

## New digital pay-TV company established in Finland

**July 2006, Helsinki, Finland:** Digi TV Plus Oy, a new digital pay-TV company, has been established in Finland to lead the way in offering quality content on the digital terrestrial television (DTT) network. The company's services will be marketed to customers under the name "PlusTV" and will be available in November of this year. During the first stages, PlusTV will be the sole supplier of MTV MEDIA's digital pay-TV services to Finnish antenna households. Other TV broadcasters' channels will be added gradually and the service will reach its final form in early September 2007, by which time Finland will have made a complete transfer to digital television broadcasting.

"In connection with the digitalization of television, the selection of channels available to all domestic households will increase significantly. The change will be felt the most in antenna households, which until now have had a much smaller selection to choose from compared to households with access to cable. We are offering these roughly one million antenna households a chance to receive a broad and varied selection of TV channels," says Vesa Mars, the CEO of PlusTV.

PlusTV's channel package will include the most popular Finnish and foreign pay-TV services. The channel package is designed entirely with Finnish viewers in mind.

"There is a clear need for a new player on the market, someone who will aggregate the most interesting content and offer it to consumers in a convenient way," says Vesa Mars, summarizing the business idea of the company.

PlusTV holds exclusive rights to the distribution of MTV MEDIA's pay-TV channels to antenna households. Negotiations with other domestic and foreign partners are well under way, with agreements waiting to be signed as soon as the Government grants the next round of digital program licenses, which is expected to occur later this month.

"Pay-TV is becoming an increasingly important way of financing commercial television operations," explains Mikko Räisänen, executive vice president of MTV MEDIA. "PlusTV is a natural cooperation partner for us, as it provides the best possible preconditions for offering a broad selection of programs to antenna households."

"As the digitalization of broadcasting progresses, it is extremely important to have an independent operator in Finland that aggregates digital TV channels to one card" states Mrs. Sirpa Ojala, the CEO of Digita Oy.

Digi TV Plus recently secured €38 million of financing from Baker Capital, a private equity firm investing in digital communications businesses, and Provider Venture Partners, a leading Nordic venture capital firm.

Including previous seed financing from Provider Venture Partners, this brings the company's total financing to approximately €40 million.

"We have a strong belief in the future of digital pay-TV in the Nordic region, a belief that is enhanced by our successful investment Canal+ Television, AB," said Robert Manning, partner of Baker Capital, Digi TV Plus' lead investor. "Pay-TV is an established form of entertainment in Finland, however, the level of penetration lags behind other countries in the region. We believe that an advantageous set of circumstances for the proliferation of pay-TV in Finland exist today and PlusTV is well positioned to capitalize on the favourable market conditions."

"Finland is a pioneer in the conversion to 100% digital broadcasting. The Finnish Government is taking an admirably bold step in the shutdown of the analogue network and has commendable goals of supporting the creation of a strong DTT platform with a broad range of content available to all Finnish people," said Richard Hellekant, investment manager of Provider Venture Partners. "PlusTV will be the outlet to achieve these goals. With its independent status and strong management team, the company has a great opportunity to establish itself as the leading pay-TV operator in Finland."

PlusTV services will be available to all antenna households. In addition to a television set, all that is needed is a digital decoder equipped with a card reader, into which the PlusTV card is placed. Decoders and cards can be purchased at a variety of electronics retailers and kiosks and are easily installed by the user. Over 700,000 digital decoders have already been purchased by Finnish consumers.

Additional information:

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For photos and images please visit: [www.plustv.fi](http://www.plustv.fi)

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#### **About Digi TV Plus Oy**

Digi TV Plus Oy is a newly established company specializing in the distribution of digital television channels, marketed to customers under the name PlusTV. PlusTV's target group is all antenna households in Finland. The aim of the company is to create a packaged selection of channels consisting of the most popular Finnish and foreign channels, designed for the Finnish public. The company's CEO is Vesa Mars, with Arne Wessberg serving as Chairman of the Board. The company's financial investors include Baker Capital, a private equity firm investing in digital communications businesses, and Provider Venture Partners, a leading Nordic venture capital firm.

#### **About Baker Capital**

Baker Capital, founded in 1995, is New York based private equity firm with \$1.5 billion under management. Baker Capital invest in digital communications companies at all stages of development. The partners of Baker Capital have extensive private equity and operational experience allowing the firm to provide its portfolio companies with not only capital, but also global strategic thinking and relationships. Other European investments include Interxion, a pan-European web hosting company and QSC AG, a leading broadband provider in Germany. To find out more about Baker Capital, visit [www.bakercapital.com](http://www.bakercapital.com).

#### **About Provider Venture Partners**

Provider Venture Partners AB is a leading venture capital partnership focusing on accelerating the growth of Nordic early and expansion stage technology companies. Provider advises a range of funds with in total SEK 3 billion under management. The current portfolio includes 25 investments in the areas of communication technologies, software and enabling technology. A team of 17 professionals has advised close to 90 investments since 1992 making Provider one of the most active and experienced VC:s in the Nordic region. To find out more about Provider Venture Partners, visit [www.providerventure.com](http://www.providerventure.com).