

Press Release

October 15, 2026

Partnership

Médiamétrie chooses RealityMine® to build the next generation of Internet measurement.

Médiamétrie announces a strategic partnership with RealityMine®, a leading international provider of digital audience measurement technologies. This partnership marks a major milestone in the development of MediaWeb, Médiamétrie's new Internet audience measurement solution. Scheduled for launch in the first quarter of 2027, MediaWeb has been designed to address the profound changes in digital usage and the evolving needs of the market.

In response to increasing audience fragmentation, Médiamétrie is evolving its measurement framework to capture social media usage with greater granularity, and, ultimately, AI-related usage.

The ambition of this new measurement solution is to provide market stakeholders with a comprehensive, reliable and transparent view of the total audience for their content, regardless of the consumption environment.

Médiamétrie has selected RealityMine® as its sole technology partner. The UK-based company offers a technology widely recognized as one of the most advanced on the market for measuring digital and social media audiences.

Beyond websites and applications, MediaWeb will incorporate the measurement of content distributed by media brands and digital-native publishers across social media platforms, addressing a strong demand from the market.

“Digital usage is evolving at an unprecedented pace. To continue providing the market with a trusted, robust and independent measurement standard, we must rely on the best technologies available. The selection of RealityMine® enables us to accelerate the development of a new generation of Internet measurement capable of delivering a unified view of media brands, including audiences generated across social platforms.”

Julien Rosanvallon, Deputy CEO of Médiamétrie

“We are proud we've been chosen by Médiamétrie to support the transformation of digital measurement in France. This partnership demonstrates the confidence placed in our technology and our international expertise in measuring digital consumer behaviour. Together, we will help build an innovative solution that provides a deeper understanding of consumer behaviour in an ever-evolving digital ecosystem.”

Chris Havemann, CEO of RealityMine®



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Médiamétrie chooses RealityMine® to build the next generation of Internet measurement.

This partnership is built on four core requirements: technological innovation, methodological excellence, measurement transparency, and the auditability of results, all serving the broader digital ecosystem.

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.

As a Mission-Driven Company, Médiamétrie is committed to advancing rigorous, transparent and collectively governed audience measurement, supporting a balanced media ecosystem, a 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

And follow us on:  @Mediametrie  Mediametrie.official  Médiamétrie

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Our glossary

About RealityMine®

RealityMine® is the definitive source of truth on consumer behavior across platforms and devices - anchoring digital investment in a true picture of what real people are doing across the app, web, and AI universe. We fill strategic blind spots beyond first-party data, delivering unmatched visibility of competitive threats, market risk, changing customer behavior, and emerging opportunities outside your ecosystem.

With RealityMine's privacy-safe approach, clients can confidently allocate growth investment, shape product strategy, and secure market leadership in an AI-enabled world.

For more information, visit: realitymine.com

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