

PRESS RELEASE

Levallois, 1 April 2020



Mediametrie

Yannick Carriou, Chairman and CEO of Médiamétrie

As announced on 19 September 2019, Yannick Carriou is, as of today, Chairman and CEO of Médiamétrie. He succeeds Bruno Chetaille, who concluded his tenure as the head of Médiamétrie on 31 March.

Yannick Carriou, 50, studied at École Polytechnique and ENSAE (leading French Grande École specialized in Economics, Data Science, Quantitative Social Sciences, Finance and Actuarial Science). He has held the posts of Managing Director of TNS-Sofres France (2006-2010), Managing Director of Ipsos France (2010-2012) and CEO of Ipsos Connect (2013-2017). Yannick Carriou was CEO at Teknowlogy Group between 2017 and late 2019. He has been the Executive vice-president of Médiamétrie since January 2020.

About Médiamétrie

- 60,000 panellists
 - 1.5 million interviews every year
 - 1 billion pieces of data processed every day
 - Innovative measurement methods and technology (watermarking, hybrid method, etc.), allowing us to offer 4-screen TV or 3-screen Internet measurement, and big data services
- 700 employees, with an average age of 34

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.

www.mediametrie.fr

Twitter: @Mediametrie

Instagram: mediametrie.official

Contact:

Charles Juster

Tel.: +33 (0)1 47 58 94 39

cjuster@mediametrie.fr