

Network operator Digita has the technical ability to transmit HD broadcasts throughout Finland even on a fast schedule

HELSINKI, FINLAND, September 22, 2017 /EINPresswire.com/ -- The television operators in the Finnish terrestrial broadcasting network have agreed that the free-to-air channels will all simultaneously adopt the DVB-T2 broadcasting technology that enables high definition (HD). The current broadcasts in SD format will end on 31 March 2020. [Digita](#) is preparing to respond to Yle's call for bids concerning high-definition broadcasts during the autumn. Digita has already completed the technical planning for the transition to HD in 2020.



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CEO Juha-Pekka Weckström

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"The media evolution requires that the network operator continuously develops services and the communications networks. Therefore, our primary goal is to ensure a smooth

and market-oriented transition to high definition, and together with our customers to enrich the terrestrial-network viewing experience by offering hybrid services combining terrestrial-network television with broadband services," Weckström continues. The hybrid TV services with nationwide broadcasts already complement the television channel selection with the most popular video services Areena, Katsomo and Ruutu as well as various other additional services.

The terrestrial broadcasting network is the most cost-effective way of broadcasting television content to everyone in Finland. The terrestrial television network is a broadcasting network where the television companies pay the broadcasting costs. This makes terrestrial television the only television distribution channel with no continuous costs for consumers other than an investment in an appropriate antenna system.

The terrestrial distribution network is a secure and reliable distribution channel that enables equal opportunities for receiving content regardless of the viewer's location. At present, Digita's terrestrial TV broadcasts reach 99.96 per cent of the population of mainland Finland. Approximately 50 per cent of the people in Finland receive television programmes via terrestrial television. In addition, its coverage extends to most of the Finnish summer cottages.

Media contact:

Markus Ala-Hautala, COO, tel. +358 400 549 023, [markus.ala-hautala\(at\)digita.fi](mailto:markus.ala-hautala(at)digita.fi)

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.

Minna Flink
Digita Oy
+358407428849
email us here

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