

Record number of free to air TV channels in Finland

Digita's range of terrestrial television services are enriched by free weekend viewing, which has been offered several times by Viasat.

HELSINKI, FINLAND, August 25, 2017 /EINPresswire.com/ -- The Viasat Urheilu channel will be freely available via [Digita's](#) national multiplex A on terrestrial television from 8am on Friday 25 August to 8am on Monday 28 August. You can watch the Viasat Urheilu channel on Channel 28.



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Juha-Pekka Weckström

A total of 19 free-to-air channels and 47 pay-TV channels are currently available on Digita's national network. Since 2014, the number of payment-free commercial channels has grown by two a year on average.

“On a European scale, the status of advertiser-supported television is very strong in Finland. This means that an exceptionally large number of free to air channels, in addition

to those of Yle, are available for Finnish TV viewers,” says Juha-Pekka Weckström, CEO of Digita. “The opposite is the case in the rest of Europe. For example, there are seven free channels in Norway, eight in Sweden, nine in Denmark and 12 in Germany,” continues Weckström.

“The statistics show that 93% of Finns watch TV approximately three hours per day, most of which is free-to-air programming. This not only guarantees the popularity of domestic online TV services, it also provides the basis for effective advertising media targeted at large masses of people.” Digita is continuously developing new types of advertising technology, alongside media companies. Last June, Digita and MTV successfully tested a combination of traditional television advertising and online advertising in the hybrid TV environment. Hybrid services, which combine traditional television with the internet, offer Digita's media customers new growth potential for their TV advertising business,” says Weckström, describing Digita's new television services.

Get help from Digita Info

You can view the Viasat Urheilu channel by performing a channel search using your receiver. You can do this in advance. Most receivers scan for new TV channels automatically. Some receivers may require the retuning of channels or the restoration of factory settings. Instructions on performing channel searches can be found on Digita's website at www.digita.fi/kanavahaku or in the device's user manual.

Technical experts from Digita's consumer service, Digita Info, will answer queries on the reception of terrestrial television.

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Digita transmits radio and television programmes to everyone living in every corner of Finland every day of the year. We also apply the latest digital technology in order to develop and offer versatile online television and radio services. In addition, our service portfolio includes comprehensive IoT services based on our comprehensive network, as well as world-class Data Centre Services. Our clients include media companies as well as mobile and broadband operators offering top of the line content.

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