



This  
is Yle



Baba Lybeck hosts the satirical news-based panel game Uutisvuoto.

**Yle**

- > A public service communications company
- > Owned by the Finnish people, funded with the television licence fee
- > Four television channels, six radio channels, and the most extensive and versatile online television and radio supply in the country
- > 25 regional radios and regional news from eight districts
- > **Lauri Kivinen** is the Chief Executive Officer

- 1926** Yle is founded
- 1927** The Finnish Radio Symphony Orchestra is founded
- 1958** Regular television broadcasts are introduced
- 1969** Colour television broadcasts commenced
- 1975** The first regional radio channels Ylen aikainen and Radio Mellannyland start up
- 1981** Teletext starts up
- 1994** The Act on Yle enters into force
- 1999** Yle distribution engineering becomes Digita Oy Ab
- 2000** The number of television fees exceeds two million
- 2001** Digital television is launched
- 2004** Regional television broadcasts cover the whole of Finland
- 2006** Yle turns 80
- 2007** The analogue television channels are switched off
- 2010** Transfer to completely tapeless television broadcasting
- 2011** HD-TV broadcasts are introduced

#### MILESTONES

[yle.fi/fbc](http://yle.fi/fbc)

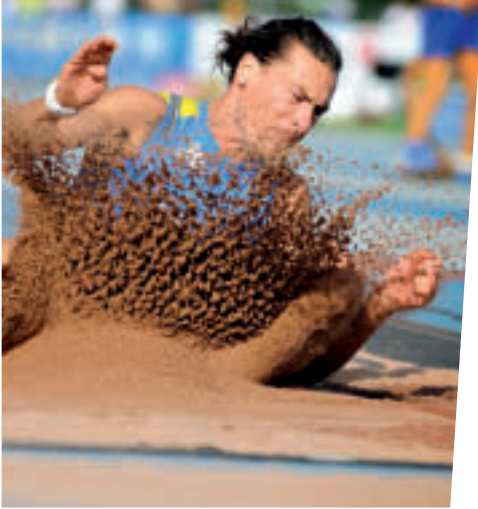
## 70% OF FINNISH

...TV programmes are produced by Yle. Yle produces 90% of Finnish radio programmes. Yle also acquires selected programmes from all over the world. Last year Yle acquired programmes from some 60 countries. 84% of these programmes came from European countries.



Long jumper at the Elite Athletics Championships.

The young actors of drama comedy Uusi päivä.



## YLE PROGRAMMES AND CONTENT REACH ALMOST EVERYONE IN FINLAND; 95%

- > 99% of people who follow Yle programmes are satisfied with them.
- > 63% of Finns feel that Yle gives them good value for their television licence fee.
- > The most popular programmes include the largest social event in Finland, the President's Independence Day reception, the YLE News, the Eurovision Song Contest and major sporting events.

Ile and Jenny of the YleX radio channel for youth.



## MULTILINGUAL YLE

Finland was under the reign of Sweden until 1809. Today we do not have a king, a queen or princesses anymore, but stemming from that time we have Finns who speak Swedish as their mother-tongue. They are today some 280,000, i.e. 5.5% of the Finnish population. Both Swedish and Finnish are Finland's national languages. Yle provides a wide range of services for the Swedish-speaking Finns. We have one TV-channel and two radio-channels that see the world through their eyes. On the Internet the site [svenska.yle.fi](http://svenska.yle.fi) has the broadest range of Swedish-language Internet services in Finland. In addition to Finnish and Swedish, Yle has broadcasts and Internet services in Russian, Sámi and even Latin. Nuntii Latini is the only regular news bulletin in Latin in the whole world.

Swedish-language current affairs program OBS.



## MISSION

Yle exists in order to strengthen democracy and Finnish culture. Yle is involved in building an open information society, producing and providing reliable information, shared experiences, and media content to enrich the lives of Finnish people.

Runoraati rates different kinds of arts.

## VISIBLE SPEECH

In Finland, films and television programmes are subtitled instead of being dubbed. This decision, made in Yle in the 1950s, has had a more profound effect on the lives of the Finnish people than ever predicted. One explanation for the great English skills of young Finns is that by the time they are 18, they have heard English on television worth nearly three working years. According to the Programme for International Student Assessment (PISA) study, the reading skills of Finns are among the best in the world.





Award-winning documentary from Lapland.

## YLE LEADS THE WAY IN FINNISH CHILDREN'S CULTURE

Children's programmes are Yle's pride and joy. The daily magazine programme Pikku Kakkonen has become a true Finnish classic, now enriching the lives of already a second generation of children. The new Yle online service for kids at [yle.fi/lapset](http://yle.fi/lapset), brings together all Yle online content for children. The service is located in a secure address so that children cannot directly access other Yle content and be exposed to harmful content.

Moomins are an all time favorite.

## THE FINNISH RADIO SYMPHONY ORCHESTRA IS FOR EVERYBODY

Finnish orchestral conductors are a concept universally admired. The Finnish Radio Symphony Orchestra, FRSO, is Yle's orchestra that has been conducted by many renowned conductors, such as Paavo Berglund, Okko Kamu, Leif Segerstam, Jukka-Pekka Saraste and, most recently, Sakari Oramo. New Finnish music has an important role in FRSO's repertoire, and FRSO tours the world regularly. All concerts are usually broadcast live online and on the radio. In the autumn 2011, FRSO will begin a new era as it moves into the new Music Centre built in the centre of Helsinki.



Mr. Sakari Oramo is the conductor of the Finnish Radio Symphony Orchestra.



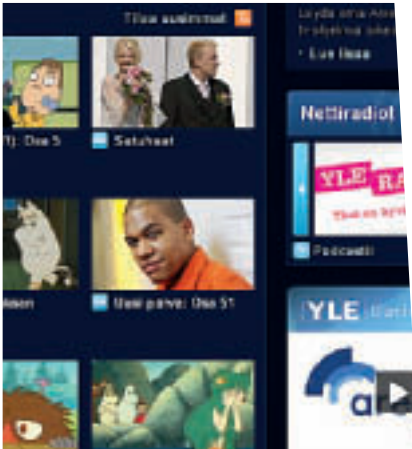
## AIMING AT EQUALITY

Equality between the men and women is a central political objective in Finland. In 1906, Finland was the first European country to grant universal suffrage to all men and women alike. The Finnish workforce is nearly equally divided between the two genders. Yle has long traditions in work on equality. At Yle, women's average salary is at the moment 95% of that of the men's. In 2010, the share of women in managerial posts was approximately 44%. At Yle, fathers are normally able to take the paid statutory three-week paternity leave that they are entitled to by law.

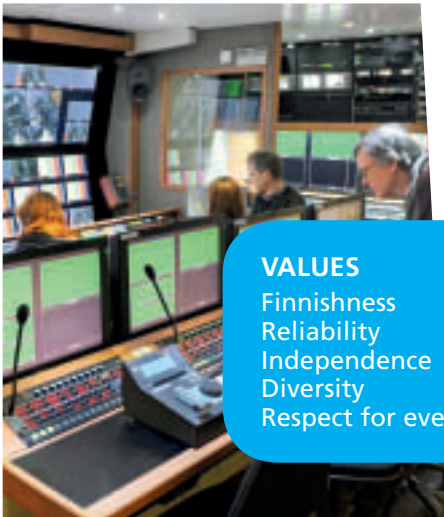


Internet and radio service YLE Arena.

Presenters of YLE Radio Suomi.



The brand new HD outside broadcast unit.



## VALUES

Finnishness  
Reliability  
Independence  
Diversity  
Respect for everyone

## YLE LEADS THE WAY IN MEDIA TECHNOLOGY

The strong role of Yle in leading and experimenting with media technology is illustrated in various ways. For instance, in the recent years Yle has invested significantly in the development of its online services and, in particular, in the development of the special services for Yle's Internet TV and radio and digital TV. Services for people with hearing or visual impairment and subtitling in different languages are also vital parts of the public service. Yle is preparing for the HD era, which means an approximately five times sharper image than the one today. Since September 2010, the entire programme and broadcasting operations of Yle have been

tapeless. The Yle digital media management system Metro is an internationally interesting, custom-made state-of-the-art system that offers Yle personnel the opportunity to access Yle's audio, video and photo material from their work stations.

## YLE REGIONALLY AND INTERNATIONALLY

Finland is a large country; geographically it is one of the largest in Europe. However, only 5.3 million people live here. In order to serve audiences well in every corner of the country Yle has journalists throughout Finland who make stories for the radio, television, and the Internet. Twenty Finnish-language and five Swedish-language regional radios send news about regional events and collaborate closely with the Yle domestic news. Regional TV-news are broadcast from eight regional television centres every weekday. To keep the Finns informed internationally, Yle has permanent correspondents in six capitals and a dense network of freelance correspondents throughout the world.



YLE News.

Reports from the nature.

### VISION

Yle intends to be the principal producer of electronic communications content for the people of Finland and a bold pioneer in journalism and culture.



## YLE – THE FINNISH BROADCASTING COMPANY

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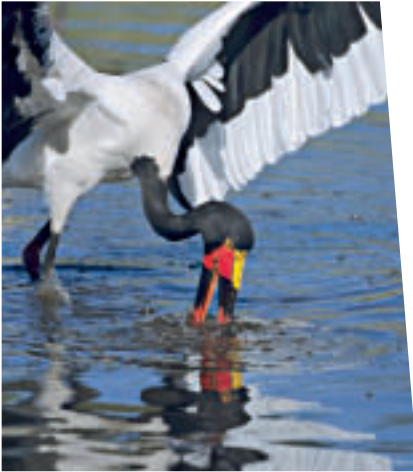
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Avara Luonto explores wildlife.



Strada doesn't take culture too seriously.



Unna Junná is an award-winning children's TV programme in Sámi.

