



Erasmus+



## EMEX BRIEF / YLE

### Yle as a customer

Yle is an independent - public service - media company in Finland, owned by the Finnish people. The company's operations are based on equality, respect for the individual and equal treatment. Yle's operations are governed by the Act on Yleisradio Oy (Finnish Broadcasting Company).

YLE produces television and radio programs and also organizes events that serve the society. The events aim to enable interaction and closer contact with customers. From an event, we always produced content on Yle's various media channels.

### The brief

Design an interactive service and concept that serves a television program and event built around a social theme. The goal is to give the audience a chance to participate in content production both at the event and at home. Another goal can be the interaction between the audience on the event and the audience at home.

### Example

Design interactive service for example this kind of program:

<https://yle.fi/aihe/vaalisohva>

In winter 2019 Yle introduced a new election discussion program, the Electoral Couch (Vaalisohva), to the Parliamentary elections. Those who were registered for the program have themselves chosen the topics to be discussed with the two candidates in the parliamentary elections. During January-February 2019, YLE's team visited in these 12 Finnish homes.

The election sofa was chance for people to highlight topics of interest to themselves. Also it was opportunity for candidates to open their election themes at home by the coffee cup in the warmth of the sofa. Electoral sofas and their contents organized by individuals or communities were not included in Yle.

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