

# PRESS RELEASE

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## Digital Ad Ratings (DAR) enriched with viewability measurement in France

**Digital Ad Ratings (DAR), Nielsen's audience measurement solution for online advertising campaigns, marketed in France by Médiamétrie//NetRatings, now includes in France a new viewability indicator for video and display campaigns.**

This new solution, **Qualified Ad Audience**, included in Digital Ad Ratings, provides a global understanding of the performance of online advertising campaigns. As a result, DAR campaign assessments can now qualify the audience who has seen the campaign according to IAB/MRC\* norms, through indicators such as coverage, on-target repetition and even on-target viewable impression rate.

Already available for actors in the advertising market - advertisers, agencies, advertising space sellers, programmatic platforms, etc. - for all countries where the DAR measurement is deployed, **Qualified Ad Audience** in particular offers:

- Viewability measurement **across all internet devices** : computer and mobile (smartphone and tablet)
- A customisable viewability measurement with the ability for each subscriber to determine **their own viewability threshold** in addition to IAB/MRC\* norms
- A measurement of **viewable video completion rate according to exposure time** for to the ad, allowing evaluation of **contact intensity**

***“In an advertising market that seeks reliability, an online campaign's viewability is an essential issue, as it naturally conditions the campaign's effectiveness”***, declared Eglantine Dever, the Director of the Advertising Solutions Department at Médiamétrie//NetRatings.

\* According to Interactive Advertising Bureau (IAB) and Media Rating Council (MRC) norms, an ad impression in display format is considered viewable as soon as at least 50% of the displayed surface of the ad served is viewed, for at least one second continuously in a browser window. For video format, it must be viewed at least two seconds continuously when at least 50% of its content is visible.

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## **About Médiamétrie and Médiamétrie//NetRatings**

*The French industry leader in media research, Médiamétrie monitors, measures and analyses audience behaviour and market trends, and fosters the emergence of a benchmark for media data in France. Created in 1985, Médiamétrie is operating in Television, Radio, the Internet (computer, smartphone and tablet), Cinema and the Cross-media sector in France and abroad. Médiamétrie Group generated a turnover of €102.7 million in 2018.*

*Médiamétrie//NetRatings is a company which was established and owned jointly by Médiamétrie and Nielsen. Médiamétrie//NetRatings develops and markets Internet audience and online efficacy reference measurements in France.*

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