

Press Release  
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## Media Metrics Finland Appoints Riina Aho as CEO

**Helsinki, Finland – Media Metrics Finland (MMF) has appointed Riina Aho, M.Sc. (Econ.), as its new Chief Executive Officer, effective 27 October 2025. She succeeds Kaija Sinko, who will retire after a distinguished career leading the company.**

Media Metrics Finland (MMF) administrates and develops audience measurement services for the Finnish media market under the Joint Industry Committee (JIC) governance model. MMF is responsible for key industry measurements including the Finnish Internet Audience Measurement (FIAM), the National Readership Survey (NRS), and SpotOn video advertising measurement. Its Finnish Trade Fair Audit division provides auditing services for trade fairs and events.



*“The opportunity to advance measurements and strengthen the Finnish media landscape together with our owners and stakeholders is both important and meaningful to me. Impartial, reliable, and transparent audience measurement is the foundation of the entire media advertising ecosystem,”* said Riina Aho.

Aho brings extensive experience in media, research, and audience measurement. She joins MMF from RadioMedia ry, where she served as Research and Development Manager, overseeing the development of radio and audio audience measurement and acting as Country Manager for Radioplayer Finland. She has also led the internationally recognised SpotOn video advertising measurement initiative and served for many years as a consultant for Screenforce Finland.

*“Media Metrics Finland is entering a decisive phase of growth and innovation. Our aim is to establish the company as Finland’s leading authority in audience measurement, serving the entire media and marketing industry through joint measurement initiatives, research, and capability development. I am delighted to welcome Riina Aho as CEO – her leadership will strengthen our position both domestically and internationally and take our strategy to the next level,”* said Kati Alijoki, Chair of the Board of MMF.

Shareholders of Media Metrics Finland include: Alma Media Finland Oy, Hilla Group Oyj, I-Mediat Oy, Kaleva Media Oy, Keski-suomalainen Oyj, Marketing Finland ry, MTV Oy, Otavamedia Oy, Salomaa Group, Sanoma Media Finland Oy, TS-yhtymä Oy and Yleisradio Oy.

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