

PRESS RELEASE

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Médiamétrie launches the “Global SVoD” study

Global consumption and profiles of SVoD users, decoding of behaviours, and measurement of actual audience numbers for this type of content

To support the market in its understanding of SVoD development, Médiamétrie is launching “Global SVoD”, an initiative comprising a bi-annual study and monthly rankings of the most popular programmes.

This new study, the first results of which will be published in January 2019, focuses on three areas:

- **SVoD statistics:** background of the practice, including the number of users, their profiles, viewing duration, viewing times, and a comparison between SVoD consumption and live and catch-up TV consumption.
- **The behaviour of SVoD users:** overview of the public’s use of subscription video: people’s awareness and usage of platforms, and their motivations, intentions to subscribe, satisfaction levels, favourite features, account sharing, etc.
- **Monthly audience numbers for SVoD content:** subscribers will have access to monthly rankings of the most popular programmes on computers and smartphones: these most-watched lists will be available for all programmes, as well as by platform, genre and profile.

Global SVoD will also offer the chance to:

- **Closely monitor the rise** in SVoD and **understand what makes people adopt this service**
- Measure **audience numbers for all the content** broadcast through SVoD on computers and smartphones

“Global SVoD is therefore the only initiative linking automatic audience measurement and behavioural data. This study will give players in the audio-visual market a comprehensive overview of this rapidly increasing practice,” says Isabelle Maurice, head of new TV products at Médiamétrie.

The results of the first two rounds of the study will be published in January and July 2019.

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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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