

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

YLE



Network coverage for television services

Public television services



Commercial television broadcasters

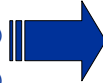




Television - a powerful media

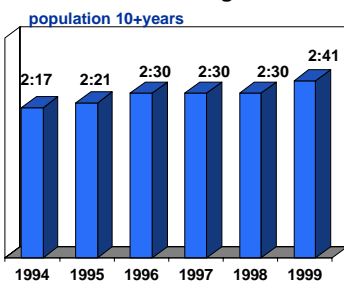
Daily reach of Finnish television

1998 71% of population
(TV1 55%, TV2 49%, MTV3 60%, Nelonen 26%)
1999 75% of population
(TV1 58%, TV2 53%, MTV3 64%, Nelonen 35%)

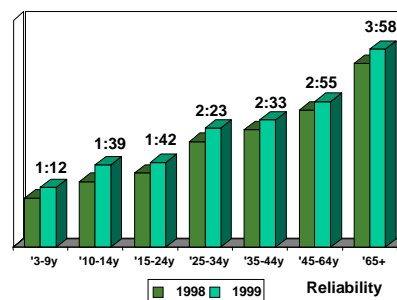


- Europeans watch even more television
- Multitasking
- Non active working population
- Ageing population
(persons over 45 years prefer comfort to fashion/
Kauppalehti 18.5.2000)

The average time used for watching television per day and by



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)

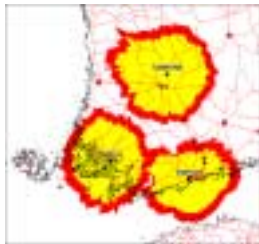
Multiplex B:

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

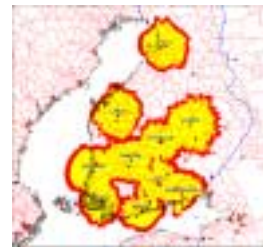
Multiplex C:

- 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**

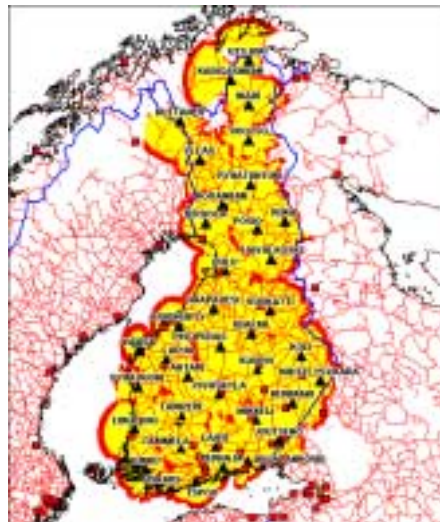


- 1.9.2000
- 3 stations
- 2 multiplexes
- 39 % coverage



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

Digitalisation of TV transmission network



- 31.12.2006
- about 40 stations
- 99 % coverage



Distribution channels

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|----------------------------------|---------------------------------------|-------------------------------|--|
| 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

