Digita’s mission

Digita brings radio and television programmes to listeners and viewers all over the country reliably and without interference.

Present broadcasting network

- 38 main stations
- 167 substations
- 40 transmission link stations
Television services

- Analog television services
- Digital television services

Consumer services
- digital television sales promotion
  - www.digitv.fi
  - newsletter, seminars, excursions
  - technical help desk / toll free tel. 0800-124124
  - technical advice
  - training program for antenna specialists
  - estate antenna system audits

Marketing

- Digital television national project office

Network coverage for television services

Public television services

Commercial television broadcasters
Television - a powerful media

Daily reach of Finnish television
1998  71% of population
   (TV1 55%, TV2 49%, MTV3 68%, Nelonen 26%)
1999  75% of population
   (TV1 58%, TV2 53%, MTV3 64%, Nelonen 35%)

• Europeans watch even more television
• Multitasking
• Non active working population
• Ageing population
   (persons over 45 years prefer comfort to fashion
Kauppalehti 18.5.2000)

The average time used for watching television per day and by population 10+years

Source: Finnpanel Oy

Reliability
Easiness
Content

Digita’s vision

• Digita brings digital television and radio with all their possibilities to Finland. Constructing and operating the digital terrestrial broadcasting network is one part of this function.

• Transmission networks and digital information networks are becoming closer to each other in the next few years. Digita is participating in this development by offering its technical expertise and solutions.
Benefits of digital technology

More channels - More choice
Electronic programme guide
Super teletext
Better quality of sound and picture
Interactive programmes
Internet on TV

Multiplexes in Finland

**Multiplex A:**
- Finnish Broadcasting Company
  - TV1
  - TV2
  - YLE24
  - YLE PLUS
  - FST (Swedish Channel)

**Multiplex B:**
- Digital version by MTV3 (MTV Oy)
- Regional programme supply (City-tv)
- Sports channel (Suomen Urheilutelevisio Oy)
- Service network for wellbeing (Wellnet Oy)

**Multiplex C:**
- Digital version by Channel Four Finland, (Oy Ruutunelonen Ab)
- Movie channel (Helsinki Media Company Oy)
- Education channel (Werner Söderström Oy)
  - Canal+
Digital television coverage

27.8.2001 launch of digital television

- 1.9.2000
- 3 stations
- 2 multiplexes
- 39 % coverage

- 31.12.2001
- 10 stations
- 3 multiplexes
- 70 % coverage

Digitalisation of TV transmission network

- 31.12.2006
- about 40 stations
- 99 % coverage
Distribution channels

- Broadcasting, continuity
- On-demand type, video kiosk
- Text and video...
- Data
- Services and p-to-p communication

DVB-T, DVB-C, DVB-S

Fixed connections
Modem, ISDN, ADSL
Cellular Networks, UMTS

Television: lean backward
Application specific receivers
PC: lean forward
Mobile phones

= digital television paradigm!

Distribution channels

DVB-T
DVB-C
DAB
ADSL
UMTS
DVB-T
DAB

DVB-S

PC