

# PRESS RELEASE

Levallois, 17 March 2021



## Arnaud Annebicque to head MetricLine

**Arnaud Annebicque** has been appointed Director of MetricLine, the department responsible for marketing Médiamétrie's measurement technologies and know-how internationally, for television, radio and Internet.

Julien Rosanvallon, Deputy Managing Director in charge of Audience Measurement: *“As a pioneer for its clients, Médiamétrie is world-renowned for its technological and scientific innovations in measurement. For many years, Arnaud has been using all of his expertise and talent to export these innovations and develop our business in both Africa and Europe. He will, I’m sure, bring wider ambitions to MetricLine, which is also an observatory of the market for media audience measurements around the world.”*

Arnaud Annebicque now heads the department’s activity:

- marketing of technologies developed for the French market, like the RateOnAir personal portable audience meter used by Kantar in Norway and Sweden,
- audience measurements produced by Médiamétrie, in partnership with its subsidiary Omedia, in Côte d’Ivoire, Cameroon and Senegal,
- or the representation of Médiamétrie within the GAMMA Association, which also brings together BARC (India), Numeris (Canada) and Video Research (Japan), an international alliance to work together on the future of video audience measurement and harmonise their processes and technologies worldwide.

He will be assisted in his duties by Houda Bakkali, Business Development Manager, and Violette Salmon, Media Consultant.

### **Biographical highlights**

Born in 1974 and a graduate of IAE Aix-Marseille (Institute of Business Administration / Graduate School of Management), **Arnaud Annebicque** started his career in Radio journalism and presenting (Fun Radio, local radio stations, etc.). He then successively held marketing and sales positions with the French Organising Committee for the 1998 FIFA World Cup, with the advertising agency of Canal+ and then with the startup Freefund. In 2001, he founded the company Kat-Events, specialising in events planning and optimising corporate investments in sponsorship and patronage.

In 2003, he joined Médiamétrie as Communication Officer and then External Communication Manager in the Communication Department.

From 2011 to 2015, he led the Personal Portable Audience Measurement project within the Radio Department, before joining MetricLine as Director of Development for Europe & Africa.

With his skills and love of teaching, he has been teaching the Media & Management Masters 2 course at CELSA since 2013 and the Professional Degree in Media Expertise at Paris 1 Panthéon-Sorbonne University since 2017.

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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 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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