

A close-up, high-angle shot of a human eye. The eye is looking slightly to the right. The iris is a vibrant orange-brown color. The eyelashes are dark and well-defined. A trail of colorful, pixelated squares in shades of blue, yellow, green, and pink extends from the eye towards the bottom right corner of the frame. The background is a soft, out-of-focus grey.

HbbTV Success Stories

Digita

Agenda

- 1. ABOUT DIGITA**
- 2. HYBRIDTV MARKET IN FINLAND**
- 3. HYBRIDTV (HbbTV) – Digita's approach**
- 4. CHALLENGES / FINDINGS**
- 5. SUMMARY**

1. About Digita



DIGITA

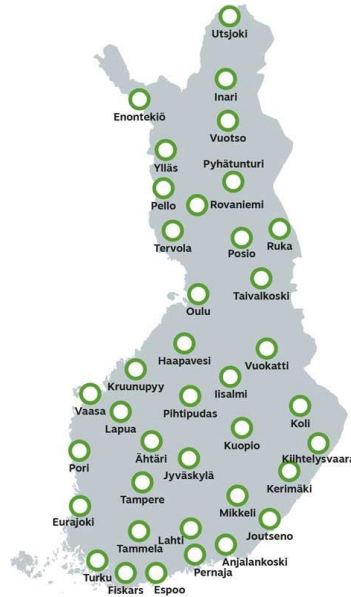
Digita in a glimpse

NUMBER OF
EMPLOYEES
180

REVENUE MEUR
80

24/7 **38**
SERVICE CENTER MAIN BROADCASTING
STATIONS

 **2300**
SITES



Our Solutions and Services

BROADCASTING

VIDEO DELIVERY SERVICES

Terrestrial television distribution

Online distribution

Pay TV Services



Advertising

Media Gateway

Media Management

Analytics

RADIO SERVICES

Broadcasting services

Production services

TELECOM

SITE SERVICES

Tower and Equipment Room Services

Management of Real Estate Sites

Data Center

TELECOMMUNICATION SERVICES

IoT services

Indoor Coverage

Private Networks

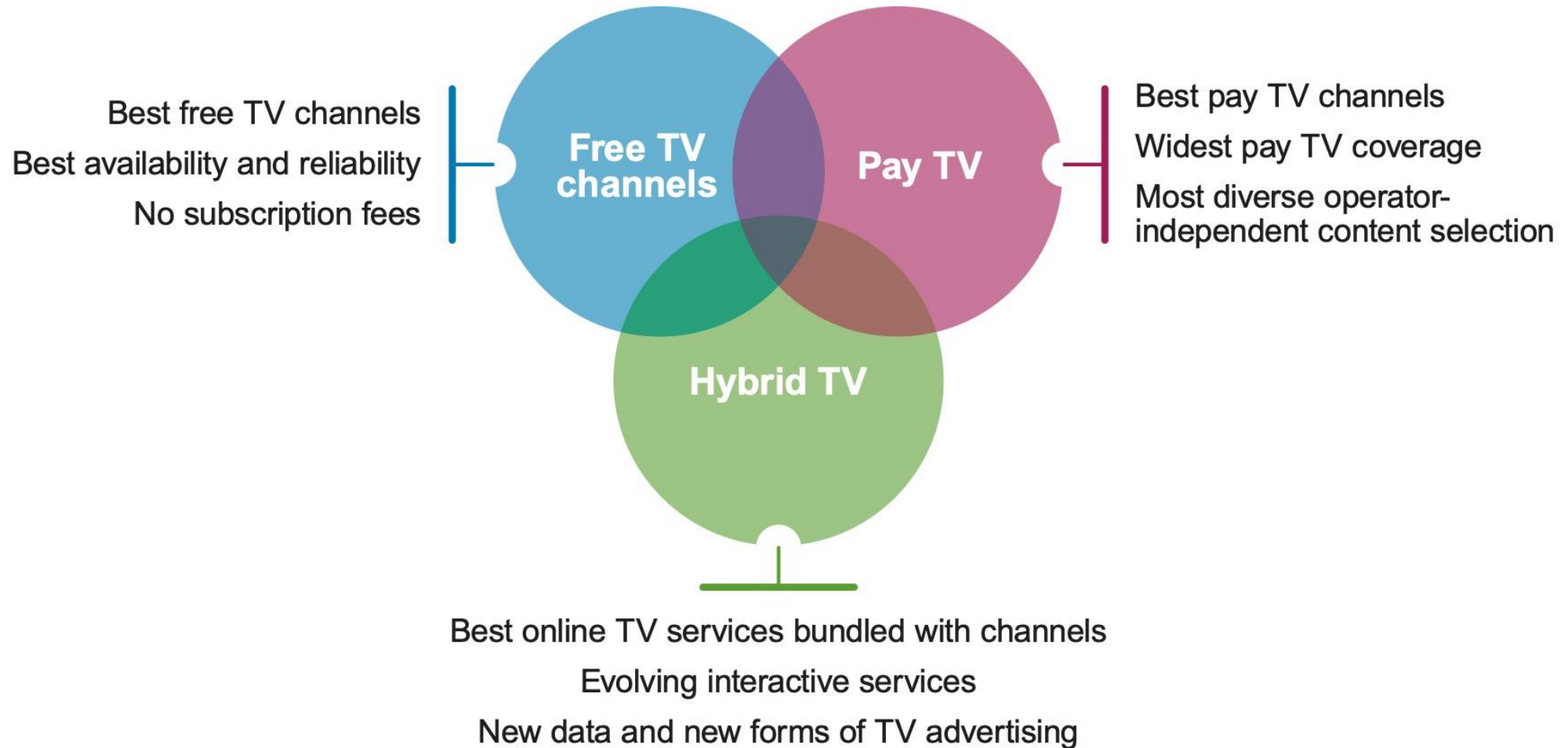
PROFESSIONAL SERVICES

Construction and Maintenance

Planning and Measurement services

Monitoring and Operation

Versatile Antenna TV



Digita Takes Terrestrial Television into the Future

- We take terrestrial television into the future by enabling more **social and interactive viewing experience with HybridTV**
- **Digita produces HbbTV platform services for TV broadcasters in Finland**
 - Various technology (HbbTV and other) partners in cooperation
- **HD Transition plays an important role in increasing HbbTV penetration in Finland.** HD/T2 devices have a penetration of 74 % of households (at least one T2 television, Aug 21)
- **AntennaTV offers 21 free channels and 30 pay TV channels, including 12 in HD and 11 through Hybrid TV**

LINEAR TELEVISION IS WATCHED EACH DAY FOR
(Finnpanel)

2 HOURS 45 MINUTES

TERRESTRIAL TV IS WATCHED BY

1.2 MILLION HOUSEHOLDS
(ABOUT 50% OF HOUSEHOLDS)



600,000

HOLIDAY APARTMENTS RECEIVE TERRESTRIAL TV BROADCASTS



2. Finnish TV Landscape



DIGITA

Finnish TV Landscape & HybridTV market

Finland: 5,5 M people, 2,5 M TV Households

TV reception in Finland roughly 50 % - 50 % between DTT (Digita) and cable (DNA, Elisa & Telia + smaller)

- Market based mainly on horizontal DVB receivers
- IPTV used mostly as an add-on reception in DTT and cable households

Finnish viewing culture very FTA channel emphasized

- 18-20 FTA channels
- 95 % of viewing on Free-to-air in DTT, Cable & DTT
- FTA channels are important in promoting OTT services

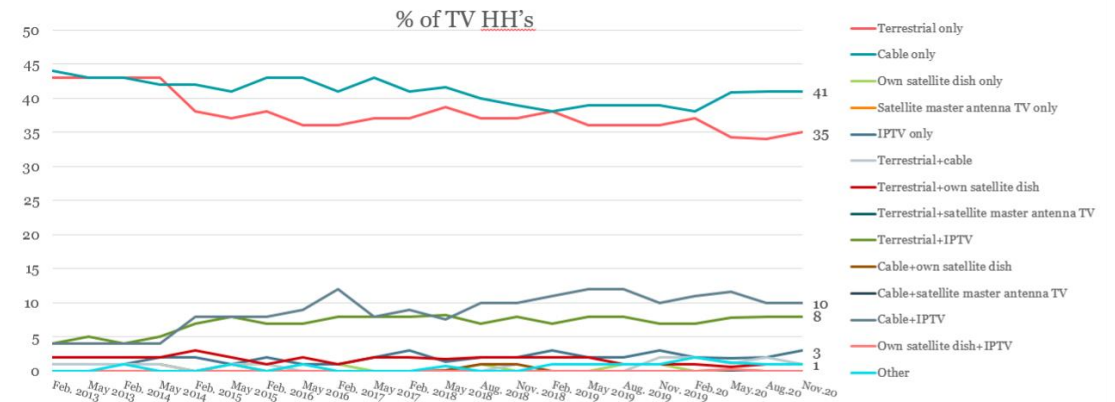
National Broadcaster (Yle) is very strong, with ca. 40 % viewing share with 3 channels

- Yle Areena (OTT service) is as popular in Finland as Netflix

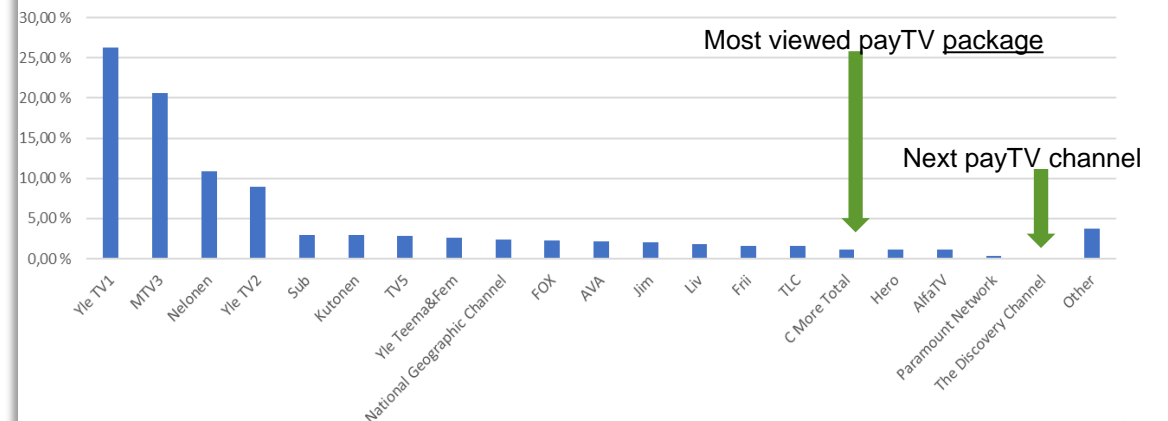
Commercial viewing scattered between 14 channels and 4 companies

- Typical viewing session includes a lot of channel changing between FTA channels

Reception of TV signal
2013–2020 November



Share (week 41)



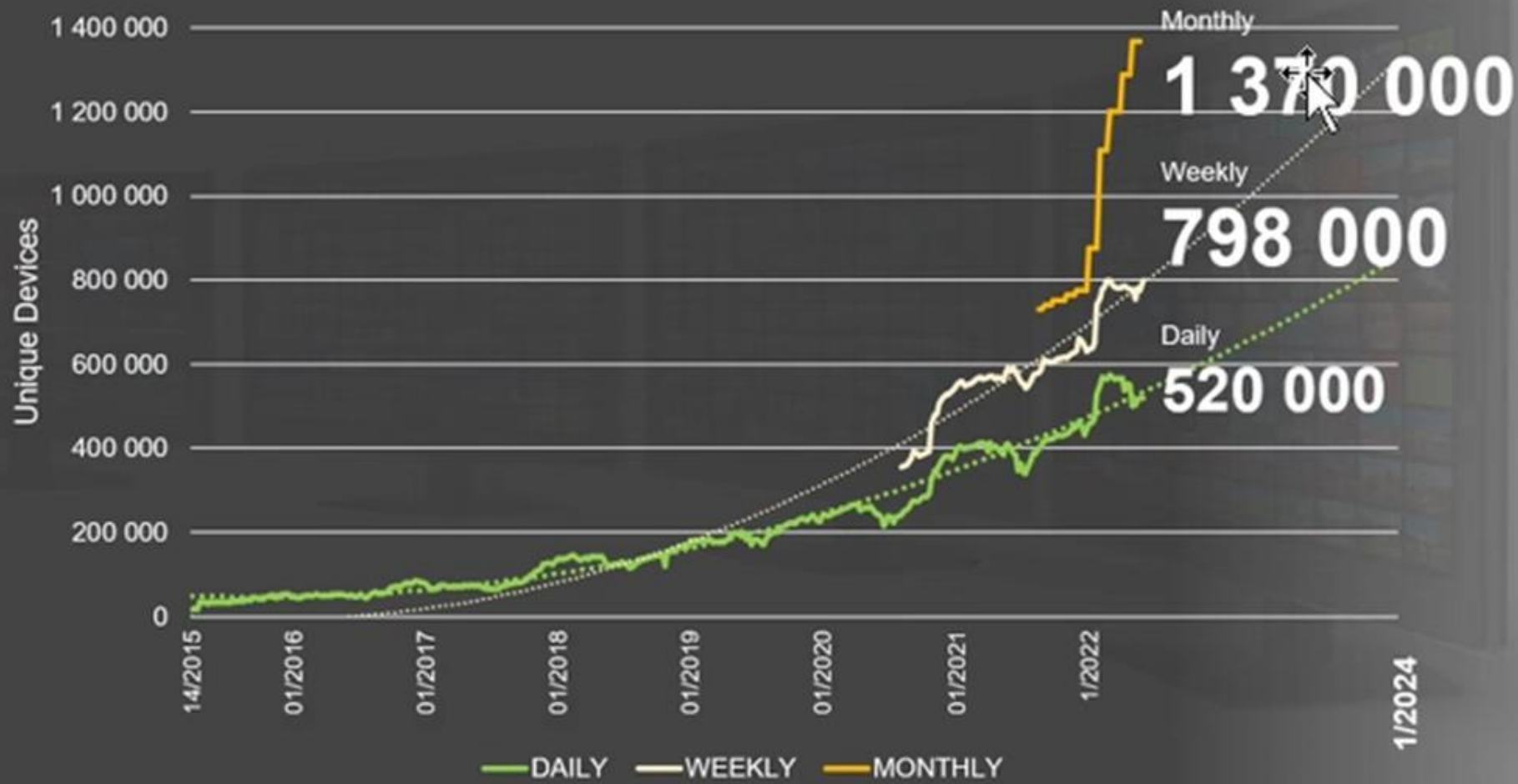
3. HybridTV Market in Finland





















DIGITA

The Growth of Unique Devices in The HbbTV Data

(Week 22/2022)



HybridTV services on FTA channels

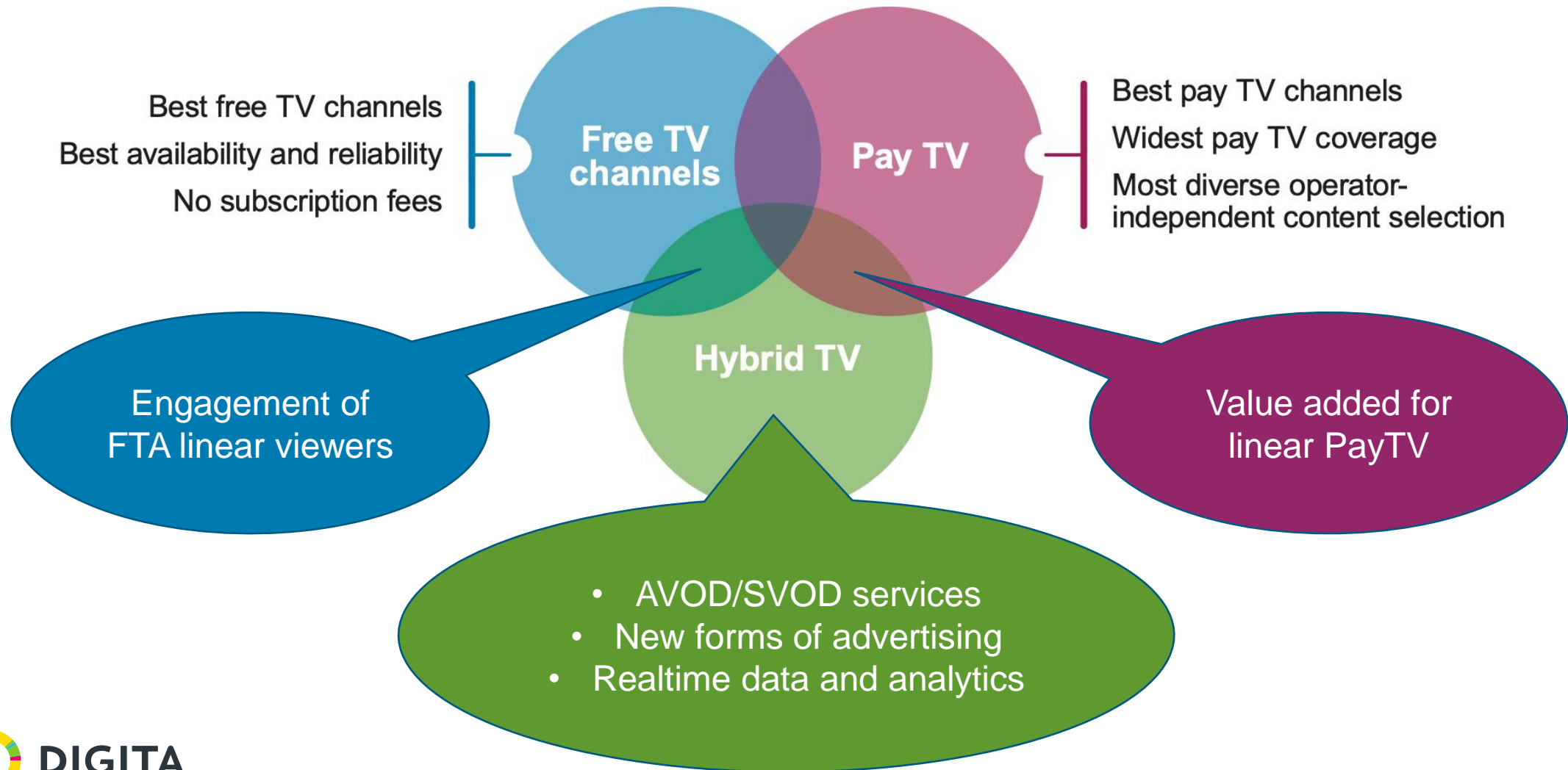
									
<ul style="list-style-type: none"> • PROGRAM GUIDE • AREENA BETA • YLE LASTEN AREENA 	<ul style="list-style-type: none"> • PROGRAM GUIDE • VOTING SERVICES (INC. TTK & PUTOUS) • MTV-SERVICE • CMORE-SERVICE • INTERACTIVE ADVERTISING 	<ul style="list-style-type: none"> • PROGRAM GUIDE • VOTING SERVICES • RUUTU • CATCH-UP SERVICE • INTERACTIVE ADVERTISING 	<ul style="list-style-type: none"> • PROGRAM GUIDE • VOTING SERVICES • MTV-SERVICE • CMORE-SERVICE • INTERACTIVE ADVERTISING 	<ul style="list-style-type: none"> • PROGRAM GUIDE 	<ul style="list-style-type: none"> • PROGRAM GUIDE • VOTING SERVICES • RUUTU • CATCH-UP SERVICE • INTERACTIVE ADVERTISING 	<ul style="list-style-type: none"> • PROGRAM GUIDE • VOTING SERVICES • RUUTU • CATCH-UP SERVICE • INTERACTIVE ADVERTISING 	<ul style="list-style-type: none"> • PROGRAM GUIDE • VOTING SERVICES • RUUTU • CATCH-UP SERVICE • INTERACTIVE ADVERTISING 	<ul style="list-style-type: none"> • PROGRAM GUIDE 	
									
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A close-up photograph of a human eye with a vibrant, multi-colored iris. The eye is looking slightly to the right. Overlaid on the right side of the image is a blue rectangular box containing white text. The background of the entire image is a dark, textured surface with a pattern of small, colorful squares in shades of blue, yellow, green, and pink, creating a digital or pixelated effect.

3. HYBRIDTV (HbbTV)

Digita's approach

HybridTV's role in FTA, PayTV and as a stand-alone service





FREE-TO-AIR VIEWING ENGAGEMENT

*- More reasons to stay, view –
and to be active -*

Free-to-Air viewing engagement, experiences so far

(The most?) important aspect in growing the popularity of the ecosystem within viewers.

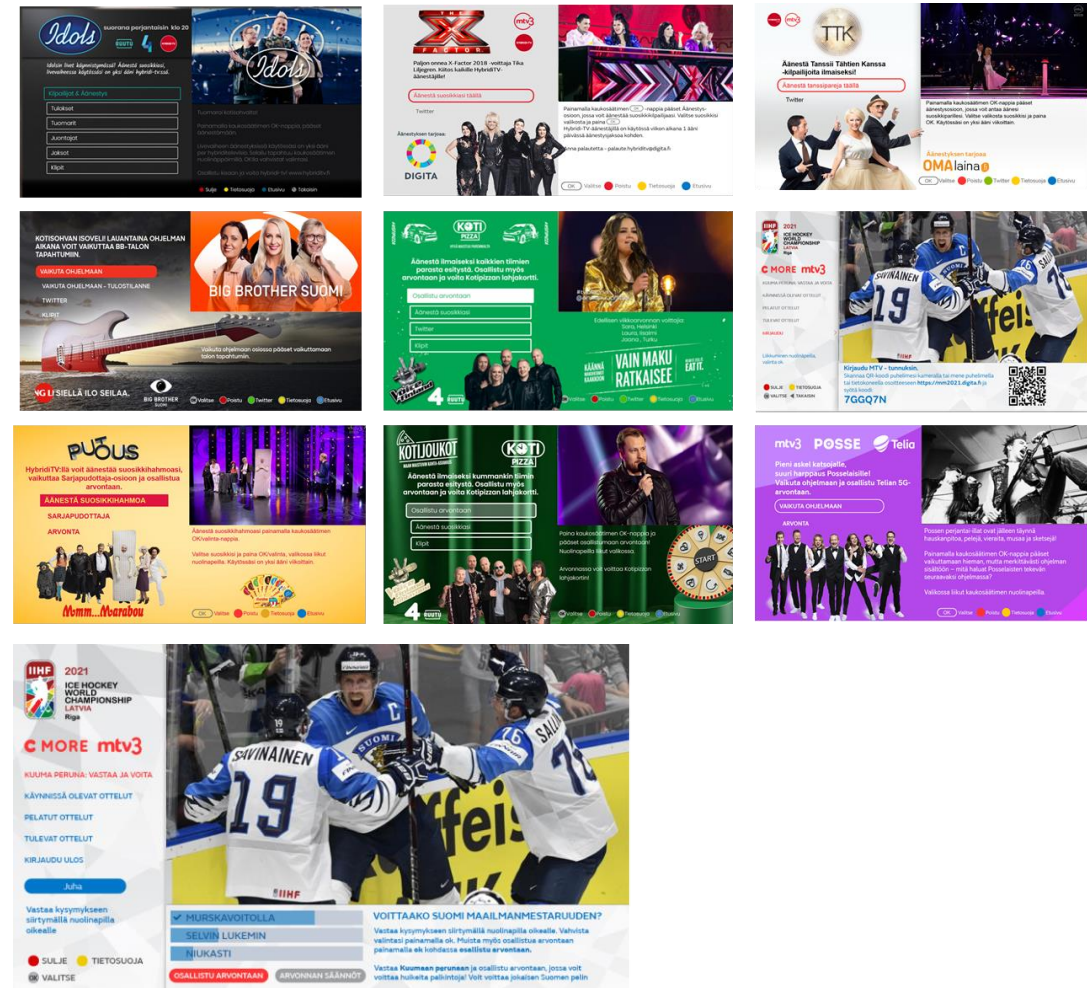
Important for a service to gain popularity:

- 1. The service must be an integral part of the programme itself**

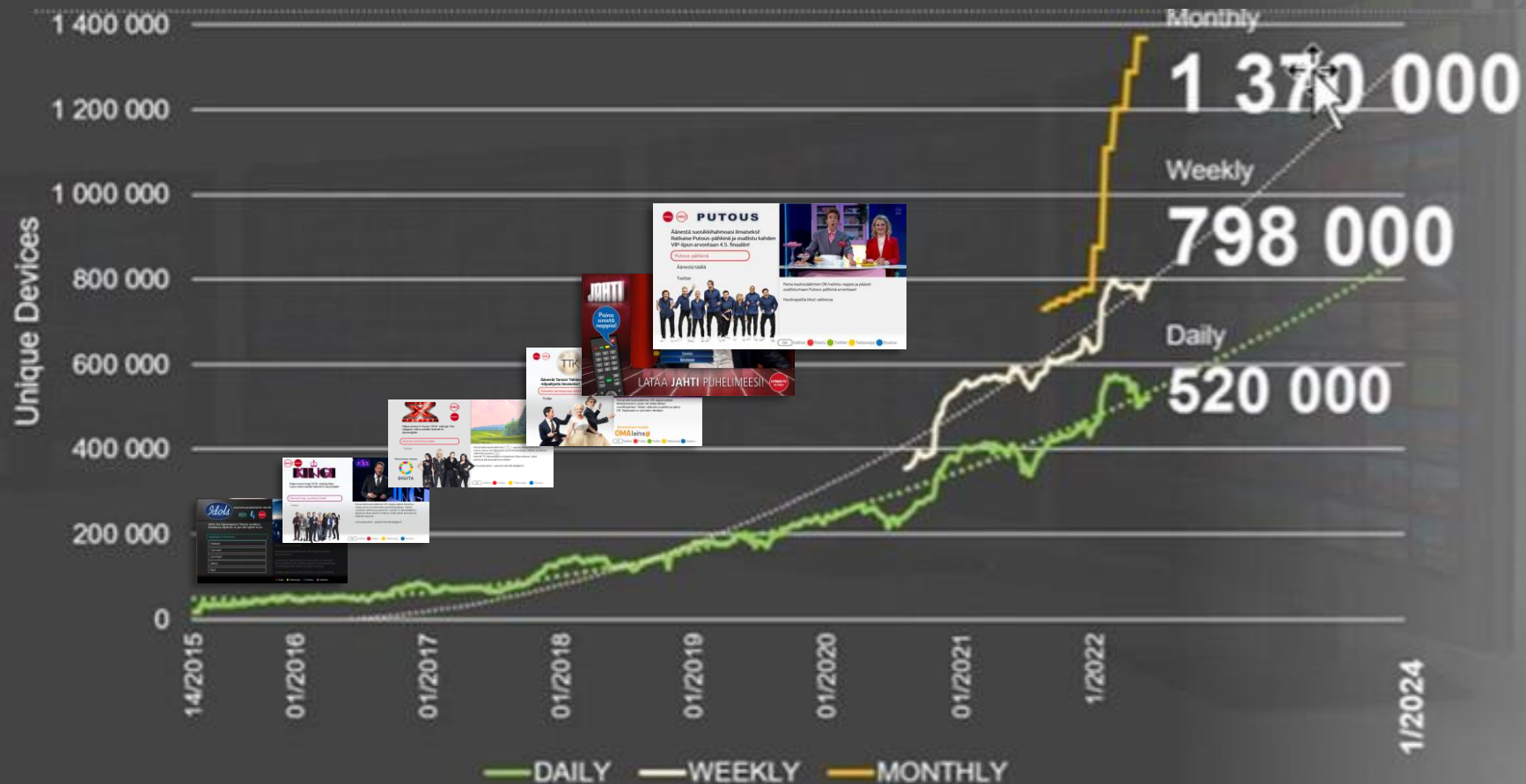
 - True value added for the viewer
 - Planned from the beginning as part of the production
 - A verbal call to action from a presenter/voice over works best
- 2. Easy to use application works also as an effective commercial platform**

 - Draws (with phone number), brand visibility, etc. are very popular
 - CTR's and average session durations very high
- 3. Up to 50 % of HybridTV devices use the service during a linear program**

 - Very high numbers also in a few minute window if all above well implemented



Several engagement services since 2017– Voting in live entertainment programs the most popular



HYBRIDTV ADVERTISING

mtv3 **PUTOUS** ALLSTARS Telia

Mitkä Kansan hahmot haluat nähdä?
Valitse suosikkisi ja osallistu samalla Telian lippuarvontaan!

ARVONTA

TWITTER

Tule mukaan vaikuttamaan Putouksen sisältöön!

Kansan hahmot on Putous Allstarsin uutuusosio, jossa näyttelijät ottavat haltuun uusia sketsihahmoja. HybridTV:n katsojana pääset äänestämään, kenet hahmovaihtoehdoista haluat nähdä Putouksen lavalla. Äänestä suosikkiasi.

Valinta OK, valikossa liikut nuolinapella.

Valitse

New forms of advertising with realtime data

- **ActiveAds**
 - Interactive part on linear advertising
- **Switch-In advertising**
 - (Interactive) banners on channel switch on wanted channels
- **Program related services for Featuring / sponsoring partners**
 - Branded voting application with sponsor related content/interactivity
- **Realtime data and campaign reporting of all above**
 - Also campaign rules based on data



PAYTV SERVICES



DIGITA

HybridTV services as part of PayTV

1. SVOD services on payTV channels

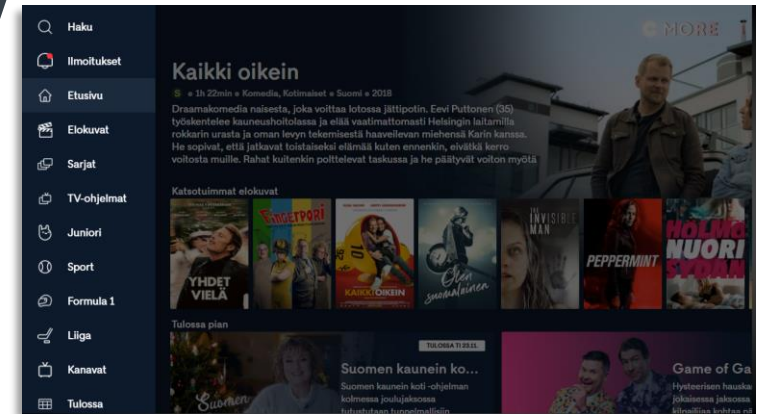
- Completes the linear PayTV service with the SVOD services offered by the same service provider
- Easy access straight from the channel, gives the possibility to build direct links from linear programming to SVOD

2. Expanding the channel chart with HybridTV

- Using the HbbTV to expand the channel offering for HybridTV receivers – enables e.g. various parallel channels
- Channels accessed from DTT channel list, in case user has the access on CA card, channel is started

3. Expanding the online sales of payTV channels to TV

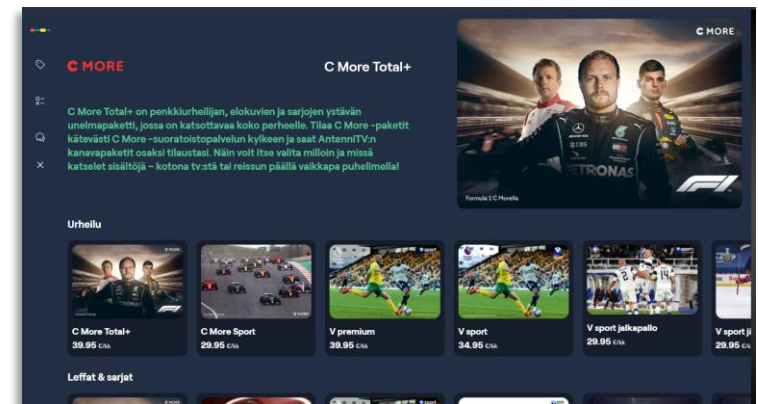
- HbbTV front-end for online shop
- Enables the channel packages to be bought with remote
- To be launched in Dec/2021



C More SVOD service



PayTV Channels, Red = HybridTV Channels



HybridTV shop for payTV

4. CHALLENGES / FINDINGS



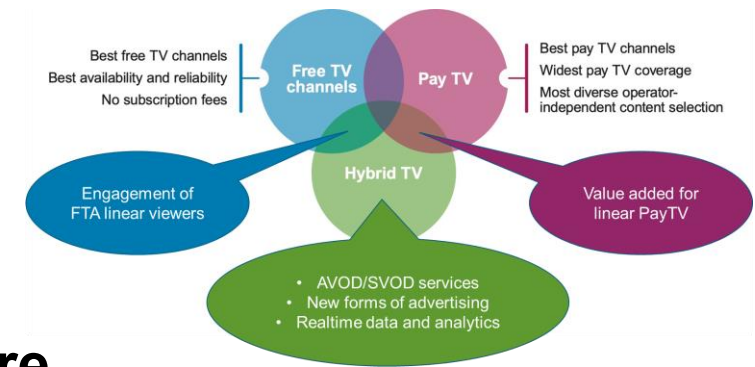
Findings around HybridTV as a concept

- 1. Effective service and concept design for HybridTV requires a holistic approach from a TV/media company**
 - LinearTV programming, production, OTT service, B2B advertising business & sales, etc.
 - Different people/organizations with different goals needed to make it happen
 - Requires a common HybridTV strategy and goals to be set
- 2. Interoperability of services and receivers in horizontal market requires a broad cooperation between players on market**
 - Especially legacy issues are becoming challenging to handle as the requirements of services increase
 - Design of the service often is a trade-off between the functionalities and “receiver coverage”
- 3. Consent management requires special attention and cooperation between companies**
 - The viewer point of view has to be taken into account
 - Giving several separate consents depending of channel will not work
 - There has to be a good reason for the viewer to give the consent on TV!

A close-up photograph of a human eye with a vibrant, multi-colored iris. The eye is looking slightly to the right. The background is a soft, out-of-focus grey. Overlaid on the right side of the image is a large blue rectangle containing the word 'SUMMARY' in white, bold, sans-serif capital letters. Below the blue rectangle, a stream of small, colorful squares (yellow, green, blue, pink) flows downwards and to the right, creating a digital or data-like effect.

SUMMARY

Key takeaways



- **Digita promotes HybridTV to be part of linear TV's future**
 - Unique possibility to introduce modern service experience within linear TV channels
 - New business opportunities for linear TV
- **HybridTV may be used in different ways for Free-to-air, PayTV and Online-TV**
 - Combining all these offer quite a unique viewing / service environment combining mass delivery and personal services
 - Combining all three, media companies may build a holistic media service maximizing the grip of the viewer and their value
- **HybridTV as a concept, combines linear and online parts of TV business**
 - May not be approached like “just another online platform”
 - Requires a holistic approach both in strategy as well as in implementation of services
 - Introduces new kinds of tools, rules, requirements, etc. which are not used in linear nor online

Thank you



DIGITA