

PRESS RELEASE

Levallois, 9 June 2021



Gold for Médiamétrie's out-of-home TV measurement at the "2021 Research & Innovation" Awards



Médiamétrie won the **Gold Trophy** in the Media Audience category for its **out-of-home and mobile TV audience measurement system**, at the "2021 Research & Innovation" Awards organised by Offremedia.

Since 30 March 2020, Médiamat, the benchmark television audience measurement, has included all audiences for television programmes watched outside the home or on the move, regardless of the screen (television, computer, smartphone and tablet) and whatever the mode of consumption (live or time-shifted). This audience is in addition to the audience measured at home on the television, the initial scope of television audience measurement.

This innovation is the fruit of an innovative methodology and technology developed by Médiamétrie: it makes France one of the very first countries in the world to offer such a measurement. The audience measurement thus better represents new TV practices and demonstrates the significant contribution of out-of-home viewing.

Out-of-home and mobile audiences are measured using a panel of around 4,500 individuals aged 15 and over and with TV equipment, fitted with a worn miniature audience meter that accompanies them in their daily activities and automatically records their television viewing outside their home and on the move. This technology has been chosen by our partner Kantar for the measurement of TV outside the home in Norway and the measurement of radio in Sweden.

Laurence Deléchapt, Director of Médiamétrie's TV Department: *"We're extremely proud to have won the Gold Trophy for the second time in this competition, and we'd like to thank Offremedia for its initiative and trust. This evolution of the benchmark television measurement is a major step towards a daily television audience measurement in all locations and across all screens. Innovation is at the heart of our business and this system demonstrates our desire to offer the market an ever more precise measurement in connection with the development of practices, in order to support our customers in their decision-making."*

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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 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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