
*Postal and small freight delivery
statistics 2008*

FOREWORD

The Postal and small freight delivery statistics is a statistical publication compiled by Statistics Finland and jointly published by Statistics Finland and the Finnish Communications Regulatory Authority (FICORA). The statistics is compiled for FICORA as a commission subject to a fee. The statistics are for monitoring the competition in the postal services branch and for producing data for EU statistics and other information needs. It will also help to promote EU endeavours to develop postal statistics further.

The objective of the statistics is to chart the trends of the postal and small freight operations in the different markets for postal services. In the sub-markets of postal services, changes in trends are examined either at sample group level or at a more detailed classification level divided into delivery operations subject to license and delivery and courier services. The nature of the statistics is a sample statistics and all operators in the postal sector in postal branch 6411 and major delivery and small freight operators have been selected to the sample. In addition, a group of operators in the small freight business line have been selected to the sample from outside the above-mentioned branches. The main operations of these operators lie in another branch, but their contribution in the branch in question is significant.

The Postal and small freight delivery statistics 2008 survey differed from its predecessors in that the data was not collected at as specified a classification level (universal service/other small freight operations) as before, but was based on combined figures. The subscriber (FICORA) requested that the publication's sections giving information on combined figures (paragraphs 5.3-5.5 and 6.) are based on this year's survey whereas the results of the more detailed classification level (paragraphs 4.1, 5.1-5.2) are taken from the Postal and small freight delivery statistics 2007 survey.

When the production of official postal statistics (OSF) was terminated, the postal statistics were compiled by the State business enterprise Posts and Telecommunications of Finland and subsequently by PT Finland Ltd, until Statistics Finland and the Finnish Communications Regulatory Authority started the joint production of the Postal and small freight delivery statistics in 1998. The Ministry of Transport and Communications was also involved in the development of statistics production.

The publication was prepared by Senior Actuary Klaus Bossart from Statistics Finland.

Helsinki, September 2009

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SUMMARY

Background

With increasing competition, it is important to gain information on the various sub-markets of postal operations as well as situations and changes therein. The aim of this publication is to depict the development in licensed postal deliveries (which is part of the deliveries in branch 6411, National post activities).

The publication also contains information on the transport and delivery of small freight outside the sphere of the postal services proper in branches 6411 and 6412. An adequate impression of this activity was deemed to be gained by concentrating attention on the largest firms operating in this field in branch 6412. In addition, selected enterprises not classified in these branches are also examined here. Internal postal delivery in enterprises is excluded from the statistics).

A challenge lies in the depiction of the sub-markets of postal operations because it is complicated to collect consistent data from various players. For example, it is difficult to determine a uniform delivery parcel (e.g. 0-50 kg) in the delivery market. In addition, part of the respondents estimated the delivery figures of the postal parcels they gave as delivered kilos, incurred turnover or the number of roller cages delivered. The focus of this examination is on postal services, which were the main motivation for this statistical classification. Hence, the data on different kinds of deliveries are presented with the greatest accuracy in this sphere. The classification used outside the sphere of the actual postal services was also influenced by the fact that the companies concerned were not able to classify their deliveries with sufficient accuracy, and that data on goods of certain types are available only from individual companies.

The publication's sections giving information on combined figures (paragraphs 5.3-5.5, 6) are based on this year's survey whereas the results of the more detailed classification level (universal service/other small freight operations, paragraphs 4.1, 5.1-5.2) are taken from the Postal and small freight delivery statistics 2007 survey. Also, this year's survey includes a less comprehensive collection of turnover figures for each classification level.

Year 2008

Collection of data from companies concerning the year 2008 was started in May 2009. The data were collected from the companies with a mailed and an e-mailed questionnaire inquiring about the volume of postal services and the financial turnover of certain groups for 2008. Total response rate was 87 percent. The response rate of the postal service was 100 percent, and other than postal service was 86 percent.

Postal deliveries within Finland in 2008 amounted to a total of 3,966 million items. The total volume of inland mail grew 2 per cent from the previous year. Within Finland, 36 million parcels were delivered in 2008, totalling a turnover of 302 million euros. The turnover of inland parcels grew by 15 per cent compared to the previous year, but the number of delivered parcels decreased by 1 per cent.

The number of unaddressed mail was 1,825 million pieces in 2008. The increase from the previous year's result was 5 per cent.

International mail amounted to 87 million items in 2008 in the examined enterprises. The turnover from these deliveries amounted to EUR 258 million. The total number of international mail remained at the previous year's level, but the turnover from the mail decreased by 2 per cent.

International deliveries are examined as a whole and those belonging to the universal service are not separated from the other international deliveries.

1 INTRODUCTION

Background

The official postal statistics were produced by the General Directorate of Posts and Telecommunications in Finland until 1988. Since then, these statistics were compiled until 1993 by Posts and Telecommunications of Finland, a State business enterprise. In 1994, the Act on postal services entered into force (from the beginning of 2002, Postal Services Act) distinguishing administration and business operation in the postal operations from one another. As a result, the supervision of the laws on postal services and the regulations issued by virtue of these was transferred to the Telecommunications Administration (from 1 September 2001, Finnish Communications Regulatory Authority). The compilation of postal statistics was assigned to PT Finland Ltd. The duties of the Telecommunications Administration were expanded in 1996 to cover all postal statistics in Finland.

Discussions were launched by the Telecommunications Administration with Statistics Finland on generating the information required for recommencing the drawing up of official postal statistics in Finland, monitoring the competition emerging in the field, producing information for inclusion in EU statistics and satisfying other information needs. A development working group was consequently set up by Statistics Finland on 25 September 1997 to develop the compilation of postal statistics. The group was responsible for specifying the position of the actual postal service sector with regard to other types of delivery services for small freight, surveying actual information needs, drawing up a proposal for organising and financing the compilation of postal statistics, outlining the existing data and providing a statistical summary of such data. The summary and a proposal for the content and organisation of postal statistics were submitted by the group on 15 December 1997.

Postal and small freight operators and their stakeholders were requested to comment the report of the development working group. On the basis of the comments, the draft of the questionnaire was edited. In addition, a meeting was arranged by Statistics Finland on 20 April 1998 with organisations representing and undertaking the delivery of small freight items. This led to some further adjustment of the classification of the information content of the inquiry form so as to come closer to satisfying the needs expressed by the respondents' representatives.

The Telecommunications Administration and Statistics Finland agreed on 4 May 1998 that the latter should draw up a set of statistics on postal and small freight delivery services every year. The results of the statistics compiled according to the recommendation of the development working group are published yearly in the publication series of the Finnish Communications Regulatory Authority. A steering group with representatives from the Ministry of Transport and Communications, FICORA, Statistics Finland and Itella was appointed to steer the annual production of the publication.

In the spring of 2008, FICORA launched competitive tendering on the statistics of the Postal and small freight operations statistics. After the public tendering, it was agreed that Statistics Finland produces the statistics in 2008 and 2009. Moreover, the working group that steered the drafting of the statistics was called off.

Classification

The data contained in the statistics cover the years 1996 to 2008. The data for earlier years have been updated so that the figures for different years are mutually comparable. Until 2002, the breakdown used in the Postal and small freight delivery statistics was the Standard Industrial Classification, when described were the volume of the actual postal services and the incomes gained from these in the licensed postal sector (TOL 6411) and other branches, particularly in 6412, together with the scope of comparable delivery services in other branches and the related incomes. At the beginning of 2002, the Postal Services Act came into force, replacing the previous Act on postal services. The Postal Services Act defines the postal services subject to licence and assigns the universal service obligation to Finland Post Corporation (as from 1 June 2007 Itella Corporation).

In 2002-2007, the statistics has made a distinction between licensed postal services and other postal and small freight deliveries. However, the results of the 2008 are presented as combined figures only.

The main focus of the publication is on the two most recent statistical years 2007 and 2008. Data for the years before the previous year are presented in time series charts. The delivery types examined include letters, parcels, unaddressed mail, and newspaper and magazine deliveries. Domestic deliveries and international mail are examined separately.

Deliveries belonging to the universal service are presented in Section 4.1 in accordance with the Postal Services Act that came into force on 1 January 2002. Deliveries of mail and small items outside the licensed postal services are examined as a whole in Sections 5.1. to 5.4. The examination includes domestic deliveries in category 6411 not belonging to the universal service, category 6412, other delivery and courier services, and a separately defined group of companies in other categories. International mail is examined as a whole in Section 5.5. International mail within the universal service from category 6411 is also included in Section 5.5. Section 6 looks at delivery services as a whole, and Section 7 explores other data sources.

2 SUBJECT MATTER OF THE STATISTICS

2.1 *Defining the target group*

The target group is defined and examined here on the basis of Statistics Finland's Standard Industrial Classification TOL 2002. The principal activity of a company is determined by the value added generated in the establishments of the company operating within different sectors of industry. The primary focus is on depicting changes in trends in the national postal service, although attention is also paid to the changes outside this service. Companies operating in the post and courier activities sector (TOL 641) were defined on the basis of Statistics Finland's Business Register data. In addition, certain companies representing other fields were also defined as falling within the statistical frame employed here. The statistical unit used is enterprise.

The majority of the enterprises discussed here represent sectors 6411, National post activities, and 6412, Other delivery and courier services. The services in the latter category in-

clude the collection, transportation and delivery of letters, parcels, documents, newspapers and magazines, for example, by instances other than the national postal service. It also covers posting services connected with these, including addressing and provision of envelopes.

Major instances of the delivery of small freight items pursued as part of other forms of business were also considered to fall within the scope of these statistics. Companies engaged in deliveries of this kind operate in such fields as railways, bus services, taxi services, road freight transports, bus stations, forwarding and freighting.

Of the above sectors, the inquiry achieves 100 per cent coverage with respect to the national post, while the combined turnovers of the companies providing other delivery and courier services make up 93 per cent of the total turnover recorded for the field. Thus, all in all, the data contained in this survey cover around 99 per cent of the total turnover in the fields concerned.

In all, the sample group for the 2008 statistics comprised of 60 providers of postal and small freight companies, of which, two representing the postal services, 45 other delivery and courier services and 13 separately defined fields involving the delivery of small freight.

2.2 Background information about the branches of industry concerned

According to the Statistics Finland Business Register, there were 289 enterprises operating in this sector (TOL 641) at the end of 2006, and 300 at the end of 2007.

The data in Table 1a. below derived from the publication Finnish Enterprises 2007 also include information obtained from Posten Åland. The volume of postal service establishments available from the Business Register is not shown in the table. The volume of establishments reported by post offices is presented later in Table 1b.

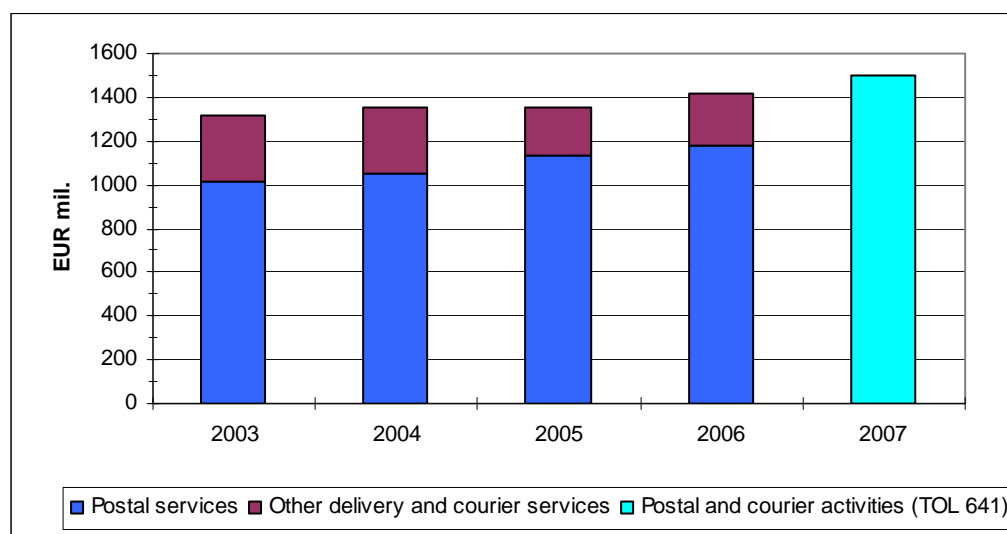
The reason for this is that the volume of postal service establishments available from the Business Register is incompatible with the volume of establishments reported by enterprises in the postal sector. In the Business Register, each enterprise's establishment is determined a category based on which category's goods it produces the most calculated in monetary terms. By contrast, enterprises carrying out postal services determine all establishments carrying out postal services as postal service establishments regardless of whether postal services is their principal activity measured in monetary terms or not.

Table 1a. Postal and courier services 2003-2007

	2003	2004	2005	2006	2007
Companies					
Postal and courier activities (TOL 641)	264	268	267	289	300
Postal services	2	2	2	2	2
Other delivery and courier services	262	266	265	287	298
Establishments					
Other delivery and courier services (TOL 6412) (excl. post office services)	300	306	295	313	
Personnel					
Postal and courier activities (TOL 641)	21 418	21 855	21 357	21 846	22 129
Postal services	17 731	17 845	18 809	19 192	19 425
Other delivery and courier services	3 687	4 010	2 548	2 654	2 704
Turnover (EUR mil.)					
Postal and courier activities (TOL 641)	1 316	1 355	1 350	1 421	1 501
Postal services	1 016	1 053	1 130	1 180	-
Other delivery and courier services	300	302	220	241	-

In 2007, the total turnover of the sectors was EUR 1,501 million, which was 6 percent higher than the year before. The 2005 data by branch are not comparable with data from previous years, as company restructurings in the branches had an effect on the changes in industry shares in 2005. In 2006 the proportion of national post (6411) of the joint turnover in this branch amounted to 83 per cent.

Trends in the turnover of the various sectors in 2003 - 2007 are given in Figure 1.



*For 2007, the turnover data available from the Business Register concerned Post and courier activities only.

Figure 1. Turnover of the national post and other delivery and courier services in 2003 - 2007

Table 1b. shows the volume of establishments carrying out postal services. Along with other activities, Post's own stores and sales outlets run by external entrepreneurs carry out postal operations. The annual data have been collected either directly from enterprises or from their annual reports.

Table 1b. The volume of establishments carrying out postal services in 2004 to 2008

	2004	2005	2006	2007	2008
Establishments					
Total	1 332	1 297	1 252	1 222	1 167
Post office establishments	305	290	229	208	186
Entrepreneur-driven sales outlets	1 027	1 007	1 023	1 014	981

3 DATA COLLECTION AND PROCESSING

3.1 Questionnaire form

The data were collected from the enterprises both with a mailed and e-mailed questionnaire. The respondents were also offered a possibility to use an encrypted electronic form to answer to the inquiry.

The working group set up to develop postal operations has determined the classification. The classification was also amended according to suggestions by representatives of the respondents. The questionnaire was simplified after last year's statistics. Turnover figures are not requested as comprehensively on this year's form, and the classification level is not as detailed as before. For example, turnover from inland mail covered parcels only. The questionnaire form used for 2008 is in the Appendix 1.

3.2 Data processing

The information gained from the replies was recorded and validated. The quality of the data received from enterprises was assessed by comparing them with e.g. the annual data of the Business Register of Statistics Finland and the time series data of the enterprises in question. In addition, it was assessed whether the unit prices of different product groups calculated from the data were rational. Some companies were contacted in the course of the work in order to verify their performance figures and classifications.

General information on Post and courier activities (TOL 641), National post activities (TOL 6411) and Other delivery and courier services (TOL 6412) was collected from the Business Register, including figures for the numbers of companies, establishments and staff in each sector and total turnover in each sector. General data on the activities of the companies were produced for the period 2003 - 2007.

Information on the delivery of newspapers was derived from statistics on the distribution of morning papers maintained by on the website of the Finnish Newspaper Association. Data were extracted only for 'pure' delivery organisations that had not been corporatized into independent companies and were not part of the sample based on the Business Register.

3.3 Response rate

The questionnaires were posted in May to a total of 60 companies engaged in postal services and/or the delivery of small freight, which made up the population examined here.

The response rate achieved by the first set of questionnaires was around 30 per cent. Non-responders were called in June.

After the calling, the total response rate of the inquiry was 87 percent. For the postal service, the response rate of enterprises was 100 percent. Of the companies included in the survey that lay outside postal services, 86 per cent replied.

Table 2. Number of companies contained in the statistics and response rate

Industry	Companies pcs.	Response rate %
Postal services, TOL 6411	2	100
Other delivery and courier services (TOL 6412)	45	82
Companies defined separately	13	100
Other than postal services, total	58	86
Entire population, total	60	87

Examined in terms of turnover, the overall response rate for TOL categories 6411 and 6412 reaches 99 per cent. The figure for other delivery and courier services (6412) was 92 per cent, while that for the national post (6411) was 100 per cent.

4 *POSTAL SERVICES SUBJECT TO LICENCE*

Postal services constitute category 6411 of the Standard Industrial Classification (TOL 2002). In practice, the sector includes postal services subject to licence, Itella Corporation's reception, transport and distribution of mail other than that subject to licence, and postal services in Åland. There are currently two companies in this sector: Itella Corporation and Posten på Åland. The activity of Itella Corporation is partly subject to licence. Posten Åland provides postal services in the Åland Islands under a special law for that region, Landskaps lag om Posten Åland. The companies engaged in postal activities are fully Finnish, i.e. they are not part of any international group.

From 1 January 2002 postal services are regulated in Finland (excluding Åland) by the Postal Services Act (313/2001). The licence to provide postal services is granted by the Government. Licensed postal services cover all addressed letters up to 2 kg, parcels up to 10 kg and incoming parcels up to 30 kg belonging to universal service. Registered and insured items are also subject to licence, while deliveries of newspapers and magazines and unaddressed mail and other than universal service parcels are not. Delivery of internal mail in enterprises is not included in the statistics. According to the Postal Services Act, a so-called universal service must be available in the whole country.

In its licence Itella Corporation is specified as the provider of universal service. The universal service also includes the obligation to provide a facility for postal services and one collection and distribution on each working day.

The results in paragraph 4.1. are based on the Postal and small freight delivery statistics 2007 survey. The information in question were not collected or calculated in context of this year's survey.

4.1 *Universal service*

The next section describes domestic deliveries within the universal service offered by Itella Corporation as a whole. Section 5 presents all international mail belonging to the universal service and all other deliveries in branch 6411 not in the scope of universal service in conjunction with deliveries made in other branches of industry.

4.1.1. *Letters*

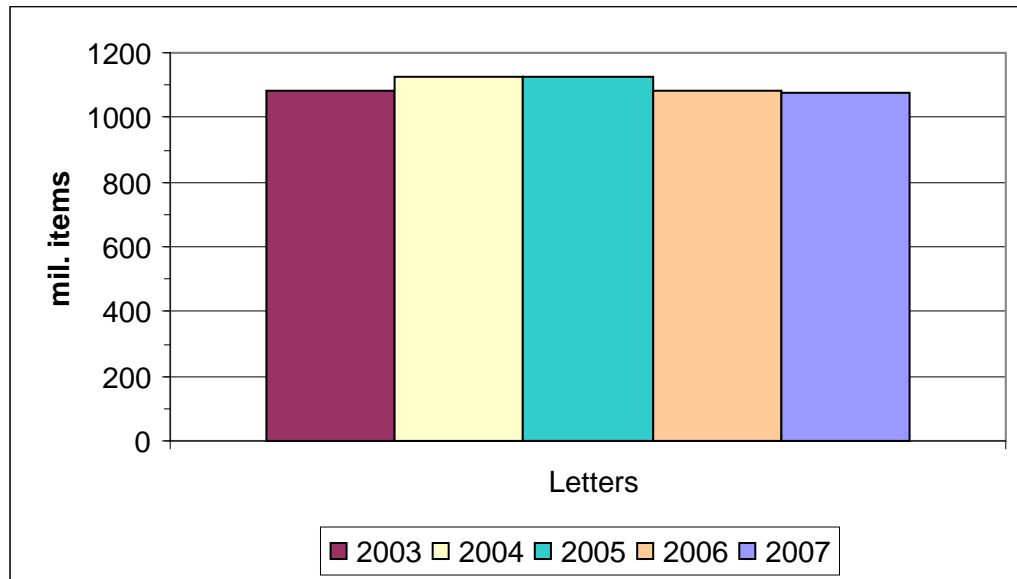
The volumes of letters delivered within the universal service and the turnover received in 2006 and 2007 are given in Table 3. In 2007, the number of letters in the universal service was 1,076 million, producing a total turnover of EUR 458 million. The volume of letters went down by one per cent and their turnover fell by 3 per cent compared with 2006.

Table 3. Volume of inland letters delivered within the universal service and revenues from it in 2006-2007.

Letters	2006		2007		change	
	revenues	number	revenues	number	revenues	number
	EUR 1000	1000 pcs	EUR 1000	1000 pcs	%	%
Total	470 604	1 085 259	457 672	1 075 804	-3	-1

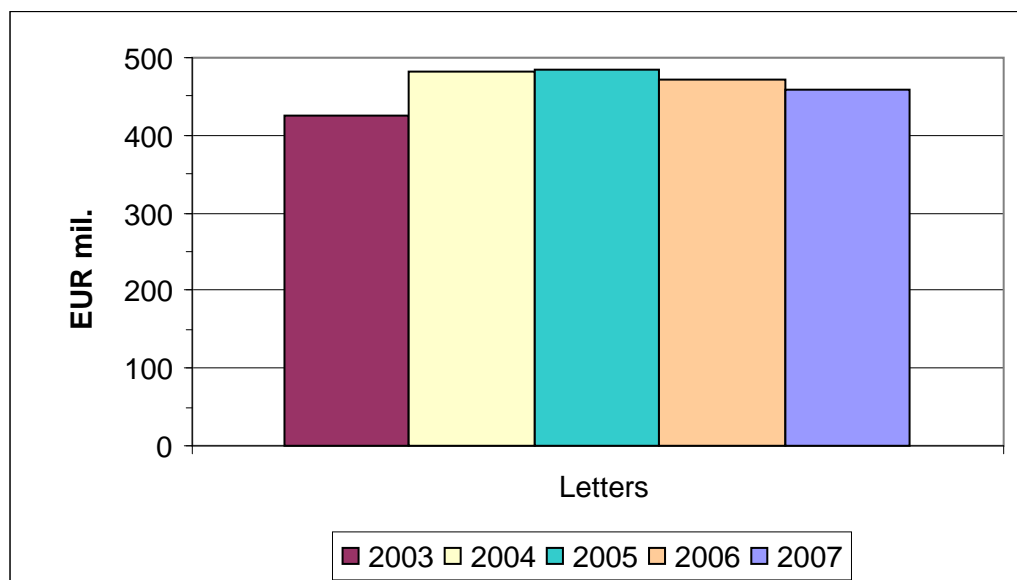
* Information from 2008 is missing. Results of the surveys made in the past few years.

The volumes of letters delivered within the universal service and their turnover in 2003-2007 are given graphically in Figures 2 and 3.



* Information from 2008 is missing. Results of the surveys made in the past few years.

Figure 2. Volume of letters delivered within the universal service in 2003 - 2007



* Information from 2008 is missing. Results of the surveys made in the past few years.

Figure 3. Revenues from letters delivered within the universal service in 2003 - 2007

4.1.2. 4.1.2 Parcels

In 2007, a total of 21 million domestic parcels of less than 10 kg within the universal service were delivered, generating a turnover of EUR 116 million. The number of parcels increased by 12 per cent and the turnover from parcel deliveries grew by 16 per cent from the previous year. Table 4 presents the volume and turnover of domestic parcel deliveries in 2006 and 2007.

Table 4. Volume of and turnover from parcel deliveries within the universal service in 2006 and 2007

Parcels	2006		2007		change	
	revenues	number	revenues	number	revenues	number
	EUR 1000	1000 pcs	EUR 1000	1000 pcs	%	%
Total	100 668	19 133	116 356	21 397	16	12

* Information from 2008 is missing. Results of the surveys made in the past few years.

4.2 Quality of postal services

The data presented here that are relevant to the assessment of the quality of postal services describe the postal services performed by Itella Corporation. Itella Corporation, which is still responsible for such a high proportion of postal services that the information can be regarded as sufficiently representative of the quality of the postal services in general.

The service quality for letters was achieved in 2008 as required by the Postal Services Act. The results of the delivery speed survey commissioned by Itella Corporation from an outside company indicate that 95 per cent of the 1st class letters sent reached the recipient within the time set, i.e. on the following working day. The service quality remained the same as the year before.

In 2007, the Finnish Communications Regulatory Authority (www.ficora.fi) commissioned an impartial auditing required by the standard SFS-EN 13850 on the transit time measurement of 1st class letters delivered by Itella Corporation. The audit for the year 2007 showed that the measurement had been performed in the manner and at the accuracy required by the standard.

The transit times of European internal letter deliveries are measured by an external research institute on assignment of the joint enterprise of post operators, the International Post Corporation IPC (www.ipc.be). The new EU Member States were added to the number of countries included in the survey. In 2008 the transit speed of a 1st class letter (J+3) arriving in Finland varied by the country of origin between 47.2 per cent (Cyprus) and 98.7 per cent (Sweden). For the deliveries from Finland, the corresponding rate ranged between 16.7 per cent (Bulgaria) and 98.7 per cent (Switzerland and Denmark). The target level set by the Postal Directive is 85 per cent.

In addition to the quality surveys commissioned by Itella Corporation, this matter has also been examined by the Ministry of Transport and Communications (www.mintc.fi). The first such survey commissioned by the Ministry was conducted in 1996. The subsequent surveys were made in 1998, 2000, 2002, 2004, 2006 and 2008. The results have been published in

the publication series of the Ministry of Transport and Communications. The results of the most recent survey for 2008 pointed to a fairly high assessment for postal services as a whole, i.e. the majority of both consumers (75 %) and enterprises (72 %) were at least fairly satisfied with the services. In the 2006 survey on postal services the corresponding figures were 73 and 66 per cent.

The respondents of the postal service survey were also asked about the competition in the postal operations sector. They were requested to estimate the prerequisites they would need for starting to use the services of the current service provider's competitor, provided that such services were available. Both private persons and representatives of companies discovered several reasons for changing service providers, but the results do not refer to massive switching of providers.

From the beginning of 2002, with the entry into force of the Postal Services Act, the duties related to the opening of the universal service letters and parcels undelivered by Itella Corporation were transferred to the undelivered postal items unit established by the Finnish Communications Regulatory Authority. Itella Corporation's address clarification services of are still in charge of matters relating to address clarification.

In 2008, FICORA's undelivered postal items unit handled a total of 145,478 letters and 4,598 parcels, of which 98,857 letters were destroyed in a manner referred to in the Postal Services Act. Seventy-eight per cent of the letters or parcels intended to be personal was forwarded to the sender or receiver.

5 OTHER POSTAL AND SMALL FREIGHT DELIVERIES

Deliveries of mail and small freight items outside the licensed postal services are examined below as a whole. The examination includes domestic deliveries in category 6411 not belonging to the universal service, category 6412, other delivery and courier services, and a separately defined group of companies in other categories. International mail is examined as a whole and also international mail within the universal service from category 6411 is included.

There is no distinct difference between letter and parcel services in the case of deliveries taking place outside the postal services proper. Often the only basis for classification is weight, which is why the boundary between letters and the lightest parcels (up to 2 kg) is not clear-cut. Category 6412 includes a relatively large number of companies that market or act as agents for distribution services without being engaged in actual deliveries themselves.

In 2007, the volume of domestic deliveries outside the licensed postal services amounted to a total of 2,779 million items. The turnover from this was EUR 495 million. The total volume of international mail was 94 million and the turnover from it amounted to EUR 274 million.

The results in paragraphs 5.1-5.2. are based on the Postal and small freight delivery statistics 2007 survey. The information in question were not collected or calculated in context of this year's survey.

The results in paragraphs 5.3-5.5. are based on the Postal and small freight delivery statistics 2008 survey.

5.1 Letters

A total of 2.7 million letters were delivered outside the actual postal services in 2007 and the turnover from these amounted to EUR 3.8 million. The volume of letters increased by one per cent and the turnover from letters grew by 3 per cent. Letters delivered outside the actual postal services represent letters not belonging to the universal service and other deliveries categorised as letters.

Table 5. Letters handled outside the licensed postal services in 2006 - 2007

Letters	2006		2007		change	
	revenues	number	revenues	number	revenues	number
	EUR 1000	1000 pcs	EUR 1000	1000 pcs	%	%
Total	3 731	2 631	3 839	2 664	3	1

* Information from 2008 is missing. Results of the surveys made in the past few years.

5.2 Parcels

Table 6 shows the number of and turnover from inland parcels carried outside the licensed postal services in 2006 and 2007. Included are thus inland parcels carried outside the universal service from branch 6411, National post activities. The series for parcel deliveries is not continuous, because a different statistical methodology was used for weight categories of parcels in 2001, 2002 and 2003. This is visible in figures 4 and 5 as the breakdown of parcels into heavier weight categories in 2003.

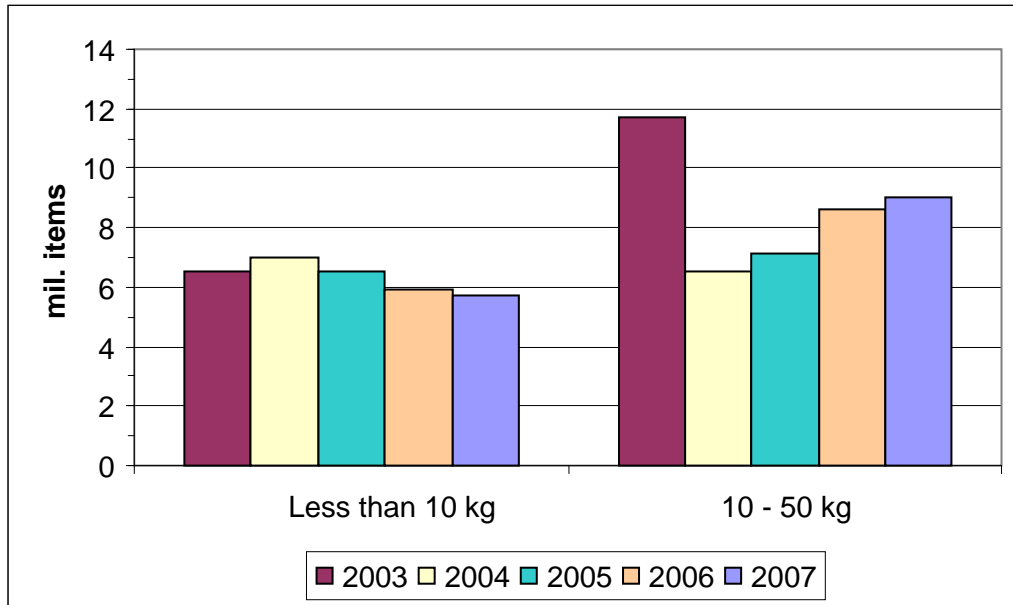
In 2007, a total of 15 million inland parcels were carried by operators outside the licensed postal services and the turnover from these totalled EUR 140 million. The number of parcels increased by 2 per cent and the turnover from parcel deliveries grew by 7 per cent from the previous year.

Of the delivered parcels 39 per cent weighed less than 10 kg. Deliveries of such parcels made up 35 per cent of the respective turnover.

Table 6. Parcels handled outside the licensed postal services

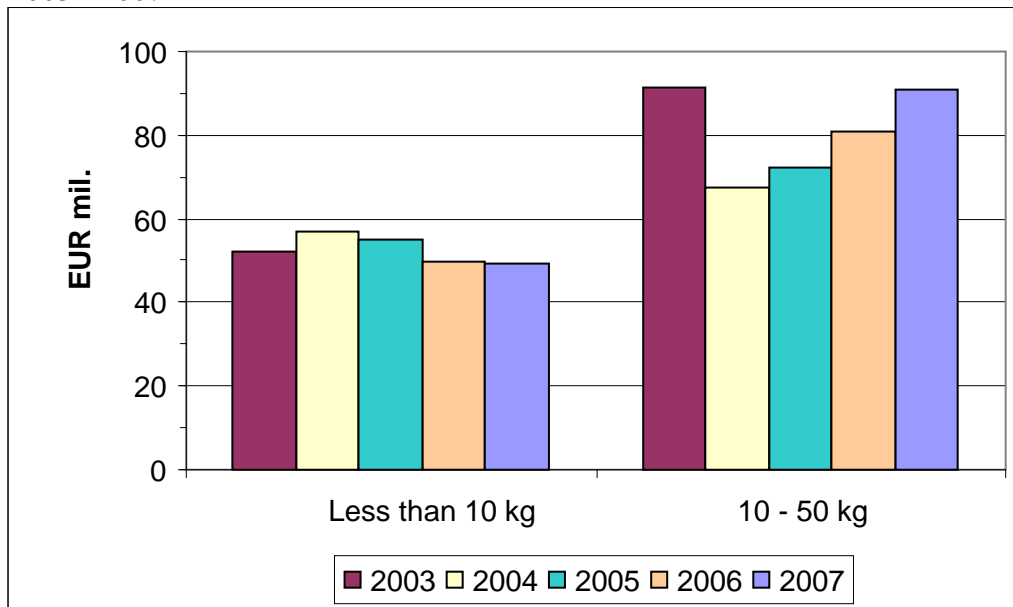
Parcels	2006		2007		change	
	revenues	number	revenues	number	revenues	number
	EUR 1000	1000 pcs	EUR 1000	1000 pcs	%	%
Less than 10 kg	49 965	5 898	49 077	5 717	-2	-3
10 - 50 kg	81 019	8 599	90 961	9 030	12	5
Total	130 984	14 496	140 038	14 747	7	2

* Information from 2008 is missing. Results of the surveys made in the past few years.



* Information from 2008 is missing. Results of the surveys made in the past few years.

Figure 4. Parcels handled outside the licensed postal services in 2003 - 2007



* Information from 2008 is missing. Results of the surveys made in the past few years.

Figure 5. Turnover from parcels handled outside the licensed postal services in 2003 - 2007

5.3 Newspapers and magazines

A total of 1,017 million newspapers and magazines were delivered in 2008 by the enterprises involved in the survey. The volume of newspaper and magazine deliveries was on level with the previous year. Newspapers and magazines were almost entirely delivered in branch 6411, National post activities, and in branch 6412, Other delivery and courier services.

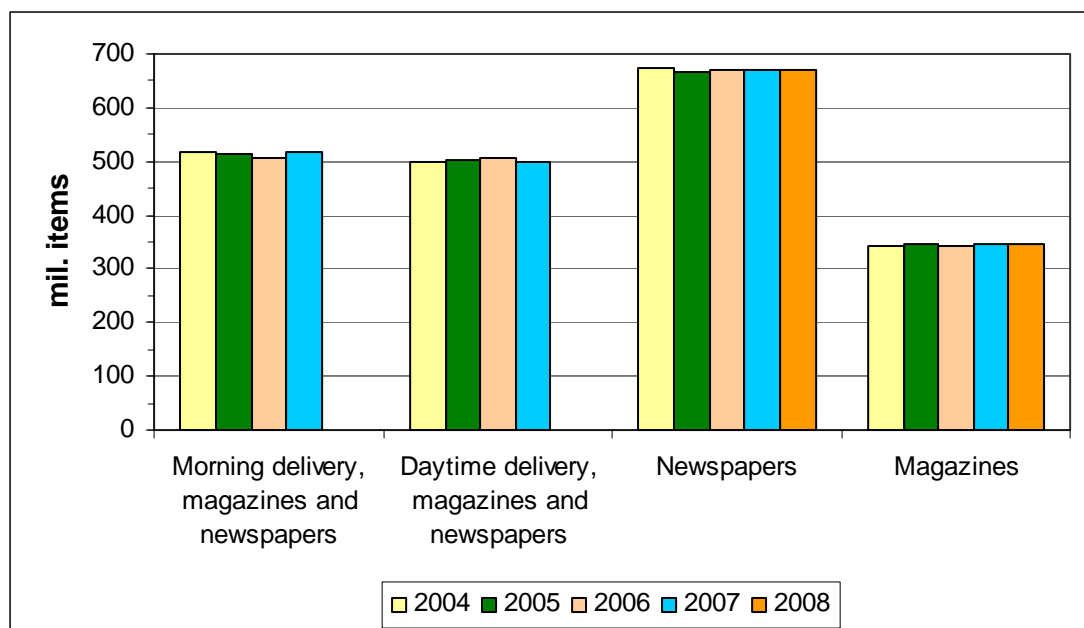
In 2008, the volume of newspaper deliveries totalled 671 million, which was on level with the year before. The volume of newspaper deliveries totalled 347 million pieces, which was also on the level with the year before.

The morning delivery statistics compiled by the Finnish Newspaper Association, discussed in Section 7.1 below, also include some enterprises not belonging to the actual inquiry. The statistics has been published on the website of the Association. These are primarily delivery organisations functioning directly as parts of newspaper and general publishing houses and not as separate companies or establishments. Therefore, all deliveries made by these organisations belong to the sector Newspaper publishing (TOL 2212) or Newspaper printing (TOL 2221), which means that no comparative turnover data for these organisations can be extracted from the Business Register material. The volume of newspapers and magazines delivered by these organisations was around 44 million in 2008. The figures are not visible in Table 7.

Table 7. Volume of and turnover from newspaper and magazine deliveries in 2007 and 2008

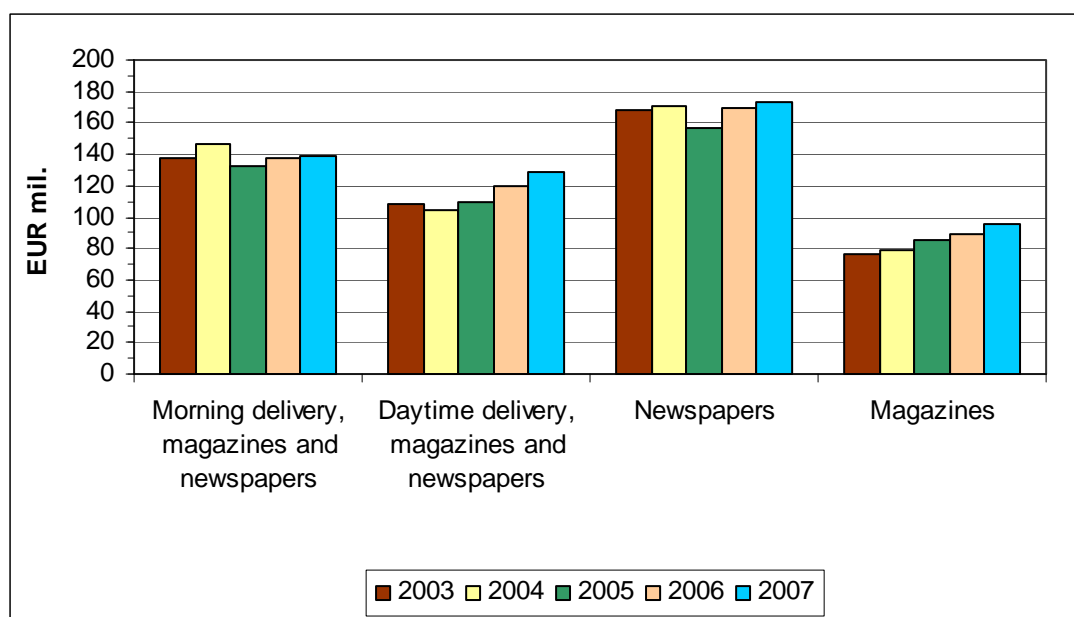
Deliveries	2007		2008		change	
	turnover EUR 1000	number 1000 pcs	turnover EUR 1000	number 1000 pcs	turnover %	number %
Newspapers	172 755	668 852	..	670 552	..	0
morning delivery	139 351	502 520
daytime delivery	33 404	166 332
Magazines	95 231	346 983	..	346 779	..	0
Total	267 986	1 015 835	..	1 017 331	..	0

* Turnover data from 2008 is missing.



* Morning and daytime delivery information from 2008 is missing.

Figure 6. Volume of newspaper and magazine deliveries in 2004 - 2008



* Turnover data from 2008 is missing.

Figure 7. Turnover from newspaper and magazine deliveries in 2003 - 2007

5.4 Unaddressed mail

Table 8. Unaddressed mail in 2007 - 2008

Unaddressed mail	2007		2008		change	
	turnover EUR 1000	number 1000 pcs	turnover EUR 1000	number 1000 pcs	turnover %	number %
Total	83 543	1 745 587	..	1 825 071	..	5

* Turnover data from 2008 is missing.

The volume of unaddressed mail in 2008 amounted to a total of 1,825 million items. Unaddressed mail increased from the year before; by 5 per cent in volume.

In conjunction with the last year's survey, data was collected on the turnover from delivery. In 2007, the turnover from these deliveries amounted to EUR 84 million.

In addition to direct mail advertising, unaddressed mail also comprises free advertising newspapers.

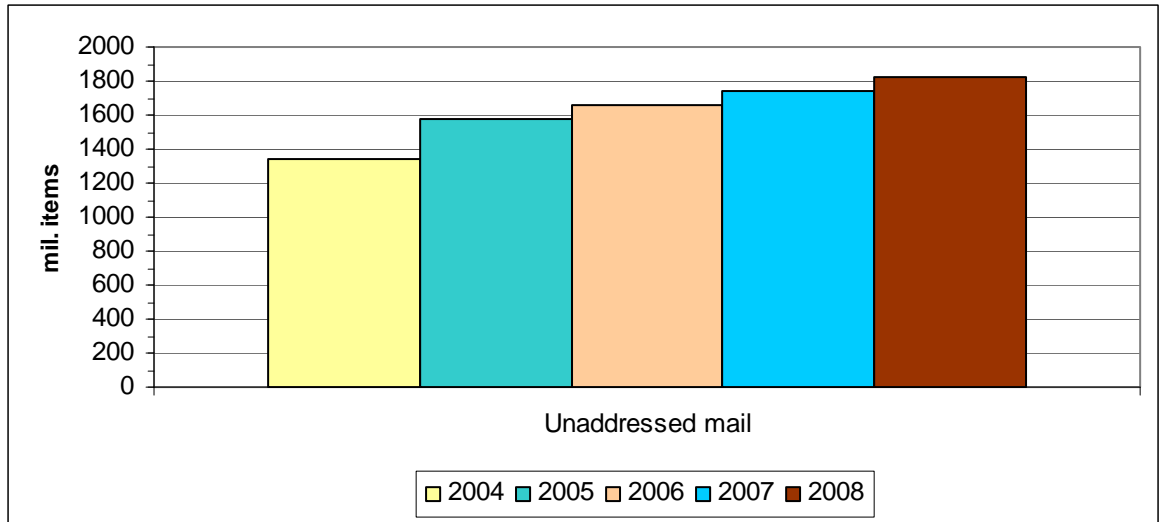
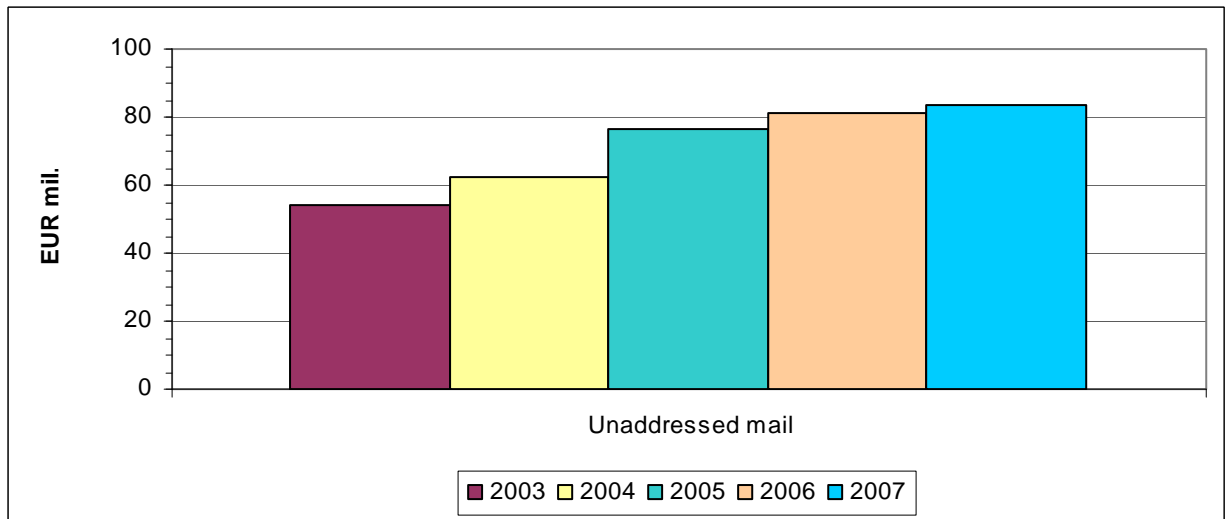


Figure 8. Volume of unaddressed mail in 2004 - 2008



* Turnover data from 2008 is missing.

Figure 9. Turnover from unaddressed mail in 2003 - 2007

5.5 International delivery of small freight

International postal deliveries amounted to a total of 87 million items in 2008. Their number was on the same level than in 2007. The turnover derived from international mail amounted to EUR 258 million, which was 2 per cent less than in the year before. The volumes of parcels and 'other deliveries' group increased from the previous year. Whereas the volumes of letters decreased slightly.

The volume of outgoing mail grew by 11 per cent and that of incoming mail decreased by 8 per cent from the previous year. Measured by items, the figures for incoming items were higher than for outgoing ones, but the turnover generated from outgoing mail was clearly larger than that from incoming mail. This is attributable to the fact that the turnover of outgoing mail also partly includes the postage payments that have to be credited to the providers of postal and small freight services of other countries.

Table 9 makes a distinction between incoming and outgoing letters, parcels and other deliveries. The table includes the figures of all international deliveries, also those belonging to the universal service from branch 6411. The volumes regarding all groups were collected in conjunction with the most recent survey. In addition, the volumes of parcels were collected on a more detailed classification level: EU/non-EU. However, turnover figures for letters and other deliveries were not collected in the most recent survey.

In 2008, international letters amounted to 61 million, parcels amounted to 9 million and other deliveries to 17 million. The turnover derived from international parcels amounted to EUR 151 million, which was 1 per cent more than in the year before.

Ninety-one per cent of outgoing international parcels ended to EU countries and 9 per cent to non-EU countries. Also, 91 per cent of incoming parcels were sent from an EU country. In terms of turnover, about two thirds of the turnover for outgoing and incoming international parcels consists of EU parcels and about one thirds of non-EU parcels.

International mail	2007		2008		change	
	turnover EUR 1000	number 1000 pcs	turnover EUR 1000	number 1000 pcs	turnover %	number %
Total number of incoming mail	96 167	48 222	97 845	44 185	2	-8
Total number of incoming international letters	..	40 886	..	39 364	..	-4
Total number of incoming international parcels	54 485	5 337	53 693	4 664	-1	-13
From EU countries	34 316	4 975	35 766	4 231	4	-15
Letters from non-EU countries	20 169	362	17 927	433	-11	20
Total number of incoming international letters	..	1 998	..	157
Total number of outgoing mail	167 280	38 165	160 218	42 537	-4	11
Total number of outgoing international letters	..	20 773	..	22 031	..	6
Total number of outgoing international parcels	95 136	3 204	97 759	4 036	3	26
To EU countries	53 293	2 711	70 992	3 654	33	35
To non-EU countries	41 843	492	26 767	382	-36	-22
Total number of other outgoing mail	..	14 188	..	16 470
Total mail	263 447	86 387	258 066	86 722	-2	0

* The results are based on the Postal and small freight delivery statistics 2008 survey. Turnover figures from letters and other deliveries are missing.

6 POSTAL AND COURIER SERVICES AS A WHOLE

The results in paragraph 6. are based on the Postal and small freight delivery statistics 2008 survey.

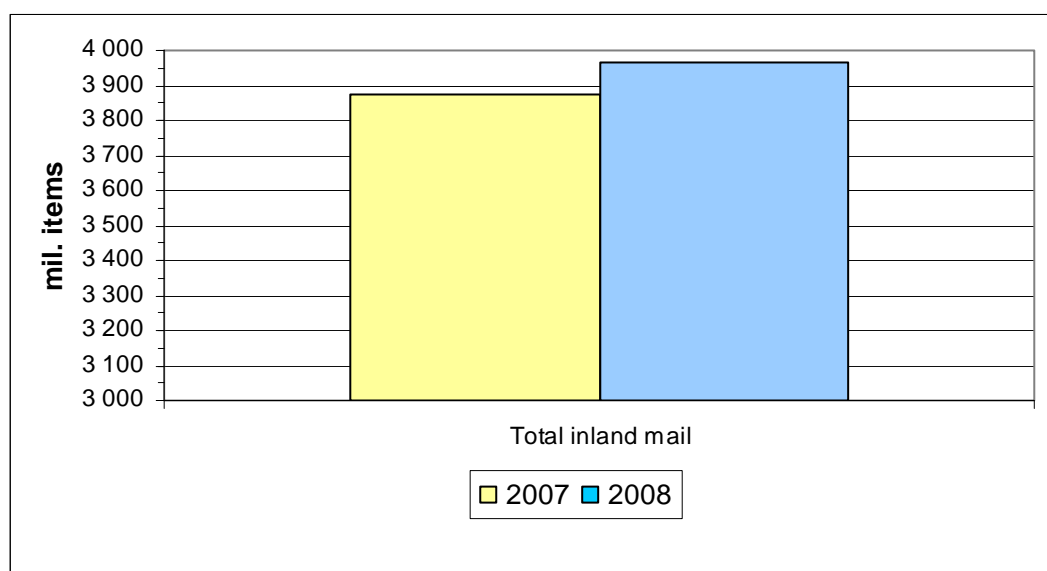
In 2008, the volumes of postal and small freight services for inland and international deliveries amounted to EUR 4,053 million. The number of deliveries grew by 2 per cent in comparison with the year before.

Inland mail totalled 3,966 million items and international mail 87 million. The turnover from these deliveries amounted to EUR 258 million. The turnover from parcels, EUR 302 million, was the only turnover data available for inland deliveries in 2008. Table 10 presents inland mail of postal and small freight deliveries in 2007 and 2008. International mail has been presented in Table 13.

Table 10. Volumes of inland mail conveyed by postal and small freight deliveries 2007-2008.

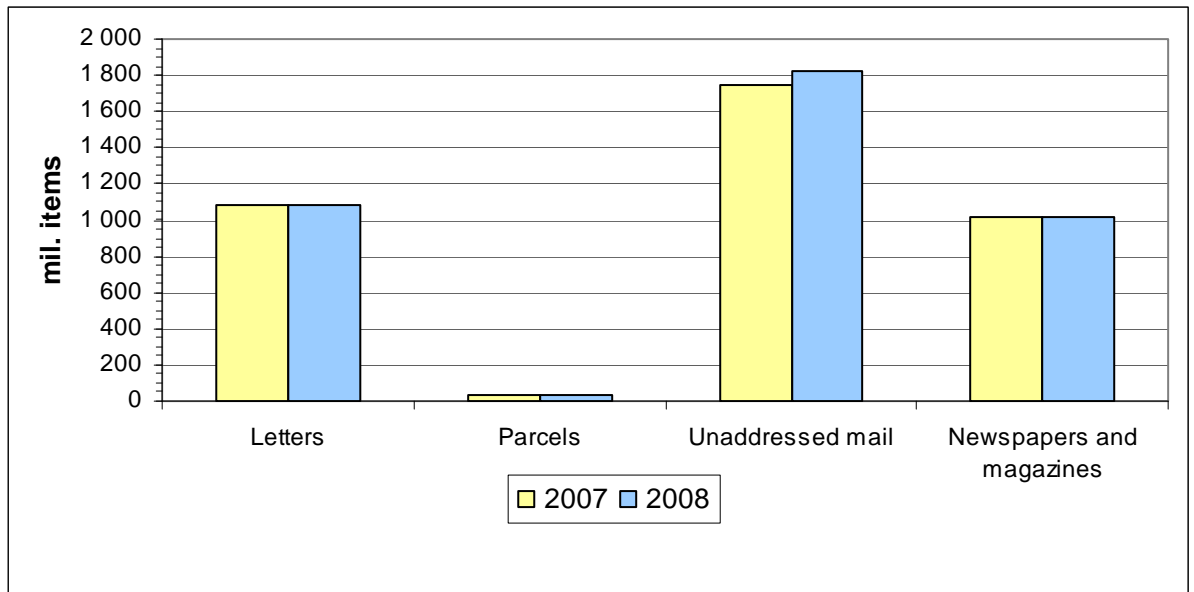
Type of delivery	2007		2008		change	
	turnover EUR 1000	number 1000 pcs	turnover EUR 1000	number 1000 pcs	turnover %	number %
Letters	461 511	1 078 468	..	1 087 890	..	1
Parcels	262 867	36 323	302 087	35 836	15	-1
Unaddressed mail	83 543	1 745 587	..	1 825 071	..	5
Newspapers and magazines	267 986	1 015 835	..	1 017 331	..	0
Total	1 075 907	3 876 213	..	3 966 128	..	2

*Turnover figures for letters, parcels, unaddressed mail and newspapers and magazines for 2008 are missing. The figures presented in the Table are based on this year's survey.



* The results are based on the Postal and small freight delivery statistics 2008 survey.

Figure 10. Volumes of inland mail conveyed by postal and small freight deliveries 2007-2008.



* The results are based on the Postal and small freight delivery statistics 2008 survey.

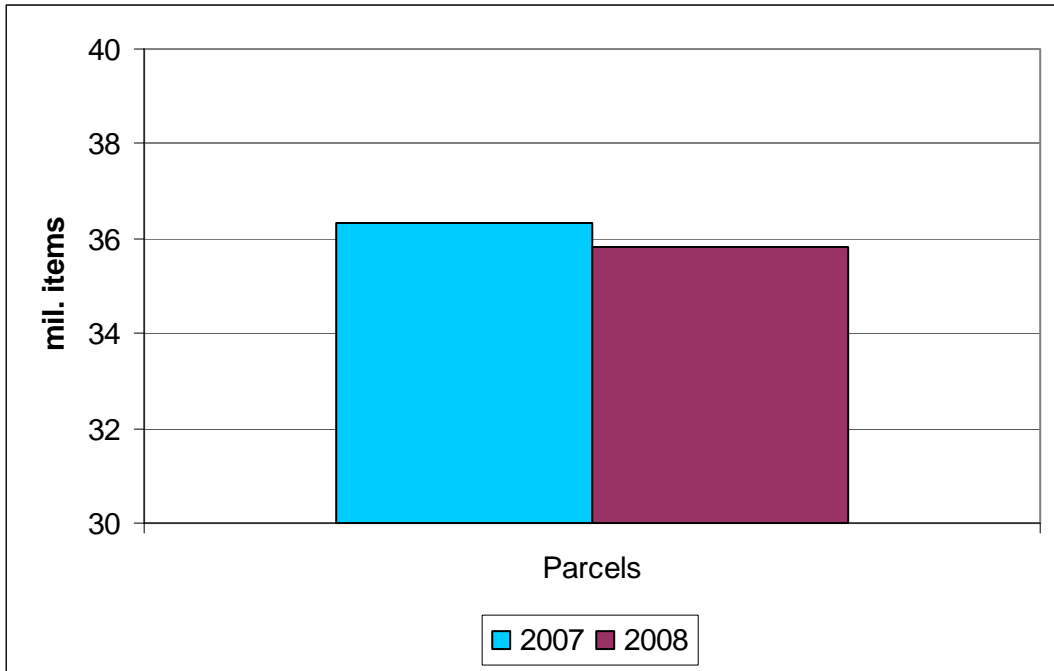
Figure 11. Volumes of inland mail conveyed by postal and small freight deliveries by type of delivery in 2007-2008.

6.1 Letters

In 2008, the total volume of inland deliveries of letters was 1,088 million items. The volume of letters grew by 1 per cent. It should be noted when comparing these figures that the type denoted as a letter is not specified in any more detail e.g. as to the speed or mode of delivery. Furthermore, the boundary between a letter and a parcel is very indeterminate outside the actual postal services.

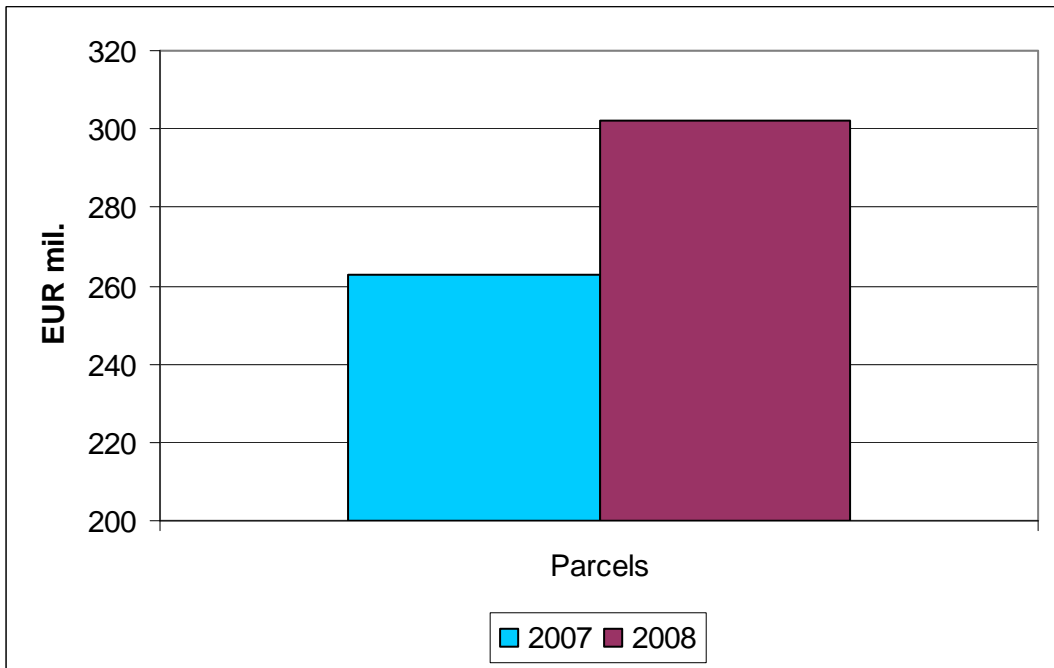
6.2 Parcels

The total volume of inland parcels delivered was 36 million and the turnover totalled EUR 302 million. The number of parcels decreased by 1 per cent, but the turnover from parcel deliveries grew by 15 per cent from 2007.



* The results are based on the Postal and small freight delivery statistics 2008 survey.

Figure 12. Inland deliveries of parcels in 2007-2008.



* The results are based on the Postal and small freight delivery statistics 2008 survey.

Figure 13. Turnover from inland deliveries of parcels in 2007-2008.

It should be remembered when examining the statistics for parcels that these are not specified here in any more detail e.g. as to speed or mode of delivery. Table 11 presents inland parcels conveyed in Finland in 2007 and 2008.

Table 11. Inland deliveries of parcels as a whole in 2007 - 2008

Parcels	2007		2008		change	
	turnover EUR 1000	number 1000	turnover EUR 1000	number 1000	turnover %	number %
Total	262 867	36 323	302 087	35 836	15	-1

* The results are based on the Postal and small freight delivery statistics 2008 survey.

6.3 Newspapers and magazines

A total of 1,017 million newspapers and magazines were delivered in 2008, which was a million more than in 2007. This volume consists of 671 million newspapers and 347 million magazines. The volume of newspaper and magazine deliveries was on level with the previous year. Turnover data was not collected in 2008, but the turnover from newspaper and magazine delivery from the previous year was EUR 268 million.

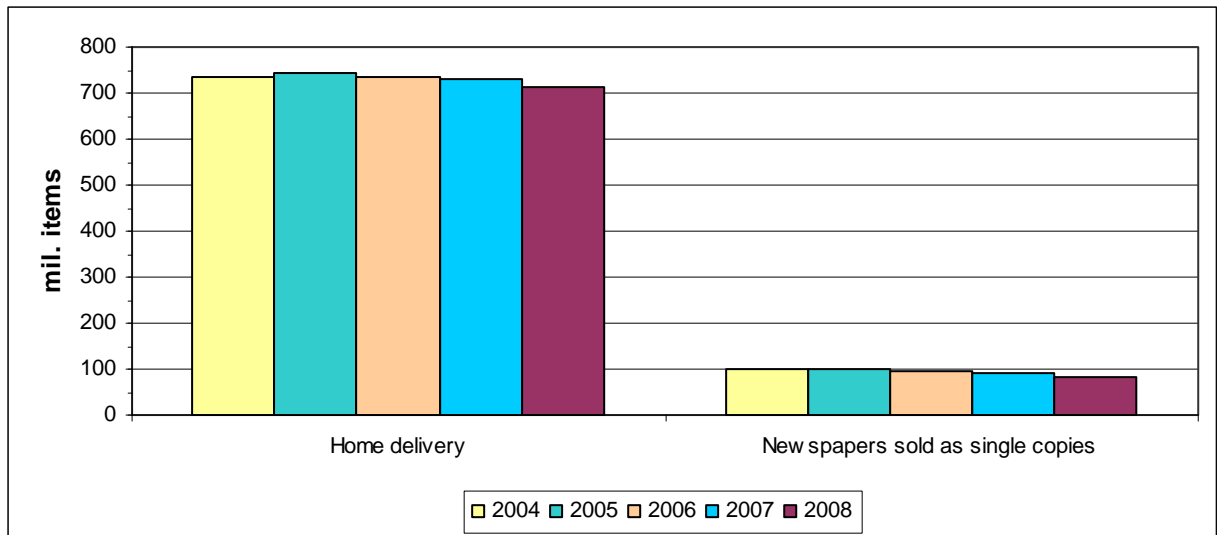
Table 14 presents the distribution channels of newspapers in 2004-2008.

Around 44 million newspapers and magazines delivered in 2008 outside the postal services by organisations connected directly with the publishing houses were not included in Table 7, due to the absence of turnover data. The volume of newspapers and magazines distributed in the morning delivery by the distribution organisation of these publishing houses is included in Table 12 and Figure 14. The distribution of newspapers by type of channel is presented in Table 12 and Figure 14.

Table 12. Delivery channels of newspapers in 2004 - 2008

Newspaper delivery channels	2004	2005	2006	2007	2008
	mil. items	mil. items	mil. items	mil. items	mil. items
Home delivery	736	741	733	731	715
Morning delivery by regular postal service	238	397	397	390	..
Other morning delivery	343	190	175	178	..
Daytime delivery by regular postal service	155	153	161	163	..
Newspapers sold as single copies	99	98	95	91	85
Total	835	839	828	822	800

* Source: Rautakirja Group



* Source: Rautakirja Group

Figure 14. Delivery channels and volumes of newspapers in 2004 - 2008

The circulation statistics (paragraph 7.1) show that the total number of newspapers delivered or sold as single copies was 800 million in 2008. The result correlates well with the number of newspaper deliveries recorded in the present survey, 800 million.

6.4 Unaddressed mail

Unaddressed mail in 2008 amounted to a total of 1,825 million items. The volume of unaddressed mail grew by 5 per cent from the previous year. The volume of unaddressed mail is presented in Table 11.

6.5 International mail

The total volume of international mail handled by the companies considered here amounted to 87 million items in 2008. The turnover from this was EUR 258 million. The total number of international mail remained at the previous year's level, but the turnover from the international mail decreased by 2 per cent. Table 13 shows international mail belonging to the licensed universal service and other operators as a whole.

The majority of international mail was letters, 61 million in 2008. The number of letters remained the same as the year before. The next highest figures, at 17 million, were recorded for the group 'other items', whose volume, however, increased by 3 per cent from the year before. The total number of parcels stood at 9 million, which was 2 per cent up from the previous year. The turnover from parcel deliveries grew by 1 per cent.

In general, the turnover derived from parcels is the highest of all. In 2008, it amounted to EUR 151 million. The turnover from letters and other deliveries amounted to EUR 107 million, which was 6 per cent less than the year before. Table 13 and Figures 15 and 16 present the volume of and turnover from international mail by type of mail.

Table 13. International mail by type of mail in 2007 and 2008

Type of delivery	2007		2008		change	
	turnover EUR 1000	number 1000	turnover EUR 1000	number 1000	turnover %	number %
Letters	..	61 660	..	61 395	..	0
Parcels	149 621	8 540	151 452	8 700	1	2
Other items	..	16 186	..	16 627	..	3
Total	263 447	86 386	258 066	86 722	-2	0

* The turnover figures for international letters and other deliveries are missing from 2007-2008.

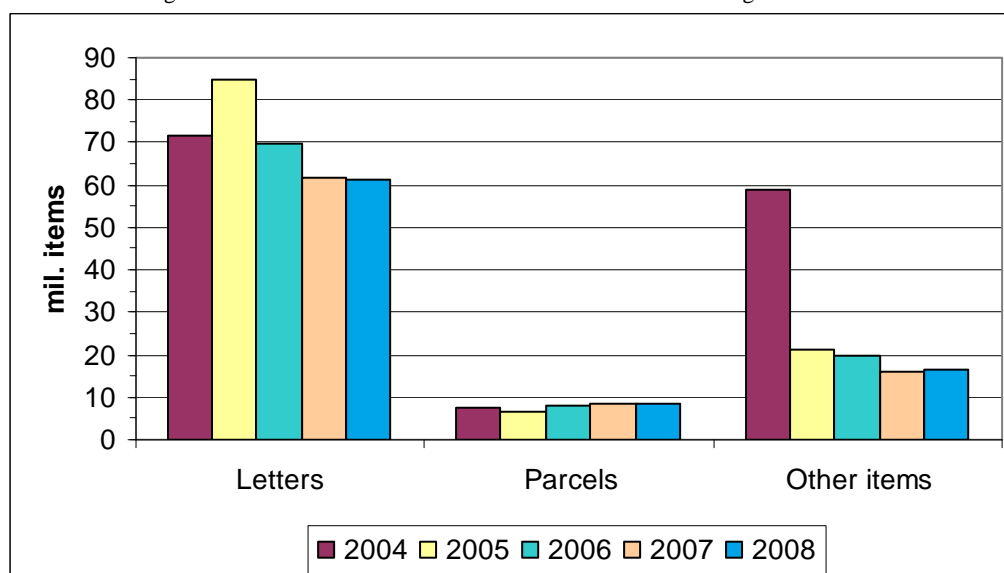
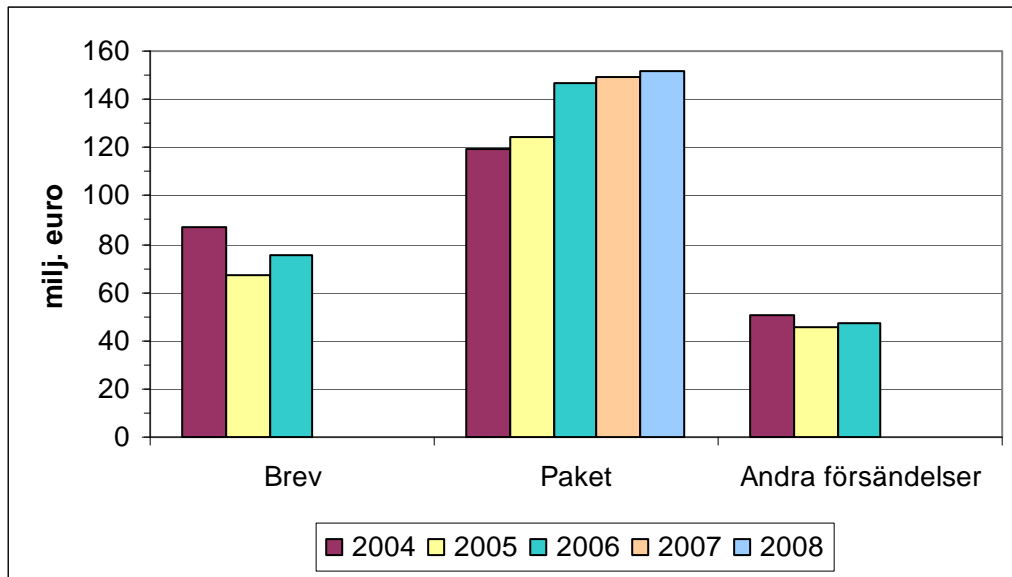


Figure 15. Volumes of international deliveries in 2004 - 2008



* The turnover figures for international letters and other deliveries are missing from 2007-2008.

Figure 16. Turnover from international deliveries in 2004 - 2008

7 OTHER SOURCES OF INFORMATION

7.1 Morning delivery statistics

Information on the numbers of newspapers delivered is available from the statistics on morning deliveries on the website of the Finnish Newspaper Association (source: Yhteisjakelusuositus). However, the statistics do not contain newspapers produced by publishers not affiliated to the association which are delivered separately or jointly through channels other than the postal services. Other channels available include delivery companies, sports clubs, associations and corresponding organisations.

According to the statistics, a total of 1,547 million copies of newspapers were delivered daily in Finland in 2008, which was one per cent less than in the year before. The volume of morning deliveries reached its peak in 1993, at 1,676 million a day. Developments in the numbers of morning papers over the past ten years are shown in Figure 17. The numbers of morning papers are based on the figures reported by the delivery organisations for one particular day. Annual data can be obtained by multiplying these figures by the number of delivery days in each year, which typically varies between 351-358.

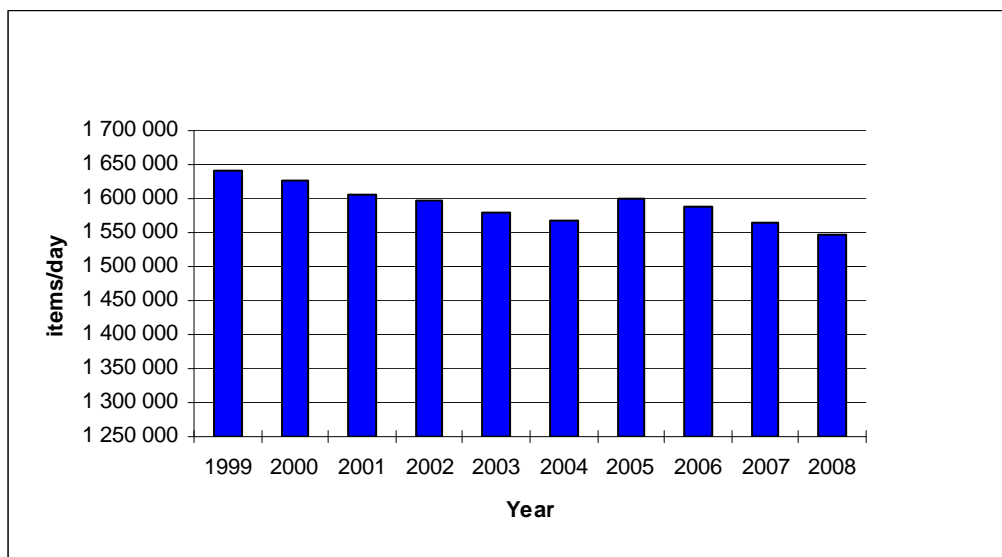


Figure 17. Daily morning deliveries of newspapers in 1999 - 2008

7.2 Circulation statistics

According to the official circulation statistics for Finnish newspapers compiled by the Finnish Audit Bureau of Circulations, the combined circulation of all newspapers was 3,053,691 in 2008, which was 2 per cent lower than the year before. Newspapers published 4 to 7 times a week made up 70 per cent of this total and those published 1 to 3 times a week made up 30 per cent.

The circulation statistics also show that the total number of newspapers delivered or sold as single copies was 800 million in 2008, while in 2007 the corresponding figure was 824 million.

Appendix 1: Questionnaire form



CONFIDENTIAL

Statistics Act 280/2004

Inquiries: Klaus Bossart, (09) 1734 2602, klaus.bossart@tilastokeskus.fi

Inquiry to postal and small freight delivery companies in 2008

NOTE! If you find it difficult to report exact information, please submit an estimate.

Name of company	Business code or personal ID	
Address		
Postal code	Post office	
Financial year	The inquiry concerns the financial year terminating between 1 April 2008 - 31 March 2009.	
Is your company part of an international group?		<input type="checkbox"/> Yes <input type="checkbox"/> No

DISTRIBUTION OF DELIVERY VOLUMES AND TURNOVERS

1 Inland mail

1.1.1 Letters, parcels and unaddressed mail, volume	Volume 1000
Letters, less than 2 kg, addressed mail	
Parcels, 0 - 50 kg, total	
Unaddressed mail	
Total	

1.1.2 Parcel deliveries, turnover	Turnover EUR 1000
Parcels, 0 - 50 kg, total	

1.2 Addressed newspaper and magazine deliveries, volume	Morning delivery	Daytime delivery
	1000	1000
Newspapers and local papers		
Magazines		
Total		

2 International postal and small freight delivery services

2.1 Outgoing mail	Turnover EUR 1000	Volume 1000
Outgoing international letters, total		
Parcels to EU countries		
Parcels to non-EU countries		
Other outgoing mail, total		
Total		

2.2 Incoming mail	Turnover EUR 1000	Volume 1000
Incoming international letters, total		
Parcels from EU countries		
Parcels from non-EU countries		
Other incoming mail, total		
Total		

Place and date	
Signature	
Further information	
E-mail	
Telephone	