

New

Médiamétrie becomes a mission-driven company

Médiamétrie is one of the very first companies in the media, advertising, and [digital](#) ecosystem to adopt the status of a “Mission-Driven Company,” introduced by the Pacte Act in 2019⁽¹⁾.

« To advance rigorous, transparent and collectively governed audience measurement, supporting a balanced media ecosystem, the cornerstone of our democratic society. »

Médiamétrie plays a key role in shaping the media industry. Becoming a “Société à Mission” formalizes this contribution to the collective interest and recognizes it as a commitment embedded in the company’s Articles of Association.

“ In an increasingly fragmented media landscape, Médiamétrie’s status as a “Société à Mission” reinforces its credibility as an independent third party that ensures fair measurement of media usage. This fairness ensures that every stakeholder is fairly recognized, safeguards media funding—and thus media freedom—and promotes editorial diversity and democratic debate. ”

Yannick Carriou, President and Chief Executive Officer of Médiamétrie

Médiamétrie has set forth four objectives in its status, in addition to its mission:

• **Develop reliable and transparent measurement solutions**

Deploy robust scientific and technological methodologies and combat opacity through data sharing and systematic openness to independent audits.

• **Anticipate and integrate tomorrow’s media uses**

Prepare and mobilize the resources required to regularly adapt measurement systems to changing media uses and behaviours.

(1) The Pacte Law (Action Plan for Business Growth and Transformation), enacted on May 22, 2019, is a major economic reform, including the objective of strengthening the social and environmental role of companies. The law thus amended the Civil Code to allow a “purpose” to be included in the articles of incorporation of a company becoming a Mission-Driven Company.



- **Promote fair representation of market stakeholders in measurement governance**

Ensure that the relevant stakeholders for each measurement are appropriately represented, in order to establish common rules that support the fair valuation of every media brand, whether national or international in scope.

- **Contribute to the development of sustainable and sovereign measurement systems**

Ensure that the societal and environmental impact of decisions made independently regarding the management and evolution of measurement systems is taken into account.

Embedding these commitments in the Articles of Association anchors them over time, beyond strategic cycles, and provides a framework for a long-term ambition.

About Médiamétrie, High trust data

Every day, Médiamétrie processes over one billion data to support its French and international customers in developing their strategies. At the core of our values and offerings: right, impartial, comparable and verifiable measurement.

Médiamétrie places the full expertise of its teams at the service of the design and production of joint and sovereign standard audience measurements for media, platforms and the advertising market, across both audio and video universes.

Mission-Driven Company, Médiamétrie is committed to advance rigorous, transparent and collectively governed audience measurement, supporting a balanced media ecosystem, the cornerstone of our democratic society.

Médiamétrie employs close to 700 people and achieved a turnover of €102.2 million in 2025.

Discover our Press Room, audience measurement results and expertise on www.mediametrie.fr

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Measure's words
Our glossary