

# For local services, tune in NEIGHBOURHOOD TV

Delivering local and community consumer services in digital television

The Neighbourhood TV (LähiTV) project incorporates regional and community-oriented services and programming content into a digital television service concept. In addition to local commercial and public content, citizens are invited to produce their own material. Services from different service providers are syndicated in a platform that enables their use with various terminal devices. The overall purpose is to create a useful local channel that combines topical and entertaining programming with easy-to-use services and attracts return viewers.

## Field tests start at autumn 2005

The Neighbourhood TV service concept is studied from the points of view of communication, business models and user experience. The usefulness of the channel and its ease of use are studied in a field test, starting in the Tampere region in autumn 2005. Selected households in three municipalities receive the service and set top boxes for the trial period. The services are implemented in cooperation by the project partners' network.

## New opportunities for content providers

The research is seminal for content production in digital television. Digital technology enables relatively simple and cost-effective ways to offer regional content. The project analyses how Neighbourhood TV could be developed into a nationally recognised medium available to all content providers. In future, the implemented format may be productised for other regional, national or international operators.

The project started in summer 2004. It is funded through the National Technology Agency of Finland (Tekes) and a consortium of partners from various sides of digital television development. The partners are Backstrait Content Consulting, Finnsat, Icareus and Ortikon Interactive, the city of Tampere and the municipalities of Kangasala and Vesilähti, and research partners VTT Information Technology at VTT Technical Research Centre of Finland, the Journalism Development and Research Centre at the University of Tampere, and the eBusiness Research Centre, a joint institution of the Tampere University of Technology and the University of Tampere.

The project is coordinated by VTT Information Technology.



For more information, contact:  
Kristiina Kantola, project manager  
VTT Information Technology  
Tel. +358 (0)40 736 7699, email: [kristiina.kantola@vtt.fi](mailto:kristiina.kantola@vtt.fi)