

PRESS RELEASE

Levallois, 5 May 2020



Médiamétrie and Omedia launch the 1st regular television audience measurement in Côte d'Ivoire

Médiamétrie and Omedia are launching the first regular declarative television audience measurement in Côte d'Ivoire. It will provide TV channels that require it, media agencies and advertisers the data necessary for the advertising and editorial management.

This development is in line with the audiences already measured twice a year by Médiamétrie and recent actions with Ivorian audiovisual players. In the context of the economic slowdown caused by the coronavirus, this Médiamétrie initiative aims to contribute to maintaining the dynamics of DTT in 2020.

The results of the first wave will be available in mid-June.

This measure is based on 6 waves of 560 interviews* each, at a rate of one every 6 weeks. Two will be enriched with the radio audience. The system will provide the main audience indicators: cumulative audience, the average quarter-hour, audience share, listening duration by individual and listening duration by viewer/listener**

Combining several waves will allow the customers of the study to analyse the results on finer target audiences on a given day, based on a total sample of 1,680 interviews.

The global Covid-19 pandemic and the ensuing health safety measures have a direct impact on surveys. Interviews, which are in principle carried out face to face, will be carried out by telephone, for as long as the situation requires.

Arnaud Annebicque, Médiamétrie's Development Director for Europe and Africa said: ***“with the Omedia teams, we have been measuring audiovisual media audiences in Côte d'Ivoire twice a year for many years. The advent of digital technology, with the arrival of DTT in 2019 and the development of the range of channels linked to its deployment, is accelerating usage. We are adapting the measurement, particularly in terms of frequency, to provide market players with the audience data they need, despite the health context. Our customers will be able to pilot their programme schedules and advertising offers as closely as possible, and thus contribute to the promising dynamics of DTT initiated in 2019.”***

* Individuals aged 15 years and over residing in Abidjan and representative of the population in terms of sex, age, profession and education level.

** In standard waves 3 and 6, a radio module will be administered to generate the radio audience. The sample of 560 interviews will allow us to know the main radio audience levels.

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Karim Konaté, Managing Partner of Omedia, adds: ***“by making available to TV channels, advertisers and their agencies everything they need to know about audiences every 6 weeks, it is ultimately a true TV audience barometer that we are setting up in Côte d’Ivoire. It is a regular measurement tool that will allow everyone to react and adapt to possible changes from one wave to another. From our point of view, this is undeniable progress, particularly in the current climate. And in 2020, there will therefore be 6 opportunities to measure developments in this area from which the players will benefit.”***

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, Gabon and Côte d’Ivoire, and 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 also draws 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.

For more information: www.omeia-group.com/

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 expanding its activities in Television, Radio, the Internet (computer, smartphone and tablet), Cinema and the Cross-media sector in France and abroad.

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