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# TV Finland

## 3.1. General indicators

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# Finland - TV

Number of subscriptions or connections based on total population

(000)	1996	1997	1998	1999	2000	2001
<b>TV households</b>	2.034	2.061	2.133	2.144	2.160	n.a.
<b>Population (total)</b>	5.132.320	5.147.349	5.159.646	5.171.302	5.181.115	5.191.203
Cab. Sub.	800	800	800	833	855	n.a.
Satellite	100	200	200	285	287	n.a.

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## 3.2. Advertising categories

# Advertising Category :

## Definitions - TV

	Does this advertising category exist in your country ?	Is it used in your country ?	Define every advertising mode listed
Commercial Spots :	Yes	Yes	Normal tv ads
Billboard Spots :	Yes	Yes	Short element between the sponsored program and commercial break
Sponsoring Spots :	Yes	Yes	Spots connected to sponsored program by sponsor
Channel Self Promotion Program :	Yes	Yes	Few minute high lights of new shows in most cases hosted by living person
Commercial Self Promotion Spots (trailers) :	Yes	Yes	Sponsoring ad of a channel through channel itself or an other one (in the same saleshouse) in order to promote image or special action
TV Shopping Programs :	Yes	Yes	Tell-sell program
TV Shopping Spots :	Yes	No	not used in Finland
Direct Response TV Spots :	Yes	No more	not used in Finland
Inserts or Product Placement Program :	No	No	Not legal
Inserts or Product Placement Spots :	No	No	Not used but legal in normal commercial breaks as paid ads

# Advertising Category : TV Measurement

	Are they measured...		Value definition mode ?
	... for audience ?	... for investment ?	
Commercial Spots :	No	Yes	By the time slot and spot length
Billboard Spots :	No	As commercial spot	By the time slot and spot length
Sponsoring Spots :	No	As commercial spot	By the time slot and spot length
Commercial Self Promotion Spots (trailers) :	No	As commercial spot	By the time slot and spot length
TV Shopping Spots :	No	No	na.
Direct Response TV Spots :	No	No	na.
Inserts or Product Placement Program :	No	No	na.
Inserts or Product Placement Spots :	No	No	na.

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# TV Finland

## 3.3. General information per channel

# Types of broadcast - 1996-2001\*

	Status	Names	Active Period		Channel Type
			Founded	Ended**	
Domestic Channels (national)	Private - general interest channel	MTV3	1957		General Interest Fiction Entertainment (incl. Modern Music) Information Sports
	Public - general interest channel	Nelonen	1997		General Interest Entertainment (incl. Modern Music) Information Sports
	Private - thematic channel	SubTV	2001		Entertainment (incl. Modern Music) Fiction General Interest
	Private - thematic channel	TVT!	2000	2001	Entertainment (incl. Modern Music) Fiction General Interest
	Public - general interest channel	YLE1	1957		Children Entertainment (incl. Modern Music) Fiction General Interest Information Other to precise
	Public - general interest channel	YLE2	1965		Children Entertainment (incl. Modern Music) Fiction General Interest Sports
	Private - thematic channel	Urheilukanava	2001		Sports
	Public - thematic channel	FST	2001		Children Entertainment (incl. Modern Music) Fiction General Interest Information Sports
	Public - thematic channel	Teema	2001		Other to precise
	Private - thematic channel	YLE24	2001		Information

# Types of broadcast - 1996-2001\*

	Status	Names	Active Period		Channel Type
			Founded	Ended**	
Regional Channels	Private - thematic channel	ATV	1999		Entertainment (incl. Modern Music) Fiction General Interest
	Private - thematic channel	MoonTV	1997		Entertainment (incl. Modern Music) General Interest Information Sports
	Private - general interest channel	TTV	1975		General Interest
	Private - thematic channel	Wellnet	2001		General Interest
	Private - thematic channel	Canal+	2001		Fiction
	Private - thematic channel	Elokuvakanava	2001		Fiction



# Types of broadcast - 1996-2001\*

	Status	Names	Active Period		Channel Type
			Founded	Ended**	
Pan-European Channels	Private - thematic channel	Eurosport			Sports
	Private - thematic channel	MTV			Entertainment (incl. Modern Music)
	Private - thematic channel	TV5 Europe			General Interest
	Public - general interest channel	BBC Prime			Information
	Private - general interest channel	Deutsche Welle			General Interest
	Private - thematic channel	Euronews			Information
	Private - general interest channel	RTL			General Interest
	Private - thematic channel	CNBC			Information
	Private - thematic channel	Viva			Entertainment (incl. Modern Music)
	Private - thematic channel	CNN Intl			Information
	Public - general interest channel	BBC World			Information
	Public - general interest channel	Tve Internacional			General Interest
	Private - thematic channel	Discovery			Other to precise
	Private - thematic channel	VH 1			Entertainment (incl. Modern Music)
	Private - thematic channel	TV 1000			Fiction
	Private - thematic channel	TV 1000 Cinema 98			Fiction
	Private - thematic channel	Eurosport news			Sports
	Private - thematic channel	Sky News			Information
	Public - thematic channel	SVT Europe			General Interest
	Private - thematic channel	Canal +			Fiction
Private - thematic channel	Canal Digital			Fiction	
Private - thematic channel	Animal Planet			Other to precise	
Private - thematic channel	Travel			Other to precise	
Private - thematic channel	TNT & Cartoon Network			Children	

# Types of broadcast - 1996-2001\*

	Status	Names	Active Period		Channel Type
			Founded	Ended**	
Other Channels	Public - general interest channel	SVT 1			General Interest
	Public - general interest channel	SVT2			General Interest
	Private - general interest channel	TV Russia			General Interest
	Public - general interest channel	Eesti TV			General Interest
	Public - general interest channel	TV4 Nordisk			Fiction
	Public - general interest channel	Rai Uno			General Interest
	Private - general interest channel	TV3 Sweden			General Interest
	Private - general interest channel	Femman			General Interest
	Private - general interest channel	DSF			Other to precise
	Private - general interest channel	TCC Nordic			Other to precise
	Private - general interest channel	NGC			Other to precise
	Private - general interest channel	Hallmark			Other to precise

# Types of broadcast - 1996-2001\*

## Domestic Channels

Names	Transmission Mode		Main Reception Mode	Comments transmission/reception mode and/or program type
	Connection	Transmission		
MTV3	Analogical Numerical	TV Cable Hertzian Satellite	Hertzian Cable	Digital broadcasting started 27th August 2001
Nelonen	Analogical Numerical	TV Cable Hertzian Satellite	Hertzian Cable	Digital broadcasting started 27th August 2001
SubTV	Analogical Numerical	TV Cable	Cable	Digital broadcasting started 27th August 2001
TVTV!	Analogical	TV Cable	Cable	
YLE1	Analogical Numerical	TV Cable Telecom Cable Satellite	Hertzian Cable	Digital broadcasting started 27th August 2001
YLE2	Analogical Numerical	TV Cable Hertzian Satellite	Hertzian Cable	Digital broadcasting started 27th August 2001
Urheilukanava	Numerical	Satellite TV Cable	Digital Packages	Digital broadcasting started 27th August 2001
FST	Numerical	Hertzian TV Cable	Digital Packages	
Teema	Numerical	Hertzian TV Cable	Digital Packages	Digital broadcasting started 27th August 2001
YLE24	Numerical	TV Cable	Digital Packages	Digital broadcasting started 27th August 2001

# Types of broadcast - 1996-2001\*

## Local Channels

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Names	Transmission Mode		Main Reception	Comments transmission/reception mode and/or program type
	Connection	Transmission		
ATV	Analogical	TV Cable	Cable	Cable only
MoonTV	Analogical	TV Cable	Cable	Cable only
TTV	Analogical	TV Cable	Cable	Cable only
Wellnet	Numerical	Hertzian TV Cable	Digital Packages Pay TV	Not started yet
Canal+	Numerical	Hertzian Telecom Cable	Digital Packages Pay TV	Not started yet
Elokuvakanava	Numerical	TV Cable	Digital Packages	Not started yet

# Types of broadcast - 1996-2001\*

## Pan-European channels

Names	Transmission Mode		Main Reception	Comments transmission/reception mode and/or program type
	Connection	Transmission		
Eurosport	Analogical	TV Cable	Cable	Different local cable operators have different channel mix available. The selection also varies, but there is no statistics available about exact channel selection on local basis
MTV	Analogical	TV Cable	Cable	
TV5 Europe	Analogical	TV Cable	Cable	
BBC Prime	Analogical	TV Cable	Cable	
Deutsche Welle	Analogical	TV Cable	Cable	
Euronews	Analogical	TV Cable	Cable	
RTL	Analogical	TV Cable	Pay TV	
CNBC	Analogical	TV Cable	Pay TV	
Viva	Analogical	TV Cable	Pay TV	
CNN Intl	Analogical	TV Cable	Cable	
BBC World	Analogical	TV Cable	Pay TV	
Tve Internacional	Analogical	TV Cable	Pay TV	
Discovery	Analogical	TV Cable	Pay TV	
VH 1	Analogical	TV Cable	Pay TV	
TV 1000	Analogical	TV Cable	Pay TV	
TV 1000 Cinema 98	Analogical	TV Cable	Pay TV	
Eurosport news	Analogical	TV Cable	Pay TV	
Sky News	Analogical	TV Cable	Pay TV	
SVT Europe	Analogical	TV Cable	Cable	
Canal +	Analogical	TV Cable	Pay TV	
Canal Digital	Numerical	Satellite	Digital Packages	
Animal Planet	Analogical	TV Cable	Pay TV	
Travel	Analogical	TV Cable	Pay TV	
TNT & Cartoon Network	Analogical	TV Cable	Choose	

# Types of broadcast - 1996-2001\*

## Others channels

Names	Transmission Mode		Main Reception	Comments transmission/reception mode and/or program type
	Connection	Transmission		
SVT 1	Analogical	TV Cable	Hertzian	
SVT2	Analogical	TV Cable	Hertzian	
TV Russia	Analogical	TV Cable	Pay TV	
Eesti TV	Analogical	TV Cable	Hertzian	
TV4 Nordisk	Analogical	TV Cable	Pay TV	
Rai Uno	Analogical	TV Cable	Pay TV	
TV3 Sweden	Analogical	TV Cable	Pay per view	
Femman	Analogical	TV Cable	Pay TV	
DSF	Analogical	TV Cable	Pay TV	
TCC Nordic	Analogical	TV Cable	Pay TV	
NGC	Analogical	TV Cable	Pay TV	
Hallmark	Analogical	TV Cable	Pay TV	

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## 3.4. Commercial offer

# Domestic channels

Name of Stations	Capital shares holding (precise majors with parts and name)					
		Private 1	Private 2	Private 3	Private n	Public
MTV3	Name	Alma-Media Oyj				
	Part (%)	100				
Nelonen	Name	Swelcom Oy	TS-Yhtymä Oy			
	Part (%)	95	5			
TVTV!	Name	Alma-Media Oyj				
	Part (%)					

Comment : YLE1 and YLE2 are public channels owned by State of Finland



# Domestic channels

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Name of Stations	Name of Sales	Channel's Target Group
MTV3	MTV3	Universal 25-44
Nelonen	Nelonen	Urban 25-44
TVTV!	MTV3	Urban C generation

# Domestic channels

## Average Rates for full day (00h01-24h00) - €

Name of TV Names	Average Rates in 2001* - All Day - base 30 sec. - Euro						
	Commercial Spots	Billboard Spots	Sponsoring Spots	Auto Promotion Spots	TV Shopping Spots	Direct Response Spots	Inserts or Product Placement Spots
MTV3	by package	Tailor made	Tailor made	none	by package	by package	Tailor made
Nelonen	by package	Tailor made	Tailor made	none	by package	by package	Tailor made
YLE1	none	none	none	none	none	none	none
YLE2	none	none	none	none	none	none	none
SubTV	by package	Tailor made	Tailor made	none	by package	by package	Tailor made

# Local channels

Name of Stations	Capital shares holding					
		Private 1	Private 2	Private 3	Private n	Public
MoonTV	Name	Saraxa Media Oy	Thominvest			
	Part (%)	n.a.	n.a.			
ATV	Name	Unimia Oy				
	Part (%)	100				
TTV	Name	Tampereen tietoverkko Oy				
	Part (%)	100				

# Local channels

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Name of Stations	Name of Sales	Channel's Target Group
MoonTV	MoontTV	Urban Youth
ATV	ATV	Greater Helsinki youth
TTV	TTV	Greater Tampere Universal

# Local channels

## Average Rates for full day (00h01-24h00) - €

Name of TV Names	Average Rates in 2001* - All Day - base 30 sec. - Euro						
	Commercial Spots	Billboard Spots	Sponsoring Spots	Auto Promotion Spots	TV Shopping Spots	Direct Response Spots	Inserts or Product Placement Spots
ATV	by package	Tailor made	Tailor made	none	by package	by package	Tailor made
MoonTV	by package	Tailor made	Tailor made	none	by package	by package	Tailor made
TTV	by package	Tailor made	Tailor made	none	by package	by package	Tailor made

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## 3.5. Audiences

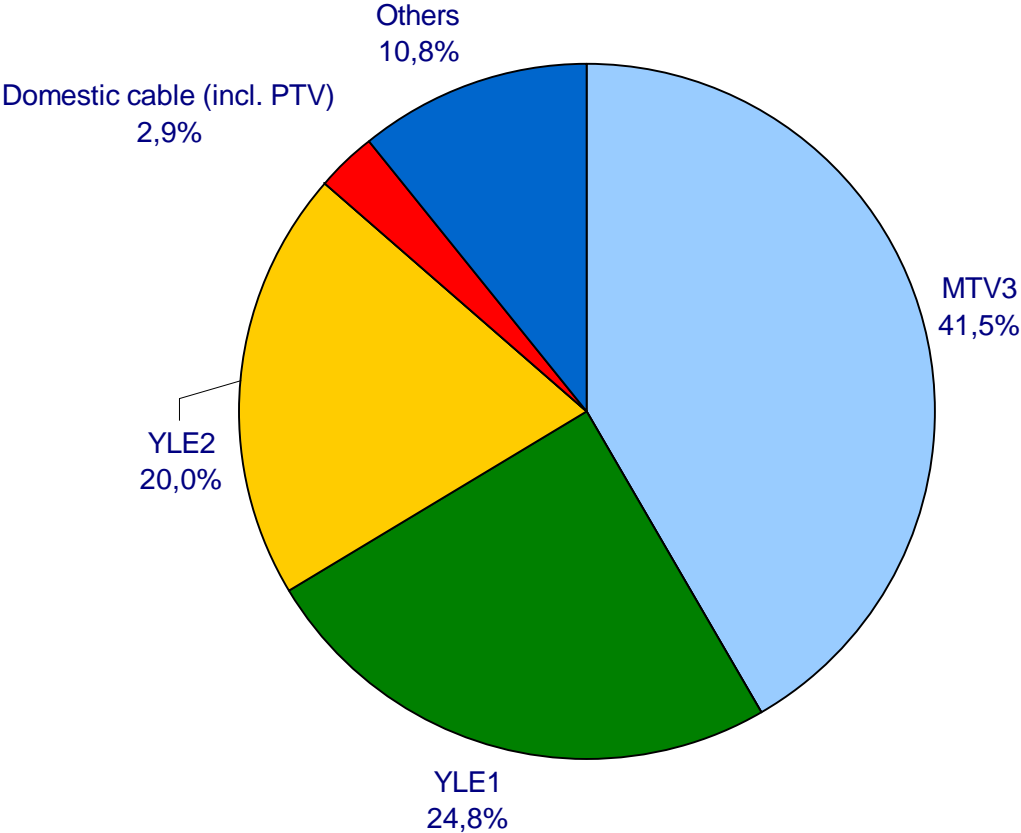
# Note about TV

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- In Finland the TV channels are selling programs audiences, not the break audiences.
- Spot analysis has started as late as May 2001, so we didn't have even a proper tool to evaluate the spot audiences before last spring.
- For the same reason it's not possible to separate commercials into different categories

# Share of Market (%) - 1996

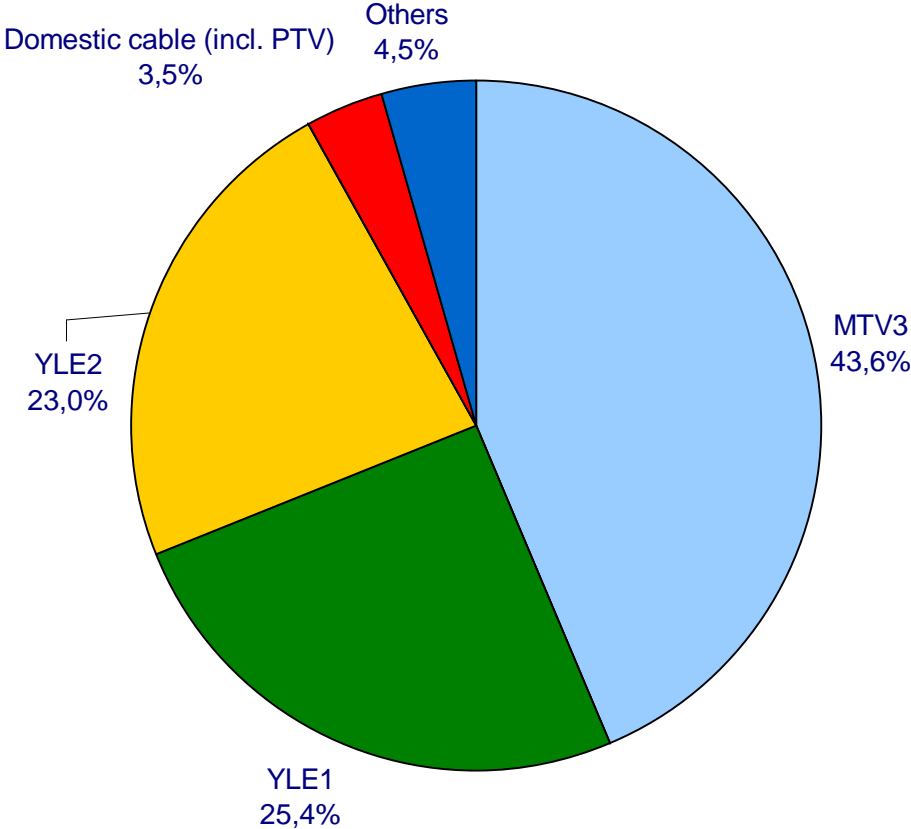
Target : 10+ ( 00h01-24h00)





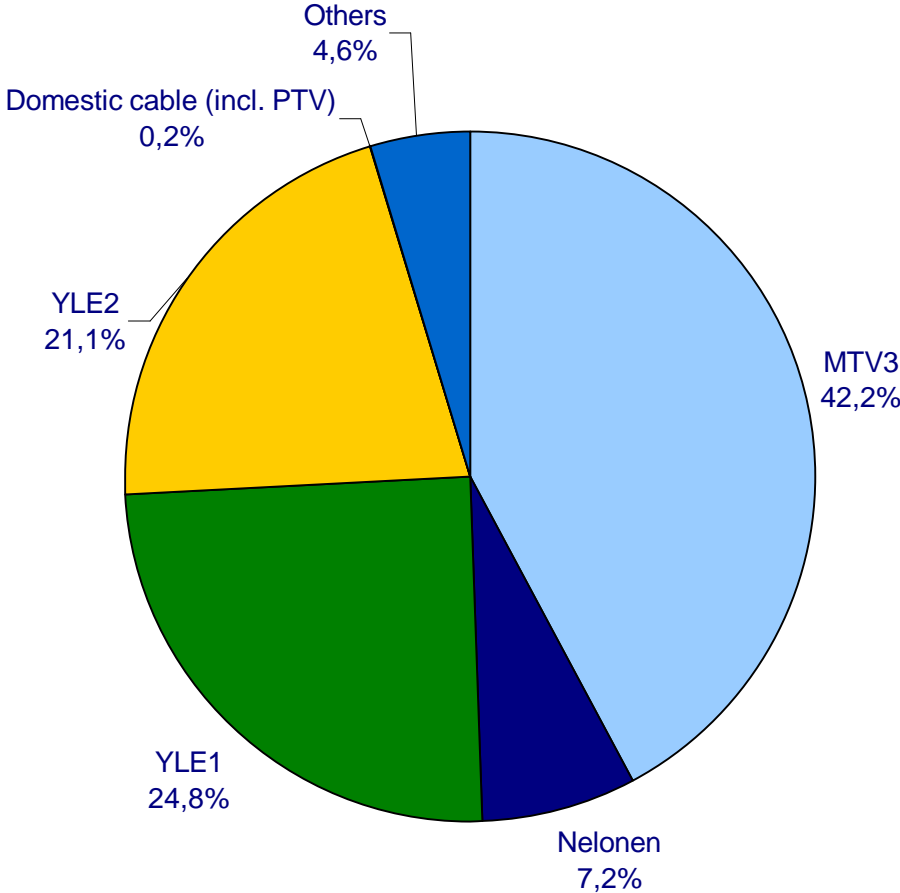
# Share of Market (%) - 1997

Target : 10+ ( 00h01-24h00)



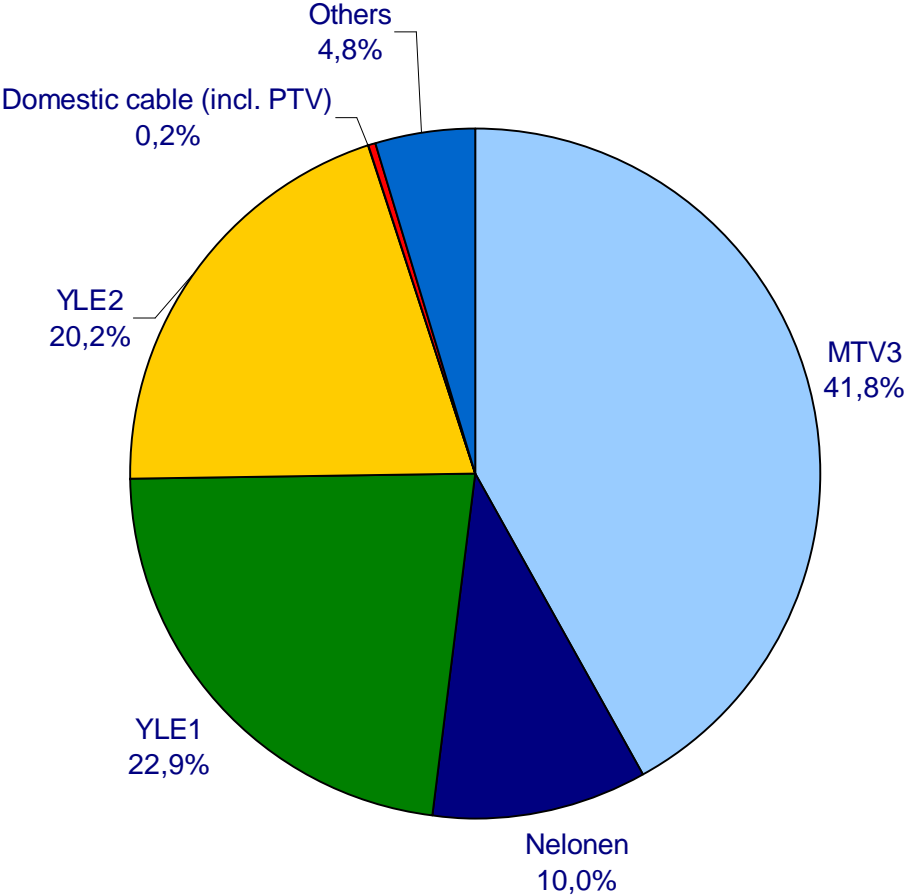
# Share of Market (%) - 1998

Target : 10+ ( 00h01-24h00)



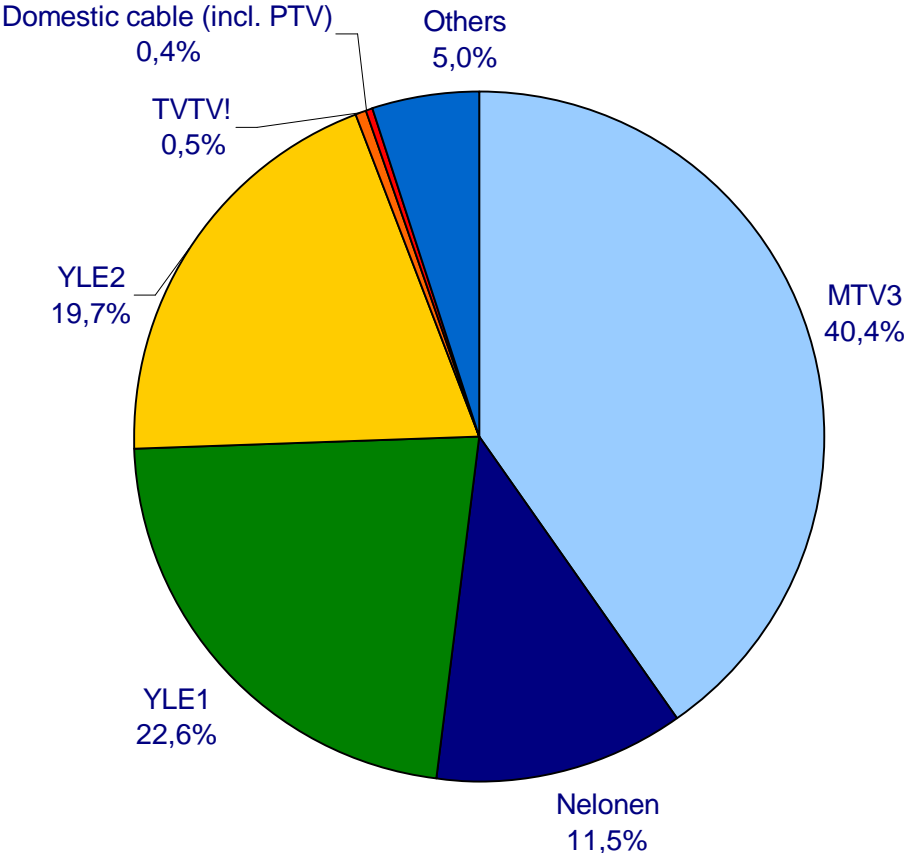
# Share of Market (%) - 1999

Target : 10+ ( 00h01-24h00)

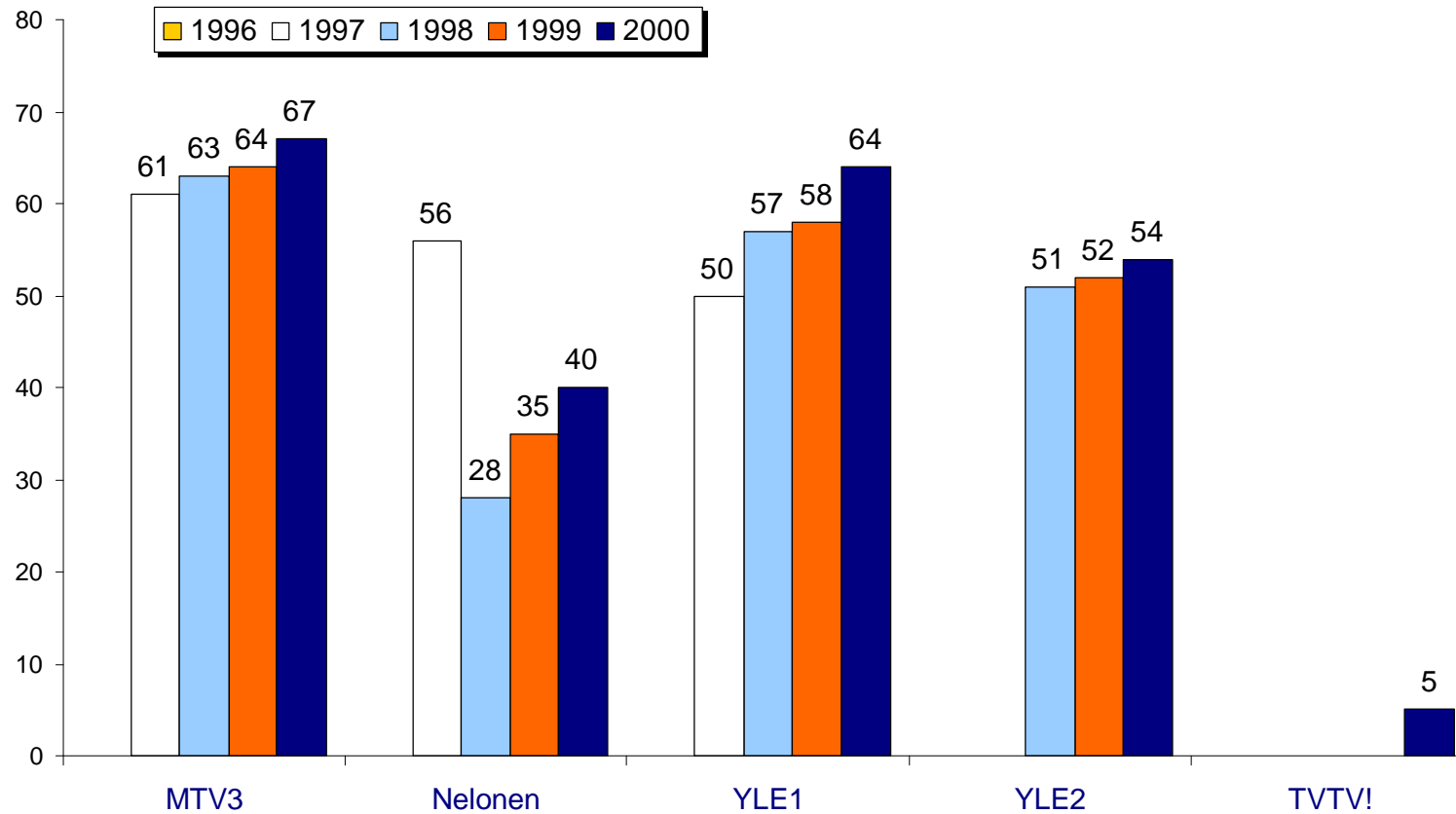


# Share of Market (%) - 2000

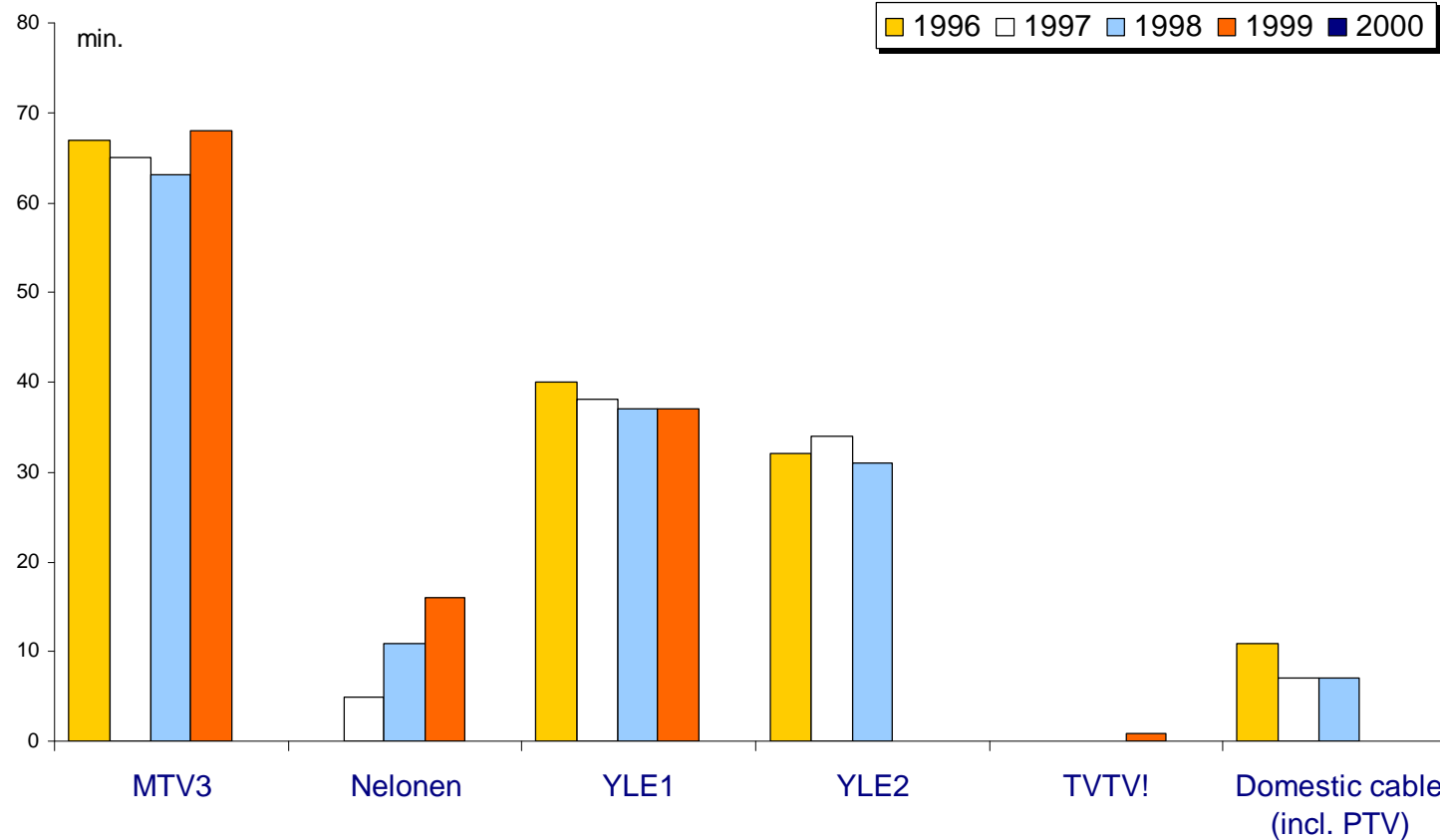
Target : 10+ ( 00h01-24h00)



# Avg rating (GRP's %) All broadcasts incl. Adv.



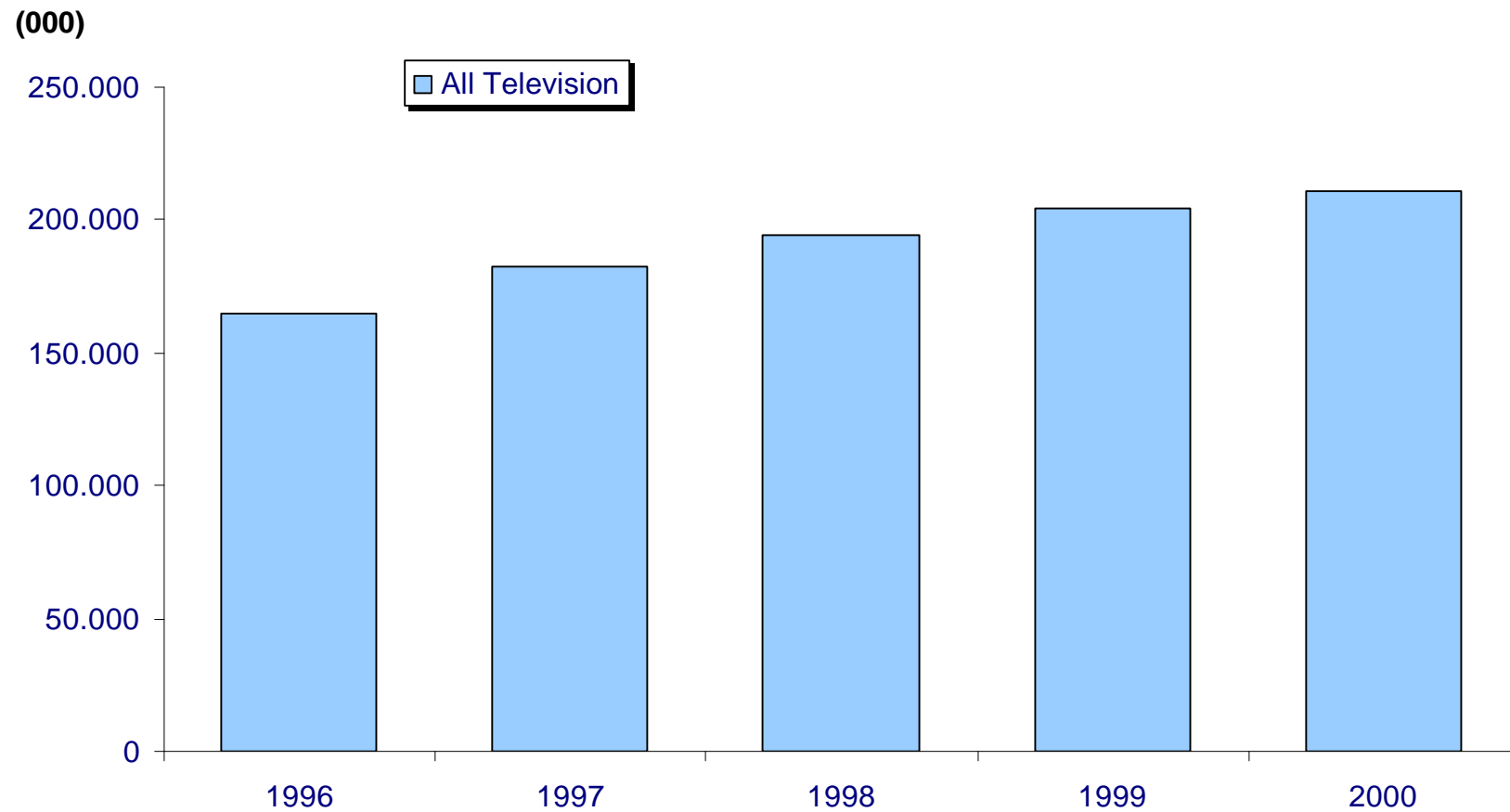
# All broadcasts incl. Adv. Avg viewing duration (min)



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## 3.6. Media Investments

# All Television By Year





# All Television By Sector - In Space Value (Euros)

