

PRESS RELEASE

Levallois, 9 June 2020



Médiamétrie wins an award at the 2020 IAB Europe Research Awards for its study entitled “Viewability & Length of exposure: what is the advertising impact?”



At the 2020 IAB Europe Research Awards 2020, Médiamétrie was rewarded for its **“Viewability & Length of exposure: what is the advertising impact?”** study in the “Brand Advertising Effectiveness” category.

This study, carried out in partnership with Integral Ad Science (IAS), analyses the impact of the duration of visibility on the advertising effectiveness of digital campaigns. It shows that the longer a web user is exposed to an online ad, the greater the boost to indicators such as brand awareness, image, recommendation or even purchasing intention.

Every year, the prizes awarded at the IAB Europe Research Awards ceremony reward R&D innovations and initiatives that contribute to the evolution of digital marketing in Europe. Given the current health context, the 2020 winners were unveiled at the the Interact Conference organised by IAB Europe on Wednesday 3 June via streaming.

Bertrand Krug, Director of Médiamétrie’s Internet Department said: *“we’re very pleased as this is the 4th consecutive year that Médiamétrie has won an award at this internationally recognised ceremony. This new prize demonstrates Médiamétrie’s expertise and analytical skills. This particularly innovative study, which combines both observed and reporting-based measurements, proves that beyond the exposure measurement, attention is an essential criterion for the effectiveness of Internet advertising campaigns.”*

Eglantine Dever, Director of Advertising Solutions for Médiamétrie //NetRatings added: *“This study proves that viewability and length of exposure are critical levers in establishing digital strategies. As such, in an increasingly complex digital advertising market due to process automation and data proliferation, it is becoming essential that advertisers can be sure of the actual exposure of their communications.”*

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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.

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