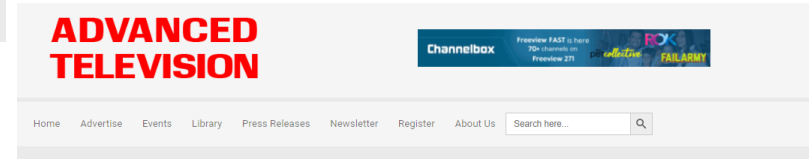


Kehitysprojekti: Total TV –mainonnan mittaus

Total TV mainonnan mittaus = yhteiset tunnusluvut tv + video- kampanjoille



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MTV, Sanoma Media tap dataBreeders for Total TV ad measurement

Written by [Stuart Thomson](#) | 1 hour ago

Finnish commercial broadcasters MTV Oy and Sanoma Media Finland have signed a contract with measurement specialist dataBreeders to develop Total TV advertising measurement and currency for the Finnish market this year.

Total TV combines linear television and broadcaster video on demand services. The Finnish Total TV advertising measurement project was launched in 2020 by the Finnish TV industry, and it has been led by Screenforce Finland. Leading cross media measurement consultants from Pure X Media have assisted in the process.

Screenforce Finland members have over 16 TV channels, representing approximately 98% of the Finnish commercial TV market and €260 million in advertising sales in 2021.

DataBreeders said the move meant that Finland will be one of the first countries in the world to enable a Total TV currency with the aim of unifying campaign measurement across all broadcast platforms.

The Total TV advertising measurement will be developed under a joint entity that will be governed by the leading commercial broadcasters in Finland – MTV, Sanoma and Warner Bros. Discovery.

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Unified TV ad measurement to be launched in Finland

Wednesday, January 25th, 2023



New Total TV advertising measurement to be launched in Finland

After a successful proof of concept, the Finnish commercial broadcasters MTV Oy and Sanoma Media Finland have signed a contract with measurement specialist dataBreeders to develop Total TV advertising measurement and currency to market in 2023. Finland will be one of the first countries in the world to enable a Total TV currency with the aim of unifying campaign measurement across all broadcast platforms. The Total TV advertising measurement will be developed under a joint entity that will be governed by commercial broadcasters in Finland (MTV, Sanoma and Warner Bros. Discovery).

Total TV content measurement has been available in Finland for five years. The new Total TV advertising measurement introduces a modelling which enhances the process by bringing unified contacts and de-duplicated reach on a campaign level. By using multiple data sources, it combines broadcaster adserver and current TV audience measurement data.

Finland: New Total TV ad measurement

January 25, 2023



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"TV measurement has to be a gold standard: transparent, trustworthy and consistent. This is made possible by partners like Finpanel. We are extremely excited to be one of the first in the world to enable Total TV currency to the market," says Anna Lujanen, Executive Director of Screenforce Finland.

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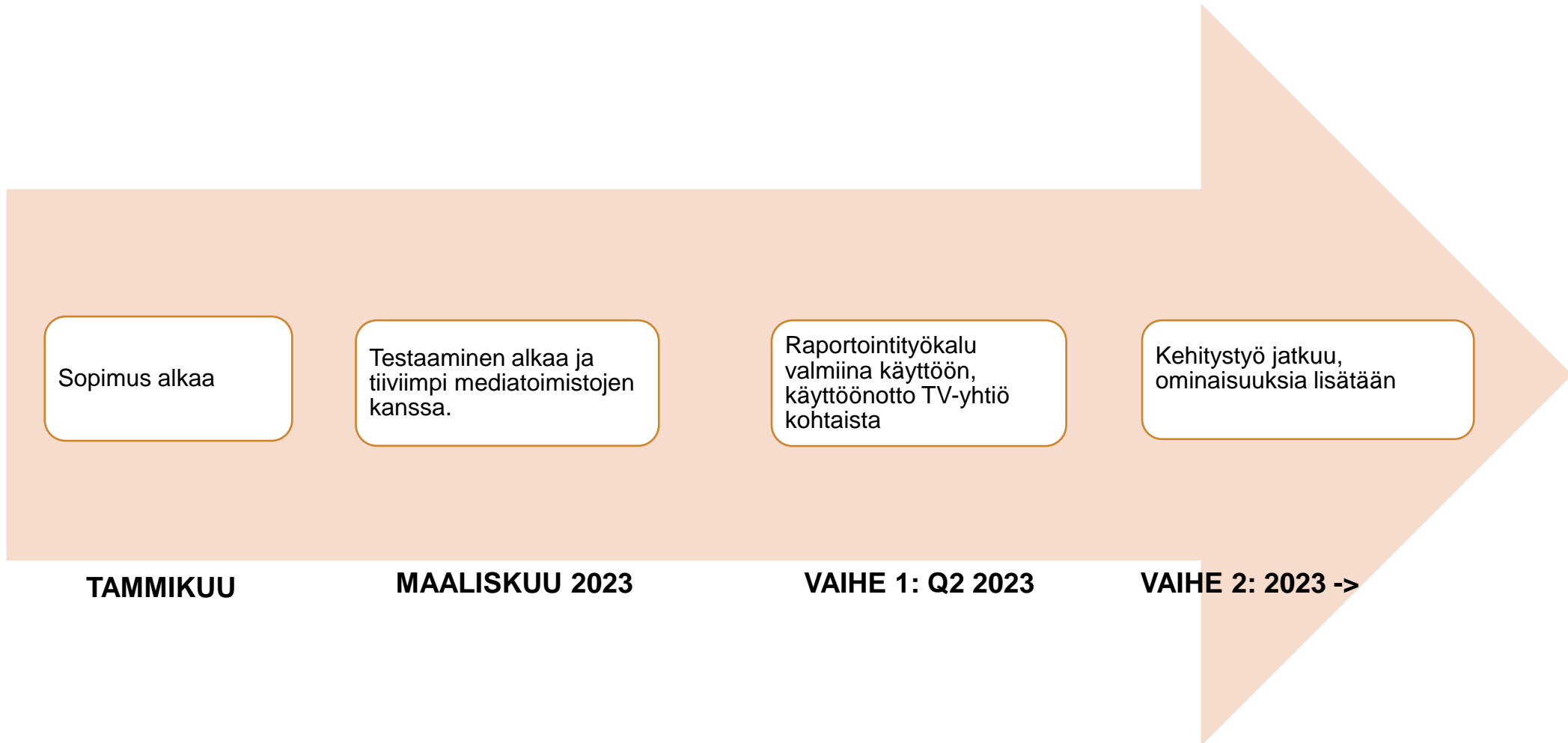
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- Screenforce Day Toukokuussa syventyy aiheeseen

Kysymykset Total TV –mainonnan mittauksesta:

Tina Åström (Sanoma)

Taina Mecklin (MTV)

Auli Uusi –Uitto (Warner Bros. Discovery)

