



Henri Lehtola/ah

## STADI.TV

**Stadi.TV is an open media channel produced for and by the residents of Helsinki and its urban communities. It activates viewers to produce and share content, and it has its own production team of journalists. Partners also contribute by producing their own programs. As a result, Stadi.TV is a new way to bring together editorial TV and user-generated content.**

Stadi.TV can be seen online, on TV and mobile phones. It is genuinely a multichannel media. On the Internet, visit [www.stadi.tv](http://www.stadi.tv) to view the programs online. On TV, switch your Welho cable TV to channel 93.

Stadi.TV has its own production team, the A-toimitus, which produces several series and current affairs programs for the channel. The team can also utilize user-generated content in their content

production. A-toimitus is run by the Arcada University of Applied Sciences.

### Voice of the city residents

Stadi.TV's programs spring from the city residents' interest and observations. The uniting theme is the city: this is a channel for the people of Helsinki, by the people of Helsinki. The goal is to find a productive balance between media content produced by professionals, semi-professionals and amateurs.

Training is an important aspect. Stadi.TV wants to encourage urban communities, event producers and the City of Helsinki to utilize the channel in their communication and marketing. Interested groups can either open their own sub-channel directly at the website, or take part in a media workshop giving basic tools and training in content production.

User-generated content and programs are in the core of what Stadi.TV is aiming to be: a channel for us all.

Stadi.TV has a solid background in established initiatives such as DINA-TV implemented by Arcada University of Applied Sciences, the M2Hz channel developed by m-cult, the Helsinki Host City service produced by Forum Virium Helsinki for the Eurovision Song Contest held in Helsinki, and an additional Forum Virium Helsinki project, the Finnish Mobile TV. Forum Virium Helsinki is the executive producer of Stadi.TV.

### Further information

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