

Media Metrics Finland and Media Audit Finland Join Forces – FIAM and NRS Now Operated by Media Metrics Finland

Media Metrics Finland and Media Audit Finland completed a business transfer on 4th October 2024, whereby all business activities of Media Audit Finland were transferred to Media Metrics Finland (business identity code 2681388-6). MMF will now operate the Finnish Internet Audience Measurement (FIAM), the National Readership Survey (NRS), as well as Fair Audits and media research consulting, including work with Finnish Out-of-Home (OOH) operators.

The new Media Metrics Finland is a Joint Industry Committee (JIC) owned by major Finnish media companies, advertisers, and agencies. The owners of MMF are: Alma Media Finland Oy, Hilla Group Oyj, I-Mediat Oy, Kaleva Media Oy, Keski-suomalainen Oyj, Marketing Finland ry, MTV Oy, Salomaa-Yhtiöt, Sanoma Media Finland Oy, TS-Yhtymä, and Yleisradio Oy.

All agreements between Media Audit Finland and its contractual partners will be transferred to Media Metrics Finland by the end of 2024. Media Audit Finland's staff will continue to work for MMF, with business proceeding as usual.

More information :

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