

# PRESS RELEASE

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## Médiamétrie Announces the Creation of the Data Committee

Médiamétrie announces the creation of the Data Committee To date, this committee brings together media, pure players, agencies, advertisers and telecoms operators. In other words, 19 of the main data players in France:

**ACPM, Canal + Régie, Dentsu Aegis Network, France Télévisions Publicité, Group M, Groupe Figaro / CCM Benchmark Group, Havas Média, Lagardère Active Digital, Les Echos, M6 Publicité, Omnicom Media Group, Orange France, Prisma Média, Publicis Média, Le Bon Coin, Le Monde, TF1, SFR, Union des Annonceurs.**

The Data Committee's mission is to create the conditions for a common standard in media data in France in terms of format and targets, in order to facilitate simplified and pooled utilisation by the advertising market and publishers.

As a reference third party, Médiamétrie aims to meet the expectations of media, public companies, agencies and advertisers relating to data in terms of quality, consistency in methods, neutrality and transparency.

*"Just like our position in audience measurement, we hope that Médiamétrie can foster the emergence of a common reference for Media Data in France, a trusted third party that is neutral and independent." Our goal is to help publishers to add value to their offering, by relying on our expertise and know-how in methodology and technology,"* stated Benoît Cassaigne, Executive Director of Médiamétrie.

The first meeting of the Data Committee will take place in the coming days.

The Data Committee is the 6<sup>th</sup> Médiamétrie's committee. There are already committees for: Audience measurement, Thematic TV, Radio, Internet and Métridom.

### About Médiamétrie

*French industry leader in media research, Médiamétrie monitors, measures and analyses audience behaviour and market trends. Created in 1985, Médiamétrie is expanding its activities for television, radio, Internet, cinema, mobile phones, tablets and the cross-media sector in France and abroad. Médiamétrie generated a turnover of €88.5 million in 2016.*

*Website: [www.mediametrie.fr](http://www.mediametrie.fr)*

*Twitter: [www.twitter.com/Mediametrie](https://www.twitter.com/Mediametrie)*

*Facebook: [www.facebook.com/Mediametrie](https://www.facebook.com/Mediametrie)*

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