



Observe
Measure
Analyse



Mediametrie

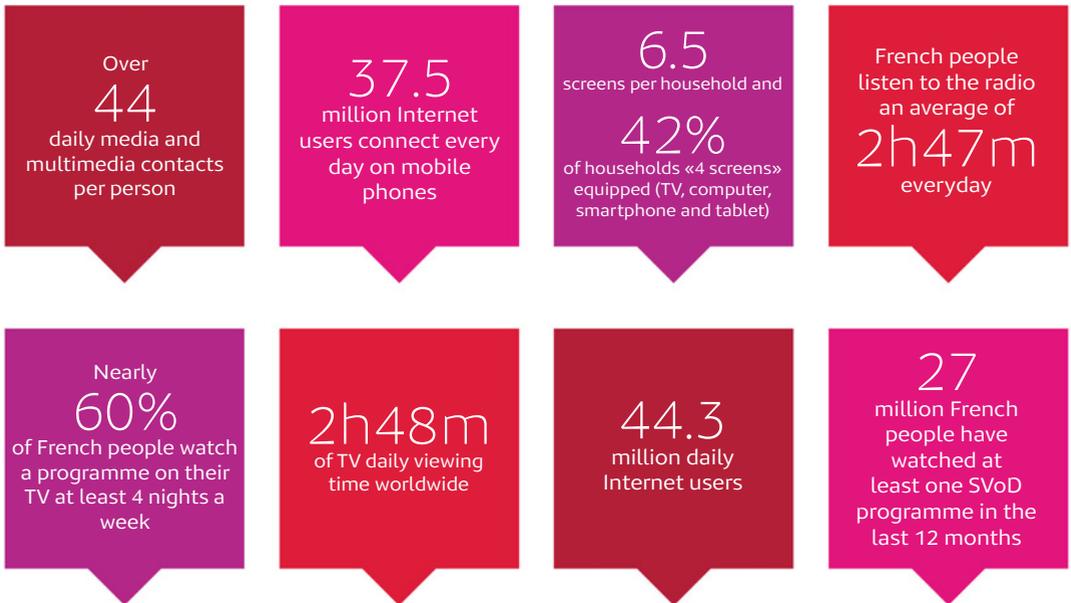
A leader in media research, we observe, measure and analyse the **behaviour** of the audience and the **trends** in the market.

Our **reliability**, our ability to **innovate** and the **commitment** of our teams contribute to unite our customers and make Médiamétrie the **benchmark** and **trusted third** party in the interest of the media ecosystem.



Leader of media and reference studies in audience measurement, Médiamétrie anticipates market developments and is fostering the creation of a data media reference in France. Methodological and technological innovations are at the heart of Médiamétrie's work, drawing upon the expertise of its teams and a two-fold open innovation process that combines academic and start-up approaches. The company exports its know-how internationally.

Significant benchmarks



At the Heart of Digital Transformation



Track the changes in the media ecosystem



Shedding light on public behaviour



Enriching audience measurement

Internet

Internet Audience

The audience of the sites and apps on computer, smartphone and tablet

Internet Video Audience

The video audience on computer, smartphone and tablet

eStat Streaming

Measuring the consumption of audio and video content

eStat Podcast

Measuring podcast downloads

Television

Live, time shifted, replay

Médiamat

TV audience (national level), at home on TV, out of home and on the move on TV, computer, smartphone and tablet

4-screen Television

Daily audience per programme
Monthly audience per channel

Médiamat'Thématik

Audience of satellite, ADSL, cable and fiber-optic channels

Médiamat Local and TV Locales

The audience of regional DTT channels

Radio

126 000 Radio

Radio audience anywhere, any device

Panel Radio

Radio listening behavior and habits based on 3 week period

Médialocales

Local and regional radio audience

Media Overseas

Métridom and audience measurements of TV, radio, internet and press

The French West Indies, French Guyana, Reunion Island, Mayotte, New Caledonia, French Polynesia

Digital Usage Observatory (OUD)

The French West Indies, French Guyana, Reunion Island

Analyse and go further

Performance and advertising effectiveness surveys

Nielsen Digital Ad Ratings (DAR)
Cross Campaign Ratings (XCR)
IPTV results
MarketingScan

Multimedia surveys

Cross-Media Survey

Analysis of multiple media devices (TV, Radio, Internet, Press and Outdoor Advertising) with ACPM (French Alliance for Press and Media Statistics) and Affimétrie (Outdoor advertising audience measurement)

The Google and Médiamétrie multi-screen Panel

A 4 screen panel (TV, computer, smartphone and tablet) for multitasking analysis, screen complementarity and Drive to Web

Customised surveys

Trends and analyses

Smart speakers
Piracy
Millennials
News Mornings (Radio and TV)
esport
Gaming...

Cinema Surveys

75 000 Cinéma
Observatoire du Public des films
Observatoire du Public des salles
Measuring emotions with Datakalab
Studies of theaters and shows
Cin'Hebdo (Film tracking)
Test projection
Test of concept, hardware...

As well as

Omnibus Médiafit
Proprietary panels
Data Profiling, Data Enriching
and Data Checking Solutions
Auditorium, Call out
Internet surfing analysis

For the media and communication sector as well as:

public services,
leisure and entertainment,
e-commerce,
energy,
etc.

Our international know-how

@Glance

Expert in international TV markets

Audience data and analysis in more than 120 territories around the world

New TV and video content and trends in more than 50 territories

@TAPE Consultancy

Analysis and monitoring of TV content, evaluation of the contents and audience potential of scripted projects

International ratings

for over 7,000 TV channels in more than 100 countries

New TV and Web programmes around the world

NoTa, NoTa Kids

Reports

One TV Year in the World, Scripted Series, Entertainment, Kids TV, 4Screen, Yearly Sports Key facts, International Trends, Young Adults, VOD Landscape...

Rights' monitoring

B-Right

Content evaluation

App.Dex by TAPE Consultancy

@Omedia

Media and marketing research specialist in Africa over 16 countries in West and Central Africa

TV and radio audiences and internet usage

Digital Terrestrial TV Barometer

Advertising monitoring

Marketing research

@Marocmétrie

Médiamétrie's subsidiary in Morocco

Daily television audience

Methods and technologies export

India
Norway
Sweden

Innovating for the future

Patents on technology and measurement methodologies

Digital brings about increasingly rapid changes in usage. To achieve this, innovation is key for both the study methodologies and measurement technologies. Médiamétrie teams are always on the lookout for new trends to design and develop new methodologies and technologies for measurement or data processing systems. Médiamétrie has been involved for several years now in the processing of large volumes of data (**Big Data**), and we have strengthened this approach with the creation of the **Lab Innovation**, a division comprising expert statisticians and IT specialists, otherwise known as **data scientists**. Médiamétrie takes regular part in a number of national and international conferences and has won numerous awards for its innovations such as the Gold Award in the category “Audience measurement” at the **IAB Europe Research Awards 2018**, for the innovation on Total Internet Audience, the Silver Trophy in the “Data Intelligence, Marketing Sciences” category for the Data Checking solution at the **2018 Etudes et Innovations Awards**, the “Highly Commended” prize in the Advertising Solutions category by the panel at the **IAB Europe Research Awards 2019** for its online advertising campaign performance forecasting service and the Gold Trophy at the Surveys and Innovations 2019 awards for study on advertising effectiveness carried out in partnership with IAS (Integral Ad Science) ; Médiamétrie was awarded for the same study at the **IAB Europe Research Awards 2020**, in the «Brand Advertising effectiveness» category. Some of its representatives are also elected members of the **ISI, the International Statistical Institute**.

Médiamétrie is also committed to an **Open Innovation** process by cooperating with institutions of excellence and start-ups in the field of statistical and technological research.

In addition, Médiamétrie supports and accompanies research in the field of statistics by creating, with **Ensae Paris** and **Ensai**, a Research Initiative entitled “Models and mathematical processing of very large scale data”.

Methodological innovations

- Hybrid measurement (big data + panels)
- Internet video GRP
- Statistical matching
- Multi-mode data collection methods
- 4-screen TV/Video & 3-screen Video measurement
- Global Internet Audience Measurement

Technological innovations

- Watermarking
- Internet Meter
- Fast processing for big data
- Parallelisation of processes
- Interfaces for sharing results using web services, with ‘on the fly’ calculations
- Expertise on cloud computing
- TVM3 Meter (3rd generation) and Personal People Meter (Rate On Air)

Committed Teams

Médiamétrie is a human-sized company which means that the driving forces are the commitment of its teams and the desire to develop individual talent through personalised career paths. Data scientists, data analysts, IT specialists, research specialists, interviewers... are committed to developing the company's sustainable performance.

680

employees

33  Happy
AT WORK

average age (years)

52% - 48%

women & men

Internal training campus

Investment in training
Nearly 4% of the payroll

160 hirings in 2019

(permanent & temporary contracts,
apprenticeship and trainees)

Internal mobility

14% of permanent hires filled
internally in 2019

Integration programme

Surveys and data Expertise in accordance with the General Data Protection Regulation (GDPR)

2 call centers
in France
**Amiens &
Petit-Quevilly**

300
interviewers

+1 billion
data processed everyday

1.5 million
interviews/year

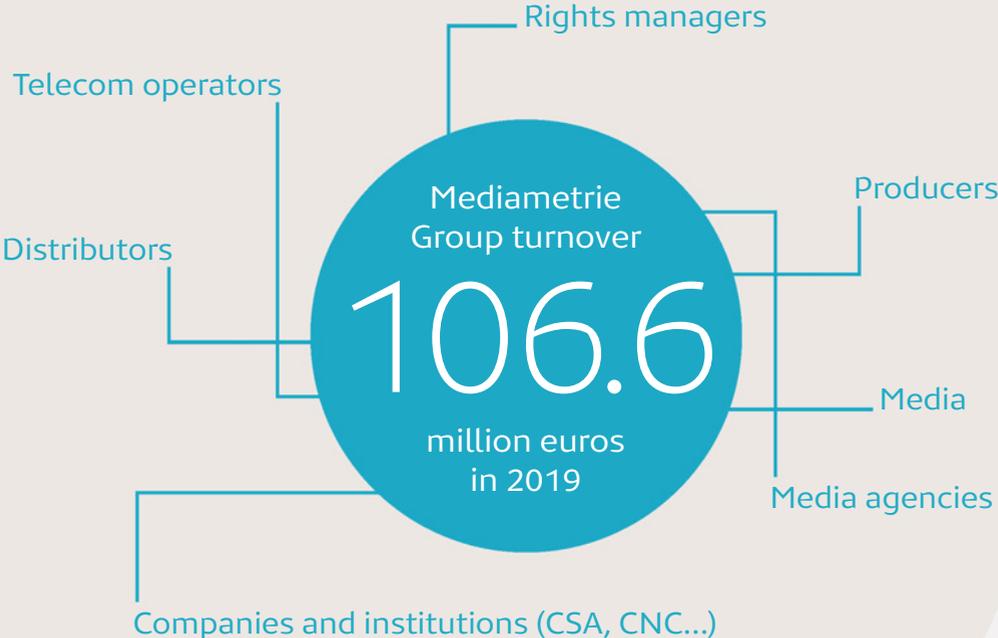
800 000
via internet

60 000
panelists

450 000
access panelists



Over 1,000 Customers in France and Worldwide



Our Governance



The Board of Directors

Composed of shareholders and chaired by Yannick Carriou, it defines the strategy and general stability of Médiamétrie.

Chairman

Yannick Carriou

Radio France

Sibyle Veil

Métropole Télévision

Nicolas de Tavernost

NextRadioTV

Frank Lanoux

Union des marques

Jean-Luc Chetrit

France Télévisions

Delphine Ernotte-Cunci

Marianne Siproudhis

Stéphane Sitbon-Gomez

TF1

Ara Aprikian

Société d'édition de Canal+

Maxime Saada

Promotion & spectacles d'Europe 1

Constance Benqué

Dentsu France

Pierre Calmard

Publicis Conseil

Gautier Picquet

Havas

Raphaël de Andréis

DDB Holding Europe

Fernando Da Costa

Decision-making committees

True places for convergence and debate, five committees define, guide and validate the measurements and studies. Scientific and technical committees plus working groups complement these bodies.

Audimétrie Committee	Arte, Canal+, DDB, Dentsu France, France Télévisions, GroupM, Havas, IPG Mediabrands, L'Equipe, M6, NextRadioTV, NRJ Global, Publicis, TF1, Union des marques
TV Thématiques Committee	13 ^{ème} Rue, BeIN Sports, Canal+, Canal+ Distribution, DDB, Dentsu France, France Télévisions, Game One, Havas, M6, Mediawan Thematics, NextRadioTV, Orange, Publicis, SFR, TF1, Turner, TV5 Monde, Union des marques, Walt Disney Company France
Internet Committee	Canal+, DDB, Dentsu France, e-TF1, Facebook, France Télévisions, Google, Groupe Figaro-CCM Benchmark, Havas, Lagardère Active, Leboncoin, Le Monde Interactif, L'Equipe, Les Echos, M6 Web, NextRadioTV, Orange, Prisma Media, Publicis, Radio France, Snap., SoLocal Group, SPQR/366, Twitter, Union des marques, Webedia
Radio Committee	Dentsu France, Europe 1/Lagardère Active, Groupe M6 (RTL, RTL2, Fun Radio), Havas, Les Indés radios/TF1 Publicité, NRJ/NRJ Global, Omnicom Media Group, Publicis, Radio France, RMC, Skyrock, Union des marques
Métridom Committee	Antenne Réunion, Canal+ International, Groupe Cirano, France Antilles Média, FTV Pub Outremer, FTV/Outremer la 1 ^{ère} , Havas Outremer, Mediarsenal (Nautilus), Outremer Telecom/SFR, R2GP, Radio Freedom, RCI Group, Unilever, Union des marques, Unit Média Antilles (Corida), Unit Média Réunion, viàATV, Trace, GBH (Groupe Bernard Hayot)

Capital structure

Médiamétrie's independence is guaranteed by the presence of all industries – media, advertisers and agencies – each of which are decision-making bodies as well as share capital holders, although none of which hold a majority of the decision-making power. Dialogue and debate are standard operating procedures, with the goal of reaching a consensus that is in the interest of the entire profession.

65%

Media

35%

Advertisers and agencies

Subsidiaries and holdings

mediametrie // NetRatings

Internet benchmark audience measurement



Real-life market tests and advertising effectiveness



Marocmetrie

Moroccan TV audience measurement



Omedia

Media and marketing research specialist in Africa



TV production and programming specialists



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A French limited company with share capital of EUR 14 880 000
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