

**Finnish Mobile TV:
Analysis on logfile data**

April - June 2005

Press event 30.8.3005



Finnpanel

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Analysis on logfile data

Test periods:	Sample size*:
4.- 29.4. 2005	351 persons <i>7492 tv viewing statements</i>
2.- 22.5. 2005	283 persons <i>5379 tv viewing statements</i>
23.5. -19.6.2005	255 persons <i>4424 tv viewing statements</i>

*) Sample size represents ca 60 % of original sample
Non-response caused by transmission problems and other technical problems.

The viewing data

16 TV channels:

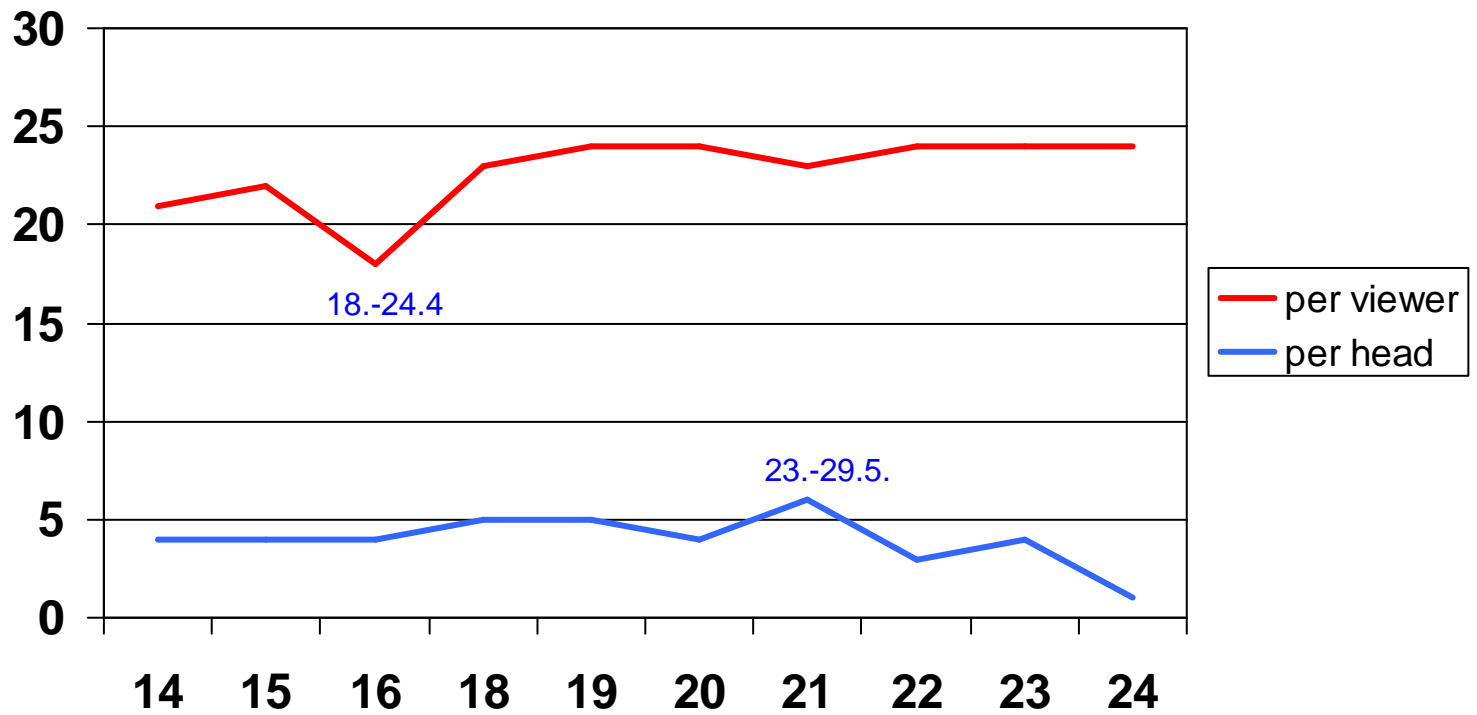
YLE TV1, YLE TV2, MTV3, Nelonen, Subtv, MTV3 Extra, Urheilukanava, CNN, Eurosport, Fashion TV, IndicaTV, BBC World, Viva Plus, Nelonen Plus, SnadiTV and Euronews

- *YLE TV2 and Subtv added in April*
- *Urheilukanava added in May*
- *Nelonen Plus and SnadiTV removed in May*

65-70 % of the sample used the mobile TV on a weekly basis

TV viewing on an average day

Minutes/day



Weeks during April – June 2005

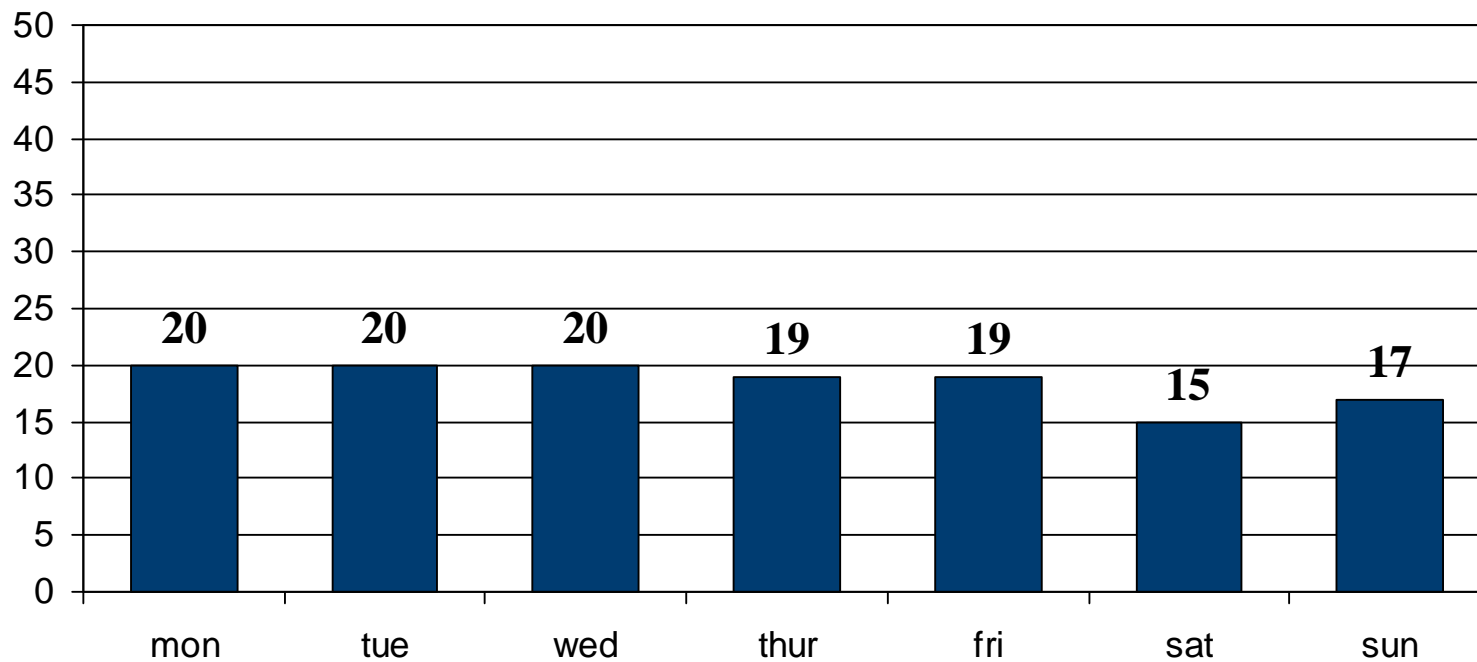
Note: Data for week 17 incomplete

Mobile TV user groups

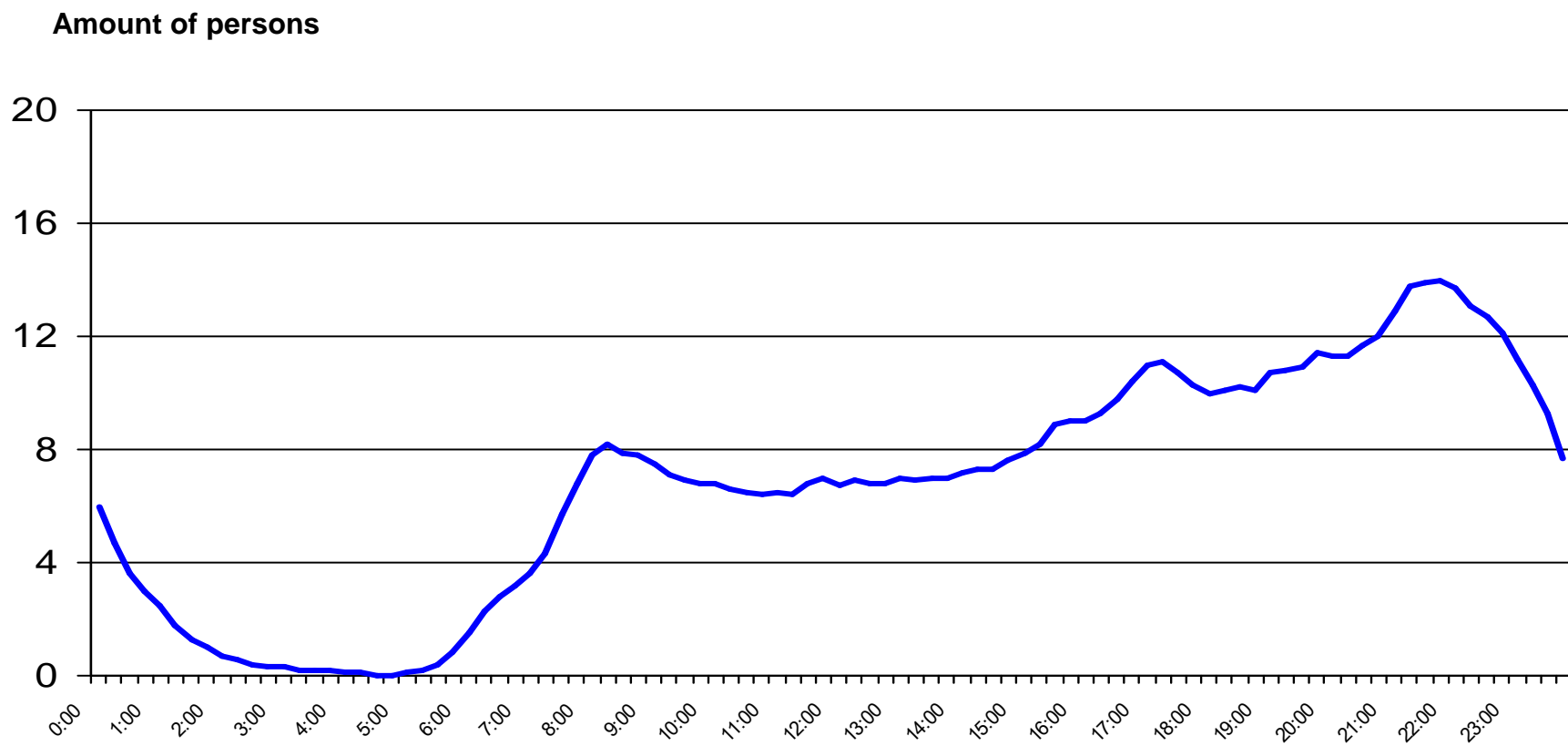
- "active users" (ca. 100 persons)
 - *watched mobile-tv twice a week, about 30-40 minutes per session*
 - *approximately 85 % of total viewing volume*
- "light users" (ca. 100 persons)
 - *Watched mobile-tv once a week, about 10 minutes per session*
 - *approximately 10 % of total viewing volume*
- others (ca. 100 persons)
 - *Little usage of mobile-tv*
 - *Less than 5 % of total viewing volume*

TV viewing on separate weekdays – average daily reach during April - June

% of sample



Mobile TV usage (reach) on an average weekday

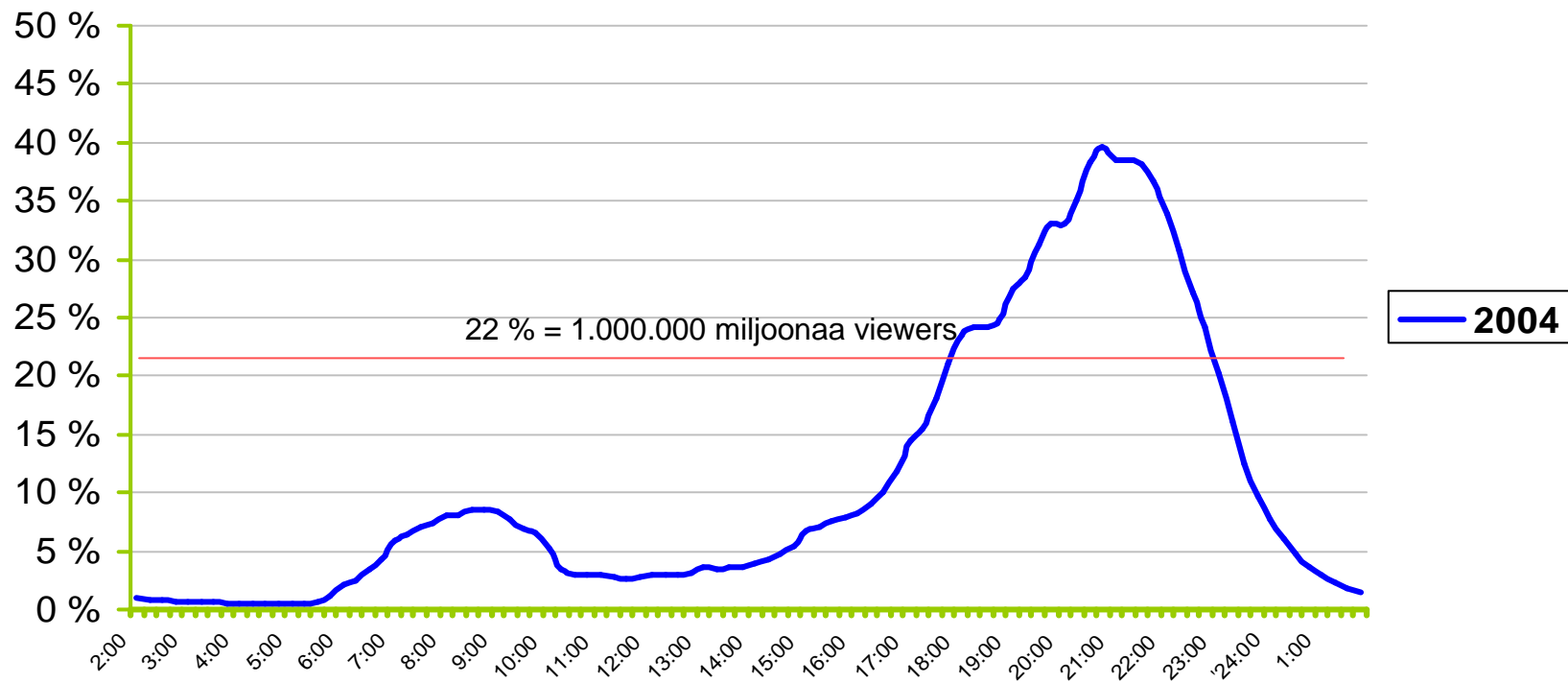


April - June

Sample size between 255 and 351 during the whole period

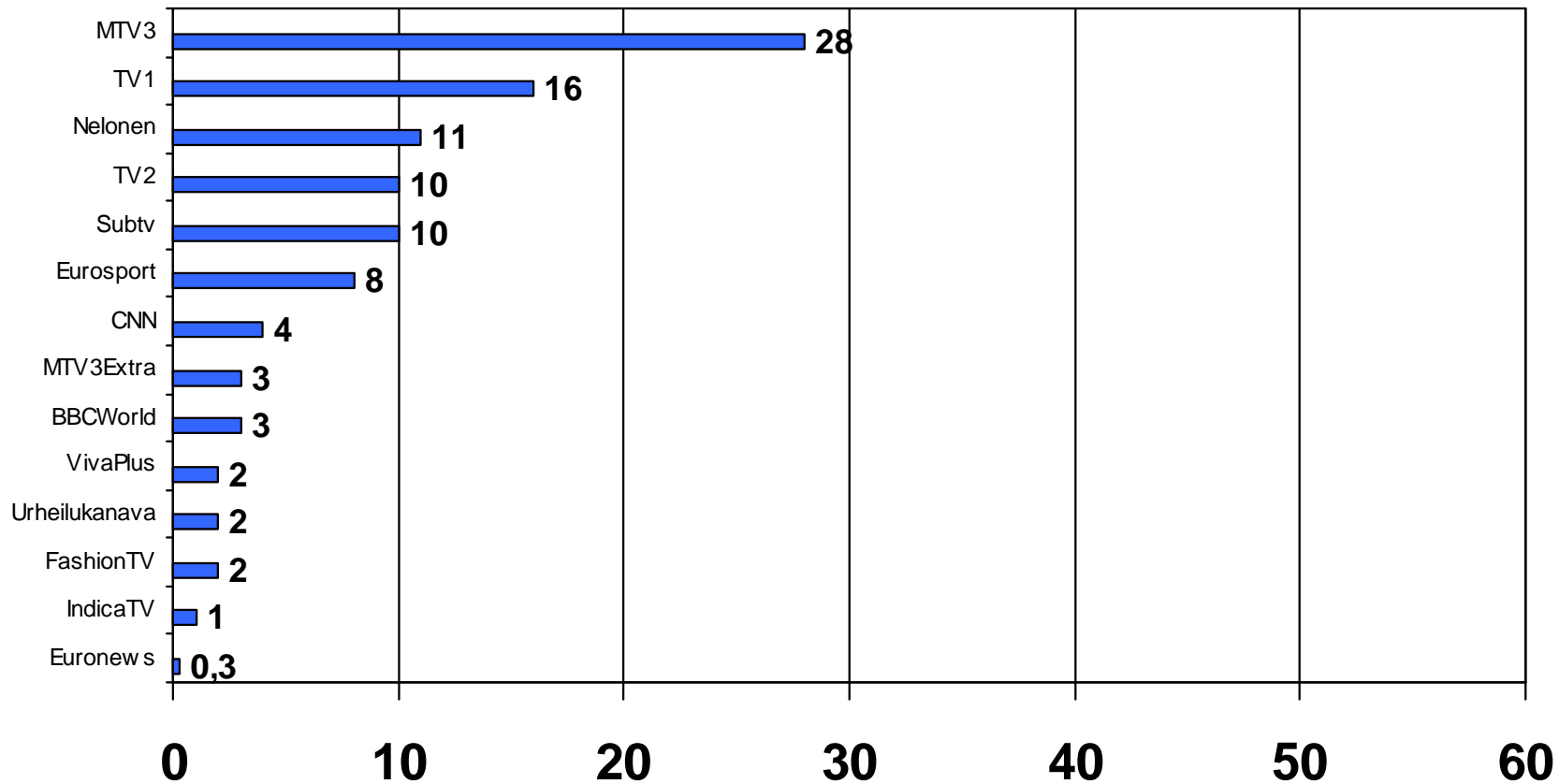
Finland 2004: TV viewing during weekdays

10+ population: 4,6 million



Source: Finnpanel Oy, tv audience measurement

Audience share during May 23 – June 19



YLE TV2 and Subtv not included in April data
Ice hockey World Championships affected viewing in May

Audience share %

Audience share in June

- Domestic channels (YLE TV1, YLE TV2, MTV3, Nelonen ja Subtv), 75 %
- Sports channels (Urheilukanava, Eurosport), 10 %
- News channels (CNN, BBC World, Euronews), 7 %
- Others (MTV3 Extra, Viva Plus, Fashion TV, Indica TV), 8 %

YLE TV2 and Subtv not included in April data
Ice hockey World Championships affected viewing in May

Top10 programmes during April – June: MTV3

- | | | |
|-----|---|--------------------|
| 1. | Formula1 GP (San Marino) | Sun 24.4. at 14.50 |
| 2. | Formula1 GP (Monaco) | Sun 22.5. at 14.50 |
| 3. | Finnish Ice Hockey League: Jokerit - Kärpät | Sun 17.4. at 15.45 |
| 4. | Finnish Ice Hockey League: 4.semifinals | Thur 7.4. at 18.15 |
| 5. | Diili (Finnish version of "The Apprentice") | Sun 24.4. at 20.00 |
| 6. | Movie: Bandits | Mon 2.5. at 21.15 |
| 7. | Finnish Ice Hockey League : Kärpät-Jokerit | Fri 15.4. at 20.10 |
| 8. | Huomenta Suomi (morning TV) | Tue 12.4. at 6.25 |
| 9. | Shopping Channel | Wed 13.4. at 10.15 |
| 10. | Movie: Training Day | Mon 11.4. at 21.15 |

Top10 programmes during the April – June: YLE TV1

1. Ice Hockey World Championships 2005
Austria (Finland-Latvia 0-0) Mon 9.5. at 21.00
2. Tutkittu juttu – vammautunut ... (documentary) Fri 8.4. at 11.05
3. Ice Hockey World Ch. 2005 Austria Mon 2.5. at 17.10
4. Luontoilta (nature program) Tue 5.4. at 18.36
5. Hitler – pahuuden nousu (documentary) Wed 20.4. at 21.55
6. Ykkösen aamu-tv (morning TV) Thu 7.4. at 5.55
7. Ykkösen aamu-tv (morning TV) Fri 13.5. at 5.55
8. Movie: Amadeus – director's cut Fri 8.4. at 21.30
9. Urheiluruutu (sports news) Sun 24.4. at 20.45
10. Ykkösen aamu-tv (morning TV) Tue 24.5. at 5.55

Top10 programmes during April - June: Nelonen

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|-----|---|--------------------|
| 1. | UEFA Champions League
(Liverpool - AC Milan 6-5) | Wed 25.5. at 21.00 |
| 2. | UEFA Champions League | Wed 4.5. at 21.30 |
| 3. | UEFA Champions League | Wed 6.4. at 21.30 |
| 4. | Movie: Cliffhanger | Wed 20.4. at 21.30 |
| 5. | Movie: Valtikka | Sun 17.4. at 21.15 |
| 6. | Dr. Phil | Tue 5.4. at 17.30 |
| 7. | 4D: Helenin 7 persoonaa (documentary) | Tue 19.4. at 22.00 |
| 8. | Movie: Pimeän uhka | Fri 22.4. at 23.10 |
| 9. | Movie: Little Nicky | Fri 22.4. at 21.05 |
| 10. | Huippumalli haussa (reality TV) | Tue 5.4. at 19.00 |

Top10 programmes during May - June: YLE TV2

1. Ice Hockey World Championships 2005
Austria (Finland-Sweden 1-5) Wed 4.5. at 22.00
2. Ice Hockey World Ch. 2005 Austria
(Finland-Canada 3-3) Sun 8.5. at 18.00
3. Ice Hockey World Ch. 2005 Austria
(Finland-Russia 3-4) Thu 12.5. at 21.00
4. Football World Ch. Qualifier match Wed 8.6. at 20.5
5. TV-uutiset (news) Wed 4.5. at 21.5
6. Football: Women's European Champ. Wed 8.6. at 22.50
7. Football: Women's European Champ. Sat 11.6. at 19.45
8. Eurovision Song Contest – Final in Kiev Sat 21.5. at 22.00
9. Ice Hockey World Ch. 2005 Austria Sun 8.5. at 17.00
10. FST dokumentti: Koska sarastaa
(documentary) Mon 9.5. at 22.05

Top10 programmes during May - June: Subtv

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|-----|--------------------------------------|--------------------|
| 1. | Movie: Once a Thief | Wed 26.5. at 21.05 |
| 2. | Movie: Turhuuksien rovio | Wed 4.5. at 21.00 |
| 3. | C.S.I. Miami | Sat 14.5. at 21.00 |
| 4. | American Idol | Sun 5.6. at 21.00 |
| 5. | Movie: Last Border | Thur 9.6. at 21.00 |
| 6. | Kerran varas | Thur 9.6. at 23.35 |
| 7. | Late night with Conan O'Brien | Fri 10.6. at 22.50 |
| 8. | Sextaasi | Sun 22.5. at 1.05 |
| 9. | Miami Vice | Sat 21.5. at 22.50 |
| 10. | Seksin Maailma: Japani (documentary) | Sun 22.5. at 1.30 |

Top10 programmes during April - June: all channels

1. Ice Hockey World Championships 2005
Austria (Finland-Sweden 1-5), TV2 Wed 4.5. at 22.00
2. Formula1 GP (San Marino), MTV3 Sun 24.4. at 14.50
3. Formula1 GP (Monaco), MTV3 Sun 22.5. at 14.50
4. Ice Hockey World Championships 2005
Austria (Finland-Latvia 0-0), TV1 Mon 9.5. at 21.00
5. Finnish Ice Hockey League: Jokerit - Kärpät, MTV3 Sun 17.4. at 15.45
6. Finnish Ice Hockey League: 4.semifinals, MTV3 Thur 7.4. at 18.15
7. Ice Hockey World Ch. 2005 Austria (Finland-Canada 3-3), TV2 Sun 8.5. at 18.00
8. Ice Hockey World Ch. 2005 Austria (Finland-Russia 3-4), TV2 Thur 12.5. at 21.00
9. UEFA Champions League, (Liverpool - AC Milan 6-5) Nelonen Wed 25.5. at 21.00
10. Tutkittu juttu – vammautunut ...TV1 (documentary) Fri 8.4. at 11.05