

Currently, Sanoma has TV operations in Finland and Hungary. In Finland, Sanoma Entertainment (part of Sanoma's Sanoma Media division) magazines three free-to-air TV channels, five pay-TV channels, and an online TV catch-up service. In Hungary, Sanoma Media Budapest (also part of Sanoma's Sanoma Media division) operates two cable TV channels.

 Sanoma's Finnish TV operations			
Free-to-air channels			
			
			
Audience share¹	14.7%	4.8%	3.6%
Weekly reach	83% of adults 25-44 years old, 3.7 million Finns (10+ population)	63% of adults 25-44 years old, 2.4 million Finns (10+ population)	53% of women 25-44 years old, 2.0 million Finns (10+ population)
Audience focus	urban 10-44 year olds	urban adults, male and female	25-44 year-old women
Content focus	Finnish entertainment, international quality series and top movies	entertaining factual content, offering both real life stories and action entertainment	lifestyle inspiration and feel-good content in five distinctive blocks: Home, Me, Relationships, Events, and Series & Movies
Key programming	Clash of the Choirs, Desperate Housewives, Matkaoppaat (domestic travel reality), Finland's Next Top Model	Jim D: documentaries, Kenraali Pancho & Pojat Pohjoiskalotilla (domestic travel program), domestic reality series Poliisit and Pelastushelikopteri	Miljonääriäidit Maria & Nina (domestic reality), Kumman kaa (domestic drama), Sikke - Ruokaa rakkaudella (domestic lifestyle), Liv Movies
complementary pay TV channels			
			
			
Content Focus	sports	movies & series	family programmes
			
Audience share	3% (No 8 in cable market, fastest-growing channel)		Launched on January 4, 2011
Audience penetration	69% (2.8 million) of all households		At the start: 700,000 households
Audience focus	Women aged 20-44		Women aged 20-44
Content focus	series & movies, telenovelas, football an local productions		series & movies, telenovelas, football an local productions

¹ In target audience of 10-44 year-olds - 2010