

A close-up, high-contrast photograph of a human eye. The eye is looking slightly to the right. The iris is a mix of brown and orange, with a digital pixelated overlay in shades of blue, green, and yellow. The eyelashes are dark and prominent. The skin around the eye is visible, showing some texture and lighting effects.

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

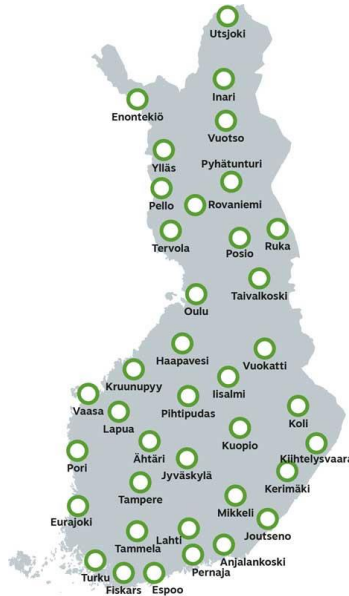
Digita in a glimpse

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

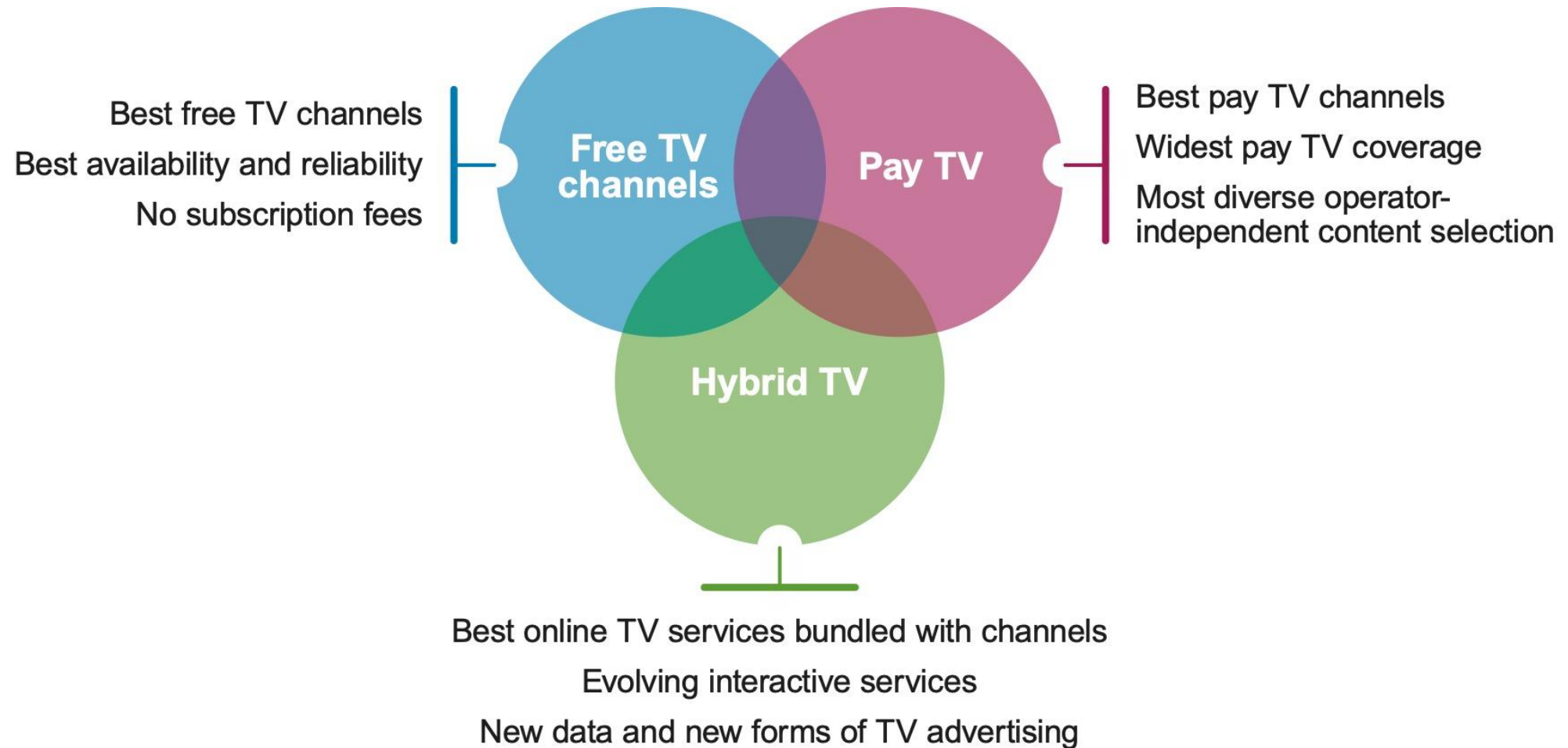
TELECOMMUNICATION SERVICES

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

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

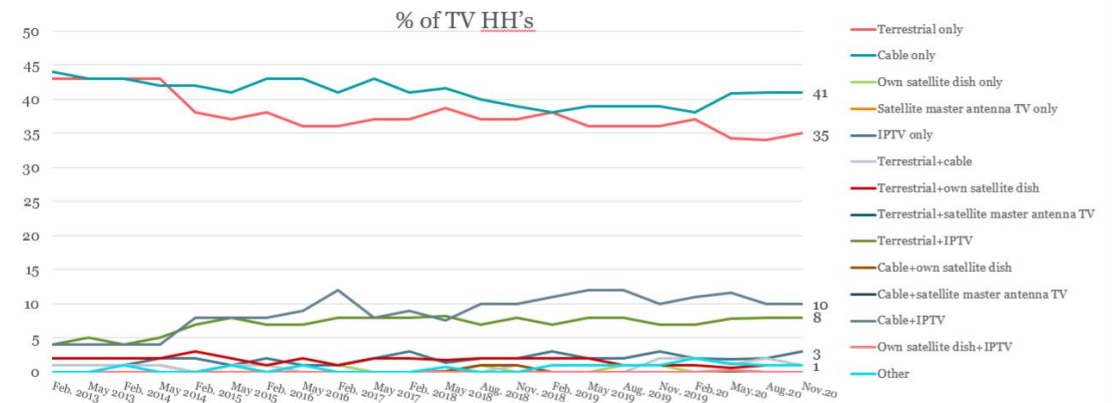
National Broadcaster (Yle) is very strong, with ca. 40 % viewing share with 3 channels

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

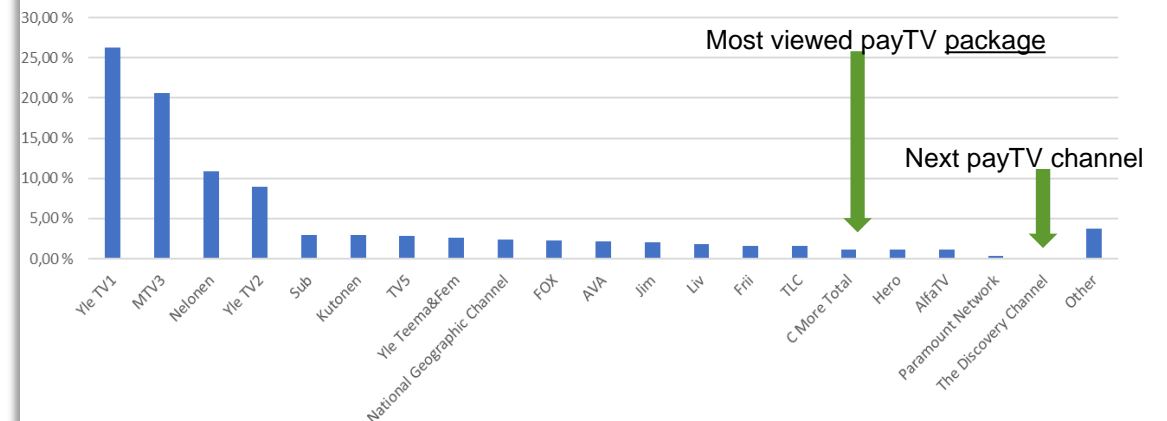
Commercial viewing scattered between 14 channels and 4 companies

- 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



Unique Devices in The HybridTV data

Monthly

740 000

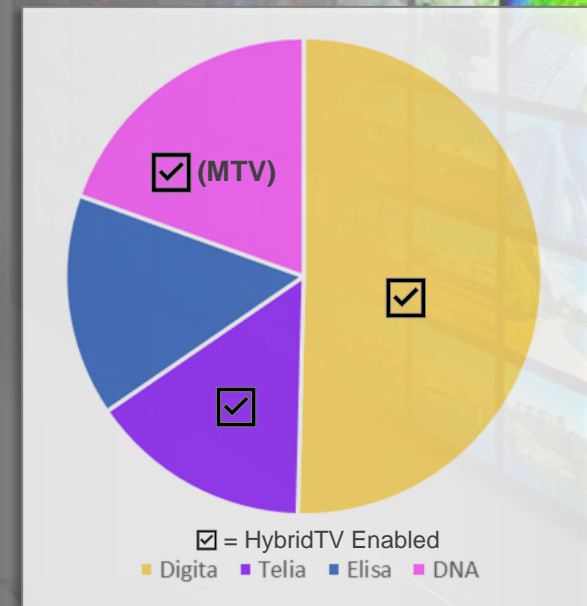
(= ~33 % of TV households)

Weekly

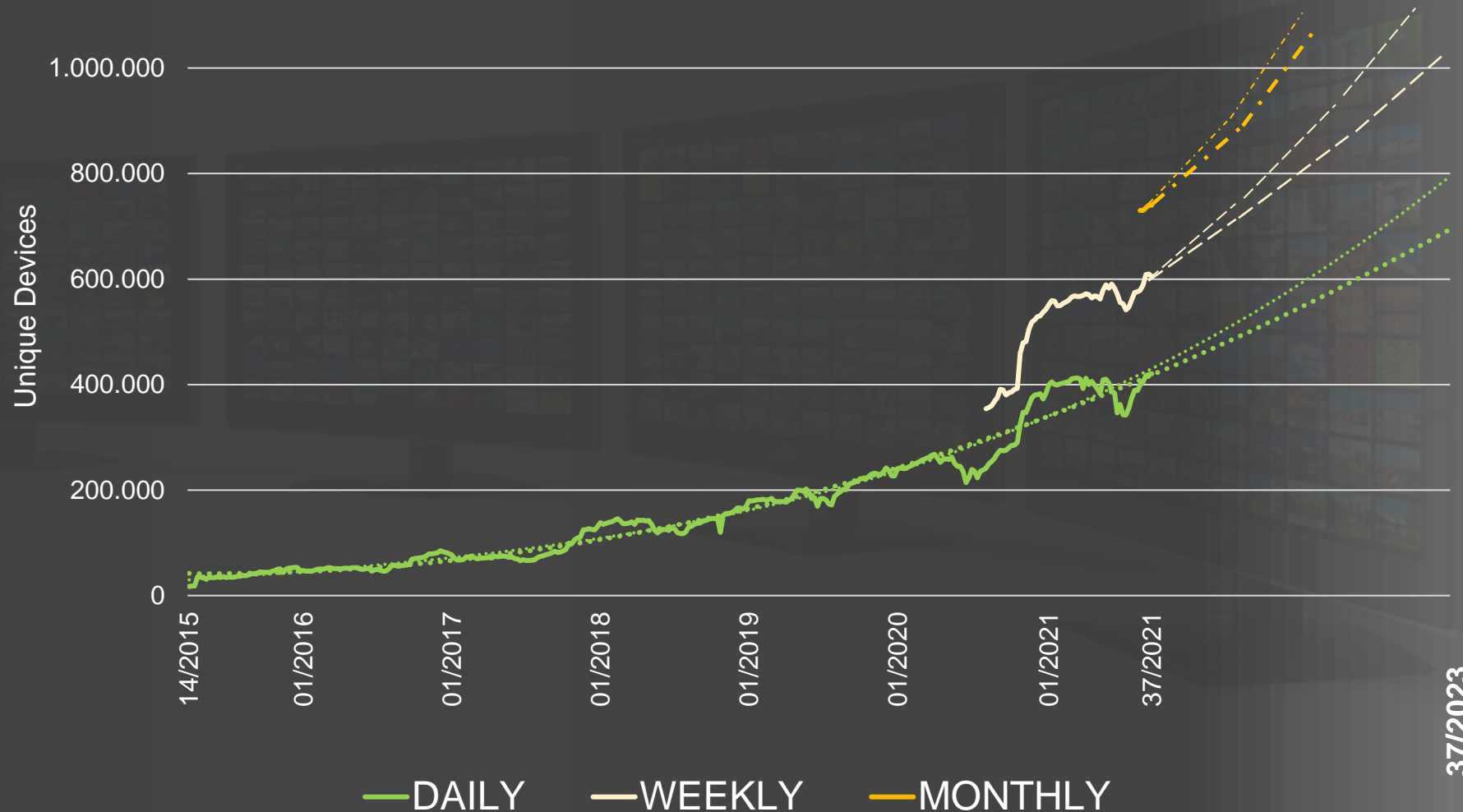
600 000

Daily

400 000





















Unique Devices in The Data – Yesterday, Today and Tomorrow



T2 Transition will boost the HbbTV receiver sales

HybridTV services on FTA channels

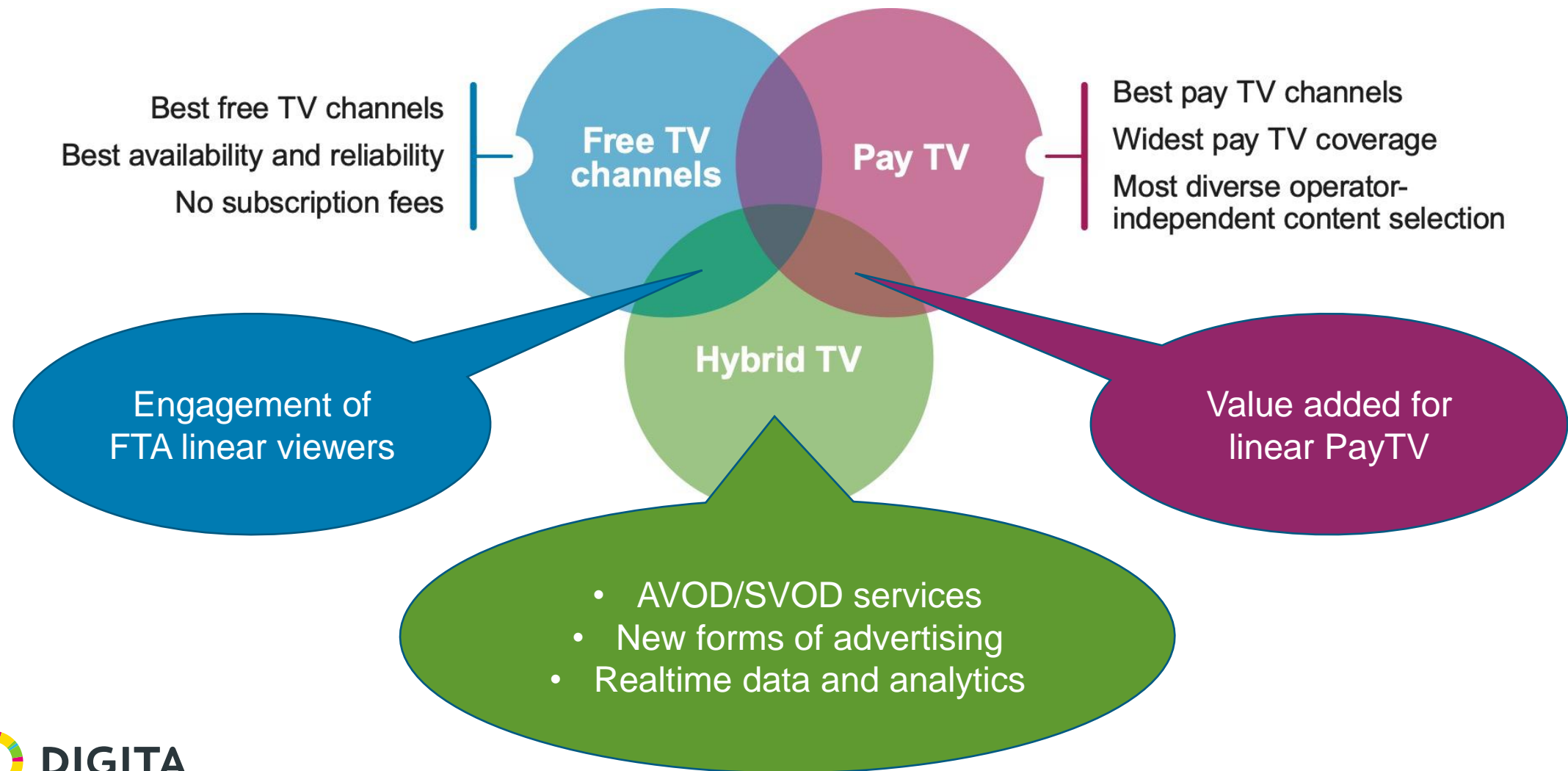
									
<ul style="list-style-type: none">• PROGRAM GUIDE• AREENA BETA• YLE LASTEN AREENA	<ul style="list-style-type: none">• PROGRAM GUIDE• VOTING SERVICES (INC. TTK & PUTOUS)• MTV-SERVICE• CMORE-SERVICE• INTERACTIVE ADVERTISING	<ul style="list-style-type: none">• PROGRAM GUIDE• VOTING SERVICES• RUUTU• CATCH-UP 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	<ul style="list-style-type: none">• PROGRAM GUIDE
									
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A close-up photograph of a human eye, looking slightly to the right. The eye has a light blue iris and a dark pupil. The eyelashes are dark and thick. A digital overlay of colorful pixels (blue, yellow, green, pink) is visible on the right side of the eye and extends across the bottom right of the image.

3. HYBRIDTV (HbbTV)

Digita's approach

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





FREE-TO-AIR VIEWING ENGAGEMENT

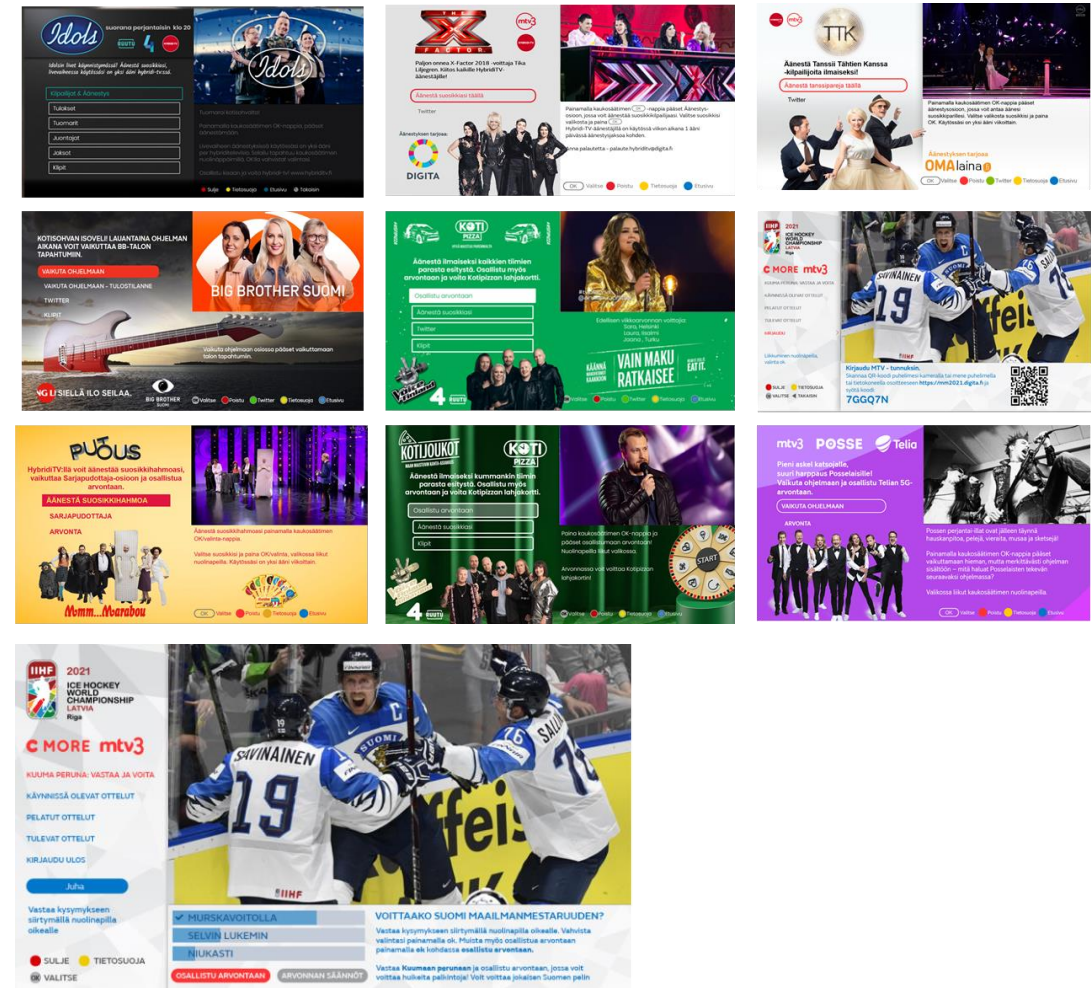
*- More reasons to stay, view –
and to be active -*

Free-to-Air viewing engagement, experiences so far

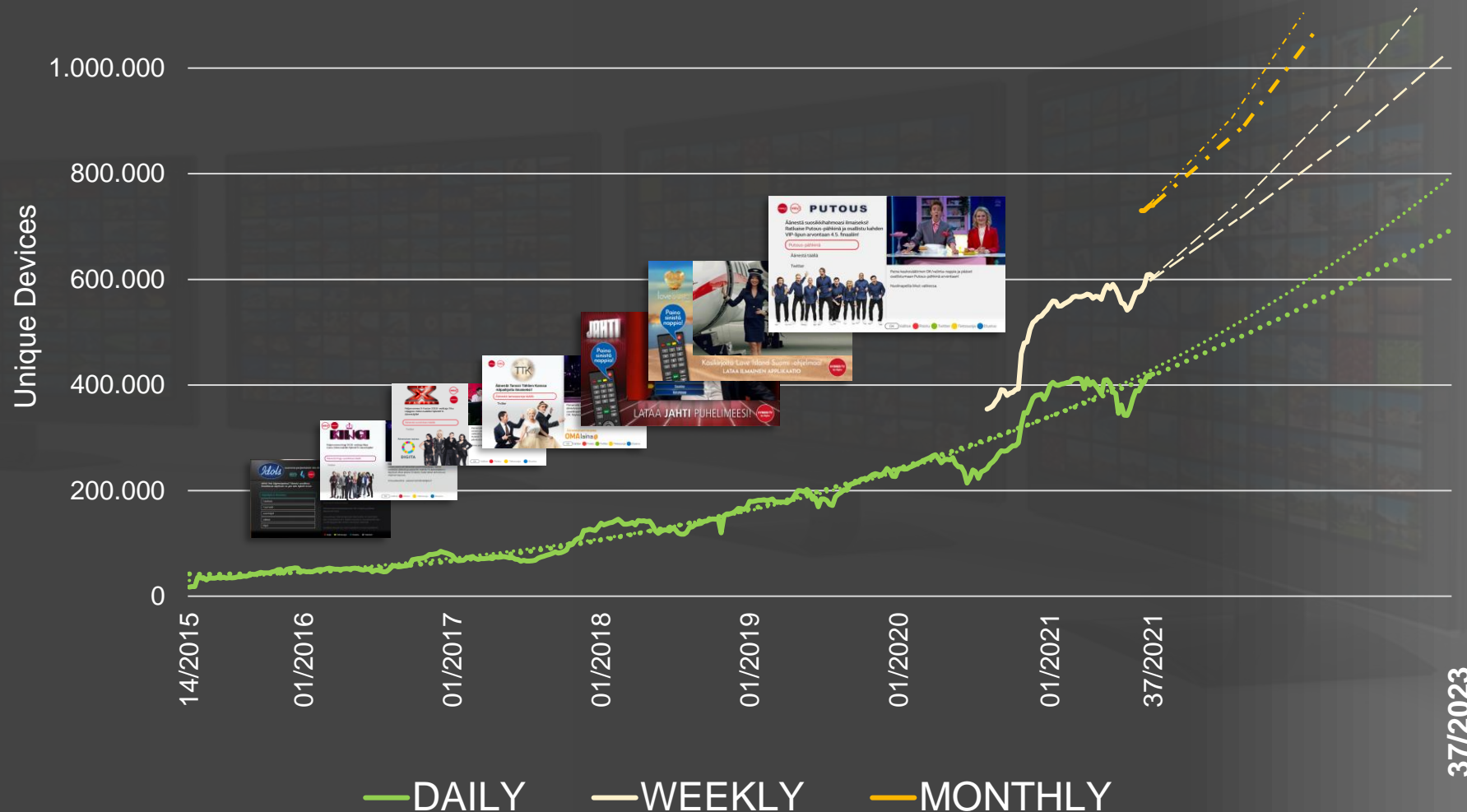
(The most?) important aspect in growing the popularity of the ecosystem within viewers.

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



The TV screen displays a hybrid TV advertisement for the show "Putous Allstars" on mtv3, in partnership with Telia. The background is purple. At the top, the logos for mtv3, PUTOUS ALLSTARS, and Telia are visible. The main text asks viewers to select their favorite contestants and participate in a Telia prize draw. Below this, there are sections for "KANSAN HAHMOT" (People's Choice) and "ARVONTA" (Prize Draw). A group photo of the contestants in blue tracksuits is shown. To the right, there is a close-up image of a remote control with colored buttons (orange, green, yellow, blue) highlighted. Below the photo, text explains that contestants will be performing new sketches and that viewers can vote for their favorites using the remote. At the bottom, there is a navigation bar with buttons for "OK", "Valitse" (Select), "Poistu" (Exit), "Twitter", "Tietosuoja" (Privacy), and "Etusivu" (Home).

mtv3 PUTOUS ALLSTARS Telia

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

KANSAN HAHMOT

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 hahmovaihtoehtoista haluat nähdä Putouksen lavalla. Äänestä suosikkiasi.

Valinta OK, valikossa liikut nuolinapella.

OK Valitse Poistu Twitter Tietosuoja Etusivu

New forms of advertising with realtime data

- **ActiveAds**
 - Interactive parts 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



HybridTV services as part of PayTV

1. SVOD services on payTV channels

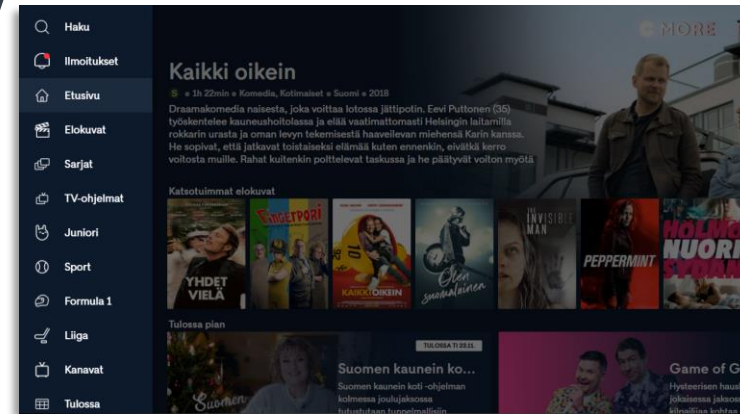
- Completes the linear PayTV service with the SVOD services offered by the same service provider
- Easy access straight from the channel, gives the possibility to build direct links from linear programming to SVOD

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

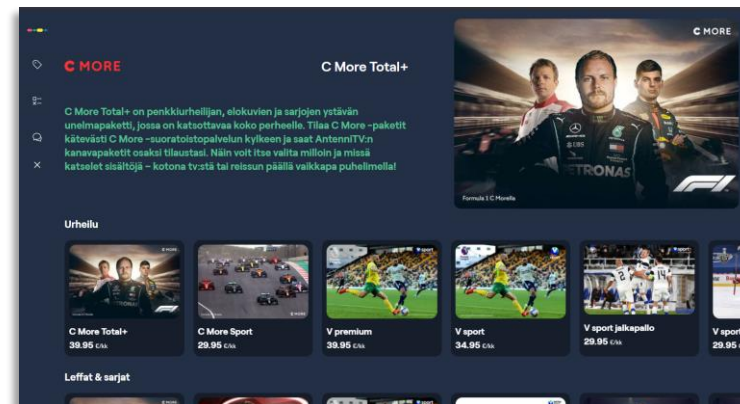
- HbbTV front-end for online shop
- Enables the channel packages to be bought with remote
- To be launched in Dec/2021



C More SVOD service



PayTV Channels, Red = HybridTV Channels



HybridTV shop for payTV

4. CHALLENGES / FINDINGS



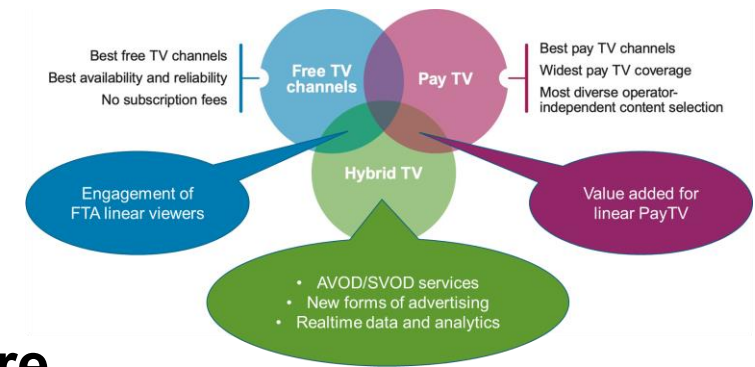
Findings around HybridTV as a concept

- 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
- 3. Consent management needs special attention and cooperation between companies**
 - The viewer point of view should be considered carefully – in TV the service is the channel list
 - Giving several separate consents depending on channel gives poor user experience
 - There must be a good reason for the viewer to give the consent on TV!

A close-up photograph of a human eye, looking slightly to the right. The eye has a light blue iris and a dark pupil. The eyelashes are dark and thick. A digital overlay of small, colorful squares (yellow, green, blue, pink) is visible on the right side of the image, extending from the bottom right corner towards the center. A solid blue rectangular box is positioned in the upper right corner, containing the word 'SUMMARY' in white capital letters.

SUMMARY

Key takeaways from Finland



- **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 maximising the grip of the viewer and their value
- **HybridTV as a concept, combines linear and online parts of TV business**
 - Requires a holistic approach both in strategy as well as in implementation of services
 - Introduces new kinds of tools, rules etc. which are not used in linear nor online

Thank you

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