

SPONSOR NAVIGATOR 2026

# Assembly Summer 2026

Audience Research Report · English Translation

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Helsinki Messukeskus · July 30 – August 2, 2026

Research by Sponsor Insight Finland (N=1,500) · Fieldwork Feb–Mar 2026

*Est. 1992 · 34th edition*

# Assembly at a Glance

**ASSEMBLY**

Key numbers — Summer 2026

**25,000+**

Expected on-site attendees (4 days)

**550,000**

Finns interested (18+ population)

**Millions**

Online reach via streams & creators

**NPS 74**

Audience loyalty score

*consistently above 70*

**170,000**

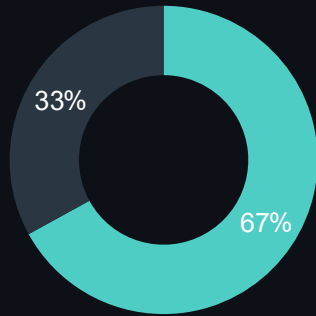
Finns who are very interested in Assembly

**#37 of all events**

Ranked among Finnish events (excl. music festivals & sports)

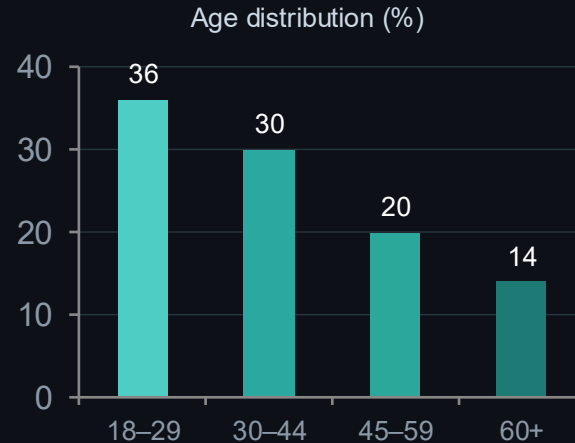
# Audience Demographics

Finns interested in Assembly — Sponsor Navigator 2026



■ Male ■ Female

67% Male



55% live in cities 100k+ · 45% in Southern Finland · 43% describe finances as "in good shape"

44%

Males aged 18-44  
(hardest demo to reach)

39%

Hold a university  
degree

72%

Employed full- or part-time

# Ownership Profile

Property & vehicles — Assembly audience vs. Finnish population

76%

Own a home  
or property

+12 pp vs. population

82%

Own a vehicle  
(any type)

+13 pp vs. population

69%

Own a car

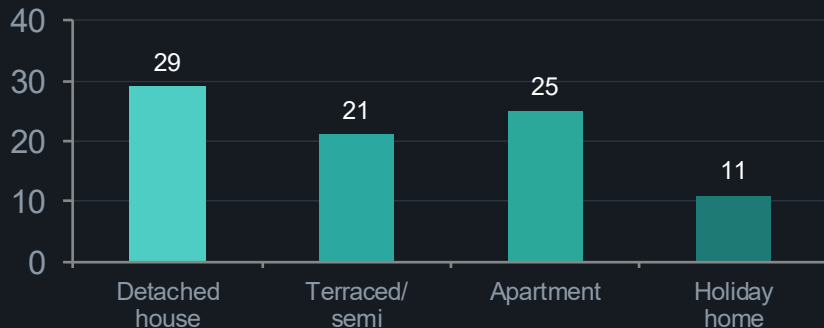
+4 pp vs. population

15%+14%

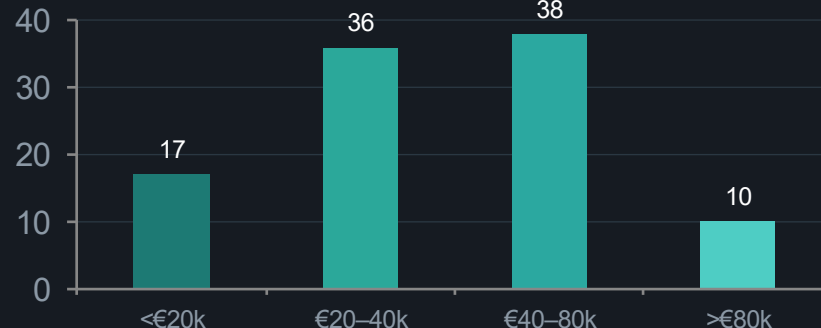
Motorbike (15%)  
Motorboat (14%)

Both +8 pp vs. population

Property ownership (%)

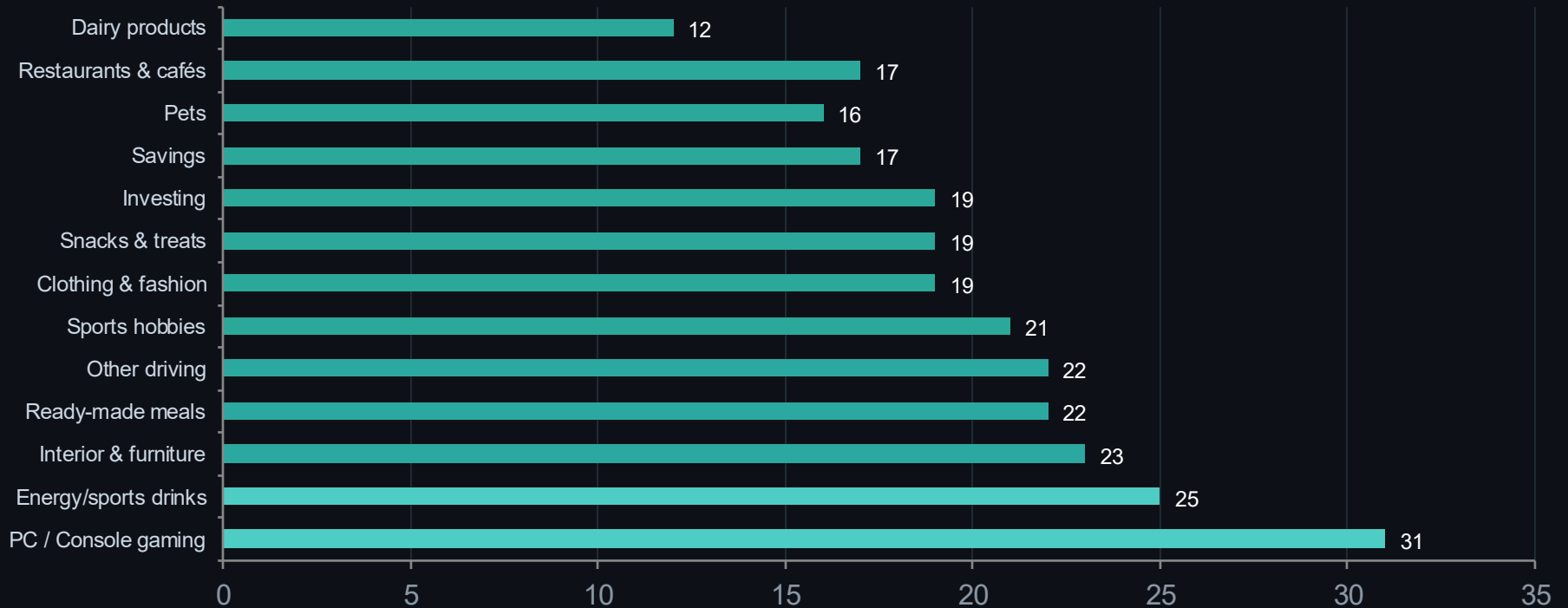


Household gross income (%)



# Spending Over-Indexes

"A lot" + "Somewhat" — difference in pp vs. Finnish population



Highlighted: strongest sponsor opportunities by spend intent

# Why Sponsors Win Here

*Attitude toward sponsorship — "Agree" + "Strongly agree"*

**80%**

View brands **MORE FAVOURABLY** when they sponsor events they care about

*+20 pp vs. population*

**71%**

**MORE LIKELY** to choose a sponsoring brand at point of purchase

*+20 pp vs. population*

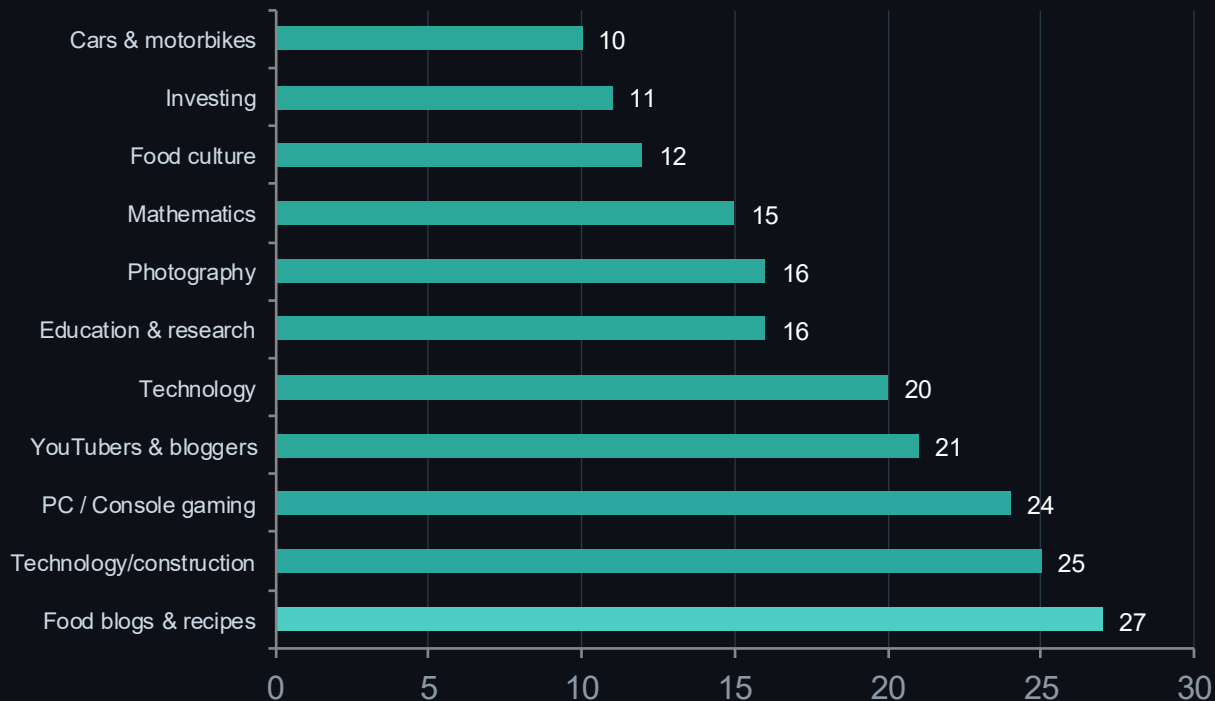
**83%**

See event sponsorship as **CORPORATE SOCIAL RESPONSIBILITY**

*+14 pp vs. population*

# Top Interests & Hobbies

Ranking shift vs. Finnish population (biggest positive deviations)



## #1 over-index

Food blogs (+27)  
This audience follows  
food & drink content  
more than anything else

## Gaming

PC/console gaming  
over-indexes +31pp  
in spending & interests

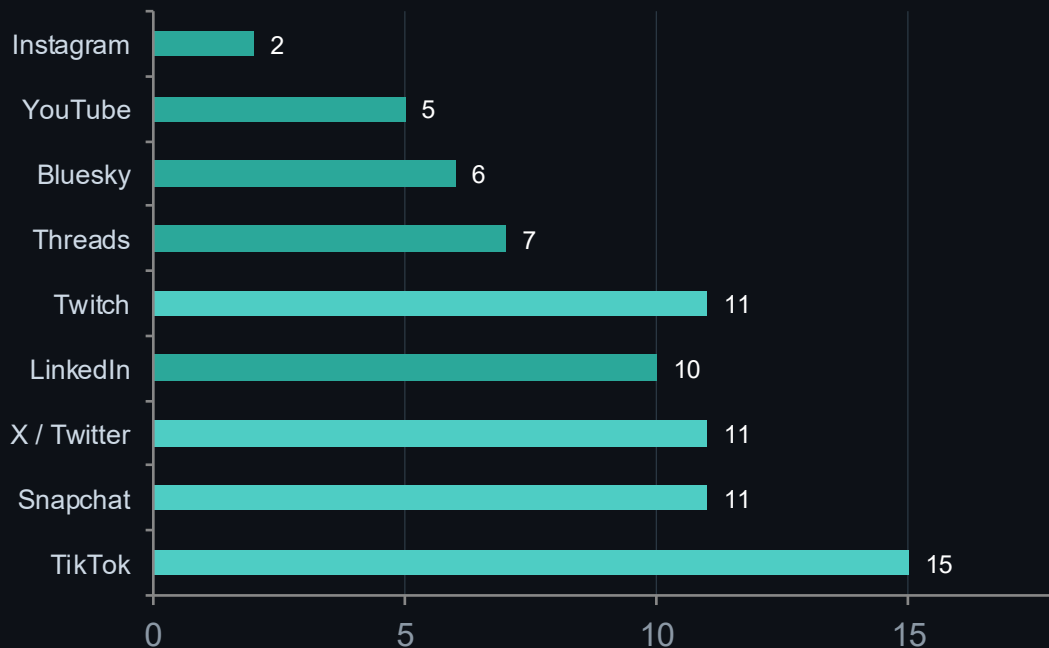
## Technology

Tech, construction,  
and science all  
rank in top 5 shifts

# Media Consumption

Weekly usage — Assembly audience over-index vs. Finnish population (pp)

Social media over-index (pp vs. population)



82%

Use FB/IG/TikTok weekly

89%

Listen to radio weekly

92%

Watch linear TV weekly

70%

Visit top-5 news sites weekly

# Gambling & Betting

Among Finns interested in Assembly

72%

Place sports bets  
at least occasionally

61%

Play casino games  
at least occasionally

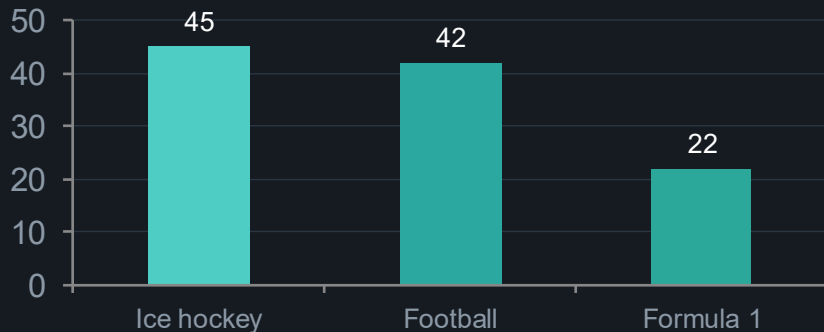
38%

Spend on non-state  
gambling operators

45%

Bet on ice hockey  
(most popular sport)

Sports bet on regularly (%)



## Best-known brands (2026)

Betting top 5: Veikkaus · PAF · Betsson · Unibet · Mr Green

Casino top 5: Veikkaus · PAF · Unibet · Coolbet · Leo Vegas

Key provider factors: Security · Trustworthiness · Brand reputation

# Key Takeaways for Sponsors

*Assembly Summer 2026 — Why it works*

REACH	550,000 interested Finns · 25,000+ on-site · millions online
CORE DEMO	67% male · 44% are males 18–44 · digitally native
LOYALTY	NPS consistently 74+ · event running since 1992
TOP SPEND	PC/gaming +31pp · energy drinks +25pp · fashion +19pp · snacks +19pp
SPONSOR LIFT	80% more favorable to sponsors · 71% more likely to buy from sponsors
OWNERSHIP	82% own a vehicle · 69% own a car · 76% own a home
DIGITAL	TikTok +15pp · Twitch +11pp · LinkedIn +10pp vs. population
INTERESTS	Food blogs #1 over-index (+27) · tech · gaming · photography