

27 June 2018

## 10 years of television audience measurement in Morocco

On 21 June 2018, CIAUMED (Centre interprofessionnel d'audimétrie médiatique) and Marocmétrique celebrated the 10<sup>th</sup> anniversary of automatic television audience measurement in Morocco. This evening took place in the presence of the HACA (High Authority for Audio-Visual Communication), the Ministry of Communication and members of CIAUMED (SNRT, Soréad 2M, GAM (Moroccan association of advertisers), SNRT Régie and UACC (Union of advertising consultancies) as well as Médiamétrie and LMS/CSA.

The evening was an opportunity for participants to highlight the progress made thanks to this measurement in terms of scheduling and commercialisation of advertising space.

It all started in 2006, when CIAUMED launched an international invitation to tender in order to select an operator for automatic television audience measurement in Morocco. The successful tenderer was Marocmétrique.

On 28 March 2008, the first daily TV audience results in Morocco were delivered. They reflected the TV consumption of a panel of 750 households equipped with TVs, comprising approximately 3,000 individuals aged five and older and more representative of the Moroccan population.

In 2017, CIAUMED renewed its confidence in Marocmétrique for a duration of six years. Marocmétrique put in place a production system that complies with the new specification (structure of the panel, numbers of respondents, etc.).

From 2018 onwards, the panel is moving towards a greater degree of accuracy; it now covers 1,000 households, totalling some 4,000 individuals, for which the TV consumption is measured using a new-generation audience meter: TVM3. Fingerprinting\* technology is used in addition to watermarking\*\*. Marocmétrique delivers the audience results for the previous day from 9am.

This means that Morocco now has a measurement system at the cutting-edge of innovation. We should also remember that, in the entire continent of Africa, only Morocco and South Africa currently have such a measurement system

High-quality collaboration between the CIAUMED and Marocmétrique teams guarantees the reliability of the measurement system. This relationship means that the measurement system can continue to be developed to tailor it to the developments taking place in the audio-visual sector and the changing behaviour resulting from it.

\*Watermarking: this technology involves inserting an inaudible mark into a channel's audio signal that carries an identifier for the channel, as well as the date and time of the broadcast (time stamp). This mark is detected by the audience meter installed in panellist households and is used to identify the channel being watched.

\*\*Fingerprinting: an audio sample is recorded in panellist households and is then compared against reference fingerprints in order to identify which channel is being watched.

# PRESS RELEASE

CIAUMED

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Marocmetrie

## About CIAUMED

*Interprofessional Centre for Audience Measurement (CIAUMED) is an Economic Interest Grouping (EIG) formed by SNRT, Soréad 2M, the Moroccan Association of Advertisers (GAM), Régie 3, SNRT Régie and the Union of Advertising Agencies (UACC). It is responsible for providing the market with the benchmark audience measurement. The Grouping is managed by a board of directors and relies on a Technical and Scientific Committee for monitoring reliability and certifying the measurement produced by the Marocmétrique operator.*

## About Marocmétrique

*Established in 2006, Marocmétrique is the benchmark measurement institute for television audiences across the whole of Morocco. Marocmétrique performs this measurement on behalf of CIAUMED. Marocmétrique capitalises on over 35 years of experience amassed by its shareholders and benefits from the know-how and innovative technologies used by Médiamétrie. Médiamétrie holds a 62% share in Marocmétrique. The LMS-CSA institute - one of the main market research companies in Morocco - is also part of the capital of Marocmétrique.*

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