



LETTER OF RECOMMENDATION

The Finnish Government issued a resolution on digital television switch-over and the related measures on 4 March 2004. In accordance with the resolution, television transmissions in Finland became all-digital on 31 August 2007.

In order to promote the digitalisation process a working group, TV2007, was set up in the Ministry of Transport and Communications for a period of 20 February 2006 - 29 February 2008. Mr Tauno Äijälä was employed as Project Manager of the digitalisation process and chair of the working group. The group was assigned to prepare and implement the practical arrangements for the process, coordinate the digital television operations of all operators in the sector, communicate with the target and interest groups involved, organise the necessary digital TV advice and installation services, enhance the public sector's capabilities for the digital switch-over, and monitor and survey the digital television broadcasting.

Mr Äijälä is a highly competent project manager who successfully completed his assignment. He showed great expertise that he has developed during his long career in both television and ministerial work. His performance in the challenging task proved him to be solution-oriented and a constructive negotiator. Mr Äijälä's experience of appearing in public was very important in his position as project manager that involved numerous appearances in television, radio, press, seminars etc. He possesses excellent cooperation skills and collaborated well with both politicians, such as ministers and MPs, and average television viewers.

I can recommend Mr Äijälä highly for similar, and more demanding, positions.

Helsinki, 27 October 2008

Director-General,
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Liisa Ero