Press Release

November 3, 2026

Partnership

Médiamétrie and Integral Ad Science (IAS) enter into a strategic partnership to support the growth of MediaReach.

Médiamétrie announces the expansion of its partnership with Integral Ad Science (IAS), a leading player in digital ad verification, as part of the development of MediaReach, its cross-video measurement solution for advertising campaigns.

As a reminder, MediaReach's ambition is to progressively provide the market with a unified and comparable measurement framework for TV and Video advertising campaigns.
This partnership builds on several years of collaboration between the two companies to support the development of a shared advertising measurement standard for the market.
As an independent third-party verification provider, IAS will supply MediaReach with viewability and completion data.
In line with the standards established with the market, this viewability and completion data will be used to measure campaign performance across six levels of exposure quality, based on **valid impressions, viewable impressions, and viewable impressions completed at 25%, 50%, 75%, and 100%.**
The objective is to enable a more transparent and objective comparison of advertising performance across linear TV and digital video.

> *The partnership with IAS marks an important milestone in the rollout of MediaReach. It strengthens our ability to provide the market with robust, comparable, and transparent metrics, fostering a shared understanding of video advertising performance.*

Julien Rosanvallon, Deputy CEO of Médiamétrie

> *We are proud to continue our long-standing partnership with Médiamétrie through the MediaReach initiative. For more than ten years, our two companies have worked together to advance video advertising measurement, making it increasingly reliable, transparent, and widely adopted across the market. By contributing our expertise and data on ad viewability and video completion to MediaReach, we are reaching a new milestone in this collaboration. Our objective is to enable a more objective and consistent comparison of advertising performance across television and digital video, for the benefit of the entire ecosystem.*

Clément Bascoulergue, Country Manager, France & Belgium at IAS

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Médiamétrie and Integral Ad Science (IAS) enter into a strategic partnership to support the growth of MediaReach.

This partnership reflects the shared commitment of Médiamétrie and IAS to fostering the emergence of a transparent, reliable, and market-wide measurement framework, supporting the development of a unified view of video advertising performance.

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.officiel Médiamétrie

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Measure's words
Our glossary

À propos d'Integral Ad Science

Integral Ad Science (IAS) is the leading global media quality measurement and optimization platform. It provides the industry's most trusted data, enabling the world's largest advertisers, publishers, and social media platforms to achieve superior results. IAS technology delivers comprehensive and actionable insights to help ensure that ads are viewed by real people, in safe and suitable environments, while maximizing return on investment for advertisers and revenue opportunities for publishers.
Our mission is to be the global benchmark for trust and transparency in digital media quality.

For more information, visit: integralads.com

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