

# PRESS RELEASE

Levallois, 1 September 2020



## Médiamétrie takes over the NPA Conseil/Harris Interactive SVoD barometer

After a sale transaction that takes effect on 1 September, Médiamétrie is taking over the daily SVoD barometer, which was previously operated by NPA Conseil in partnership with Harris Interactive. Harris Interactive will continue to collect reporting-based data from the public on a daily basis.

At a time when SVoD platforms are firmly establishing themselves in the audiovisual landscape, with nearly 1 in 2 French people now using an SVoD service, Médiamétrie's objective is to offer various market players a **precise and daily reporting-based measurement of SVoD in France**.

Thanks to the quality of the system developed by NPA in partnership with Harris Interactive, the SVoD barometer already boasts over thirty customers: TV channels, content producers and distributors, SVoD platforms, operators and institutions.

As a real operational tool for the production and programming of content, this barometer provides market players with daily indicators on **SVoD viewing**, including the number of viewers of each type of content, the respective share of cinema, animation and series, the Top most viewed programmes and the most used platforms.

The service also offers a monthly **analysis of the offer**: catalogues of the main video-on-demand subscription services available in France, all the titles present on the main SVoD services, monthly entries and exits, service by service exclusives, etc.

***“With the SVoD services viewing and offer barometer, Médiamétrie will help its customers to identify key SVoD trends, both in terms of audience behaviour and content performance.***

***This survey will also make it possible to anticipate the development of new services such as AVoD”***, said Laurent Battais, Deputy Managing Director of Médiamétrie.

***“This operation, which pays tribute to the work carried out in recent years, guarantees the market the sustainability of the service, which we are delighted about. NPA Conseil will continue with its research and consulting activity, building on its knowledge of the various video markets that it has acquired since 2001”***, said Philippe Bailly, Chairman of NPA Conseil.

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## Methodology

The SVoD barometer is produced in partnership with Harris Interactive via an online panel, allowing for the daily questioning of more than 2,000 TV viewers aged 15 years and over.

## About Harris Interactive

*Harris Interactive France is a historic player in market research. Managed by its founders Nathalie Perrio-Combeaux and Patrick Van Bloeme, the institute offers innovative, qualitative and quantitative approaches, both in France and abroad. Harris Interactive is redesigning the market by combining technological innovation and support from experts beyond the studies. To help its clients to make the right decisions and stay one step ahead. Harris Interactive Europe (combining Harris Interactive France, Germany and UK) belongs to Toluna.*

## About NPA Conseil

*Founded in 2001, NPA Conseil is a specialist strategic and operational consulting firm, primarily serving the media and telecommunications industries. Optimising production, developing innovative services, marketing offers and consumer relations (audience, subscribers, etc.) are at the heart of its expertise.*

*www.npaconseil.com*

*Twitter: @npaconseil*

*LinkedIn: <https://www.linkedin.com/company/npa-conseil>*

## 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 expanding its activities in Television, Radio, the Internet (computer, smartphone and tablet), Cinema and the Cross-media sector in France and abroad.*

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