



The right measurement

OUR MISSION OUR COMMITMENTS



MEASURING AND ANALYSING IS OUR BUSINESS

We're committed to objectivity and fairness, that's our mission.

Médiamétrie exists to guide and enlighten media and advertising professionals who want to know about the behaviours and changes of their audiences.

As a Trusted Third Party, we orchestrate dialogue to build a consensus.

Our data and know-how contribute to producing precise, reliable and sovereign measurements, to allow you to decide with serenity and to act effectively.

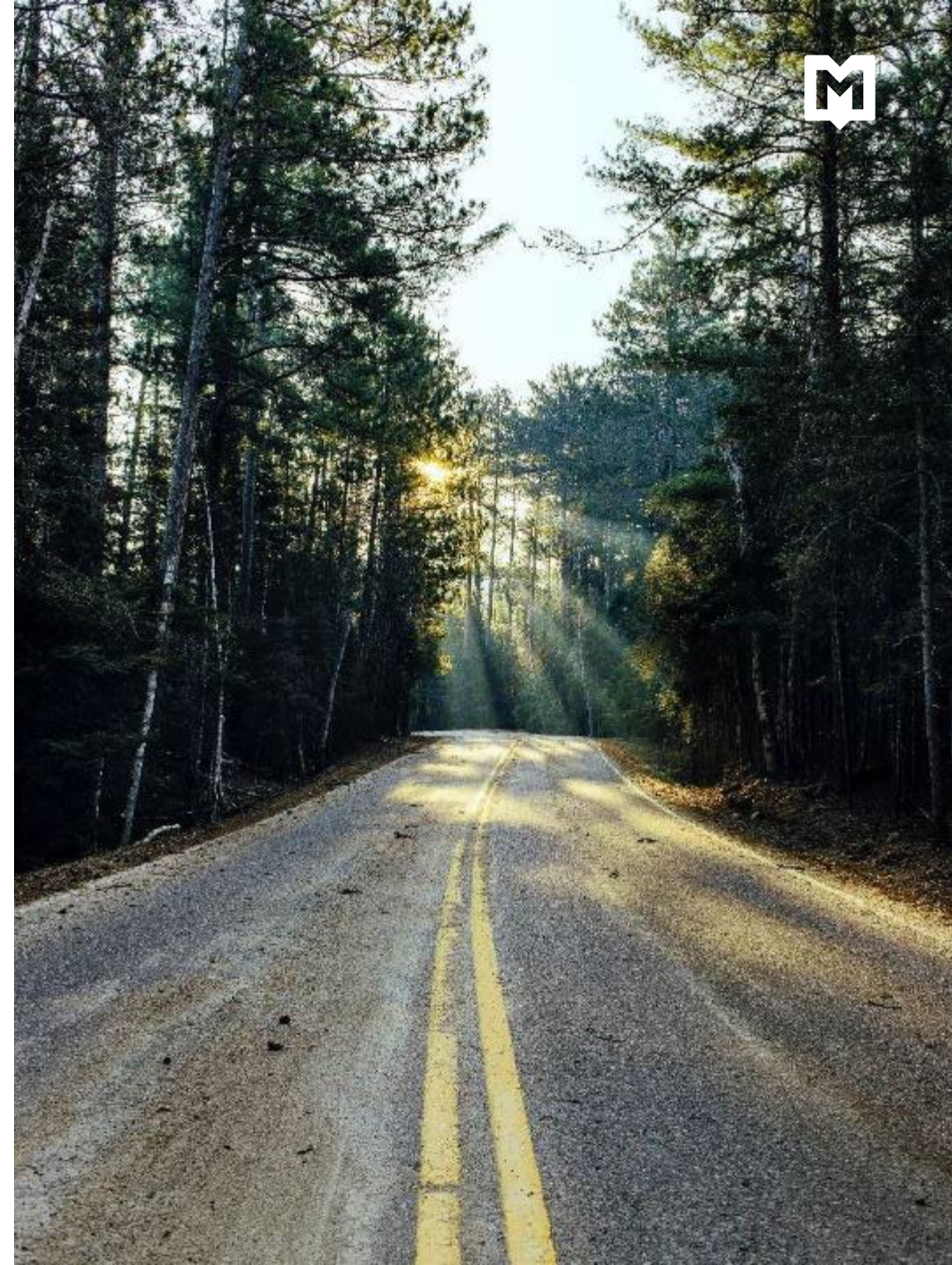
These are our commitments. They wouldn't be complete without a strong civic attitude: we will cut our carbon footprint in half by 2030, that's our responsibility.*

Yes, we're sure of it, together we'll move forward and calmly build the future.



Yannick Carriou, Chairman and CEO of Médiamétrie

* compared to 2020



As part of its CSR strategy, Médiamétrie, which is committed to reducing its GHG emissions by 2030 (compared to 2020), has entered into a partnership with



A French climate initiative launched in 2015 that aims to raise awareness of the impacts of climate change in order to limit its effects, and to transmit the keys to adaptation.

Our full carbon footprint 2022

 -8% versus 2020

Médiamétrie's 3 CSR pillars

Climate

cutting our carbon footprint in half by 2030*

* vs 2020



Purchase of more responsible products and services, eco-responsible design of our products and services, digital and energy sobriety, green mobility

Social

Promote more equality and diversity



Gender equality, health and safety for our employees, inclusion and solidarity

Ethics

Ensuring transparent practice in line with our values



Ethical practice and transparency



OUR VALUES

The power of connection

With us, the plural becomes One. We bring data, ideas, energies, technologies and sciences together.

The transparency obligation

Saying what we do and doing what we say is exactly what our role as Trusted Third Party requires us to do.

The warmth of trust

For almost 40 years, our profession has always pushed us to be more demanding, more precise and more accurate.

The energy of audacity

Seeing further, daring to go beyond conventions to reinvent more modern, more solid and even more reliable ones. We've got enough tenacity to move forward and defend a vision we strongly believe in.



3 strategic axes for **sovereign and sustainable** measurements

Modernise TV/Video, Radio/Audio and Digital measurements, **content, advertising and data oriented**



Establish a **convergent** cross media TV - Video - Digital advertising measurement



Enhance our measurements with the data ecosystem to shift **from audience to performance**





For our clients,
framing,
measuring and
understanding a
media universe in
full transformation



FRAMING

Photographs of the population,
equipment, subscriptions,
behaviour

MEASURING

Media **audiences and usage**

UNDERSTANDING

Analysing and deepening
Highlighting **the trends**
Explaining changes in **behaviour**



Solutions for our customers

Framing the media equipment and behaviour of French people

M Devices (Equipment, reception, multimedia offers and subscriptions), **Global Média** (video and audio), **Web Observatoire**, **Connected TV barometer**...

Measuring

the content's audience

Médiamat : TV audience (national and thematic channels)	Local & regional TV measurements
Audience Internet Global	Audience Internet Vidéo
eStat Podcast	eStat'Streaming : The consumption of audio and video content
EAR : Etude d'Audience Radio (National, IDF, Local)	EAR Insights : radio listening behaviour and habits
Métridom : TV/Radio/Internet audience overseas	

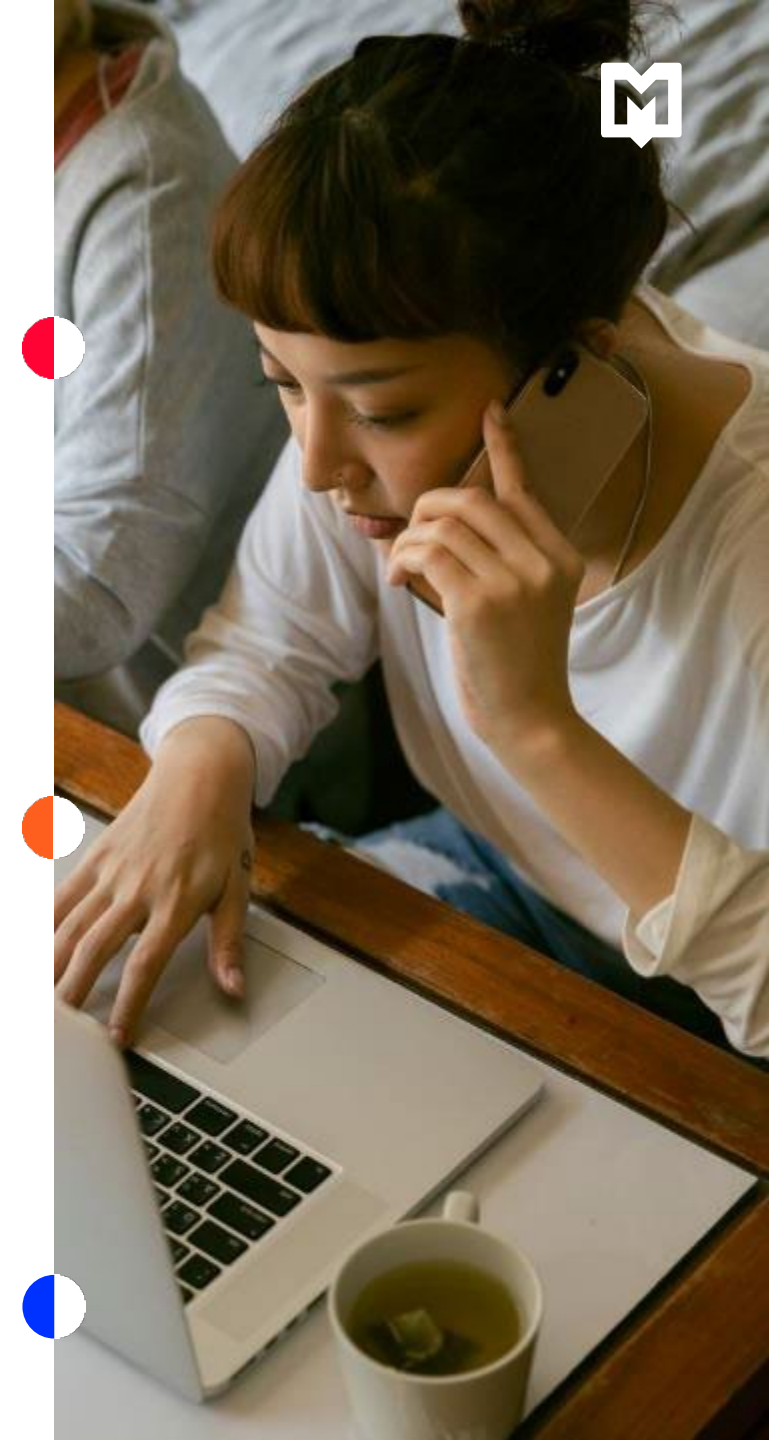
advertising effectiveness

Campaign review Total TV (linear and delinear) Digital : DAR (Nielsen Digital Ad Ratings) TV+Digital : XCR (Cross Campaign Ratings)
MarketingScan : Real-life market tests and advertising effectiveness
TV mediaplanning solutions (customised demographics), Internet (Cibles Data, Data Enriching), Radio (demos Cadres & Premium)
Cross-media survey (TV/Radio/Internet/Press/Outdoor advertising) with ACPM and Affimétrie

Understanding to go deeper and further

Insights surveys : Cinema, Piracy, Gaming, Events
Ad Hoc surveys : Choice of audiovisual evening, Morning news, Thematic focus, Post-tests, Program testing...

SVOD Barometer
SVOD behaviour Observatory





Innovative methods and technologies

Methodological innovations

Out-of-home and mobile audience measurement

Multi-mode data **collection** methods

Statistical matching

Hybrid measurement (big data + panels)

Technological innovations

Watermarking

Internet Meter

TVM3 Meter (3rd generation)

Personal Portable Audience Meter ROA (Rate On Air)

Expertise on **Cloud computing**

Parallelisation of processes

Fast processing for big data

Interfaces for sharing results using web services,
with « on the fly » calculations



GLANCE

The specialist of international TV and video markets
Leading provider of official TV ratings and insight analyses in more than 100 countries in the world, **new contents et TV & Video trends** in more than 50 markets

Content evaluation and **scripted projects audience potential**

MAROCMETRIE

Daily **TV audience** in **Morocco**

Methods and technologies exports

to India, The Netherlands, Norway and Sweden

Our international
expertise



Over 1,000 customers
in France and Worldwide

Media

Media agencies

Producers

Distributors

Telecom Operators

Companies and institutions

Rights managers

Mediametrie Group
turnover
104.1
million euros in 2023



Committed teams

800 employees including **330** interviewers
in 2 Médiamétrie call centers
(Amiens & Petit Quevilly)

52% / 48%
women & men

33 years old average age

Surveys and data expertise

in accordance with the GDPR

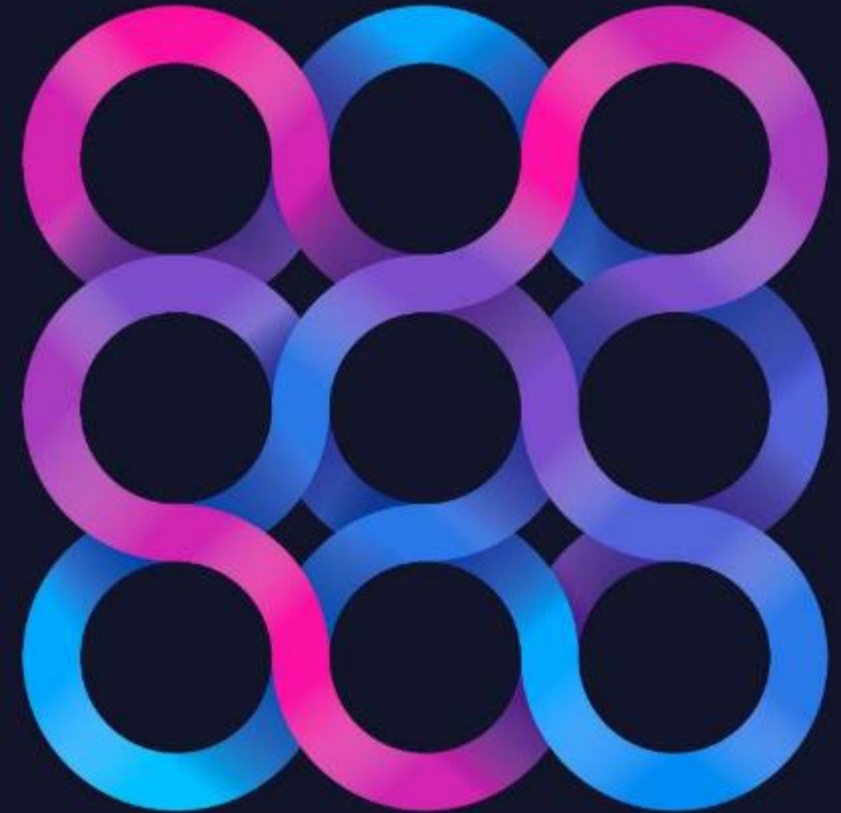
+1 billion data processed every day

1.5 million interviews per year
including 800 000 via internet

60 000 panelists



Certification ISO
9001 LRQA





2 governance levels to **federate our customers and promote dialogue**

The Board of directors

Composed of shareholders, it shapes the strategy and major economic balances of Médiamétrie

Decision-making and technical committees

True places for convergence and debate, they outline, guide and validate the sovereign standard measurements evolutions

5 Committees : Audimétrie, TV Thématiques, Internet, Radio, Métridom

Scientific and technical Committees

Working groups (Watermarking, Personal Portable Audience Measurement, Podcasts, Mediaplanning...)

Advertising Cross media workshop



THE BOARD OF DIRECTORS

President

Yannick Carriou

France Télévisions

Delphine Ernotte-Cunci
Marianne Siproudhis
Stéphane Sitbon-Gomez

TF1

Ara Aprikian

Métropole Télévision

Régis Ravanas

Société d'édition de Canal+

Maxime Saada

Radio France

Sibyle Veil

Promotion et spectacles d'Europe 1

Constance Benqué

NextRadioTV

Arthur Dreyfuss

Union des Marques

Jean-Luc Chetrit

Publicis Conseil

Gautier Piquet

Dentsu France

Pierre Calmard

Havas

Raphaël de Andréis

Orange Participations

Laetitia Orsini Sharps





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

13ème Rue, Canal+, Canal+ Distribution, DDB, Dentsu France, Discovery, Game One, Havas, M6, Mediawan Thematics, NextRadioTV, Orange, Publicis, SFR, TF1, Trace TV, Turner, Union des marques, Walt Disney Company France

INTERNET COMMITTEE

Canal+, Dailymotion, 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., 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, FTV Pub Outremer, FTV/Outremer la 1^{ère}, Havas Outremer, Mediarsenal (Nautilus), R2GP, Radio Freedom, RCI Group, Unilever, Union Des Marques, Unit Média Antilles (Corida), Unit Média Réunion, viàATV, Trace, GBH (Groupe Bernard Hayot)



Five decision-making **committees** and an advertising Cross media **workshop**



CAPITAL STRUCTURE

65% Media and other shareholders



35% Advertisers, agencies and Telecom operators





SUBSIDIARIES AND HOLDINGS



mediametrie // NetRatings

Internet standard audience measurement



Real-life market tests and advertising effectiveness



Daily TV audience in Morocco



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 **Mediametrie**

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 **Mediametrie.official**

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capital share of EUR 14 880 000
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