

PRESS RELEASE



FOR IMMEDIATE RELEASE

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TODAY, FINNISH ADVERTISERS GET A LEG UP!

Finland's leading commercial TV company and video content house, MTV Oy, give its advertisers a big leg up by choosing the respected audience data brand Global Data Resources (GDR) to provide new Finnish consumer insights. As the country's best known commercial TV and video platform, MTV attracts enormous traffic from all areas of the population. In collaboration with GDR, MTV now offers advertisers to further specify their relevant reach with new cookieless consumer lifestyle & geo data.

MTV Oy is Finland's leading commercial TV broadcasting company: Home to phenomena, discussion topics, stars and content. With huge content productions on the tv-platform and a thriving online video universe, MTV is a publisher with an unprecedented target group reach in Finland.

To help advertisers - who are increasingly looking to geo-demographic segmentation to replace the dying out 3rd-party cookies - MTV now offers multi-layered data to keep detailing audience profiles and raising the precision of ad performance.

The data is available to advertisers in Finland and Sweden today!

INSIGHTS DATA SERVICE

Global Data Resources (GDR) is a highly respected privacy pioneer and audience data provider, validated by influential ad agencies and publishers since 2015.

As a forefront publisher, MTV has chosen GDR to make geographical lifestyle data available for advertisers to further understand and refine their target groups.

Carla Miettinen, Digital Product Manager at MTV Oy:

"At MTV Oy we are constantly developing our data capabilities and we're happy that we can offer new targeting options for our advertisers."

Our collaboration with GDR has been straightforward and easy. The market has welcomed the segments with enthusiasm and we are keen to hear new ideas from our clients and customers for the future.”

Gunnar Kihl, Head of Sales & Co-Founder at GDR:

“We are thrilled to take part in building new stable grounds for digital advertising after the cookie era. To welcome MTV, one of the oldest and most acclaimed publishers in Finland, on this important journey brings both new consumer insights and new audience activation solutions to the many advertisers in the MTV universe.”

Digital advertising in Finland is alive & kicking!

And with a strong focus on respectful data management and a multi-layered understanding of modern consumer lifestyles, MTV and GDR water a thriving advertising ecosystem.

BOILERPLATES

ABOUT MTV Oy | www.mtv.fi www.mtvuutiset.fi

MTV Oy is Finland's leading commercial TV broadcasting company and video content company. It is the home for phenomena, discussion topics and stars. MTV's media group includes free TV channels MTV3, Sub, AVA, a free online streaming service MTV Katsomo, MTV News that shares the latest news in multiple channels and C More pay TV channels and paid streaming service. In addition, MTV organises yearly TV and media industry event called SuomiAreena Goes media and enables yearly Finland's biggest discussion forum event, SuomiAreena, in collaboration with the city of Pori. MTV is part of Telia Company – one of the biggest Nordic TV companies, which is leading the way for the development of the media industry.

ABOUT GDR | www.globaldataresources.io www.idfree.com

Global Data Resources (GDR) has earned the position of a global leader in ethically sourced audience data by being privacy-first based since 2015. We provide marketers, advertisers and agencies, publishers and tech vendors with multi-layered & efficient audiences, ready for online omnichannel activation on all major channels/ platforms.

We offer consumer classification data and interest data for currently 35 markets, covering +750M people across EMEA, Asia, Australia, and the Americas.

GDR works in partnerships with some of global advertising's most renowned survey & insights companies and publisher platforms as well as national statistics offices. Together, we bridge the gap between consumer research and audience activation for both programmatic ad buyers and sellers. GDR is a founding member of The Audience Alliance.