

TietoEnator cooperates with MTV to develop TV advertising systems for the digital age

MTV Oy has signed a 3-year framework agreement with the TietoEnator Corporation to develop advanced sales and marketing systems for TV advertising. The aim is to combine the top-of-the-line IT capabilities of the two companies and to ensure that MTV's systems will retain their position among the most developed systems in the age of digital multi-channel TV.

Co-operation between MTV and TietoEnator began with the development and implementation of an advertising sales system for the TVTV! cable channel. As a result of the successful execution of the project, media companies now have access to the first ordering system for multi-channel TV advertising in Finland. The purpose of the new agreement is to ensure that all the digital TV channels in Channel Cluster B, administered by MTV and due to open for business on August 27, can be included in the joint advertising sales system.

For media companies, further development of these systems will mean improved service both in the purchase and reservations of advertisement campaigns and provision of research data. This will also facilitate business transactions in the future multi-channel environment. - MTV was the first company in Finland to begin trading with media companies over electronic connections in 1991.

At MTV, the systems will also be used for the development of sales operations, such as customer follow-up and reporting. ? MTV selected TietoEnator as its partner because TietoEnator's understanding of the media business and its IT expertise were compatible with MTV's needs,? says development director Jari Jussila of MTV.

? The co-operation will target the television business, which is one of the central fields of activity in the increasingly digitalized society. This agreement supports TietoEnator's other strong areas of expertise in the converging media business. At the same time, TietoEnator is involved in a number of customer projects to develop new services for digital TV in collaboration with content producers,? says director Seppo Järvinen of TietoEnator.

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With a staff of 10,000 and annual net sales of 1.1 billion euros, **TietoEnator** is a leading supplier of high value-added IT services in Europe. TietoEnator provides consulting, systems development and integration, operation and support, product development services for customers, and software services. The Group has in-depth knowledge of its customers' businesses in areas such as telecommunications, finance, the public sector and the forest industry.

www.tietoenator.com

MTV3 is one of Europe's most successful television channels in terms of viewer ratings with its 40.4 % audience share. Established in 1957, MTV Oy, the company that owns the channel, ranks among Europe's oldest commercial TV corporations. In 1998 MTV Oy became a part of Alma Media Corporation, one of the biggest media companies in the Nordic countries. Alma Media Corporation is listed on the Helsinki stock exchange. Its core businesses are newspaper publishing, the production and distribution of financial information, television and radio broadcasting, solutions for new media, and printing. The Group's net sales in 2000 amounted to 484.3 million euros. Alma Media Corporation's Broadcasting business area comprises the television channels owned by MTV Oy, MTV3 Channel and TVTV!, the associated company TV4 AB that operates in Sweden, in which

MTV Oy has a 23.4 % holding, and the nationwide radio channel Radio Nova (Oy Suomen Uutisradio Ab) in which Alma Media Corporation has a 61 % holding. MTV Oy administers the digital TV channels allocated to multiplex B: MTV3D, Sports Channel (Urheilukanava) and the CityTV chain. The processes for starting digital transmission were centralized within a project in Alma Media's New Media business area. www.almamedia.fi

TIETOENATOR CORPORATION

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