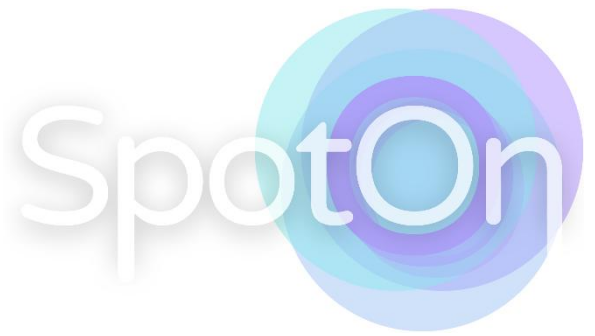


MMF (Media Metrics Finland) expands with Spot On Measurement.



13-02-2025

Media Metrics Finland takes over governance of SpotOn video advertising measurement from April 2025 onwards. As a JIC MMF is committed to delivering impartial and transparent measurement.

MTV Oy and Sanoma Media Finland Oy, which have been responsible for developing the SpotOn measurement, agreed in early April to transfer responsibility for the measurement to Media Metrics Finland (MMF). This transition strengthens Finland's media audience measurement ecosystem and supports MMF's mission to deliver more comprehensive, impartial, and transparent audience data.

SpotOn video advertising measurement is a standardized and cross-platform method for measuring TV, streaming, and online video advertising. Governance of the measurement is overseen by an independent steering group including representatives from subscribing companies, data providers, media buyers, and advertisers.