

PRESS RELEASE

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Médiamétrie wins twice at the IAB Europe Research Awards 2017



Médiamétrie has won the Consumer Devices category as well as a special jury prize for Research and Data Innovation, recognising its **4-screen TV/Video audience measurement**, at the IAB Europe Research Awards 2017. The awards ceremony was held last Tuesday evening in Amsterdam at the 2017 Interact conference, a major event for the digital advertising industry.

Both prizes recognise Médiamétrie's expertise and capacity for innovation in measurement hybridisation.

Launched in 2016, 4-screen TV/Video audience measurement is the fruit of combining panel measurement of TV and Internet audiences with big data.

Although live broadcasting and the television screen are still the core means of consumption for French viewers, their habits are evolving towards increased viewing in time shifted and using Internet screens. Hence, it now makes a lot of sense to provide all-screen audience measurement.

Speaking at the awards ceremony, Julien Rosanvallon, Médiamétrie's Head of Internet and TV Department and Bertrand Krug, Médiamétrie's Head of Internet stressed, "*Médiamétrie's expertise both in television audience measurement and in Internet measurement has enabled France to become one of the first countries in the world to offer 4-screen TV audience measurement.*"

About Médiamétrie

The French industry leader in media research, Médiamétrie monitors, measures and analyses audience behaviour and market trends. Created in 1985, Médiamétrie is expanding its activities in television, radio, Internet, cinema, mobile phones, tablets and the cross-media sector in France and abroad. Médiamétrie generated a turnover of €88.5 million in 2016.

Website: www.mediametrie.fr

Twitter: www.twitter.com/Mediametrie

Facebook: www.facebook.com/Mediametrie

Press Contacts:

Mélanie Olabé

Tel.: +33 (0)1 80 04 71 44

molabe@mediametrie.fr

Laure Osmanian Molinero

Tel: +33 (0)1 47 58 97 55

losmanian@mediametrie.fr