

## HiQ DELIVERS MEDIA RESERVATION SYSTEM FOR FINNISH MTV

HiQ helps Finnish TV-group MTV Media boost its media sales and co-operation with media agencies by implementing a new media sales system. The new LIVE system increases the automation of MTV's advertisement sales process and improves the service level to all media agencies.

- Our existing system was becoming outdated, and there was no ready-made solution to meet our needs. We started to develop a unified service utilising modern technology that would allow our personnel and media agencies to make advertisement reservations conveniently. HiQ proved to be an exceptionally innovative company that could offer us the freshest vision and a functional progress model for the project, says Petri Haverinen, Head of IT Development of MTV.

The media sales system is an essential part of MTV's business. HiQ delivered the system in full, and extended its expertise to all stages of the project from choosing the technology to usability consulting.

- HiQ has offered us ideas and expertise not only about this system but also about new implementation methods in general. The LIVE project has been very interesting, and we have learnt a lot from it. Along the way, the partner team has gained increased knowledge about our business, which will make further development even easier, Haverinen adds.

- The media industry is one of the most rapidly developing fields that also has the courage to utilize new ways of doing IT. We are glad to participate in supporting that development and making everyday work easier, says Jukka Rautio, Managing Director of HiQ.

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Established in 1957 MTV Oy is one of the oldest commercial television companies in Europe. Today MTV is a diverse media house, MTV Media acting as an umbrella for the MTV's TV channels, pay-TV channels, radio station and a variety of electronic consumer services available online. In 2010 MTV's turnover was 213,9 million Euros. MTV is part of the Swedish media group Bonnier AB. <http://www.mtvmedia.fi/english/home/>

*HiQ is an IT and management consultancy company focusing on high-tech solutions in the fields of communications and software development. The company is a leading player in these fields and the Nordic region is its domestic market. HiQ employs close to 1,300 people at offices in the Nordic region and Russia. HiQ is listed on the NASDAQ OMX Stockholm Mid Cap. For more information, please visit [www.hiq.se](http://www.hiq.se).*