

Finnish Mobile TV

– Broadcaster's Point of View

**MTV Oy/
MTV Interactive**

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MTV briefly

Alma Media

– Top of Mind Media Corporation

§ Commercial TV

§ 4.4 million viewers weekly

§ Nationwide, commercial radio

§ 1.7 million listeners weekly

§ Business information

§ Newspapers

§ 2.1 million readers weekly

§ Internet

§ 0.9 million visitors weekly

§ Printing

		#1
		#1
		#1
		#2
		
		#1
		#2-3

MTV3 INTERACTIVE - SERVICES

Mobile Service Operator



PayTV Service Operator



Internet Service Operator



Web -portal



wap-portal



Teletext services



DVB-MHP services



Games



SMS- and MMS Services



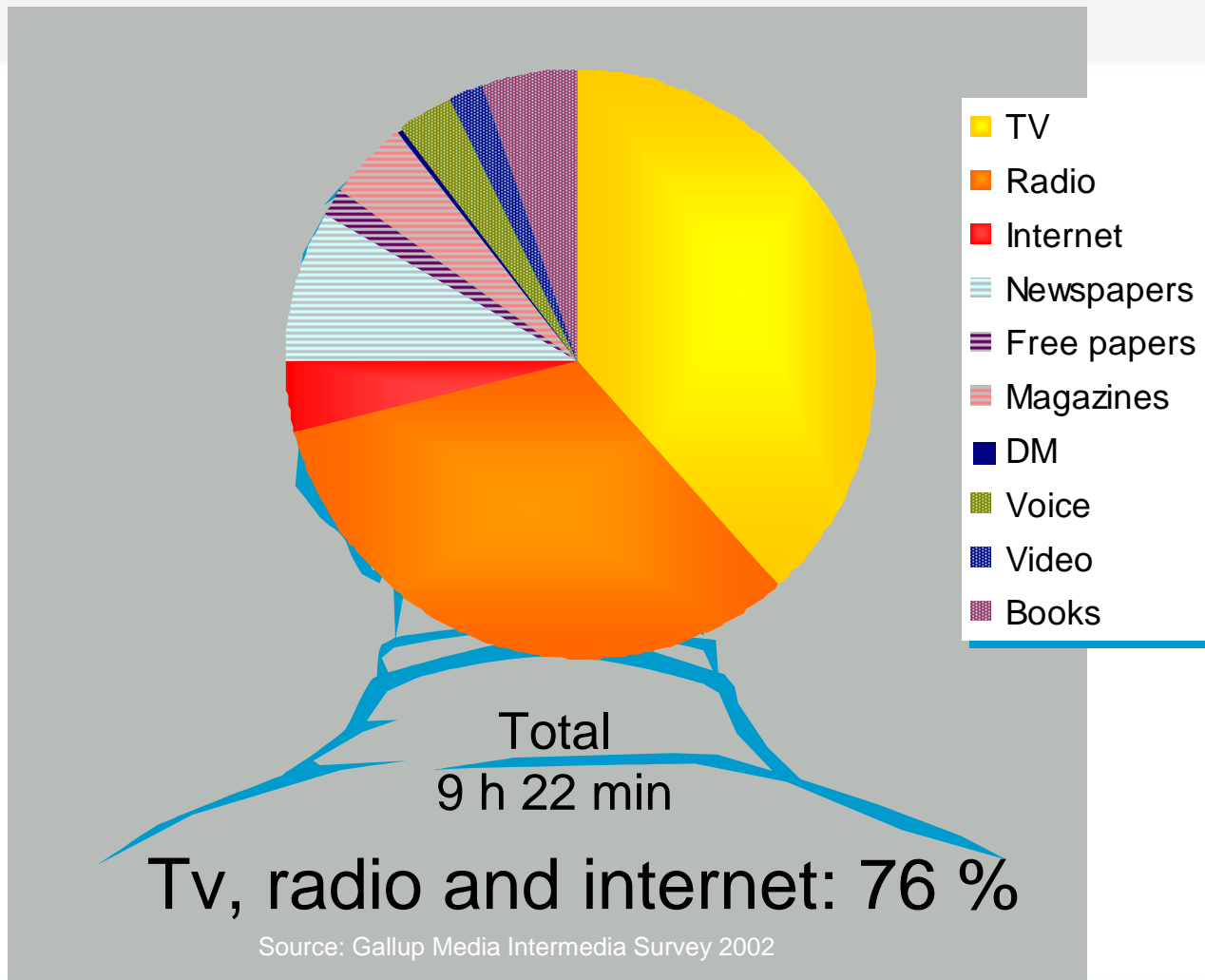
MTV3 INTERACTIVE - AUDIENCES

- MTV3.fi 200 000 / day
- MTV3 Teletext day 1 200 000 / day
- MTV3 Mobile 10 000 / day
- MTV3 ISP 350 000
- Digital TV penetration 400 000

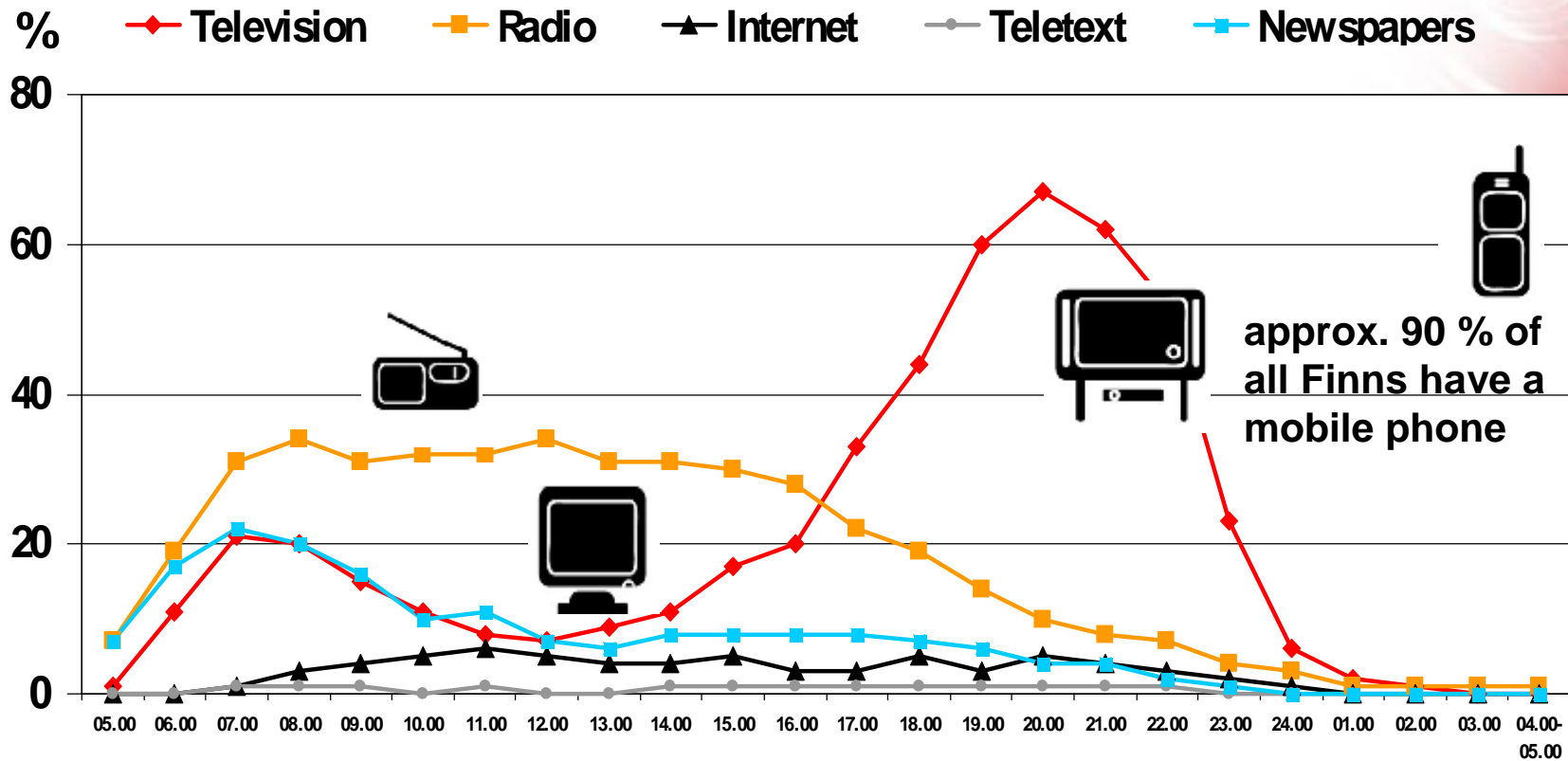
Why Mobile TV?



The consumer's media day



Online media fills the consumer's day



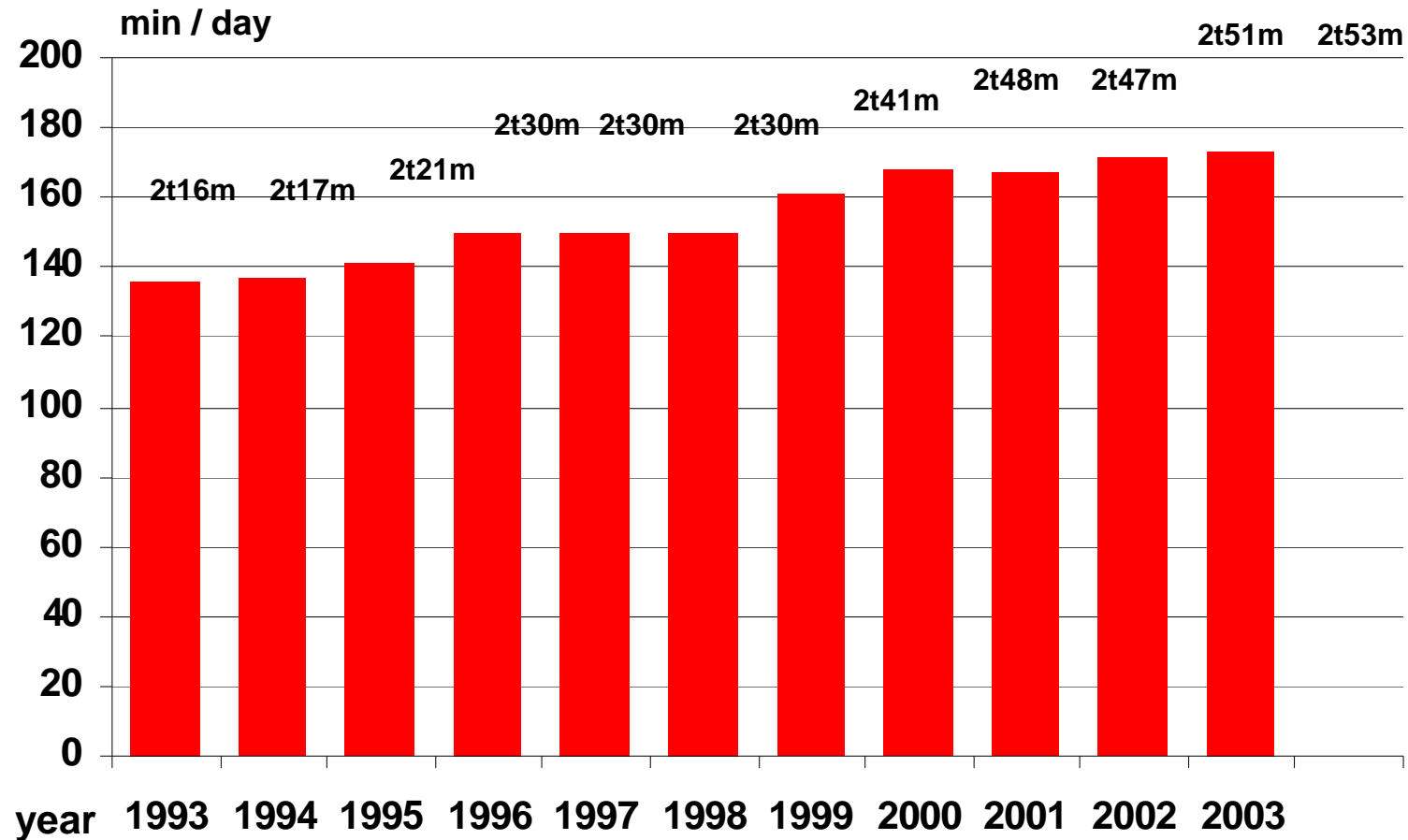
approx. 90 % of all Finns have a mobile phone

Time of media use: % of 12+ people using that medium

Source: Gallup-Media: Intermedia Survey 2002

Daily TV viewing in Finland 2003

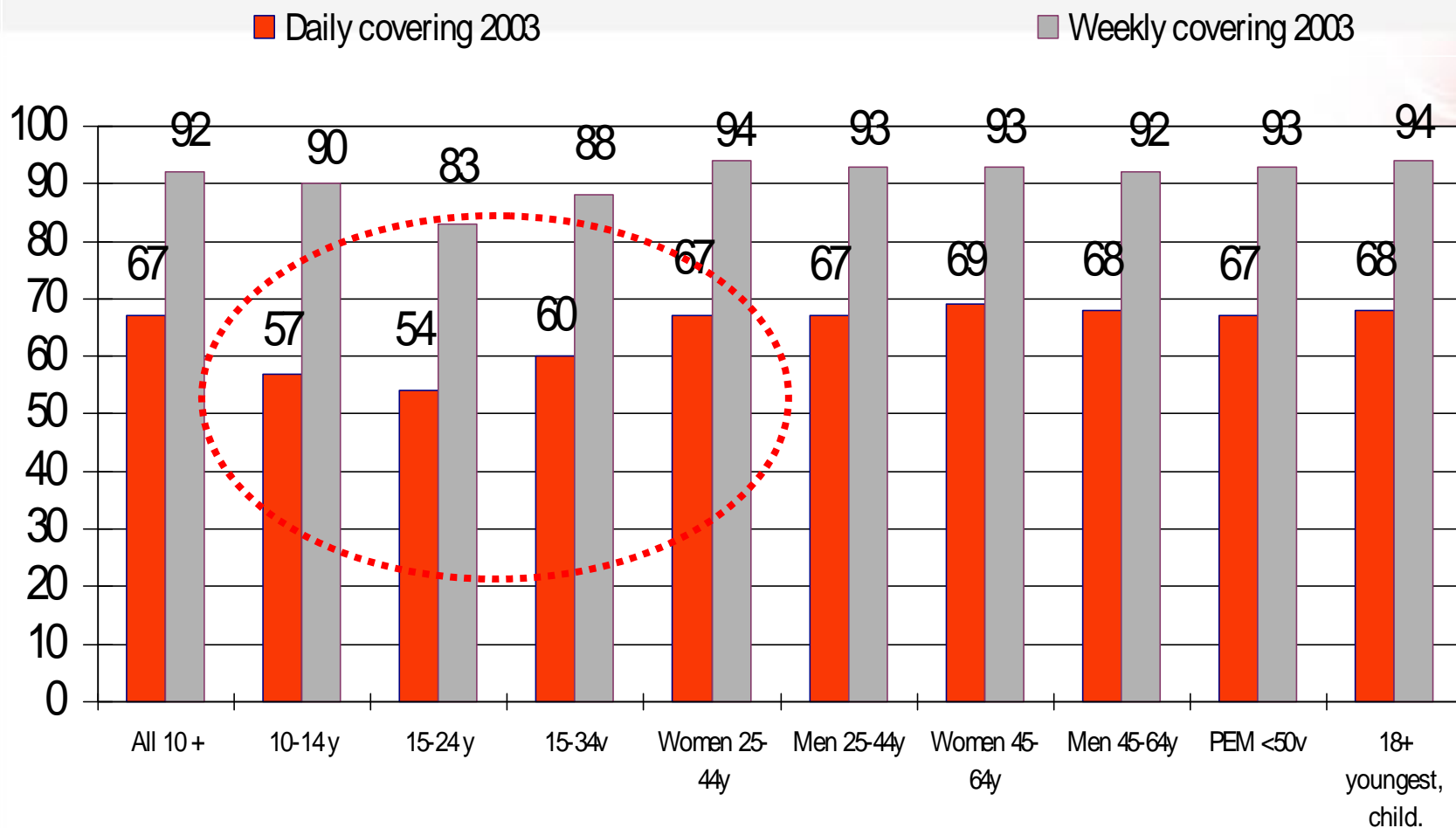
on an average day in 1993 – 2003, over 10 years



Source: Finnpanel Oy, TV People Meter

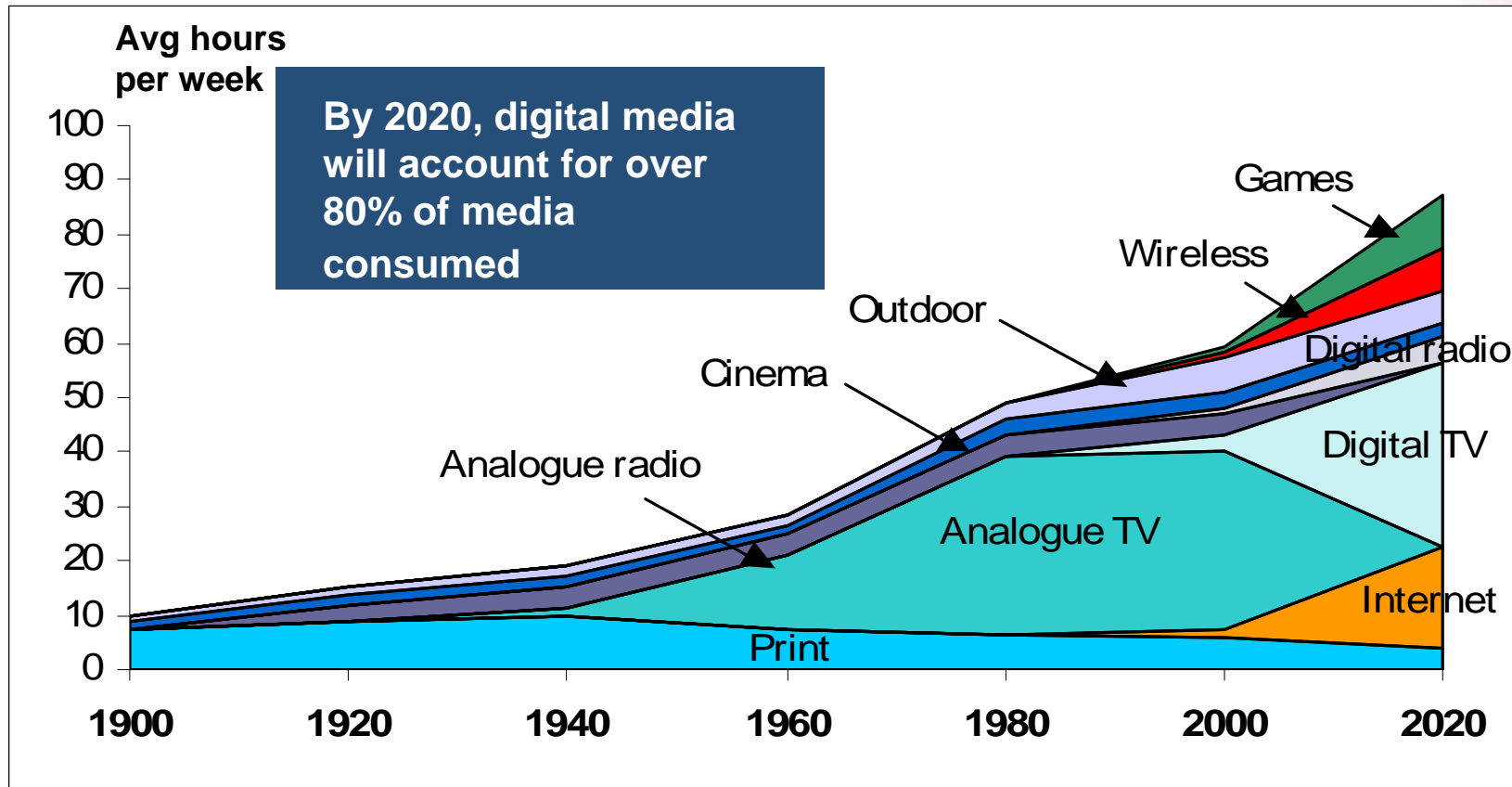
Television reaches all

MTV3 daily- and weekly covering 1.1.-31.12.2003



Source: Finnpanel Oy, TV people meter

Digitalisation is a key development across all media, but especially TV



Source: Carat International

Future digital media use?

- § Although use of the digital media is growing, future media is consumed differently
- § Number of channels is increasing and so is the number of terminals (digitv, PC, pads,)
- § Conventional television as media is looking for new channels

People will probably watch MTV3 also in the future, but how is the question?



Finnish Mobile TV -trial

(previous)



Mobile TV – Real experiences

VTT TECHNICAL RESEARCH CENTRE OF FINLAND www.vtt.fi/mobtv

Mobile television prototype

- Mediaphone (Ipaq, Jornada)
- Mediascreen (Fujitsu pen tablet)
- Tv1, tv2, and a part of mtv3 captured from the digital television broadcast
- One week archive
- Internet between Olaniemmi and Tampere
- Wlan for the last meters
- News, sports, children's etc. channels
- TV-channels
- Program related services
- Extra services



Mobile television



More information:

www.vtt.fi/tte/mobtv

VTT TECHNICAL RESEARCH CENTRE OF FINLAND www.vtt.fi/mobtv

Mobile television in fourth generation networks



human centred design
a prototype of mobile television
mediaphone
mediascreen
tv-anytime
tv-anywhere
micro breaks
to be up to date
killing time

VTT Information technology
University of Tampere



Mobile television

VTT TECHNICAL RESEARCH CENTRE OF FINLAND www.vtt.fi/mobtv

FIELD TRIAL



Tampere city centre
2 Cafes, Family group
homes, 2 Working places.

- User tests started on September, 2002 and last until the end of February 2003
- Test period 1 month
- User groups: spare time users 34, students 9, workers 7 and families 31.
- Women 36, men 45
- age from 4 to 45
- Data gathering by clickstream logging, survey and interviews.

Mobile television



Mobile TV – Results

Services were used for:

- § To fill in micro breaks
- § To avoid feeling lonely
- § Among other doing

People consumed:

- § Entertainment
- § News
- § Short programs for ex. cartoons

People expected:

- § To be able to watch same programs as from ordinary TV
- § To have same familiar brands (TV1, TV2, MTV3...)

Mobile television is a TELEVISION!

MTV on Finnish Mobile TV



MTV's Services on pilot

Type of the broadcast:

- § MTV3, Subtv and Radio Nova simulcast
- § Tailored programs for IPDC
- § Mobile specific

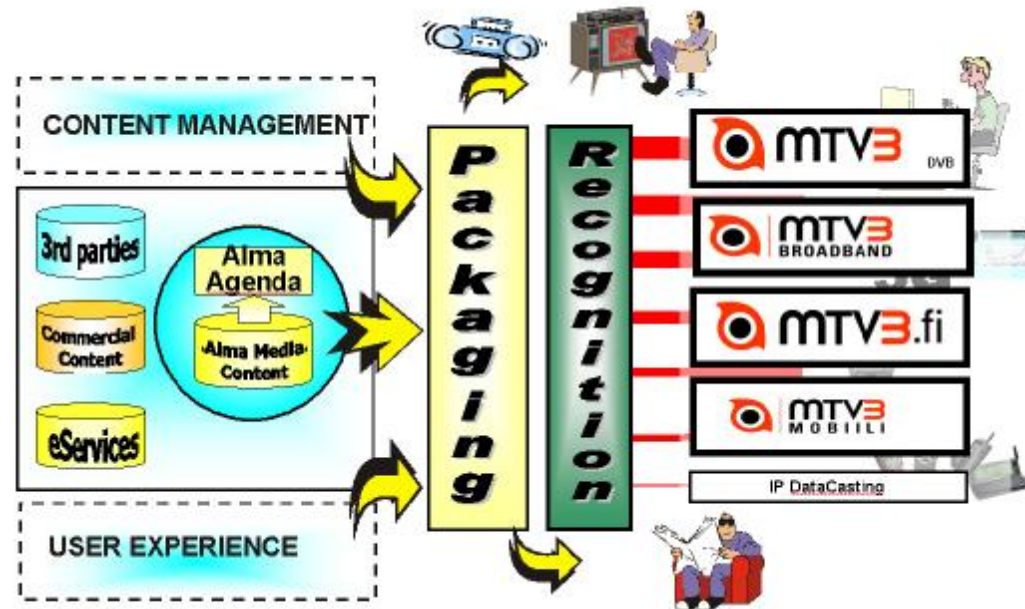
Type of the services

- § News, sports, weather
- § Series (Soaps)
- § Animations
- § Multimedia transmission
- § Community communication
- § Advertising
- § Shopping channel



Production of the Services

- § Based on existing systems already used with TV- and streamed media
- § Additional technology needed for
 - § Encoding
 - § Broadcasting system for controlling and timing
 - § CRM



MTV3 is looking for experiences

Simulcast

- § Role of existing television on IPDC?
- § Differences between program categories?

Tailored programs

- § What kind of programs should be used with IPDC?
- § Role of the IPDC as a channel for media distribution?
- § IPDC versus other channels (digi-TV, web, mobile)
- § Extension of ordinary television?

Mobile Specific

- § Special services for Mobile use?
- § Gaming, chat shows?
- § Interactive advertising

Thank you!