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PRESS RELEASE

FINNISH NEWS AGENCY STT GETS EUROPEAN AWARD FOR TOOL TO MEASURE VALUE OF NEWS AGENCY WIRE

Finnish news agency STT and the agency's Product Manager Pihla Lehmusjoki have been awarded the European Alliance of News Agencies' (EANA) 2018 Award for Excellence in News Agency Quality. They get the award for STT Spy – a tool to measure the value of news agency wire content.

The Jury for the Award unanimously decided to give the award to STT and Pihla Lehmusjoki saying:

“The STT Spy tool provides strategic and detailed information on how media markets use news agency content. Media markets and news consumption are changing with new platforms and social media. Detailed knowledge on how media markets are using news agency content is of vital importance to secure that agencies can fulfil their role as providers of news reports that media can use to keep citizens informed about developments in their countries and abroad. STT Spy is a tool that can provide such knowledge.”

Pihla Lehmusjoki has a strong journalistic background and years of experience of media sales and product management. She joined STT in 2007, first working as news editor and with online and radio journalism before she in 2010, was appointed responsible for media sales and product development.

The Award, a diploma, an engraved pen and Euro 1 000, will be handed over to STT and Pihla Lehmusjoki by the EANA President, Jonas Eriksson, Editor-in-Chief and CEO of Swedish news agency TT, in connection with an EANA conference and the organisation's Annual General Assembly hosted by Polish news agency PAP in Warsaw on September 19 - 21, 2018.

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