



## Questionnaire Evaluation of the Broadcasting Communication

As representatives of Finnish music composers, we issue the following statement regarding the regulation of public broadcasting companies and its future.

First, we note that public service media is of paramount importance to the arts, culture, and musical diversity. Through both commissioning and making content available to the public, public service broadcasting supports the existence and future of diverse Finnish and European music culture in a completely unique way. Public broadcasting is key to ensuring that the public can enjoy high-quality and diverse music. It has broad legislation-based public service responsibilities, which promote diversity of content and language, societal progress and culture, as well as equality and democracy. The commercial sector has different criteria for content selection, and the range of music titles played on commercial radio stations is considerably more limited than on public service. For so many Finnish and European music genres, such as contemporary art music and all the rich and diverse music culture that falls outside the scope of mainstream playlists, Yleisradio is the only significant media house. It is important that the funding, resources, and sufficient freedom of operation of public service broadcasters are secured for them to fulfil their cultural mission of promoting diversity and European content.

Secondly, we emphasize that it is essential for the diversity of music and the cultural sector that public service broadcasters can operate in a technology-neutral manner across all relevant platforms. Today, audio-on-demand and video-on-demand services are essential for the fulfilment of the tasks assigned to public service broadcasting. Broadcasting companies' wide and technology-neutral operating possibilities are important for the future of the European content industry as well as individual artists. Public broadcasters now compete for audience time with global online platforms with purely commercial values and vast marketing resources. The concentration of the market towards large international online companies may have a stifling effect on content that reaches audiences and narrow the scope for originality and diversity if, at the same time, public service broadcasters are not guaranteed a strong position as promoters and presenters of national and European content.

Espoo, Finland 14 January 2026

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