

## PlusTV Makes Pay-TV History By Becoming The First Service Provider In Finland To Offer Customisable Service Packages

At the same time, the company signs new channel agreements with KinoTV and Disney Channel

**29 August 2008** - PlusTV is the only service provider in Finland to launch a service package with contents freely customisable by the customer. Customisable pay-TV packages have been one of the most requested services in PlusTV's customer satisfaction surveys. The number of pay-TV channels offered by PlusTV will also increase to 13 with the signing of new channel agreements with KinoTV and Disney Channel.

PlusTV has listened to its customers and launched a new service package that allows customers to customise their channel package to best suit their life situation.

According to a recent survey conducted by PlusTV, potential pay-TV customer target groups saw the inability to freely choose and customise their service packages as the greatest obstacle to making the purchase (Purchase Process Survey, January 2008). PlusTV takes the wishes of its customers seriously. Therefore, we are now offering them the chance to build their very own pay-TV package and choose the package size that best suits their life situation.

"We are constantly evaluating the wishes of our customers through surveys and customer panels, and we are seeking to develop our products to meet these needs," comments Vesa Mars, CEO, PlusTV. "Only by listening to our customers have we been able to nearly triple pay-TV penetration and reach over 280,000 subscribers."

PlusTV's new packages come in three different sizes with three different prices. PlusTV Mini package allows the customer to choose 6 channels from a selection of 11. This package is priced at EUR 14.90 per month. My PlusTV package allows the customer to choose 9 favourite channels and is priced at EUR 19.90 per month, while the PlusTV Total package includes the complete selection of 13 PlusTV channels. PlusTV Total package is priced at EUR 24.90 per month.

### PlusTV signs up KinoTV and Disney Channel

The number of pay-TV channels offered by PlusTV will also increase. PlusTV will be offering a wider range of freely selectable movie and children's channels. Following the signature of new channel agreements with Disney Channel and KinoTV, PlusTV's channel selection will grow to a total of 13 channels on 1 September 2008.

**KinoTV** is a channel of Nelonen Media that airs wide range of movies and series 18 hours a day. KinoTV shows almost 60 cinema blockbusters monthly such as *Being John Malkovich*, *Sex, Lies, and Videotape*, *Blue Velvet*, *Moonstruck*, as well as best seller *Woody Allen* movies. The programming includes also popular comedy and drama series such as *ER* and *70's Show*, in addition to domestic hit production.

**Disney Channel** is a unique quality entertainment channel that airs hit shows, 11 hours a day. Disney Channel's programming includes hugely popular live action series such as *Hannah Montana* and *The Suite Life of Zack & Cody*, contemporary animated series including *Phineas and Ferb*, the soon to be premiered *Famous Five*, *Disney Channel Original Movies* including the global phenomena *High School Musical* and *High School Musical 2*, and entertaining, learning-focused series for preschoolers including *Mickey Mouse Clubhouse*, *Disney's Little Einsteins* and *My Friends Tigger & Pooh*.

"We can offer our customers even more diversified programme content now that KinoTV and Disney Channel have been added to the PlusTV selection as new channels," comments Vesa Mars, CEO, PlusTV. "Our customers have been asking for more choices for young families. We believe that KinoTV and Disney Channel will be welcomed by most of our customers."

"We are very excited to launch Disney Channel with PlusTV who now reaches more than 280.000 Finish households. The DTT market in Finland is growing rapidly and we look forward to being able to deliver Scandinavia's biggest and most popular children's and family channel to all of PlusTV's customers in Finland", says Casper Bjørner, General Manager, Disney Channel, Scandinavia.

"The significant presence of PlusTV has contributed greatly to the growth and success of pay-TV to its present level in Finland," comments Marcus Wiklund, Head of Consumer Business, Nelonen Media. "I find it particularly rewarding that now, on the first anniversary of KinoTV, the complete pay-TV line up (KinoTV and URHEILU+KANAVA) of Nelonen Media is made available to PlusTV customers. Movies have traditionally been the core of pay-TV, and with the addition of KinoTV, PlusTV customers now have the opportunity to see over 60 different movies each month. In addition, KinoTV will introduce much requested domestic comedy and drama series to the pay-TV offering."

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**PlusTV** is the leading pay-TV service provider for terrestrial households in Finland. PlusTV currently has a total of 280,000 digital terrestrial pay-TV customers. Vesa Mars is the CEO of the company, and Arne Wessberg is Chairman of the Board. The company is financed by the American investment company Baker Capital and the Nordic investment company Provider **Venture Partners AB**.