PRESS RELEASE

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Data Enriching, Médiamétrie's new solution that enriches TV media planning with data targets

Médiamétrie continues to develop its data business, and is launching Data Enriching, a solution intended to enrich TV media planning with data targets.

Data Enriching allows agencies, advertising space brokers and advertisers to reach data targets identified online in their TV advertising campaigns. These targets are created from recent digital behaviour, observed in web users' usage from Médiamétrie's Internet audience measurement.
They are defined by relying on their web browsing (*sites visited, time spent, searches made, purchasing intentions*). In other cases, they may come from outside data *(1st-party* or 3rd-party**).*

Médiamétrie creates four types of targets with Data Enriching:

- **SURF Data**: interest centre targets defined by the time spent on categories of sites from the Internet audience measurement (sport, health, fashion, travel, real estate, etc.).

- **SEARCH Data**: targets custom-made for each client from a list of keywords in queries made by web users.

- **INTENT Data**: targets created using behavioural data exclusively collected on merchant sites or on specialised comparison sites, or those custom-defined using a list of pages visited by web users.

- **AD-HOC Data**: targets created using third-party data, or first-party data directly originating with the advertiser; or third-party data originating with a data supplier.

*"With Data Enriching, Médiamétrie is opening new prospects for targeting on TV, basing itself on a standard set of targets shared by TV, Digital and Data.
Data Enriching helps offer targets closer to real web consumption during TV media planning, which gives brands new targeting possibilities",* stated Estelle Duval, head of Médiamétrie's Data Business.

*1st-party data: CRM or transactional data belonging to publishers, advertisers, online sellers, collected from their users, subscribers, or clients either on their websites or at points of sale.
**3rd-party data: data coming from outside suppliers, complementing 1st-party data, especially using behavioural 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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