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NEXT-GEN TARGETING

ABOUT MTV OY

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.



CARLA MIETTINEN

DIGITAL PRODUCT MANAGER

"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/IDFree.com 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."



/MTV-OY/



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