



Funded by
the European Union



GRAMEX & TEOSTO

MUSIIKKILUVAT.FI

MYY TUNTEELLA.

EU Music 360 Finnish Living Lab 2

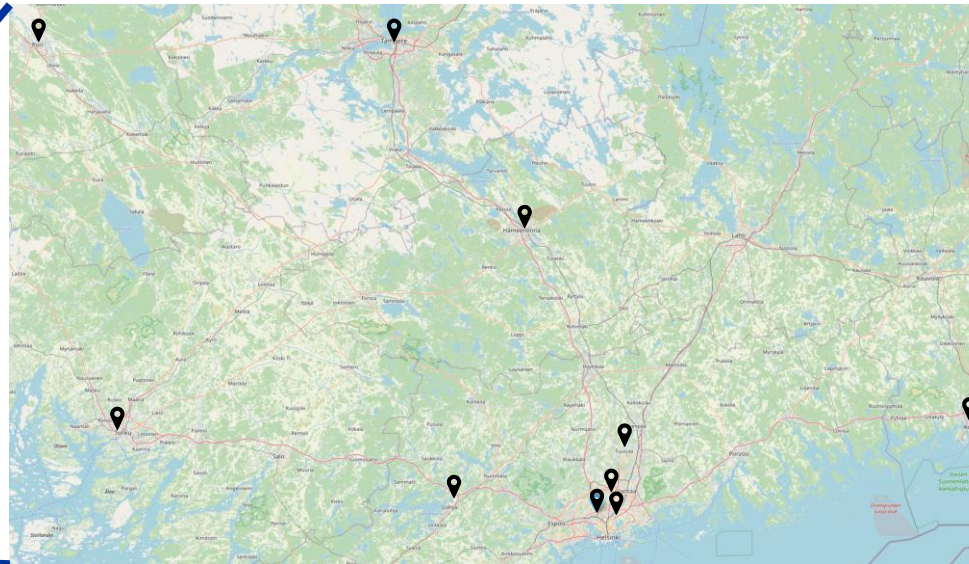
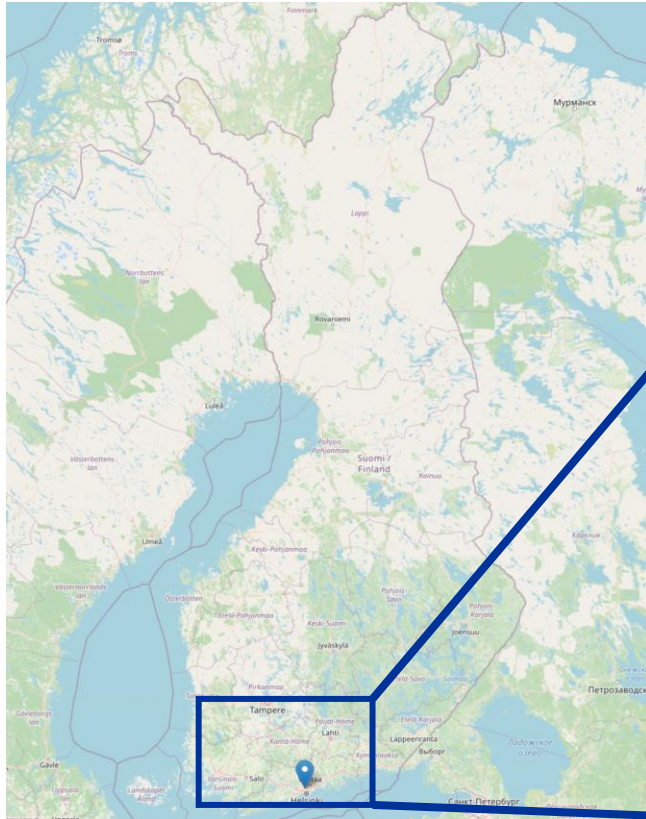
STARK Suomi & GTM

Lauri Ogawa
11.11.2025

Finnish Living Lab 2 Status Update

- The local partner is called **STARK Suomi**. They sell construction and renovation products, services and materials for both consumers and professionals in their rather large sales and storage venues.
- Research setup and independent variables:
 - a) **Familiar music**: Music represented by Teosto and Gramex (**licensed music**) – **5 store locations**
 - b) **Unfamiliar music**: **Copyright-free music** - **5 store locations**
- Dependent Variable:
 - a) **Customer responses** from the survey (from Feedbackly terminals)
 - b) **Staff responses** from the survey, (via email based on Feedbackly questionnaire)
- Living Lab planning and preparations have advanced despite of unexpected challenges (eg change negotiations at Stark Suomi started 1st Nov that affected the selection of retail store locations)
- Local partner Stark Suomi is motivated and committed to execute and contribute for EU Music 360 Living Lab 2 project (also due to the negotiation result with GTM to reduce some expenses for Nov-Dec 2025)
- **Updated research timeline: 1 month between Nov-Dec (week 47-49 or week 48-50)**
(due to music operator installation delivery schedule related to long distances inbetween store locations)

Stark Suomi EU Music 360 Living Lab 2 Store Locations



Stark Helsinki Suutarila
Stark Helsinki Konala
Stark Vantaa Martinlaakso
Stark Tampere Nekala
Stark Turku Skanssi
Stark Hämeenlinna
Stark Kotka
Stark Pori
Stark Tuusula
Stark Lohja

Questionnaires for Employees (15 questions sent by email)

1

MUSIC360
DIGITAL PLATFORM
GRAMEX & TEOSTO
MUSIIKKILUVAT.FI
HYV TUNTTEILLA
EU Music 360 Finnish Living Lab 2
Questionnaires for employees
Päivä Määrä
10.11.2025

2

Q1: Olin/Yes → kysely jatkuu/survey follows
En ollut/No → kysely loppu/end of the survey

3

Q2

Q3

4

5

6

Q4

7

Q5

8

Q6

9

Q7: It made me very unhappy --- very happy
OR
Not at all --- A lot

10

Q8: It didn't give me energy --- a lot of energy
OR
Not at all --- A lot

11

Q9

12

Q10

13

Q11

14

Q12

15

Q13

16

Q14

17

Q14

18

Q15
Thank you!

Questionnaires for Customers (12 question asked via devices)

EU Music 360 Finnish Living Lab 2
Questionnaires for customers

Pila Moons
30.10.2025

Kysymykset asiakkaille, questions for customers

1. This is a 'Yes' or 'No' question. Recommended by Facebook for FOMO... 2. Here we compare the two music conditions. It might be that... 3. Here we compare the two music conditions. It might be that... 4. Here we compare the two music conditions. It might be that... 5. Here we compare the two music conditions. It might be that... 6. Here we compare the two music conditions. It might be that... 7. Here we compare the two music conditions. It might be that... 8. Here we compare the two music conditions. It might be that... 9. Here we compare the two music conditions. It might be that... 10. Here we compare the two music conditions. It might be that... 11. Here we compare the two music conditions. It might be that... 12. Here we compare the two music conditions. It might be that...

Expences for GTM to excecute Living Lab 2

(that needs to be allocated from GTM's overheads budget)

Reason	Supplier	Price (incl. VAT)
Research equipment and software: equipment, licenses, and software needed to collect feedback (from customers and staff).	Feedbackly Oy	EUR 9 112,56
Research equipment and playlists: Design and implementation of playlists needed for comparing soundscapes, including installation and travel costs. Installation of BMAT boxes is included in the price as a "gesture of goodwill," since the project already covers installation and travel costs.	Toneco Oy	EUR 4 390,14
Legal licensing fees: Music performance fees for public music use. Payment of license fees was a condition set by the partner for participation in the Living Lab 2.	GT Musiikkiluvat Oy	EUR 10 436,28
		EUR 23 938,98

