

# PRESS RELEASE

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Mediametrie



## Médiamétrie's Data Checking solution wins an "Etudes et Innovations 2018" award

Médiamétrie picked up the silver trophy in the "Data Intelligence, Marketing Sciences" category for its **Data Checking** solution at the 2018 "Etudes et Innovations" awards organised by Offremedia and Syntec Etudes.

As a reminder, Data Checking validates the quality of databases belonging to publishers, operators and advertisers by combining them with Médiamétrie's "reference panels", which contain 300,000 contacts categorised by age, gender, SPC, etc. This solution generates two indicators:

- the quality diagnosis, or "Kappa number" is established by variables that allow to calibrate the quality of the studied database by comparing it to a standard, on any criterion shared by the two databases;
- the strict Direct Agreement Rate with the Médiamétrie reference database.

Amongst other things, Data Checking is a means of prioritising internal databases on the basis of their quality, as well as checking and comparing the quality of databases belonging to partners or suppliers. It can even help to improve their data, since it only retains the most relevant databases.

Estelle Duval, Data Business Director at Médiamétrie, commented:

*"To our customers who have chosen the Data Checking solution, the Médiamétrie "label" represents a guarantee of quality. This award is confirmation that a tool such as Data Checking is necessary to develop market confidence. Accordingly, Médiamétrie and the Data Committee are pushing ahead with the goal of establishing a Data Quality standard in France through a trusted, independent third party. At the same time, we are working alongside our customers on tailored projects to qualify and enrich the data."*

### 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 €93 million in 2017.

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