTION: OVERALL X AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+

35.2%

### ADOPTION: FEMALE X AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+

25.8%

### ADOPTION: MALE X AD REACH AGED 18+ vs. MALE POPULATION AGED 18+

44.8%

SOURCES: X's ADVERTISING RESOURCES; KEPOS ANALYSIS NOTES: VALUES USE MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" ADVISORY: SIGNIFICANT ANNOUNCEMENTS IN 3Q 2018 LIKELY IMPACT THESE FIGURES BUT IMPACTS CANNOT BE ISOLATED. PLEASE SEE MORE SUMMARY IN POPULATION: "FEMALE" AND "MALE" ARE BASED ON AGING INSTRUMENT USERS' PROGRAM SURVEYS. CAUSE OF



CHANGE OF DATA REPORTED WHEN COMPARED TO JAN 2023. BIRTHDATE/IIIGR. YO-YEAR, MONTH, BIRTHDATE, CAN IMPACT SUMMARY. HHS, UPDATING. ADVERTISING RESOURCE ADVERTISEMENTS USERS THAT IF DATA CAN BE GATHERED FROM THE POPULATION AS CURRENT TO DATE. COMPARABLE NUMBERS ARE MADE AVAILABLE (DAYS TO EX: ADDITIONAL) PROVIDED: SEE ORIGINAL AND EXPLAINING METHODS OR IMAGES DATA ATTACHED. SOURCES DATA CHANGING IN USERS E.G. MAKES THE FIGURES RELATIVE. INFS, UPWARDS. ADVERTISING METHODS, UPDATED TO 3 MONTHS.

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SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS  
PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE  
HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM IN DECEMBER 2023

(Finland flag image)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM ANDROID DEVICES  
67.39%  
YEAR-ON-YEAR CHANGE  
+9.0% (+555 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM APPLE IOS DEVICES  
32.25%  
YEAR-ON-YEAR CHANGE  
-12.5% (-461 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM SAMSUNG OS DEVICES  
0.28%  
YEAR-ON-YEAR CHANGE  
-40.4% (-19 BPS)

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM KAI OS DEVICES  
0%  
YEAR-ON-YEAR CHANGE  
[UNCHANGED]

SHARE OF MOBILE WEB TRAFFIC ORIGINATING FROM OTHER OS DEVICES  
0.08%  
YEAR-ON-YEAR CHANGE  
-90.4% (-75 BPS)

SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS ON MOBILE PHONES RUNNING EACH OPERATING SYSTEM COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO MOBILE BROWSERS IN DECEMBER 2023. FIGURES SHOWN ABOVE REFLECT OPERATING SYSTEMS IDENTIFIED BY THE SERVERS PROVIDING PAGES TO BROWSERS. DEVICES RUNNING MORE THAN ONE OS AT THE SAME TIME MAY BE COUNTED AGAINST EACH OS. FIGURES FOR THE KAI OS OPERATING SYSTEM HAVE BEEN ROUNDED TO TWO DECIMAL PLACES FOR ACCURACY, BUT VALUES OF LESS THAN 1.5% WOULD BE CALLED 'N/A' ELSEWHERE IN THIS REPORT.

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## MOBILE APP MARKET OVERVIEW

HEADLINES FOR MOBILE APP DOWNLOADS AND CONSUMER SPEND (IN U.S. DOLLARS) BETWEEN 01 JANUARY AND 31 DECEMBER 2023

Total Number of Mobile App Downloads

145.1 MILLION

Year-on-Year Change in the Total Number of Mobile App Downloads

+8.0%

+11 MILLION

Annual Consumer Spend on Mobile Apps and In-App Purchases (USD)

\$245.0 MILLION

Year-on-Year Change in Consumer Spend on Mobile Apps and In-App Purchases

+23.8%

+\$47 MILLION

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI, NOTES: FIGURES PRESENT COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE, APPLE

IOS APP STORE, AND THIRD-PARTY ANDROID APP STORES BETWEEN JANUARY AND DECEMBER 2023. 'CONSUMER SPEND' ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE TRANSACTIONS OR MOBILE ADVERTISING. CONSUMER SPEND FIGURES ARE IN U.S. DOLLARS.

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## SHARE OF MOBILE TIME BY APP CATEGORY

TIME SPENT USING APPS IN EACH APP CATEGORY AS A PERCENTAGE OF TOTAL TIME SPENT USING ANDROID PHONES OVERALL

[Graphic Image of Smartphone]

TOTAL TIME SPENT USING SMARTPHONES EACH DAY: 3H 35M

[Graphic Image of Social Media]

SHARE OF SMARTPHONE TIME: SOCIAL MEDIA APPS: 23.3%

[Graphic Image of Play Button]

SHARE OF SMARTPHONE TIME: ENTERTAINMENT APPS: 34.6%

[Graphic Image of Toolbox]

SHARE OF SMARTPHONE TIME: UTILITY & PRODUCTIVITY: 19.7%

[Graphic Image of Game Controller]

SHARE OF SMARTPHONE TIME: MOBILE GAMES (ALL GENRES): 13.9%

[Graphic Image of Shopping Bag]

SHARE OF SMARTPHONE TIME: SHOPPING APPS: 0.8%

[Graphic Image of App Icons]

SHARE OF SMARTPHONE TIME: ALL OTHER APPS: 7.7%

[Graphic Image of Web Browser]

SHARE OF SMARTPHONE TIME: WEB BROWSERS & SEARCH ENGINES: 11.4%

(Source information at the bottom of the graphic)

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI. NOTES: FIGURES REPRESENT SHARE OF TIME SPENT USING ANDROID PHONES BETWEEN 01 JANUARY AND 31 DECEMBER 2023. CATEGORY DEFINITIONS REFERENCED DATA.AI'S CATEGORISATIONS AND MAY NOT MATCH INDIVIDUAL APP STORE DEFINITIONS. "WEB BROWSING AND SEARCH ENGINES" IS A SUBCATEGORY OF THE "UTILITY & PRODUCTIVITY" PRIMARY CATEGORY.

COMPARABILITY: SIGNIFICANT CHANGES IN THE DEFINITIONS USED FOR EACH APP CATEGORY. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

[Logos and affiliations: we are social, Meltwater]

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Icons: Presentation, search, home, download, print, French language. Bien sûr, voici la retranscription textuelle de l'image :

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\*\*JAN 2024\*\*

\*\*APP RANKING: MONTHLY ACTIVE USERS\*\*

\*Mobile apps and games ranked by average monthly active users between 01 January and 31 December 2023\*

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### ### Mobile App Ranking

| #  | MOBILE APP         | COMPANY |
|----|--------------------|---------|
| 01 | WHATSAPP MESSENGER | META    |
| 02 | YOUTUBE            | GOOGLE  |
| 03 | GOOGLE MAPS        | GOOGLE  |
| 04 | CHROME BROWSER     | GOOGLE  |
| 05 | GOOGLE             | GOOGLE  |
| 06 | GMAIL              | GOOGLE  |
| 07 | FACEBOOK           | META    |
| 08 | INSTAGRAM          | META    |
| 09 | SPOTIFY            | SPOTIFY |
| 10 | GOOGLE PHOTOS      | GOOGLE  |

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### ### Mobile Game Ranking

| #  | MOBILE GAME                  | COMPANY    |
|----|------------------------------|------------|
| 01 | ROBLOX                       | ROBLOX     |
| 02 | POKÉMON GO                   | NIANTIC    |
| 03 | BRAWL STARS                  | TENCENT    |
| 04 | GEOMETRY DASH                | ROBTOP     |
| 05 | STUMBLE GUYS                 | SCOPELY    |
| 06 | HILL CLIMB RACING 2          | FINGERSOFT |
| 07 | CLASH OF CLANS               | TENCENT    |
| 08 | AMONG US!                    | INNERSLOTH |
| 09 | GACHA LIFE 2                 | LUNIME     |
| 10 | WATERMELON MERGE: FRUIT DROP | ONESOFT    |

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Source: Data.ai Intelligence. See Data.ai. Notes: Rankings based on combined monthly active users across iPhones and Android phones between 01 January and 31 December 2023.

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\*Digital 2024 Finland\*

---

En bas à droite :

\*we are social\*

\*Meltwater\*

---

69 sur 108Le contenu de l'image, retranscrit de manière textuelle, est le suivant :

Image :

- Au centre, il y a un cercle bleu avec une icône de caddie de supermarché blanche à l'intérieur.
- Sous le cercle, en lettres capitales orange, on peut lire "ECOMMERCE".

En bas de l'image :

- "Digital 2024 Finland"
- "72 sur 108"
- Il y a également des icônes pour des options de visualisation et de langue ("français").JAN 2024

FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE TOTAL POPULATION AGED 15+ THAT OWNS OR USES  
EACH PRODUCT OR SERVICE

---

ACCOUNT WITH A FINANCIAL INSTITUTION

99.5%

Female: 99.1%

Male: 100.0%

CREDIT CARD OWNERSHIP

65.3%

Female: 68.6%

Male: 61.8%

DEBIT CARD OWNERSHIP

97.4%

Female: 98.4%

Male: 96.4%

MOBILE MONEY ACCOUNT (E.G., MPESA, GCASH)

[N/A]

Female: [N/A]

Male: [N/A]

---

MADE A DIGITAL PAYMENT (PAST YEAR)

97.7%

Female: 98.5%

Male: 96.9%

MADE A PURCHASE USING A MOBILE PHONE OR THE INTERNET (PAST YEAR)

70.4%

Female: 70.8%

Male: 69.9%

USED A MOBILE PHONE OR THE INTERNET TO SEND MONEY (PAST YEAR)

68.3%

Female: 69.6%

Male: 67.1%

USED A MOBILE PHONE OR THE INTERNET TO PAY BILLS (PAST YEAR)

88.5%

Female: 88.8%

Male: 88.1%

---

SOURCE: WORLD BANK

NOTES: SOME FIGURES HAVE NOT BEEN UPDATED IN THE PAST YEAR, SO MAY BE LESS REPRESENTATIVE OF CURRENT BEHAVIOURS. PERCENTAGES ARE OF ADULTS AGED 15 AND ABOVE, AND OF TOTAL POPULATION. 'MOBILE MONEY ACCOUNTS' ONLY REFER TO SERVICES THAT OPERATE USING AN INDEPENDENT WALLET LINKED DIRECTLY TO A PHONE NUMBER, SUCH AS MPESA, GCASH, AND TIGO PESA. FIGURES FOR 'MOBILE MONEY ACCOUNTS' DO NOT INCLUDE 'MOBILE-ENABLED PAYMENT SERVICES' SUCH AS APPLY PAY, GOOGLE PAY OR SAMSUNG PAY.

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fancycrave.com

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**\*\*Jan 2024\*\***

**\*\*Ecommerce: Consumer Goods Categories\*\***

Estimated annual spend in each consumer goods ecommerce category (B2C only, U.S. Dollars, full-year 2023)

**\*\*Finland\*\***

---

**\*\*Electronics\*\***

\$1.62 Billion

Year-on-year change +1.9% (+\$30 million)

**\*\*Fashion\*\***

\$1.41 Billion

Year-on-year change +11.0% (+\$140 million)

**\*\*Food\*\***

\$690.0 Million

Year-on-year change +21.1% (+\$120 million)

**\*\*Beverages\*\***

\$280.0 Million

Year-on-year change +3.7% (+\$10 million)

**\*\*DIY & Hardware\*\***

\$680.0 Million

Year-on-year change [Unchanged]

**\*\*Furniture\*\***

\$450.0 Million

Year-on-year change +18.4% (+\$70 million)

**\*\*Physical Media\*\***

\$190.0 Million

Year-on-year change -9.5% (-\$20 million)

**\*\*Beauty & Personal Care\*\***

\$280.0 Million

Year-on-year change +3.7% (+\$10 million)

**\*\*Tobacco Products\*\***

[N/A]

Year-on-year change [N/A]

**\*\*Toys & Hobby\*\***

\$160.0 Million

Year-on-year change [Unchanged]

**\*\*Household Essentials\*\***

\$40.0 Million

Year-on-year change +33.3% (+\$10 million)

**\*\*Over-the-Counter Pharmaceuticals\*\***

\$70.0 Million

Year-on-year change [Unchanged]

**\*\*Luxury Goods\*\***

\$100.0 Million

Year-on-year change +11.1% (+\$10 million)



**\*\*Eyewear\*\***

\$60.0 Million

Year-on-year change [Unchanged]

---

**\*\*Source:\*\*** Statista eCommerce Market. See Statista.com

**\*\*Notes:\*\*** Figures represent estimates for full-year 2023 in U.S. Dollars, and comparisons with the previous calendar year. The physical media category does not include digital downloads or streaming. **\*\*Comparability:\*\*** Significant figures revisions and major category definition changes. Figures are not comparable with previous reports.

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**\*\*Digital 2024 Finland 74 sur 108\*\***

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## TOP GOOGLE SHOPPING SEARCHES

SHOPPING QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH  
ACTIVITY BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023

### FINLAND

| #  | SEARCH QUERY | INDEX vs. TOP QUERY |
|----|--------------|---------------------|
| 01 | NIKE         | 100                 |
| 02 | JORDAN       | 99                  |
| 03 | PRISMA       | 94                  |
| 04 | IPHONE       | 67                  |
| 05 | TOKMANNI     | 66                  |
| 06 | LEGO         | 64                  |
| 07 | SAMSUNG      | 57                  |
| 08 | IKEA         | 48                  |
| 09 | JORDAN 1     | 41                  |
| 10 | MOTONET      | 38                  |

| #  | SEARCH QUERY | INDEX vs. TOP QUERY |
|----|--------------|---------------------|
| 11 | GIGANTTI     | 37                  |
| 12 | PUUILO       | 36                  |
| 13 | TORI         | 35                  |
| 14 | PS4          | 32                  |
| 15 | AIR JORDAN   | 31                  |
| 16 | JORDAN 4     | 31                  |

|    |              |    |
|----|--------------|----|
| 17 | VERKKOKAUPPA | 28 |
| 18 | KÄRKKÄINEN   | 28 |
| 19 | KÄÄNTÄJÄ     | 28 |
| 20 | POWER        | 28 |

SOURCE: GOOGLE TRENDS BASED ON SHOPPING SEARCHES CONDUCTED ON GOOGLE SEARCH BETWEEN 01 JANUARY 2023 AND 31 DECEMBER 2023. NOTES: ANY LANGUAGE VARIATIONS OR SPELLING ERRORS IN QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS. AND ARE SHOWN "AS IS" IN OUR COLUMN HEADS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE USE LANGUAGE IN THEIR SEARCH ACTIVITIES. GOOGLE DOESN'T PUBLISH ABSOLUTE SEARCH VOLUMES, BUT THE "INDEX VS. TOP QUERY" COLUMN SHOWS SEARCH QUERY VOLUME FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY.

ADVISORY: GOOGLE TRENDS USES MINIMUM SAMPLING RATES. AS SAMPLE ORDER AND INDEX VALUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED. EVEN FOR THE SAME TIME PERIOD.

Digital 2024 Finland  
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Source: we are social, MeltwaterJAN 2024  
APP RANKING: CONSUMER SPEND  
RANKING OF MOBILE APPS AND MOBILE GAMES BY TOTAL CONSUMER SPEND BETWEEN 01 JANUARY AND 31 DECEMBER 2023

| # MOBILE APP                     | COMPANY                |
|----------------------------------|------------------------|
| 01 TINDER                        | MATCH GROUP            |
| 02 DISNEY+                       | DISNEY                 |
| 03 MAX: STREAM HBO, TV, & MOVIES | WARNER BROS. DISCOVERY |
| 04 TIKTOK                        | BYTEDANCE              |
| 05 GOOGLE ONE                    | GOOGLE                 |
| 06 YOUTUBE                       | GOOGLE                 |
| 07 DISCOVERY PLUS                | WARNER BROS. DISCOVERY |
| 08 PODME                         | SCHIBSTED              |
| 09 DUOLINGO: LEARN LANGUAGES     | DUOLINGO               |
| 10 ONEDRIVE                      | MICROSOFT              |

| # MOBILE GAME             | COMPANY             |
|---------------------------|---------------------|
| 01 CANDY CRUSH SAGA       | ACTIVISION BLIZZARD |
| 02 POKÉMON GO             | NIANTIC             |
| 03 ROBLOX                 | ROBLOX              |
| 04 COIN MASTER            | MOON ACTIVE         |
| 05 GARDENSAPES BY PLAYRIX | PLAYRIX             |
| 06 CLASH OF CLANS         | TENCENT             |

|                      |                      |
|----------------------|----------------------|
| 07 ROYAL MATCH       | DREAM GAMES          |
| 08 HAY DAY           | TENCENT              |
| 09 STUMBLE GUYS      | SCOPELY              |
| 10 EMPIRES & PUZZLES | TAKE TWO INTERACTIVE |

\*Table is accompanied by the flag of Finland in the top right corner\*

SOURCE: DATA.AI INTELLIGENCE. SEE DATA.AI NOTE: RANKINGS BASED ON COMBINED CONSUMER ACTIVITY ACROSS THE GOOGLE PLAY STORE AND APPLE IOS APP STORE BETWEEN 01 JANUARY AND 31 DECEMBER 2023. 'CONSUMER SPEND' ONLY INCLUDES SPEND ON APPS AND IN-APP PURCHASES VIA APP STORES, AND DOES NOT INCLUDE REVENUES FROM ECOMMERCE OR MOBILE ADVERTISING.

weare social (logo)  
Meltwater (logo)  
Digital 2024 Finland (at bottom)  
71 sur 108 (at bottom)

(icons for slideshow, download, zoom, print, share, etc. at bottom right)Voici la retranscription textuelle de l'image :

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\*\*JAN 2024\*\*

\*\*ONLINE RIDE-HAILING OVERVIEW\*\*

HEADLINES FOR THE ADOPTION AND USE OF ONLINE RIDE-HAILING SERVICES  
(FINLAND)

1. \*\*NUMBER OF PEOPLE USING ONLINE RIDE-HAILING SERVICES\*\*
2. \*\*YEAR-ON-YEAR CHANGE IN THE NUMBER OF ONLINE RIDE-HAILING SERVICE USERS\*\*
3. \*\*TOTAL ANNUAL VALUE OF ONLINE RIDE-HAILING BOOKINGS (USD, 2023)\*\*
4. \*\*YEAR-ON-YEAR CHANGE IN MARKET VALUE ONLINE RIDE-HAILING BOOKINGS\*\*
5. \*\*AVERAGE ANNUAL VALUE PER USER: ONLINE RIDE-HAILING BOOKINGS (USD, 2023)\*\*

---

1. \*\*1.54 MILLION\*\*
2. \*\*+3.4%\*\*  
\*\*+50 THOUSAND\*\*
3. \*\*\$322.9 MILLION\*\*

4. **\*\*+11.9%\*\***  
**\*\*+\$34 MILLION\*\***
5. **\*\*\$210\*\***

---

**\*\*Note:\*\*** (petite police)

SOURCE: STATISTA MOBILITY MARKET OUTLOOK. SEE STATISTA.COM.  
NOTE: IN THIS CONTEXT, "RIDE-HAILING" ENCOMPASSES ON-DEMAND  
TRANSPORTATION FACILITATED VIA MOBILE APPS AND ONLINE PLATFORMS,  
WHICH INCLUDES THE BOOKING OF PRIVATE HIRE VEHICLES (E.G., UBER,  
GRAB) AND TRADITIONAL TAXI SERVICES, ONLY INCLUDES BOOKINGS THAT  
ARE MADE VIA ONLINE SERVICES. FIGURES REPRESENT ESTIMATES FOR FULL-  
YEAR 2023. VALUES ARE IN U.S. DOLLARS. COMPARABILITY: BASE AND  
CATEGORY DEFINITION CHANGES: FIGURES ARE NOT COMPARABLE WITH  
PREVIOUS REPORTS.

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**\*\*Réseaux sociaux\*\*** (icônes de partage et de navigation)  
Facebook, Twitter, LinkedIn, Email, Imprimer

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**\*\*Meltwater\*\***

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Jan 2024

PAYMENT METHODS USED FOR ECOMMERCE  
PERCENTAGE OF ALL B2C ECOMMERCE TRANSACTIONS IN 2022 COMPLETED  
USING EACH TYPE OF PAYMENT METHOD

1. SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO  
DIGITAL AND MOBILE WALLETS  
24.0%

2. SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO  
DEBIT AND CREDIT CARDS

26.0%

3. SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO BANK TRANSFERS

34.0%

4. SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO CASH-ON-DELIVERY

2.0%

5. SHARE OF B2C ECOMMERCE TRANSACTION VOLUME ATTRIBUTABLE TO OTHER PAYMENT METHODS

14.0%

Source: ppro. Note: Figures represent share of the total number of B2C ecommerce transactions in 2022.

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\*\*JAN 2024\*\*

DIGITAL HEALTH TREATMENT & CARE OVERVIEW  
HEADLINES FOR THE ADOPTION AND USE OF DIGITALLY ENABLED  
HEALTHCARE TREATMENTS AND CARE

\*\*Finland\*\* (Drapeau de la Finlande en haut à droite)

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NUMBER OF PEOPLE USING DIGITAL HEALTH TREATMENT & CARE  
2.13 MILLION

YEAR-ON-YEAR CHANGE IN USERS OF DIGITAL TREATMENT & CARE  
+4.4%  
+90 THOUSAND

TOTAL ANNUAL VALUE OF THE DIGITAL TREATMENT & CARE MARKET (USD,  
2023)  
\$125.9 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: DIGITAL TREATMENT & CARE  
MARKET  
+7.7%

+\$9.0 MILLION

AVERAGE ANNUAL VALUE PER USER: DIGITAL TREATMENT & CARE (USD, 2023)  
\$59.14

---

\*\*Source: Statista Digital Market Outlook. See [statista.com](https://www.statista.com). Notes: Includes digital tools that are used to diagnose, treat and manage medical conditions, including biometric sensors and digital care management. Does not include smartwatches, smart tools or smart eyewear. Figures represent estimates for full year 2023, and comparisons to equivalent values for the previous calendar year. Financial values are in U.S. dollars. Percentage change values are relative; '+X%' values show absolute change.\*\*

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\*\*Meltwater\*\* logo

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JAN 2024 - ONLINE TRAVEL AND TOURISM  
ANNUAL ONLINE SPEND ON TRAVEL AND TOURISM SERVICES (U.S. DOLLARS,  
FULL-YEAR 2023)

\*\*Flights\*\*

\$1.03 BILLION

YEAR-ON-YEAR CHANGE

+30.3% (+\$238 MILLION)

\*\*Trains\*\*

\$463.3 MILLION

YEAR-ON-YEAR CHANGE

+48.4% (+\$151 MILLION)

\*\*Car Rentals\*\*

\$112.2 MILLION

YEAR-ON-YEAR CHANGE

+11.6% (+\$12 MILLION)

**\*\*Long-Distance Buses\*\***  
\$102.0 MILLION  
YEAR-ON-YEAR CHANGE  
+31.3% (+\$24 MILLION)

**\*\*Hotels\*\***  
\$1.30 BILLION  
YEAR-ON-YEAR CHANGE  
+16.0% (+\$179 MILLION)

**\*\*Package Holidays\*\***  
\$1.43 BILLION  
YEAR-ON-YEAR CHANGE  
+26.5% (+\$298 MILLION)

**\*\*Vacation Rentals\*\***  
\$297.7 MILLION  
YEAR-ON-YEAR CHANGE  
+14.5% (+\$38 MILLION)

**\*\*Cruises\*\***  
\$12.79 MILLION  
YEAR-ON-YEAR CHANGE  
+43.1% (+\$3.9 MILLION)

77

SOURCE: STATISTA DIGITAL MARKET OUTLOOK; STATISTA MOBILITY MARKET OUTLOOK; SEE STATISTA.COM NOTES: FIGURES REPRESENT ESTIMATES OF FULL-YEAR REVENUES FOR 2023 IN U.S. DOLLARS, AND COMPARISONS WITH REVENUE VALUES FOR THE PREVIOUS CALENDAR YEAR. VALUES DO NOT INCLUDE REVENUES ASSOCIATED WITH PUBLIC TRANSPORT; NON-COMMERCIAL FLIGHTS; FERRIES; TAXIS; RIDE-SHARING; BIKE-HIRE; OR CARSHARING SERVICES. COMPARABILITY: B2C AND CATEGORY-SPECIFIC DEFINITION CHANGES; FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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## DIGITAL FITNESS & WELL-BEING OVERVIEW

### HEADLINES FOR THE ADOPTION AND USE OF DIGITAL FITNESS & WELL-BEING DEVICES AND SERVICES

#### FINLAND

##### NUMBER OF PEOPLE USING DIGITAL FITNESS & WELL-BEING DEVICES AND SERVICES

2.58 MILLION

##### YEAR-ON-YEAR CHANGE IN THE NUMBER OF DIGITAL FITNESS & WELL-BEING USERS

+8.9%

+210 THOUSAND

##### TOTAL ANNUAL VALUE OF THE DIGITAL FITNESS & WELL-BEING MARKET (USD, 2023)

\$150.6 MILLION

##### YEAR-ON-YEAR CHANGE IN MARKET VALUE, DIGITAL FITNESS & WELL-BEING MARKET

+12.3%

+\$17 MILLION

##### AVERAGE ANNUAL VALUE PER USER, DIGITAL FITNESS & WELL-BEING (USD, 2023)

\$58.32

SOURCE: STATISTA DIGITAL MARKET OUTLOOK, SEE STATISTA.COM. NOTES: INCLUDES SMARTWATCHES, FITNESS AND ACTIVITY TRACKING WRISTWEAR, SMART SCALES, FITNESS APPS THAT TRACK PARAMETERS (SUCH AS GPS, GLUCOSE QUANTITY, AND MOTION) AND WELLNESS APPS THAT DO NOT INCLUDE SMART CLOTHING, SMART SUITS, SMART JEWELRY, HEALTH TRACKING APPS, WEARABLE PATCHES, AND BODY-MOUNTED SENSORS. MONETARY VALUES PRESENTED IN THIS REPORT HAVE BEEN CONVERTED USING EXCHANGE RATES. CONVERSIONS TO "TODAY'S VALUES" FOR THE IP LOCK WERE MADE USING FINANCIAL VALUES IN U.S. DOLLARS. PERCENTAGE CHANGES VS. VALUES SHOWN ABSOLUTE CHANGE.

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français\*\* JAN 2024  
DIGITAL MEDIA SPEND\*\*

\*FULL-YEAR 2023 SPEND ON DIGITAL MEDIA SUBSCRIPTIONS AND  
DOWNLOADS (IN U.S. DOLLARS)\*

\*\*TOTAL\*\*

\$1.08 BILLION  
YEAR-ON-YEAR CHANGE  
+15.0% (=\$141 MILLION)

\*\*VIDEO GAMES\*\*

\$378.6 MILLION  
YEAR-ON-YEAR CHANGE  
+18.5% (=\$59 MILLION)

\*\*VIDEO-ON-DEMAND\*\*

\$302.7 MILLION  
YEAR-ON-YEAR CHANGE  
+18.8% (=\$48 MILLION)

\*\*EPUBLISHING\*\*

\$288.5 MILLION  
YEAR-ON-YEAR CHANGE  
+8.1% (=\$22 MILLION)

\*\*DIGITAL MUSIC\*\*

\$109.9 MILLION  
YEAR-ON-YEAR CHANGE  
+12.8% (=\$12 MILLION)

\*\*SOURCE\*\*: STATISTA DIGITAL MARKET OUTLOOK; SEE STATISTA.COM  
\_NOTES\_: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2023 IN  
U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE  
PREVIOUS CALENDAR YEAR. INCLUDES CONTENT DOWNLOADS AND  
SUBSCRIPTIONS TO STREAMING SERVICES AND ONLINE PUBLISHERS. DOES  
NOT INCLUDE PHYSICAL MEDIA OR USER-GENERATED CONTENT.  
COMPARABILITY: ISSUE AND CATEGORY DEFINITION CHANGES FIGURES ARE  
NOT COMPARABLE WITH PREVIOUS REPORTS.

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## DIGITAL MARKETING

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...JAN 2024 FINLAND

### PROGRAMMATIC ADVERTISING OVERVIEW

#### SPEND ON PROGRAMMATIC ADVERTISING AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET

ANNUAL SPEND ON PROGRAMMATIC ADVERTISING (USD)

\$782.5 MILLION

YEAR-ON-YEAR CHANGE IN PROGRAMMATIC ADVERTISING SPEND (USD)

+9.2%

+\$66 MILLION

PROGRAMMATIC'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND

76.7%

YEAR-ON-YEAR CHANGE IN PROGRAMMATIC'S SHARE OF TOTAL DIGITAL ADVERTISING SPEND

+0.9%

+71 BPS

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM.

NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE GIVEN IN U.S. DOLLARS. PERCENTAGE CHANGES ARE BASED ON FIGURES IN U.S. DOLLARS. EXCHANGE RATES ARE AS PER THE END OF 2023. FOR VALUES, A STATISTICAL VALUE OF 50% WOULD EQUAL 0.00%; NOT 99.99%. BPS VALUES REPRESENT BASIS POINTS AND INDICATE ABSOLUTE CHANGE.

COMPARABILITY: BASE CHANGES FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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ADVERTISING SPEND: TOTAL vs. DIGITAL

TOTAL AD SPEND ACROSS ALL CHANNELS, WITH DETAIL FOR DIGITAL AD SPEND (U.S. DOLLARS, FULL-YEAR 2023)

[Image of a megaphone]

TOTAL AD SPEND (INCLUDING ONLINE AND OFFLINE CHANNELS)  
\$1.78 BILLION

[Image of an upward arrow]

YEAR-ON-YEAR CHANGE IN TOTAL AD SPEND (ALL CHANNELS)  
+3.5%  
+\$60 MILLION

[Image of a globe]

DIGITAL AD SPEND (INCLUDING SEARCH AND SOCIAL MEDIA)  
\$1.02 BILLION

[Image of a dollar sign]

YEAR-ON-YEAR CHANGE IN DIGITAL AD SPEND  
+8.2%  
+\$77 MILLION

[Image of a cog]

DIGITAL AD SPEND AS A PERCENTAGE OF TOTAL AD SPEND  
57.4%

SOURCE: STATISTA MARKET OUTLOOKS. SEE STATISTA.COM. NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2023, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES IN U.S. DOLLARS. PERCENTAGE CHANGES ARE VALUES ADJUSTED FOR 2023 FROM A STARTING VALUE OF 100; UNADJUSTED PERCENT. FIGURES WILL DIFFER. DATA USAGE: @MELTWATER/@WEARESOCIAL ARE NOT RESPONSIBLE FOR ANY ERRORS ON THIS CHART. NOTES ON COMPARABILITY (SEE PARAMETERS). "AD SPEND": ADVERTISING ("AD") SPENDING INCLUDES ALL SPENDING TO AIR, PRINT, DELIVER OR SERVE ADVERTISING ON MEDIA. DOES NOT INCLUDE A BROADER VARIETY OF MARKETING AND ACTIVATION TYPES. THE DEFINITION USES COMMON IMPACT AND OTHER SOCIAL METRICS TO MONITOR AD REACHING USERS.

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JAN 2024

## ONLINE DOCTOR CONSULTATIONS OVERVIEW HEADLINES FOR THE ADOPTION AND USE OF ONLINE DOCTOR CONSULTATION SERVICES

(Finland flag) FINLAND

NUMBER OF PEOPLE USING ONLINE DOCTOR CONSULTATION SERVICES  
160.0 THOUSAND

YEAR-ON-YEAR CHANGE IN USERS OF ONLINE DOCTOR CONSULTATION  
SERVICES  
+6.7% +10 THOUSAND

TOTAL ANNUAL VALUE OF ONLINE DOCTOR CONSULTATIONS (USD, 2023)  
\$61.14 MILLION

YEAR-ON-YEAR CHANGE IN MARKET VALUE: ONLINE DOCTOR CONSULTATIONS  
+10.7% +\$5.9 MILLION

AVERAGE ANNUAL VALUE PER USER: ONLINE DOCTOR CONSULTATIONS (USD,  
2023)  
\$389

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE STATISTA.COM. NOTES:  
INCLUDES TELEMEDICINE AND OTHER DIGITAL TOOLS THAT ENABLE PATIENTS  
TO CONSULT WITH DOCTORS REMOTELY. FIGURES REPRESENT ESTIMATES  
FOR FULL-YEAR 2023, AND COMPARISONS TO EQUIVALENT VALUES FOR THE  
PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS.  
PERCENTAGE CHANGE VALUES ARE RELATIVE; "+10%" VALUES SHOW  
ABSOLUTE CHANGE.

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\*\*Logos présents dans l'image :\*\*

- Statista
- Meltwater
- We are social

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Crédit: Digital 2024 FinlandVoici la retranscription textuelle de l'image :

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**\*\* JAN 2024 \*\***

**\*\*SEARCH ADVERTISING OVERVIEW\*\***

**SPEND ON ONLINE SEARCH ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF THE DIGITAL ADVERTISING MARKET**

**\*\*Annual Spend on Online Search Advertising (USD)\*\***  
**\$344.5 Million**

**\*\*Year-on-Year Change in Online Search Advertising Spend\*\***  
**+8.6%**  
**+ \$27 Million**

**\*\*Online Search's Share of Total Digital Advertising Spend\*\***  
**33.8%**

**\*\*Year-on-Year Change in Online Search's Share of Total Digital Advertising Spend\*\***  
**+0.4%**  
**+13 BPS**

**\*\*Source : \*\*** STATISTA ADVERTISING & MEDIA OUTLOOK. SEE STATISTA.COM

**\*\*Notes : \*\*** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS.

**\*\*Methodology : \*\*** FINANCIAL VALUES ARE BASED IN THE ANNUALIZATION OF DATA FROM A STATISTICAL SAMPLE OF 50 OF 50,000. "BPS" VALUE REPRESENTS BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. COMPARABILITY: BASE CHANGES FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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(Finland Flag in the top right corner)

---L'image contient les éléments textuels suivants:

1. Sous une icône représentant un livre ouvert dans un cercle rouge :
  - Texte : "MORE INFORMATION" en lettres majuscules et en couleur orange.
2. En bas de l'image :
  - Texte : "Digital 2024 Finland" en blanc.
  - Un compteur avec les chiffres : "90 sur 108."
  - Trois icônes visualisées : une loupe pour la recherche, une icône de téléchargement, et une icône de partage.
  - Un bouton linguistique avec le texte : "français" en blanc sur un fond gris foncé.

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\*\*WE ARE A GLOBAL SOCIALLY-LED CREATIVE AGENCY, WITH UNRIVALED SOCIAL MEDIA EXPERTISE\*\*

With over 1,300 people in 19 offices around the world, we deliver a global perspective to our clients in a time when social media is shaping culture.

We make ideas worth talking about. We understand social behaviours within online communities, cultures and subcultures, spanning the social and gaming landscape.

We work with the world's biggest brands, including Adidas, Samsung, Netflix and Google, to reach the right people in a strategic, relevant and effective way.

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Digital 2024 Finland

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DIGITAL ADVERTISING SPEND

ANNUAL SPEND ON DIGITAL ADVERTISING BY FORMAT (U.S. DOLLARS, FULL YEAR 2023)

Total Annual Spend on Digital Ads (All Types)  
\$1.02 Billion  
Y-O-Y Change in Spend +8.2% (+\$77 MILLION)

Annual Spend on Online Search Ads  
\$344.5 Million  
Y-O-Y Change in Spend +8.6% (+\$27 MILLION)

Annual Spend on Digital Video Ads  
\$196.8 Million  
Y-O-Y Change in Spend +7.5% (+\$14 MILLION)

Annual Spend on Digital Banner Ads  
\$282.8 Million  
Y-O-Y Change in Spend +9.2% (+\$24 MILLION)

Annual Spend on Online Influencer Activities  
\$35.38 Million  
Y-O-Y Change in Spend +13.1% (+\$4.1 MILLION)

Annual Spend on Online Classifieds  
\$57.18 Million  
Y-O-Y Change in Spend +0.7% (+\$370 THOUSAND)

Annual Spend on Digital Audio Ads  
\$14.42 Million  
Y-O-Y Change in Spend +15.9% (+\$2.0 MILLION)

Share of Total Digital Ad Spend: Mobile Devices\*  
43.3%  
Y-O-Y Change in Spend +3.3% (+138 BPS)

Share of Total Digital Ad Spend: Social Media  
27.0%  
Y-O-Y Change in Spend +2.2% (+59 BPS)

Share of Total Digital Ad Spend: Programmatic  
76.7%  
Y-O-Y Change in Spend +0.9% (+71 BPS)

SOURCE: Statista Advertising & Media Outlook, see [statista.com](https://www.statista.com)

NOTES: Figures represent estimates for full-year spend in 2023 in U.S. Dollars, and comparisons with equivalent figures for the previous year (converted to dollars at average exchange rates for calendar year 2022). 'YEAR-ON-YEAR CHANGE IN SPEND' REFERS TO CONVERTED CURRENCY VALUES, WHEREAS 'SHARE' MEASURES REFER TO VALUE AS A PERCENTAGE OF TOTAL DIGITAL ADVERTISING SPEND IN LOCAL CURRENCY. All figures are rounded.

'PROGRAMMATIC' INCLUDES ADS SOLD VIA AUTOMATED SYSTEMS, INCLUDING BOTH PRIVATE MARKETPLACE AND REAL-TIME BIDDING (RTB) TRANSACTIONS. Mobile device and social media shares represent gross spend across all formats,

including search, display, and other formats. Base: Total digital advertising spend. See page 68 for details of data sources and definitions. All digital advertising formats are included in Statista's Digital Advertising and Media Outlook. In order to retain comparability, this chart includes all formats tracked both this year and last year; historical figures reflect the same chart definition each year (e.g., figures shown for last year may differ from those published in previous reports).

\*Mobile devices include wearables.

For more information on the source data, please see the NOTES section in the companion report.

Sources: Statista Advertising & Media Outlook, see [statista.com](https://www.statista.com).

Icon sources: Freepik, Ionicons, Google Material Icons, FontAwesome, WordPress, others.

SOURCES: Statista, Statista Advertising & Media Outlook  
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INFLUENCER ADVERTISING OVERVIEW

SPEND ON INFLUENCER ADVERTISING ACTIVITIES (IN U.S. DOLLARS) AND  
THEIR SHARE OF THE DIGITAL ADVERTISING MARKET

[Icon for annual spend] ANNUAL SPEND ON INFLUENCER ADVERTISING (USD)  
\$35.38 MILLION

[Icon for year-on-year change]  
YEAR-ON-YEAR CHANGE IN INFLUENCER ADVERTISING SPEND  
+13.1% +\$4.1 MILLION

[Icon for influencer advertising's share]  
INFLUENCER ADVERTISING'S SHARE OF TOTAL DIGITAL AD SPEND  
3.5%

[Icon for year-on-year change in share]  
YEAR-ON-YEAR CHANGE IN INFLUENCER ADVERTISING'S SHARE OF TOTAL  
DIGITAL AD SPEND  
+4.6% +15 BPS

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK; SEE STATISTA.COM.  
NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND  
COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR  
YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. FIGURES REPRESENT THE  
MONETARY VALUE PAID DIRECTLY TO INFLUENCERS OR THEIR AGENTS, AND

DO NOT INCLUDE THE VALUE OF PRODUCT DONATIONS, TRAVEL & ACCOMMODATION EXPENSES, ETC. OOH (OUT-OF-HOME) FORMATS INCLUDE BILLBOARDS, BUS STOPS, ETC. AND CINEMA REVENUES INCLUDE TICKET SALES. \*BPS: 'BASIS POINTS', WHERE 1 BASIS POINT = 0.01 PERCENT AND 100 BASIS POINTS = 1 PERCENT. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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---JAN 2024

SOCIAL MEDIA ADVERTISING OVERVIEW

SPEND ON SOCIAL MEDIA ADVERTISING (IN U.S. DOLLARS) AND ITS SHARE OF  
THE DIGITAL ADVERTISING MARKET

Annual Spend on Social Media Advertising (USD)  
\$275.5 MILLION

Year-On-Year Change in Social Media Advertising Spend

+10.5%  
+ \$26 MILLION

Social Media's Share of Total Digital Advertising Spend  
27.0%

Year-On-Year Change in Social Media's Share of Total Digital Advertising Spend  
+2.2%  
+57 BPS

SOURCE: STATISTA ADVERTISING & MEDIA OUTLOOK, SEE STATISTA.COM.  
NOTES: FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2024, AND  
COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR  
YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. FOREIGN EXCHANGE  
FLUCTUATIONS ARE BASED IN THE AVERAGE OF 2023. WITH A STARTING  
VALUE OF 100%, WOULD EQUAL 60%, NOT 70%, 75%. VALUES REPRESENT  
BEST ESTIMATES, AND INDICATE ABSOLUTE CHANGE. COMPARABILITY: BASE  
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