

PRESS RELEASE

Levallois, 16 June 2020



Omedia is expanding its advertising monitoring service and is offering a monthly barometer on 9 African countries

Omedia is widening the scope of the channels monitored in Côte d'Ivoire, Cameroon, Senegal, Mali, Gabon, the Democratic Republic of Congo, Benin, Burkina Faso and Togo.

Among Omedia's historical activities, media monitoring and analysis of advertising investments are now extending their scope to 23 channels in 9 countries. This service provides advertising market players (television channels, communication agencies and advertisers) with a strategic vision of the presence of brands on television.

In addition to monitoring the proper implementation of media plans and TV ad campaigns, these tracking services continuously monitor spending on the purchase of TV advertising space for all advertisers.

Each month, for each country, Omedia customers receive a barometer delivering the total advertising investment, broken down by channel, by advertiser, by industry, and, split into highlights of the day (day time, prime time and night time).

So, in April 2020, gross advertising investments on Senegalese TV channels, for example reached over 1 billion CFA francs (nearly 1.6 million Euros), up 12.6% compared to April 2019. The top 10 advertisers alone made 32% of the total TV advertising investments in April 2020.

Christophe Gondry, Managing Director of Omedia, said: *"with this historic and enriched activity, Omedia has established itself in the advertising monitoring market in French-speaking sub-Saharan Africa. With Omedia, market players can benefit from an essential competitive intelligence tool that supports them both in their strategy, in their benchmark and in managing and allocating their communications budgets."*

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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, 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.

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.

www.mediametrie.fr

Twitter: @Mediametrie

Instagram: Mediametrie.official

Press Contacts:

Juliette Destribats

Tel.:

jdestribats@mediametrie.fr

Christophe Gondry

Tel.: +221 77 644 41 82

cgondry@omeia-group.com