

PRESS RELEASE

Levallois, 10 June 2019



Médiamétrie recognised at the IAB Europe Research Awards 2019 for its innovative approach to internet media planning



Médiamétrie was awarded the “Highly Commended” prize in the Advertising Solutions category by the panel at the IAB Europe Research Awards 2019 for its online advertising campaign performance forecasting service.

The awards ceremony was held on June 4th in Warsaw, during the 13th edition of Interact. Every year, the IAB Europe Research Awards ceremony recognises R&D innovations and initiatives that contribute to the evolution of digital marketing in Europe.

Médiamétrie has created a performance forecasting model for online advertising campaigns based on the Total Internet audience measurement, which reports each month on the audiences of 6,000 brands and 1,000 apps. This new solution allows agencies and advertisers to optimise the effectiveness of their media plan.

During the awards ceremony, Bertrand Krug, Head of Médiamétrie’s Digital Department noted: **“This prize is recognition of Médiamétrie’s expertise and ability to innovate. We observe that the calculated performance is very close indeed to the actual performance observed post-campaign via Digital Ad Ratings.”**

Julien Rosanvallon, Head of the Digital and TV Departments added: **“This media planning tool, which is based on an innovative calculation method, allows us to better support stakeholders in the advertising market, who are faced with an ever-evolving digital ecosystem. This prize rewards all of the Médiamétrie teams that contributed to this project.”**

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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 operating in Television, Radio, the Internet (computer, smartphone and tablet), Cinema and the Cross-media sector in France and abroad. Médiamétrie Group generated a turnover of €102.7 million in 2018.

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