

PRESS RELEASE

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Mediametrie

Médiamétrie launches catch-up radio and native podcast audience measurement

Médiamétrie has taken an innovative step by launching audience measurement for catch-up radio (content listened to after broadcast) and native podcasts (original audio content).

This measurement provides subscribers with key indicators on the audience of this content, namely the number of listeners, listening times and amounts, and listener profiles.

It is based on a 3,000-strong panel of people aged 13 and older, from across all of France, who provide information on a daily basis using a personal portable audience meter. Using watermarking technology (an inaudible code inserted by publishers), this audience meter identifies all of the panellists' listening behaviour throughout the day. This measure is aimed at stakeholders who have rolled out this watermarking technology.

Initially produced on a monthly basis, this measurement complements Médiamétrie's eStat Podcast, which was implemented in 2009 and counts daily download volumes with fine granularity to deliver results per programme and per episode.

"This new measurement plugs a genuine gap in the market," states Emmanuelle Le Goff, Director of Médiamétrie's Radio Department. "Catch-up programmes and podcasts are now commonplace. These listening practices go beyond live programmes to form part of an extended audio universe. Médiamétrie supports these practices and offers an unprecedented and complementary measurement of existing devices."

About Médiamétrie

The French industry leader in media research, Médiamétrie monitors, measures and analyses audience behaviour and market trends, and fosters the emergence of a benchmark for media data in France. Created in 1985, Médiamétrie is operating in Television, Radio, the Internet (computer, smartphone and tablet), Cinema and the Cross-media sector in France and abroad. Médiamétrie Group generated a turnover of €102.7 million in 2018.

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