

PRESS RELEASE

Levallois, 7 June 2018



Médiamétrie and Omedia strengthen their collaboration

In order to support the development of the media market and studies in Sub-Saharan French-speaking African countries, Médiamétrie has bought into the capital of Omedia, a media and marketing research company based in Senegal, Mali, Côte d'Ivoire and Gabon.

Médiamétrie acquires a 50% interest in Omedia. Christophe Gondry, the Founder and Associate Director, Karim Konaté and Arnaud Moisan, Associate Directors, remain 50% shareholders in the company and will continue to ensure its development.

Christophe Gondry, Managing Partner of Omedia commented: *“The media and communication market is undergoing great change in Africa, in particular with the deployment of digital TV and, consequently, new prospects for advertising. It has become essential to offer players in this sector – media, agencies and advertisers – all the tools needed to accompany these changes. We have been producing declarative Television and Radio audience measurements with Médiamétrie since 2011 in Senegal and the Democratic Republic of the Congo and since 2012 in Côte d'Ivoire. This merger will allow us to go even further thanks to Médiamétrie’s internationally recognised scientific expertise.»*

Benoît Cassaigne, Executive Director of Médiamétrie adds: *“We are taking a new step with our partner Omedia. The arrival of digital in Africa, combined with the increased presence of media and communications groups in the continent offers the opportunity of even richer and more reliable services delivered frequently and regularly. We feel that combining the know-how of local experts such as Omedia, in particular in terms of data collection, with our own statistical, methodological and technological expertise is the best solution for meeting market needs.»*

Created in 2005, Omedia is present in four African countries – Senegal, Mali, Côte d'Ivoire and Gabon – and carries out quantitative and qualitative studies, in particular in the media, telecommunications and agri-food sectors, in 16 Sub-Saharan African countries. Omedia also intervenes in the advertising market thanks to its investment monitoring and analysis activities and media planning advice.

With this acquisition, Médiamétrie is speeding up its international development and strengthening its position in African markets, where the company has already developed its activities, in particular in Morocco via its subsidiary Marocmétrie.

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About Omedia

Omedia is a market research and media analysis company in sub-Saharan Africa. The company brings experience and knowledge of the African continent, both through its established local operations and presence in Senegal, Mali, Côte d'Ivoire and Gabon, and through its current coverage of 16 countries in West and Central Africa: Senegal, Mali, Guinea, Guinea-Bissau, Gambia, Mauritania, Niger, Burkina Faso, Côte d'Ivoire, Togo, Benin, Gabon, Congo, Cameroon, Democratic Republic of the Congo and Sierra Leone.

Omedia can also draw on the expertise of its advertising monitoring and media investment analysis department: TV, radio, press, posters and digital.

The company's understanding of local issues gives due consideration to the specific characteristics of each country. It is backed by a network of in-house trained interviewers, consistent with the objectives of its surveys, whether face-to-face or via its call centres based in Dakar, Abidjan, Bamako and Libreville.

About Médiamétrie

The French industry leader in media research, Médiamétrie monitors, measures and analyses audience behaviour and market trends. Created in 1985, Médiamétrie is expanding its activities in television, radio, the Internet, cinema, mobile screens, and the cross-media sector in France and abroad. Médiamétrie generated a turnover of €93 million in 2017.

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