



# Finland's Largest Private TV Broadcaster Optimizes Media Sales Processes

Finland's largest private TV company, MTV Oy sets itself apart with its future-oriented approach and its innovative use of new media. With the Vidispine AdSales and AdOpt solutions, the broadcaster optimizes media sales processes and ensures the best possible ad spot placements for its customers.



**AdSales and AdOpt fully met our stringent requirements and we are now in a great position to face the future. In Arvato Systems, we have found a capable partner, who we can rely upon to help us deal with the many challenges facing our business.**

**Petri Haverinen**  
Development Manager MTV Oy

## Background Situation

The changing market requirements in recent years impacted media sales processes at MTV Oy, making them more cumbersome, complex and dependent on manual intervention. The MTV Oy management team realized that if they wanted to keep up with the increasingly complex challenges of spot placement, they would need to implement a powerful and modern system. With an increasing number of distribution channels to reach audiences, it was still clear that spot placement must become more personalized and, at the same time maximize the value for the advertiser and the revenue generation for MTV Oy.



## The Customer

- MTV Oy is Finland's largest private TV and communications company
- With channels including MTV3, Sub, AVA and MTV TOTAL Pay-Tv channels, MTV Oy reaches 3 million viewers each day
- Website MTV.fi has more than 2 million visitors per week
- The MTV Katsomo online TV service broadcasts around 10 million videos per month

## Industry

- TV, Pay-TV, Online-TV





## Vision

The MTV Oy team realized that they could only face the future with confidence if they implemented a powerful and modern solution that supports all business processes in the sales- and marketing area. Top priority was to ensure a high level of automation for ad spot management and placement across all types of output. The next 'milestone' was to integrate this new solution into the existing infrastructure. The main goal was to have a single system that could meet MTV Oy's business requirements today and providing a state-of-the-art solution for the future.

## Solution

After an intensive market analysis and a rigorous selection process, MTV Oy selected AdSales from Arvato Systems. The MTV Oy management viewed the integrated optimization engine, AdOpt, which is now also available as a standalone product – as a particular advantage of the AdSales system. AdOpt can be integrated with a range of different sales/traffic systems and provides, together with AdSales the optimal revenue management solution in the market.

## Our Services

Arvato Systems impressed MTV Oy from the beginning while working closely with the customer all the way through the test phase. The key success factors for the implementation included the integration into the existing MTV Oy infrastructure as well as the configuration of system parameters and business rules for operational optimization.

## Customer Benefits

MTV Oy benefits from the fact that spot placement and all associated business tasks can now be highly automated. The booking process itself is now rule-based and largely automated and this enables MTV Oy to offer attractive packages across the various channels in all 17 regions of the MTV Oy group's coverage. The company always finds the best possible placement for spots, both from the point of view of advertisers and for their own revenue optimization. External partners, such as media agencies, can use a dedicated interface provided by MTV Oy to create their own spot placements directly in the system. By implementing AdSales and AdOpt, MTV Oy is now ready to face challenges in expanding demand of cross media campaigns in the market.

## Case Overview

### Task

- End-to-end process support of sales management with reach forecasts, material management, detailed planning, booking and invoicing
- Automating ad optimization and revenue generation of spot placement

### Technology

- Arvato Systems AdSales
- Arvato Systems AdOpt

### Result

- MTV Oy is delighted with the high efficiency provided by these new IT solutions and its innovative way of placing commercial spots across all channels and regions. The foundation is now in place for future cross-media marketing campaigns

AdOpt  
AI-Powered TV Ad Server

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Global IT specialist Arvato Systems supports major companies through digital transformation. More than 3,000 staff in over 25 locations epitomize in-depth technology expertise, industry knowledge and focus on customer requirements. Working as a team, we develop innovative IT solutions, transition our clients into the Cloud, integrate digital processes and take on IT systems operation and support.

Vidispine is a brand of the Arvato Systems Group. The Vidispine portfolio enables companies working with media to focus on their core business by providing easy access to technology that supports their business needs. Our platform enables customers to get the maximum value from their assets, rights, media inventory and market

As a part of the Bertelsmann-owned Arvato network, we have the unique capability to work across the entire value chain. Our business relationships are personal; we work with our clients as partners, so that together we can achieve long-term success