



Sanoma Media Finland January–February 2024 Report

ARTIFICIAL INTELLIGENCE SURVEY

JANUARY–FEBRUARY 2024:

Artificial intelligence survey

- ✓ The aim of Sanoma was to examine the opinions of the working-age population regarding generative artificial intelligence (AI). The survey examined the general relationship with AI-generated media content and particularly the relationship with news and audio articles read by an AI voice.
 - Target group: Finns aged 18–64, N=1071 (goal 1000)
 - Data collection was carried out in the Kantar Forum database of respondents where a sample of the target group was selected. The survey was answered using an online form.
- ✓ Data collection and analysis was done in January 2024 and reporting in February 2024.
- ✓ The survey was conducted by Kantar Media Finland Oy and it was commissioned by Sanoma Media Finland. Sanoma used a grant awarded by the Media Industry Research Foundation of Finland for the project. The results of the survey may be used to facilitate discussion in the industry on AI-related topics.

Main themes of the survey and definitions of artificial intelligence

Main themes of the survey:

1. General relationship with media content created by generative AI
2. Situation and opinions regarding news and audio articles read by an AI voice
3. Suitable content for news and audio articles read by an AI voice and consumption situations
4. Evaluating three news articles read by an AI voice (in terms of the voice, not the content)
5. Background information on media usage and the relationship with digital technology

In the beginning of the survey, the respondents were given definitions of artificial intelligence.

Generative artificial intelligence:

“Generative artificial intelligence (AI) means an AI application that creates content, such as text, audio, images and videos. AI can be used, for example, to generate summaries and compilations on various topics, generate content read by an AI voice, combine information from different sources etc. You may have come across generative AI on various Finnish news websites where there is an option to listen to the news article being read by an AI voice. The purpose of this survey is to find out what you think e.g. about content generated by an AI voice.”

After the general relationship with AI, the survey focused on news and audio articles read by an AI voice, with the following introduction:

“The remaining questions have to do with your views and experiences of news and content generated by an AI voice, i.e. news and audio articles read by an AI voice.”

*In this survey, a news article read by an AI voice refers to content produced by an established media; for example, news compilations and summaries or articles read out loud by a voice generated by AI. Content read by an AI voice can be found, for example, on the websites and applications of news media and magazines (e.g. *hs.fi, yle.fi, iltalehti.fi, is.fi, anna.fi*).*”

Audio samples:

The audio samples (about 10 seconds each) were played to the respondents in a rotated order. The audio samples were MS, Polly and Supi.

Horizons of focus regarding the results in the report and other data produced by the survey

The opinions of the working-age population and focus on interesting target groups:

The report verbally and graphically describes the relationship of the target group with generative AI and news and audio articles read by an AI voice. Results from interesting target groups are highlighted with the main results, whenever relevant. The annex to the survey shows the results in selected target groups as tables:

- ✓ Under 45, over 45 and the same groups in women and men
- ✓ Ages 18–35 and 36–45 and the same groups in women and men
- ✓ Capital region, big cities and the rest of Finland
- ✓ Digital innovation: Innovators, Followers, Laggards
- ✓ *Daily** followers of digital newspapers and tabloids (apps, online separated)
- ✓ *Weekly** followers of digital magazines (apps, online separated)
- ✓ *Daily** followers of radio
- ✓ *Weekly** followers of podcasts

**The following frequency (daily vs. weekly followers) of media categories was selected media-specifically so that the number of respondents in the selected categories is sufficient for analysis.*

Excel tables and SPSS data:

The Excel tables of the survey show the results for the most common socioeconomic background groups. All the survey data is also available as SPSS data.

Structure of the survey data and standard errors of the survey results

The target group is Finns aged 18–64. The target group is weighted by gender, age and place of residence to represent the actual structure of the population group.

N=1071	%
GENDER:	
Female	49
Male	51
AGE:	
18–35 years	35
36–45 years	35
46–64 years	30
PLACE OF RESIDENCE:	
Capital region (Helsinki, Espoo, Kauniainen, Vantaa)	24
Other city with over 70 000 residents	30
Rest of Finland	45

With the number of respondents (1000), the standard error of the results is a maximum of +/-3% units. More information about the standard errors of smaller subgroups can be found in the table below.

95 % LUOTTAMUSVÄLI, %-yksikköä																			
Tulokseksi saatu %-osuus	VASTAAJAMÄÄRÄ																		
	20	40	60	80	100	140	180	220	260	300	400	500	600	800	1000	2000	3000	5000	
5 tai 95	± 13,2	± 8,5	± 6,5	± 5,5	± 4,8	± 3,9	± 3,4	± 3,1	± 2,8	± 2,6	± 2,2	± 2,0	± 1,8	± 1,5	± 1,4	± 1,0	± 0,8	± 0,6	
10 tai 90	± 14,9	± 10,1	± 8,1	± 6,9	± 6,1	± 5,1	± 4,5	± 4,1	± 3,7	± 3,5	± 3,0	± 2,7	± 2,4	± 2,1	± 1,9	± 1,3	± 1,1	± 0,8	
15 tai 85	± 16,3	± 11,4	± 9,2	± 8,0	± 7,1	± 6,0	± 5,3	± 4,8	± 4,4	± 4,1	± 3,5	± 3,1	± 2,9	± 2,5	± 2,2	± 1,6	± 1,3	± 1,0	
20 tai 80	± 17,3	± 12,4	± 10,1	± 8,8	± 7,9	± 6,6	± 5,9	± 5,3	± 4,9	± 4,5	± 3,9	± 3,5	± 3,2	± 2,8	± 2,5	± 1,8	± 1,4	± 1,1	
25 tai 75	± 18,2	± 13,2	± 10,8	± 9,4	± 8,4	± 7,1	± 6,3	± 5,7	± 5,3	± 4,9	± 4,2	± 3,8	± 3,5	± 3,0	± 2,7	± 1,9	± 1,6	± 1,2	
30 tai 70	± 18,9	± 13,8	± 11,4	± 9,9	± 8,9	± 7,5	± 6,7	± 6,0	± 5,5	± 5,2	± 4,5	± 4,0	± 3,7	± 3,2	± 2,8	± 2,0	± 1,6	± 1,3	
35 tai 65	± 19,4	± 14,2	± 11,8	± 10,3	± 9,2	± 7,8	± 6,9	± 6,3	± 5,8	± 5,4	± 4,7	± 4,2	± 3,8	± 3,3	± 3,0	± 2,1	± 1,7	± 1,3	
40 tai 60	± 19,8	± 14,6	± 12,1	± 10,5	± 9,4	± 8,0	± 7,1	± 6,4	± 5,9	± 5,5	± 4,8	± 4,3	± 3,9	± 3,4	± 3,0	± 2,2	± 1,8	± 1,4	
45 tai 55	± 20,0	± 14,7	± 12,2	± 10,7	± 9,6	± 8,1	± 7,2	± 6,5	± 6,0	± 5,6	± 4,9	± 4,3	± 4,0	± 3,4	± 3,1	± 2,2	± 1,8	± 1,4	
50	± 20,1	± 14,8	± 12,3	± 10,7	± 9,6	± 8,2	± 7,2	± 6,6	± 6,0	± 5,6	± 4,9	± 4,4	± 4,0	± 3,5	± 3,1	± 2,2	± 1,8	± 1,4	

Esimerkki taulukon tulkitsemisesta:
Oletetaan, että tutkimuskysymykseen on vastannut 510 henkilöä. Vastaajista 33 % vastasi "samaa mieltä". Taulukosta etsitään vastaajamäärä, joka on lähinnä tutkimuskysymyksen vastaajamäärää, sekä %-osuus, joka on lähinnä tutkimuskysymyksen tutkittavan vastausluokan %-osuutta.

Taulukossa lähinnä vastaajamäärää 510 on vastaajamäärä 500 ja lähinnä %-osuutta 33 on %-osuus 35. Luottamusväli on vastaajamäärän 500 ja %-osuuden 35 leikkauskohdassa. Tutkimuskysymyksestä "samaa mieltä" olevien %-osuus koko väestössä on siis 95 % todennäköisyydellä välillä 33 ± 4,2 eli välillä 28,8 - 37,2.

SUMMARY

Media content generated by generative AI

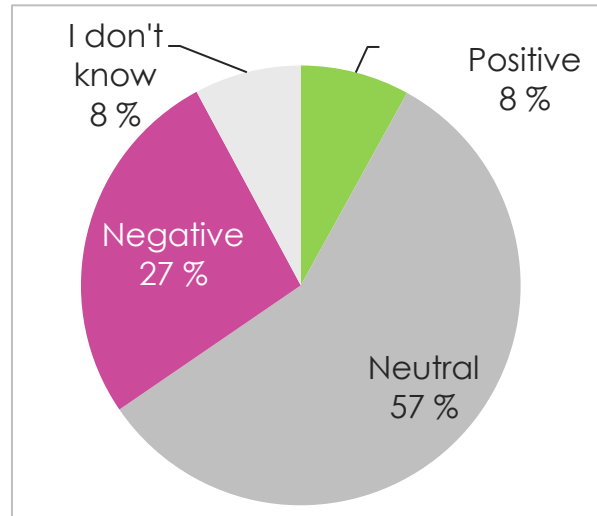
1. Summary: Media content generated by generative AI
2. Summary: News and audio articles read by an AI voice
3. Summary: Audio samples of news read by an AI voice

1. Summary: Media content generated by generative AI

Observations:

A more negative relationship with AI-generated media content is related to **a lack of experience and uncertainty about the opportunities provided by AI**. It is important that the media industry engages in consistent, sincere and credible **work on behalf of its goals**. The key is to also emphasize the difference between the content generated by established media and others to gain consumer trust. There is currently a lot of fear towards the unreliability of content and even the attempts to manipulate people. Thoughts about the artificiality and fakeness of the content are also hard to shake off. **Trying out AI content will definitely play a key role**, because only about one tenth of the working-age population has personal experience e.g. of AI-generated news and audio content read by an AI voice.

The majority have a **neutral** or negative relationship with AI-generated media content



In all socioeconomic groups, the majority have a neutral relationship with the topic. Negative attitudes are more common than positive ones.

Positive relationships are explained by **new opportunities** and **benefits in everyday life and work**.

Negativity is associated with **fears about unreliability, inaccuracy and manipulation**.

Three out of four associate AI-generated media content with **artificiality and fakeness**.

Digital and technological capabilities influence the relationship with AI. Digital Innovators are essentially more open towards AI-generated media content. However, even in this category, the neutral relationship is dominant and negative attitudes are more common than positive ones.

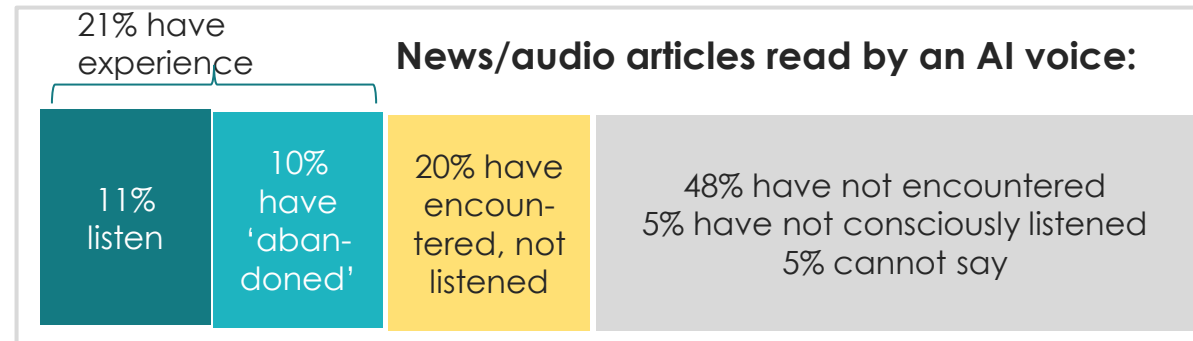
In terms of the general positive vs. negative opinions of different gender and age groups, there are hardly any differences in terms of AI-generated media content.

2. Summary: News and audio articles read by an AI voice

Observations:

One fifth of the working-age population has experience of news and audio content produced by established media that is read by an AI voice. Currently 11% of the working-age population say they listen to such content. So a large part of the target group has no experience of the topic, which is why **generating trials is the key to more listening**. Increasing listening **requires a shift in perception away from unreliable and inaccurate** through e.g. more active **communication**. For the vast majority, it is important to know **when the content is being read by an AI voice, so highlighting this perspective in communication is a good idea**.

Currently, about one in ten follow news and audio articles read by an AI voice. A large part of the working-age population **has never encountered news or audio articles read by an AI voice**.



Digital Innovators and especially **podcast listeners** include more people who regularly or occasionally follow news read by an AI voice.

Half of the working-age population considers it important to **be able to choose the speed of the AI voice and the voice or reader**.

The most common content that is/could be listened to in an AI voice is news and current affairs. **AI voices are perceived to be more suitable for "harder" topics (such as news, science, society) than "softer" ones (such as entertainment, lifestyle)**. **Shorter articles and summaries** are also seen as more suitable for an AI voice than longer, more in-depth content.

Three out of four consider it important to know when the content is read by an AI voice!

3. Summary: Audio samples of news read by an AI voice

Observations:

As stated above, only 11% have prior experience of news or audio articles read by an AI voice, so **listening to an actual AI voice has probably changed the relationship with AI-generated content to be more open.** This is in line with the observations on the previous pages that **gaining more experience of AI-generated media content is the key** to shifting attitudes. Systematic efforts **to increase awareness and allay suspicions** is the first step. It is also important **to work together with various parties, for example to draw up ethical guidelines** and various ways to use AI. And another challenge is presented by **the rhythm, stress and monotonous nature** of the speech.

Perception of the voices of the AI audio samples is quite positive

MS

POLLY

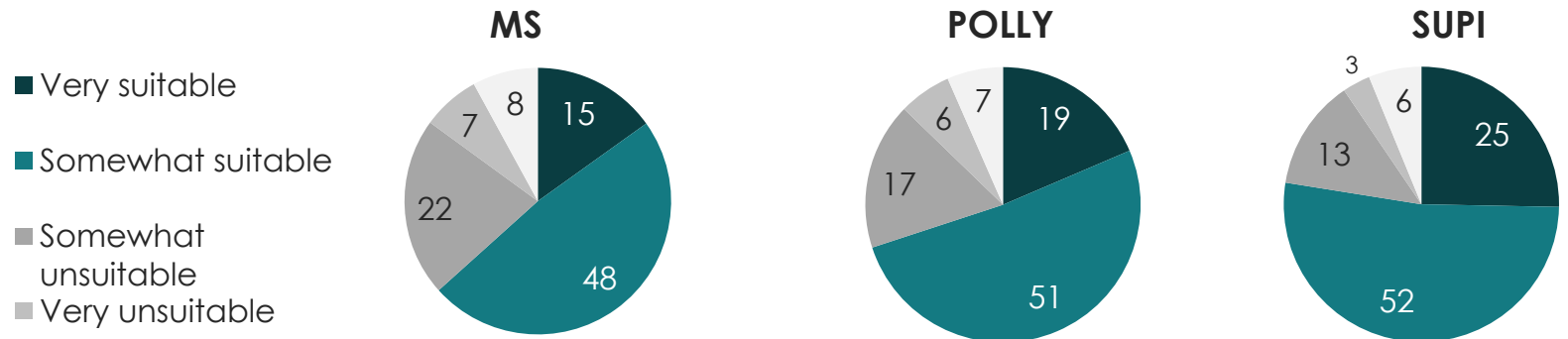
SUPI

Each sample had the same content (about 15 s) and respondents were asked to evaluate the voice of the audio sample, not the content of the news article.

The majority of the working-age population feels that each of the voices played in the samples **is very well or well suited for the news.** The voices are most often described as **businesslike.** The best rating is given to the AI voice SUPI, although half of the respondents thought that this was a human voice.

Those who follow digital news media (websites and apps of newspapers and tabloids, podcasts) **gave a slightly more positive rating to the voices than the average.**

Suitability of the voice in the audio sample for news and audio articles, %.



1. Media content generated by generative AI

More than half of the working-age population have a neutral relationship with media content produced by generative AI – the share of negative attitudes is higher than positive ones

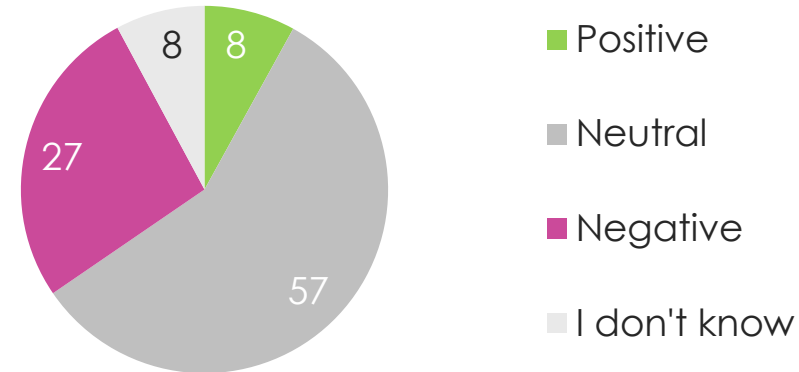
57 per cent of people aged 18–64 have a neutral attitude towards AI-generated media content. Negative attitudes are more common in the working-age population than positive ones. The degree of positivity varies somewhat in different categories.

- The most positive attitudes are reported by **Digital Innovators** (see definition at the bottom of the page)
- **Users of digital media** (digital newspapers and tabloids, podcasts) also show slightly above average positive attitudes towards AI-generated media content.
- There are no statistically significant differences between age groups.

Basically, **the majority in all groups have a neutral attitude towards the topic. The share of negative attitudes is higher than positive ones.**

Respondents were asked to explain their positive or negative attitudes with an open-ended question and these explanations can be found later in this report.

Relationship with AI-generated media content, %. Aged 18–64, N=1071



Most positive attitudes:

- ✓ Digital Innovators 15%
- ✓ Podcast listeners 13%

Most negative attitudes:

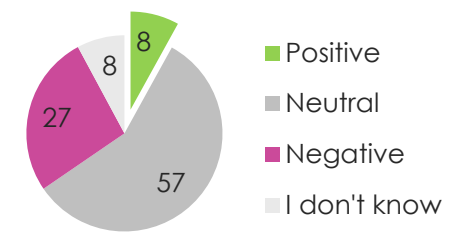
- ✓ Digital Laggards 36%

*Relationship with digital and other technology:

- Innovators: First to try/adopt fairly quickly
- Followers: Want to see other people's experiences first
- Laggards: Very little/no enthusiasm at all

Question: How would you describe your relationship in general with AI-generated media content?

Those with a positive attitude towards AI-generated media content believe in the benefits of AI and the opportunities it provides



Those with a positive attitude towards AI-generated media content (8%) were asked to provide reasons for their positivity.

Positivity was associated e.g. with **the new opportunities created by AI and the benefits of AI in everyday and work-related tasks.**

Some of those with a positive attitude have **encountered AI-generated content at work and thus formed a positive impression of the opportunities of AI.**

AI is the word of the day and offers a wider range of opportunities in the future, making life easier.

Why a positive relationship with AI-generated media content? Those with a positive relationship (8% of the target group)

Wider range of opportunities

Female under 45

It's part of the future and makes work easier

Male under 45

Faster way to find information

Female over 45



It's the word of the day, new technology. And it's modern and convenient to use.

Female over 45

Will create opportunities in many industries in the future

Male under 45

We've used it in my workplace to create press releases.

Female over 45

I myself use AI at work and I'm interested in development

Male over 45

I'm interested in the rapid development of AI in general. It also seems wise to utilise AI to produce media content.

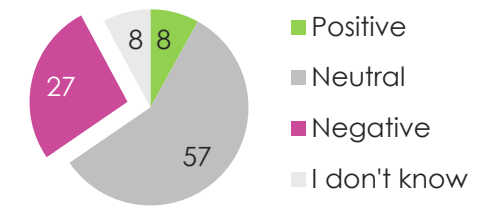
Male over 45

Good insights

Female under 45

Question: Please explain why you have a positive relationship with AI-generated media content. (open-ended). All the answers to open-ended questions are given in the annex to the report.

Unreliability and fears about the inaccuracy of the content are key reasons behind negative attitudes towards AI-generated media content



Those with negative attitudes towards AI-generated media content (27%) were likewise asked to provide reasons for their negativity.

The reasons for negativity were related e.g. to **unreliability and a fear towards inaccuracy and manipulation**.

Many feel that AI **threatens jobs** and criticize AI for a **lack of ethicality**, uncertainty regarding **intellectual property rights** and **how easy it is to scam people**.

The reasons also include comments on the **unnatural, fake and inhumane nature** of AI-generated content.

Why a negative relationship with AI-generated media content? Those with a negative relationship (27% of the target group)

I don't trust in the ability of AI to produce high-quality content

Female under 45

Fake and manipulative

Female over 45

The language is choppy, "cheap" media

Male under 45



I don't feel like listening to some monotonous AI voice and I don't trust that AI works yet anyway

Female over 45

It's a threat to humanity and causes poverty and inequality.

Male under 45

Risk to jobs, reduces humans' ability to produce things ourselves

Female under 45

Can include more mistakes more easily

Male over 45

There should be a human behind everything, even if they make mistakes, otherwise we will become too trusting and our views will change and our own thinking will disappear or become too narrow.

Male over 45

Question: Please explain why you have a negative relationship with AI-generated media content. (open-ended). All the answers to open-ended questions are given in the annex to the report.

Three out of four associate AI-generated media content with artificiality and fakeness

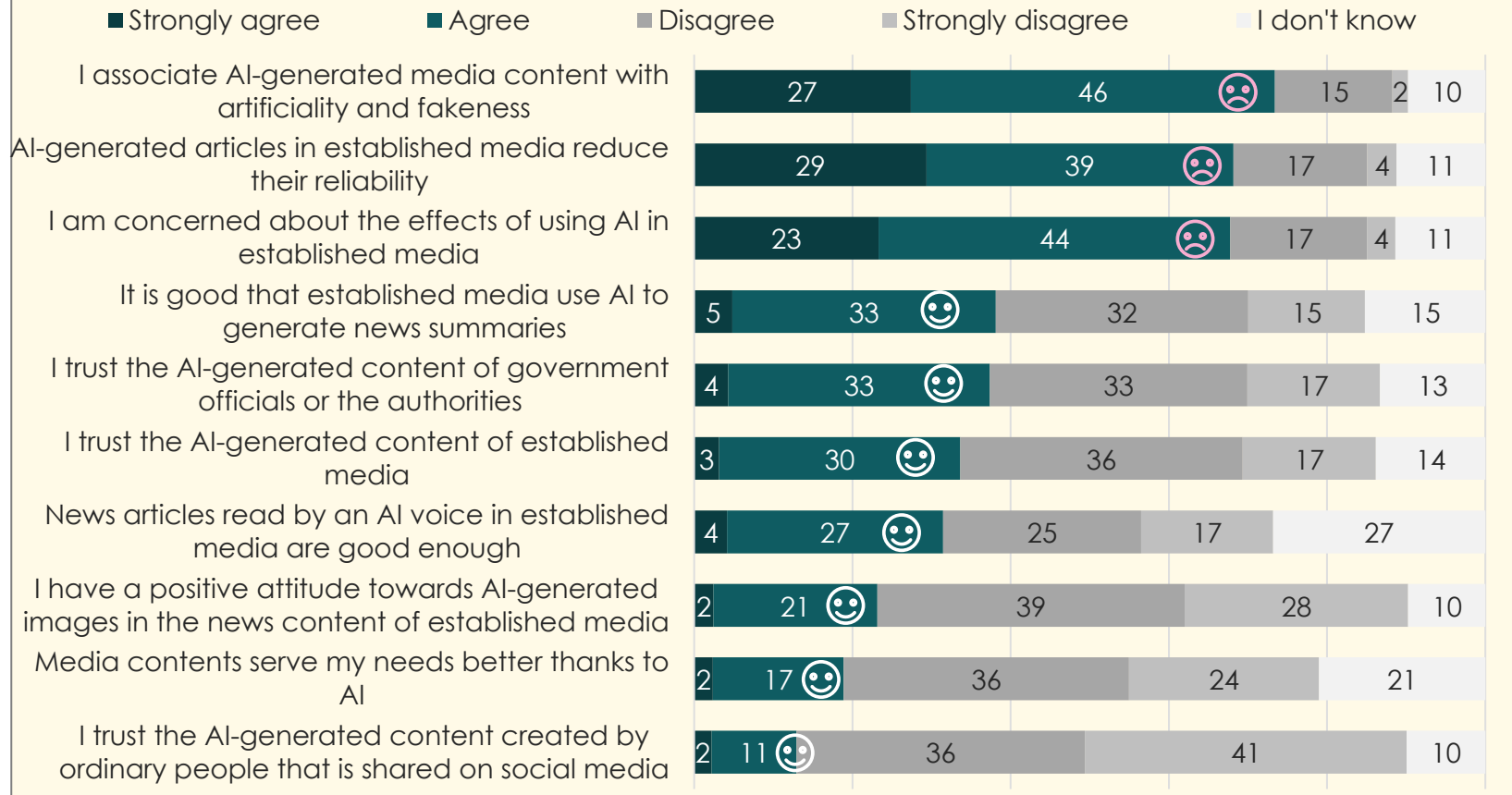
Opinions regarding AI-generated media content were also asked using statements.

Opinions were quite negative. AI-generated media content is most often associated with **artificiality and fakeness, weaker reliability and concerns about the effects of using AI.**

About one third trust the content produced by government officials, the authorities and established media.

Digital Innovators and podcast listeners had the most positive opinions. These categories report the same level of artificiality, unreliability and concern as the others, but they also *associate positive opinions with AI-generated content more often than the others.*

View of the effects of AI, %. Aged 18–64, N=1071



Question: To what extent do you agree or disagree with the following statements?

Interesting look at background groups

Following media Strongly agree or agree, %	Total	daily Digital newspapers or tabloids in an app	daily Digital newspaper s of tabloids online	weekly Digital newspapers or tabloids in an app	weekly Digital newspaper s or tabloids online	daily Radio	weekly Podcasts
N=	1071	429	452	599	702	502	229
☹️ I associate AI-generated media content with artificiality and fakeness	73	75	75	74	75	79	76
AI-generated articles in established media reduce their reliability	68	72	69	69	69	72	62
I am concerned about the effects of using AI in established media	68	71	67	69	67	72	69
😊 It is good that established media use AI to generate news summaries.	38	41	45	41	40	40	50
I trust the AI-generated content of government officials or the authorities	37	45	42	45	40	38	45
I trust the AI-generated content of established media	34	39	38	41	36	34	44
News articles read by an AI voice in established media are good enough	31	29	36	33	33	33	43
I have a positive attitude towards AI-generated images in the news content of established media	23	25	29	26	25	27	28
Media contents serve my needs better thanks to AI	19	23	25	23	22	19	28
I trust the AI-generated content created by ordinary people that is shared on social media	13	14	15	15	14	13	19

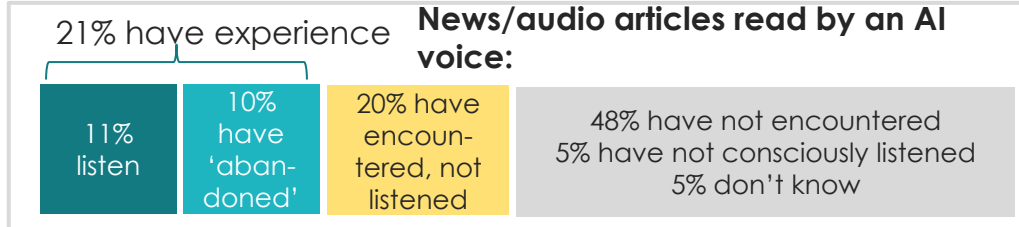
Similarly to others, podcast listeners are concerned about e.g. artificiality, but they also see the benefits of AI-generated media content more often than others.

Statistically significant positive difference
Statistically significant negative difference

Question: To what extent do you agree or disagree with the following statements?

2. News and audio articles read by an AI voice

Currently, about one in ten follow news and audio articles read by an AI voice. A large part of working-age people have never encountered news or audio article read by an AI voice.

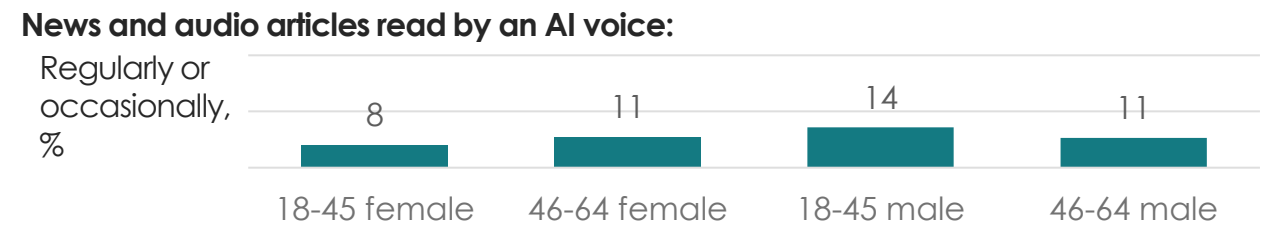
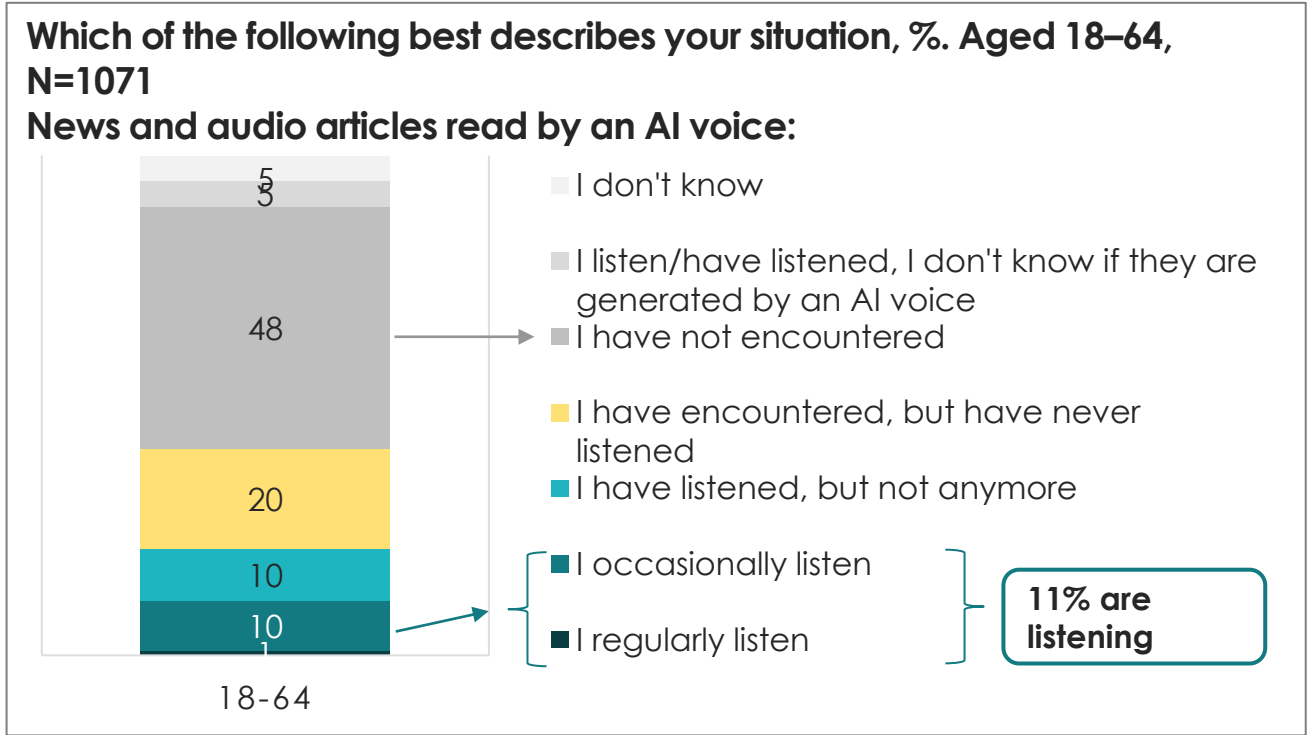


Half of Finns aged 18–64 have not encountered news or audio articles read by an AI voice (at least that they know of). One fifth say they have encountered content in an AI voice, but have not listened to it.

One tenth of the working-age population regularly or occasionally listens to news or audio articles read by an AI voice, and one tenth have listened to them, but do not listen to them anymore. **So about one in five people aged 18–64 have personal experience of news read by an AI voice.** Most of the regular or occasional listeners are Digital Innovators or weekly podcast listeners.

Of the people who follow news and audio articles read by an AI voice, about four out of ten follow this content in media apps and on websites and one fifth through podcasts and on the radio.

- Ways of following content among those who follow news and audio articles read by an AI voice (N=118):**
- Media apps 41%
 - Media websites 39%
 - Podcasts 19%
 - Radio 17%



Question: Which of the following best describes your situation?

Three out of four consider it important to know when the media content is generated by an AI voice

The relationship with news and audio articles read by an AI voice is neutral at best. Negative opinions outweigh the positive ones.

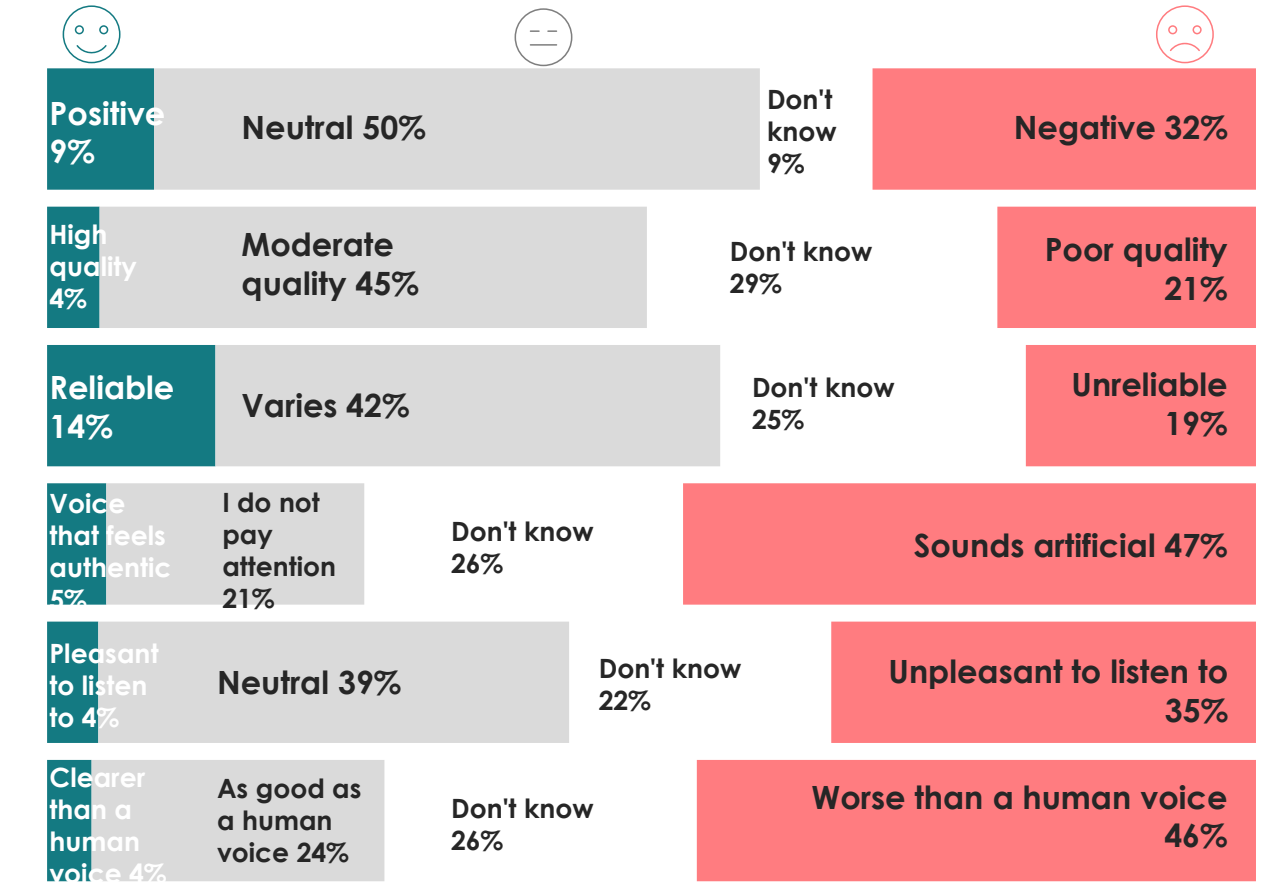
The most positivity can be seen in the opinions regarding the reliability of content. The most negative attitudes are related to the artificiality and inferior quality of the voice compared to a human voice.

Many of the respondents have no experience of news in an AI voice, so the opinions are based on perceptions. Shifting perceptions through trials is therefore probably one of the most important ways to improve positivity. As shown later in this report, opinions are more positive towards AI voice samples that are actually listened to.

Is it important to know when the content has been generated by an AI voice (again, think about the content produced by established media), %



Perception continuums concerning the relationship with news/audio articles read by an AI voice that are produced by established media, %. Aged 18–64, N=1071



Question 1: In terms of the following attributes, what is your opinion of news or audio articles read by an AI voice that are produced by established media? Choose the attribute that matches your opinion/perception of news and audio articles read by an AI voice.

Question 2: Is it important to know when the content has been generated by an AI voice? Again, think about the content produced by established media.

A believable and businesslike voice is important in news read by an AI voice – the gender of the voice does not matter very much

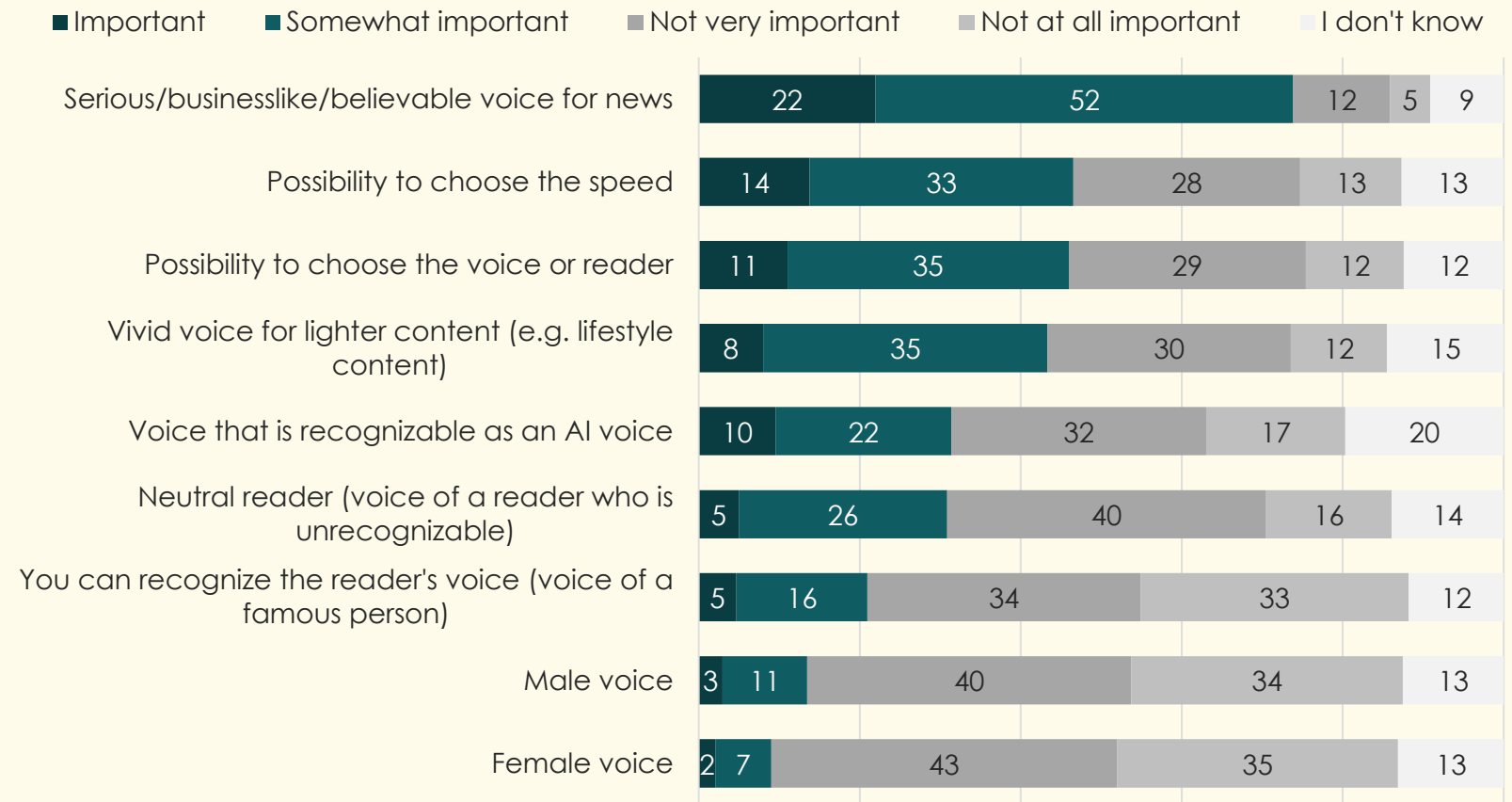
Almost half of the respondents feel that it is important to be able to choose the speed, voice or reader in news and audio articles read by an AI voice. It does not matter very much whether the voice is male or female or the voice of a famous person.

The clear majority wants the news to be read by a serious, businesslike and believable voice. In lighter content (e.g. lifestyle content), about four in ten want a vivid voice.

Women consider most attributes important more often than men. Attributes are also more important for the followers of digital news media and podcasts.

61% of podcast listeners consider it important to be able to choose the speed of the reader (47% of the total target group).

News and audio articles read by an AI voice: Importance of attributes, %. Aged 18–64, N=1071



Question: How important are the attributes of news or audio articles read by an AI voice to you? If you have no experience of AI voices, please answer based on your perception.

Artificial, monotone AI voices annoy people

Artificiality is considered the most annoying quality of AI voices (or at least the perception of artificiality). The monotonous, robotic speech, wrong emphasis and breaks can also feel unpleasant.

Other annoying qualities that are mentioned include the incorrect expression of quotes, dashes and dates, and the breaks in the speech. These are considered disturbing, sometimes even changing the entire meaning of the text.

AI-generated content is also associated with fears about the inaccuracy of the content, replacing people and even the resulting loss of jobs.

To the right are some authentic comments from different-aged women and men.



Maybe the fakeness, I don't think AI voices are very technologically advanced.
Female under 45

Monotonous artificiality
Male under 45

AI voices can still be recognized as AI voices (at least I think so). The AI voices that I've recognized are monotonous and you can kind of hear that the reader doesn't understand the content. The monotone voice is annoying in longer texts.
Female over 45

The rhythm and emphases in Finnish can still be strange
Male under 45

The speech sounds fake, and the truthfulness of the message is also highly questionable.
Male over 45

I doesn't really concern me that much, because I never listen to anything. There's just fewer jobs out there, if everything is done by a machine.
Female over 45

Question: Is there something that annoys you about AI voices? (open-ended). All the answers to open-ended questions are given in the annex to the report.

3. Audio samples of news read by an AI voice

News and current affairs are the most common topics that are or could be listened to in an AI voice

Several topics were studied in terms of their perceived suitability for an AI voice.

News and current affairs were considered most suitable for an AI voice (39%). Roughly one in four feel that finance and science in addition to society and politics are suitable topics for an AI voice.

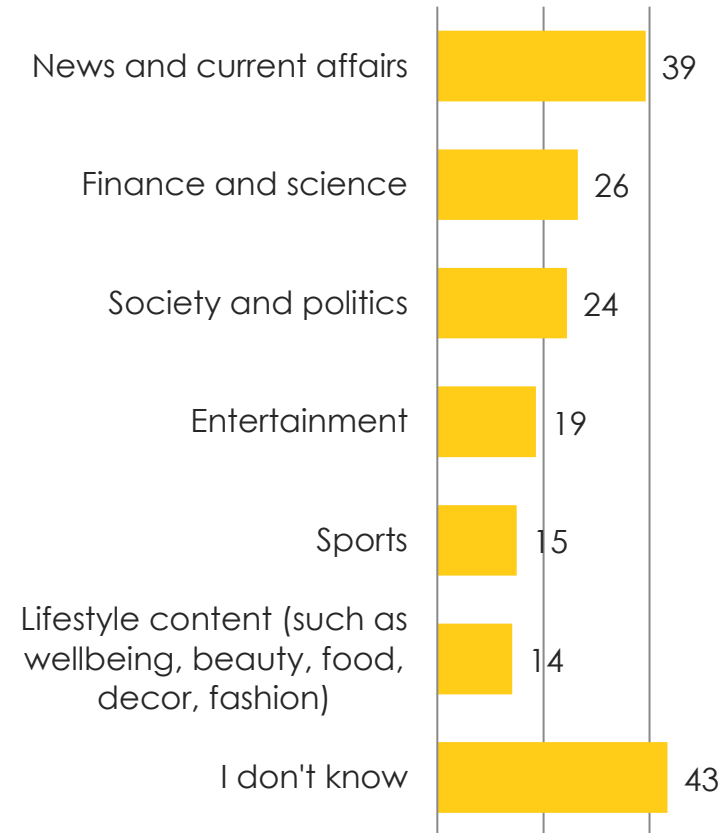
It seems that AI voices are seen to be more suitable for 'harder' topics than 'softer' entertainment or lifestyle content.

Four out of ten working-age people do not know which topics would be suitable for an AI voice.

Already listen/could listen to news and current affairs in an AI voice most often (total target group 39%):

- ✓ Podcast listeners 51%
- ✓ Digital Followers 48%
- ✓ Those who follow digital newspapers and tabloids on websites 47%
- ✓ Digital Innovators 47%

Topics (general level): Already listen/could listen to in an AI voice, %. Aged 18–64, N=1071



Question: Which of the following topics do you already listen to or could imagine yourself listening to in an AI voice? You may choose multiple options.

Interesting look at background groups

Digital innovation* %	Total	Innova- tors	Followers	Laggards
N=	1071	341	284	427
News and current affairs	39	47	48	25
Finance and science	26	38	27	16
Society and politics	24	35	26	13
Entertainment	19	26	17	11
Sports	15	22	14	9
Lifestyle content (such as wellbeing, beauty, food, decor, fashion)	14	19	16	8
I don't know	43	36	35	58

***Relationship with digital and other technology:**

- Innovators: First to try/adopt fairly quickly
- Followers: Want to see other people's experiences first
- Laggards: Very little/no enthusiasm at all

Almost all the topics were considered more suitable in an AI voice by Digital Innovators than by the other categories. About half of Digital Followers already listen to or could listen to news and current affairs in an AI voice.

The followers of podcasts and digital newspapers and tabloids also consider most topics suitable for an AI voice more often than the average respondent.

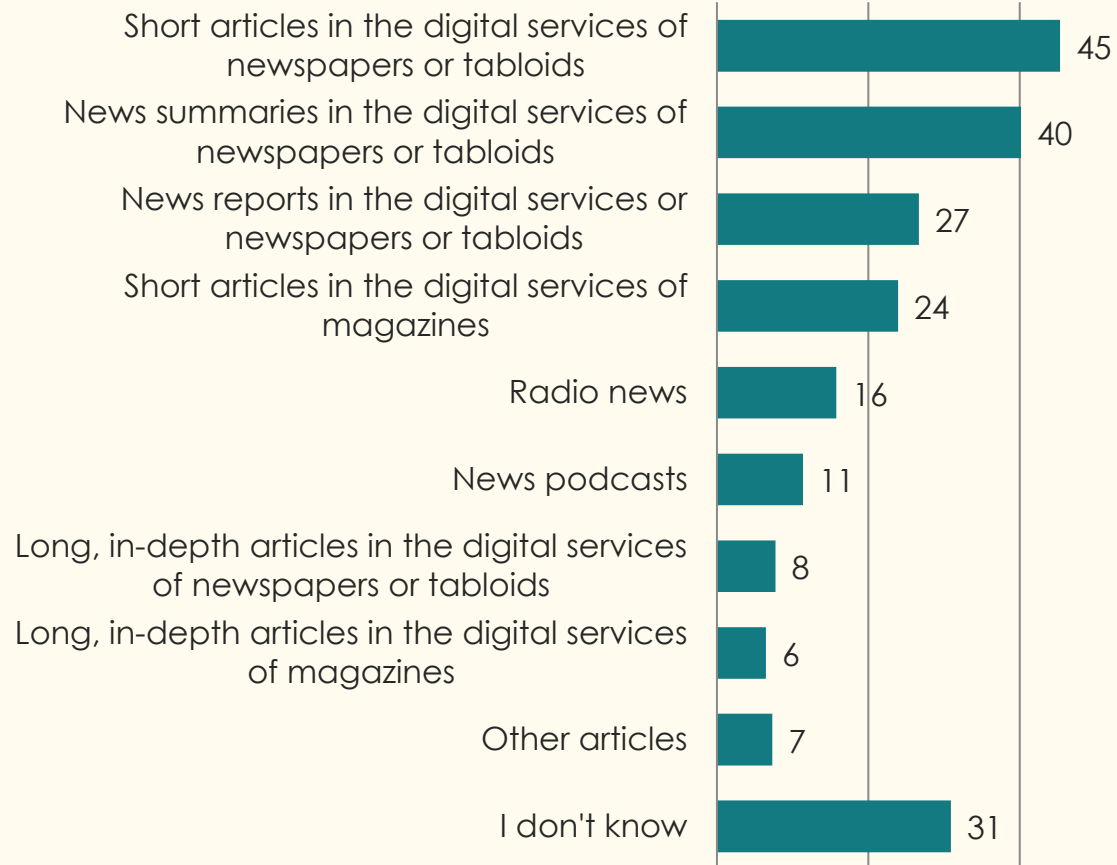
Statistically significant positive difference

Statistically significant negative difference

Question: Which of the following topics do you already listen to or could imagine yourself listening to in an AI voice? You may choose multiple options.

AI voices are best suited for short articles and summaries in the digital services of newspapers and tabloids

Content that AI voices are suitable for, %. Aged 18–64, N=1071



About four in ten say that AI voices **are suitable for short articles and news summaries in the digital services of newspapers and tabloids.**

Very few want to listen to long, in-depth articles read by an AI voice. However, it is worth keeping in mind that many respondents are replying based on their perception, not personal experience, so their actual experiences of AI-read articles (even longer ones) could change their perception.

More often than the other categories, Digital Innovators feel that AI voices are suitable for both shorter and longer articles, radio news and news podcasts. The followers of digital news media and podcasts also feel that various types of content are suitable for AI voices more often than average .

Question: What types of content are AI voices suitable for? You may choose multiple options.

News and audio articles read by an AI voice allow you to listen while doing other things

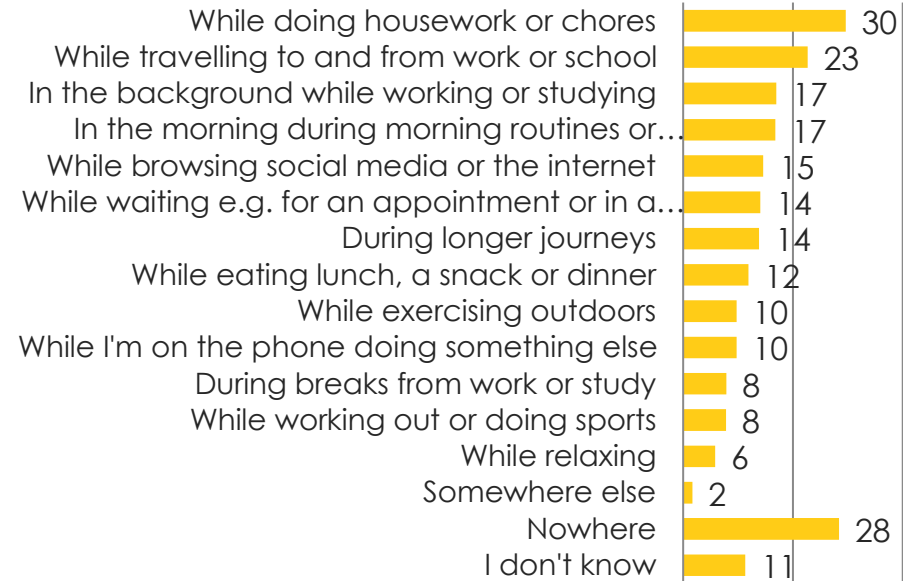
Most of the situations where news or audio articles read by an AI voice are or could be listened to are moments where listening is done while doing other things (such as housework, working, studying, social media or internet browsing). Travel and breaks are also mentioned as listening situations.

Almost three out of ten could not imagine listening to content in an AI voice in any situation.

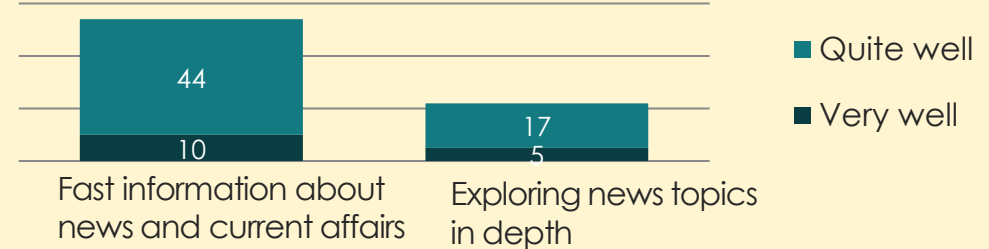
Out of all the categories, Digital Innovators consider the most situations as suitable for listening.

News read by an AI voice satisfy the need to **obtain information quickly** better than the need to explore news topics in depth.

News and audio articles read by an AI voice: Situations where you listen or could listen to them, %. Aged 18–64, N=1071



How do news read by an AI voice satisfy various needs, %



Question: In what type of situations do you listen to or could listen to news or audio articles read by an AI voice? Question: How do news and audio articles read by an AI voice satisfy various needs?

4. How much would you like listening to the voice of this audio sample in news and audio articles?

Perception of the voices in the AI audio samples is quite positive

The audio sample section consisted of three audio samples of news read by an AI voice: MS, POLLY and SUPI. Each sample had the same content (c. 15 s) and respondents were asked to evaluate the voice of the audio sample, not the content of the news article. The order of the samples was rotated.

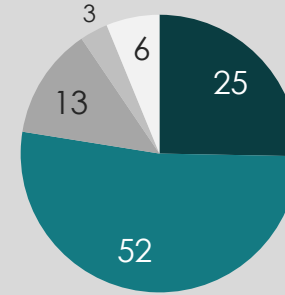
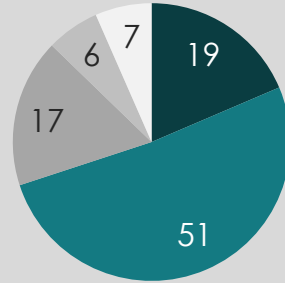
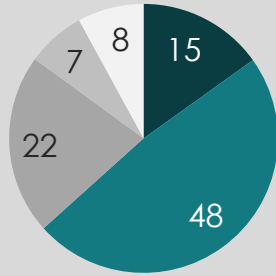
MS

POLLY

SUPI

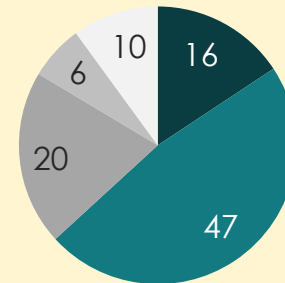
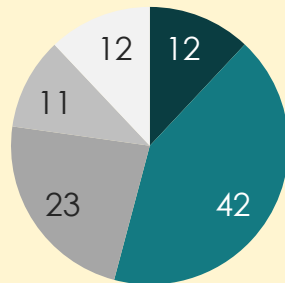
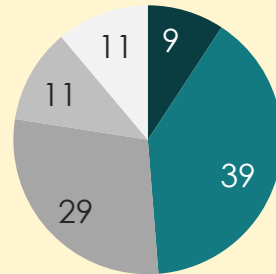
Suitability of the voice in the audio sample for news and audio articles, %.

- Very suitable
- Somewhat suitable
- Somewhat unsuitable
- Very unsuitable

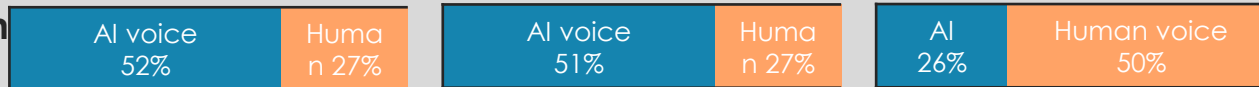


Pleasantness of the voice for news and audio articles, %.

- Very much
- Somewhat
- Not very much
- Not at all
- I don't know



AI voice or human voice? %



The relationship with AI-generated media content is quite positive when evaluating audio samples read by an actual AI voice. The majority felt that all the voices in the three samples were very or somewhat suitable for news and audio articles. **The highest rating was given to the voice of the SUPI sample, and almost two thirds found the voice to be pleasant for news and audio articles.** In terms of MS and POLLY, half of the respondents recognize the voice as an AI voice, but when it comes to SUPI, the situation is quite the opposite: half believe that it is a human voice. As stated above, only 11% have prior experience of news or audio articles read by an AI voice, so **listening to an actual AI voice has probably made the relationship more open.**

It is worth noting that the results for SUPI show that half of the respondents think that it is a human voice.

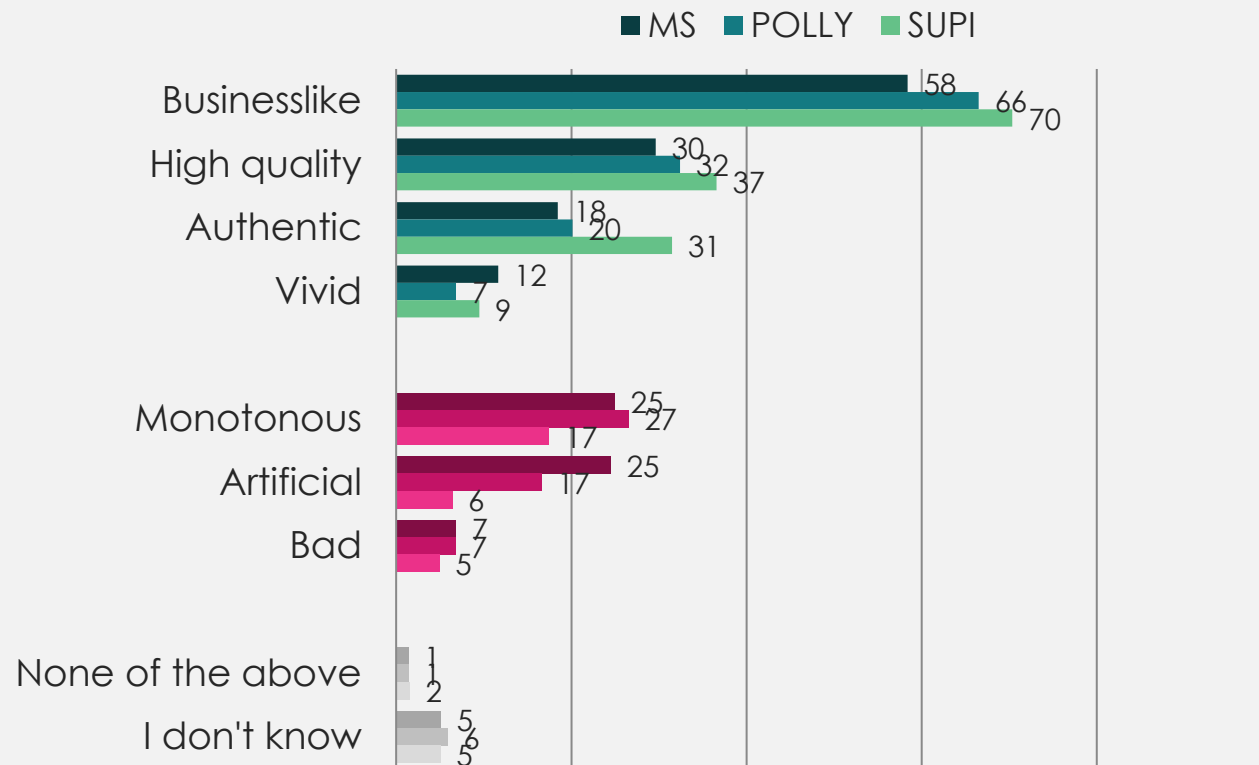
Question: How suitable do you think this voice is for news and audio articles?

Question: How much would you like listening to the voice of this audio sample in news and audio articles? Please think only about the VOICE you hear, not the content that is being read.

Businesslike is the word that best describes the voices in the audio samples – SUPI receives the highest rating

Respondents were asked to match various attributes with the audio samples.

Attributes matched with the audio sample, %.



Businesslike is the attribute most often matched with the voices of the audio samples, selected by about 60–70 per cent of the working-age population, depending on the audio sample. About one in three associate the voices with high quality.

SUPI receives the highest rating in almost all attributes and is less often matched with monotony, artificiality and badness.

Opinions vary somewhat by age:

- **In terms of SUPI, the under 45 age group** associates the voice with quality and authenticity more often than the over 45 group.
- **In terms of MS, the over 45 age group** considers the voice to be authentic and vivid more often than the younger age group.
- **With POLLY, the over 45 age group** again gives a more positive rating to authenticity and the businesslike sound of the voice.

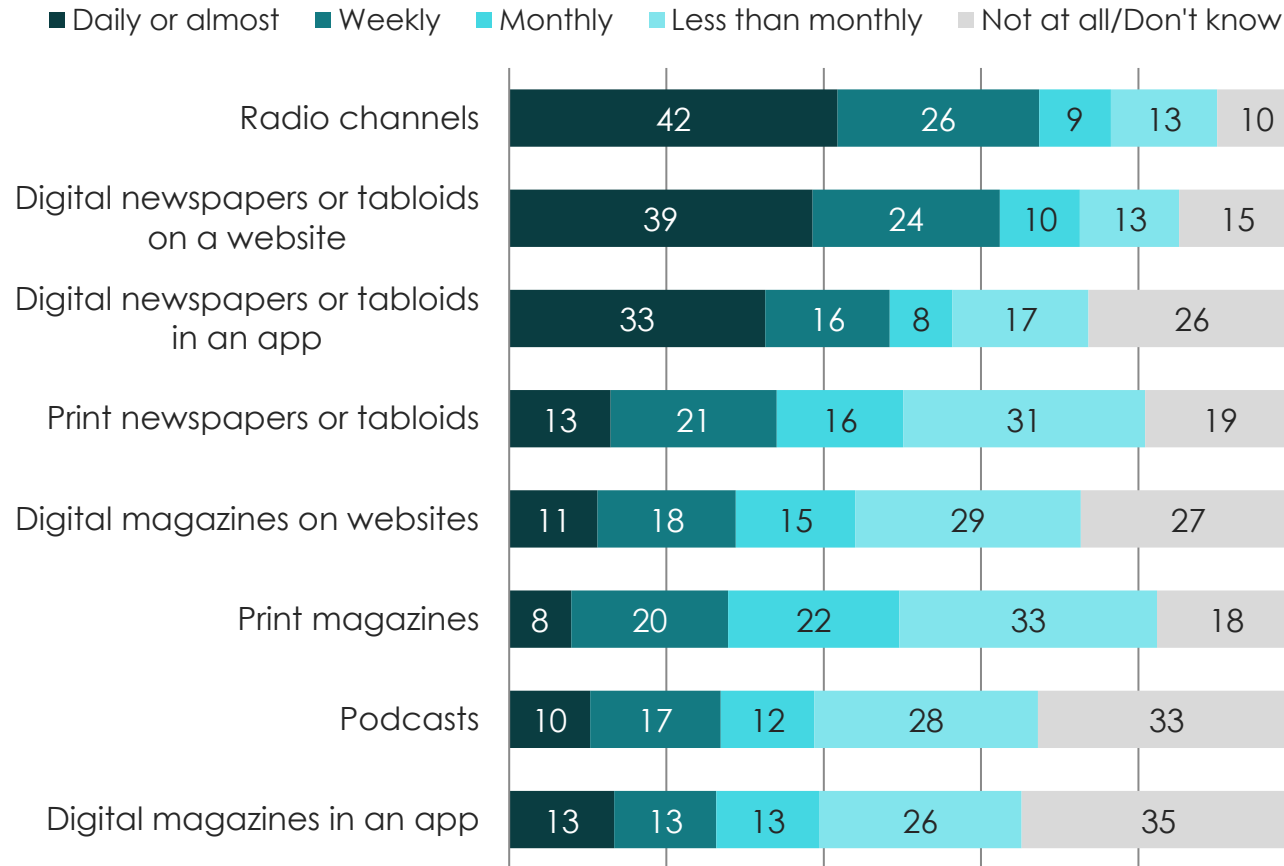
It is worth noting that the results for SUPI show that half of the respondents think that it is a human voice.

Question: Which attributes would you match with the audio sample you hear? Please think only about the VOICE you hear, not the content that is being read. Choose all the attributes that you would match with the audio sample.
Kantar Media Oy 2024

5. How often do you normally follow these media?

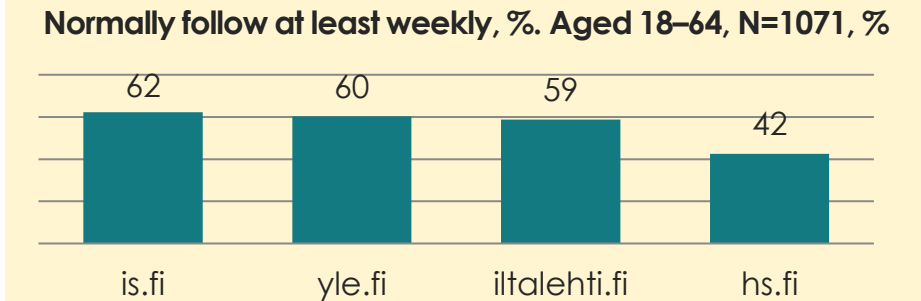
The working-age population follows several news media on a weekly basis

Following media: How often do you follow, % Aged 18–64, N=1071



More than four out of ten working-age people listen to the radio every day or almost every day. More than a third follow content on the websites of digital newspapers or tabloids and, similarly, a third follow digital newspapers or tabloids using an app.

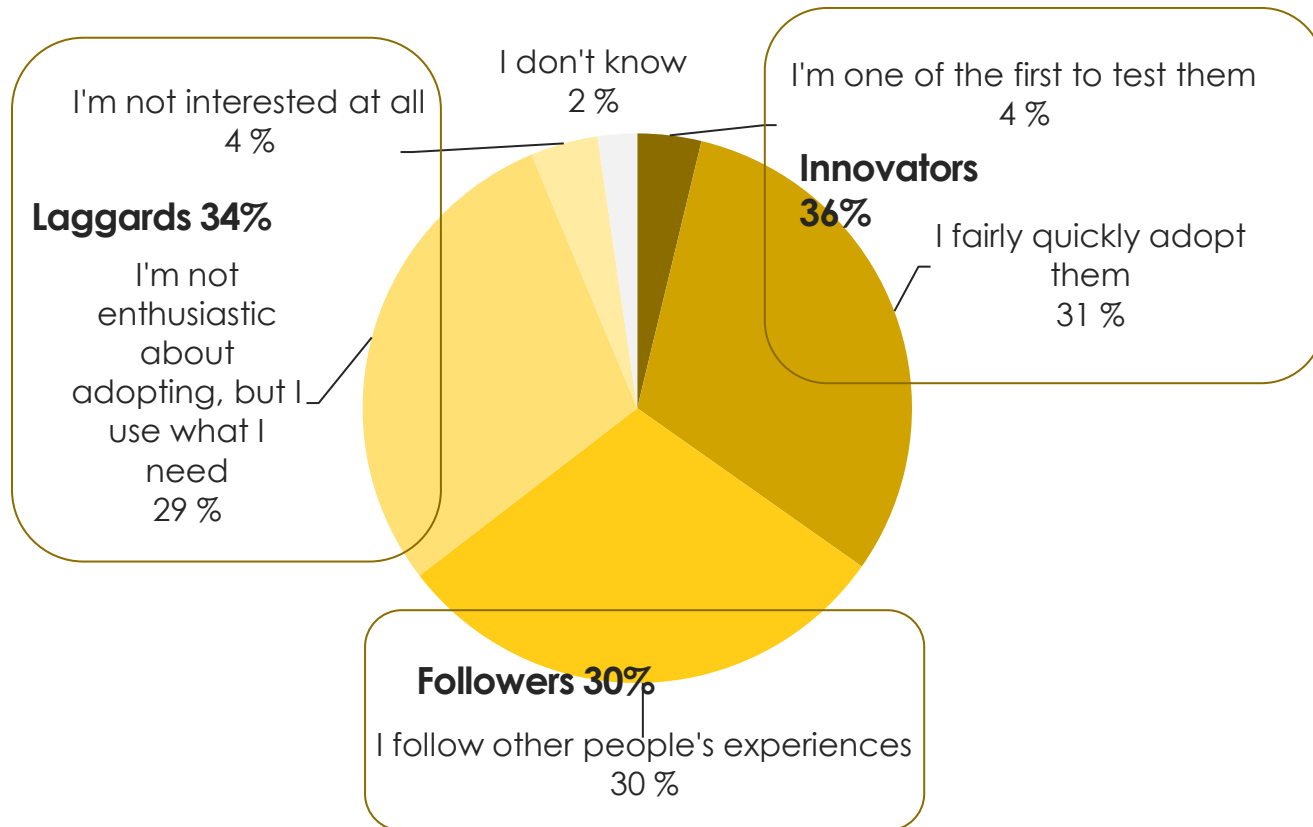
In terms of individual digital news media that were measured, is.fi, yle.fi and iltalehti.fi reach about 60 per cent of the target group every week.



Question: How often do you normally follow these media?

The working-age population is divided quite evenly into technological and digital innovators, followers and laggards

Innovation: Adoption of new technology and digital services, %. Aged 18–64, N=1071



Digital innovation was measured on a scale where Innovators were defined as people who are among the first to test or fairly quickly adopt new technology and digital services. **Just over a third of the working-age population are Digital Innovators.**

Followers are defined as people who follow other people's experiences before adopting new technology and digital services. **Almost a third of the population are Followers.**

The final third consists of people who are less enthusiastic about new technology and digital services.

Most Innovators, % (36% in the age group 18–64)

- Pupils/students 50%
- Daily followers of podcasts 49%
- Household income of more than €85 000 per year 48%
- Lower-level employee 48%
- Daily followers of HS.fi 47%
- Aged 18–35 45%
- Men aged 18–45 44%

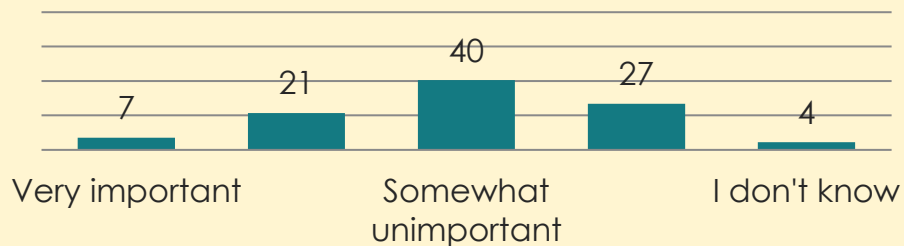
Question: How would you describe yourself as a user of technology and digital services?

Factors affecting the willingness to subscribe to digital news media

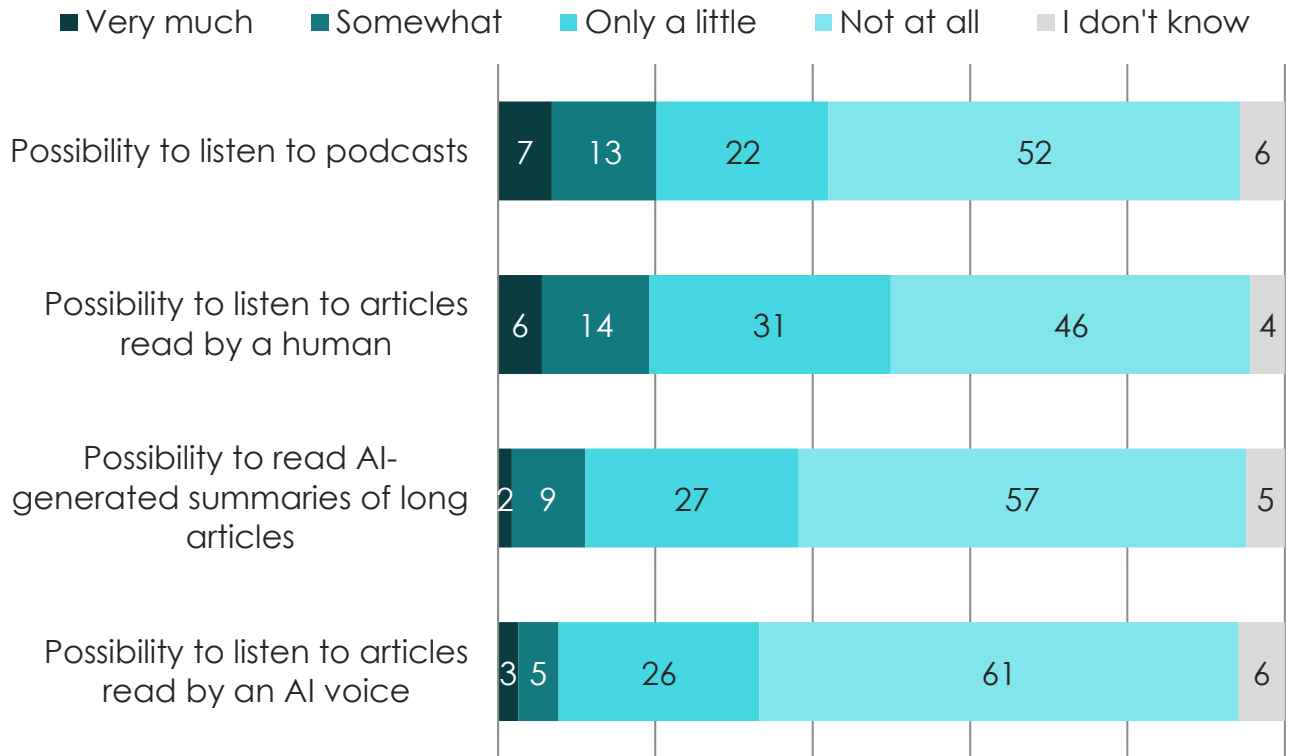
For the majority, the possibility to listen to podcasts and articles read or summarized by an AI voice or a human voice affect the willingness to subscribe to digital news media only a little or not at all.

The possibility to listen to news media content is very or somewhat important to just over a quarter of the working-age population. Listening to news media content is more important than average to the followers of digital media.

How important is the possibility to listen to news media content, %. Aged 18–64, N=1071, %



Digital news media: How much do things affect the willingness to subscribe, %. Aged 18–64, N=1071



Question: How important is it for you to have the possibility to listen to news media content?

Question: How much do the following things affect your willingness to subscribe to digital news media?