

Survival Strategies for TV Companies

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17 September 2015



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SBS

nelonenmedia
a Sanoma company

jim



HERO



4 PRO 12

ruutu



Netherlands

4 FTA channels

Video on Demand platform

TV sales EUR 225 million

Finland

4 FTA channels and 5 Pay-TV

Video on Demand platform

6 radio stations

TV & Radio sales EUR 125 million

TBI Vision

Television Business International

HOME

TBI NEWS

SHOW OF THE WEEK

FEATURES

PRICES GUI

BUYERS BRIEFING

MIPCOM

Netflix boss predicts the end of broadcast TV

by TBI reporter

November 28, 2014

Netflix CEO Reed Hastings has said that broadcast TV's days are numbered.



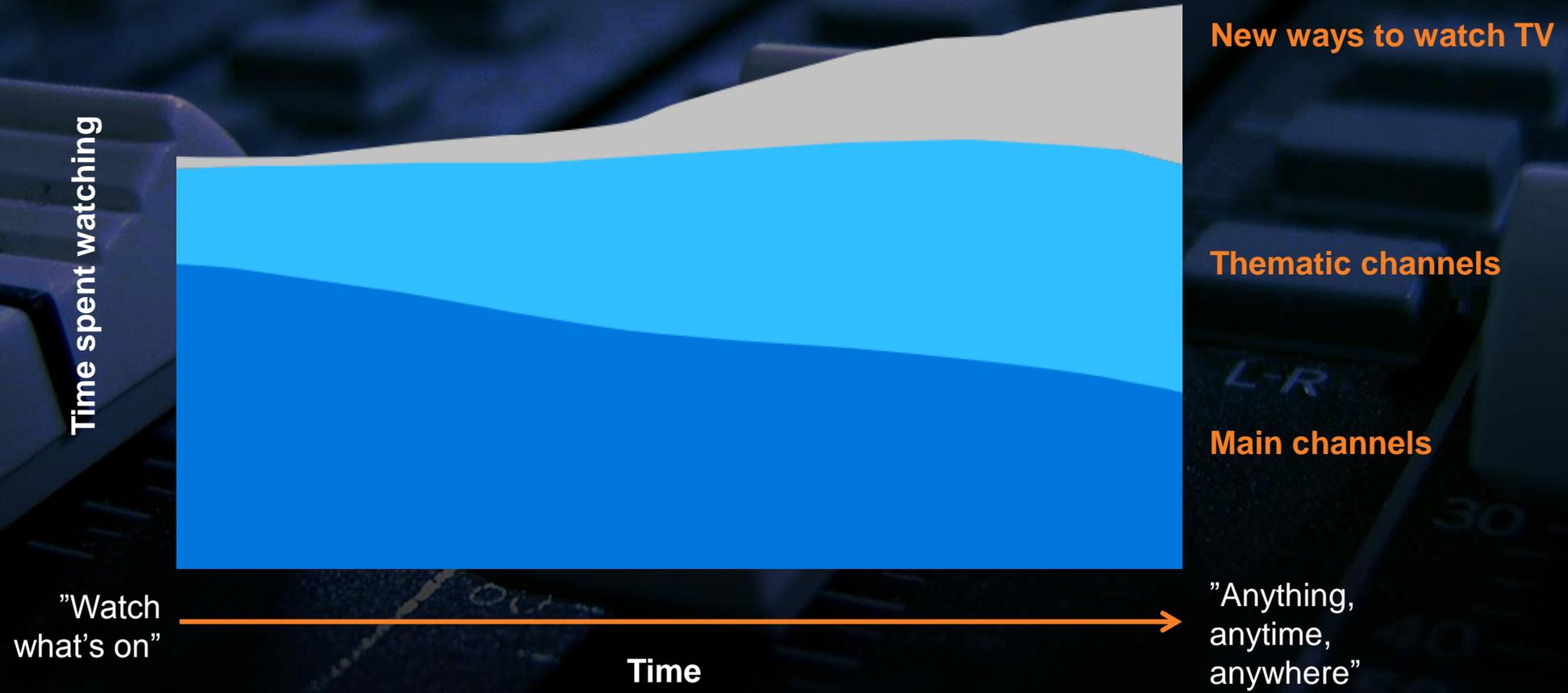
The boss of the US-listed streaming service was speaking at a company event in Mexico this week when he made the bold proclamation that over the air TV will last another 16 years, suggesting it would become antiquated in the face of new platforms and services.

"Broadcast TV will probably last until 2030," Hastings said in Mexico. He said broadcast was "kind of like the horse — you know, the horse was good until we had the car".

Cable reaches about 100 million homes in the US although traditional pay TV subscriber numbers are in decline. There are about 125 million TV homes in total.

Time Spent Watching TV Content is Growing

Linear distribution challenged by online



New ways to watch TV

Thematic channels

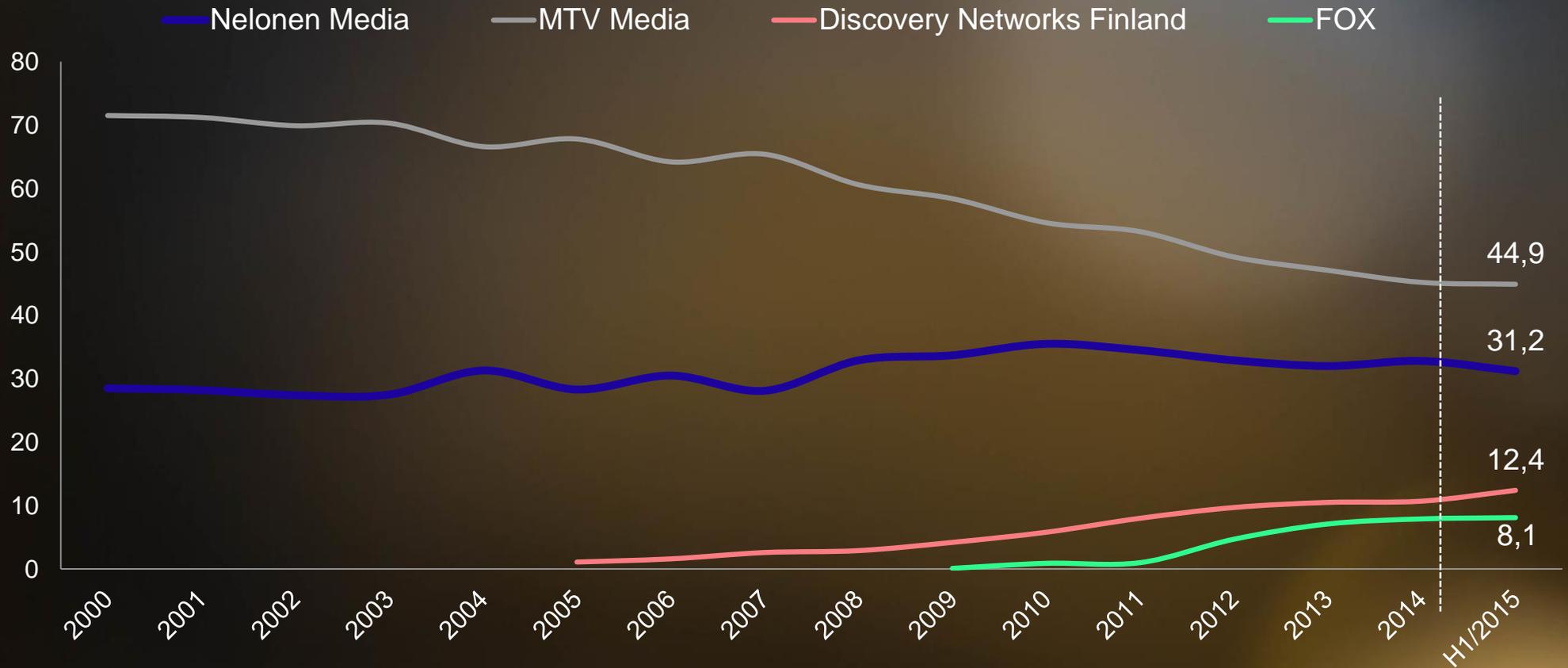
Main channels

"Watch what's on"

"Anything, anytime, anywhere"

Finnish TV operations

Commercial Viewing Share Trends, 10–44 years



Source: Finnpanel Oy, TV-mittaritutkimus, AdEdge.

Local vs. Global Content

- Finns prefer Finnish programs
- Local know-how a key factor, domestic players have an edge
- Substantial investments in local content

OLOKEE HILJAA
JA HUUTAKEE!



Content Matters



- Live broadcasts becoming more popular
- In 2014 all 10 of the most watched programmes in Finland were live broadcasts
- Many successful formats such as Voice of Finland are based on live broadcast

**Vain
Elämää**



Reach:
3.7 million Finns on
Nelonen (76 %)

Friday main broadcast
average viewers
1 000 000 (10+)

Sunday and Tuesday
reruns total average
viewers 469 000 (10+)

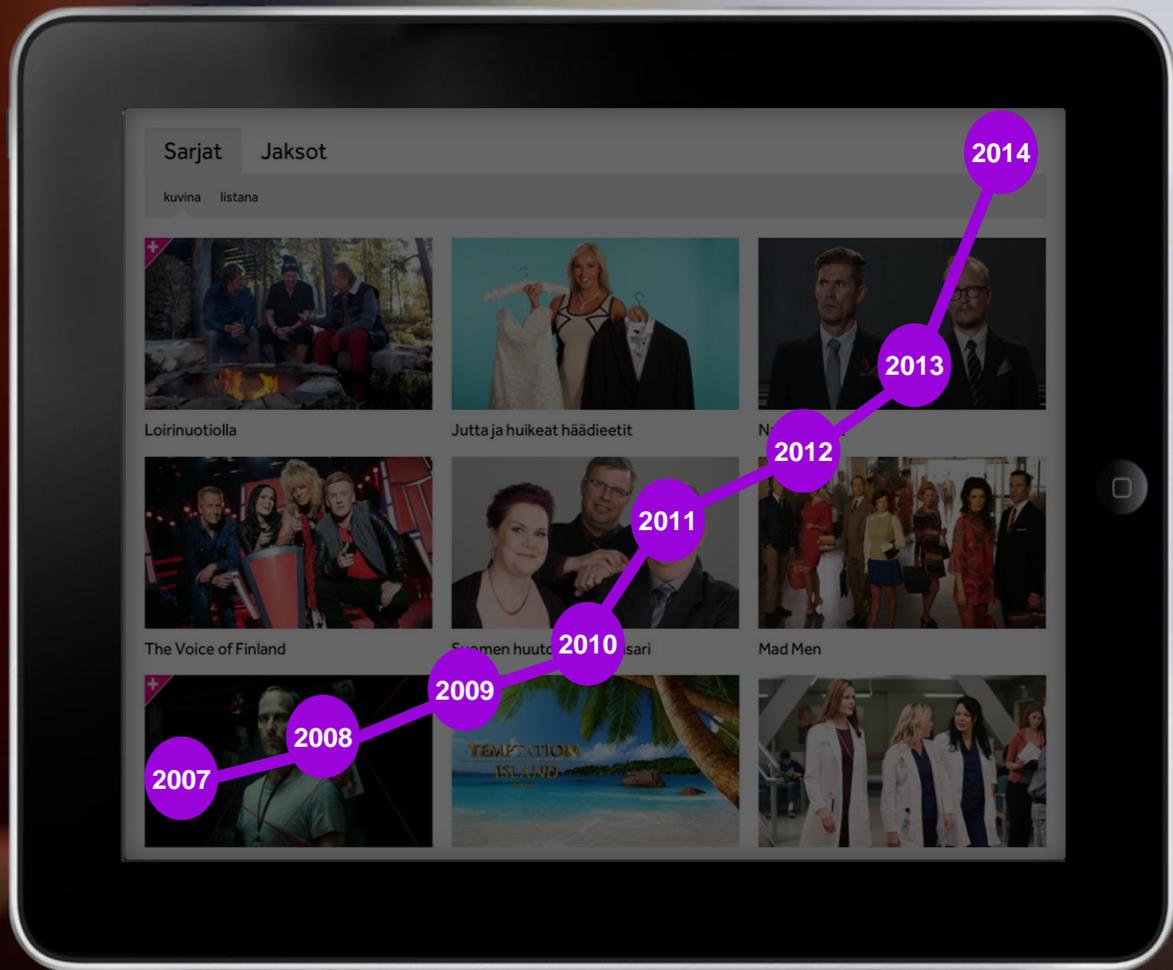
Record viewers for
Nelonen of
1 115 000 (10+) for the
Loiri episode

Over 9 million video
starts

2.3 million video starts
for full episodes

170 000 Facebook fans

30 400 tweets,
144 000 retweets



Ruutu network
reaches over
2.4 million Finns
every month

Growth in video starts +45% in H1 2015

RUUTU

IS TV

HS TV

Radio
Suomipop

RADIO ROCK

METR
HELSINKI

Radio
Aalto

LOOP

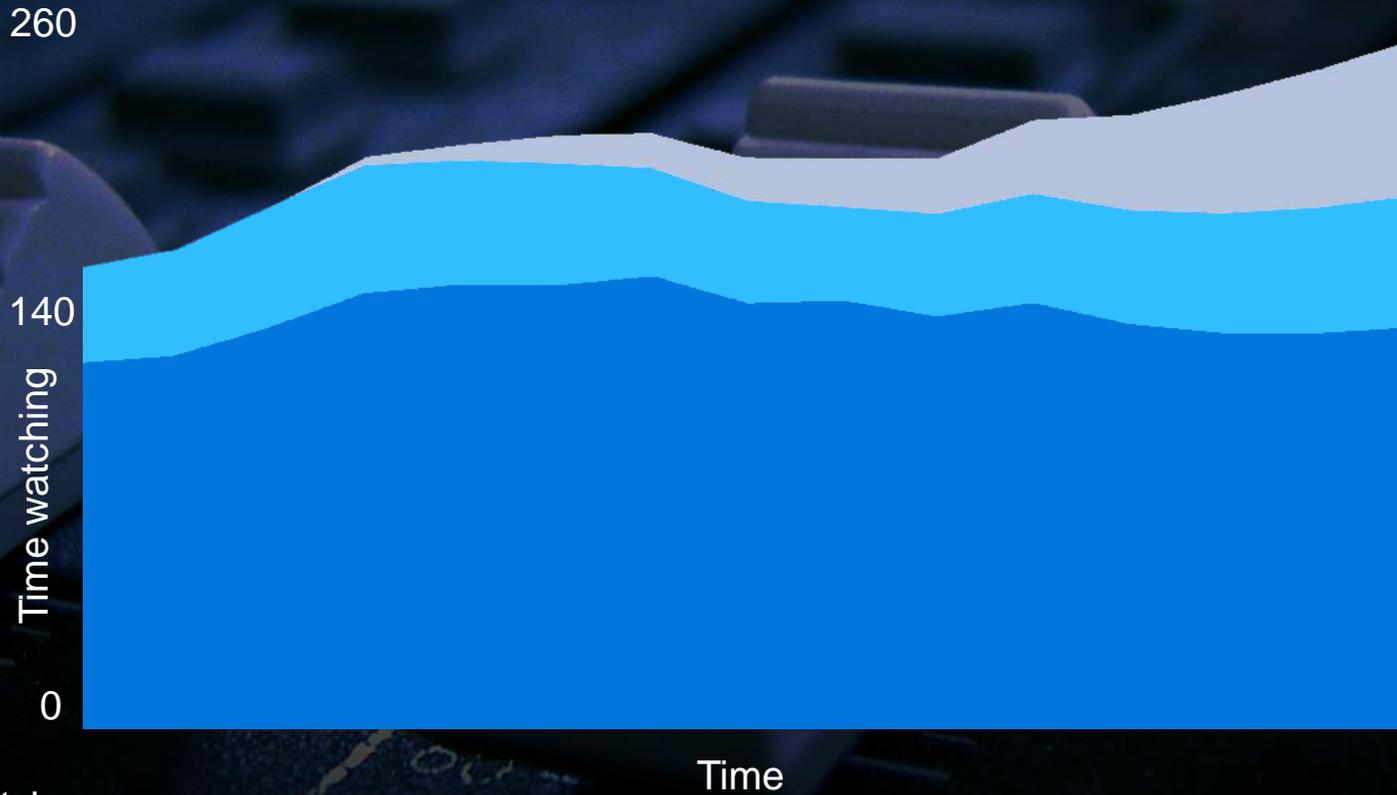
groove^{FM}

Dutch TV operations

Three Growth Opportunities in NL

SBS

- New TV
- Segmented channels
- Main TV channels (SBS, RTL, NPO)



New TV VOD

3) Build position in VOD market

Segmented channels

2) Build new segmented channel

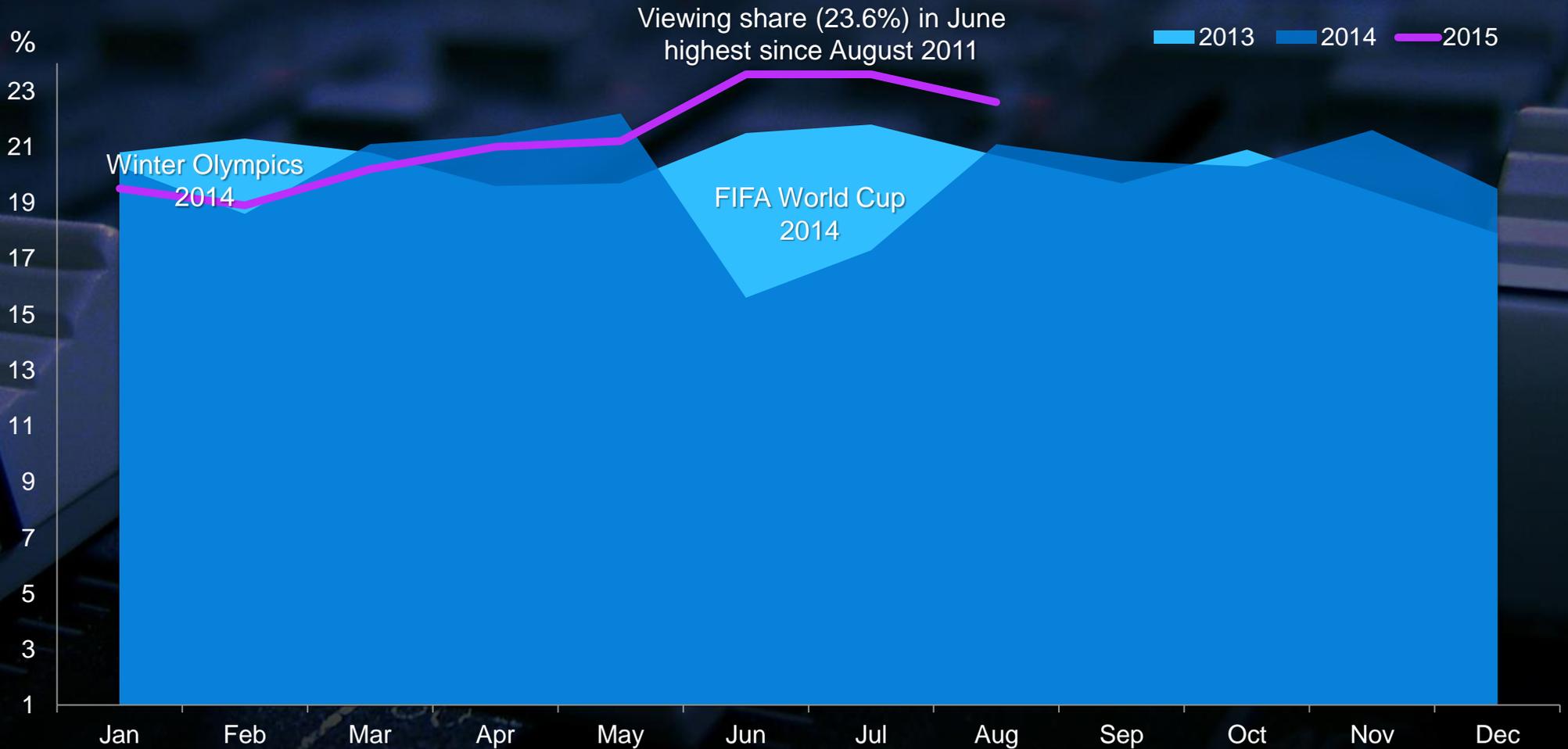
Main channels

1) Increase viewing share

"Watch what's on"

"Watch anything, anytime, anywhere"

SBS Viewing Share Trend



Prime-time share of viewing in target group 20-54

SBS – Additional Growth from Champions League in 2015



Viewing share (20-54 yrs) on recent match days vs. average

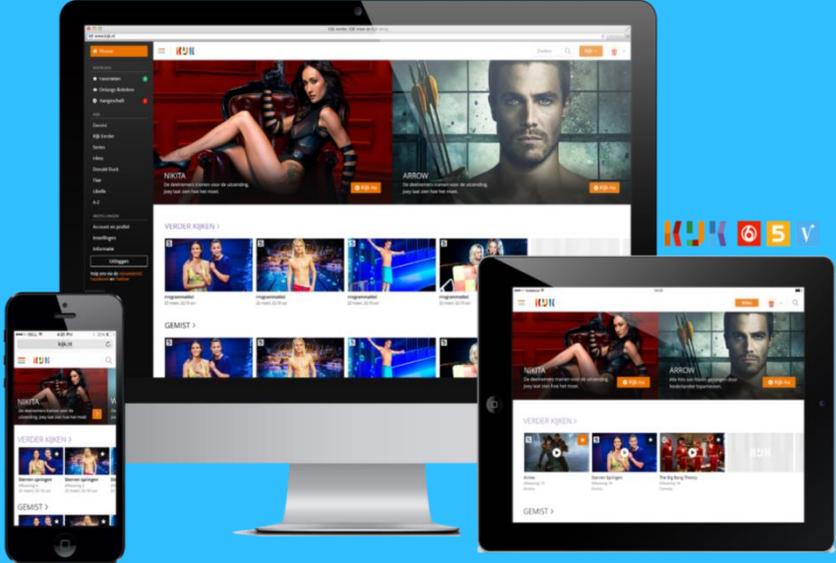


K3 Seeks K3

- Extremely popular show has done comeback
- New season started 4 September
- First episode reached 1.1 million viewers and gathered 175.000 video starts



Video Becoming More Important



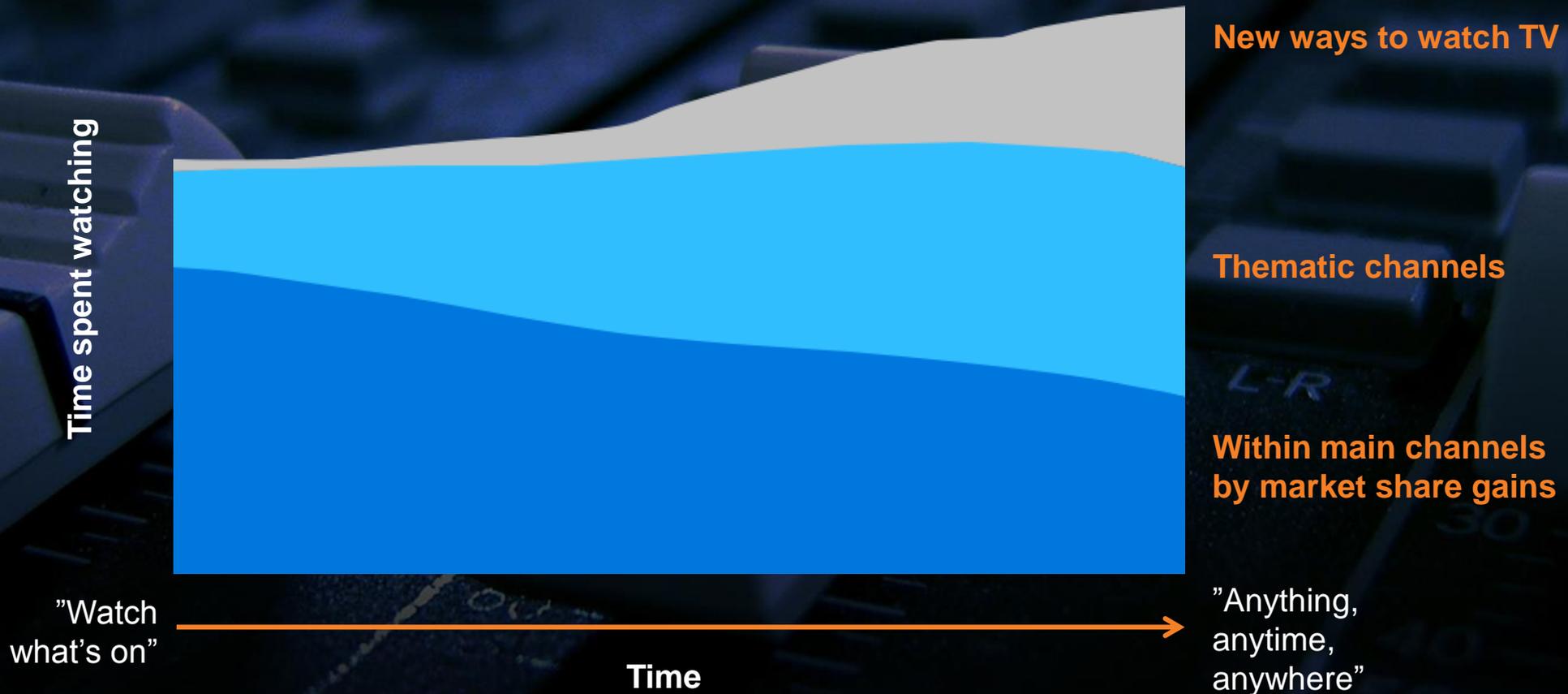
The image shows the Kijk website interface on three devices: a desktop monitor, a tablet, and a smartphone. The desktop monitor displays a large hero image with a woman and a man, and a grid of smaller video thumbnails below. The tablet and smartphone show the same content adapted to their respective screen sizes. The Kijk logo is visible in the top right corner of the desktop view.

Kijk now available on all devices



The top half of the image features the text "SOCIAL INFLUENCERS" in a large, bold, white, sans-serif font against a black background. A play button icon is integrated into the letter 'A' of "SOCIAL". The bottom half of the image shows a group of people in a studio setting. A man in a black t-shirt is gesturing while talking to a woman in a pink top. Other people are standing around, some looking towards the camera. Studio equipment like lights and stands are visible in the background.

Sanoma Has Three Growth Opportunities in TV



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Thank you!