



Heini Lamminen

HELSINKI HOST CITY

A major turning point in the history of Finnish entertainment occurred in May 2007 when the stars of the Eurovision Song Contest climbed to the stage of Hartwall Arena in Helsinki. The Helsinki Host City media service contributed to the success of the song contest by representing at the time the most comprehensive Finnish multimedia service created for a single event.

The Helsinki Host City media service with web portal was designed to provide fun and excitement for Eurovision tourists and residents of Helsinki. Among its many features, the portal introduced different theme routes allowing people to get to know Helsinki from new perspectives. At the same time, the web pages gave visitors the opportunity to watch live television broadcasts and videos by event

participants as well as plan out their visit with an event guide with detailed information about the Eurovision Song Contest and other events scattered around the host city.

The goal of Helsinki Host City was to provide a lively, memorable and visual urban service. With its real-time broadcasts, interactivity, mobility and memorable experiences, it proved a huge success.

Plenty of positive feedback

Helsinki Host City received plenty of positive feedback especially from international users who really liked the visual characteristics of the service and appreciated the 12-hour daily broadcasts. Thanks in large part to the TV channel, the spirit of Helsinki was transmitted in real time

around the world and succeeded in opening up new ways of looking at the city.

Forum Virium Helsinki was responsible for the concept design and production of Helsinki Host City media service. The cooperation partners were Greater Helsinki Promotion, the City of Helsinki, Arcada University of Applied Sciences, Telia-Sonera, Digita, Satama and the member companies of Forum Virium Helsinki. The overall responsibility for the Eurovision Song Contest was borne by YLE, the Finnish Broadcasting Company.

Further information

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