

Press release in English, February 4th , 2025

IRM to introduce forecasts on the Finnish market

The Finnish Kantar Media steering committee and IAB Finland have decided to allow IRM, the institute for advertising and media statistics, to perform forecasts on the Finnish advertising market.

IRM is currently presenting forecasts in Sweden, Norway and Denmark and the parties have agreed that it will be beneficial for the industry to introduce forecasts also on the Finnish market, focusing on the outlook for advertising investments.

The parties have had a long co-operation in relation to the advertising statistics and are now taking the next step in securing solid, longterm and reliable forecasting for the Finnish advertising market. This co-operation has included Nordic bi-annual reports covering the development of the advertising investments. It is with the past successful co-operation that the parties have now decided to introduce the forecasts. IRM will be solely responsible for the forecasts, which will be based on the actuals provided by Kantar Media and IAB Finland.

”Based on the long cooperation between Kantar Media and IRM we are happy to see the next chapter of market data enrichment. There is a need - not just for the Finnish market forecast but also to understand the Nordic market as a whole”, says Pami Bergman, Director Ad Intelligence, Targeting and Media of Kantar Media Finland.

”In the IAB Finland association we are glad for the good co-operation and professionalism that IRM brings to the Finnish advertising market”, says Pasi Raasina, CEO of IAB Finland.

”IRM is looking forward to launching a dedicated Finnish forecast. This will give the media industry an opportunity to partake of an independent outlook. In addition, this is a new opportunity to compile a Nordic forecast and, together with the other IRM reports and database, provide a coherent picture of Nordic advertising development” says Madeleine Thor, CEO of IRM.

For more information:

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About Kantar Media: We serve the content and advertising ecosystems, delivering the insights needed to reach, engage, target and monetise audiences. Our audience measurement, targeting, analytics and advertising intelligence services provide the accuracy and reliability businesses need to make informed decisions and drive growth.

About IAB Finland: IAB Finland is a community of enthusiastic and curious professionals whose purpose is to accelerate the growth of member companies through digital advertising and marketing. IAB Finland is part of the international IAB family. In Europe, IAB has operations in 29 countries and almost 70 countries worldwide.

About IRM: IRM is Scandinavia's leading authority on media investments. The Institute for Advertising and Media Statistics (IRM) collects, processes, analyzes and publishes reports and forecasts on the Scandinavian advertising and media markets. IRM's material is a source of knowledge with information on trends, relationships and developments within the advertising and media markets.

Lehdistötiedote, 4. helmikuuta 2025

IRM toteuttaa markkinaennusteen Suomen mediamarkkinasta

Kantar Media Finlandin mediamainonnan ohjausryhmä sekä IAB Finland ovat hyväksyneet, että Institute for advertising and media statistics (IRM) koostaa ennusteen Suomen mainosmarkkinasta.

IRM on koostanut ennusteita Ruotsista, Norjasta ja Tanskasta jo pitkään ja nyt kyseiset osapuolet ovat sopineet, että mainosinvestointien ennustamisesta olisi yleistä hyötyä myös Suomen markkinalle.

Mainituilla kolmella yhtiöllä on pitkä yhteinen historia markkina-analytiikan parissa. Tällä yhteistyöllä varmistetaan vahva, pitkäaikainen ja luotettava ennustemalli myös Suomen mediamarkkinan. IRM ottaa vastuun itse ennusteen toteuttamisesta Kantar Media Finlandin ja IAB Finlandin tuottamien datojen perusteella.

”Perustuen pitkään ja toimivaan yhteistyöhön IRM:n kanssa olemme iloisia saadessamme kasvattaa yhteistyötämme markkinadatan rikastamisen ja jatkotyöstämisen kautta. Ennusteelle on tarve – ei ainoastaan Suomen markkinan ennustamisessa vaan myös koko Nordic markkinan kokonaisuymmärryksen kasvattamisessa”, sanoo Kantar Median Pami Bergman, Director Ad Intelligence, Targeting and Media.

”IAB:lla olemme iloisia hyvään yhteistyöhön ja ammattimaisuuteen, jota IRM tuo suomalaiselle media markkinalle”, sanoo IAB Finlandin toimitusjohtaja Pasi Raassina.

”Olemme hyvin mielissämme, että voimme tuottaa ennusteen Suomeen. Tämä antaa Suomen mediamarkkinalle objektiivisen näkemyksen tulevasta. Tämä on myös mahdollisuus tuottaa koko Nordic-markkinaa koskeva yhtenäinen ennuste”, sanoo IRM:n toimitusjohtaja Madeleine Thor.

Lisätietoa:

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